



Export Market Development Grants (EMDG)

Reimbursement scheme - final grant year 2020-21
Guide to Schedule 2 - Export Expenses – Marketing Visits
June 2021

GUIDE TO WHAT YOU CAN CLAIM

PLEASE NOTE FOR THE 2020-21 GRANT YEAR:

Applications lodged in the 2021-22 financial year (2020-21 grant year) can claim expenses for events and trips that have been cancelled due to COVID-19 circumstances, if they have not been refunded.

However, refunded expenses are **not claimable**.

Credit issued – this expenditure is allowed when the expenditure was incurred as long as the applicant can demonstrate the intention of the expenditure was for an approved promotional purpose. The credit should then be used to pay for promotional expenditure before its expiry and would not be claimable at the time of use as it has already been reimbursed when incurred.

Non-Refunds – claimable however the applicant must demonstrate the expense was for an approved promotional purpose.

Note - for Schedule 2, marketing visits, the deemed expense of **OVA, \$350 per night, is not claimable for cancelled trips.**

A marketing visit is a trip you take to seek out potential export markets or to promote your product to increase export sales.

If you did travel overseas and are claiming the OVA you will be required to upload your "**Travel Restriction Exemption**" document. Please upload

this in "other documents" in the Supporting documents section of the EMDG Application form.

Where a marketing visit is undertaken by you or your agent (such as employees, partners and associates) you may claim:

1. The cost of air travel during the marketing visit, including:
 - a. airfares (only 65% of the cost of first-class airfares is allowed) to outside of Australia
 - b. other air ticket costs (other services provided to a passenger by the airline, such as baggage costs, airline food and drinks, seat allocations, line jumping or upgrades, the use of inflight entertainment green credits and ticket cancellation or baggage insurance); and
 - c. Departure tax (noting this is usually charged in the air ticket).

The travel must have been paid for and undertaken during the grant year (or for first-time applicants, the grant year and the previous year).

Domestic airfares within Australia are eligible when attending a trade event in Australia where overseas buyers are present, or for domestic connecting

flights within Australia as part of an international marketing visit.

2. A\$350 per day 'overseas visit allowance' for each day (including Saturdays, Sundays and public holidays) for which you spent the majority of the day marketing or promoting your product. The allowance is designed to assist with the cost of accommodation, entertainment, meals and ground transport costs. However:
 - a. The allowance is only claimable for marketing visits that **begin in Australia for travel outside of Australia**, taken during the grant year (or for first-time applicants, the grant year and the previous year).
 - b. A maximum of 21 days per trip is claimable. Only those days spent on
 - c. Eligible promotional activities can be claimed.
 - d. **Austrade regards a trip to be from the time of original departure from Australia until you return, inclusive. Additional destinations visited while outside of Australia are not regarded as separate trips.**

You cannot claim the cost of:

- Trips that are for promotion of exports to the Democratic People's Republic of Korea (North Korea) and New Zealand
- Any part of the trip that was not to promote your product e.g. sightseeing, attending foreign language training or conference
- Travel costs of a relative who travels with you or meets you during the marketing visit (unless that relative has been employed by your business on a full-time basis for at least one year prior to the visit being taken)
- Expenses related to the creation of promotional literature and advertising should be claimed in schedule 6. E.g. photo shoot for brochures or website.

Guide to what you need to provide on this schedule

Information you need to provide includes the following:

Trip Number/s

Please list each trip separately. For example:

- Trip 1
- Trip 2

When you have more than one person travelling at the same time, each will require a separate trip number and the details of their individual flights, eligible days and percentage claimed must be provided.

Purpose of trip

State the reason for each trip. For example:

- Attend Trade Fair and meet potential clients

Destination

State the country/countries you have visited.

If entering multiple countries for a row in the template, you need to type the Country name separated by a semi-colon (;) and space.

Name & Position of each traveller

Give the name of each traveller plus their position in the business (for example: John Smith, Marketing Officer). This will allow for the correct calculation of the overseas visit allowance (you will need to enter the name and position of each traveller as a separate trip to claim the overseas visit allowance for each traveller).

Travel Departure / Return date

Give the date of departure and return for each trip.

For trips within Australia, please change the "eligible working days" field to 0.

Payment Date

The date of payment for expenses must be during the grant year (or for first-time applicants, the grant year and the previous year).

Date of payment: give the date on which the expenses were acquitted. For payment by cheque, payment order or credit card, give the date your bank or financial institution or credit card was debited

Describe the expense

Choose an expense from the drop-down list for expenses claimed for each trip, such as:

- airfares
- air ticket costs - other
- OVA only.

Number of eligible working days claimed

In the MS Excel Template for schedule 2:

- Once you have input the travel departure date and the travel return date this field will automatically input the days claimed (you can change the days to a lesser amount of days, but not a greater amount of days).
- State the number of working days on your trip for which you want to claim the overseas visit allowance.
- The maximum number of days you can claim is 21.

Supporting evidence

Detail the evidence you have to substantiate the expense claimed, such as airline tickets, trip report, or client meeting itinerary.

Payment Method

Payment method: state how the expense was acquitted by the applicant e.g. cheque, bank transfer etc.

Please note: the descriptions below are the only ones you can use on the online application form:

- BPay
- Cash
- Cheque
- Contra
- Credit card
- Debit Card
- Direct Debit
- EFT (electronic funds transfer)
- Journal
- Offset
- PayPal
- T/T (telegraphic transfer)



Total Expenses claimed (whole Australian dollars)

State the amount claimed in whole Australian dollars.

Percentage claimed

Where a marketing visit is partly for purposes other than export promotion, such as holidays or sales-related activities, you can only claim the portion of costs that relate to the part of the trip where you undertook eligible export promotional activities.

Marketing visits in Australia may also need to be apportioned to exclude promotion to Australian residents (for example: a trade show in Australia that has domestic and international attendees).

Travel Amount Claimed

This field is not on the template, this field will automatically update on the online schedule when you complete the Total Expense and the % claimed columns.

Overseas visit allowance (OVA)

The total value of the Overseas Visit Allowance claimed is automatically calculated in the application form and template based on the **"eligible working days claimed"**

Note that in the template, this field is hidden. You can view the amount in the application form once it has been uploaded.