

Export Marketing Development Grants

Fact Sheet, September 2022

Find out if your business is eligible for Austrade’s Export Market Development Grants and which products and expenses can be claimed.

The Export Market Development Grants (EMDG) is a government financial assistance program for current and future exporters. The program aims to assist Australian businesses grow their exports in international markets, encouraging small to medium enterprises to market and promote their goods and services globally.

Eligibility

A business must satisfy the following criteria to be eligible to receive Export Market Development Grants:
The business’s income cannot be more than \$20 million in the grant year;

- + You must be an Australian resident;
- + You must have an Australian Business Number; and
- + You must also have an eligible product of substantially Australian origin.

Eligible Products

Products must generally be made or provided in Australia. These include goods, tourism services and events. Intellectual property, know-how and software can be eligible as long as it is as a result wholly or substantially of research or work completed in Australia.

Eligible Expenses

Expenses can be claimed in relation to maintaining overseas representatives, marketing visits both local and overseas, marketing consultant hire, overseas buyer visits, providing free samples, producing and providing promotional and advertising material and registration of eligible intellectual property.

Tiers

Grants are offered to exporters based on different tiers. These tiers cater for the needs of businesses at different stages in their export journey.

Tier Category	Eligibility Requirements
Tier 1	Includes businesses that are new to export. They have not exported yet but are ready to export.
Tier 2	Includes businesses that are currently exporting but are seeking to expand in export marketing activities.
Tier 3	Includes businesses that are currently exporting, are seeking to expand and are also making a strategic shift in their export marketing activities such as diversifying their product or market.

Rounds

Export Market Development Grants are an eligibility-based demand driven program. All eligible applicants will receive a grant. However, the available budget is shared amongst all eligible applicants. The amount received each round will depend on the total number of eligible applicants for that round. Therefore, grants are not based solely on maximum tier caps. The maximum tier caps found in the below table have been released by Austrade for Round 1 to provide insight into what tier caps you might expect in future rounds.

Tier Category	Grant Activity Period	Max. Tier Cap (Round 1)
Tier 1	2-year grant agreement	\$15,000 per financial year
Tier 2	3-year grant agreement	\$24,600 per financial year
Tier 3	3-year grant agreement	\$36,600 per financial year

Grant Agreements

You must enter into a grant agreement to receive an Export Market Development Grant. The agreement will be provided after a successful application and will cover your eligible promotional activities for the term of your grant activity period. It will state the purpose of your grant, the maximum grant amount you can receive, your grant period, payment schedule and reporting requirements.

Milestone Reports & Payments

You must also provide a milestone report before a milestone payment is made to you. The report should detail promotional activities undertaken, how they have contributed to the goals outlined in your application and a summary of eligible expenses. You may be required to supply records of eligible expenses such as supporting documents, invoices and payment details or invoices of export earnings.

A milestone payment is your grant payment. You will receive your milestone payment when your milestone report has been approved, ensuring that you have met the eligibility requirements, your expenses are eligible and you have met the commitments under your grant agreement.

Excluded Activities

The grants exclude expenses for which a third party pays, there is capital expenditure, government taxes or levies, salaries, discounts, commissions, pre-payment for goods, non-promotional activities, activities that have a detrimental impact on Australia's trade reputation and expenses related to promoting trade with New Zealand. Also ineligible are expenses related to promoting trade with Russia and Belarus from 7 April 2022.

For further information or advice on how Accru can help secure your future, contact your local Accru advisor for an obligation free review.