



# Game Development & Marketing Investment



# SQ Content

## Game Development & Marketing Investment

### Table of contents

What is Game Development & Marketing Investment?	3
Who can apply?	3
How much can I apply for?	3
How is my application assessed?	4
What happens if I'm successful?	5
Aboriginal and Torres Strait Islander Content	5
How do I apply?	5
Tips for a competitive application:	5
Application checklist	6
What do I do if I have read all of this and want to talk it through?	6

## What is Game Development & Marketing Investment?

Screen Queensland Game Development & Marketing Investment supports game developers to create and market high quality games capable of engaging a local and international player base, winning critical acclaim and achieving commercial success. Funding is to support game developers and games as the foundation of a successful and sustainable industry. Funding is competitive and only the strongest applications are able to be supported.

**NB: These guidelines may be updated from time to time. Ensure you have read the latest version prior to submitting your application.**

## Who can apply?

To be eligible, applicants must:

- Be a bona fide Queensland game development company or individual;
- Have a suitably experienced team with skills appropriate to the project;
- Be able to demonstrate that they are the IP creator and owner of the game. Commissioned projects are not eligible;
- Have a playable demonstration of the game or a suitable proof of concept;
- If applicable, be able to provide proof of necessary licenses, approvals and development kits;
- Be able to demonstrate a pathway to audience through its distribution platform
- Not be full time undergraduate or masters students;
- Not propose a project designed for the education, training, advertising, marketing, tourism or media sector;
- Not submit an application for a project that has been declined funding by SQ previously except where it can be demonstrated the application has been significantly reworked prior to submitting. Projects that have been declined twice are not eligible;
- Not submit an application for a project that has not acquitted previous SQ funding;
- Only submit one application per round; and
- At least match the amount requested from Screen Queensland through their own resources (cash/in-kind) and/or other funding sources. Applicants are encouraged to secure arms-length market/commercial investment.

Applications with team members in default with Screen Queensland are **not eligible** to apply until all previous funding has been acquitted. If you are not sure whether you are in default, contact Screen Queensland (07) 3248 0500 / [content@screenqld.com.au](mailto:content@screenqld.com.au).

In addition to meeting the requirements of this funding program, all applicants must adhere to the Screen Queensland Terms of Trade available at [www.screenqld.com.au](http://www.screenqld.com.au).

## How much can I apply for?

Game Development and Marketing Investment is capped at \$50,000 for experienced practitioners. Funding is capped at \$25,000 for applicants who have not previously released a game.

The amount requested of Screen Queensland must be at least matched by the applicant (cash and in-kind will be considered) and/or other funding sources. Applicants are encouraged to secure arms-length market/commercial investment.

The amount requested should be commensurate with the experience of the team, the scope of the work proposed, the market/audience for the project, and the contribution provided by the applicant and any co-funders.

**Eligible costs include:**

- Staffing costs and other costs associated with the game's development and release
- Licensing costs and legal fees, including assistance with distribution, licensing and publishing agreements and intellectual property protection
- Costs associated with marketing the project, including help with strategy, public relations, press kits, pricing strategy, app-store search engine optimisation, user acquisition, in-app purchase optimisation and localisation
- The engagement of a highly experienced mentor to support key project personnel with creative, technical or business elements of the project.

In exceptional circumstances, Screen Queensland may consider requests for support to port already released projects to new platforms and to develop new downloadable content (DLC) however priority will be given to games launching their first release. Released projects requesting marketing and localisation costs must demonstrate new and significant market opportunities to be considered.

## How is my application assessed?

Your application will be assessed by Screen Queensland executives and external peer assessors. Projects recommended for investment will be subject to the approval of Screen Queensland's EVP Content.

The following assessment criteria applies to all applications for game development and marketing investment:

- The quality of the project, taking into account artistry, gameplay, originality, story and technology, and its commercial potential
- The track record of the team, including any creative/professional attachments, and their ability to deliver the project
- The strength and appropriateness of the marketing strategy and the project's ability to reach its target audience
- The viability and appropriateness of the budget and schedule and the strength of the finance plan, including contributions from the applicant and other funding sources
- The benefits to the Queensland games industry, including an assessment of the levels of Queensland Expenditure, employment of Queensland games practitioners, upskilling opportunities offered through meaningful attachments, long-term benefits for the applicant business and any broader commercial or cultural benefits to the industry.

## What happens if I'm successful?

Successful applicants will enter into a contractual agreement with Screen Queensland.

Delivery, reporting, acquittal requirements, deadlines, attachments and a drawdown schedule for payment will be agreed.

Payments cannot be made without a fully executed contract, Screen Queensland's acceptance of executed transaction documents and receipt of a valid tax invoice.

Applicants will be given 60 days from approval to satisfy any approval conditions and commence contracting with Screen Queensland. This may only be extended with the agreement of Screen Queensland.

Funding can be revoked in the event that contracting does not begin within this period or the contracting period extends longer than three (3) months.

## Aboriginal and Torres Strait Islander Content

Games involving Aboriginal and Torres Strait Islander content will only be eligible for Screen Queensland support where some or all of the Intellectual Property is owned by members of these communities.

## How do I apply?

1. Read the guidelines in conjunction with Screen Queensland's terms of trade, paying special attention to the eligibility and assessment criteria for the fund. Your team must pass all eligibility and strongly satisfy all assessment criteria to have a competitive application. Incomplete and ineligible applications will not be assessed.
2. Contact Screen Queensland's Content team to discuss your application. Email [content@screenqld.com.au](mailto:content@screenqld.com.au) or phone (07) 3248 0500. Screen Queensland is unable to discuss your application while it is undergoing assessment.
3. Complete the application form at <https://screenqueensland.smartygrants.com.au/> and submit by 5pm Friday 31 August 2018. An automated email will be sent to you within 30 minutes of your submission to indicate Screen Queensland has received your submission. It is your responsibility as applicant to **contact Screen Queensland if you do not receive an application** receipt email.
4. Applicants may be asked to provide additional documentation and participate in interviews if assessors require further information. Applicants will be notified of outcomes in early October 2018.

## Tips for a competitive application:

Ensure that your application is of high quality, if you are declined once you will need to significantly rework your proposal before attempting to reapply and if your project is declined twice it will not be eligible for future applications. You can give your application the best chance of being competitive by:

- Strongly meeting the eligibility and assessment criteria
- Discussing your applications with a member of the SQ Content team prior to submission
- Employing Queensland practitioners in as many roles as possible
- Spending the majority of your budget in Queensland

- Having IP held by game developer
- If your project has Aboriginal and Torres Strait Islander content, ensure some or all of the IP is owned by a member of this community
- Ensuring that your budget, marketing and finance plan are suited to your distribution platform/s
- Building meaningful attachments for early-mid career Queensland talent into your budget
- Keeping in mind that the information you provide in your application will form your contract with Screen Queensland if you are successful.

## Application checklist

Screen Queensland requires the following documents to assess an application. Incomplete applications will not be assessed:

- Playable demonstration of your game (or suitable proof of concept) as well as a video demonstrating the gameplay and features of your game
- Game overview document detailing:
  - Game design
  - Art style
  - Target audience
  - Platform
  - Competitor and market analysis
  - Marketing strategy including 'release plan' and 'pricing and promotion'
  - Ongoing benefits to your business
  - Evidence of interested distributors/publishers
  - Statement of what makes your project unique and notable
- Game developer company details and ABN
- CVs and bios of key team members
- Written confirmation of any publisher attachments which include any relevant deal terms (if applicable)
- Copies of all legal documentation, including all agreements and chain of title documentation as relevant
- Proof of necessary licenses, approvals and development kits
- Details of professional placements for Queenslanders (if applicable)
- Details of Queensland talent and facilities
- Itemised budget with Queensland expenditure clearly highlighted
- Project timeline
- Copies of all financing documents associated with each third-party finance source. Please ensure these documents include deal terms (at least a Letter of Intent is required)
- Where team members or suppliers are reinvesting their fee, a list of budget line items and their associated position/service will be required as well as a letter of commitment from each person that is reinvesting their fee. The payment of reinvested fees should also be represented in the recoupment schedule.

## What do I do if I have read all of this and want to talk it through?

Contact the SQ Content team by telephone (07) 3248 0500 or email [content@screenqld.com.au](mailto:content@screenqld.com.au).

**NB: These guidelines may be updated from time to time. Ensure you have read the latest version prior to submitting your application.**