

# Sample Plan to Market

## EMDG Round 4 - Representative body applicants

This document is a sample plan to market for representative bodies undertaking export promotional activities on behalf of their members. This document should only be used by EMDG applicants as a guide to the questions that will be asked on the application form. Its purpose is to provide applicants with a point of reference when framing their own export promotion strategy.

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

Your plan to market must be unique, high-quality and specific to your representative body and directly relate to the planned export promotional activities that you plan to undertake on behalf of your small and medium enterprise (SME) members. To be considered high-quality all mandatory questions must be completed with sufficient detail. Austrade will use the plan to market to assess the proposed export marketing and promotional activities and determine that they meet the objectives of the program. You cannot submit a plan to market that is copied from another representative body, business, another EMDG application, or a generic marketing plan.

Plan to market questions will form part of the online application form for EMDG Round 4. Some questions allow for an open-ended response, while other questions have a drop-down list to choose from. Where questions have a drop-down list, the available responses are also shown in this sample plan.

You can find more information on a plan to market in the [Grant Guidelines](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/check-eligibility/guidelines-and-legislation). Applicants are encouraged to review the questions in this sample plan in advance and prepare responses which can be included in the application form when the portal opens.

### EMDG Rules, No. 11: Plan to market eligible products

#### Mandatory questions

1. **Describe the export promotional activities that you have undertaken on behalf of your SME members for the past 2 years.** *Austrade will consider your grant history to check your previous marketing and promotional activities.*

Exhibiting at international expos and trade shows:

In 2022, Creative Matters Australia (CM) assisted its Australian members in participating in two major international expos - Singapore Design Week and Bangkok International Digital Content Festival (Thailand).

Across all four events, there was an estimated attendance of roughly 1 million people, with an average of 15 CM members involved per event.

Trade delegations:

In 2023, CM led a trade delegation to Singapore for the Asia TV Forum & Market, which brings together professionals from traditional and digital media and explores the latest trends and opportunities in the industry.

20 of CM’s members participated, including established digital marketing firms, video production specialists and publishers.

CM arranged a schedule of business-to-business meetings with leading South East Asian digital media companies and investors. Members also had the opportunity to attend a variety of workshops on digital innovation, cross-media utilisation and international marketing strategies.

1. **What was the value (full cost) of the export promotional activity expenditure that you have undertaken on behalf of your SME members in the previous financial year?** *Provide details of value and description of promotional activity.*

In the 2023-24 financial year, CM spent approximately $250,000 on export promotional activities for its SME members.

1. **Describe the export promotional activities that you plan to undertake on behalf of your SME members in 2025-26 and 2026-27.** *Austrade will consider your grant history to check your previous marketing and promotional activities.*

CM actively supports its members in the creative industries by facilitating and promoting their involvement in export marketing activities. This includes organising participation in international trade fairs, exhibitions and festivals that showcase Australia’s creative industry to global markets. These events are crucial platforms for members to display their work, from digital and visual arts to fashion and design. CM typically hosts a Creative Matters Australia pavilion to showcase its members. In 2025-26 (and likely the following year), CM plans to represent 20 of its members at Kuala Lumpur Design Fair for the first time. We anticipate total approximate costs of up to $200,000 associated with this, with a proportion of these expenses being EMDG eligible expenditure (short trips and soliciting for business in a foreign country).

CM also arranges trade missions that provide members with direct interaction with overseas markets, helping members understand local demands and to establish relevant contacts. In 2025-26 and 2026-27, CM intends to lead trade missions to Malaysia for the first time – the first opportunity CM’s members will have to promote their businesses in this market. Total costs are estimated at up to $170,000, with a proportion being EMDG eligible expenditure (short trips and soliciting for business in a foreign country expenses).

To support CM’s attendance at Kuala Lumpur Design Fair in Malaysia, CM will conduct a bespoke digital Malay language marketing campaign (email, socials and targeted advertising) to raise CM’s profile and showcase the work of members. Up to $30,000 is set aside for this campaign, with all expenditure EMDG eligible.

1. **Describe the business goals you seek to achieve for your SME members through your export promotional activities and how you will measure export success (e.g. increase export sales of your members by 10%, members are shortlisted for a potential contract or tender).**

Through the provision of export marketing and promotional support to its members, CM’s business goal for the next two financial years is to increase the rate of new business ventures and partnerships for its members to generate an estimated value of $2 million in sales, across CM’s member base.

1. **Describe how the proposed promotional activities are new, compared to activities that have already been supported by EMDG. This may include a substantially different approach towards marketing and promotion; support expansion to new markets; promote new products, services or innovation; and/or support new members.** *Refer to the guidelines for further details.*

CM’s planned attendance at Kuala Lumpur Design Fair, and the broader trade mission to Malaysia are new. CM has not previously attended this trade show nor led a trade mission to this market. Similarly, CM has not previously engaged in foreign-language marketing campaigns - the planned Malay language campaign is the first.

1. **Describe how the proposed new promotional activities will specifically benefit your SME members, and align with your SME members’ needs.**

We reviewed the opportunities to expand exports to different countries through considering other opportunities. We also surveyed our members about their exporting interests in terms of expanding to new countries. CM’s debut at Kuala Lumpur Design Fair represents a critical step in the export journey of our SME members. A majority of CM’s SME members have not yet entered the Malaysian market, and therefore representation of their business here is the start of potential, new business ventures in this market. The broader trade mission to Malaysia will multiply the opportunities CM’s members will have to establish valuable business connections.

1. **How many SME members are you expecting to support with your new export promotional activities?** *<insert number>*

20 SME members will be supported by this activity.

1. **Describe the characteristics, types and sizes of businesses that will be supported by your new export promotional activities.**

Our SME members work in a variety of roles providing business-to-business creative services and business to consumer cultural products. Our SME members include: Graphic Design Services; Web Developers; Advertising and Marketing Agencies; Video Production Specialists; Photographers; Publishers; Public Relations Agencies; Brand Strategists; Animation and Motion Graphic Designers; Software Developers; Art Studios; Musicians; Dance Studios and Game Designers.

The majority of our SME members operate with an annual turnover of between $60,000 and $10 million.

1. **In the table below, please enter the planned eligible promotional activities and associated eligible expenditure that you intend to undertake in 2025-26 and 2026-27.**

*You can only receive grant funding for eligible expenditure up to the maximum grant amount per financial year for your tier ($50,000 per financial year for Representative Bodies). You will need to be able to demonstrate how you estimated your planned eligible expenditure in the relevant financial year and substantiate the budgeted costs.*

**Budget breakdown for export promotion activities**

| **Planned eligible expenditure category** | 2025–26  **Planned eligible expenditure amount**  **A$** | 2026–27  **Planned eligible expenditure amount**  **A$** |
| --- | --- | --- |
| Promotional and advertising material | 80,000 | 30,000 |
| Soliciting for business in a foreign country | 130,000 | 130,000 |
| Short trips to a foreign country | 130,000 | 130,000 |
| **Total eligible expenditure per financial year** | **$340,000** | **$290,000** |
| **Total grant amount sought per financial year** | **$50,000** | **$50,000** |

#### Optional questions

Your responses to the following questions are optional. Answering these questions will help Austrade understand your members’ overall export readiness as outlined in [Austrade’s Go Global Toolkit](https://export.business.gov.au/), which is designed to assist businesses in strengthening their export capabilities. Austrade may contact you to talk about additional trade support services for the businesses you represent. If you agree to your information being shared with State and Territory Government trade advisory services you may also be contacted by them.

1. **Why did you** [**select your target**](https://export.business.gov.au/find-export-markets) **export markets? *(Choose all that apply)***

* *Members have received enquiries from potential customers*
* *The market presents good prospects for our members’ products*
* *Looking for opportunities to expand into new markets*
* *Members have successfully exported to similar or neighbouring markets*
* *Members are pursuing tenders or contracts in the target markets*
* *Members flagged the attractiveness of the markets following engagement with the information in the Go Global Toolkit*
* *Members are exploring opportunities in Free Trade Agreement (FTA) markets*
* *Members are participating in trade promotion programs targeting the specified markets*
* *Changes in the regulatory environment in the market has created potential opportunities for our members’ products/services*
* *Other reasons (please specify)*

Members have received enquiries from potential customers; The market presents good prospects for our members’ products; Members have successfully exported to similar or neighbouring markets; Members are exploring opportunities in Free Trade Agreement (FTA) markets; Members are participating in trade promotion programs targeting the specified markets.

1. **What is your members’** [**market entry pathway**](https://export.business.gov.au/find-buyers-and-sales-partners/market-entry-options)**?** *(Choose all that apply)*

* *Direct export to business/consumer*
* *Export via distributor*
* *Attracting visitors to Australia*
* *Export via online channel*
* *Franchising*
* *Licensing*
* *Supporting Australian businesses to grow their exports*
* *Other (please specify)*

Direct export to business/consumer; Export via online channel.

1. **What competitive advantage or** [**unique selling proposition**](https://export.business.gov.au/get-started-with-exporting/develop-your-unique-selling-proposition) **do your members have in foreign markets?** *(Please describe)*

All of CM’s SME members offer a uniquely creative service, offering highly personalised and culturally sensitive services that resonate deeply with local audiences.

The unique styles and creative freedom that our SME members bring to their work result in distinctive and original output – across graphic design, web development, advertising, video production, animation, software development, art, music, dance and game design.

1. **How will the businesses you represent scale up (including** [**financial resources**](https://export.business.gov.au/pricing-costs-and-finance)**) to match increased demand for their eligible product or service?** *(Please describe)*

CM’s SME members will follow different strategies to allow a scaling-up of their business activities. Some members plan to adopt Customer Relationship Management software to handle the expected increase in customers, while others are in the process of setting up overseas market-specific websites to better tailor their offering to a new (and growing) customer base. All of CM’s members have the resources and revenue streams to permit a scaling-up of their businesses.

1. **What potential legal or financial** [**risks**](https://export.business.gov.au/get-started-with-exporting/export-benefits-and-risks) **will your members need to manage in their export activities (e.g. ensuring they get paid, protecting their intellectual property, disruptions to their supply chain, handling unanticipated changes in market demand, managing currency fluctuations etc.) and how do you plan to mitigate them?** *(Please describe)*

Protecting Intellectual Property: CM’s members will need to continue to invest in the copyright, and trademarks that are required to safeguard their brands and services when operating abroad, to minimise the risk of competitors stealing their IP.

Currency Fluctuations: CM anticipates a normal amount of fluctuation of the exchange rate of foreign currency. CM works with its members to plan mitigation strategies around potential fluctuations, for example, by signing forward contracts.

Disruptions to Supply Chains: Similarly, CM works with its members to develop robust supply chains, both on- and off-shore, to help alleviate supply chain pressures caused by a fluctuating global economy.