

## Victorian Production Fund – Film, TV & Online Guidelines

### *About this program*

The Victorian Production Fund (VPF) – Film, TV & Online supports Victorian companies and Victorian key creatives to produce quality, diverse and engaging narrative screen content for local and international audiences.

Applicants can apply at any time.

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 your team has the right 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?*

- High-quality, diverse and engaging narrative screen content that can:
  - generate employment and economic activity in Victoria
  - make a significant contribution to Australian culture and storytelling
  - grow the number and size of Victorian production companies
  - provide increased opportunities for Victorian storytellers (project originators, writers directors and producers).
- Projects that meet the objectives of the VPF and the broader strategic objectives of VicScreen.  
(See Assessment Criteria below.)

### *Who is eligible?*

You must be:

- An Australian company based in and operating out of Victoria for at least six months prior to the funding application. For further information, view VicScreen's [Terms of Trade](#).
- Australian companies not based in Victoria can still apply if they are in a genuine co-production arrangement with a Victorian production company, and/or the project is created by a Victorian or driven substantially by Victorian key creatives.

### *What projects are eligible?*

- Types of projects

- Feature and large format films (narrative fiction and documentary)
- Television and online projects (narrative fiction and documentary) with a total minimum duration of a commercial half hour
- Virtual reality (VR) projects that develop a narrative through an immersive experience.
- Stage of production
  - Projects must be substantially ready to go into production.
  - VicScreen does not fund retrospectively. Projects seeking VPF funding cannot have commenced pre-production before the VicScreen decision date.
  - Documentary projects where preliminary shooting has been undertaken because of time critical issues relating to the subject matter may still be considered for VPF funding. Applicants should contact the Production Investment team before applying.
  - Completion funding applications will be accepted, where the principal production process has been completed and a rough cut or equivalent produced.
- Market attachment
  - Projects must have market attachment from a recognised distributor or exhibition platform (e.g. a broadcaster, exhibitor, or major online content provider)
  - For low-budget feature films, online narrative projects or applications for completion funding, projects unable to meet the above market requirements may be eligible to apply, where a strong business case for an alternate distribution strategy can be demonstrated.

*Who is not eligible for this program?*

- Projects without market attachment (except as specified above).
- Short films, sketch comedy, reality television, infotainment, magazine shows, variety, light entertainment, sports telecasts, news, current affairs, corporate or promotional media, training videos or community television shows.
- Projects that are part of a course of study.
- A project that has been declined once for funding from this program (or the previous API – Film & TV program), unless VicScreen has deemed it significantly reworked.
- A project that has been declined twice for funding from this program (or the previous API – Film & TV program).

*How much can you apply for?*

- Between 3-10% of the project's Victorian spend, generally capped at \$500,000.
- In some circumstances the cap may be exceeded for Victorian production companies with projects providing exceptional value or benefit in meeting VPF objectives.

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

### *Who can you talk to about this program?*

- Grants Officer – [Rachel Duffy](#), 03 9660 3285
- Head of Content Investment – [Alicia Brown](#), 03 9660 3223
- Production Executive (First Peoples; Lead) – [Davey Thompson](#) 03 9660 3200
- Production Executive (Factual Lead)– [Samantha Dinning](#) , 03 9660 3281
- Production Executive (Children’s Lead) – [Ariel Waymouth](#) 03 9660 3260
- Director, Content and Talent – [Ross Hutchens](#), 03 9660 3271

### The Details

#### *What documents do you need to apply?*

- You will need to submit all the required documents in the [Application Materials Checklist](#).
- If your funding application is for \$150,000 or more, you must allow in your budget for at least one Professional Attachment for a minimum of five weeks, plus an additional week for every \$50,000 over the \$150,000 threshold.

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

- For feature projects, the creative team may be required to attend a meeting with VicScreen to discuss the vision for the project. The producer, writer and director need to be available on the days nominated by VicScreen. Following this meeting VicScreen will discuss the readiness of the project to progress through the assessment process.
- Assessment of eligible applications is normally undertaken by VicScreen assessment panels consisting of qualified staff and external industry specialists.
- Funding is competitive and assessors take into account the Assessment Criteria (see below) and VicScreen’s availability of funds, as well as the perceived need for VicScreen funds by the applicant. Funding recommendations are presented to the VicScreen CEO or Board for approval.

### *Assessment Criteria*

Applications will be assessed against the following criteria:

- Quality & feasibility of the project
  - The quality of the script/treatment/submitted materials, and ability of the team to realise the project creatively

- The appropriateness of the finance plan, budget and production methodology, and the ability of the team to deliver the project practically
- The project's ability to reach a clearly defined audience, and the level of market commitment to the project.
- Ability of the project to meet the objectives of the Victorian Production Fund
  - Provide economic benefits to Victoria by generating a high level of [Qualifying Victorian Expenditure](#)
  - Create employment opportunities for Victorian screen practitioners
  - Generate cultural value in terms of Australian storytelling (via content and/or authorship)
  - Be Victorian led in terms of generating IP for Victorian production companies and/or be driven substantially by Victorian key creatives
  - Be a project of significant scale either in terms of international competitiveness or growth for the production company.
- Contribution of the project towards VicScreen's broader strategic objectives
  - Children's and First Peoples' content
  - Diversity – how the application addresses diversity across the core areas of:
    - » meaningful on-screen representation of diversity in main protagonists, themes and narratives
    - » project leadership and key creatives
    - » and/or industry access and opportunities for training/career progression/mentoring.
  - Industry Development – how the project contributes to developing talent, growing businesses or infrastructure, driving innovation and creating skills development opportunities.
  - Promoting Victoria – what is the potential of the project to promote Victoria as an attractive and culturally vibrant destination in terms of featuring Victorian locations or stories, having a wide international reach and/or being of exceptionally high quality.

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

You can expect to know the outcome within 8-10 weeks of submitting an application.

#### *What happens if you get funding?*

- A Production Executive will phone you to advise the outcome.
- Funding is provided as an Assigned Production Investment, where VicScreen's equity, copyright and recoupment position is assigned to the producer.
- Successful applicants will enter into an Assigned Production Investment agreement which will specify conditions, including how the investment will be cashflowed and deliverables VicScreen

requires. The commitments made in the application, particularly with regard to minimum Victorian spend and employment, will be a contractual obligation.

- Successful applicants are expected to engage Victorians in all head of department roles and will be required to demonstrate they've genuinely sought to employ Victorians in all head of department and key creative roles.

*What happens if you don't get funding?*

- A Production Executive will telephone you to advise the outcome.
- You will only be eligible to reapply if your application is substantially reworked (at VicScreen's determination).

*What will help your application?*

- Read these guidelines and VicScreen's Terms of Trade. Terms underlined in black appear in the website glossary.
- Review the online application form – make sure you have all the required documents ready to submit with your application.
- Make sure your application speaks to what we are looking for (see *What are we looking for?* above) and 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?

[Victorian Production Fund Application Form](#)