

Education and Training
Export Market Development Grants – Fact sheet



Australian Government
Australian Trade Commission



The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters.

What is EMDG?

EMDG encourages small and medium sized Australian businesses to develop export markets by reimbursing up to 50 per cent of eligible export promotion expenses above A\$10,000 provided total eligible expenses incurred amount to at least A\$20,000.

Eligible businesses can receive a maximum of seven taxable grants of up to \$150,000 each.

In 2010-11, 301 education and training providers received a total of \$10.1 million in grants. These recipients generated \$464.6 million worth of exports.

To qualify for an EMDG grant, you must:

- be an eligible business genuinely carrying on business in Australia, with annual income of not more than \$50 million
- be seeking to export an eligible product (goods, services, intellectual property or know-how)
- have incurred expenses on an eligible promotional activity (overseas marketing visits, overseas representation, marketing consultants, participation in trade fairs, communications, free samples, promotional literature and advertising, visits to Australia by overseas buyers and registration and insurance of intellectual property).

Eligibility considerations for education sector businesses

Education sector businesses promoting eligible services, intellectual property or know-how and goods may apply for EMDG. Some key eligibility considerations for all applicants, including education sector businesses, apply to each of these categories.

Education services

Education and training services – such as provision of courses - are eligible products regardless of whether the services are delivered or supplied in or outside Australia.

As a general rule, educational institutions providing courses to overseas students studying in Australia on student visas need to be registered on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) in order to be eligible to receive an EMDG grant.

Intellectual property / know-how – ownership and Australian content

For intellectual property or know-how – such as copyright of course content- to be eligible under EMDG it has to mainly result from work done in Australia.

Applicants that have licensed their intellectual property or know-how to a foreign resident may claim expenses for the promotion of sales of the overseas-made goods from which they receive licence or royalty type income.

Educational goods/materials

For educational goods – such as books - to be eligible under EMDG, they must be:

- goods made in Australia, or
- goods that are not made in Australia are eligible for EMDG if Austrade determines that Australia would derive a significant net benefit from the sale of those goods outside Australia.

Eligible entities

Australian individuals, partnerships, companies, associations, co-operatives, statutory corporations and trusts carrying on business in Australia can apply for EMDG. Church-run schools must be a company or body corporate separate to the actual church legal entity to be eligible.

Principal status

To be able to claim an EMDG grant, the applicant must be the principal or the intended principal in any export sales. This means that the sale should be directly between the applicant and an overseas buyer – such as an education provider that contracts directly with overseas students.

EMDG may support applicants that sell education services as an education broker and who sub-contract the actual teaching services to educational institutions.

Key dates

Applications open on 1 July and close on 30 November.

Education industry case study

Career Training Institute of Australia

Career Training Institute of Australia (CTIA) is a Queensland-based training organisation providing education programs in the hospitality, travel, tourism and business sectors.

CTIA was established with the objective of developing quality multi-skilled professionals. Students are trained on the job by qualified hotel staff, all of whom have a strong background within the industry of their expertise.

CTIA promotes its training packages internationally and generates export income through sales to Japan, South Korea and Thailand. CTIA is also extending its overseas marketing efforts to include the United Arab Emirates, China, Malaysia and South America.

CTIA is a second-year EMDG recipient. The grants have assisted CTIA in meeting the costs of employing a marketing consultant, promotional material, overseas marketing visits and attendance at tradeshows.

CTIA Director, Marcus Binderhofer said: “The EMDG grant has allowed CTIA to explore and expand into new markets in China and Malaysia as well as continue to grow our existing markets in Japan”.

For more information visit www.austrade.gov.au or call **13 28 78**
