

Program name	Games Investment
Program type	Investment
Maximum funds available	Up to \$100,000 for games on any distribution platform being no more than 50% of the project budget Contact us to confirm if the program is suitable for your project
Deadlines	Two per year subject to available funds Check the deadlines page on our website for dates
Overview	Provides funding to develop a prototype or full game on any distribution platform
Who is it for?	Games developers
Program contacts	Initial enquiries should be directed to Kate Taylor , Administrative Support Officer kate.taylor@film.vic.gov.au Program Manager – Brad Giblin , Digital Media Manager

Intention of the program

The aim of the program is to support the development of a diverse range of games for any distribution platform with an emphasis on technical, creative or design innovation. The program works to ensure the development of better quality projects, capable of attracting further investment and reaching an identified audience.

This program addresses the need to support games developers to pitch to distributors, publishers and other third party investors through playable prototypes which demonstrate the technical, innovative and creative elements of their game.

The program also supports the full production of games that are intended to be sold directly to consumers through digital distribution platforms.

About the program

Up to \$100,000 is available for game development on any distribution platform, representing no more than 50% of the budget for the game will be funded by Film Victoria. Funding can be used to support staffing requirements and other costs associated with game development.

Funding for marketing activities can be included within the budget and is considered integral for projects that intend to sell direct to consumers.

Funding in the proposed budget can also be allocated to engage a highly experienced mentor to support key project personnel with the creative, technical and/or business elements of the project.

Applicants can only submit one application in any round of the program.

How applications are assessed

Funding is competitive and decisions will be made based on the following criteria:

- The quality and originality of the project
- The ability of the team to deliver the project
- The suitability of the budget to the project and marketplace
- The ability of the project to appeal to and reach its target audience
- The suitability and viability of the marketing plan
- The ability of the team to market the project (to publishers or consumers as applicable)
- The suitability and viability of the business plan
- The ongoing benefits to the business resulting from this project
- The extent to which developer has considered accessibility measures and the suitability of proposed measures

We will give preference to projects with high percentages of Victorian spend and Victorian key creatives

Please contact the Administrative Support Officer no less than 2 weeks before the program deadline to ensure that your application can address the requirements of the assessment panel.

Accessibility

Film Victoria encourages applicants to develop games that are accessible to people with a disability, including audiences with visual, auditory, cognitive or mobility impairments. Embracing accessibility principles helps ensure your project can reach the widest possible audience.

Applicants are expected to address accessibility measures in their proposed game development. Where accessibility measures aren't possible due to technical or other constraints, applicants are expected to outline their reasoning for not including these measures. The proposed accessibility measures will be considered as a part of the assessment process.

Accessibility features may include variable text size, closed captioning, configurable controls, variable difficulty levels or high contrast colour schemes.

Film Victoria funding can be allocated towards the development of accessibility measures, including consultants or technology solutions.

You may wish to refer to the following resources which are made available courtesy of the International Game Developers Association - Accessibility Special Interest Group.

Top ten accessibility considerations:

<http://igda-gasig.org/about-game-accessibility/game-accessibility-top-ten/>

How to provide accessibility in games:

<http://igda-gasig.org/about-game-accessibility/development-frameworks/>

We will seek feedback from both applicants and accessibility experts on the effectiveness of accessibility measures in Film Victoria funded projects.

Please contact the Program Manager if you have any questions about accessibility in your project.

Eligibility Criteria

If the Applicant is a Company

The applicant must satisfy the following criteria to be eligible for this program:

- Be incorporated in Australia, have an ABN, and be based in Victoria
- Have at least one company director who meets all of the requirements for an individual applicant
- Own or control or share ownership and/or control of the intellectual property rights in the project (pursuant to a written agreement(s) acceptable to Film Victoria)
- Demonstrate sufficient knowledge, resources and expertise required to complete the project
- Have an experienced team attached to the project
- Provide evidence to the satisfaction of Film Victoria of all necessary licences, approvals and development kits (where applicable)

If the Applicant is an Individual

The applicant must satisfy the following criteria to be eligible for this program:

- Be an Australian citizen or permanent resident and have an ABN
- Have lived in Victoria for at least the last six months
- Own or control or share ownership and/or control of the intellectual property rights in the project (pursuant to a written agreement(s) acceptable to Film Victoria)
- Demonstrate sufficient knowledge, resources and expertise required to complete the project
- Have an experienced team attached to the project
- Provide evidence to the satisfaction of Film Victoria of all necessary licences, approvals and development kits (where applicable)

The majority of the development work for the project must be undertaken in Victoria and use Victorian talent for the project to be eligible for investment.

Film Victoria must receive your complete application by the deadline. Incomplete applications will not be considered. Should you have any concerns about your application you must contact the Program Manager no less than 2 working days prior to the deadline.

Exclusions

Film Victoria will not accept applications from Federal or State departments or entities.

Film Victoria will not support capital works.

Film Victoria does not support the purchase of capital equipment, with the exception of game development kits for the project platform(s).

Students are not eligible to apply to Film Victoria's funding programs, unless they are post-graduate students.

If Film Victoria rejects an application, that application cannot be re-submitted to Film Victoria unless it has been substantially changed, developed or reworked.

Funding cannot be allocated retrospectively.

Outstanding Obligations

Film Victoria will not pay any approved funding to a successful applicant until that applicant has complied with all of its outstanding obligations (including repayment, reporting and delivery obligations) under any other contracts entered into with Film Victoria.

How it works

We will email acknowledgement of your application within five working days and you can expect an answer within approximately eight weeks of the application deadline.

The Program Manager will contact you if further information about your project is required for the purposes of assessment.

Your application will be read and assessed by the Film Victoria Digital Media Assessment Panel comprised of senior Film Victoria staff and highly qualified industry practitioners with relevant expertise.

Recommendations by the Digital Media Assessment Panel are presented to Film Victoria's Board for approval and decisions made by the Board are final.

Information about the Digital Media Assessment Panel can be found here – <http://www.film.vic.gov.au/Committees>

If you're successful

Successful applicants to this program will be required to enter into a contract with us. In this contract we'll specify the terms of the investment including what you'll need to deliver to us to access investment payments.

Applicants will be required to submit the following deliverables at project completion:

- One sentence project pitch
- One paragraph project synopsis
- Applicant's report on development
- The game (including software to run the game)
- All assets (art, code, audio) on CD
- Promotion materials (trailer, walkthrough video, press stills, screenshots)
- Business Plan for the prototype, incorporating
- Marketing and Commercialisation strategy
- Acquittal of expenditure (how the investment funds were spent)

Repayment of our Development Investment

In consideration of its investment in a project, Film Victoria will hold a 1% copyright interest in the project until our investment plus a 10% premium has been repaid. Once repaid, our revenue entitlements will cease and our copyright interest will be assigned to you.

For projects intending to sell directly to consumers, Film Victoria will propose a recoupment arrangement at the point of project approval.

For the development of prototypes, Film Victoria expects to be repaid at the point of commercialisation (where a publisher, distributor or third party investor comes on board). In some circumstances Film Victoria may agree to alternative arrangements in order to provide flexibility within the terms of the commercial deal under consideration. This negotiation will prioritise deal terms that are most likely to lead to further development of the project.