VICSCREEN

Gamescom International Travel Guidelines

Essentials

About this program

VicScreen is offering financial assistance to eligible Victorian-based Games Developers who are planning to attend Gamescom 2025 from 19 to 24 August in Cologne, Germany.

The successful applicants will attend the events in and around Gamescom 2025 to expand business opportunities and raise the profile of the Victorian game development sector. They will have the opportunity to:

- directly pitch their projects to international buyers

- build strategic partnerships with international creators, distributors, and publishers, opening pathways for co-productions and collaborative projects

- attract inbound international investment in Victorian games.

It is expected that applicants and/or nominated travellers will have previously participated in an international or domestic market or showcasing event such as Melbourne International Games Week, PAX, IndieCade, GDC or a previous Gamescom.

Applicants who have not previously attended a market or conference but can demonstrate significant international or domestic market interest in a project should contact VicScreen to discuss.

Available funding

Grants of up to $4,000 per applicant are available for travel from Victoria to Cologne to attend Gamescom 2025. VicScreen will only fund one grant per applicant/project.

Grants must be applied to the travel expenses of one nominated traveller - airfares, ground transport, accommodation, travel insurance and registration costs. Once a nominated traveller is approved by VicScreen, the approval is non-transferable to another company representative without prior approval from us.

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A limited number of applicants will be funded, based on application of the *Assessment Criteria*. If demand exceeds available funding, priority will be given to applicants that have not received travel assistance from VicScreen in the previous 12 months.

Who is eligible?

Applicants must:

- be a Victorian company based in and operating from Victoria for at least 6 months immediately prior to the application; or

- an Australian citizen or permanent resident residing in Victoria at the time of application and for at least 6 months immediately prior to the date of the application.

In addition, applicants must:

- be a games developer with a project in active development; and

- own or control the rights to any games projects taken to the conference or have the permission of the rights holder to represent them at business meetings.

Assessment Criteria

Applications will be assessed based on the expected and likely business outcomes from attendance at Gamescom 2025, having regard to:

- clarity of the applicant's objectives and how well they align to attending Gamescom

- the applicant's strategy for achieving its objectives, including proposed and scheduled meetings, level of project exposure that will be achieved

- the level and type of existing market interest or financing for the relevant project(s) to be presented

- the perceived need and / or impact of VicScreen funds on the Applicant.

The Details

What happens after you apply?

Funding is competitive. Each application will be assessed on its merits against the Assessment Criteria by two internal assessors with relevant expertise. Final decisions will be made by the assessment panel taking into account the criteria and prioritisations listed in this document.

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How long until a decision is made?

Applicants will be advised of the application outcome by 1 July 2025.

What happens if you get funding?

• You will be contacted by email confirming VicScreen's support and any relevant terms and conditions

• You must book your own flights, travel insurance, accommodation and costs associated with registration.

• You will receive payment on completion of an acquittal report, and provision of proof of attendance at event.

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 welcome to get in touch with the Program Manager, to receive 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.

• Make sure your application speaks to the Assessment Criteria (set out above)

• 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 application. Applicants are encouraged to refer to our Gender & Diversity Statement.

• Get your application in on time and check the deadline date for this program. Applications are due by 11pm AEST on the deadline date unless otherwise stated on the program page on VicScreen's website. Applications not received by the deadline date will not be accepted for that round, as per our Terms of Trade.

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Who can you talk to about this program?

- Grants Officer - Ilundi Tinga, 03 9660 3228

- Program Manager -Kara Masters, Industry and Skills Development Coordinator 03 9660 3216

Ready to start your application?

Start your application

Closing date for applications is 16 June 2025