

SQ Support for Game Development

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March 2020



A Summary of Support



Up to \$50,000 is available for game development funding (Applications closing 3 April 2020)



Funding is available to attend markets both overseas and domestic – however this is suspended until the current travel restrictions are lifted



Co-working space and business support is available through the sqhub program (Applications closing 10 April 2020)



Finances (Games) April 2020

What is it?

The Finance (Games) program provides a grant of up to \$50,000 to help you cover the costs of the development of a game. It's project-specific funding and must be matched by you with cash or in-kind investment.

How do I know if I'm eligible?

Please check out our website, including our guidelines and terms of trade to ensure you are eligible. The headline eligibility items include:

- You live and work in Queensland (and has been a resident of the state for more than six months);
- OR is an Australian resident working with someone in a key creative role who lives and works in Queensland;
- You are not employed by a state or government screen agency.
- You are not employed by a broadcaster.
- You do not have any projects in default with Screen Queensland.
- No key creatives attached to the project are in default with Screen Queensland
- You have an Australian Business Number (ABN)
- The project has not been unsuccessful in seeking funding on a previous two (2) occasions.
- If this project is an Aboriginal or Torres Strait Islander story, some or all intellectual property are owned by members of this community
- Has read and complies with our [Terms of Trade](#)



Finances (Games) April 2020

What can I use the funds for?

Generally you can use the funds to cover anything project-related in these categories:

- Production
- Programming
- Art
- Audio
- Testing
- Office and Administration – these have to be project-related and minimal costs (legal fees can be covered)
- Marketing & PR

We cannot cover your office rent or any expenses related to general business costs. We also cannot pay for your out of state contractors or employees – where possible, please ensure SQ funds are going to be spent in Queensland.

What do I need to include in an application?

You can preview the application form online, but the core application requirements are: a budget (using our template available to download from the application form); your gameplay video, trailer or other concept art, and; a pitch deck.

The pitch deck needs to include:

- What is your game? Your idea in one page including any concept art and relevant creative materials.
- Project plan – What platform/s will it be released on? What is your release plan? Provide a timeline including key milestones including the completion of the work.
- Audience plan – who is your audience and how will you reach them?
- Competitor and market analysis – are there similar games in the market? What demand is there for your game?
- Commercial plan - how will it generate income?



Assessment Criteria

- Is it a good story?
 - *Is it a good / fun / engaging game?*
- Is it well-told and likely to excite an audience?
 - *If it's not narrative then focus on if it will excite an audience, that it's easy to understand and play.*
- Does the team have a clear idea of who their audience is and how to reach them?
- Is the budget appropriate for the kind of project and the size of the audience it will reach?
- Does the team have a good reputation for delivering what it says it will and the skills to make this happen?
 - *If you are an early career team or solo developer, reach out to people in the industry, find a mentor or someone experienced to support you in the process of making your game and add that detail into your application.*
- How will this impact the careers of Queensland talent and the state screen sector more broadly?
 - *If you are experienced, how are you building talent in the industry? Are you bringing on interns or skilling early career practitioners up?*
 - *If you are early career, how will this impact your career and our industry?*
 - *How many jobs are you creating, will it bring a spotlight to the industry, will it help establish a new exciting studio?*



Finances (Games) April 2020

Common Mistakes

- Modifying the budget spreadsheet – it's fine to modify the line items and make it specific to your project but please don't delete any sheets, columns or formulas.
- Condensing the project timeline – we aren't looking for you to turn around a game in six months. The timeline should be appropriate for your team, resources, experience and game.
- Condensing the budget – again we aren't looking for the cheapest game to make. The budget should be appropriate for your project and spend the majority of its funds in Queensland.
- When developing your audience plan don't provide a generalised 'all ages' demographic that will enjoy playing your game. Be specific.
- Pay attention to detail, re-read your application – make sure your numbers add up in your budget and timeline is accurate. Read through your application for errors and make sure all your documents are attached.
- Think about including things like marketing and testing into your budget – it's important that you aren't just using the money to pay yourself (although this is still very important) but to consider building a well tested, polished game that has a marketing plan to get it front of the people who will buy it.
- Don't just rely on social media and influencers/streamers for your marketing plan. Spend money on paid advertising (this can include social media advertising), or hire an expert!



sqhub 2020/2021

What is the sqhub?

It's a co-working space for screen industry practitioners, where we can support you to work on your own projects, build your businesses and collaborate with each other.

As part of the sqhub you can opt-in to a screen business incubator, provided free of charge, that will help you develop your business.

Where is the sqhub?

There are two hubs in operation – one at Bond University on the Gold Coast and one in Brisbane across the hallway from the SQ Main Office in Commercial Road, Newstead.

How do I apply?

We expect that the next cohort of sqhub residents will at this stage be able to move in as planned on 1 July 2020.

[Applications are currently open for both spaces](#) and **close 5.00pm, Friday 10 April 2020.**

What do I need to include in my application?

- CVs and Bios of proposed tenants (you / your team)
- Samples of your work
- A brief description of why you want to be a part of the hub, what your goals are and how can we help you – this can be for your individual career or your business



COVID-19 Support

To fully understand the scale of the problems facing our sector, **Screen Queensland are conducting a [short survey](#)** asking you, Queensland screen industry practitioners and local businesses, to share your experiences of the impact from COVID-19, and offer suggestions on assistance you believe would help our industry.

We encourage you to have your say by **5pm Friday 27 March** so we can fully gauge the extent of the difficulties facing the sector in our state and hear your suggestions for the industry.

We also encourage you to reach out to the State and Federal Government helplines listed below to find out what support you can access.

The [Business Queensland website](#) has information on the existing state and federal government support available as well as a hotline you can call to **speak directly with a consultant on 1300 654 687**.

The [business.gov.au website](#) has information on federal support and can be reached on **13 28 46** seven days per week, from 7am to 11pm AEST. You can also head to the [Australian Treasury](#) and the [Australian Department of Social Services](#) websites.

