

# Victorian Production Fund – Games Guidelines

## Essentials

### About this program

The Victorian Production Fund (VPF) – Games supports Victorian digital games development companies and creators to develop and release a variety of digital games.

This program accepts applications to support the Pre-Production, Production and Post-Production phases of game development.

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?

- Digital game projects from Victorian developers at all stages of their career.
- Projects that have a mix of creative, cultural, and commercial outcomes.
- Projects that are ready to take the next step to either Pre-Production, Production and Post-Production in order to become market ready.
- Original digital game projects that support the ongoing development and sustainability of individuals and businesses, as well as the broader Victorian screen sector.
- Projects that contribute to delivering on the priority areas of Victoria's [Screen Industry Strategy 2021-2025](#):
  - driving industry growth and jobs
  - generating compelling Victorian content and IP
  - developing skills and talent
  - enhancing Victoria's reputation as a vibrant, diverse and creative game development hub.

## Who is eligible?

- You must be an Australian individual or company. View our [Terms of Trade](#) for eligibility requirements.
- Applicants may be either a [Victorian Company](#) or [Victorian Resident](#).

## What projects are eligible?

- Original digital game projects targeting PC, consoles, mobile, VR, AR, or XR with a digital and/or physical release strategy.
- For **Pre-Production** funding, projects must have:
  - Early-stage concept or prototype materials showing the game’s intended key elements such as mechanics, themes, art style, narrative, or other game features.
  - Development documentation showing the path to additional financing or full production (refer to [Application Documents Checklist](#)).
- For **Production** funding, projects must have:
  - Concept materials showing the game’s intended key elements or a playable digital prototype ready to move into full production.
  - Development documentation demonstrating a public outcome for the project, including a demo release, Early Access, or crowdfunding (refer to [Application Documents Checklist](#)).
- For **Post-Production** funding, projects must have:
  - An existing publicly released project.
  - Development documentation that shows a package of work that builds on the released game such as localisation, porting, downloadable content, or other game content (refer to [Application Documents Checklist](#)).

## What is not eligible for this program?

- In addition to projects excluded under VicScreen’s Terms of Trade, the following project types are ineligible under this program:
  - Projects that contain or have relationships to gambling, exploitative pay-to-win mechanics, play-to-earn mechanics, or high risk and volatile trading products or technologies.
  - Projects with significant Indigenous content that do not have Key Creatives from an appropriate background.
  - Projects designed primarily for educational, training and simulation, research, marketing, or other business-to-business audiences or purposes.
- A project that has been declined for funding from this program unless VicScreen has deemed it significantly reworked.
- A project that has been declined three times for funding from this program.

## What can you receive funding for?

- For all stages of development:
  - Specific project features that are vital to the stage goal, as outlined below.
  - Staffing costs associated with the development team.
  - Engaging highly experienced mentors and/or consultants to assist with creative, technical, or business elements of the project, including accessibility and diversity consulting. For new and emerging teams, this is strongly recommended.
  - Legal fees, including assistance with distribution, licensing and publishing agreements and intellectual property protection.
  - Accounting costs and advice.
- For Pre-Production:
  - Development work necessary to early-stage project iteration and experimentation
  - Business development including assistance with publishers, pitch deck generation, branding and market strategy, distributors, franchise development and identifying alternate revenue streams.
- For Production:
  - Development work necessary to a project's public release
  - Audience engagement and marketing strategies appropriate to pre-release of the project.
- For Post-Production:
  - Ongoing content development and delivery post project release
  - Localisation or porting costs
  - Additional marketing or post-release audience engagement including strategy planning, press kits, user acquisition, social media, and community management.

## How much can you apply for?

- Funding is capped at \$300,000 per stage or \$500,000 per project.
- You must contribute 50% or more of the stage budget through in-kind work, applicant cash, external funds, or some other combination. You must provide evidence of external funds contribution to the finance plan as part of your application.
- For Pre-Production, the requested amount should target between 10% and 25% of the project's total budget.
- For Production, the requested amount should target between 10% and 50% of the project's total budget.
- For Post-Production, the requested amount should target up to 50% of the post-production budget.

- In some circumstances the requested amount cap may be exceeded for Victorian production companies with projects providing exceptional value or benefit in meeting VPF objectives.
- Funding is offered as an assigned production investment. There is no recoup expectation.
- Applicants can discuss their funding requests with VicScreen prior to submitting an application.

## Who can you talk to about this program?

- 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 do you need to apply?

- Discuss your project with VicScreen staff, including eligibility criteria and the submission and assessment process.
- Complete the online application form and provide the supporting documentation in the [Application Documents Checklist](#).

### What happens after you apply?

- Your application will be assessed by our Games Panel consisting of qualified staff and external industry specialists.
- Funding is competitive, and assessors take into account the Assessment Criteria (see below), VicScreen's availability of funds, the diversity of the current slate of projects and teams across all platforms, as well as the perceived need for VicScreen funds by the applicant.
- Funding recommendations are presented to VicScreen Management, CEO or Board for approval.

## Assessment Criteria

Applications will be assessed against the following criteria:

- Creative & Cultural Impact
  - What makes the project compelling and distinctive including its mechanics, narrative, visual style, use of technology or other key creative elements?
  - How does the project have cultural value in terms of Australian practitioners, experiences and representation?
- Commercial & Economic Impact

- How well the project contributes to the long-term sustainability and commercial goals of the developer, including investment triggered, employment and commercial relationships.
- Planning and Delivery
  - How well planned the project is, including the project budget, timeline, milestones and skills of the team, and the suitability of the proposed overall funding and development plan in achieving the intended outcomes.
- Benefits to Victoria
  - How does the project make a significant contribution to the Victorian industry in terms of developing key talent, growing development businesses, providing additional training or career development opportunities, driving innovation, supporting a diverse network of practitioners, supporting new creative and cultural infrastructure, or promoting Victoria as a vibrant destination through commercial and cultural success?
- Diversity & Inclusion
  - How robustly the application advances diversity across one or more core areas:
    - » Meaningful representation of diversity in themes, narratives, any in-game characters, and target audience.
    - » Project leadership and Key Creatives
    - » Industry access and opportunities for training/career progression/mentoring.
  - We require applications to deliver on one or more of the core areas listed above and your project will be uncompetitive if it fails to do so.
  - VicScreen does not currently support projects with significant First Peoples' content without a member of the Key Creative team coming from an appropriate background.
- Accessibility
  - The extent to which accessibility measures have been considered and planned for, along with the suitability of proposed measures.

## 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?

- You will be contacted by email once the outcome is known.
- Successful applicants will enter into a standard, non-negotiable agreement with VicScreen, setting out the terms and conditions of the approved funding, including deliverables and credit requirements.

## 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.

Ready to start your application?

[Start your application](#)