

Victorian Screen Incentive Guidelines

Essentials

About this program

- The Victorian Screen Incentive (VSI) program is an economic development initiative that offers grants to attract footloose screen projects to undertake production activities in Victoria.
- The objectives of VSI are to:
 - attract interstate and international screen production and businesses to Victoria
 - increase the volume of screen production in Victoria
 - increase employment and skills development opportunities for Victorian-based screen industry practitioners
 - build screen businesses, innovation, and entrepreneurs
 - increase business activity for Victorian based companies, including screen industry services, equipment providers and related industries
 - increase economic activity in Victoria.

Who can apply?

- Applicants can be:
 - production company or studio with the rights to produce a project.

What is eligible?

Projects must:

- be one of the following:
 - fiction - feature film, large format feature, telemovie, mini-series, pilot or series, or
 - documentary - feature film, large format feature, television one-off or series, or
 - light entertainment series (including reality, lifestyle) that showcases Victorian locations, culture and/or lifestyle, and has the potential to contribute to the visitor economy.
- meet the following minimum expenditure requirement threshold of AU \$3.5 million
- be considered footloose, where:
 - there are genuine interstate or international destination alternatives for the proposed activities.
- be fully financed.
- have genuine marketplace interest for commercial release or distribution of the project.
- have a budget that includes, at least, minimum Australian industry award rates for industry practitioners involved in the Victorian work.

Applications in final form must be received by VicScreen prior to commencing the activities for which an incentive is being sought.

What is not eligible?

- Current affairs programs, quiz shows, variety or panel shows
- Screen content which, in the opinion of VicScreen's assessors, is exploitative or which may harm an individual or group
- Applications from federal or state government departments or entities.

What can you receive funding for?

- VSI grants are calculated on a case-by-case basis as a percentage of Qualifying Victorian Expenditure incurred on a project which includes:
 - payments to Victorian screen practitioners, residents, or companies for goods or services provided in Victoria in connection with the project
 - salaries and expenses paid to, or incurred in relation to, any Victorian residents engaged on the project.
- Projects may receive a VSI grant of up to 10% of the Qualifying Victorian Expenditure.
- Refer to the [Qualifying Victorian Expenditure Information Sheet](#) for further details.

Who can you talk to about this program?

- It is important that you discuss your project with VicScreen before you apply.
 - Head of Incentives and Production Support - [Joe Brinkmann](#), +61 3 9660 3255
 - Incentives Coordinator - [Tess Hamilton](#), +61 3 9660 3254
 - Incentives Officer - [George Macfarlane](#), +61 3 9660 3284
- For technical issues or form submission enquiries, please contact our Grants Officer, [Nadia Macaulay](#), +61 3 9660 3220.

The Details

What happens after you apply?

- Your application will be assessed by the [Victorian Screen Economic Development Committee](#) who will take into consideration the following Assessment Criteria:
 - Qualifying Victorian Expenditure
 - employment opportunities for Victorian screen industry practitioners and associated businesses
 - evidence of the project's financing being in place (excluding the Location Incentive).
- The Committee will also assess the following value-add considerations / preferences:

- projects that build relationships and/or capabilities of Victorian businesses with a view to leveraging future work
 - the pipeline of production activity in Victoria, demands on crew and infrastructure skills development opportunities for Victorian screen industry practitioners
 - showcasing of Victorian locations and/or talent
 - projects that contribute to the visitor economy through highlighting Victorian destination, culture and/or lifestyle elements
 - how a project promotes diversity and inclusion. Applicants are encouraged to refer to VicScreen’s [Gender & Diversity Statement](#)
 - other aspects of the project and its production in Victoria which the Committee considers relevant to the objectives of the VSI program.
- Funding is competitive and assessments will consider the availability of VSI funds and the project’s value to Victoria.

How long until a decision is made?

- Projects seeking an incentive of:
 - Less than AU\$2m are usually assessed within six weeks
 - AU\$2m and above are usually assessed within 6-16 weeks.
- If your project is time critical, you should discuss it with [Joe Brinkmann](#) prior to submitting your application.

What happens if you get funding?

- VSI applications and approved grants are commercial in confidence and applicants must maintain confidentiality. VicScreen will not publicly release details of submitted applications and projects without prior approval.
- Successful applicants will enter into a standard agreement with VicScreen setting out the terms and conditions of the VSI grant, including:
 - the project must achieve an agreed minimum Qualifying Victorian Expenditure
 - VicScreen must be credited on the project
 - the applicant must assist VicScreen and the Victorian Government with publicity and media opportunities to promote the project’s activity in Victoria
 - all projects will be required to host Professional Attachment and/or Key Talent Placement opportunities. Position types, number of positions and durations to be mutually agreed with VicScreen based on industry skills shortages
 - details of the [standard deliverables](#) to be provided to VicScreen on completion of the project.
- VSI grants are generally paid in three instalments:
 - 10% on the approval of VicScreen’s final credit on the project prior to mastering
 - 10% on delivery of promotional materials prior to release of the project
 - 80% on receipt of all remaining deliverables including an audited expenditure report, a

remittance questionnaire, cost report, schedule and a copy of the project.

- VicScreen reserves the right to withhold or vary the amount of an instalment if any requirements are not met (including reaching the agreed Qualifying Victorian Expenditure or delivery of the deliverables).

What will help your application?

- Read these guidelines thoroughly and check your eligibility. Terms underlined in black appear in the website glossary.
- Review the online application form – make sure you have all required documents ready to be submitted with the application.
- Ensure you have discussed your application with a VicScreen team member.
- Make sure your application addresses the Assessment Criteria.

Ready to start your application?

Reach out to our [Incentives team](#) to discuss your project.