



WHAT YOU NEED TO KNOW IN  
**EXPORT MARKET  
DEVELOPMENT  
GRANTS  
-EMDG-**

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Vebiz Consulting

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Better Business Outcomes

**Stuart Smith & Robert Jones**



# AGENDA

- **EMDG**
  - *What it is*
  - *Eligibility*
  - *Rules*
  - *Timelines*
- **Q&A**



## WHAT IS EMDG

- **FEDERAL PROGRAM RUN BY AUSTRADE EXISTS SINCE 1974**
- ➔ **PROVIDES UPTO 50% RE-IMBURSEMENT FOR EXPORT MARKETING EXPENSES**
- ➔ **REQUIRES GRANT APPLICATION BEFORE EXPENDITURE**
- ➔ **FUNDS PAID AFTER MILESTONE REPORT ASSESSED AND REVIEWED**
- ➔ **RULES ABOUT TYPE OF EXPENDITURE**  
**RULES ABOUT WHERE**  
**RULES ABOUT WHEN**  
**RULES ABOUT HOW**  
**RULES ABOUT WHY**

## Eligibility - Applicant

- *Have an ABN*
- *Be an Australian person, corporation – principal place of Residence*
- *Had less than 8 grants since 1990*
- *Less than \$770,000 total grants*
- *Under \$20,000,000 Turnover*
- *Use MyGovId (not Mygov)*
- *Ready to Export*
- *Comply with ATO and Other Govt Reqs*

A close-up photograph of a hand holding a yellow pencil, poised to write on a white notepad. The notepad is resting on a wooden surface. The background is dark and out of focus.

**ELIGIBILITY  
APPLICANT**

## Eligibility - Product

- *Goods – Services – IP – Tourism - Events – Software- Know How*
- *Goods -Made in Australia or*
- *Goods - Designed In Australia – Value Add to Australia*
- *Services – Value add to Australia*
- *Events – held in Australia*
- *IP – Developed or first used in Australia*
- *Software – copyright exists & development substantially done in Australia*
- *Some Exclusions*

**ELIGIBILITY  
PRODUCT**



## Eligibility - Other

- *Excludes New Zealand, Russia, Belorussia, North Korea*
- *Only for Marketing Costs*
  - *No Legal*
  - *No Logistics*
  - *No Supply side costs*
  - *No training*
- *Product must exist*
- *It is for Invoice Costs –*
- *No Performance costs*
- *All costs Acquitted in Financial Year (cash basis)*
- **Related Party Costs**

**ELIGIBILITY  
OTHER**



## •Tier 1: New to Export

- Maximum grant of approximately \$10,000.
- Need to show Ready to Export

## •Tier 2: Expanding export promotion activity

- Maximum grant of approximately \$15,000
- Increasing Expenditure in same markets
- First Timers -Demonstrated Export

## •Tier 3: Making a strategic shift

- Maximum grant of approximately \$25,000
- Strategic Shift is New & Different Product or New Country
- First Timers – Demonstrated Export

# A NEW TIERED APPROACH





**Export  
Marketing  
Expenses**

**Overseas  
Representatives**

**Export Marketing  
Consultants**

**Free  
Samples**

**Intellectual  
Property**

**Marketing  
Visits Overseas  
AND  
AUSTRALIA**

**Marketing  
Visits Overseas  
AND  
AUSTRALIA**

**Overseas  
Buyers  
Program**

**Promotion and  
Advertising**

**Training  
Activities:  
Representative  
bodies and tier  
1 applicants**

# MARKETING EXPENSES



## •Representative in Foreign Country

- Represent you in Country
- research or promotional activities
- Contract for Six Months or more
- Retainer and Expenses – paid regularly

## •Marketing Consultants

- Project or ongoing engagement but not equivalent to Employee
- Research or promotional activities

## •Marketing Visits - Foreign Countries

- Up to 21 days out of Australia per trip
- Research promotional activities
- Some rules on who
- Airfares plus Daily Allowance (\$350)



# MARKETING EXPENSES

## •Marketing Visits – Australia & Foreign Buyers

- Expenses of marketing to Foreign Buyers in Australia
- 21 days per trip
- Expenses of Foreign Buyers visiting Australia – International and Australian airfares and other expenses

## •Trade Shows - Showrooms -Soliciting for Business in Foreign country

- Usually refers to showrooms and trade shows
- Activity to promote sales opportunity.

## •Promotional Literature and Advertising

- Digital, Radio, TV, Print, Sponsorship, PR, Branded Items
- Production, Preparation, Display costs
- Apportioned on Audience Australia/NZ to Rest of World

## • Intellectual Property Rights

- Cost of obtaining IP Protection
- Cost of extending IP Protection

## • Samples

- Something you sell but give away (be on your pricelist)
- Cost not Sale price plus freight and insurance
- Gifting, Salesman sample but not prototypes
- Document receipt of goods

## • Representative Bodies

- Training in export



**MARKETING  
EXPENSES.**

# WHAT DO YOU NEED TO APPLY? (TALK WITH VEBIZ)

- **Check Eligibility**
- **Ensure you have a MyGovId login**
- **Vebiz lodges portal with**
  - *Application*
  - *Plan to Market*
  - *P&L and Balance Sheet*
  - *Export Invoice*
- **May need**
  - *Trust deed*
  - *Goods made outside Australia Submission*
  - *Services Submission*



# EMDG TIMELINE

**Application Period 2023-24:**

**Opens 15/03/2023**

**Closes 14/04/2024**

**All applications are received and assessed. Austrade sends grant agreement with \$ amount.**

**Eligibility:  
Australian  
Individuals, companies,  
associations,  
partnerships.**

**Conduct & document the marketing activities according to the plan/agreement**

**Lodge Milestone Report  
After 30/06/2024**

**Receive funds...  
Prepare for next grant application.**

# WHAT WE KNOW NOW

**Applications Open**  
**15<sup>th</sup> March**  
**Close 14<sup>th</sup> April**

**Expenses for the**  
**2023-24 Financial**  
**year ( 1/7/2023 –**  
**30/6/2024)**

**One Year Grant**

**3 Tier Approach**  
**Strategic Shift**  
**Defined**

**Grant Amount**  
**Maximums Likely**  
**to be from**  
**\$10,000 to \$25,000**

**Marketing Costs**  
**and IP protection**

**Re-imbusement**  
**after Milestone**  
**Report in July**  
**2024**

# WHAT SUPPORT WILL I NEED?



## Vebiz will assist clients to:

- Determine appropriate tier to be applied.
  - ✓ Tier 1: New to Export
  - ✓ Tier 2: Already Exporting aiming to grow and expand
  - ✓ Tier 3: Already Exporting but making a strategic shift
- Develop Export Plans, Business Marketing Projects and strategies for submitting, in support of each tier of application entry
- Create Grant Applications, lodge applications, meet transaction and document needs,
- The audit process and any follow up necessary





# NEXT STEPS

- ✓ **Contact Stuart or Robert** with any questions
- ✓ **Start the application planning process with Vebiz**

# CONTACT US



Better Business Outcomes

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