

HORTICULTURAL MARKET ACCESS COMMITTEE MARKET ACCESS APPLICATION

GUIDELINES FOR COMPLETION OF APPLICATION FORM

1. HMAC

The Horticultural Market Access Committee (HMAC) is the industry's major representative market access committee. For the information of applicants for market access, the Committee's Terms of Reference are available from the Secretariat on request. The Committee meets on a formal basis approximately 3 times a year. Considerations of market access proposals can be arranged at these or other times if a need is identified.

2. PURPOSE OF APPLICATION

Your Application is made by completion of the Form entitled 'Horticultural Market Access Committee: Market Access Application' available from the Secretariat. The purpose of your application to HMAC is to argue and initiate a process for priority market access status on behalf of your identified horticultural product or products into identified market or markets. The application process has been established in recognition of the limitation on resources of government and industry for pursuit of horticultural market access. Effectively the process identifies those applications which are accepted for pursuit as market access 'priorities'.

3. CONSIDERATION OF PROPOSALS

Your proposal will be considered by the HMAC. Applications approved by the committee will be forwarded to the relevant government authorities for entry onto their work program and for reporting to HMAC and the applicant on a regular basis. HMAC will also take steps to monitor progress of the application and the necessary R&D which is already in place or will need to be put in place at the appropriate time.

The decision on acceptance of an application for market access priority is made by HMAC which includes representatives of the government authorities and others appointed for their expertise in particular fields.

4. ASSISTANCE WITH APPLICATION

It is the objective of the committee that applications are provided in a consistent format and to an acceptable standard. The HMAC Secretariat is available at no charge to assist with completion of your application, for example with advice on completion of questions in the application and on the acceptable standard of application for consideration by the committee.

5. GOVERNMENT AGENCY ACTIVITIES

Pursuit of market access priorities requires time and resources to be expended by the relevant government authorities. The approaches to be followed will depend on whether access sought is of a quarantine or non-quarantine nature and whether it relates to a closed or open market. These processes are undertaken by the following government authorities:

Area	Government Authority
Quarantine- New Markets	Plant Biosecurity, a division of Biosecurity Australia*
Quarantine- Open Markets	The Australian Quarantine Inspection Service
Non-quarantine	The Department of Foreign Affairs and Trade
Chemical residues	National Registration Authority

* Itself a division of the Department of Agriculture, Fisheries and Forestry Australia (AFFA)

Should your interest relate to quarantine into an open market that is an issue of market maintenance rather than opening, your enquiry or application should be made directly to the Horticultural Export Consultative Committee (HECC), the details of whom are available from the HMAC Secretariat.

All other enquiries or applications for market access should be directed to the HMAC Secretariat. Should you be unclear as to the approach suitable for your market access enquiry, please discuss the matter with the HMAC Secretariat. The approaches possible through HMAC are described in the HMAC Brochure entitled "Market Access Process for the Australian Horticulture Industry".

6. R&D ACTIVITIES

The pursuit of market access may also require time and resources to be expended on R&D in support of market entry. Identification of the agencies to undertake and to fund such research will depend on the product(s) and the nature of the research requirement, including whether the R&D issue is of a cross-industry nature or not.

7. APPLICANTS

There is no restriction on type of applicant. For example an applicant may be a horticultural producer, or another major party in the supply chain such as an exporters. A representative industry organisation may also apply on behalf of its members. Applications are encouraged from producers in association with other members of the supply chain who are able to support the commercial viability of the project.

8. SUPPORT FOR SMALL HORTICULTURAL INDUSTRIES

HMAC recognises that export markets are often the key to growth of small horticultural industries, but that the export and access processes can often be sufficiently complicated and time consuming for small industries. The committee accordingly is willing for the assistance of the Secretariat to be available to small industries to assist in their consideration and approach to the access application. In addition to providing assistance at no charge for the development of applications, the Secretariat may be able to direct small industries to possible sources of funding of costs related to market assessment and market access application and process including R&D.

9. CONFIDENTIALITY

All information provided or available to HMAC and its members and expert advisors as part of the application, approval and any further review or monitoring processes will be held in strict confidence by these parties. However HAL will be able to report to its members at regular intervals in general terms with respect to market access issues, priorities and outcomes.

10. THE SECRETARIAT

The Secretariat is contactable through market.access@horticulture.com.au by telephoning HAL on 02.82952300. Your enquiry should be directed to the National Horticultural Market Access Coordinator who performs the role of Secretariat.

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