

Arts

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 in a financial year above a threshold of \$20,000. Eligible businesses can receive a maximum of seven taxable grants of up to \$150,000 each.

In 2010-11, 145 businesses in the arts sector received grants totalling \$2.8 million and had export earnings of around \$18.6 million.

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 arts industry businesses

Promoting arts and cultural events held in Australia to non-residents

Events promoters may claim for EMDG the expenses they have incurred during the grant year for promoting events:

- The event must be promoted to persons that are non-resident in Australia.
- "Events" includes cultural and entertainment events, conferences, meetings, conventions, exhibitions and sporting events.
- The events must be held in Australia to be eligible.
- The events promoter must have a written contract with the event holder to promote the event, but should not itself be the event holder or be closely related to the event holder.

The intent of these provisions is to provide increased support for activities which result in increased numbers of foreign visitors coming to Australia.

Arts and cultural sector – frequently asked questions

Can I get an EMDG grant that helps with our overseas tour when it was a planned free demonstration tour (no income was generated)?

- Yes. Subject to meeting scheme eligibility and the 'Grants Entry' criteria. If your company can demonstrate realistic future earnings potential and meet other requirements, touring companies may claim most touring expenses (except administrative overheads) where the company receives no income from tour performances under the EMDG Free Samples provisions.

What if we receive tour income, such as an Australia Council grant, corporate sponsorship or box-office receipts?

- If tour income is earned, an EMDG grant may be paid where a promotional tour is budgeted at a loss in order to promote the future commercial marketability of the service. Austrade would need to be satisfied that such a promotional tour was undertaken primarily to promote the applicant's product to potential overseas buyers.
- If tour income is earned, you cannot claim under the free sample category, however some touring expenses may qualify, such as fares, accommodation costs of \$300 per day per company member and advertising expenses. Any tour income will be offset against the claimed tour expenses, therefore reducing the value of the Export Market Development Grant.
- Applications will not be successful where an EMDG grant is sought to cover an unintended commercial loss.

Can we claim for touring company wages if tour income is generated?

- No. Wages can only be claimed under the free sample category where no income is earned. Receiving tour income renders touring companies ineligible to claim under the Free Samples category.

Key dates

Applications open on 1 July and close on 30 November.

Arts industry case study

John Pastoriza-Pinol – Artist

John Pastoriza-Pinol is an award winning botanical artist, currently based in Melbourne. The artist has a keen interest in rare and unusual plants, having studied botanical illustration at the Botanical Art School in Melbourne. As well as having an artistic background John's expertise is also science based. He studied a Doctorate in Botany at Spain's University of Vigo, Galicia where he specialised in chemical ecology.

His work can be found in private collections in the UK, South Africa, the USA and Spain. A further acknowledgement of John's unique talent is his recent invitation to submit paintings of Highgrove plants as a commission by HRH Prince Charles for the prestigious Highgrove Florilegium project. Awarded with both Gold and Silver medals for botanical art exhibitions in the UK in 2006, John returned to London earlier this year to exhibit eight new major works. A solo exhibition, opened by the Australian High Commissioner to Britain, coincided with the 2006 world renowned Chelsea Flower Show.

John's work has also been acquired by the leading centre for botanical art in the USA, the Hunt Institute based at the Carnegie Mellon University in Pittsburgh. John has exhibited works at the 12th International Exhibition of Botanical Art and Illustration. In February 2008 John held a solo exhibition in Madrid, Spain at the eminent fine art gallery of Victoria Hidalgo Galeria de Arte, as part of the ArteMadrid festival.

John is most appreciative of the assistance received through Austrade's London and Melbourne offices and the EMDG scheme, particularly with the Botanique Art exhibition. John remarked: "The EMDG grant was a tremendous help for my Boutique Art exhibition and I found the EMDG staff in the Melbourne office to be so efficient and supportive with my application"

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