

Financial assistance for all aspiring and current exporters

The Export Market Development Grants (EMDG) scheme is the principal Australian Government financial program, designed to defray the cost of small and medium businesses promoting their products or services overseas.

The program provides reimbursement of approximately 50% of the eligible expenditure incurred up to a maximum grant amount of \$150,000 per application. Applicants must be Australian resident entities with a total annual turnover of less than \$A50 million and must have spent at least \$15,000 in eligible promotional expenditure.

It supports a wide range of industry sectors and products, including inbound tourism and the export of intellectual property and know-how outside of Australia.

The program is entitlement based / compliance driven where supporting documentation and financial records must be kept to ensure applicants meet all eligibility criteria.

Who Can Apply?

To be eligible for EMDG, you must have:

- > An income of not more than \$50 million in the grant year
- > Incurred at least \$15,000 of eligible export expenses under the scheme (first-time applicants can combine two financial years of expenditure)
- > Principal status for the export businesses (must own or have exclusive rights to the product / service in which you are promoting, and receiving export income. **Note:** licence fee arrangements may be eligible)

What Is An Eligible Product



- > Goods made in Australia
- > A good made outside Australia where Australia will derive a significant net benefit from its sale overseas
- > An eligible service
- > A tourism service (including accommodation, passenger transport or tours)
- > A conference or event held in Australia
- > An intellectual property right that mainly resulted from work done in Australia
- > A trademark that was owned, assigned or first used in Australia
- > Know-how that mainly resulted from work done in Australia

How We Can Help?

Provide comprehensive assistance including:

- > Conduct a full review of your eligibility for an EMDG, including 'principal status', entity structure, products, services and property rights being promoted, etc.
- > Advise on compliance issues to ensure you receive your full EMDG entitlement
- > Review all current marketing and overseas distributor contracts, assess overseas representative arrangements, assist in preparation of 'grants entry test' (first time claimants)
- > Review relevant expenditure, collate and assess appropriateness of documentation for EMDG
- > Prepare and lodge your application for an EMDG, including attendance at investigations of your claim by Austrade
- > Provide pro-active advice and respond to all export queries raised by you
- > Assist in export planning

Category	Overview	Examples of Claimable Costs
Overseas representatives and marketing consultant expenses	<p>Allows you to claim all reasonable costs associated with having an overseas representative who acts on your behalf to the extent they are engaged in the promotion/marketing of your product. Arms-length marketing consultants who are engaged to undertake export market research or marketing activities are also eligible.</p> <p>Note: non-promotional activities such as after sales service, product sourcing, logistics, warehousing or administrative duties must be excluded. A maximum of \$200,000 per grant year can be claimed for overseas representatives and \$50,000 for marketing consultants.</p>	<ul style="list-style-type: none"> > Representative salaries > Consultant fees > Overseas office rent > Motor vehicle costs > Advertising expenses > Marketing visit costs > Communication costs > Certain set up costs
Marketing visit expenses	<p>Allows you to claim costs associated with overseas travel in relation to export marketing and promotional activities. Travel diaries must be kept and you must ensure to exclude non-promotional activities such as after sales service, sourcing of products, logistics, warehousing and administrative duties such as importing or promoting products from other countries. You also receive a \$350 per day allowance (pro-rata).</p>	<ul style="list-style-type: none"> > Airfare cost > Taxi fares > Bus fares > Car hire > Departure taxes > Visa expenses > Travel insurance
Free sample expenses	<p>You can claim all input costs, including transport and freight, of providing free gifts to potential buyers. This includes sample products, units, machinery, prototypes and software used to demonstrate your product and promote brand awareness in an export market. A maximum of \$15,000 per application year is claimable under this category.</p>	<ul style="list-style-type: none"> > Postage and freight to deliver the free samples > Direct costs of manufacturing > Factory overhead loadings and labour costs > Cost of providing free services
Trade fairs, seminars and promotional event expenses	<p>You can claim the costs for attending international trade fairs, in-store promotions as well as registration and set-up costs incurred for participating in exhibitions and attending seminars.</p>	<ul style="list-style-type: none"> > Registration fees > Stand/booth rental charges > Costs of freight materials bought-in > Costs of producing demonstration or display equipment > In-house promotions
Promotional, literature and advertising expenses	<p>Includes the external costs of promotional materials such as brochures, videos, DVDs, advertising, website development, printing layout and design costs, and translation fees.</p>	<ul style="list-style-type: none"> > Printing, layout and design costs > Translation fees > Advertising 'placement' or 'time slot' charges > Sponsorship and website development costs > External costs of promotional material, such as brochures, videos, dvds, advertising and website development.
Overseas buyers expenses in visiting Australia	<p>You can claim all reasonable costs associated with bringing potential buyers into Australia to attend demonstrations and conduct site visits to establish your manufacturing/service capability. You are limited to claiming \$7,500 per visit and \$45,000 per application.</p>	<ul style="list-style-type: none"> > Airfares > Bus fares > Car hire > Departure taxes > Visa expenses > Travel insurance > Accommodation > Meal expenses
Registration and/or insurance of eligible intellectual property	<p>Costs associated in intellectual property registration and insurance overseas. You are able to claim prior to export sales but must show intention to export to that country. A maximum of \$50,000 per application can be claimed.</p>	<ul style="list-style-type: none"> > IP registration cost > IP insurances cost

Due to the number of applications received each year, leaving your application to the last minute will result in your refund being delayed (in some cases for up to 6 months). This bottleneck can be avoided by lodging your application by the end of July. Austrade will endeavour to process your application within, or as close to, a two week time frame. Claims must be submitted on a year by year basis but before 30 November proceeding a 30 June year end.

Submit applications before **31 July each year** to ensure you receive a 'cash refund' as soon as possible.

Don't miss out on your opportunity to claim. Applications close **30 November each year**.

Contact us

to find out more or to discuss your eligibility under the program.

