

Indian Cinema Attraction Fund (ICAF) Guidelines

Please contact us if you require a copy of these guidelines in Hindi, Tamil, or Telugu.

About this program

The Indian Cinema Attraction Fund (ICAF) offers grants to attract footloose screen projects from India to undertake production, or both production and post-production, in Victoria.

What are we looking for?

Screen projects that will:

- Undertake production, or both production and post-production, in Victoria
- Showcase Melbourne and Victoria to audiences of Indian Cinema in India
- Increase skills development opportunities for Victorian screen industry practitioners with a focus on members of the Indian diasporic communities
- Employ Victorians and engage Victorian businesses.

Who is eligible?

Applicants must:

- be an
 - Indian production company or studio, or
 - Australian Special Purpose Vehicle (SPV) owned by an Indian company.
- have produced at least 10 feature films, each of which have been exhibited on at least 1,000 screens in India (at least one of which must have been released within the last five years)
- have the rights to produce the project and confirm chain of title (project ownership).

What projects are eligible?

To be eligible, projects must:

- Be a feature film
- Demonstrate a minimum of A\$700,000 will be spent in Victoria on approved production elements (see *What can you receive funding for?* below)
- Have evidence (with a signed agreement) of confirmed distribution that will release the project theatrically on at least 1,000 screens in India
- Be fully financed, where the ICAF grant does not form part of the finance plan
- Have a budget that includes, minimum Australia industry award rates for Australian screen industry practitioners involved in the Victorian production work

- Engage some screen industry practitioners who are Victorian residents
- On a case-by-case basis, VicScreen may consider applications for feature films or fiction series produced for major Indian broadcasters or SVOD providers
- Applications must be submitted and approved prior to commencing formal pre-production.

What is not eligible?

The following are not eligible for an ICAF grant:

- Infotainment, reality, and magazine shows
- Variety programs and light entertainment
- Sports and current affairs programs
- Television commercials
- Short films (<60mins)
- Community television
- Student films
- Projects that have already received any other funding from VicScreen.

What can you receive funding for?

- ICAF grants are calculated as a percentage of Qualifying Victorian Expenditure incurred on a project, including
 - 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
 - Per diems, accommodation and transport costs paid to or expended in Victoria by screen industry practitioners who are not Victorian residents, but who provide their services to the producer in Victoria, in connection with the production of the project
 - All flights connected with the production of the project in Australia that are purchased through a Victorian travel agent.
- A full explanation of Qualifying Victorian Expenditure can be found [here](#).

How much can you apply for?

- A grant of up to 25% of the project's Qualifying Victorian Expenditure
 - Projects that demonstrate significant value to Victoria may be eligible to receive over 25%, at the Victorian Screen Economic Development (VSED) Committee's discretion.

- Applicants should discuss their funding requests with VicScreen prior to submitting an application.

Who can you talk to about this program?

- You must discuss your eligibility with VicScreen prior to submitting an application.
- Please send the following to heather.scott@vicscreen.vic.gov.au or call +61 3 9660 3254 to discuss
 - Details of your proposed project, including confirmation the project is fully financed and has confirmed distribution on at least 1,000 cinema screens in India
 - List your 10 previous credits as either Producer, Executive Producer or Production Company on feature films that have been exhibited on at least 1,000 cinema screens in India

The Details

What happens after you apply?

- Your application will be assessed by the [VSED Committee](#) who will take into consideration matters including the following Assessment Criteria:
 - Proposed level of [Qualifying Victorian Expenditure](#) on production and post-production
 - Level of Indian theatrical distribution committed to the project
 - The number of skills development opportunities (placements and attachments) that could be offered to Victorian screen industry practitioners on the project with a focus on members of the Indian diasporic communities
 - Applicant's track record
 - How the project aligns with VicScreen values and reputation. VicScreen will not support material that is offensive on the basis of age, ethnicity, nationality, race, gender, sexual preference, religion, or physical or mental disability
 - The viability of the project's finance plan
 - Other aspects of the project and its production in Victoria which the VSED Committee considers relevant to the objectives of the ICAF program.
- The Committee will preference applications looking at
 - The number of employment opportunities for Victorian screen industry practitioners
 - Tourism benefits to Victoria.
- Funding is competitive and decisions will take into account the availability of ICAF funds and the project's value to Victoria.

How long until a decision is made?

- The [VSED Committee](#) usually assesses complete applications within four to six weeks of submission.
- If your eligible project is time critical, you should discuss it with us prior to submitting your application by emailing <mailto:ICAF@vicscreen.vic.gov.au> or heather.scott@vicscreen.vic.gov.au.

What happens if you get funding?

- Funding is provided in the form of a grant.
- Successful applicants are expected to host training opportunities for at least one above the line placement and several below the line attachments (all paid for by VicScreen).
- Successful applicants are expected to form an Australian company or SPV that will enter into a standard agreement with VicScreen.
- Australian companies providing production services on behalf of an eligible applicant will need to provide a copy of the production services agreement (if applicable).
- The terms and conditions of the ICAF grant generally include:
 - The project must achieve an agreed [Qualifying Victorian Expenditure](#) to receive the grant
 - VicScreen must be credited on the project
 - The applicant must assist Victoria and the Victorian Government with publicity and media opportunities to promote the project's production activity in Victoria
 - Details of the deliverables to be provided to VicScreen on completion of production ([contact us](#) for a full list of standard deliverables).
- ICAF grants are generally paid in three instalments:
 - 10% on the approval of VicScreen's final credit on the project (prior to mastering) and approval of a rough cut of the project
 - 10% on delivery of photo stills, press kit, EPK, cast and crew list, and trailer
 - 80% on receipt of all deliverables including an audited expenditure report (completed by an independent qualified auditor who is a member of the Chartered Accountants Australia & New Zealand or CPA Australia), a remittance questionnaire, cost reports, schedules 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
 - Outstanding payments to Victorian residents or companies have not been made
 - Delivery of the deliverables.

- ICAF applications and approved grants are commercial in confidence and applicants must maintain confidentiality. VicScreen will not release details of submitted applications and projects without prior approval.

What happens if you don't get funding?

- If your application is not successful, we will contact you to let you know.
- At that stage, you may wish to contact us for feedback on your application.

What documents do you need to apply?

The following documents are required to be submitted with the application form:

- Request letter, including
 - The requested incentive
 - Background on the applicant company and rights holding company (including evidence of applicant company credits)
 - Financial structure of the project
 - Information regarding distribution arrangements in India, including number of screens
 - Identification of proposed Victorian locations to be used in production, as well as any post-production/VFX facilities if applicable.
- ASIC Current Company Extract for the SPV (if already formed).
- Finance plan evidencing the project is fully financed
 - Evidence of investors and their intended or committed level of financial support.
- Fully executed distribution agreement, with an established distributor with a proven track record, that
 - confirms the project will be distributed in a minimum of 1,000 screens in India, and
 - is dated no later than six months from the application submission date.
- Production budget breakdown, that demonstrates a minimum of A\$700,000 will be spent in Victoria on Qualifying Victorian Expenditure
 - The budget must demonstrate that Australian screen industry practitioners involved in the Victorian production work will be employed on, at least, minimum Australia industry award rates.
- Production schedule highlighting the intended filming dates in Victoria.
- Script (in English).
- Available information on the production company, principal cast, crew, and heads of department.
- Chain of title/project ownership documentation, including

- Evidence that the Applicant holds all necessary rights to produce the project (including underlying rights in the script).

What will help your application?

- Read these guidelines thoroughly and check your eligibility. Terms underlined in black appear in a glossary on the VicScreen website.
- Make sure your application addresses the Assessment Criteria.
- Make sure you have all of the required documents ready to be submitted with the online application.

Ready to start your application?

[Contact us to complete the application form](#)