

EXPORT MARKET DEVELOPMENT

UP-FRONT FUNDING GRANTS
2021-2022



GRANT HELP



Australian Government

Australian Trade and Investment Commission



WHAT IS THE EXPORT MARKET DEVELOPMENT GRANT (EMDG)?

The Export Market Development Grant (EMDG) Scheme is a Key Australian Government Financial assistance program for small to medium aspiring and growing export-ready businesses. It encourages businesses to increase international marketing expenditure to achieve more sustainable international sales.

The program is designed to bring benefits to Australia by encouraging the creation, development and expansion into foreign markets for Australian products. The new EMDG program now provides upfront funding certainty so you know how much you will receive over the life of your grant agreement (2 or 3 years). The grant covers 50% of eligible marketing expenses with the maximum grant being between **\$40,000** and **\$150,000 per annum** depending on the tier you qualify for.

GRANTS UPTO

**TIER
01**

\$80,000

OVER 2 YEARS
FOR ELIGIBLE BUSSINESSES
WHO ARE NEW TO EXPORT

GRANTS UPTO

**TIER
02**

\$240,000

OVER 3 YEARS
FOR ELIGIBLE BUSSINESSES
WHO PLAN TO EXPAND THEIR
MARKETING ACTIVITIES

GRANTS UPTO

**TIER
03**

\$450,000

OVER 3 YEARS
FOR EXPORTERS WHO ARE
MAKING A STRATEGIC SHIFT



WHAT EXPENSES ARE ELIGIBLE?

● **PROMOTIONAL LITERATURE & ADVERTISING**

International components of online marketing that include Google Ads, Facebook marketing, Instagram, marketing, SEO and third-party providers.

● **MARKETING CONSULTANTS**

Engage third party (domestic & international) consultants to assist with:

- Social media
- Marketing
- PR
- Market Entry (foreign Market)

● **TRAVEL OVERSEAS & WITHIN AUSTRALIA**

Costs associated with travel to meet international clients for promotional purposes. Flights, daily food & hotel allowance are claimable expenses.

● **OVERSEAS REPRESENTATIVE**

- Hiring of FTE overseas employee or company to market your Australian product or service internationally.

● **TRAINING**

Training for your team to enhance their skills to market internationally.

● **FREE SAMPLES**

Sending free product samples to prospective overseas buyers.

● **OVERSEAS BUYERS**

Bringing overseas buyers to Australia to evaluate your goods, services or IP.

● **PATENTS AND TRADE MARKS**

Trademarks and registration of IP in a foreign country.

● **TRADE FAIRS**

Participating in international trade fair, virtual conferences and, forums to promote your product or service internationally.



GRANT HELP

WHY CHOOSE US ?

TRUSTED STRATEGIC DIRECTION

WORKING COLLABORATIVELY WITH YOUR BUSINESS TO ACCESS THE EMDG

FEASIBILITY

DETERMINE IN REAL TIME, BUSINESS ELIGIBILITY, AND PAST FREQUENCY OF THE PROGRAM

MARKET PLAN & FINANCIAL BUDGET

CREATE COMPREHENSIVE MARKETING BUDGET PLAN ALIGNING WITH PROGRAM

ON-GOING VALUE

OUR FOCUS AT GRANT HELP IS TO CREATE ON-GOING VALUE FOR OUR CLIENTS. WE DO THIS BY MATCHING YOUR BUSINESS REQUIREMENTS TO OTHER GRANT PROGRAMS IN ORDER TO CREATE FURTHER CASH-FLOW

MILESTONE REPORTS

PREPARE AND LODGE WELL CONSIDERED MILESTONE REPORTS, TAKING INTO CONSIDERATION THE FACTORS OF CASHFLOW AND PRACTICABILITY FOR YOUR BUSINESS.

PREPARE & LODGE

IDENTIFY CLAIMABLE EXPENSE TYPES AND RELEVANT DOCUMENTATION TO PREPARE AND LODGE A HIGH QUALITY APPLICATION

AUDIT REPRESENTATION

REPRESENTING EACH CLIENT THROUGH AN AUSTRADE AUDIT, CONTESTING APPORTIONMENTS PUT FORWARD BY AUSTRADE TO LEGITIMATELY MAXIMISE YOUR REIMURSEMENT.