

Digital Games Business Accelerator Fund Guidelines

The Screenwest *Digital Games Business Accelerator Fund* assists Western Australian digital games companies with business development and capacity building with a focus on creating employment opportunities that support the stabilisation of business operations and the retention of key talent.

The Fund is designed to:

- Create pathways for Western Australian digital games companies to expand their businesses and production capacity.
- Build the capability and capacity of the Western Australian digital games talent pool.
- Support the growth and sustainability of the Western Australian digital games ecosystem.

Screenwest encourages applications from First Nations Australians and people from historically under-represented groups.

What you can receive funding for

- Exceptional company growth opportunities that will leverage additional investment into Western Australia.
- Engagement of key industry personnel with unique skillsets that will assist in company expansion and/or evolution to yield demonstrable success and outcomes e.g. increasing production capacity, business acumen, artist/programmer specialist.
- Fast tracking the skills development of talented early to mid-career digital games practitioners through professional paid hands-on placements at established digital games development companies (games company must apply).

Funding up to \$50,000 per application can be accessed, capped at \$50,000 per applicant / company per financial year.

Eligibility

To be considered eligible for this program, the below general minimum eligibility applies.

The applicant / company must:

1. Be a [Western Australian Resident Company](#), as defined in the [Screenwest Terms of Trade](#).
2. Demonstrate the track record, ability and commitment required to expand and grow a professional Western Australian based digital games company.
3. Primarily work in the digital games industry and be active in the production of digital games that satisfy the Screenwest Terms of Trade definition of a [Digital Game](#).

Applications will be ineligible if the applicant/company's core business focus is on developing digital games that:

- Are a gambling service (within the meaning of the *Interactive Gambling Act 2001*) or substantially comprises of gambling or gambling-like practices; or
- Contain elements that are likely to lead to the game being refused classification under the *Classification (Publications, Films and Computer Games) Act 1995*; or
- Are primarily developed for industrial, corporate, or institutional purposes; or
- Are primarily developed to advertise or promote a product or entity or service; or
- Are educational games where the learning component of the game makes up the core experience and is aimed at a target audience with a specific learning outcome in mind.

What Can't You Apply For

- Hardware purchases.
- Activities that occur outside Western Australia.
- Activities where the benefits will flow out of Western Australia.
- Travel – refer to the [Screenwest Travel Fund Guidelines](#).
- Recurrent operating expenses, including but not limited to wages, salaries or administrative overheads.
- Recurrent administrative overheads including up not limited to rent, utilities, insurances, legal expenses.
- Digital game pre-production, production or post-production funding – refer to the [Screenwest Digital Games Production Fund Guidelines](#).

Assessment Criteria

Eligible applications will be assessed against the following assessment criteria:

1. *Fund Impact*: how will Screenwest investment make a material difference and uplift the performance of your business (such as the benefits and outcomes the funding will provide).
2. *Company Track Record*: including skills and experience of key personnel, previous outcomes, and current slate of projects.
3. *Quality and Viability of the Proposal*: in terms of strength of budget / use of funds and viability of the proposed business plan.
4. *Benefits to WA*: the benefits and outcomes the company provides to the WA digital games sector and WA opportunity to assist in the delivery of the strategic priorities outlined in the Screenwest Strategic Plan.
5. *Diversity, Inclusion & Accessibility*: does the company reflect meaningful diversity across core areas of content; project leadership and or/key creatives.

Screenwest will weight the above assessment criteria as it deems appropriate to best serve the purpose and strategic priorities of the organisation.

Application Process

- Before applying, read these guidelines, the [Screenwest Terms of Trade](#) and check your eligibility.
- Discuss your application with the Screenwest Program Contact before applying.

How to apply

Applications are accepted through the [Screenwest SmartyGrants Portal](#) - you must submit a completed application form and the following documents:

1. A detailed business development plan, including outcomes to be delivered with the funding
2. An organisation chart that displays all key staff and positions (current and planned).

During the application process Screenwest may request additional information in regards to your application and/or your company, including but not limited to, financials, insurances, and other company documentation.

To note: Screenwest funding is not automatic; it will depend on the competitive strength of the application and the availability of Screenwest funds. Funding may be approved at a lesser amount than is applied for.

After you apply

- Eligible applications will be assessed by a panel consisting of Screenwest Management and experienced industry representatives.
- All funding recommendations over \$25,000 will be presented to the Screenwest Board for approval.
- You will be advised of the outcome within eight weeks of the funding round closing date.

Terms of Funding

- Funding is provided as a grant.
- Successful applicants are required to enter into a written agreement with Screenwest, specifying the terms of the funding. Payments will be made on satisfactory achievement and delivery of each contracted milestone.

Closing Date

All application materials must be submitted by 5:00pm AWST on the specified closing date.

Allow yourself plenty of time to submit the application as late applications will not be accepted.

Program Contact

Mark Smith – Digital Games Manager

Screenwest

T: [+61 8 6169 2108](tel:+61861692108)

E: mark.smith@screenwest.com.au

Toll Free: 1800 463 043 (regional callers)

www.screenwest.com.au

Applicants are encouraged to discuss their applications before applying.