

## Play Now Melbourne Application Guidelines

### *About this Program*

Taking place during Melbourne International Games Week, Play Now Melbourne is Australia's pre-eminent games market. The market is designed to connect local developers with leading international publishers and game platform holders facilitating meaningful business development opportunities.

Applications are open for developers from across Australia who have projects in active development looking to secure funding, publishing services, or marketplace support.

There is no fee for taking part in Play Now Melbourne.

The deadline for applications is Sunday 27 August at 11:59pm AEST.

### *What are we looking for?*

Australian developers with a project in active development who can demonstrate:

- Pitch materials or a playable build to present at Play Now Melbourne on 5 October 2023.
- The team's experience and/or capability to deliver the project; and
- The market potential of your game and how attending Play Now Melbourne will benefit your team, business and the wider Australian games sector.

VicScreen is committed to promoting and supporting equality, diversity and inclusiveness in the Victorian screen industry. Developers from traditionally underrepresented groups are strongly encouraged to apply to take part in Play Now Melbourne.

### *Who is eligible?*

- You must be an Australian individual or company. View our [Terms of Trade](#) for eligibility requirements.
- You must own or control the rights to any projects in the application.
- Have pitch materials and / or a playable build demonstrating a project in active development, including early-stage concept, prototyping, vertical slice, or full production.
- Have a team in place capable of delivering the project.
- Be able to attend Melbourne International Games Week and Play Now Melbourne on Thursday 5 October in person, and attend advance briefings (online or in-person).

### *Who is not eligible?*

- Individuals or businesses based outside of Australia.

- Applicants developing a project as part of a course of study or that will contribute to credits for a course of study.
- A broadcaster, commissioning platform, or State or Federal Government Screen department or agency.
- An employee of a broadcaster, commissioning platform, or State or Federal Government Screen department or agency.

#### *Who can you talk to about Play Now Melbourne?*

- Head of Games and Interactive - [Paul Callaghan](#), 03 9660 3224
- Games and Interactive Coordinator - [Lise Leitner](#), 03 9660 3277
- For technical issues or form submission enquiries, Grants Officer - [Connie Boyce](#), 03 9660 3267

## The Details

#### *What happens after you apply?*

- We anticipate a large volume of developer applications and selection will be competitive.
- Selection will take into account the **Assessment Criteria** listed below, compatibility and alignment with publishers and platform holders, event capacity, and the overall spread and diversity of projects and developers from across Australia.
- Applications will be assessed by a national and diverse panel of game industry experts from across the country.
- Final decisions for projects will be made by attending publishers, investors, and platforms holders.

#### *Assessment Criteria*

- The match of the project to platform holders, publishers, and investors in attendance
- The readiness of the project and development team for potential publishing or investment opportunities
- The applicant's objectives in attending Play Now Melbourne
- How the project and its development team address equality, diversity, and inclusiveness

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

You can expect a decision on or before seven weeks from the deadline date via email.

***What happens if you are selected to attend?***

- Matched developers will receive an email invitation to confirm attendance at Play Now Melbourne.
- In advance of the market, confirmed developers may be contacted to provide profile information or other material to facilitate meetings.
- You will also receive a detailed itinerary of scheduled meetings and any other important information about Play Now Melbourne.
- After Play Now Melbourne has taken place, you will receive a post-event survey to complete.

***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 document 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 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?**

[Start your application](#)