

# Post, Digital & Visual Effects Attraction Incentive Guidelines

July 2021

Screen Queensland is a company owned by the Queensland Government that invests in the Queensland screen industry, attracts production including post, digital and visual effects to the state and supports screen culture activities for all Queenslanders.

## Incentive Aim

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The Post, Digital and Visual Effects (PDV) Incentive aims to attract footloose screen projects to utilise PDV facilities in Queensland.

The objectives of the incentive are to:

- increase the level of PDV work in the State of Queensland;
- increase skills development and employment opportunities for Queenslanders working in the PDV sector; and
- increase business activity for Queensland based PDV companies.

For projects undertaking physical production in Queensland see our [Production Attraction Incentive guidelines](#).

## Eligibility

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This incentive program is open to all Australian and international producers, production companies and studios with screen projects that:

- are spending a **minimum of AU\$500,000** on qualifying PDV work in Queensland (qualifying PDV work as defined under the Australian Federal Government's [PDV Offset](#), with all resulting expenditure incurred and retained in Queensland);
- are footloose (i.e., there is evidence of genuine interstate or international PDV destination alternatives);
- are engaging a majority of screen industry practitioners who are [Bona Fide Queensland](#) residents.

The following formats are **eligible** to receive a PDV Incentive:

- Fiction feature film or series
- Documentary feature film or series
- Factual entertainment series (including reality)

Approved distribution for eligible formats includes theatrical and broadcast (i.e. television and streaming).

The following are **ineligible** to receive a PDV Incentive:

- Sports and current affairs programs
- Television commercials

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- Short Films (less than 60 minutes)
- Community Television
- Student Films
- Projects in receipt of any other funding from Screen Queensland including Production Investment or the Production Attraction Incentive
- Applications from federal or state government departments or entities

Qualifying Queensland PDV expenditure must not exceed amounts actually paid by the production company incurring the expense and must be calculated net of any investment in the scheme by the service provider or a related party.

Expenditure on interstate or international travel is not included. Expenditure on the employment of any individual who is not a bona fide Queensland resident is not included.

Applications for a PDV Incentive must be approved by Screen Queensland **prior** to the commencement of post production. Funding **cannot** be sought retrospectively. An application will be considered to be retrospective if post production has already commenced.

## Incentive Amount

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The incentive is generally calculated at fifteen percent (15%) of the qualifying Queensland PDV expenditure. The incentive amount will be at the discretion of the relevant delegated authority and is subject to the availability of funding at the time of application.

## Assessment Criteria

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Applications for the PDV Incentive are assessed in accordance with these guidelines, with a focus on the following criteria:

- **Economic Benefits** - Will the project deliver economic benefits to Queensland (e.g. inward investment (qualifying Queensland PDV expenditure) and onward economic benefits)?
- **Industry Benefits** - Will the project deliver industry benefits to Queensland (e.g. opportunities for businesses and screen practitioners to secure work, to promote growth and success, and for training and skills development)?

## Application Process

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Applications must be made online through Screen Queensland's SmartyGrants system. The application is available to [preview](#) prior to starting.

## During the application process you will be required to provide:

- Business and production information including project title, project synopsis, post production dates, etc
- Evidence of genuine interstate or international post, digital and visual effects destination alternatives
- The names of key creatives/ personnel
- Estimated number of Queensland crew
- Qualifying Queensland PDV Budget Topsheet and accompanying bids from Queensland PDV facilities/service providers

Within 30 minutes of submitting your application an automated application email will be sent to you as confirmation that Screen Queensland has received your application.

It is the applicant's responsibility to contact Screen Queensland if you do not receive an application receipt email. Please allow for system downtime or internet service provider problems when completing your application and save the application regularly.

## Decision Timeline

Following the receipt of an application, it will be assessed internally against these guidelines.

A recommendation will be made following the assessment which will proceed to the delegated authority for consideration and final decision.

For application deadlines please see the [PDV Incentive page](#).

## Successful Applications

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Successful applicants will be notified as soon as possible following a decision. A letter of offer with the incentive amount approved will be sent to the applicant. Applicants who accept the incentive will then enter into a formal agreement with Screen Queensland that outlines the conditions and deliverables required for payment of the incentive. Incentives will be paid after the completion of the project following full acquittal of contracted delivery items (including an audit of the qualifying Queensland PDV expenditure).

## Conditions and Deliverables

The contract with Screen Queensland will set out the terms and conditions of the incentive, including the following requirements:

- The project achieves the agreed qualifying Queensland PDV expenditure
- The project provides marketing and other delivery materials to Screen Queensland during, and on completion of, the project
- The project provides Screen Queensland with an appropriate and agreed screen [credit](#)

## Confidentiality

The incentive application and any incentive approved by Screen Queensland are commercial in confidence and Screen Queensland and the applicant must maintain confidentiality.

## Publicity

Successful applicants will be expected to assist Screen Queensland and the Queensland Government in relation to publicity and media opportunities prior to and during the PDV work in Queensland.

## Reporting Requirements

Successful funding applicants must provide detailed reporting and acquittal information on the activities undertaken which will be negotiated between the successful applicant and Screen Queensland at the time of contracting.

## Unsuccessful Applications

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If an application is unsuccessful, a member of the Production Attraction team will contact the applicant. Applicants can contact Screen Queensland for feedback on the application.

**IMPORTANT:** Documents to read before you apply

[Application Form](#)

[SQ Strategic Plan 2019-22](#)

[SDIN Charter](#)

[Australian Federal Government PDV Offset Guidelines](#)

## Program Contact

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