



Australian Government

Austrade

Export Plan Competition – Tertiary Division

The annual Austrade **Export Plan Competition** enables tertiary students to study the steps that businesses follow to become exporters. It also facilitates study of a business in depth and the export potential in the local area. Students gain an appreciation of business planning decisions while the non-exporting business gains an understanding of their export capabilities and potential markets. This project can also help to forge stronger links between educational institutions and the local business community.

Entrants prepare an export plan for an existing Australian business that produces goods or offers services with export potential, but has never exported. Students must seek the cooperation of a business owner/manager for involvement in this exercise and include a short response from them in the export plan submission. The national individual winner (or the designated representative in a team), the owner/manager of the business subject of the winning export plan and the lecturer (if the plan was a part of their teaching unit's requirements) will be sponsored to attend the annual Australian National Export Awards presentation held in November. Competition guests will attend the presentation as observers to taste this celebration of the Australian export elite.

Dates: February to the third week in October each year. State winners are announced in November and the national winner announced at the National Export Awards presentation dinner in November.

Contestants: The competition is open to students enrolled in an Australian tertiary institution or Registered Training Organisation during the year. Educators may use this competition as an exercise at any time during the competition period and submit the best students' plans.

Judging panel: The judging panel to determine state and national winners will consist of one Austrade representative and academic and an industry representative.

Award divisions: Prizes will be awarded to the entry judged best in each state and territory. The national prize will replace the state or territory prize for the overall winner.

Prizes:

- National – \$2,000 for the winning entry plus fares, accommodation, transfers (if held interstate) and Export Award dinner for the student, export plan business owner, and lecturer (if the export plan competition was a part of their teaching unit's requirements).
- State and territory – \$500 each winning entry.

The Export Plan:

Plans are to be emailed to the Manager, Education Programs, Austrade in report format, using appropriate tables and graphs and a hard copy posted with an entry form completed by the entrant, lecturer and owner/manager of the subject business. Entries may be emailed to education@austrade.gov.au and hard copies posted to Manager Education Programs, Austrade, GPO Box 2386, Canberra ACT 2601.

Export planning resources are available at www.austrade.gov.au/studentcentre/ and www.austrade.gov.au/How-to-export/default.aspx .



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Export Plan Competition for tertiary students

Entry Form

Post to: The Manager Education Programs, Austrade, GPO Box 2386, Canberra ACT 2601, post marked by COB Friday third week in October **AND email an electronic copy to:** education@austrade.gov.au

Entrant details (to be completed by student)

Individual student entrant's or team leader's name

Other team members' names, if applicable

Tertiary institution

Campus

Student's contact details

Address

Email

Phone

Course studied

Certificate

Undergraduate

Diploma

Postgraduate

Lecturer's declaration (to be completed by lecturer)

The attached plan is wholly the work of the entrant/team, who is/are enrolled in a current course of study at this tertiary institution.

Lecturer's Name

Lecturer's email

Lecturer's Phone

Lecturer's signature

Date

Details of the business outlined in this export plan (to be completed by business owner)

Business name

Owner/
Manager's
Name

Business address

Phone

Fax

Postcode

Please comment on the value of this exercise to your business

Would you like an Austrade representative to contact you regarding your export potential?

Would you like to be sent information about Austrade services?

Export plans, when lodged, will remain the property of Austrade.