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The Australian Export Market Development Grant [EMDG]

Leveraging the Export Market Development Grant provides powerful impetus to exporters and those aspiring to export, by funding a significant portion of marketing and promotional spend.

This is a game changer! Sounds good so far? Read on!

How it works

Administered by Austrade, this grant provides meaningful financial assistance to develop export markets. It supports a very broad range of industry and sector products and services, including agribusiness, engineering services, inbound tourism - and the export of intellectual property and know how too.

The EMDG provides funding for 50% of eligible* export marketing spend, and the first claim can include 2 years' marketing spend. Thereafter, the claims are for 1 year. From your third grant onwards, you must satisfy the requirements of an EMDG performance measure in order to receive subsequent grants.

So, the calculation works like this: if an exporter spends \$55 000 on eligible marketing activities in the period, the first \$5 000 is not eligible to claim, and the exporter receives 50% of the balance as a grant: in this case, they receive \$25 000.

It's a no brainer!

For my clients it's a very powerful tool! It means their marketing dollars work twice as hard – with great success! We are able to expand our marketing effort – this includes researching the export market to develop that powerful, differentiated and targeted brand offer, and underpinning this with a robust marketing communication strategy.

For export, website development and promotional material is an important part of the marketing mix – providing powerful branding and validation opportunities – and enabling your company to be searched and found, to drive the sale. One of the eligible expense categories includes bringing export customers to Australia – this can be a game changer!

Eligible expenses:

The grant is easy to claim and manage, and if you get stuck, there are training videos and consultants on hand, who will assist you for no fee:

There are 9 categories of marketing activity you can claim, these include

- Marketing consultants
- Marketing visits in-country
- Overseas buyer visits to Australia
- Marketing Communications
- Trade Fairs, Expos & in store promotions
- Overseas representatives
- Marketing media and collateral
- Free Samples
- Registration and insurance of eligible IP / know how

To read up on the program, go to www.austrade.gov.au/Australian/Export/Export-Grants

** Enterprises with < \$50m in annual turnover, spend thresholds apply. The first \$5000 of any claim is excluded from the grant calculation.*