



# Guidelines: Trade Diversification Network

## 1. Introduction

### Overview

In response to global trade volatility, the Australian Government has launched the **Accessing New Markets Initiative** (ANMI). ANMI is a two-year surge in support for Australian businesses to rapidly diversify and grow into new export markets, and to build the resilience and diversification of Australia's exports. The objectives of ANMI are:

- to assist Australian exporters to respond to emerging trade barriers; and
- to deliver enduring outcomes that support the Government's trade diversification agenda.

To support the implementation of ANMI, Austrade will work with national peak industry bodies through the Trade Diversification Network (TDN). The objective of the TDN is to provide a mechanism by which Austrade works with national peak industry bodies to design activities to support their members. Austrade and national peak industry bodies who join the TDN will enter into a framework agreement known as a **Collaboration Agreement**.

These guidelines contain information regarding the Trade Diversification Network application process. You must read these guidelines before filling out an application. Compliance with these guidelines is a condition precedent to participate in the ANMI Program.

This document sets out:

- the purpose of the opportunity (this section)
- the minimum conditions for participation and evaluation criteria
- how applications are considered and selected.

## How Austrade will work with successful applicants

### Collaboration Agreement

Austrade and national peak industry bodies who join the TDN will enter into a framework agreement known as a **Collaboration Agreement**. This agreement will set out the overall approach, including:

- establishing shared objectives, roles and governance
- setting out how we will work together—covering coordination, reporting, and communications
- stating the intention to develop a separate Trade Diversification Plan, which outlines priorities, activities and agreement to work towards objectives.

The TDN may be periodically reviewed and refreshed with new members. Austrade reserves the right to terminate any TDN Collaboration Agreements in writing with immediate effect.

### Trade Diversification Plan

National peak industry bodies must sign the Collaboration Agreement before being invited to develop a Trade Diversification Plan with Austrade.

Austrade will consider the plans and proposed activities set out in the Trade Diversification Plan to identify areas of collaboration. Subsequent to the Trade Diversification Plan, Austrade may consider a range of financial arrangements for recommended activities, including procurement, which is subject to Commonwealth Procurement Rules and guidelines.

Please be advised that the Trade Diversification Plan is intended to facilitate transparency and collaboration with TDN members, including recommending suitable activities towards delivering sound policy outcomes for the ANMI program. Consequently, there is no guarantee of any financial commitment on the part of Austrade for any TDN member.

### Consortium applications

Please note that national peak industry bodies may apply to join as part of a consortium. However, the application must be submitted by one national peak industry body who will lead the consortium. All responses in the application will be assumed to refer to the entire consortium. The applying national peak industry body assumes leadership of the consortium, acknowledges that answers to the application form are applicable to every member and assumes liability for those representations.

If successful in joining the TDN, the consortium must be represented by the applying national peak industry body in all associated activities.

## 2. Application process

### **The Trade Diversification Network opens for applications**

We publish the Application guidelines on Austrade's website.



### **You complete and submit an application**

You complete [the application form](#), including providing all relevant information and addressing the minimum conditions for participation and evaluation criteria.



### **We assess all applications**

Austrade assesses the application against the evaluation criteria. Only applications that address the minimum conditions of participation will progress to this stage.



### **Application decisions are made**

Austrade decides which applications are successful.



### **We notify you of the outcome**

We advise you of the outcome of your application. We may not notify unsuccessful applicants until after discussions with successful applicants. Unsuccessful applicants will be given the opportunity to receive feedback on their application.



### **We work with successful applicants as part of the Trade Diversification Network**

We invite successful applicants to sign a Collaboration Agreement, setting the shared objectives, roles, governance, and intention to develop a Trade Diversification Plan.



### **We work with you to develop a Trade Diversification Plan**

We work with you to agree on priorities and activities to support the trade diversification of your members. We will work with you determine the scope of support provided.



### **Evaluation of the Accessing New Markets Initiative**

We evaluate the Accessing New Markets Initiative as a whole. We may seek information from you to assist us to evaluate the initiative.

### 3. Minimum conditions of participation

**Condition 3.1: You must be a national peak industry body and sign a declaration of current and future compliance with all Australian laws. Such declaration will also require disclosure of any matter the entity is aware of that may bring the entity, Australia, Austrade or the Program into disrepute.**

You must satisfy all the following requirements:

- have a valid Australian Business Number (ABN)
- be one of the following:
  - a. a body incorporated under the *Corporations Act 2001*
  - b. an association, or cooperative, incorporated under an Australian law
- not distribute income to members or shareholders (that is, you are not-for-profit, and your business structure reflects this)
- must have a Memorandum of Incorporation, Articles of Association or Constitution that confirms you are a peak industry body and possess appropriate indemnity insurance
- have a bank account with an Australian financial institution
- comply with all your obligations under all Australian laws
- not conduct your organisation in an unprofessional or unethical manner, and declare any historical matter that may, in Austrade's opinion, have a detrimental impact on Australia's trade reputation.

You are **not eligible** to apply if you are:

- an organisation included on the National Redress Scheme's website on the list of 'Institutions that have not joined or signified their intent to join the Scheme' ([www.nationalredress.gov.au](http://www.nationalredress.gov.au))
- a Commonwealth, state, territory or local government agency or body (including government business enterprises)
- an individual
- unincorporated association
- overseas organisation
- any organisation not described above.

**Condition 3.2: You must be a national peak industry body that represents a merchandise trade or technology sector**

Your organisation must:

- be a national organisation, rather than an organisation which promotes the interests of a group of Australian businesses in a specific sub-national location (e.g. only one state or territory, or only one local government area). Austrade may waive this requirement if there is no national peak industry body. Austrade will document its decision should this occur. Note that a national peak industry body may apply on behalf of a consortium of sub-national counterparts.
- promote the interests of a group of Australian businesses (members) from a merchandise trade sector, i.e. they produce physical goods as their core business activity OR a technology sector.
- not export goods, or exporting goods is not the organisation's primary activity.

## • 4. Evaluation Criteria

**Criterion 4.1 Industry Representation: The membership base must represent a substantial portion of the industry that they represent.**

- You are representative of the members of:
  - an industry,
  - a substantial part of an industry, or
  - more than one industry; and
- You must be able to demonstrate that the members in your organisation represent a substantial proportion of the business which operate that industry, that part of an industry or those industries.
- You must be able to demonstrate that your members are located the key states and territories relevant to your industry.

**Criterion 4.2 Export Focus: A significant proportion of members must be active exporters or demonstrably export-ready, and your organisation has experience in delivering trade support to them.**

You should demonstrate this through identifying:

- All or a substantial number of your members are exporting or ready to export, including by describing the focus export markets of your members
- Ability to describe how your members have been impacted by recent volatility in the international economic environment, and any actions taken or planned to support them
- Your capacity and capability to support export growth, including access to personnel with the right skills and experience
- Your access to facilities, capital equipment, technology, intellectual property, administrative systems, including record keeping practices, reporting and required regulatory or other approvals
- Evidence of previous export projects with similar characteristics and a summary of their impact. Ability to provide track record and experience of key personnel, including management and technical staff, delivering comparable export focused projects
- Planned activities that you would design with Austrade, in alignment with objectives of the Accessing New Markets Initiative.

## 5. Application Assessment

Austrade will assess all applications against the minimum conditions of participation and evaluation criteria. Applications must meet the minimum conditions of participation to be considered under the evaluation criteria.

The Austrade decision delegate is the General Manager, Trade Diversification Taskforce.

The Austrade decision delegate decides which applications to approve considering the recommendations of the Inter-Agency Advisory Committee and the practical function of the Trade Diversification Network. The Inter-Agency Advisory Committee is made up of representatives from Commonwealth entities. Its purpose is to provide strategic advice to Austrade regarding engagement with peak industry bodies via the Trade Diversification Network.

## How to apply

To apply you must:

- complete the application form
- provide all the information requested
- address minimum conditions of participation and evaluation criteria
- submit your application/s to Austrade by the due date.

You are responsible for ensuring that your application is complete and accurate. Giving false or misleading information is a serious offence under the *Criminal Code Act 1995 (Cth)*. We will investigate any false or misleading information and may exclude your application from further consideration and report to the Australian Federal Police.

You acknowledge that during the course of this Agreement that you will at all times adhere to all legal obligations and maintain high standards of business ethics.

Failure to adhere to these standards may result in the termination of this Agreement at Austrade's discretion

If you find an error in your application after submitting it, you should contact us immediately. We do not have to accept any additional information, or requests from you to correct your application after the closing time.

If we find an error or information that is missing, we may ask for clarification or additional information from you that will not change the nature of your application. However, we can refuse to accept any additional information from you that would substantively change your submission after the application closing time.

You should keep a copy of your application and any supporting documents.

We will acknowledge that we have received your application within two working days. Note that late applications will be considered on a case-by-case basis.

If you need further guidance about the application process or if you are unable to submit an application online contact us at [anmi@austrade.gov.au](mailto:anmi@austrade.gov.au) or by calling 13 28 78.