

BEC NATIONAL
EXPORT Training & Mentoring
 becnational.com/export

Module 3
Export Market Development Grant Program
EMDG Explained

Presenter: David Nissen

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AUSTRALIA


BEC GLOBAL
 Small Business Training & Mentoring

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Western Australia
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BEC NATIONAL EXPORT Training & Mentoring Project
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Register Your Interest

BEC NATIONAL EXPORT Training & Mentoring Project will provide FREE access to EXPORT assistance to sole traders, micro, small, medium size businesses across Australia looking to improve their exporting skills and gain knowledge into how to best prepare an application for the Export Market Development Grants Program (EMDG). Business owners and management will benefit from an extensive range of EXPORT support provided via face-to-face, online, webinars, workshops, forums, mentoring, helpline, export digital portal and gain access to 1,001 Business Tips eBook from 101 Exporters and Global Trade Advisors sharing export tips.

Register your interest in any services of the **BEC NATIONAL EXPORT Training & Mentoring Project** listed below and we will be in touch to assist you with FREE support services of Finance, Insurance, Logistics and Mentoring.

Register online www.becnational.com/register

BEC NATIONAL EXPORT Training & Mentoring Project <small>Services available to assist you and your interest</small>	YES	NO	MAYBE
MODULE 1) INTRODUCTION TO EXPORTING			
International Market Research			
Dealing with International Agents, Distributors, Retailers, and Wholesalers			
International Marketing			
International Trade: Costing and Pricing			
International Trade: Contracts and Agreements, Systems			
Risks, Finance and Payments, and Documentation			
EMDG (Export Market Development Grant Program)			
MODULE 2) EXPORT GUIDE FOR SMALL BUSINESSES			
EMDG, EPC services, FTA's, Logistics, Australian Traded Traders			
Online Portals, Intellectual Property, Cyber Security			
International Business Councils, Trade Associations, Consulates			
MODULE 3) EXPORT MARKET DEVELOPMENT GRANT PROGRAM (EMDG)			
EMDG, EPC services, FTA's, Logistics, Australian Traded Traders			
Austrade services, country insights, allowable/not allowable claims, timelines, applications			
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BEC NATIONAL EXPORT DIGITAL PORTAL: access to export resources & ongoing info			
EXPORT SPECIALISTS: <small>Find expert in Logistics, IP, Finance, EMDG, Cyber Security</small>			
Networking: like to attend international business networking events in your state or region			
Business News Updates: like to receive our monthly news updates & opportunities			

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Email: export@bellmontbec.com @bellmont Business Enterprise Centre Inc. (BEC) Fax: 08 9479 2888 Post: Belmont BEC, Box 270, Cloverdale, WA 6105

BEC NATIONAL EXPORT Training & Mentoring Project - Participant Details

Contact Person: _____ Business Name: _____ Business ABN: _____
 Description of Business: _____ Other Trading Name(s): _____
 Business Address: _____ State: _____ P/Code: _____
 Phone: _____ Mobile: _____ Your Position: _____
 Email: _____ Web Site: _____
 Facebook: _____ Preferred Social Media: _____
 Already Exporting? Yes No

EXPORT COUNTRIES OF INTEREST please tick below the Industry sector(s) you are involved in (you may tick multiple boxes) Creative/Design Fashion/TCFL
 Agriculture, forestry and fishing Mining Manufacturing Construction Wholesale trade Retail trade Accommodation, cafes and restaurants
 Transport and storage Communication services Finance and insurance Property and business services Education
 Health and community services Cultural and recreational services Personal and other services Electricity gas and water supply Other: _____

Main product/services: _____ ASIC Code(s): _____
 No. of employees: Less than 5 5-10 11-20 More than 20 Less than 200 More than 200 Is the business run by: Men Women Both
 Yes No Yes No Yes No Yes No Yes No
 Is your business located in regional / remote Australia? Yes No Yes No Yes No Yes No
 Will you participate in our survey to evaluate services received in our **BEC NATIONAL EXPORT Training & Mentoring Project**? Yes No

Signature: _____ Position: _____ Date: _____



Introduction

Export Market Development Grant Program EMDG

- Grant amount and grant period
- Who is eligible to apply for a grant?
- Eligible products
- Eligible expenses – what the grant money can be used for
- The grant assessment process
- Reporting – milestones and financials



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Export Market Development Grant Program

Three Tiers of financial support, to develop export businesses – 3 different Grants over 8yrs

- Tier 1 – 1st timers - \$10,000. CAP -2yrs @ \$40,000pa
 - Must Use Austrade's "Export Readiness Tool : declaration req
- Tier 2 – business exporting - 3yrs - \$18,000. CAP @ \$80,000pa
- Tier 3 - business exporting- 3yrs \$ 28,000. CAP @ \$150,000pa

50% Contribution required



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EMDG grant funds must be used for promotional activities to market eligible products in foreign countries

Apply – **15 March** 2023, closes **14 April** 2023 (4wks)

- To start EMDG "activities" - **1 July 2023**

Grant Agreement 1 or 2 yrs + extensions

HANDOUT re 2023-2024 EMDG Grant Guidelines

- Not NZ



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- Focused on export market dev & promotion
- Grantees must spend at least an [equal amount](#) of their own money on eligible expenses.
- The EMDG grant is an entitlement-based grant – no comparison between applicants is made. Applicants who are eligible will be offered a grant agreement.
- SMEs have access to grants up to a total of 8 years, reflecting the time it takes to build a presence in the market.
- A wide range of [expenditure is eligible](#), reflecting how businesses approach markets in different ways



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- To be eligible, SME exporters will need to have a [turnover](#) of less than \$20 million for financial year 2020–21, which is the financial year before the financial year in which you are making an application
- For Tier 1 you will need to be ready to start exporting. For Tiers 2 and 3 you will have already exported
- You can apply for any tier level that suits your organisation. You do not have to progress through each Tier. You do not have to proceed through the tiers in any particular order

If you reach this cap before the 8 financial years cap you cannot receive further EMDG grants



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Eligible Products

To be an eligible product, your product(s) must be of **substantially Australian origin** and be:

- Goods
- Services
- Events
- Intellectual property or know-how
- Software
- Some products are not eligible (see sections [5.1.1](#) and [5.2.3](#))



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Eligible Expenditure

- Short trips to a foreign country
- Engaging a consultant to undertake research or promotional activities
- Short trips within Australia
- Foreign buyer visits
- Maintaining a representative in a foreign country

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Eligible Expenditure

- Soliciting for business in a foreign country
- Providing free samples
- Producing and providing promotional and advertising material
- Intellectual property rights
- If you are a Tier 1 applicant, obtaining export readiness training

6.1.1 MAINTAINING A REPRESENTATIVE IN A FOREIGN COUNTRY



- Maintaining a representative in a foreign country for more than 6 months in a financial year so far as the representative is either:
- conducting research into the market in that country for your eligible products
- undertaking promotional activities to market your eligible products in that country.
- This includes expenses such as salaries and wages of the representative, office rental costs, education of the representative's children if relocated for the role, relocation expenses, and recruiting a replacement representative.

Where your representative is undertaking other activities outside these 2 activities described above, it is not an eligible expense. At the milestone payment stage, you may be asked to demonstrate what part of your representative's time was allocated to these activities. In this situation it is advisable to keep records detailing this distinction from the beginning of their engagement to make milestone payments easier.

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EMDG Project Plan

What it should explain:

- Why are you undertaking the proposed marketing? What business goals are you seeking to achieve through your promotions?
- How do you plan to measure success of your promotional activities?
- What is your overall promotional activities budget for each financial year?
- Where and what customers or demographic will your promotional activities be targeted towards?
- What promotional activities are you planning?
This can be as detailed or strategic as you like

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Export Market Development Grant Program

- EMDG Guidelines – handouts
- EMDG website, info, FAQs, etc.



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To apply you must:

- Complete online grant application form via the link on Austrade website
- Provide all the information requested
- Address and meet all [eligibility criteria](#)
- Include all [necessary attachments](#)
- Submit your online application by the closing date



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- You must submit your application between the published [opening and closing dates](#). They cannot accept late applications

Notification of application outcomes

- You will be advised of the outcome of your application in writing. If you are successful, they will advise you of any specific conditions attached to the grant
- If you are unsuccessful, they will notify you in writing and give you reasons for our decision



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Guidelines 11 : Rights of review of a decision

- The [EMDG Act and EMDG Rules](#) describe the decisions of Austrade for which you can seek review. If Austrade makes one of these decisions, you will be given the reasons for the decision and more detail about how you can seek review:

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EMDG – The Grant Agreement

- A grant agreement is a legally binding agreement with Austrade on behalf of the Commonwealth
- Both you and the Commonwealth must sign the grant agreement before any payments are made.
- Each agreement has standard terms and conditions that cannot be changed. A sample grant agreement is available on the [Austrade website](#)



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EMDG – Milestone Reports

- You must provide them with a milestone report before a milestone payment is made
- Your [grant agreement](#) will specify when you should provide a milestone report and what it must detail. You must submit reports in line with the timeframes detailed in the grant agreement
- They will only make grant payments when they receive satisfactory milestone reports. This will be a condition in your grant agreement

EMDG Guidelines : 10.2 Milestone Reports



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Questions during the application process

- If you have any questions during the application period, please contact:
- Phone: 13 28 78
- Email: EMDG.help@austrade.gov.au



Export Market Development Grant Program


New Export Market Development Grants process flowchart



Export Market Development Grant Program EMDG Question Time

Useful Websites

- www.austrade.gov.au
- www.export.org.au
- www.dfat.gov.au
- www.abf.gov.au
- www.cff.customs.gov.au
- www.exportfinace.gov.au



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eBOOK: 1001 Business Tips from 101 - Exporters & Global Trade Advisors			
BEC NATIONAL EXPORT DIGITAL PORTAL: access to export resources & ongoing info			
<small>Available to provide your personal (not your interest)</small>			
EXPORT SPECIALISTS & EXPERTS: <input type="checkbox"/> Yes <input type="checkbox"/> No			
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<small>Networking: like to attend international business networking events in your state or region</small>			
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Description of Business: _____ Other Trading Name(s): _____

Business Address: _____ State: _____ P/Code: _____

Phone: _____ Mobile: _____ Your Position: _____

Email: _____ Web Site: _____

Facebook: _____ Preferred Social Media: _____

EXPORT COUNTRIES OF INTEREST Yes No

INDUSTRY SECTOR please tick below the industry sector/s you are involved in (you may tick multiple boxes) Creative/Design Fashion/TCFL Agriculture, forestry and fishing Mining Manufacturing Construction Wholesale trade Retail trade Accommodation, cafes and restaurants Transport and storage Communication services Finance and insurance Property and business services Education Health and community services Cultural and recreational services Personal and other services Electricity gas and water supply Other: _____

Main product/service/s: _____ ASIC Code/s: _____

No. of employees: Less than 5 5-10 11-20 More than 20 Less than 200 In the business run by Men Women Both

Is your business located in regional / remote Australia? Yes No Are you Indigenous? Yes No Multicultural? Yes No

Will you participate in our survey to evaluate services received in our BEC NATIONAL EXPORT Training & Mentoring Project? Yes No

Signature: _____ Position: _____ Date: _____



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