

# PRODUCTION ATTRACTION STRATEGY (PAS) INCENTIVE GUIDELINES

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Screen Queensland is a company owned by the Queensland Government that invests in the Queensland screen industry, attracts production including post, digital and visual effects to the state and supports screen culture activities for all Queenslanders.

## INCENTIVE AIM

The Production Attraction Strategy (PAS) Incentive attracts footloose and fully financed screen projects to undertake production in Queensland, Australia.

The objectives of the incentive are to:

- increase the level of screen production in the State of Queensland
- increase skills development and employment opportunities for Queenslanders working in the screen sector
- increase business activity for Queensland-based companies.

The PAS Incentive complements the Federal Government's Producer Offset and Location Offset and may be combined with either.

Applications evidencing plans to carry out post, digital and/or visual effects work in Queensland, **in conjunction with** physical production, will be considered positively.

For projects undertaking post, digital and/or visual effects work in Queensland see our [Post, Digital and Visual Effects \(PDV\) Incentive guidelines](#).

## ELIGIBILITY

This incentive program is open to all Australian and international producers, production companies and studios with screen projects that:

- are spending a **minimum of AU\$3.5 million** on qualifying Queensland Production Expenditure (QPE) in Queensland with all resulting QPE incurred and retained in Queensland
- are footloose (i.e., there are genuine interstate or international production destination alternatives)
- are fully financed
- have evidence of genuine marketplace interest for commercial release or distribution
- have **not** commenced production in Queensland prior to the date of approval
- are engaging a majority of screen industry practitioners who are [Bona Fide Queensland](#) residents.

The following formats are **eligible** to receive a PAS Incentive:

- fiction feature film or series
- documentary feature film or series
- factual entertainment series

Approved distribution for eligible formats includes theatrical and broadcast (i.e. television and streaming).

The following are **ineligible** to receive a PAS Incentive:

- sports and current affairs programs
- television commercials
- community television
- reality TV\*
- applications from federal or state government departments or entities.

\* In exceptional circumstances, Screen Queensland may consider an exemption based on the nature, profile and target audience of the project, alongside its benefit to Queensland. In these cases, Screen Queensland will request additional information and documentation to support the exemption request.

Applications for the PAS Incentive must be approved by Screen Queensland **prior** to the commencement of production. Funding **cannot** be sought retrospectively. An application will be considered retrospective if production has already commenced.

## QUEENSLAND PRODUCTION EXPENDITURE (QPE)

QPE means *qualifying* Queensland Production Expenditure resulting from the production of the Project by the producer in Queensland. A full definition of qualifying QPE and excluded items is available [here](#).

## INCENTIVE AMOUNT

The incentive amount will be at the discretion of the Screen Queensland Board and is subject to the availability of funding at the time of application. The incentive is calculated as a percentage of the qualifying QPE. A full definition of qualifying QPE is available [here](#). Applicants applying for the PAS Incentive must ensure expenditure that has formed, or will form, part of any current or future application for Screen Queensland's PDV Incentive is not included in the application for PAS funding. Conversely, applicants also applying for funding through Screen Queensland's PDV Incentive must ensure PAS expenditure is not included in their application for this program.

## ASSESSMENT CRITERIA

Applications for the PAS Incentive are assessed in accordance with these guidelines, with a focus on the following criteria:

- **Economic Benefits** – will the project deliver economic benefits to Queensland (e.g. inward investment (qualifying QPE) and onward economic benefits)?
- **Industry Benefits** – will the project deliver industry benefits to Queensland (e.g. opportunities for businesses and screen practitioners to secure work, to promote growth and success, and for training and skills development)?
- **Tourism Benefits** – will the project deliver tourism benefits to Queensland (e.g. destination profiling, and publicity initiatives)?
- **Community Benefits** – will the project deliver community benefits to Queensland (e.g. community engagement and cultural opportunities)?

## APPLICATION PROCESS

Applications must be made online through Screen Queensland's SmartyGrants system. The application is available to [preview](#) prior to starting.

### During the application process you will be required to provide:

- business and production information including project summary, title, filming dates, etc.
- detail of genuine interstate or international production destination alternatives
- names and bios of key creatives/personnel including their top three most relevant screen credits
- estimated number of Queensland crew, cast & extras days
- qualifying QPE and Qualifying Australian Production Expenditure (QAPE) budget top sheet
- evidence of genuine marketplace interest for commercial release or distribution
- information pertaining to applications for Federal Offsets and other Screen Queensland funding programs in relation to the Project.

Within 30 minutes of submitting your application an automated application email will be sent to you as confirmation that Screen Queensland has received your application. It is the applicant's responsibility to contact Screen Queensland if you do not receive an application receipt email. Please allow for system downtime or internet service provider problems when completing your application and save the application regularly.

## DECISION TIMELINE

Following the receipt of an application, it will be assessed internally against these guidelines. A recommendation will be made following the assessment which will proceed to the Screen Queensland Board for consideration. All PAS Incentive funding decisions are made by the Board. For application deadlines and Board meeting dates please see the [PAS Incentive](#) page.

## SUCCESSFUL APPLICANTS

Successful applicants will be notified as soon as possible following a Board meeting. A Letter of Offer with the incentive amount approved will be sent to the applicant. Applicants who accept the incentive will then enter into a formal agreement with Screen Queensland that outlines the conditions and deliverables required for payment of the incentive. Incentives will be paid after the completion of the production, following full acquittal of contracted delivery items (including an audit of the qualifying QPE).

## CONTRACTING ENTITY AND PRODUCTION ACCOUNT

Screen Queensland requires that the contracting entity must:

- be incorporated and carrying on business in Australia
- have an Australian Business Number (ABN)
- be registered for Goods and Services Tax (GST) if required by law.

The bank account must be an Australian bank account.

## CONDITIONS AND DELIVERABLES

The contract with Screen Queensland will set out the terms and conditions of the incentive, including the following requirements:

- The Project achieves the agreed qualifying QPE.
- The Project provides marketing and other delivery materials to Screen Queensland during, and on completion of, the project. Full details on marketing and delivery materials can be found in the [PAS Framework](#).
- The Project provides the required number of attachment opportunities relative to the project's estimated QPE. Full details on attachment requirements can be found in the [PAS Framework](#).
- The Project provides Screen Queensland with an appropriate and agreed [screen credit](#).

## CONFIDENTIALITY

The incentive application and any incentive approved by Screen Queensland are commercial in confidence and Screen Queensland and the applicant must maintain confidentiality.

## PUBLICITY

Successful applicants will be expected to assist Screen Queensland and the Queensland Government in relation to publicity and media opportunities prior to and during the production's filming in Queensland.

## REPORTING REQUIREMENTS

Successful funding applicants must provide detailed reporting and acquittal information on the activities undertaken which will be negotiated between the successful applicant and Screen Queensland at the time of contracting.

## THE EVERYONE PROJECT

As a member of the Screen Diversity and Inclusion Network (SDIN), Screen Queensland uses The Everyone Project to benchmark and track the diversity of the Australian screen industry. The Everyone Project is an easy-to-use survey and reporting tool that invites people working on current projects to self-identify on a set of characteristics to help us benchmark and track the impact of work to diversify the talent and crews working in the screen industry. Productions supported through Screen Queensland must register with The Everyone Project and, with appropriate consent, provide their cast and crew's names, roles and contact details so that they may be invited to participate in voluntary, de-identified demographic surveys.

*Learn more about [The Everyone Project](#)*

## UNSUCCESSFUL APPLICATIONS

If an application is unsuccessful, a member of the Production Attraction team will contact the applicant. Applicants can contact Screen Queensland for feedback on the application.

**IMPORTANT:** Documents to read before you apply

[Application Form](#)

[QPE Definition](#)

[Strategic Plan 2023 - 2025](#)

[Screen Diversity and Inclusion \(SDIN\) Charter](#)

[Production Attraction Strategy \(PAS\) Framework](#)

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