VICSCREEN

Development on Demand Guidelines

About this program

Development On Demand supports producers and writers to develop narrative fiction or documentary projects, including VR for any release platform, including cinema, television, and online.

Applicants can apply at any time.

VicScreen is committed to promoting and supporting gender equality, diversity and inclusiveness in the Victorian screen industry and requires applicants to demonstrate diversity and inclusion in their applications. We therefore expect that the diversity of your project's content is appropriately reflected in the creative team and/or that integrated and meaningful collaboration occurs from early stages of development. You must also consider whether your team has the right to include that content and whether the inclusion and expression of the content will be authentic. All applicants should read VicScreen's Gender & Diversity Statement prior to applying.

What are we looking for?

- We're looking for strong, vivid and distinct projects with clearly articulated development goals.
- Applications that clearly address all the Assessment Criteria.

Who is eligible?

- You must be a writer or producer that is an Australian individual or company. View our Terms of Trade for eligibility requirements.
  - Writer applicants:
    - » must be Victorian.
    - » can only receive one round of funding for a project without a producer. Any subsequent applications for funding, must have an eligible producer attached.
  - Victorian Producer applicants:
    - » may engage a non-Victorian writer, however, preference is given to all-Victorian teams.
  - Non-Victorian Producer applicants:
    - » must engage a Victorian writer and the project must be substantially shot and/or completed in Victoria.

We now have new eligibility criteria. In addition to the above, all applications must qualify based on one of the below criteria:

- The applicant and/or at least one member of the project team must have a credit on a qualifying project.

  – Qualifying projects are those that have been commercially distributed or exhibited, and/or sold to a recognised <u>commissioning platform.</u>

  – The credit must be associated with the type of project that is being submitted for development support (e.g. fiction feature, documentary series) and the credit must relate to one of the following roles: Writer, Producer or in some certain circumstances, Executive Producers with a track record in securing production financing.

- Individual Victorian practitioners who have received development funding or successfully participated in a development initiative from a recognised development agency or market player. (Assessment of this prior support will be subject to the discretion of VicScreen).

- Members of the VicScreen <u>Key Talent Placements Register</u>.

- You can provide evidence of market interest (minimum Letter of Interest) or secured co-funding from a recognised distributor or <u>commissioning platform</u> .

What projects are eligible?

- <u>Narrative fiction</u> or documentary projects for any release platform including <u>cinema</u>, <u>television</u> and <u>online</u>

What is not eligible for this program?

- <u>Short films</u>.

- For documentary applications, <u>Lifestyle</u>, Magazine and Current Affairs concepts are not eligible.

- Funding is not provided for office overheads.

- Funding is not provided for option fees.

- If your project has been declined for funding from VicScreen for development funding twice, you cannot submit another application for the same project.

- You can submit a maximum of two applications through this program in any one financial year without market interest.

What can you receive funding for?

- VicScreen funding is a partial contribution to the next stage of development. Applicants are expected to supplement this funding with their own or third party contributions.

- Funding can be used to develop a project to secure market attachment or production finance.

- Funding requests may include:

- For Fiction Series or one-off projects – writers room costs, series <u>bibles</u>, <u>draft</u> to draft funding
- For Fiction Feature projects – draft to draft
- For documentary projects – research, writing of a treatment, creation of a teaser, strategic shooting
- For VR projects – Prototypes, concept art, test shooting (360 degree projects only), script, pitch documents
- For projects at an advanced stage with significant market interest – budgeting, scheduling, casting and travel to finalise production finance.

How much can you apply for?

- Up to $50,000, depending on the project type and level of market interest.
- Requested amounts should be appropriate for the development activities proposed, the scope of the final project being developed and aligned with our <u>Budget Guide</u>.
- VicScreen funding is provided as a development investment, which must be repaid from the production budget if and when a project proceeds to production.

Who can you talk to about this program?

- For initial application enquiries, Grants Officer:
  - Fiction, [Denise Bohan](#) 03 9660 3261
  - Documentary, [Rachel Duffy](#) 03 9660 3285
- To discuss your project, Program Manager:
  - Fiction, [Mackenzie Lush](#) 03 9660 3232
  - Documentary, [Samantha Dinning](#) 03 9660 3281

The Details

What documents do you need to apply?

You must submit:

1. A completed [application form](#) and supporting materials
2. A project sample as follows (minimum requirement):

Type of project	Sample required
Fiction feature film	– Draft <u>screenplay</u>

Fiction series or short-form series	– Pitch bible (5-10 pages), and – Pilot episode or script sample* (15 pages) of the proposed project *For series applications with market interest, script sample is optional, but preferred.
Documentary features films, one-offs, television or online series	– Outline or treatment
VR projects	– Draft treatment or script, and proof of concept (if available), and – Detailed proposal outlining user experience and interactivity (if any)

What happens after you apply?

- Your application will be assessed by our Development Assessment Panel.

- Funding is competitive. Decisions will take into account the Assessment Criteria (see below), VicScreen's availability of funds, diversity of the current slate of projects and teams across all platforms, as well as the perceived need for VicScreen funds by the applicant.

Assessment Criteria

Applications will be assessed against the following criteria:

- Story
    - The strength and distinctiveness of the narrative, with an emphasis on bold storytelling
    - The execution and quality of the submitted materials.

- Development Plan
    - The degree to which the development plan diagnoses the story challenges in the current material, while also offering strategies to address them in the next phase of development.

- Audience and Budget
    - The applicant's demonstration of a clear pathway to audience, appropriate to the project's budget size and financing strategy.
    - The level of market support is a key factor in assessment of co-funded applications.

- Talent / Team
    - The ability of the individual or team to develop the project and ultimately realise the production.

- Victorian Benefits

- Potential Victorian benefits if project moves into production including employment opportunities, the level of estimated production and post-production spend in Victoria, and industry development opportunities.

- Cultural Benefits
  – How the project generates cultural value in terms of Australian storytelling (via content and/or authorship)

- Diversity
  – How robustly the application advances diversity across one or more core areas:
    » Meaningful on-screen representation of diversity in main protagonists, themes and narratives
    » Project leadership and <u>Key Creatives</u>
    » Industry access and opportunities for training/career progression/mentoring
  – We require applications to deliver on one or more of the core areas listed above and your project will be uncompetitive if it fails to do so
  – VicScreen does not currently support projects with significant First Peoples' content without a member of the key creative team coming from an appropriate background.

Preference is given to all-<u>Victorian</u> teams.

How long until a decision is made?

- For Fiction projects, you can expect a decision 9-10 weeks from the date of submission, via email or phone.
- For Documentary projects, you can expect a decision 7-8 weeks from the date of submission, via email or phone.

What happens if you get funding?

- Successful applicants will enter into a standard, non-negotiable agreement with VicScreen, setting out the terms and conditions of the approved funding, including deliverables, credit requirements and any repayment obligations.

What happens if you don't get funding?

- We will contact you to let you know if you have been unsuccessful in obtaining funding.
- You are able to get in touch with our Program Managers who will provide some feedback on your application.

What will help your application?

- Read these guidelines and the [Terms of Trade](#) which set out the core terms on which VicScreen conducts its business. 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.

- Read our [Budget Guide](#).

- Make sure your application speaks to the Assessment Criteria.

- Be aware that VicScreen expects 100% of the shoot and post-production to occur in Victoria but acknowledges that co-productions and story content may sometimes require otherwise.

Ready to start your application?

[Fiction Application Form](#)

[Documentary Application Form](#)