



GUIDELINES

Games Innovation Fund

South Australian **Film Corporation**

The SAFC Games Innovation Fund aims to support the progress of outstanding, original and creative games for production in South Australia. All stages of development can assist games developers to achieve goals including the creation and retention of original South Australian IP, access to new markets and the generation of revenue. Applicants must hold the rights to the product at time of application. The product must be intended for public release.

Applications should aim to demonstrate good market understanding of how and why this project will appeal to the target audience. It is preferable that discussions have commenced with a publisher.

This Fund is designed to support the creation and development of original IP. The SAFC also recognises that games development is an iterative process with new versions of existing games and franchises being continually redeveloped and released. The SAFC will accept these proposals provided that the original IP was developed and is still held by a South Australian games developer or company. The SAFC may not be able to fully fund all stages of development. Innovation funds should be viewed as a subsidy and other sources of funding should be considered.

What is on offer?

Games Innovation funding supports the following:

- Games intended for public release with global audiences
- Serious games
- Educational games
- Narrative and non-narrative format games

Games Innovation funding does not support:

- Gambling
- Pornography
- Adver-games
- Commissioned product
- Internal training, or corporate services
- The purchase of rights
- The purchase of equipment, hardware, software or platform developer's kits as outlined in the SAFC Terms of Trade.



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Who is eligible?

Key eligibility requirements and criteria are defined in the SAFC Terms of Trade:

<https://www.safilm.com.au/about/corporate-publications>

The SAFC is committed to supporting increased participation in the industry of people from under-represented groups including women, Aboriginal and Torres Strait Islander peoples, practitioners from Culturally and Linguistically Diverse backgrounds, those Deaf or with disability, from LGBTQIA+ communities and from regional and remote areas.

Priority will be given to teams including people from under-represented groups. Proposals dealing with Indigenous content must include an Indigenous Principal /Developer as part of the team.

How will my application be assessed?

The Games Innovation funding proposals will be assessed against the following criteria:

General Objectives:

- the cultural /creative benefits of the product to South Australia;
- the track record of the applicant(s) and principal(s);
- the innovation, quality, originality and creative ambition of the product;
- the quality and rigour of all supporting materials;
- the benefits to the South Australian games industry and its reputation as a centre of excellence.

Key Aspects:

Creative Merit

- Quality, innovation and vision of the game; (including Artistry, Gameplay, Technology, Art, Design, UX or Programming) evidenced by a games design document or visual design document or video pitch;
- The distinctiveness of the product within the game genre.



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Audience

- Demonstrated and realistic understanding of proposed audience of the product and/or market potential of the product;
- Understanding and definition of the proposed pathways to audience;
- Indication of potential end user, target audience, marketplace interest or bona fide investors.

Market

- A marketing plan demonstrating the potential of the product;
- Market interest such as publishing interest or letter of intent is desirable and demonstrated market interest will be a factor in assessing applications.

Diversity and Inclusion

- Do elements of the product (story and/or team) reflect gender equality and diversity of experience?
- Does the product demonstrate respect for Indigenous culture and heritage, including recognition of Indigenous cultural and intellectual property rights, maintenance of cultural integrity and respect for cultural beliefs including appropriate permissions in place for the use of cultural materials?
- Product addresses accessibility measures for example - configurable controls, variable difficulty levels, alternative sound settings, high visibility graphics, accessible menus and text displays, colour contrast and brightness.

<http://gameaccessibilityguidelines.com>

Business, Finance, Budget and Schedules

- Budget commensurate with the skills and capacity of game team /developers within proposal;
- Clarity in the schedule including budget;
- Experience and capability of team to deliver product;
- Planning and scope of the product;
- Project viability – the appeal and reach of the release plan.



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Games Innovation funding has these conditions:

Funds are made available as a grant. Other funding terms will be set out in the relevant contract issued by the SAFC but may include project scope, milestones, deliverables, eligible expenses and reporting requirements.

All applications must include:

- A one paragraph synopsis;
- A product proposal summary highlighting the originality, quality and creative ambition of the product and team of developers;
- Business plan including a statement of how this game will develop your business;
- Finance Plan;
- Schedule of milestones or stage of the project
- Proof of Chain of Title /Rights;
- CV's for development team;
- Full budget of the proposed stage of development;
- Information on intended audience and distribution strategy;
- For projects with ATSI content documented permission for the use of cultural material and appropriate community consultation is essential;
- Submit a gameplay demonstration video or playable demonstration of the game or Games Design Document (GDD) or Visual Design Document or development of a “vertical slice” of the product or suitable proof of concept or Electronic Proof of Concept (EPOC) if available

Funding cap:

The maximum amount applicants can apply for is \$25,000.

How do I apply?

Submit your application through the SAFC's online grant portal at:

<https://safilm.smartygrants.com.au/GamesRound1>



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Before you apply, please make sure you are familiar with SAFC's Terms of Trade.

Applications close on Tuesday, 1 October at 11.59pm ACST.

Successful applicants will be notified via email by Wednesday 23 October 2019.

Successful applicants will enter into a grant agreement with the SAFC and will need to provide an acquittal within 3 months of the completion of the project.

The decision on applications is final.

Where can I find out more?

Contact Nara Wilson on 08 8394 2020 or Nara.Wilson@safilm.com.au