

Introduction to the Export Market Development Grants (EMDG) scheme



Australian Government
Australian Trade and Investment Commission



WHAT IS EMDG?

THE EXPORT MARKET DEVELOPMENT GRANTS SCHEME

EMDG is:

- a key Australian Government financial assistance program for aspiring and current exporters
- designed to encourage small- and medium-sized Australian businesses to develop export markets.
- The Government increased available funding for the program in the 2019-20 budget - \$60 million over 3 years – to \$157 million
- COVID response –
 - › the Government again increased the appropriation - to \$207 million in 2019-20
 - › The Export Performance Test has been waived for expenses incurred in 2019-20

KEY FACTS

Financial year statistics:

- Almost 4,000 grants totaling \$200 million will be paid to small- and medium-sized businesses in 2019-20.

Grant year statistics (GY 2018-19)

- Almost 80% of recipients are small businesses with annual income of \$5 million or less
- Average grant paid is around \$45,000
- Applicants reported \$4 billion in exports

WHAT IS EMDG?

WHAT DO YOU GET?

- Maximum of 8 grants
- Minimum grant of \$5,000 generally applies
- Maximum grant of \$150,000 (subject to available funds)
- Split-payment system operates for grants over a certain amount

WHAT IS EMDG?

WHO CAN APPLY?

Australian-based businesses, individuals, partnerships, companies, statutory corporations, co-ops and trusts that have:

- annual income not more than \$50 million
- exported or promoted an eligible product:
 - Goods made in Australia
 - Goods made outside Australia where Australia could derive a significant net benefit
 - An Australian tourism service
 - A non-tourism service (exceptions for those listed in the EMDG regulations: legal service related to Australian law, services related to Australian Assets such as real estate, immigration, films with certain classifications and content)
 - Intellectual property generated from work done in Australia
 - A trademark owned, assigned or first used in Australia
 - Know-how from work mainly done in Australia
- spent at least \$15,000 on eligible export promotion activities over the past financial year (or the past two financial years for the first-time grant)

WHAT IS EMDG?

APPLICATION PROCESS

- Applications open 1 July each year and close on 30 November.
- Applications prepared by EMDG consultants participating in the Consultants Quality Incentive Program open 1 July each year and close on 28 February the following year. Because the closing date in the 2020-21 application period clashes with a weekend, the application period is extended until **midnight 1 March 2020**
- Complete and submit an online EMDG application form and schedules, along with supporting documents. We encourage people to apply early!
- Payments reimburse expenses incurred in the previous year (July–June) and are made in the year following the year in which expenses are incurred.

REIMBURSABLE EXPENSES

ELIGIBLE EXPENSE CATEGORIES

- Overseas representation
- Marketing consultants
- Marketing visits
- Free samples
- Trade fairs, seminars and in-store promotions
- Promotional literature and advertising
- Overseas buyers
- Registration and/or insurance of eligible intellectual property

EMDG - RESOURCES AND CONTACT POINTS FOR EXPORTERS

Internet search for “EMDG” – Austrade website

[What is EMDG?](#) (including the two-page “EMDG At a Glance” document)

[What can you claim?](#) (including the 10-page “EMDG In Brief” document)

[Steps to follow](#) (including the two-page “Eligibility checklist” document)

[Coaching videos](#)

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