



**Australian Government**

**Austrade**

## **International Business Plan Competition Streams in 2010**

The annual Austrade **International Business Plan Competition** enables tertiary students to plan the elements required for an Australian business to sell its products or services overseas. Select one of three streams, reflecting differing stages of growth for an Australian-based business:

1. **International business concept** – a new business idea. It is not yet operating.
2. **New to international business** – an existing business that is not yet selling overseas
3. **Expanding markets** – currently doing business overseas and plans to expand into another market that has sales opportunities for the product or service.

International business plans should consider elements such as business capability, market research, market entry strategy, marketing strategy and international business administration.

All students will gain an appreciation of business planning decisions, and in streams 2 and 3 the business studied can also understand of its capabilities in potential overseas markets. This project can also create stronger links between educational institutions and the local business community.

Stream 1 is based on the students' own business concept, but for streams 2 and 3 students must seek the cooperation of a business owner/manager for involvement and include their short response in the international business plan submission. The national individual winner of each stream (or the team leader listed on the entry form), the owner/manager of the business subject of stream 2 and 3 winning plans and the lecturers (if this was a part of their teaching unit's requirements) will be sponsored to attend the annual Australian National Export Awards presentation held in November or December. Competition guests will attend the presentation as observers to taste this celebration of the Australian export elite.

**Dates:** February to 15 October 2010. State winners are announced in November and the national winner announced at the National Export Awards presentation dinner in November or December.

**Contestants:** The competition is open to students enrolled in an Australian on-shore tertiary institution 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, an 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 of each stream.

### **Prizes for each stream:**

- National – \$2,000 for the winning entry plus domestic fares, accommodation, transfers (if held interstate) and Export Award dinner for the student, business owner (streams 2 and 3), and lecturer (if the competition was a part of their teaching unit's requirements).
- State and territory – \$500 each winning entry.

### **International Business Plan Submission:**

Email plans in report format with relevant tables and graphs to [education@austrade.gov.au](mailto:education@austrade.gov.au) and post a hard copy with a completed entry form to Manager Education Programs, Austrade, GPO Box 2386, Canberra, ACT 2601.

Export planning resources are available at [www.austrade.gov.au/studentcentre/](http://www.austrade.gov.au/studentcentre/) and [www.austrade.gov.au/How-to-export/default.aspx](http://www.austrade.gov.au/How-to-export/default.aspx) .



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# International Business Plan Competition – 2010

## Entry Form

**Post to:** The Manager Education Programs, Austrade, GPO Box 2386, Canberra ACT 2601, post marked by COB 15 October 2010 **AND email an electronic copy to:** education@austrade.gov.au

### Entrant details (to be completed by student)

Stream  1. International business concept  2. New to International business  3. Expanding markets

Individual student entrant's or **team leader's** name

Other team members' names, if applicable

Tertiary institution

Campus

Team leader'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, enrolled in a current course of study at this institution.*

Lecturer's Name

Lecturer's email

Lecturer's Phone

Lecturer's signature

Date

### Details of the business outlined in this plan (to be completed by business owner for streams 2 & 3)

Business name

Owner/  
Manager's  
Name

Business address

Postcode

Phone

Fax

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.*