

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.

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 10 October 2024.
- 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.
- Teams developing projects capable of obtaining an Australian classification.
- Be able to attend Melbourne International Games Week and Play Now Melbourne on Thursday 10 October 2024 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.
- Applicants developing projects which:
 - contain or have relationships to gambling, exploitative pay-to-win mechanics, play-to-earn mechanics, or high risk and volatile trading products or technologies.

- are designed primarily for educational, training and simulation, research, marketing, or other business-to-business audiences or purposes.
- 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 Coordinator (Systems and Administration) – [Philip Chen Kuo](#), 03 9660 3211

The Details

What happens after you apply?

- We anticipate a large volume of developer applications and, because capacity is limited, selection will be competitive.
- In addition to the **Assessment Criteria** listed below, selection will take into account:
 - the number of publishers, investors and platform holders with which the project aligns.
 - event capacity.
 - individual meeting selection and availability.
 - overall spread and diversity of projects and developers at the event.
- Applications will be assessed by a national and diverse panel of game industry experts.
- Final decisions approving projects for inclusion will be made by attending publishers, investors, and platforms holders.

Assessment Criteria

- The match of the project to the requirements of participating platform holders, publishers, and investors.
- 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 areas of diversity, equity, and inclusion.

How long until a decision is made?

- Deadline for applications is 11pm on 17 July 2024
- Applicants will be notified of outcome by 29 August 2024
- Play Now Melbourne will take place 10 October 2024

What happens if you are selected to attend?

- Developers who are selected to participate in Play Now Melbourne:
 - will receive an email invitation to confirm attendance.
 - will be contacted in advance of the market to provide profile information or other material to facilitate meetings.
 - will be invited to pitch training sessions in advance of Play Now Melbourne.
 - will receive a detailed itinerary of scheduled meetings and other important information about Play Now Melbourne.
 - will receive a post-event survey to complete after Play Now Melbourne has taken place.

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*** (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](#)