

Program name	International Market Support
Program type	Loan
Maximum funds available	Up to \$7,000 for a producer Up to \$10,000 for two attendees, or for additional targeted business travel Up to \$3,000 to cover the cost of engaging a market mentor (for early career producers)
Deadlines	Please refer to the approved markets list on our website for specific deadlines. We will not accept applications for a given market outside the specified deadline.
Overview	Producers can apply to attend an approved international market to create financing , sales, and marketing opportunities and meet with international professionals from their field
Who is it for?	Producers
Program Contacts	Initial enquiries should be directed to Zoe Hayden , Administrative Support Officer zoe.hayden@film.vic.gov.au Program Officer – Jana Blair , IDI Program Officer

Intention of the program

Market support recognises the international nature of the screen business. It creates financing, sales and marketing opportunities through exposure to potential investors, sales agents and distributors. It also enables Victorian producers to increase their international profile and networks and provides a launch pad for Victorian projects to global audiences.

Program details

Funding is available for producers to attend an approved market (see website for list) to seek financing for their projects. Up to \$7,000 is available for a single producer or \$10,000 for a highly experienced team, where it can be demonstrated that there is significant need and advantage for both to attend.

Producers (and any associated entities) can have up to two outstanding Market Support loans at any one time. In exceptional cases Film Victoria may consider exceeding that limit if a solid business case can be presented.

Preference is given to applicants with more than one project that will benefit from exposure at the proposed market.

If it's your first time at the market, we strongly encourage you to consider applying for up to \$3,000 (in addition to your market support loan) to cover the costs of engaging a market mentor to assist you in your market activities. You are expected to source and negotiate your mentorship prior to submitting your application, and the market mentor should have extensive prior experience navigating the market you plan to attend. The mentor can't own any intellectual property or have a financial stake in the projects you're taking to the market.

Highly experienced producers with substantial experience in the marketplace and a demonstrated track record in financing and production can apply for support to undertake additional targeted business travel in connection to market attendance. Applicants must demonstrate that any proposed side travel and meetings proffer significant development opportunities for their projects.

Program details cont'd

Please note that if successful, funding for either a market mentor or targeted business travel will form part of your market support loan.

On a case by case basis Film Victoria may consider support for producers wanting to attend a market not on the approved list (see website). In order to be considered, you will need to contact the program Administrative Support Officer to obtain an exceptional circumstances proposal document. You will be advised within five working days of receipt of a completed proposal document whether an application will be considered.

How applications are assessed

Funding is competitive and we look to support applicants with quality, market-ready projects and an application that includes:

- Clear and measurable objectives for attending the market
- Details of scheduled meetings and a strategy for achieving your objectives
- Research into the proposed market to ensure its relevance for the projects you're taking

Where the application is seeking additional targeted business travel, the application must also include:

- Evidence of confirmed meetings
- Background on the companies/individuals interested in the projects

Eligibility criteria

- Australian citizen or permanent resident
- Lived in Victoria for at least the last six months
- Projects sufficiently developed to attract market interest
- Own the intellectual property in the projects to be taken to the market
- Applicants should have no more than one outstanding market support the time of application. In exceptional cases Film Victoria may consider that limit being exceeded
- If the applicant is a company, it must be incorporated in Australia and based in Victoria

Exclusions

If the applicant (or any associated entity) is in receipt of CSDS or Slate Funding they are ineligible to apply to this program until that funding is fully expended.

If the applicant (or any associated entity) is in receipt of Producer Package or Business Support funding which has not yet been fully expended, this will be taken into consideration in the assessment of the application.

Film Victoria will not accept applications from Federal or State departments or entities.

Film Victoria will not support capital works or acquisitions.

Film Victoria will not support equipment purchase

Students are not eligible to apply to Film Victoria's funding programs, unless they are post-graduate or part-time undergraduate students where the application and its contents do not count towards course credits.

Exclusions cont'd

If an application is unsuccessful in receiving support, it cannot be re-submitted to Film Victoria unless it has been substantially changed, developed or reworked and the Program Manager has been consulted.

Funding cannot be allocated retrospectively.

Outstanding Obligations

Film Victoria will not pay any approved funding to a successful applicant until that applicant has complied with all of its outstanding obligations (including repayment, reporting and delivery obligations) under any other contracts with Film Victoria.

How it works

Applications that do not include all the requested submission materials by the closing date are considered ineligible and cannot be assessed. Should you have concerns regarding your application you must contact the Program Officer no later than 2 business days prior to the deadline date.

We'll email acknowledgement of your application within five working days. The Program Officer will contact you if further details or clarification are required for the purposes of assessment.

Your application will be considered by an internal assessment panel and you can expect an answer approximately three weeks after the application deadline.

Decisions made by the assessment panel are final.

If you're successful

Successful applicants to this program will be required to enter into an Agreement with Film Victoria. The Agreement will specify the terms of the loan, what you'll need to deliver to us to access your loan payments and what repayments are required.

Market attendees will be required to submit the following deliverables:

- Market support acquittal report within 30 days of return
- Professional progress report six months after return

and may also be required to participate in a market debrief.

If you receive a mentorship as part of your application, we'll also require the following deliverables:

- Mentor acquittal report within 30 days of return
- Mentee acquittal report within 30 days of return

You can download report templates from the Film Victoria website. Please follow the 'If you're successful' link from the relevant program web page.

Repayment of our Investment

Repayment of the market support loan together with a 10% premium is payable when principal photography commences on the next project of the producer (or any associated entity) to go into production. For digital media projects, the producer must repay the loan together with a 10% premium from the next project to be secured by the producer (or any associated entity) (including third party fees for services projects by publishers).

Contracting and Payment Timelines

If your application is approved, your Agreement will be issued within approximately 10 business days from the date of decision. The first payment will be made within 14 business days of Film Victoria's receipt of a fully executed Agreement AND once all conditions have been satisfied. These conditions may include (but are not limited to) provision of an invoice and bank account details, and bringing any outstanding obligations to Film Victoria up to date. You should consult your Agreement for specific conditions.

Before you apply, you should consider your ability to cash-flow your travel if your application is successful, as Film Victoria is unable to expedite the contracting and payment process in the event that you are scheduled to travel before this process is complete.