

SME Export Hubs Initiative - Statement of Activities

The Statement of Activities is a public document that provides an overview of your proposed project. This statement is required to be updated with your annual report

Grantee name	Toowoomba and Surat Basin Enterprise Pty Ltd
Project title	Southern Queensland Innovation in Export Hub (<u>SQ</u> Export Hub)
Project number	SMEXB000019
Project period	01 May 2019 to 30 June 2022

1. Public description

1.1 Project Description *

The project will establish an Export Hub to establish the global reputation and capability of food and agribusiness and oil and gas SMEs in Southern Queensland. The project will help encourage SMEs to develop a collaborative export culture within the region to promote the premium products and services available. The project will provide professional support services, networking opportunities and stakeholder engagement.

2. Proposed activities

- a. List key activities that your export hub has proposed to undertake and provide a brief overview

Activity title	Activity overview	Start date:	End date:
Stakeholder Engagement	<p>A number of meetings and key events have already been coordinated with key stakeholders:</p> <p>AusIndustry – Invited to attend the official launch and participated in the SQ Export Hub Keynote Speaker Dinner. The SQ Export Hub also promoted and supported a Whole of Government Grant seminar run in Toowoomba by AusIndustry and EFA in October.</p> <p>Austrade – the State Director and Senior Export Adviser for Food & Agribusiness was invited to attend: The launch of the SQ Export Hub (320 attended), An Emerging Exporters dinner (80 attendees), an Emerging Exporters Workshop to present on the services of Austrade (30 attendees) and an Trade Pre-mission briefing for Vietnam.</p> <p>Growth Centre NERA and the SQ Export Hub have been proactive in engagement around promotion of the hub and joining in with events. Joint participation with: APPEA Convention, The Export Hub launch, Keynote Speaker Dinner and the Asia Pacific Unconventional Gas Conference.</p> <p>FIAL was a keynote speaker at TSBE’s Ag in the Asian Century Conference which focused on innovation in export.</p> <p>State Government Departments: TIQ, DSD, DAF have been represented at all SQ Export Hub events to date.</p> <p>An agreement has been signed with DSPMIP Qld to receive a Grant Funding contribution to support projects in Oil, Gas and Energy Resources and help grow the SQ Export Hub activities across this sector.</p>	01/07/19	31/10/19

Activity title	Activity overview	Start date:	End date:
Project Team Appointment	<p>TSBE now has three staff members dedicated to the SQ Export Hub Project:</p> <ul style="list-style-type: none"> • Export Manager – Food & Agribusiness • Export Manager – Oil, Gas and Energy Resources • Project Officer – to support both Managers and support the general administration and running of the Hub. 	01/07/19	30/06/20
Needs analysis conducted	<p>This activity is part of the Hub's activity for the period listed. It is a work in progress; however, a summary of identified needs to date is included in the Project Plan attached</p>	01/07/19	30/06/20
Engagement Plan Prepared	<p>A prospectus/engagement plan is in development and will be completed by January 30th, 2020. This plan will form the basis of client and stakeholder information sessions to market the program to prospective participants. This activity will commence in February 2020.</p>	01/07/19	30/06/20
Marketing Material Development and Program Promotion	<p>A full suite of marketing material has been prepared and in use. A Brand has been developed to give the SQ Export Hub its own identity and appropriate marketing collateral has been developed to support this.</p>	01/07/19	31/10/19

Activity title	Activity overview	Start date:	End date:
<p>SME engagement in the program, workshops/training/ events commenced</p>	<p>Under the first year of activities, the SQ Export Hub has already started to run marketing and workshop / training events as examples of deliverables:</p> <ul style="list-style-type: none"> • Where appropriate, the SQ Export Hub has been marketed at selected events e.g. Chamber meetings, Regional Council forums, Industry Forums, and Regional Economic Development Seminars. • SQ Export Hub, Keynote speaker dinner • SQ Export Hub Training Workshop – Export Documentation, Certificates of Origin/FTA understanding <p>Development of the educational workshop materials have started for both sectors and these will start to be rolled out in the 2nd quarter of 2020. NERA and FIAL will also be approached to support these educational program with their structured materials.</p>	<p>01/07/19</p>	<p>30/06/20</p>

Activity title	Activity overview	Start date:	End date:
Support services identified and provided / networking.	<p>As stated, Professional Support Services have started to be identified to assist new to and existing exporters on their journey:</p> <ul style="list-style-type: none"> • TSBE – two new staff members have been appointed to the Hub. They have joined the team as full time support for Hub participants • Local profession support is being identified: 14 EOI's have been received from Legal, Accounting and Service agencies e.g. NAB International to date. • Engagement has been made with relevant QLD State Government Departments – Depart of State Development, Depart of Agriculture, Trade & Investment Qld and Qld Chamber of Commerce and Industry. • Key Stakeholder engagement has been ongoing: AusIndustry, EFA, Austrade and the Entrepreneurs Program. <p>Due to the listed SQ Export Hub activities to date, potential clients are getting to know the support network and the value provided by these parties. Key introductions have also been made when requested by support services.</p>	01/07/19	30/06/20
Ongoing delivery of these activities as per the Project Plan in years 2 and 3		01/07/20	30/06/22

- a. Provide an overview of how the proposed activities align with the Industry Growth Centres Initiative and other government programs

To 31/10/19 SQ Export Hub activities have focused on the key activities as listed above. The priority has been to lay down a firm foundation for the program and develop a suite of service offerings to able to be implemented from the commencement of 2020.

Part of this foundation work has been to gain an understanding of how the SQ Export Hub can align and support the work of our partner Growth Centres FIAL and NERA and our community of key stakeholders including Government both State and Federal. TSBE sees advantages in being closely aligned and building strong working relationship with this network to benefit and provide greater opportunities for the delivery of services through the Hub and to the region.

Given that the SQ Export Hub has been working on brand, marketing and promotional activities, consolidation of alignment with Growth Centre / stakeholder activities and programs will commence in 2020. Please refer the SME Export Hub Activities Report for activities to date.

During 2020 it is planned that interactions with Growth Centres, stakeholders and Government programs will cover:

- Alignment with mutually beneficial programs e.g. trade missions, seminar programs and conference participations, Grant / Funding opportunities for exporters
- The sharing of information and imparting information about regional strengths, issues and challenges which could benefit national networks supported by Growth Centres e.g. barriers to export, logistics, strengths and capabilities
- International exposure provides an excellent opportunity for the SQ Export Hub, Growth Centres and Stakeholders to work together. Events would include supporting each other with international conferences, seminars, in and out bound buyer missions and trade exhibitions e.g. NERA with the APPEA 2020 Conference in Perth in May (<https://www.appeaconference.com.au>) and Austrade/FIAL supported trade missions.
- Innovation provides a platform for international competitiveness and the SQ Export Hub is looking forward to working more closely with FIAL around their innovation and entrepreneurship programs. This is an identified area of need and demand in our region, particularly given the environmental conditions and progressive companies are looking at all avenues for support in this area. NERA will also play a strategic role in this space as it will innovation that will drive the competitiveness of our Oil and Gas companies globally.
- Given environmental conditions, the importance of supply chain capabilities for both sectors are identified needs. Both FIAL and NERA could play pivotal roles in providing national and international linkages to build supply, capacity and sustainability.

3. Key performance indicators

- a. Provide an overview of your export hub's key performance indicators (KPIs) and progress against.

KPI's as Outlined in the Submission:

Number of Exporters to pass through the program = 60 (10 Food & Agri / year and 10 Oil and Gas / year).

Given that the overarching aim of the SME Export Hub Grant is to increase employment and economic growth, additional KPI measurables have been added as per below.

b. Participant statistics

	2018-19	2019-20	2020-21
Current number of participants: EOI's to hand	EOI's Oil, Gas & Energy Resources = 16 Food & Agri = 24 Referral Partners = 14	Actual Sign-on Oil, Gas & Energy Resources = 10 Food & Agri = 10 (It is anticipated that there will be a % of referral partners on the program as well.	Actual Oil, Gas & Energy Resources = 10 Food & Agri = 10 (It is anticipated that there will be a % of referral partners on the program
Number of participants currently exporting:	Of those who have expresses interest: Food & Agri = 9 Oil & Gas = 9		
Average employees (FTE)* of participants:	Given that we are at EOI stage this information has not been calculated. and companies have not been referred to the SME data Survey.	On sign-up onto the program which is planned to start in February 2020, this information will be gathered, and clients will be asked to complete the SME Data Survey.	
Additional KPI measures which could be added to quantity assessment \$ Increased revenue of supported participants due to export activity.		To be calculated	To be revised accordingly due to current drought conditions.

	2018-19	2019-20	2020-21
% of supported participants that are operational and exporting after 3 years. This figure will include repeat exports as this indicates sustainable export activity.		To be Calculated	Example: It is anticipated that 20% will be exporting after the 3-year program.
% of jobs created from new and expanding export participants		To be Calculated	Example: Direct Year 1 = 0% Year 2 = 5% Year 3 = 5% Indirect Year 1 = 0% Year 2 = 10% Year 3 = 15%

*FTE denotes Full-time equivalent