

Tourism
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, 449 businesses in the tourism sector received \$10.8 million in grants and had export earnings of around \$478.2 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 tourism industry businesses

Eligible tourism businesses

- direct providers of tourism services for foreign tourists including transport, accommodation and tour operators, event holders.
- inbound tourism operators that package and market products from Australian tourism businesses
- event promoters and conference organisers that promote events held in Australia to foreign residents on behalf of event holders.

Tourism joint venture applications

The EMDG scheme's joint venture provision allows businesses with complementary products to band together to be eligible for EMDG. For example, if you are a group of tourist-focused accommodation, transport and restaurant businesses operating in a specific region, or a group of bed and breakfast operators from a particular region, who jointly promote your products or services you may be able to apply as a group as an EMDG approved joint venture.

Eligible expense tip – overseas buyers

Tourism businesses based in Australia sometimes invite overseas buyers or potential overseas buyers to travel to Australia in order to show or demonstrate their products to them. For example, you might invite a travel agent from overseas to see the tourism services that you provide in Australia.

As an EMDG applicant you may apply for partial reimbursement of the costs you incur for inward travel of overseas buyers, including for site visits. Under this EMDG expense category, travel, accommodation and meal expenses incurred in relation to such visits may be claimed, up to \$7500 per visit and up to \$45,000 per grant year.

Key dates

Applications open on 1 July and close on 30 November.

Tourism industry case study

2Frogz in Oz

2Frogz in Oz Pty Ltd is a Cairns-based travel company which provides tours for French speaking tourists. They develop unique packages tailored to the needs and budget of their clients.

Each year the directors conduct yearly promotional trips to France, with assistance from Austrade and EMDG. As a fourth-time EMDG recipient, the company already has a sizable export market of French tourists. Of the assistance provided by EMDG, Director Pascale Gerson had the following to say:

“The EMDG grant has enabled us to develop our French website and promote our company not only in France but also all other French-speaking countries such as Belgium, Switzerland, New Caledonia and Mauritius. By offering our services in French, we have made it easier for many French people to come to Australia and feel comfortable in an English-speaking country. Some operators often ask us for advice and services as it has become obvious that the French-speaking market has a strong and steady clientele. Through our website, we are also promoting some unique places in Australia not necessarily even known to French wholesalers”.

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