Screen Australia – Games: Strategic Outcomes

### Instructions:

*Please fill in all applicable sections. For section 4, you must fill in questions 4a or 4b depending on whether your significant milestone is primarily commercial or cultural. You may fill in both if you wish, or if both are applicable.  
This document must not exceed six (6) pages in length.*

*If you wish to provide additional information about your project that does not fit in any of the document templates, you may provide it via SmartyGrants in the ‘Supporting Materials’ section.*

*You may delete these instructions before submitting, if you require more space.*

|  |  |
| --- | --- |
| **Project title:** | Click or tap here to enter text. |
| **Studio:** | Click or tap here to enter text. |
| **Strategic Outcomes prepared by:** | Click or tap here to enter text. |
| **Strategic Outcomes date:** | Click or tap here to enter text. |

# 1) Where you are now

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| **What is the current state of your project? What work on the project has already been done?** |
| Click or tap here to enter text. |
| **What are the current strengths of the project? What are the current challenges or weaknesses of the project?** |
| Click or tap here to enter text. |
| **Who is on the team? What appropriate experience do they have to execute your plans?** |
| Click or tap here to enter text. |
| **Why do you, as a gamemaker, want to make this game? Why is this project important to you? How will it expand, deepen, or diversify your creative practice?** |
| Click or tap here to enter text. |
| **Please share a brief diversity, equity, and inclusion plan. This describes the current state of your team and project, details your plans to develop in these areas, and shares how you will measure progress. Successful teams will be asked to report on these measurements of progress during the acquittal process.** |
| Click or tap here to enter text. |

# 2) Where you want to be

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| **What are your studio goals?** |
| Click or tap here to enter text. |
| **What significant milestone are you currently working towards for the game?** |
| Click or tap here to enter text. |
| **Why are you working towards this milestone? How will you measure whether you have achieved it? How will this milestone further your studio goals?** |
| Click or tap here to enter text. |

# 3) How this funding and project will help you get there

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| **How do you plan to address the project’s challenges or weaknesses you have identified?** |
| Click or tap here to enter text. |
| **Why is Screen Australia funding necessary to help you achieve your goal?** |
| Click or tap here to enter text. |
| **What are your plans for next steps following completion of the grant period, and the completion of the project?** |
| Click or tap here to enter text. |

# 4a) Commercial Strategy

### Instructions:

*Please fill in either section 4a or 4b, depending on whether your project primarily has commercial or cultural ambitions. You may fill in both if you wish, or if both are applicable.*

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| **Monetisation: Please provide an overview of your monetisation strategy.** |
| Click or tap here to enter text. |
| **Audience: Who is your intended audience? How do you plan to reach them?** |
| Click or tap here to enter text. |
| **Positioning: how will you position your game in relation to other, similar games available on the market?** |
| Click or tap here to enter text. |
| **Publishing & Investment: If you are seeking publishing or further investment, what areas of value are you willing to offer and what services or remuneration are you seeking in exchange? If you have a publisher pitching strategy, please briefly outline it here.** |
| Click or tap here to enter text. |
| **Promotional and discoverability strategy: what promotional and discoverability methods will you use to promote your game? Please carefully consider scope and viability in answering this question.** |
| Click or tap here to enter text. |

# 4b) Cultural Strategy

### Instructions:

*Please fill in either section 4a or 4b, depending on whether your project primarily has commercial or cultural ambitions. You may fill in both if you wish, or if both are applicable.*

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| **Awards / Showcases: which awards, showcases, or other accolades will you submit your project for and why?** |
| Click or tap here to enter text. |
| **Who is your intended audience? How do you plan to reach them?** |
| Click or tap here to enter text. |
| **Cultural institutions: which museums, galleries, festivals, or cultural institutions do you plan to approach regarding collaboration or exhibiting your work?** |
| Click or tap here to enter text. |
| **Why is this project timely and relevant to your creative practice?** |
| Click or tap here to enter text. |
| **Why is it timely and relevant for your team to be making this project now?** |
| Click or tap here to enter text. |