

# Sample export training plan

## Representative bodies

This document is a sample export training plan and should only be used by EMDG applicants as a guide to the questions that will be asked in the EMDG application process. Its purpose is to provide applicants with a point of reference when framing their own export training plan response.

This sample plan contains information about a fictional company. Names, businesses, places and events are fictitious for the purpose of demonstrating how to complete an export training plan. Any resemblance to actual companies, persons, or actual events is purely coincidental.

If you are a representative body applying for a grant for export training activities, you need to provide a unique, high-quality plan for your proposed export training activities, intended outcomes and implementation. Your plan must demonstrate that you have the skills and experience necessary to deliver, or arrange for the delivery of, export training activities and how you intend to train your small and medium sized enterprise (SME) members to be export ready and develop their export capabilities.

Austrade will use the plan to assess the proposed training activities and determine that they meet the objectives of the program and will substantially benefit your SME members. For the purpose of EMDG, SMEs are defined as having a financial year business turnover of less than $20 million.

You must use the mandatory export training plan template to complete your export training plan, and upload it with your application. You cannot submit an export training plan that is copied from another representative body, business, or another EMDG application.

Please read the [EMDG Grant Guidelines](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/check-eligibility/guidelines-and-legislation) and *Rule 11: Eligibility conditions for applicants that are representative bodies* of the [Export Market Development Grants Rules 2021](https://www.legislation.gov.au/F2021L00509/latest/text) for more information on your obligations as a representative body.

As per section 4.1.2.3 of the Grant Guidelines, your export training plan must contain all of the required information.

The export training plan must be included as an attachment to the online application form for representative bodies who are intending to provide export training services. Some responses will require an open-ended response, while other questions will provide a drop-down list of responses. Where questions have a drop-down list, the list of available responses are also shown in this sample plan.

The template for the export training plan will be available on Austrade’s website from the date of release of the Round 4 Grant Guidelines. Please refer to the Grant Guidelines for more information about requirements. Applicants are encouraged to review these questions in advance and prepare responses which can be included in the application form when the portal opens.

### EMDG Rules, No. 11: Plan for the proposed training activities

Export Training Plan

**​Representative body name:** ​Export X​

**​Contact name and position:** ​Mr John Sales, Global Marketing Director​

**​Contact number:**

**​Applicant’s ABN:**

#### Questions and responses

1. **Will the proposed export training activities be delivered by:**

* Your representative body
* An export training provider arranged by you – please name the provider

Export X will be providing its own export training activities.

1. **What is your representative body’s experience in delivering (or arranging to deliver) export training for your members and your results or outcomes to date? Please include the length of time your representative body has been providing export training, in your response.**

Export X has been supporting Australian exporters of consumer goods for the past 30 years. For the past 20, it has operated its export training to members and other industry players.

Export X draws upon the longstanding industry knowledge of its highly skilled training team, with expertise in consumer goods exports, to deliver quality training programs that meet Australian industry standards.

Export X began by providing 2 training sessions annually, to now operating on a training model of 4 to 6 sessions per year (pending demand of its members). As Australia’s exports of consumer goods continue to slowly and steadily increase, so will Export X’s membership base, and the rate of courses offered.

1. **What type of businesses will your representative body seek to provide export training for? (Choose at least one)**

* SME members that are new to export to become ready for export
* SME members wanting to develop marketing skills in eligible products overseas
* Both

SME members that are new to export to become ready for export.

1. **What are the proposed export training activities that your representative body will deliver (or arrange to deliver) to your members?**

Please provide a description including:

1. expected content topics, benefits and key learning outcomes of the export training for your SME members
2. proposed timeline for completion
3. delivery mode (in-person, online, hybrid)
4. expected total number of participating members and proportion that are SME members
5. proposed cost to members of your export training activities if charges will apply
6. link to a website with course or program content (where available)
7. Export X’s key learning outcomes for SMEs include:

* Knowledge about the key elements of an export market plan
* International market entry options
* Exporting using digital channels and ecommerce
* Understanding of export regulations and export certification requirements
* Cultural awareness within overseas markets
* Risk management
* Trends and opportunities in emerging markets
* Promotion of the Austrade Go Global Toolkit and awareness of how to use it

1. For the 2025-26 financial year, Export X is expecting to train its members over the course of 4, 2-day individual training sessions. This same format will run for the 2026-27 financial year, pending ongoing popularity of the program.
2. In-person
3. 40 members are expected to participate (20 in each session). Of these 40 members, 35 are expected to be SMEs.
4. Training is provided at no cost to members who pay an annual membership fee
5. [www.exportx.com.au/export\_training](http://www.exportx.com.au/export_training)
6. **What are the individual components/modules that will comprise the proposed export training activities?**

Overview of Export X’s 2-day training sessions

Program Outline Day 1:

* 9am - 10am – Navigating the export process
* 10am - 11am – Choosing your export market
* 11.30am – 12.30pm – Exploring Government support for exporters
* 12.30pm - 1.30pm – Marketing and branding your product
* 2.30pm – 3.30pm – Safeguarding your Intellectual Property
* 3.30pm – 4.15pm – Leveraging free trade agreements

Program Outline Day 2:

* 9am – 10am – Overcoming obstacles in supply chain and logistics
* 10am – 11am – Skills for effective pitching
* 11.30am – 12.30pm – Learning to export services
* 12.30pm – 1.30pm – Understanding cultural dynamics in business
* 2.30pm – 3.30pm – Securing funding for your export ventures
* 3.30pm – 4.15pm – Navigating foreign exchange and payments

1. **What is the expected breakdown of the costs to deliver the proposed export training activities for the financial years you are applying for (only include costs that you will be claiming under EMDG)?**

Breakdown of the expected costs associated with the delivery of Export X’s training (2025-26 financial year):

* Handbooks, PowerPoint, promotions, PR & media, managing costs = EMDG contribution approx. $9,500.
* Venue hire & catering costs for training taking place in Sydney on 4 occasions = EMDG contribution approx. $10,000.

Total expected EMDG contribution = approx. $19,500

Export X will have similar expected costs in the 2026-27 financial year, to be adjusted for inflation.

1. **How do you propose to validate your members’ knowledge after they have completed the training (i.e. test, seek participants’ feedback)?**

Following completion of our training program, Export X sends participants a link to a 20-question online test. The test is compulsory to complete, to receive formal acknowledgement of completion of the training.

1. **How will you measure your organisation’s success in delivering the proposed export training (i.e. completion rate, pass rate, participant feedback)?**

Export X measures organisational success through a variety of metrics.

The first metric it considers is the respective pass rate of Export X’s post-training online test. This provides Export X with a clear indication of its members understanding of the content included in its training program.

Furthermore, by measuring the business performance of its members (who have participated in Export X’s training), including annual revenue growth and total export volumes, Export X is able to gain an understanding of how successful its first-time exporters have been.

1. **How will your representative body (or training provider on your behalf) provide proof of completion to members who successfully complete your export training?**

☒ Certificate

☐ Digital badge

☐ Email confirmation

☐ Formal qualification – please specify

☐ Other – please specify

1. **How often do you plan to conduct the proposed export training?**

☒ On demand

☐ Half yearly

☐ Annually

☐ Other – please specify

On demand but at least annually

1. **How will you promote the proposed export training activities to your members?**

Export X promotes it export training as a perk for members, included in its list of annual benefits.

Upcoming export training sessions are also mentioned in Export X’s monthly newsletter to members and stakeholders.

1. **If the training will support potential applicants to become ready to export, do you give permission to Austrade to include the name of your organisation on the list of approved training providers published on the** [**Go Global Toolkit**](https://export.business.gov.au/) **website?**

This is subject to Austrade’s assessment of the proposed export training activity and is at Austrade’s discretion.

Yes.

### 