

EXPORT MARKET DEVELOPMENT GRANTS

AT A GLANCE

The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance programme for small to medium aspiring and growing export-ready businesses.

It encourages businesses to increase international marketing and promotion expenditure to achieve more sustainable international sales.

It also provides businesses with an opportunity to enter and embed themselves in global value chains – something that encompasses 80 per cent of global trade.

EMDG recipients include many of Australia's best known exporters. The vast majority of recipients report that the scheme is invaluable in helping them access new markets, and develop better international business and cultural understanding.



WHO CAN APPLY?

An Australian individual, partnership, company, association, cooperative, statutory corporation or trust that has:

- › carried on export business in Australia
- › promoted the export of goods
- › promoted the delivery of services outside Australia
- › promoted certain services in Australia to non-residents
- › promoted inbound tourism
- › promoted the export of intellectual property and know-how outside Australia
- › an income of less than \$50 million for the year
- › spent at least \$15,000 on eligible export promotional activities.

WHAT CAN BE CLAIMED?

- › overseas representation expenses
- › marketing consultant expenses
- › marketing visits expenses
- › communications expenses
- › free samples expenses
- › trade fairs, seminars, in-store promotions expenses
- › promotional literature and advertising expenses
- › overseas buyers expenses
- › registration and/or insurance of eligible intellectual property expenses.



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UNLIMITED

WHAT DO YOU GET?

- › up to 50 per cent reimbursement of eligible expenses, less the first \$5,000
- › each applicant may receive a grant of up to \$150,000 per application, to a maximum of eight annual grants
- › grants are regarded as assessable for income tax purposes
- › the Australian Taxation Office has confirmed that GST will not apply to EMDG grants.

WHAT CANNOT BE CLAIMED?

Expenses that:

- › relate to trade with New Zealand, Iran and North Korea
- › are of a capital nature
- › relate to sales or product development
- › are fraudulent, unsubstantiated or related to an illegal activity.

The GST component of incurred expenses cannot be claimed under EMDG.

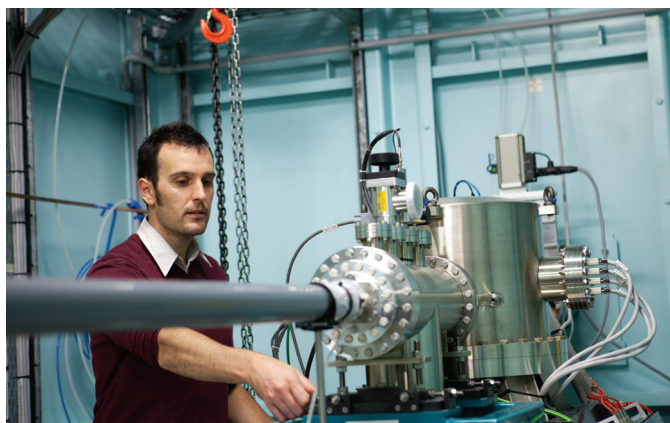
SPECIAL APPROVAL APPLICANTS

Industry associations and joint ventures are able to seek 'special approval' status from Austrade to enable them to apply for a grant. Special approval status is effective for five years from the approval date. If you would like further information about how to apply for these special status categories please contact Austrade.

HOW TO APPLY

To find out more about the application process, go to austrade.gov.au/Export/Export-Grants and select 'How to apply'. From this page you can also make sure your business is eligible to apply by reviewing the EMDG eligibility check list.

You can contact Austrade on 13 28 78 at any time to clarify your eligibility.



KEY FACTS ABOUT EMDG

After the 2013 election, the Coalition Government allocated an additional \$50 million to the scheme over four years from 2013–14.

In the 2013–14 financial year:

- › grants worth \$113.6 million were distributed to 2,445 exporters
- › 632 exporters entered the scheme for the first time
- › businesses that received grants generated \$2.8 billion in exports
- › 20 per cent of grants were to rural and regional Australia
- › 74 per cent of recipients had turnover of less than \$5 million
- › the average grant was \$45,708
- › clients have consistently given the scheme a satisfaction rating of over 85 per cent.

The EMDG scheme is currently being reviewed by Mr Michael Lee, the former CEO of Zip Industries. The scheme was last reviewed in 2008 by Mr David Mortimer AO. The review found that EMDG had been helpful in introducing smaller Australian businesses and new exporters to the global market.

WHEN TO APPLY

For expenses incurred in the 2014–15 financial year, you must complete and submit your online application, including the required documents, between 1 July 2015 and close of business 30 November 2015. Or you can use an approved EMDG Consultant who can lodge a claim on your behalf until 29 February 2016.

FIND OUT MORE

- › austrade.gov.au/export/export-grants
- › Call Austrade on 13 28 78



Image courtesy of Tourism Australia