

Production Attraction Incentive Guidelines

November 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

The Production Attraction Incentive aims to attract footloose and fully financed screen projects to undertake production in Queensland.

The objectives of the incentive are to:

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

Applicants who plan to carry out post production (including dailies) work in Queensland, **in conjunction with** physical production, will be considered positively.

For projects undertaking post/VFX production in Queensland see our [Post, Digital and Visual Effects Incentive guidelines](#).

Eligibility

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\$3.5 million** on qualifying Queensland Production Expenditure (QPE) in Queensland;
- are footloose (i.e., there is evidence of genuine interstate or international production destination alternatives);
- have evidence of genuine marketplace interest for commercial release or distribution; and
- are engaging a majority of screen industry practitioners who are [Bona Fide Queensland](#) residents.

The following formats are **eligible** to receive a Production Attraction 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 Production Attraction Incentive:

- Sports and current affairs programs
- Television commercials
- Short Films (less than 60 minutes)
- Community Television
- Student Films
- Applications from federal or state government departments or entities

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

Incentive Amount

The incentive amount will be at the discretion of the Screen Queensland Board and is subject to the availability of funding at the time of application. The incentive is calculated as a percentage of the qualifying QPE. A full definition of qualifying QPE is available [here](#).

Assessment Criteria

Applications for the Production Attraction 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 QPE) 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)?
- **Tourism Benefits** - Will the project deliver tourism benefits to Queensland (e.g. destination profiling, and publicity initiatives)?
- **Community Benefits** - Will the project deliver community benefits to Queensland (e.g. community engagement and cultural opportunities)?

Application Process

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 summary, title, filming dates, etc
- Evidence of genuine interstate or international production destination alternatives
- The names of key creatives/ personnel
- Estimated number of Queensland crew, cast & extras days
- Qualifying QPE Budget Topsheet

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 Screen Queensland Board for consideration. All Production Attraction Incentive funding decisions are made by the Board.

For application deadlines and Board meeting dates please see the [Production Attraction Incentive page](#).

Successful Applicants

Successful applicants will be notified as soon as possible following a Board meeting. 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 production, following full acquittal of contracted delivery items (including an audit of the qualifying QPE).

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 QPE.
- The project provides the required number of attachment opportunities relative to the project's

estimated QPE. Full details on attachment requirements can be found in the [Production Attraction Strategy Framework](#).

- The project provides marketing and other delivery materials to Screen Queensland during, and on completion of, the project. Full details on marketing and delivery materials can be found in the [Production Attraction Strategy Framework](#).
- The project provides Screen Queensland with an appropriate and agreed [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 production's filming 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.

The Everyone Project

As a member of the Screen Diversity and Inclusion Network (SDIN), Screen Queensland uses The Everyone Project to benchmark and track the diversity of the Australian screen industry.

The Everyone Project is an easy-to-use survey and reporting tool that invites people working on current projects to self-identify on a set of characteristics to help us benchmark and track the impact of work to diversify the talent and crews working in the screen industry.

Productions supported through Screen Queensland must register with The Everyone Project and, with appropriate consent, provide their cast and crew's names, roles and contact details so that they may be invited to participate in voluntary, de-identified demographic surveys.

Learn more about [The Everyone Project](#)

Unsuccessful Applications

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.

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IMPORTANT: Documents to read before you apply

[Application Form](#)

[QPE Definition](#)

[SQ Strategic Plan 2019-22](#)

[SDIN Charter](#)

[Production Attraction Strategy Framework](#)

Program Contact

Naomi Wenck

Production Attraction and Investment Director

Screen Queensland

Phone: 07 3248 0500

Email: nwenck@screenqld.com.au