

Export Market Development Grants

Plan to Market

Rules 10 and 11: Plan to market eligible products

Please complete and attach to your application form in the online portal. You may complete this template or submit another document that addresses these questions, such as your business’ internal planning document.

Remember to keep a copy of your Plan to Market as you will need to refer to it for when you submit your milestone report(s).

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| Q. | Question and response |
| 1 | Name of applicant:Enter your response hereTrading as:Enter your response here |
| 2  | Applicant ABN:Enter your response here |
| 3 | Detailed description of the eligible goods you are planning to market:Enter your response here |
| 4 | What business goals are you seeking to achieve through your marketing? Enter your response here |
| 5 | What indices will you use to measure success? (e.g. to increase export sales in Thailand by 10% or, to increase Facebook followers in North America by 20%)Enter your response here |
| 6 | The overall budget for each financial year? (e.g. 2023-24-Attending trade fairs-$15,000)Enter your response here |
| 7 | Describe the export promotion activity that you have undertaken for the past 1 to 2 years:Please describe past export promotion activity that you have undertaken to promote your eligible product(s). This will help us establish a baseline to assess how you are expanding or making a strategic shift (e.g. spent $50,000 on export promotion activity and have established distribution channels to UK and USA). Enter your response here |
| 8 | Proposed export promotion activity you will undertake:Please describe export promotion activity that you are planning to undertake to promote your eligible product(s) over the life of your grant agreement.*Enter your response here*For Tier 2 applicants only – Question 42(b) in the application form:Please note that if you are applying for a Tier 2 grant, your plan to market eligible products in a foreign country also needs to show: * How you are seeking to expand export promotional activity from what you have previously done (Rule 50(1)(a)).

*Enter your response here*For Tier 3 applicants only – Question 43(b) AND 43(c) in the application form:Please note that if you are applying for a Tier 3 grant, your plan to market eligible products in a foreign country also needs to show: * How you are seeking to expand export promotional activity from what you have previously done (Rule 51(1)(a)); and
* How you are planning to make a strategic shift in marketing (Rule 51(1)(b)).

 A strategic shift is a change in your business strategy which supports:- expanding your marketing or promotional activities to target a new export market in a new country, and/or - expanding your marketing or promotional activities to support a substantive change of product, to be exported to a new market in a new country, or an existing export market. Definition of ‘substantive change of product’ – a new and separate eligible product or eligible service that is independent of and substantially different from any previous export product or service. Your plan to market should provide an explanation that outlines how you will support your new strategy. Please set out in detail what new markets you will be targeting and how you will achieve this goal. More examples can be found on [Austrade’s website.](https://www.austrade.gov.au/australian/export/export-grants) *Enter your response here* |