

Play Now Melbourne 2025 Expressions of Interest Information Sheet

About Play Now Melbourne

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.

Expressions of Interest 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.

Who is eligible?

- Australian individuals or companies with:
 - ownership or control of the rights to any projects submitted as part of this Expression of Interest.
 - project pitch materials and / or a playable build demonstrating a project in active development, including early-stage concept, prototyping, vertical slice, or full production.
 - a team in place capable of delivering the project.
- Projects must:
 - be capable of obtaining an Australian classification.
 - not contain or have relationships to gambling, exploitative pay-to-win mechanics, play-to-earn mechanics, or high risk and volatile trading products or technologies.
 - not be designed primarily for educational, training and simulation, research, marketing, or other business-to-business audiences or purposes.
- Teams must be able to attend Melbourne International Games Week and Play Now Melbourne on Thursday 9 October 2025 in person and attend advance briefings (online or in-person).

Who is not eligible?

- Individuals or businesses based outside of Australia.
- Projects being developed 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
- Production Executive, Games & Interactive – [Lise Leitner](#), 03 9660 3277
- For technical issues or form submission enquiries, Grants Officer, [Angie Tassakos](#), 03 9660 3240

The Details***What are we looking for?***

Play Now Melbourne connects Australian developers who have a project in active development with local and international publishers, platform holders, and investors.

Publishers will make the final decision on who to meet with, based on teams and projects which can demonstrate:

- Pitch materials or a playable build to present at Play Now Melbourne on 9 October 2025.
- 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 the team, business and the wider Australian games sector.

VicScreen promotes and supports 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.

How are publishers selected?

- VicScreen invites a range of local and international publishers, platform holders, and investors to take part, covering a mix of slates, budgets, and project preferences.
- Once confirmed, VicScreen collects details of target game projects relating to their current slate, including information on release windows, genres, budgets, and services offered.
- VicScreen will announce participating publishers, platform holders, and investors in advance of the Expression of Interest process closing.

What happens after you submit your Expression of Interest?

- Once participating publishers, platform holders, and investors are confirmed you will have an opportunity to nominate those you are / are not open to meeting with.
- Taking into account their specific preferences, VicScreen matches projects to publishers, platform holders and investors. Developer requests and nominations are also factored into the matching process.
- Full details of projects, including pitch materials, will be shared with publishers, platform holders, and investors that your project matched with
- Final decisions for meetings at Play Now Melbourne will be made by attending publishers, investors, and platforms holders.

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 invited to register for online pitch training in advance of Play Now Melbourne
 - will receive a detailed itinerary of scheduled meetings and other important information about participating in Play Now Melbourne
 - will receive a post-event survey to complete after Play Now Melbourne has taken place.

How long until a decision is made?

- Deadline for submission of Expressions of Interest is 11pm on 24 July 2025
- Projects invited to take part will be notified by 12 September 2025
- Play Now Melbourne will take place 9 October 2025