

Industry Development Guidelines

Essentials

About this Program

As the state's economic and creative screen development agency, VicScreen is committed to ensuring Victoria has the skills, capacity and reputation to drive productions and be a global destination for film production.

To achieve this Industry Development supports screen industry guilds and screen-based organisations to deliver industry development activities in Victoria to a diverse range of screen practitioners across their career lifecycle.

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. All applicants should read VicScreen's Gender & Diversity Statement prior to applying.

What are we looking for?

We will only provide support for activities that will support our commitment to gender equality, diversity, and inclusiveness.

The proposed activities must also deliver on at least one of these key objectives:

- Provide opportunities for [screen workers](#) to gain skills in areas of industry need across their career lifecycle.
- Provide opportunities for [screen creators](#) to gain craft and business skills across their career lifecycle.
- Provide screen creators and screen workers access and connections to domestic and international markets.

Who is eligible?

Applicants must:

- Be an Australian company, registered organisation, incorporated association, guild or individual. Please note that priority will be given to Victorian applicants (view our [Terms of Trade](#) for general eligibility requirements).
- Have specialist screen industry expertise.
- Have experience in successfully delivering similar activities.
- VicScreen reserves the right to waive any eligibility criteria in exceptional circumstances where the application meets the intent and objectives of the program and would otherwise be eligible.

What activities are eligible?

- Eligible activities include conferences, workshops, labs, and other screen-related activities dedicated to the development of business connections, professional craft and business skills in the film, television, online, games and virtual reality industries.
- Activities must take place between 3 and 9 months after the application submission date.
- All activities must comply with the Victorian Government's Covid Safe Settings.

What activities are not eligible for this program?

- Activities that do not have diverse practitioners among their target participants.
- Generalist masterclasses, 'In Conversations,' networking or social activities for industry-based groups or guild members.
- Award ceremonies.
- Distribution activities, development, or production of screen content.
- Development or enhancement of websites.
- Publications (online/podcast/print).
- Skills development programs such as 'Industry Days' that occur as part of a film festival.
- Activities that have also received funding from VicScreen's Audience Engagement programs in the same financial year.

How much can you apply for?

- Funding of up to \$50,000 per applicant per financial year.
- Applicants may submit:
 - a single application to deliver a suite of activities across the year; or
 - separate applications for each activity, within the overall funding cap.
 - The level of funding sought must reflect the proposed activity's size and benefits to Victorian screen practitioners.
 - VicScreen funding is considered a partial contribution to the activity and applicants are expected to supplement this with their own- or third-party contributions.

Who can you talk to about this program?

- Grants Officers – [Tim Reid](#), 03 9660 3236
- Program Manager – [Chris Barker](#), Manager – Skills and Industry Development, 03 9660 3258

The Details

What happens after you apply?

Your application will be assessed by the Program Manager.

Decisions will take into account the Assessment Criteria listed below as well as VicScreen's availability of funds.

Assessment Criteria

Applications are assessed taking into account the following:

- How the activity will deliver measurable outcomes for one or more of the Program objectives (as listed above).
- The experience and ability of the applicant organisation and project team to deliver the proposed activities, including the calibre of the proposed speakers, panellists, and facilitators.
- Demonstrated Victorian screen sector need, including alignment with any industry priorities specifically identified by VicScreen
- Market differentiation of the activity, having regard to the range of existing industry development activity already being delivered by other organisations, including activity delivered or supported by VicScreen.
- The activity's budget and funding sources, including proposed use of funds, revenue, and strategic alliances or partnerships formed with other industry bodies.
- Whether previous activity objectives and KPIs were successfully met and how any identified issues have been addressed (if relevant).
- How robustly the activity advances diversity and inclusion across one or more core areas:
 - Meaningful representation of diversity in program facilitators, trainers and participants.
 - Accessibility of the activity.

How long until a decision is made?

You can expect a decision 6-8 weeks from the date you submit your application, via email or phone.

What happens if I 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 KPIs, deliverables, credit requirements, reporting and any repayment obligations.

Successful applicants will be required to provide VicScreen with a list of communication, marketing and branding assets and associated communication timelines.

What happens if I 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](#) thoroughly, 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](#).

Ready to start your application?

Please reach out to the Skills Development Team to discuss your proposal.