

# Development on Demand Guidelines

## Essentials

### About this program

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

Applicants can apply at any time.

### Our commitment to Diversity, Equity and Inclusion

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 it is appropriate for your team 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?

- 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 VicScreen’s [Terms of Trade](#) for eligibility requirements.
- All applicants must ensure they meet one of the following Victorian eligibility requirements:

Writer applicants	<ul style="list-style-type: none"><li>• Must be Victorian.</li><li>• Can only receive one round of funding for a project without a producer. Any subsequent applications for funding, must have an eligible producer attached.</li></ul>
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Victorian producer applicants	<ul style="list-style-type: none"> <li>May engage a non-Victorian writer, however, preference is given to all-Victorian teams.</li> </ul>
Non-Victorian producer applicants	<ul style="list-style-type: none"> <li>Must engage a <u>Victorian</u> writer and the project must be substantially filmed and/or completed in Victoria.</li> </ul>

- All applicants must also meet one of the following four eligibility pathways:

1.	<p>The applicant and/or at least one member of the key creative team – writer or producer – has a credit on a qualifying project.</p> <ul style="list-style-type: none"> <li>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 certain circumstances, executive producers with a track record in securing production financing.</li> <li>Qualifying projects are those that have been commercially distributed or exhibited, and/or sold to a recognised commissioning platform. This excludes low value acquisitions (VicScreen may request evidence of distribution agreements to assess eligibility).</li> </ul>
2.	Individual Victorian key creatives 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).
3.	Members of the VicScreen <a href="#">Key Talent Placements Register</a> .
4.	Applicants who can provide evidence of market interest (via a Letter of Interest at a minimum) or who have secured co-funding from a recognised distributor or <u>commissioning platform</u> .

### Projects with First Peoples content

- VicScreen does not support projects with substantial First Peoples content without a First Peoples member on the key creative team (producer, writer and/or director).
- If your project includes First Peoples content, please refer to VicScreen's [First Peoples Content Statement](#) to ensure your application is eligible and you have the required documents ready to submit with your application. If you are unsure about what is required, or have any questions, please get in contact with VicScreen to discuss further.

**What projects are eligible?**

- Narrative Fiction or documentary projects for any release platform including cinema, television and online.

**What projects are not eligible for this program?**

- Short films.
- For documentary applications, lifestyle, magazine and current affairs concepts.
- If your project has been declined for development funding from VicScreen twice, you cannot submit another application for the same project.

**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 requests may include:

- For fiction series or one-off projects: writers' room costs, series bibles, draft to draft writing.
- For fiction feature projects: draft to draft writing, story editors, and consultants.
- For documentary projects: research, writing of a treatment, creation of a teaser, strategic shooting.
- For VR projects: prototypes, concept art, test shooting (360° projects only), script, pitch documents.
- In exceptional circumstances, for projects at an advanced stage with significant market interest: budgeting, scheduling and casting (if relevant) to finalise production finance.

**What can't you receive funding for?**

- Treatment to draft writing.
- Non-Victorian costs. Where the key creative team is comprised of Victorians and non-Victorians, only costs associated with the Victorian talent will be deemed eligible except for story editors across fiction features and relevant travel costs for documentary projects.
- Design costs associated with pitch decks or series bibles.
- For fiction projects, proof of concepts or animation design unless co-funded by a recognised distributor or commissioning platform.
- Office overheads.
- Option fees.

### 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 VicScreen's [Budget Guide](#).
- 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:

- Fiction Grants Officer – [Connie Boyce](#), 03 9660 3267
- Documentary Grants Officer – [Nadia](#), 03 9660 3220

To discuss your project:

- Fiction – Manager, Development – [Mackenzie Lush](#), 03 9660 3232
- Documentary Production Executive – [Ariel Waymouth](#), 03 9660 3260

## 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	<ul style="list-style-type: none"> <li>• Draft <a href="#">screenplay</a></li> </ul>
Fiction series or short-form series	<ul style="list-style-type: none"> <li>• Pitch <a href="#">bible</a> (5-10 pages), and</li> <li>• Full pilot or episode script from the proposed project.*</li> </ul> <p>Note: Experienced writers do not have to submit a draft script if they have a minimum of three writer credits on commercially produced series of the same type/format as the proposed project.</p> <p>*For Fiction series applications with market interest, script sample is optional.</p>

Documentary feature films, one-offs, television or online series	<ul style="list-style-type: none"> <li>• <u>Outline or treatment</u></li> </ul>
VR projects	<ul style="list-style-type: none"> <li>• Draft treatment or script, and proof of concept (if available), and</li> <li>• Detailed proposal outlining user experience and interactivity (if any)</li> </ul>

### 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 and 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 Key Creatives.
    - » Industry access and opportunities for training/career progression/mentoring.
  - We require applications to deliver on one or more of the core areas listed above. Your project will be uncompetitive if it fails to do so.

Preference is given to all-Victorian teams.

#### **How long until a decision is made?**

- You can expect to know the outcome within 10 weeks 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 our [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](#) to familiarise yourself with funding requests and line item caps.
- Read our [First Peoples Content Statement](#).
- Read our [Gender & Diversity Statement](#).
- 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](#)