

# EMDG Applicant Survey

## Fieldwork undertaken in January 2022

In January 2022, all 5,384 EMDG 2.0 Round 1 applicants were sent a brief survey with 980 responding. Some questions enabled multiple answers so totals will not necessarily add to 100%.

## 44% indicated this was their first EMDG application

These applicants reported they had not applied before because they:

* had just started exporting (42%)
* were not aware of the program previously (42%)
* were previously unclear what grant amount businesses would get (12%)
* did not think previously there were enough funds to make it worth applying (10%)
* previously found the application process to be confusing (8%)
* previously thought it took too much time to apply (4%)
* previously though it was too hard (3%).

## 52% of respondents had another party complete the application for them while 48% completed it themselves (referred to below as self-lodgers)

Self-lodgers completed the application themselves because they:

* thought the application process was relatively simple (45%)
* didn’t feel it justified paying consultant fees (27%)
* believed or were advised it would be easy (14%).

Exporters who chose to use a grant writer did so because they:

* were worried they would get it wrong and miss out in this round (43%)
* were too busy to apply (25%)
* were happy to pay (8%)
* said their consultant promised a positive outcome (3%).

## When rating Austrade services:

* 64% of self-lodgers agreed Austrade had useful information on its website to help with exporting, with 29% neutral.
* 51% of applicants who used a consultant agreed Austrade had useful information its website to help with exporting, with 38% neutral.

The survey also found that 76% of applicants who were established EMDG recipients found the new EMDG process was either better or neutral compared to the old reimbursement scheme (41% said better and 35% were neutral).

## Survey respondents agreed or strongly agreed with the following statements:

* Certainty about how much EMDG grant you’ll get in advance of spending on promotional expenses is helpful (75 per cent agreed/strongly agreed, 14% neutral).
* Reduced red tape, process, and paperwork for EMDG grants is welcomed (82% agreed or strongly agreed, 12% neutral).
* Receiving funds from government to help with promotional expenses encourages my business to export (94% agreed or strongly agreed, 3% neutral).
* It is good to learn more businesses are expanding their exporting through applying for EMDG grants (72% agreed, 23% neutral).