

# MARKET ACCESS APPLICATION FORM

## HORTICULTURAL INDUSTRY MARKET ACCESS COMMITTEE

(Document Date 12 March 2003)

The following form is to be completed by the applicant for market access status. This level of detail requested is in recognition that approval and pursuit of an application will entail the commitment of industry and government resources over a period of time.

Before completion of the form, please read the Application Guidelines and also check with the HMAC Secretariat that this Form is appropriate to your circumstance. Consideration of this application will be made by the Horticultural Industry Market Access Committee (HMAC). The role of HMAC Secretariat is performed by the National Horticultural Market Access Coordinator.

Guidelines for completion of this document are attached to this Application Form. The services of the HMAC Secretariat are available at no charge to applicants to assist in completion of this application to the required standard.

This application is strictly confidential to Horticulture Australia Limited (HAL) and the Horticultural Industry Market Access Committee

### INDUSTRY SUBMISSION FOR MARKET ACCESS PRIORITY

1. SUBMISSION NUMBER: (as advised by the Coordinator)
2. DATE OF APPLICATION:
3. NAME OF PRIMARY APPLICANT ORGANISATION:
4. HORTICULTURAL PRODUCT INVOLVED:
5. TARGET COUNTRY FOR ACCESS:
6. TARGET DATE FOR ACCESS:
7. OTHER PARTIES TO APPLICATION (name):

i  
ii

8.	PRIMARY APPLICANT ADMINISTRATIVE CONTACT		
	Name, Title and Address:		
	Phone No:	Fax No:	Email:
9.	CONTACT FOR OTHER APPLICANTS:		
	i Name, Title, Address and Phone No		
	ii Name, Title, Address and Phone No		

10. CERTIFICATION	
Name of Applicant's Authorised Representative (PRINT)	
.....	
Signature of Applicant's Authorised Representative	
.....	
Position of Applicant's Authorised Representative	
.....	
Date: .....	

Enquiries and the completed application form should be directed to

The National Horticultural Market Access Coordinator,  
Horticultural Industry Market Access Committee,  
C/- Horticulture Australia Limited  
Level 1, 50 Carrington Street,  
Sydney, New South Wales 2000

Tel: 03.98320787      Fax: 03.98320788      Email: market.access@horticulture.com.au

**NOTES for Completion of Application Form**

- All boxes in the following application must be completed.
- Questions 1, 4, 5, 6 and 7 should be completed after discussion with the HMAc Secretariat who may further refer the applicant to the relevant government authority.
  - Questions 1 and 3 should be discussed with your Industry Association.
  - Questions 15 and 16 should be discussed with the parties with whom the applicant is cooperating or is likely to cooperate in respect of R&D.
  - Assistance may be available for completion of Questions 9, 15 and 16 through discussion with the HMAc Secretariat who may on-refer the applicant to the representative of the Australian Horticultural Exporters Association (AHEA) on HMAc for Q9 or to the representative of the National Horticultural Research Network on HMAc for Q 15 and 16

1. DETAILED DESCRIPTION OF MARKET ACCESS ISSUE AND STATUS

Note: This should include whether the issue is of a quarantine or non-quarantine nature and into a closed or open market.

Start:

2 INDUSTRY SIGNIFICANCE OF MARKET ACCESS

Note: This entry should describe the significance to your industry of trade in your product into the identified market(s). Please indicate either 'High', 'Medium' or 'Low' and describe the reasons for your view.

Start:

3 ACCESS ISSUE FROM A NATIONAL PERSPECTIVE

Note: This entry should describe the extent to which this issue is relevant from your industry's national perspective. For example if your application is at a level other than national, what are its implications from a national industry market access development perspective and why is the proposal being raised at an other rather than national level?

*It is preferable in addition that your application is supported by a signed statement from you National Industry Association which covers the Access Issue from a national level perspective.*

Start:

4 IDENTIFICATION OF THIS MARKET ACCESS ISSUE WITHIN THE HORTICULTURAL INDUSTRY'S MARKET ACCESS STRATEGIC PLAN OR ANY OTHER INDUSTRY PLANS.

Note: Advise whether this issue is identified within the current Horticulture Industry's Market Access Strategic Plan (2003 to 2007). Please advise yes or no, with explanation in the case of 'no' why the issue is now raised. Also advise whether this issue is identified in other plans such industry or state/region strategic plans. The HMAC Secretariat can advise you on the content of the Horticulture Industry's Market Access Strategic Plan.

Start:

5 TARGET DATE FOR ACCESS

Note: This entry should include reasons for the target date. The target date refers to the completion date for the market access activity, usually the date for the agreement on the protocol which allows trade to commence.

Start:

6 BRIEFLY DETAIL ANY PRIOR HISTORY OF ACCESS DISCUSSIONS OR NEGOTIATIONS AT GOVERNMENT OR COMMERCIAL LEVELS

Note: This should include timing and parties involved.

Start:

7 GOVERNMENT AGENCY VIEW ON THEIR AVAILABILITY OF THEIR RESOURCES TO HANDLE THE ACCESS PRIORITY

Note: Include government agency comments, whether positive or negative. In the case of quarantine access, comments should include any available from the Plant Biosecurity branch of Biosecurity Australia. This issue will be further discussed within HMAAC.

Start:

8 ESTIMATE OF VOLUME AND VALUE (A\$FOB) OF EXPORT PRODUCT INTO THE TARGET MARKET UPON ACHIEVEMENT OF ACCESS AT THE TARGET DATE

Note: Describe the estimated volume and value of exports in the first year after the achievement of access. If further build up of exports is expected, estimate the further increase in volume and value by the fifth year.

Start:

9 PROVIDE GENERAL ESTIMATES OF LANDED PRICE OF YOUR PRODUCT (CIF OR CPT- CARRIAGE PAID TO) IN THE TARGET MARKET TOGETHER WITH ANY MAJOR COMPETITOR LANDED PRICES AND ALSO WHOLESALE PRICES FOR LOCAL AND IMPORTED PRODUCT AS APPROPRIATE

Note: This information is required to indicate the expected competitiveness of your product in the target market.

Start:

10 ESTIMATE THE SIZE OF THE TARGET MARKET (TOTAL CONSUMPTION) AND THE PORTION OF THE MARKET PRESENTLY SUPPLIED BY IMPORTS AND THE COUNTRY/COUNTRIES ORIGIN OF THESE IMPORTS

Note: Identify the source of this information

Start:

11 PROVIDE INFORMATION WHICH WILL SUPPORT THE PROPOSITION THAT THIS MARKET ACCESS OPPORTUNITY HAS REASONABLE COMMERCIAL PROSPECTS

Note: For example support by exporters and/or importers or retail outlets, competitive pricing or positioning of Australian product etc

Start:

12 DESCRIBE THE PRESENT VOLUME OF AUSTRALIAN PRODUCTION OF THE HORTICULTURAL PRODUCT, THE EXPORT VOLUME OF THE PRODUCT, AND THE IMPACT THE TARGETED MARKET ACCESS WOULD HAVE ON THIS PRODUCTION AND EXPORTS.

Note: Include date of the statistics used

Start:

13 PROVIDE INFORMATION TO SUPPORT THE PROPOSITION THAT PRODUCT WILL BE AVAILABLE FOR THE TARGET MARKET ONCE ACCESS IS ACHIEVED

Note: For example, growing program, commitment to export arrangements, meeting seasonality of supply etc

Start:

14 IDENTIFY ANY SIGNIFICANT INFRASTRUCTURE DEVELOPMENT AND ESTABLISHMENT COSTS ASSOCIATED WITH MAKING AVAILABLE THE TARGETTED PRODUCT VOLUMES.

Note: Include the likely source of funding for any such significant capital or operating cost requirements and also reference any resulting effects of such expenditures on production and/or landed product costs.

Start:

15 DESCRIBE THE R&D SITUATION AND REQUIREMENTS FOR THE PURSUIT OF THIS MARKET ACCESS OPPORTUNITY (QUARANTINE ISSUE ONLY)

Note: Identify likely R&D issues and the expected time span for their resolution. Identify whether these R&D issues are specific to your product or are relevant across a number of horticultural industries. It is acknowledged that R&D requirements may need to be revisited after the submission has been accepted for priority and the target market response to the Market Access Proposal received.

*It is preferable in addition that your application is supported by a signed statement by involved or likely involved research organisations which acknowledges the R&D issues and the existing or potential involvement of these organisations.*

Start:

16 DESCRIBE THE EXPECTED REQUIREMENTS FOR FINANCIAL SUPPORT FOR THE R&D ISSUES IDENTIFIED IN YOUR ANSWER TO Q12 ACCORDING TO WHETHER THEY ARE SPECIFIC TO YOUR INDUSTRY OR ARE MULTI-INDUSTRY ISSUES (QUARANTINE ISSUES ONLY)

Note: Identify also the expected source of such support

Start:

17 PROVIDE ANY INFORMATION TO INDICATE ANY STRATEGIC NATURE OF THE MARKET ACCESS OPPORTUNITY TO YOUR INDUSTRY AND/OR BUSINESS.

Note: This question is directed at any strategic considerations relevant to the market access opportunity.

Start:

18 INDICATE ANY STRATEGIES WHICH YOU THINK MAY BE RELEVANT TO ASSISTING ACHIEVEMENT OF THE TARGET MARKET ACCESS.

Note: For example, supporters within the importing country, arguments in support of the importing country granting market access, treatment of competitor importers etc

Start:

*Attach any signed statements of support such as may be available in response to questions 3, 15 or others.*