



# Export Market Development Grants (EMDG)

Reimbursement scheme - final grant year 2020-21

Guide to Schedule 6 - Export Expenses – Promotional Literature and Advertising

June 2021

## GUIDE TO WHAT YOU CAN CLAIM

Promotional literature or other advertising material includes:

- Brochures, flyers, catalogues, price-listings
- Television advertising, promotional videos, billboard advertising, store posters, magazine advertising
- Internet promotion
- The bought-in costs of producing material given away to advertise the applicant's capabilities
- Small-value gifts which contain the applicant's logo
- Sponsorship of a product or event where the applicant receives the right to display its logo or other advertising signage.

You may claim all reasonable expenses incurred to produce and provide the advertising or promotional material, such as:

- Printing, layout and design costs
- Translation fees
- Placement charges.

You cannot claim the cost of:

- Payments to persons closely related or in-house labour costs
- Capital items
- Gifts which do not include the applicant's advertising logo
- Manuals provided with sold products such as user or maintenance manuals
- Expenses of prizes and trophies
- Certain literature and advertising expenses billed to and paid by the overseas representative
- Product labelling and packaging costs
- Expenses related to the development of the e-commerce component of your website.

### Guide to what you need to provide on this schedule

#### Describe the promotional literature / advertising activity undertaken

Describe the type of promotional literature produced or advertising undertaken (for example: new product brochure for Japanese market, television advertisement in China).

#### Country

State the country/countries that the promotional literature and advertising relates to.

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 of supplier

Give the name of the organisation that supplied or printed the promotional material or service.

#### Supporting evidence

Detail the evidence you have to support the expense claimed, such as copies of advertisements and brochures, invoices, web hit reports or record of payment.

### **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.

### **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 Amount (whole Australian dollars) total retainer / expenses**

State the amount to be claimed for each expense.

### **Percentage claimed**

When a promotional material is aimed at both the export market (including Australian based export activities such as the inbound tourism industry) and at the Australian market, you can only claim the portion of costs that relate to the export market.

You must be able to demonstrate the basis of apportionment.

### **Claimed Amount**

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.