

# Gamescom 2025 Market Travel program

## Program Guidelines

### Summary

Screen NSW has opened a competitive market travel grant to support a limited number of experienced NSW digital games practitioners to attend Gamescom 2025 being held in Cologne, Germany, from 19- 24 August 2025.

For the purpose of this program, Screen NSW defines an experienced games practitioner as someone who can demonstrate a successful track record in the games industry. Applicants are encouraged to contact Screen NSW ([pdvgames@screen.nsw.gov.au](mailto:pdvgames@screen.nsw.gov.au)) if they are uncertain about meeting this experience level requirement.

The program is funded and administered by Screen NSW, as a unit within the Department of Creative Industries, Tourism, Hospitality and Sport (DCITHS).

### Key information

- Funding amount: Up to \$5,000 per applicant
- Applications open: Friday 2 May 2025
- Applications close: Thursday 22 May 2025 at 2pm AEST
- [Program page](#)
- [Apply here](#)

### Program objectives

The objectives of the program are to:

- Support travel, accommodation and registration for experienced NSW practitioners to attend Gamescom 2025

- Ensure digital games practitioners are given access to opportunities to benefit their own careers and reinvest back into the NSW digital games industry
- Support connections that will shape the future of NSW's creative landscape and strengthen NSW's position in the global market.

## Contact & support

Screen NSW staff are available to provide technical advice and general information to potential applicants on the interpretation of these guidelines, including the types of activity eligible for funding and support with the online application process.

Screen NSW staff cannot help directly with your application. To maintain a fair and equitable process, staff cannot edit or correct any applications or provide advice on the content or choices required against the Assessment Criteria.

For further information or clarification, please contact:

Screen PDV and Digital Games team  
[pdvgames@screen.nsw.gov.au](mailto:pdvgames@screen.nsw.gov.au)

## Eligibility

### Who can apply

Applicants must:

- Be a games industry practitioner with commercial game(s) to market or business development interests in a specific commercial game(s) at Gamescom 2025
- Be able to attend the entire conference from 19- 24 August 2025
- Be a NSW based company or individual:
  - If a company, the applicant must be incorporated and registered in Australia and have their central management and control in NSW and carry out business in NSW for at least six months immediately before the date of application.
  - If an individual, the applicant must be over 18 years of age and a NSW resident (i.e., lived and operated in NSW for at least six months immediately before the application)
- Have an Australian Business Number (ABN)
- Own or control the necessary rights to any games projects taken to the conference or have the written permission of the rights holder to represent them at business meetings.
- Have game(s) proposed to be marketed at Gamescom that are intended for public release.

Ineligible game projects include but are not limited to:

- Games involving gambling services, as defined in Clause 4 of the Commonwealth Interactive Gambling Act 2001
- Games involving ‘gambling’ and ‘unlawful game’ as defined in the Unlawful Gambling Act 1998 (NSW)
- Games developed for advertising or corporate marketing
- Games made for internal training purposes
- Curriculum material
- Games that are likely to be Refused Classification under the Classification (Publications, Films and Computer Games) Act 1995
- Games that are not completely digital (board games or hybrid digital/physical games).

Applicants must not be full-time secondary or tertiary students. Other government departments and agencies are not eligible to apply. The applicant must not be in breach of any obligation under any funding agreement it has with the NSW Government.

## Diversity Commitment

Screen NSW is dedicated to promoting fairness and equality in its programs and interactions with the community. Our main priorities include supporting increased participation in the industry of people from underrepresented groups, including:

- First Nations people
- Regional NSW
- Western Sydney
- People from culturally and linguistically diverse backgrounds
- People living with disability
- LGBTQIA+ people.

## Funding

### Available funding

Funding is limited for this program up to \$5,000 per applicant. A total grant pool of \$25,000 is available.

Successful applicants will need to cover all travel costs up front and will be reimbursed by Screen NSW on the provision of relevant receipts and an acquittal report at the conclusion of travel up to the Grant amount.

Screen NSW will only fund one grant per company or individual applicant. Company applicants must nominate one person (traveller) to be funded by Screen NSW at Gamescom. The nominated traveller must be a resident of NSW and be over 18 years of age. This is non-transferable to another company representative without prior approval from Screen NSW. Co-contributions from third parties are allowable for non-Screen NSW covered expenses.

## What you can get funding for

Funds can be spent on reasonable airfare costs, ground transport, accommodation, travel insurance, and reasonable costs associated with attending the event (such as per diems and/or event registration).

Eligible applicants may receive market travel support from Screen NSW only once in a single financial year.

# Assessment criteria

Your application will be competitively assessed against the following weighted criteria:

### **Applicant Track Record (30%)**

- The track record of the applicant and experience of the applicant and studio.

### **Merit of the Opportunity (40%)**

- The strength of your application, taking into account market readiness of the project(s) and the opportunities provided by the market or targeted meetings
- Applicants should:
  - have at least five confirmed marketplace meetings which are expected to result in investment in, or sales of, projects or services
  - demonstrate significant international or domestic market interest in a project or service
- Market readiness of game(s) examples include proof-of-concept in the form of either a playable prototype of the game or a gameplay trailer.

### **NSW Cultural & Economic Benefit (20%)**

- The potential of the market travel opportunity to contribute to the NSW digital games industry.

### **Participation & Diversity (10%)**

- Diversity of games projects and/or applicants, and whether it increases participation from Screen NSW priority areas.

# Application process

Screen NSW uses the SmartyGrants platform for submission of all applications. Applications made using any other format will not be accepted. Please note you will receive a SmartyGrants acknowledgement of submission.

A preview of the application form can be viewed on the [SmartyGrants portal](#).

## What to submit in your application

You must submit all core materials listed on the application form.

Applicant and project details including:

- Profile of the company or individual demonstrating their level of expertise
- List and summary of any game project(s) including development history that will be represented at Gamescom.

Information regarding fulfilment of market travel objectives including:

- Statement of intended outcomes and objectives for travel to Gamescom 2025
- Applicant's strategy for achieving these objectives
- How travel and participation to Gamescom will benefit the applicant's project(s) and/or for service provider's projects they will be representing.

Market Travel plan including:

- Supporting documentation that demonstrate marketplace interest for games project(s) including:
  - A list of confirmed and proposed meetings and/or networking opportunities
  - Letter of interest from a market partner if applicable
  - Examples of media coverage if applicable
  - Confirmation of showcase opportunity if applicable
- Full itemised travel budget including any co-contribution from the applicants or third-parties
- CV/resume of people travelling.

# Assessment process

## What happens once you've submitted your application

Once your application has been submitted, you will receive an email confirmation from our secure online grants system, SmartyGrants.

### **Eligibility**

Applications will be initially reviewed by Screen NSW staff to ensure they meet eligibility requirements, and all application materials are acceptable.

### **Assessment**

After eligibility is confirmed, the application will be evaluated by an assessment panel including a minimum of one Screen NSW staff member and one external industry expert.

Please note that funding allocation follows a competitive process. Evaluations will consider the assessment criteria outlined above, the availability of funds at Screen NSW and the applicant's need for Screen NSW funds.

### **Recommendation and Decision**

Based on the outcome of the assessment process, recommendations for successful applicants will be provided to the decision-maker, Senior Manager Screen NSW, for consideration and approval.

### **Additional Considerations**

Screen NSW may, at its sole discretion, and at any stage of the application process, do all or any of the following:

- Require additional information from an applicant
- Change the scope or the requirements of these guidelines
- Vary, amend (including by replacement) or terminate the application process
- Re-open an application after the closing date, provided it doesn't give the applicant an advantage over other applicants.

## Timing

Screen NSW aims to turnaround applications approximately 4-5 weeks from the application close date. Applicants will be advised of the application outcome by 30 June 2025.

## Award process

Successful funding recipients will enter into a standard non-negotiable agreement with Screen NSW, setting out the terms and conditions of the funding including acquittal requirements.

Recipients are required to provide a written report detailing the outcomes of the market as part of the acquittal process. Receipts proving travel and attendance will also be required at the time of acquittal.

## Additional Information

### Publication of grants information

The Grants Administration Guide (Guide) requires that certain information is published in relation to grants awarded no later than 45 calendar days after the funding agreement takes effect (see section 6.5 of the Guide and Appendix A to the Guide).

This information is also open access information under the Government Information (Public Access) Act 2009 (NSW) (GIPA Act), which must be made publicly available unless there is an overriding public interest against disclosure of the information.

In accordance with these requirements, relevant information about the funding awarded will be made available on the NSW Government Grants and Funding Finder as soon as possible after the funding agreement is executed.

All records in relation to this decision will be managed in accordance with the requirements of the *State Records Act 1998* (NSW).

## Conflict of Interest Management

Any conflicts of interest will be managed in accordance with NSW Government Grants Administration Guide.

A conflict of interest, or perceived conflict of interest, may be identified if staff, any member of a committee or advisor and/or you or any of your personnel:

- Has a relationship with or interest in an organisation which is likely to interfere with or restrict the applicants from carrying out the proposed activities fairly and independently, or
- Has a relationship with, or interest in, an organisation from which they will receive personal gain because the organisation received funding under the program.

If you identify an actual, apparent, or perceived conflict of interest at any time, you must inform Screen NSW immediately. Screen staff can be contacted by email: [pdvgames@screen.nsw.gov.au](mailto:pdvgames@screen.nsw.gov.au).

NSW Government staff, committee members and other officials including the decision maker must declare any conflicts of interest and ensure they are managed as per the Department's Code of Ethics and Conduct and the Grants Administration Guide.

## Complaint handling, access to information and privacy

Details on how Screen NSW handles complaints, access to information and your private information is available at:

<https://www.create.nsw.gov.au/about-us/feedback-complaints-privacy-and-governmentinformation>

## Previous Guidelines

[Gamescom 2024 Market Travel Support Guidelines – June 2024](#)