



QGC

EMERGING EXPORTERS PROGRAM

Connecting Agricultural Businesses to Global Markets



Emerging Exporters Program Information Pack

Shell's QGC program delivered by TSBE Food Leaders Australia



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Introduction

Welcome to the forum and thank you for your interest in this exciting initiative.

In response to growing global demand for trusted, clean, safe food, together with significant investment in logistics infrastructure on our doorstep, the opportunity has arisen for Western Downs Food and Agribusiness companies to take a serious look at export markets.

Shell's QGC Emerging Exporters Program, delivered by TSBE Food Leaders Australia is driving economic diversity in the region.

This three-year program has been recently extended to 2022, and is now in its fourth year, building on the successes of the 2019, 2020 and 2021 intakes.

The program is giving local agribusinesses the support and tools to not only further develop their domestic market but enter global export markets. This support will be delivered through a series of workshops and services, tailored to emerging exporters in the Food and Agribusiness sectors over a twelve-month period.

TSBE Food Leaders Australia

TSBE Food Leaders Australia (FLA) is an initiative of local economic development organisation, the Toowoomba Surat Basin Enterprise. TSBE FLA's mission is to increase the capability and capacity of food and agribusiness supply chains to better meet the demands of domestic and new and existing global markets. FLA has four pillars of service deliver for their clients:

1. Acting as a central conduit for the delivery of government services
2. Promote domestic and international market awareness of the Western Downs and Surat Basin as a food and agribusiness region
3. Increase cross-sector collaboration
4. Build a culture of Innovation across the food and agribusiness sectors.

TSBE FLA have been working to link food and agricultural businesses across the region to opportunities in emerging Asian markets for the past five years. With extensive global networks and strong collaboration between key trade agency partners, TSBE FLA is well placed to assist businesses with their domestic growth, export development and market entry strategy endeavours.

Shell's QGC Business

We are one of Australia's leading gas producers, focused on developing Queensland's world-class onshore gas reserves.

Located in Queensland, we produce natural gas to supply the Australian domestic market and for export as LNG via our two-train LNG liquefaction plant on Curtis Island. We produce natural gas from the Surat Basin of Southern Queensland.

We aspire to be welcomed by the communities where we operate and want to leave a lasting impact through our social investment partnerships. The Emerging Exporters program is just one of several projects supported by Shell's QGC business to drive regional economic development.



**Justin Heaven: Export Manager
Food and Agribusiness, Food
Leaders Australia**

Justin Heaven is the Export Manager, Food and Agribusiness with TSBE Food Leaders Australia, bringing to the role a wealth of experience from across agriculture, export market development and international trade. Justin holds a Diploma of Agricultural Science from the University of Queensland and has completed further studies in project management, business and export market development.

Working in the private sector for a majority of the past 30 years, Justin has extensive experience working with a diverse range of agribusinesses, project management, business management and export market development. Justin is passionate about agriculture, export and working with local agribusinesses to identify opportunities, barriers and pathways to implement change, meet growth aspirations and achieve strategic business objectives.

Justin has most recently worked as a Senior Industry Development Officer with the Department of Agriculture & Fisheries and previously with the Department of State Development, infrastructure and Planning, managing projects and assisting businesses adopt innovation and industry best practice. With experience in both the private and Government sectors, Justin is eager to assist members explore new markets, business opportunities and achieve your business goals.



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Export Opportunities for Western Downs Agribusinesses

Queensland's agricultural industry is a major export player in the state's economy contributing \$8.54B of exports for the year 2020 - 21. Products contributing to this result included Meat (\$4.84B), Crops (\$862.4M) and Chickpeas (\$213.9M).

As one of Queensland's richest areas for food production, agriculture in the Western Downs drives the region's economic, cultural and social development. Supporting a diverse range of agricultural production and processing capabilities, are exceptional technical and advisory agribusiness service companies. As an example, companies participating in the 2019 and 2020 Emerging Exporters Program were from a range of Agri sectors including: red meat production, food processing, grain production and trading, property valuing and agricultural machinery fabrication.

On the doorstep of a growing logistics hub centered around Toowoomba, (road, rail and air), Western Downs agribusinesses are well positioned to take advantage of the growing export demand for a range of clean, safe food products and agricultural equipment and services. A rapidly growing Asian middle class, food security and food safety concerns and an increasing appetite for western foods are driving new opportunities for food and agricultural businesses in our region. While these opportunities are very real, many businesses are finding it difficult to understand the complexity of our Asian neighbours and doing business in the region.

About the Emerging Exporters Program

The aim of the Shell's QGC Emerging Exporters Program is to support the development of up to ten food and agribusinesses per intake, grow their business domestically, explore global export markets and develop products for longer term opportunities abroad. This support will be delivered through a series of tailored workshops, with an emphasis on export and one-on-one coaching delivered over a twelve-month intensive period, followed by a further two years support through TSBE FLA membership services. This program is for those looking to export in the short term, as well as those with a long-term horizon but wanting to make the right choices now for the future.

Key Facts

Three of the world's largest populations sit on our doorstep.

As at 2022:

China = 1.407B

India = 1.352B

ASEAN = 667.139M

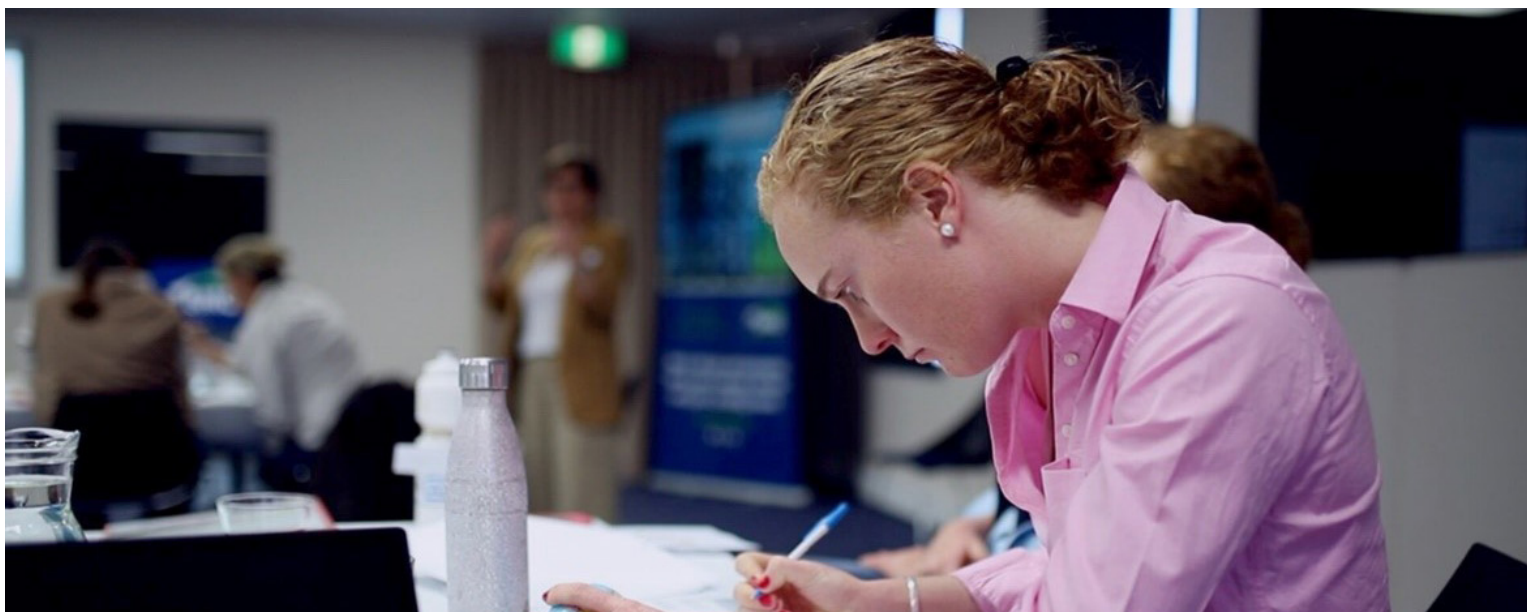
Source: International Monetary Fund, World Economic Outlook Database, January 2020

The ASEAN region is of particular interest, with Vietnam showcased in the 2019 Emerging Exporters Program. The 2019 cohort had the opportunity to partake in an International Trade Mission to Vietnam.

At a glance – relevant to our region:

- ASEAN's currently holds 3.5% of the world's GDP, equating to \$3T. As of 2022, this makes the collective group of countries a top global economic performer
- As of 2020, the ASEAN-Australia trade balance is \$7.7B
- Vietnam wheat imports from Australia totaled 2.37 million tonnes (2020-21)
- Australian beef exports to ASEAN countries grossed a total of 138,180 tonnes or better represented as \$850.3 million in value

Sources: DFAT & Austrade

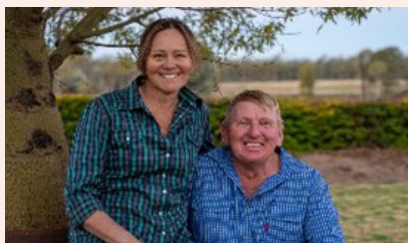


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For the past 3 years, Grassland Goats have been supplying a small amount of whole goat carcasses directly into the domestic market. Prior to diversification into the goat industry, Brian and Keeleigh Allport spent 30 years producing Beef.

Their recent addition of a few goats was originally purchased to eat off regrowth. The Allport's realized the growing market and decided to capitalize on the opportunity to promote an alternative protein into the Australian diet. The Allport's want to export their premium goat product into South-East Asia and beyond. They believe the support of Shell's QGC Emerging Exporters Program has helped them to develop their product further and learn to navigate the complex exporting process.



SMA Marketing joined the Emerging Exporters Program in 2021. Established in 1995, Select Melons Australia Marketing is 100% owned by Australian farming families, with several Chinchilla families being founding members. SMA now have a significant domestic footprint with 7.5 years of trading, successfully capturing the domestic market supply. After capturing the domestic market by being a core supplier to major retailers, SMA Marketing entered the program to diversify their sales channel.

After assistance from TSBE to develop their export business plan, SMA Marketing have sent their first shipment of melonballs to New Zealand in 2022.



Program Outline

In response to growing demand for Export Ready knowledge building in the region, the Emerging Exports Program will deliver:

- A series of information sessions to outline the program and call for Expressions of Interest
- Provide business capability assessments after submission of EOI
- A series of 'Export knowledge building' workshops.
- Guest speakers and industry experts to present key subject matter and case studies throughout the workshop program.
- Personalised one-on-one business coaching in line with individual export preparation needs. This process often enhances domestic market growth.
- International travel to take part in
- group delegation visits to assess market suitability, conduct in-market research and develop global perspectives and build cultural awareness.
- Business networking opportunities to link local businesses with key trade agencies such as Trade and Investments Queensland and Austrade.

The Emerging Exporters Program will give participants the tools and capabilities to become competent, sustainable exporters who can manage risk and make informed decisions about their export journey.

Ongoing Support and Mentoring

TSBE FLA will provide ongoing support and mentoring to participating businesses to pursue opportunities identified through the program.

Businesses in the program will received a 2-year silver level TSBE membership worth \$5,192/year. This will provide access to TSBE's Food Leaders Australia consultancy, regular mentoring sessions and facilitated access to resources.



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What you can expect from the program

Successful exporters are adaptable, well organised and committed to growing their business both domestically and internationally. Businesses first need to learn how foreign markets operate and how the company needs to adapt. This involves understanding the language of export, learning new terms and concepts to underpin the export journey.

Participating in Shell's QGC Emerging Exporters Program will provide you with these skills at the same time, introducing and exposing you to the wider export community network.

This is an interactive program designed for participants to contribute and grow their knowledge with the aim of positioning your business for domestic market growth in preparation for your export journey now and into the future.

Knowledge Building and Export Preparedness

- Participants will gain an understanding of export, with a particular focus on the wider Asian region.
- Participants will develop an understanding of requirements such as certifications and registrations, which most businesses will need to supply an export market and/or supply into an export supply chain.
- FLA will guide businesses through self- assessment processes to understand how best to prepare for export.

Market Research

Participants will be guided through the steps to undertake global market research which will include:

- Market selection matrix.
- Risk assessment and what does foreign risk look like.
- Assessment of regulatory requirements, specifications and trade barriers.
- Product assessment – is there a market for my product.
- Channels to market – what is the most cost effective.
- Consumer demand.

Building Global Networks

- Some of the best learnings will come from the group networking opportunities.
- Participants will be introduced to the wider export community including key trade agencies Trade & Investment Qld and Austrade, International Chambers of Commerce, international industry bodies and existing exporters.
- Participants will receive information on state and federal government grants and other support initiatives, including introduction to local and overseas Austrade and Trade and Investment Queensland representatives.

Access to Support

Participants will receive information on state and federal government grants as well as other support initiatives, including introduction to local and overseas Austrade and Trade and Investment Queensland representatives.



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Your input into the program

This program has been designed to increase export awareness and position your business on the export pathway. A commitment to ongoing domestic market growth and an aspiration to explore global markets is required to underpin the success you achieve through the program.

The interactive nature of the program will ensure that participants reach business growth milestones along the way leading to export and may include completing an export plan and/or developing a market research matrix. Commitment to the program may entail:

- Participating in workshops with other program members for the duration of the program.
- Participating in events and media opportunities to promote the program and outcomes for the duration of the program. This may require being photographed, filmed, giving quotes and participating in events in Toowoomba and Brisbane.
- Making financial commitments to your business growth and looking at the potential of export for your business. Part of your export learning will be participation in a proposed trade mission.
- Providing updates about your business's progress towards domestic growth and export readiness.

Selection of businesses for the program

Businesses will be selected to participate in the program using the following selection criteria which aims to ascertain your level of commitment.

It is understood that businesses may be new to exporting and do not have all the necessary systems in place. This does not necessarily exclude a business from being selected to participate in the program.

Selection will also be based on information provided on the Expression of Interest form, during the phone interview and in the application process. Please think carefully how you are going to present your business during the application process.

Final selections will be made following a consultation process between TSBE FLA and Shell's QGC Business representatives.

Selection Criteria

Demonstrate viability:

- Domestic market presence
- Financial capability
- Production capacity and sustainability
- Good corporate governance

Demonstrate Commitment:

- Commitment for the life of the program
- Attend and participate in workshops, trade missions and other events or activities undertaken as part of the program.
- Involvement in media promotion of the program including photography and videography, providing quotes.
- Cover costs of participation in a Trade Mission

Demonstrate Willingness:

- Collaborate with other producers to participate in supply chain development to meet export market needs if necessary
- Develop an export strategy and business plans

Demonstrate Vision:

- Why export is important to your future business strategy?
- What are your expectations of the program?

You will be asked to provide supporting information and documentation on and about your business to validate your answers. All information provided will be treated as confidential; will only be used for the purposes relating to this program; and will not be shared with any other representatives or organisation without the written permission of an authorised business representative.



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Emerging Exporters Program - How to get Involved

The Emerging Exporters Program is for those looking to export in the short term, as well as those with a long term horizon but wanting to make the right choices now for the future. The program will provide support for a small group of up to 10 capable businesses and take them on the export journey over an intensive twelve-month period.

Through TSBE FLA membership, as part of the program, on-going support will be provided for the following two years.

We are inviting interested food and agribusiness companies from the Western Downs and Surat Basin to indicate interest in participating in the program through a formal Expression of Interest. Please follow the key program dates to understand your deadlines.

Key Program Dates

Information Sessions Dalby & Chinchilla (March 22)
Expressions of Interest Miles & Wandoan

Expressions of Interest Open (March 28)

Expressions of Interest Close (April 22)

Application Assessments and Interviews (April – May)

Approved Applications Announced (May)

Program Launch (May)

Educational Program (July - August)

International Trade Mission (TBC)

Ongoing Support (until July 2023)



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Emerging Exporters Program

Expression of Interest Form

Thank you for your interest in participating in the **Emerging Exporters Program**. Please complete and return to justin@tsbe.com.au or mailed to PO Box 658, Toowoomba 4350 before **April 22, 2022**.

Submitting this form does not guarantee a place on the program.

Thank you for your interest in participating in the **Emerging Exporters Program**. Please complete and return to justin@tsbe.com.au or mailed to PO Box 658, Toowoomba 4350 before **April 22, 2022**.

Submitting this form does not guarantee a place on the program.

About your business	
Name	
Position	
Trading Name	
ABN	
Email	
Phone	
Website	
Business Address	
Please provide a short description of your business	
How long has your business been operating?	
Years	Months
Number of employees	
Full time	Part time
Provide a brief description of the product/service you wish to export?	
Current level of knowledge and/or experience in exports?	

Your willingness to participate in the program

I understand that participation in the program may require:

- Participating in workshops with FLA and the other program participants for the duration of the program.
- Participating in events or other media opportunities to promote the program and outcomes, for the duration of the program.
- Making financial contributions to my business to increase export readiness and to participate in the proposed trade mission.
- Providing information about the progress my business has made towards export readiness.

Your expectations of the program

Why are you interested in the program and what are your expectations of the program?

Signed: _____

Date: _____

Please Note: Justin Heaven, Export Manager, TSBE FLA, will respond within the next 10 business days to discuss your interest, any queries you may have around selection criteria and to set an interview time.



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Notes

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