Games: Expansion Pack
Frequently Asked Questions

Date: 7 September 2022

Who can apply?

Small to medium independent Australian game developers operating as a private company. A private company, or proprietary company, is an entity with private ownership (i.e not listed on the ASX). A game studio is considered to be independent by Screen Australia if it is not majority owned or controlled by an overseas company.

Developers working for the company must be Australian or Australian residents who intend to predominantly develop the game in Australia.

Student teams are not eligible.

Please see Screen Australia's [Terms of Trade](#) for further information on eligibility criteria for an applicant that is a company.

How much can I apply for?

Up to $150,000 AUD.

Will my application have a better chance of being approved if I ask for less money?

Competitiveness is assessed based on the four assessment criteria detailed in the guidelines. We do not favour projects that ask for a smaller sum of money. Instead, we assess the 'viability of the budget… to enable the game to be developed to release'. We encourage applicants to ensure the money requested in the application is in line with the scope of their proposed project.

Can I apply for state screen agency funding and the Games Expansion Pack?

Yes. As long as you meet the eligibility requirements for both, you are welcome to apply for both.

How will my project be assessed?

Your project will be assessed by Screen Australia's Online and Games Unit. Screen Australia may engage external assessors to assist it with some applications. We assess based on the four assessment criteria detailed in the guidelines.

What happens if my project is successful?

You can expect an outcome from around 5-7 weeks after you have been notified that your application is eligible for assessment. Successful applicants will receive a phone call from Screen Australia's Online and Games Unit notifying them of the outcome. We will contact you using the phone number supplied in your application.

What happens if my project is unsuccessful?

You can expect an outcome from around 5-7 weeks after you have been notified that your application is eligible for assessment. Unsuccessful applicants will receive an email notification advising of the outcome.

Why is the pitch video important?

Think of the pitch video as our first impression of your team and project. It is often the first thing assessors look at when viewing an application, so we encourage you to treat it with the same level of professionalism you would use if you were pitching in-person for funding.

What do you look for in a great pitch video?

Competitive pitch videos do not necessarily need high production values. Instead, they should be clear, concise and do a fantastic job of communicating your enthusiasm for this project. There are a few, key points that competitive pitch videos cover:

- What the vision for the project is
- Who the intended audience for the project is
- Why this project will hook that audience
- The impact a successful application would have on the applicant

What format can I submit the video pitch in?

Online links must be download enabled for Screen Australia record keeping purposes. The video file must fit these specifications:

- MP4 or WMV file
- H.264 coding format
- 720p resolution

- files must be less than 200MB.
- 3 minutes maximum length

If you need assistance in reducing file size, we recommend searching online for video compression guides.

Who is a 'Key Creative' and who is an 'Other Creative Team' member?

Key Creatives are team members whose commitment to the project is confirmed and integral. If they were to leave the project, it would seriously jeopardise it. Other Creative Team members are people whose commitment to the project is contingent (e.g. on further funding being secured, on timing and schedules aligning). If they were to leave the project, they could reasonably be replaced without jeopardising the project.

Do you provide templates for Marketing and Release Plans, Development Plans and/or Finance Plan and Budget documents?

We provide a template for the Finance Plan and Budget. For all other documents, there is no template. Please provide the information in a format that best suits your project and communicates why it is competitive.

As a guide, for both the Development Plan and Marketing and Release Plan it is good to provide both high level context about your plans and low level (more detailed) information about how you plan to execute on those plans. We do not provide templates for Marketing and Release Plans or Development Plans as we recognise that all projects and applications are different, and have very different needs in these areas.

Can I reapply with the same project?

Yes, we have a 'two strike' policy. That is, applications that were unsuccessful from round one of Games: Expansion Pack funding may apply once more with the same project. Projects that are unsuccessful in the current round may also reapply during the same round. After two unsuccessful applications, a project is no longer eligible to apply for the fund.

Can I apply with two projects in the same round?

Yes, the same company may apply with two different projects during the same round. However, please be aware that we will carefully scrutinise the scoping of such projects and the viability for your team to work sustainably across multiple projects.

Are Serious Games eligible?

Yes.

Are VR Games eligible to apply?

Yes.

Are physical escape rooms eligible to apply?

No.

Are LiveOps or Games-as-a-Service titles eligible to apply?

Yes.

Are work-for-hire projects eligible?

No, unless you own a significant stake in the IP.

I want to build a game as a B2B product where the audience will be other businesses. Is this eligible?

No.

Is a port of an existing game to a new platform eligible?

Yes, a porting application is eligible but we advise you to think carefully about how to make it competitive. Ports are, by their nature, completed games meaning the 'level of creativity and entertainment value of the game' assessment criteria is known. Consider how to use this to your advantage by providing us with information about the success of the game and why and how releasing it on further platforms would be in line with the assessment criteria.

Does the fund exclude projects with overseas expenditure?

Broadly speaking we need to form an opinion that a project is sufficiently 'Australian' in order to fund it as Screen Australia. This means that the game is predominantly developed in Australia. If you have tricky questions, please contact us.

If our game is funded through Screen Australia, will I have to relinquish intellectual property (IP) ownership or creative control?

No, the game remains creatively in your control and ownership. The only intervention we take would be if the game changes to feature content that would make it ineligible. That is, if it changed to include content that, in Screen Australia's opinion, would make it difficult for the game to receive a classification in Australia.

While we do not take any stake in IP ownership, we do encourage successful applicants to retain their ownership of their IP in publisher deals moving forwards. As such, we require sign-off on projects that wish to assign their IP to a third party. This is to help ensure projects are being fairly valued when engaging in such deals.

We are big enough as a studio to be eligible for the DGTO but we have a smaller (budget totalling less than $500K) project as well, can we apply for funding for that project?

Yes.

There are some items I'd like to include in my Finance Plan but they are 'pending'. Should I include them?

Please only include 'pending' items if you believe they will be confirmed within the next 1-2 months. If something is still 'pending' and your application is successful, it would need to be confirmed by the time we enter contracting.

I have more questions. Who can I contact?

For any enquiries, please contact the Screen Australia Program Operations team on 1800 507 901 or email [Games](#).