

Victorian Screen Incentive Guidelines

Essentials

About this program

The Victorian Screen Incentive (VSI) program is an economic development initiative that offers grants to support screen work undertaken in Victoria.

The VSI supports two streams of activity:

1. Physical Production;
2. Digital Games, Animation, Post-Production and Visual Effects.

The objectives of the VSI are to:

- Attract interstate and international screen production projects and businesses to Victoria.
- Increase employment and skills development opportunities for Victorian-based screen industry practitioners.
- Support screen business growth and employment.
- Increase business and employment opportunities for Victorian based companies, including screen industry services, equipment providers and allied industries.
- Promote Melbourne and regional Victoria as filming locations to local and international producers of screen content.

Who is eligible?

- Applicants must be:
 - A company with the rights to produce the project or a part of it, and/or;
 - A company with the rights to undertake post-production, animation, visual effects or digital games work on the project.

What projects are eligible?

- Projects must be one of the following:
 - Fiction – feature film or series.
 - Documentary – feature film or series.
 - Light entertainment, including reality and lifestyle shows that showcase the locations, people or lifestyle of Victorians. Please note current affairs programs, quiz shows and variety or panel shows are not eligible.
 - A digital game that is designed primarily for entertainment.

- Additionally, projects must:
 - Be fully financed.
 - Have a genuine marketplace interest for commercial release or distribution of the project at the time of application.
 - Have a budget that includes, at least, minimum Australian industry award rates for industry practitioners involved in the Victorian work.
- Projects must also meet specific minimum expenditure requirements:
 - AUD\$8 million of Qualifying Victorian Expenditure (QVE) for Physical Production projects.
 - AUD\$0.5 million of QVE for Digital Games, Animation, Post-Production and Visual Effects projects.
- For physical production projects, projects must be considered footloose, meaning there are genuine interstate or international destination alternatives for the proposed activities.

What is not eligible for this program?

- The following projects and applicants are not eligible for the VSI program:
 - Screen content which, in the opinion of VicScreen's assessors, is exploitative or which may harm an individual or group.
 - Digital Games designed primarily for educational or training purposes.
 - Digital Games where, in the opinion of VicScreen's assessors, monetisation and data collection strategies are implemented in an unethical manner.
 - Digital Games involving gambling, as defined in Clause 4 of the *Interactive Gambling Act 2001* (Cth).
 - Projects designed to market or promote a product or service.
 - Projects or components of a project approved for funding under VicScreen's Victorian Production Fund.
 - Applications from federal or state government departments or entities.

What can you receive funding for?

- VSI grants are calculated on a case-by-case basis as a percentage of QVE capped at no more than 10% of QVE.

VSI Qualifying Expenditure

- All VSI grants are subject to a minimum QVE, which will be determined on assessment of your application.

- QVE is calculated from the time that you submit your complete application (including all required documentation and information to support program eligibility) and VicScreen has acknowledged receipt.
- A complete list of QVE can be found on the [VicScreen website](#). Key examples include:
 - Payments to Victorian individual and companies for work completed in Victoria.
 - Salaries and expenses paid to, or incurred in relation to, any Victorian residents engaged for the project in Victoria.
- To be eligible as QVE, expenditure must be incurred in connection with the type of work on the project for which the grant has been awarded.

The Details

What happens after you apply?

- Your completed application will be assessed by the [Victorian Screen Economic Development Committee](#) (VSED Committee).
- The assessment will take into account the *Eligibility Criteria* and *Value-Add Considerations* listed below. The VSED Committee will also consider the amount and availability of VSI program funds, generally.
- 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 roles.
- Successful applicants are expected to engage Victorians for all training and skills development opportunities connected to the production.

Value-add considerations

- In addition to assessing eligibility criteria, the VSED Committee will also take into account how the project addresses the following:
 - The long-term benefits to Victorian businesses and screen practitioners, including the creation of relationships, development of capabilities and opportunities for future work.
 - Whether the project is creatively driven by Victorians and/or involves Victorian-owned intellectual property.
 - The pipeline of production activity in Victoria and the capacity and demands on crew and infrastructure.
 - The availability of screen industry infrastructure.
 - The opportunities to showcase Victorian locations and/or talent.
 - The need for skills and experience development in the Victorian industry.

- The level of training for local screen industry practitioners, including any training delivered in Victoria to meet obligations connected with the Federal Location Offset.
- The contribution to Victorian tourism, for example by highlighting Victorian destinations, culture and/or lifestyle.
- The value of any planned work and/or other engagement in regional Victoria (for example, any economic and/or cultural value add).
- Endeavours to promote diversity and inclusion through the project – applicants are encouraged to review VicScreen's [Diversity, Equity and Inclusion Roadmap](#).
- Actions taken to measure and reduce the production's carbon footprint and overall environmental impact. Sustainable Screens Australia resources available at: <https://www.sustainablescreens.au/tools-resources>.
- Any other aspects of the project which the VSED Committee considers relevant to the objectives of the VSI program and VicScreen's functions as a whole.

What happens if you get funding?

- Successful applicants will receive a letter of offer from VicScreen, which will detail the VSI grant that has been awarded and any conditions.
- VSI grants are subject to a standard agreement which will be entered into by VicScreen and the applicant. The terms and conditions of the standard agreement include:
 - The minimum QVE which must be expended on the project to receive payment of the grant.
 - VicScreen's credit and promotional requirements.
 - Publicity and media requirements to promote the work on the project in Victoria and the VSI funding awarded, including that the applicant must assist VicScreen and the Victorian Government to make the first public announcement about the project proceeding in Victoria.
 - The training activities and outcomes that are expected to be delivered, including those arising from the applicant fulfilling training and/or infrastructure obligations under the federal Location Offset.
 - VicScreen's deliverable requirements and the list of [standard deliverables](#) (which include an audited expenditure report, an acquittal report, schedule and a copy of the project).
 - Before final payment of the grant, that the applicant can demonstrate to VicScreen's satisfaction that the project has been publicly released or that a public release is planned and will occur within a reasonable timeframe (for example, by providing an enforceable distribution agreement).
 - That VicScreen may withhold or vary the grant (or any instalment) if the applicant does not meet the relevant conditions (such as meeting the minimum QVE or delivery of the required deliverables).

- VSI grants are paid in arrears once all conditions are met, and all deliverables have been received. VSI applications and approved grants (and their associated documents) are commercial in confidence. Applicants must maintain confidentiality at all times. VicScreen will not publicly release application or project details without the applicant's approval.
- VicScreen does not participate in production financing arrangements for VSI projects, and it is the applicant's responsibility to ensure that those arrangements comply with these guidelines and the VSI grant agreement, including the confidentiality requirements.
- Please note, VicScreen may vary its standard terms and conditions from time to time.

What happens if you don't get funding?

- We will contact you to let you know if your application has been unsuccessful.
- If you would like feedback on your application, you are welcome to get in touch with the Incentives team (contact details below).

What will help your application?

- Make sure you read these guidelines thoroughly and check your eligibility. Terms underlined in black appear in the [glossary on the VicScreen website](#).
- Review the online application form and ensure you have all required documents ready before you submit.
- Discuss your application with a VicScreen team member (contact details below).
- Make sure your application addresses the *Assessment Criteria* and the *Value-Add Considerations* (listed above).

How do you commence an application and when will you receive the outcome?

- Contact the VicScreen incentives team to commence your application.
- Projects seeking a VSI Grant of:
 - less than AUD\$2 million are assessed within approx. 6 weeks; and
 - AUD\$2 million and above are assessed within approx. 6 – 16 weeks.
- If a project is time critical, you should contact the Head of Incentives or the Incentives Coordinators as soon as possible before applying.

Who can you talk to about this program?

- Head of Incentives – [Joe Brinkmann](#) (+61 3 9660 3255)
- Incentives Coordinator – [Marea Markou](#) (+61 3 9660 3278)
- Incentives Officer – [George Macfarlane](#) (+61 3 9660 3220)

- For technical issues or form submission enquiries, please contact the Incentives Grants Officer, [Tim Darbyshire](#) (+61 3 9660 3218).

About these guidelines

- These guidelines are subject to change. Please ensure that you are reviewing the latest version, which will be available on the [VicScreen website](#).