



# SUMMARY OF INFORMATION

## Travel Grant Guidelines

### What is the outcome we're looking for from Travel Grant Funding?

Game developers reach a point where they are looking for commercialisation partners, need to build external relationships both nationally and internationally and may be seeking international publishing engagements. The reality is that even with the world of online pitching over apps like Zoom or Teams, with the world re-opening, pitching at large industry events has returned and these events offer a concentration of influential potential partners. We are looking to support Aotearoa-New Zealand- based teams to achieve commercialisation outcomes by supporting them with travel grants.

### Who might you be?

Maybe you are a developer seeking to pitch to publishers. Additionally, you may be seeking media and influencer coverage if networking at an event like PAX Prime. You could be building up your links with developers working in an adjacent space to your team and interested in sharing knowledge. You could be a serious games developer interested in attending an event with global thought leaders and potential stakeholders.

### What are we not looking for?

Developers who are not in a position to make good use of the travel, i.e., your product is too early to pitch to commercial partners; or you are a developer seeking to travel solely for the purposes of attending lectures at a conference or just for marketing purposes to media or consumers. It is perfectly fine to attend workshops and sessions while at an event, but not at the expense of commercial engagements. We are not in a position to support developers with more advanced stage businesses who can likely finance the travel themselves. We of course cannot support people seeking to travel from Aotearoa New Zealand for the purposes of finding employment in another part of the world.

If in doubt – provided the core reason for travelling overseas is to seek a deal with a commercialisation partner, then CODE can support your travel. If the core reason is learning or marketing outcomes, then CODE cannot offer a Travel Grant.

# Travel Grant Guidelines



## What Kinds of Travel and Events Can I Apply For a Grant to Attend?

- International travel and events.
- Large game development-related events, particularly those with a commercial focus, e.g. GDC (San Francisco), Gamescom (Cologne and Asia), WePlay in China etc.
- Specialised events that would be particularly useful for connecting with companies seeking service providers. e.g. Siggraph, Games For Change (NY) or XDS.
- Add-on events such as Devcom.
- Consumer expos such as PAX West, PAX Prime etc. which come with a large consumer and media audience attached, provided you can provide a packed commercialisation agenda.
- Specific trade missions to grow your business. e.g. if NZGDA / NZTE were to organise a trade mission to Seattle.

## What Kinds of Events and Travel Can I Not Apply For?

- Domestic travel and events (i.e. within New Zealand).
- Events with only a tenuous connection to the video game industry with poor justification.
- Events where the commercialisation opportunities are poor.
- Any gambling-related events.
- Personal travel.
- Travelling with the intent of seeking employment/relocation outside of Aotearoa New Zealand.

## How can I apply?

As per our normal two stage process for larger grants, Expressions of Interest will be open for two weeks, followed by an application phase, which consists of a form and submitting a travel budget spreadsheet.

To apply, you must answer all of the requisite questions asked.

## How will my application be assessed?

Consistent with our regular practice for all grants, your application will be submitted to a small panel of assessors who will judge its merit. They will look at the reasons for your travel, your planned meeting / commercialisation schedule, your budgeting and outcomes and make a decision accordingly.

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## What criteria will be used by the assessment panel?

### General Objectives:

- The economic, cultural and creative benefits of the proposal to Aotearoa New Zealand;
- The track record of the applicant(s) and principal(s). However, note that early career developers are encouraged to apply as long as they can demonstrate capability for project delivery and business sustainability;
- The quality and rigour of all submitted materials. Budget accuracy when it comes to pricing flights and accommodation.

### Key Aspects:

#### Commercial Merit

- Ultimately the focus of these grants are to help developers get to events they likely will likely find partners to help them in their commercialisation. If you describe a clear plan with targeted partners (or a group) that you are intending to meet and pitch to, that is the clearest description of merit.
- The intention is to enable developers working on small budgets with low disposable reserves to open up their opportunities.

#### Learning Outcomes

- Although the primary purpose of the grants are to help developers within our programme push forward commercially, it is likely that they will achieve learnings as well from the travel and events.
- The learning outcomes may be as simple as how to maximise one's own opportunities at such an event or as complex as having a special opportunity to engage in some high-end workshops with one of the world's leading experts in a particular field or discipline.

#### Media Engagement

- This is a special criterion if the event in question leads to direct exposure from media or content creators.
- If the event you are intending on attending does not come with media engagement, don't worry! It is simply a valuable extra factor in the evaluation mix.

#### Budget

- Whether the budget is realistic for the event. We understand that small indie developers often do not have much in cash reserves to allocate to travel, but we require co-contribution (see below).

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## All applications must include:

- A completed application form with each section filled out.
- A budget spreadsheet showing your costs and co-contribution.
- Optional: One page resumes detailing the experience of the person(s) attending the events.

## Persons and Entities

- CODE Funding Programmes are explicitly limited to Aotearoa New Zealand-based ventures and developers.
- The Principal applicant and majority of the team must be over 18 and in Aotearoa New Zealand.
- If Applicants are successful in securing CODE funding, they will need to set up a registered company if it does not already exist.
- CODE's focus is on economic development of video game developers in Aotearoa New Zealand, and a common-sense check will apply.
- Teams are explicitly encouraged to address issues of diversity and representation in our local game development industry.
- CODE Funding Programmes are generally not available to students. No team or entity consisting entirely of undergraduate students may apply for funding, including solo projects. Students may participate in projects with the permission of their educational establishment and CODE itself.
- For the purposes of the application, the business or studio is considered the applicant, rather than the individual.

## Location of Applicants

- It is a CODE expectation that the travel will be used to build opportunities for businesses based in Aotearoa New Zealand.
- If we have valid reason to suspect an applicant will be using the travel grant money to seek employment and relocation elsewhere, we will rule the applicant as being ineligible.
- However, we realise with the distributed nature of teams in the current environment and multidisciplinary nature of the video game industry, limited flexibility may occasionally be necessary. Negotiation on this point will take place at the sole discretion of CODE.

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## Projects

- Businesses must be targeting primarily digital game-related products and services in nature. Certain hybrid projects may be considered if digital interactivity forms the core of the product's essential nature in an innovative way.

## Co-contribution

- In the case of CODE Travel Grants, we expect a co-contribution of at least 20% to be supplied of the total travel cost. I.E. CODE supplies 80% of your travel costs, capped at a maximum of \$8,000 NZD per grant inc GST.
- Examples: If the total of your proposed travel costs is \$5,000 NZD, CODE would pay a maximum of \$4,000 towards the application. Conversely, if your travel is upwards of \$10,000 you can still only access a maximum of \$8,000 from CODE for this purpose.
- For the purposes of this application, the "applicant" is considered the business or studio. So if you intend on having two or more people travelling, you can still only access up to \$8,000, regardless of co-contributions.

## Spending

- Eligible budget expenditure includes:
  - Event registration/access cost
  - Associated business events
  - Economy airfares
  - Transport
  - Visas
  - Travel insurance
  - Accommodation
  - Meals and incidental expenses (e.g. coffee meetings)
- Ineligible budget expenditures:
  - Flight costs above economy
  - Exorbitant accommodation costs
  - Hospitality/Entertainment