

EXPORT MARKET DEVELOPMENT GRANTS -EMDG-

Stuart Smith and Robert Jones

Vebiz Consulting

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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% REIMBURSEMENT 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 that 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



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 - 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



Tier 1: New to Export

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

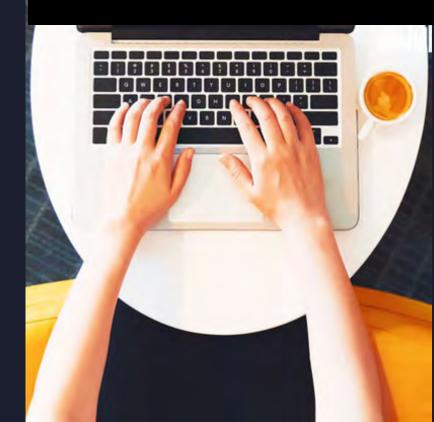
•Tier 2: Expanding export promotion activity

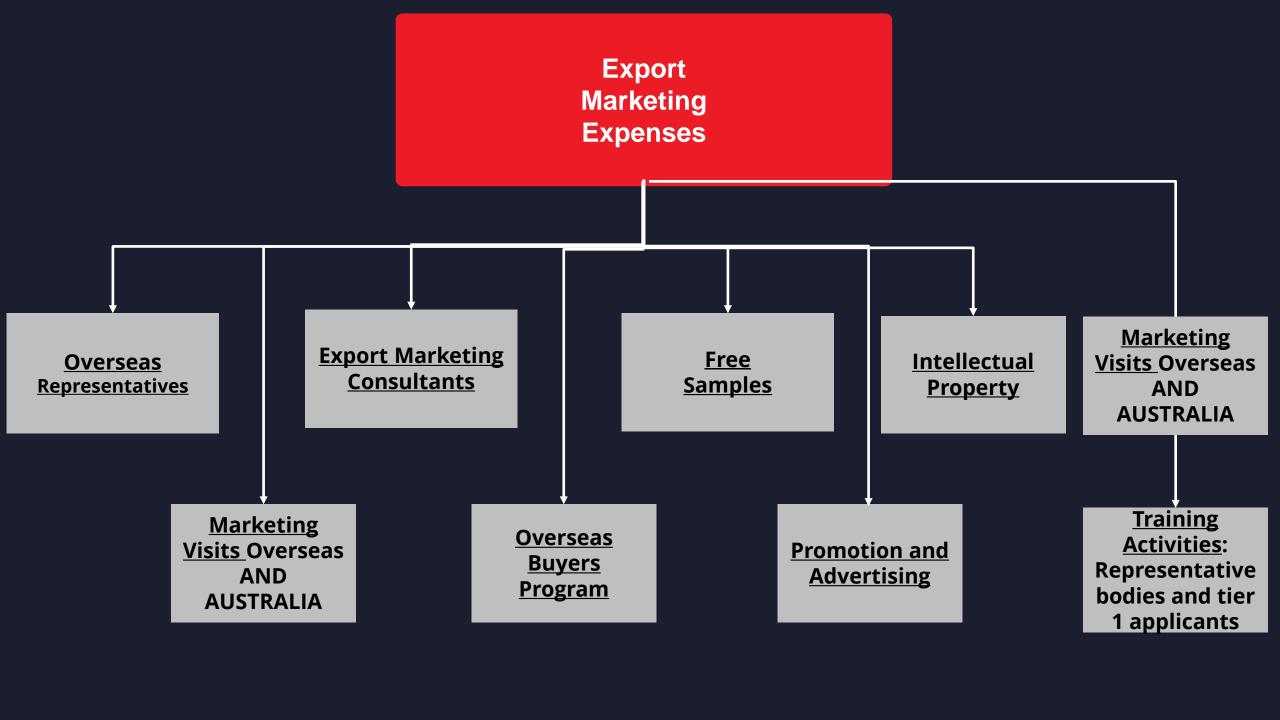
- Maximum grant of approximately \$15,000
- Increasing Expenditure in same markets
- First Timers -Demonstrated Export

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





•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 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
15th March
Close 14th 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

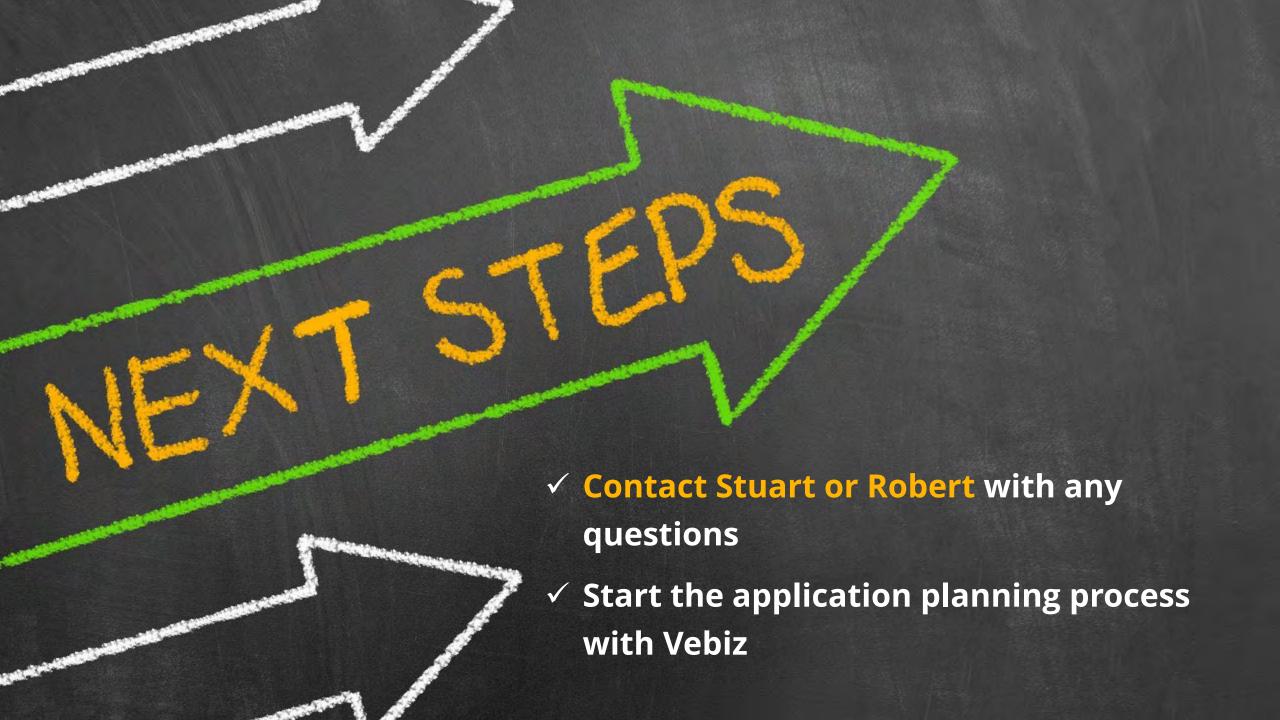
Re-imbursement
after Milestone
Report in July
2024

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



CONTACT US



Stuart Smith

consult@vebiz.com.au 0419 014 323

Robert Jones

manager@vebiz.com.au 04 3883 2491

www.vebiz.com.au