



GovtGrants
Consultants on Government Grants to Industry

EMDG – WHAT IS IT?

Summary

The Export Market Development Grants (EMDG) scheme is the primary Australian Government financial assistance program for aspiring and current exporters. The scheme is administered by Austrade and supports a wide range of industry sectors and products, including inbound tourism and the export of intellectual property and know-how outside Australia.

The EMDG scheme:

- Encourages small and medium sized Australian businesses to develop export markets.
- Reimburses up to 50% of expenses incurred on eligible export marketing activities, above a \$20,000 threshold (maximum grant is \$150,000).
- Allows first time applicants to combine two years of expenses in the first claim.
- Provides up to 7 grants to each applicant.
- Does not regard New Zealand as an eligible market for EMDG purposes.
- Requires applications to be lodged by 30 November each year – Austrade does not allow for extensions.

ELIGIBLE EXPORT MARKETING ACTIVITIES

You may claim for expenditure on specific export promotional activities undertaken during the financial year for:

- Overseas Representatives – costs paid to an overseas representative acting on your behalf on a long-term basis to market/promote your product, with a maximum \$200,000 per application per year under this category.
- Marketing Consultants - cost of engaging a consultant to undertake export market research or marketing activities, with a maximum \$50,000 per application under this category.
- Travel - cost of travel during overseas marketing trips e.g. airfares, taxi fares, departure taxes, etc. Plus an allowance of \$300 per day per person per trip to cover accommodation, dining etc.
- Communications - cost of communications to promote your product e.g. fax, emails, phone.
- Free samples - cost of providing free samples of the product you are promoting for export.

Please contact us for a free consultation to discuss your grant entitlement

Campbell Stewart Pty Ltd

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EMDG – WHAT IS IT? CONT.

- Trade fairs, seminars, in-store promotions - the cost of participating in an international trade fair, seminar, in-store promotion, international forum, private exhibition or similar activity including entry fees, stand rental charges and the cost to freight your promotional materials to the trade fair.
- Promotional literature and advertising - external costs of promotional material, such as brochures, videos, DVDs, advertising and website development.
- Overseas buyers - the cost of bringing potential buyers who are non-residents to Australia for an approved export promotion purpose, with a maximum of \$7,500 per buyer per visit and a maximum of \$45,000 per application under this category.
- International patents and trademarks - costs associated with international patent (IP) and trademark registration, insurance against infringement is also claimable.

CONDITIONS

You must have spent the funds to seek out, create demand for or develop an export market for your product:-

- You must be the intended principal in export transactions (some exemptions apply i.e. manufacturers, trading houses, events promoters, suppliers to inbound tour operators) .
- The expense must have been paid by you during the financial year.
- The item paid for must have been provided to you.
- You must have evidence of the expense and of what it was incurred for.
- If you are claiming expenses under the overseas representatives or marketing consultants categories, you must have documentary evidence that shows the role and function of the representative or consultant.
- If you are claiming expenses for travel you must have trip reports, boarding passes, diary notes and/or other evidence which substantiate the details of each trip.

SERVICES

Our service includes:

- Identification of eligible EMDG expenditure;
- Preparation of the application forms;
- Calculation of the maximum claim;
- Electronic lodgement of the application;
- Monitoring of progress of claim and attendance to any further requirements;
- Review of export plans; and
- Review of company structure and advice on eligibility and maximising your EMDG benefit.

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