
# Sample Plan to Market

## EMDG Round 4 - Tier 2 SME applicants

This document is a sample plan to market for Tier 2, which is based on the export of tourism services. It 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 business and directly relate to your planned export promotional activities. To be considered high-quality all mandatory questions must be completed with sufficient detail. Austrade will use the plan to market to determine your suitability for the tier you have applied for. You cannot submit a plan to market that is copied from another 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, Section 10: Plan to market eligible products

#### Mandatory questions

1. **Describe the export promotional activities that you have undertaken for the past 2 years.**

Escape Tours’ own in-house team of marketers runs paid, targeted advertising campaigns on Instagram and Facebook in India, and on Instagram, Facebook and TikTok in Singapore. This is to attract and engage with prospective Indian and Singaporean customers, and to build its brand awareness in these markets.

Additionally, the team also engages in SEO marketing to boost Escape Tours’ broad range of blog posts – across Google in both the Indian and Singapore markets.

Escape Tours currently partners with Expedia and the South Australian Tourism Commission (SATC) to appear in an India-focused tourism campaign.

In the 2023-24 and 2024-25 financial years, Escape Tours has participated in a range of Asia-specific travel trade shows, establishing a substantial presence via this B2B engagement, and distribution of printed brochures and merchandise.

1. **What was the value (full cost) of your export promotional activity expenditure on eligible products in the previous financial year?** *Provide details of value and a description of promotional activity.*

The following list is a breakdown of Escape Tours’ export promotional activity expenditure in the 2023-24 financial year:

* Short trips to a foreign country - $20,000
* Consultants - $35,000
* Promotional and advertising material - $80,000
* Intellectual Property rights - $4,000

Total Expenditure = $139,000

1. **Describe the export promotional activities that you plan to undertake to promote your eligible products in 2025-26 and 2026-27.**

Escape Tours plans to grow its export market by using a range of different methods of promotion and marketing. Of these expenses, a proportion will be EMDG eligible expenditure. These methods include:

Consultants:

* Escape Tours will engage a marketing consultant to conduct search engine optimisation and digital advertising which will enable greater reach in both the Indian and Singaporean markets. A consultant will also provide Escape Tours with ongoing market insights that will shape Escape’s strategy. Estimated cost of AUD 50,000 per financial year.

Promotional and Advertising Material:

* Escape Tours plans to update its website for both markets – allowing it to display its packages in Indian Rupees and Singapore Dollars, launch market-specific promotions and deliver traffic from customers via Escape’s social media channels. Estimated cost of AUD 10,000 (first year) then AUD 5,000 (second year).
* Escape Tours will use Whatsapp channel campaigns to reach its existing and growing customer base. Through Whatsapp, Escape Tours will issue promotional campaigns, and sales to its customer base.
* Escape Tours will also produce a broad range of promotional material for distribution at B2B and consumer trade shows, including:
	+ Printed brochures (in English) – AUD 30,000
	+ Promotional videos – AUD 10,000
	+ Banners and Posters to support stalls at various trade shows – AUD 20,000
	+ Promotional merchandise (caps, pens, drink bottles) – AUD 10,000.

Short Trips to a Foreign Country:

* Like in 2023 and 2024, Escape Tours plans to register for participation at a range of major travel trade shows across Asia, including SATC and Tourism Australia lead marketplace events, ILTM Asia Pacific (Singapore), and Travel and Trade Fair India. Escape Tours plans to send a small group of associates to India and Singapore several times throughout the year – approx. AUD 30,000.

Short Trips within Australia:

* Escape Tours plans to attend the Australian Tourism Export Council’s annual *Meeting Place* trade event and Tourism Australia’s flagship event – Australian Tourism Exchange (ATE). This is an opportunity for the Escape Tours team to scout for new buyers and suppliers. Estimated cost of AUD 8,000.

Intellectual Property Rights:

* Escape Tours has registered its brand for trademarks in both markets and its advertising content for copyright in Singapore. The ongoing cost of maintaining these is approx. AUD 4,000.
1. **Describe the business goals you seek to achieve through your export promotional activities and how you will measure your export success** (e.g. increase export sales by 10%, increase the volume and yield from visitors by 15%, appoint a partner or distributor, be shortlisted for a potential contract or tender).

Escape Tours’ primary business goal is to increase its overall export sales by 10% in the first year and 20% in the subsequent second year, to reach a cumulative 30% growth in sales after 2 years.

A secondary objective is to increase Escape Tours’ Whatsapp channel followers by 20% (to reach 600,000) by the end of year 1, and another 20% for the following year, to reach 720,000 followers.

Escape aims to achieve revenue of above $2.4 million in 2025-26 and $2.8 million in 2026-27.

1. **Describe your experience, capability and preparation to expand in your existing export market/s**

Escape Tours has recruited a New Delhi-based Business Development Manager to develop partnerships and work with the on-shore marketing consultant to increase sales across both the Indian and Singaporean markets.

Escape Tours has joined the Australian Tourism Export Council and has attended a range of ATEC training programs to prepare to serve this new market. Escape Tours has viewed the Tourism Research Australia forecasts and other reports outlining data about India and Singapore markets for tourism.

1. **Describe how you are expanding your export promotional activities within your existing export market/s**

The search engine optimisation and digital advertising carried out by Escape Tours’ externally engaged marketing consultant will see an increase of our promotional activities (and expenses) within this area.

1. **Enter your 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 Tier 2). 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. You must demonstrate in your application and in your first milestone report, that you have sufficient funds from your own sources in a bank account to fund your contribution towards the grant activity. This needs to be at least $20,000 to meet the minimum capacity to spend requirements for the program.*

*To meet the minimum capacity to spend requirements, you need to plan to undertake at least $40,000 in eligible expenditure per financial year on eligible marketing and promotional activities.*

*If you cannot demonstrate that you have the minimum capacity to spend $20,000 of your own money, you will not be eligible for a grant. If after receiving the grant agreement, you spend less than $40,000 per financial year on eligible marketing and promotional activities, you will not receive a grant payment or you will be asked to return the grant, if we already paid the grant at the start of the financial year.*

**Budget breakdown for Escape Tours in the India and Singapore markets**

| **Planned eligible expenditure category**  | 2025/26 **Planned eligible expenditure amount** **A$**  | 2026/27 **Planned eligible expenditure amount** **A$**  |
| --- | --- | --- |
| Short trips to a foreign country | 20,000 | 20,000 |
| Short trips within Australia | 8,000 | 8,000 |
| Consultants | 50,000 | 50,000 |
| Promotional and advertising material | 50,000 | 45,000 |
| Intellectual Property rights | 3,000 | 3,000 |
| **Total eligible expenditure per financial year** | **$131,000** | **$126,000** |
| **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 business’ 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. Based on your answers, Austrade may contact you to offer additional trade support services to your business. If you agree to your information being shared with State and Territory Government trade advisory services you may also be contacted by them.

1. **Describe the competitive advantage or** [**unique selling proposition**](https://export.business.gov.au/get-started-with-exporting/develop-your-unique-selling-proposition) **of your products or services.**

Escape Tours’ unique selling proposition is its delivery of unique, premium travel packages, delivered in partnership with entirely local service providers – ensuring that our international clients can experience all that South Australia has to offer, sustainably.

Local Expertise and Partnerships: Specialising in South Australian destinations means Escape Tours can offer in-depth, local knowledge and unique experiences, that are less accessible through larger, more generalised travel firms. Escape’s focus on local suppliers ensures that tours contribute to the local economy and are authentically South Australian.

Focus on Premium Experiences: Escape Tours designs holiday packages that promise premium accommodation, exclusive excursions and food experiences and seamless airport transfers – an all-inclusive service that simplifies travel planning for our customers.

Commitment to Sustainability: Escape Tours ensures that all packages are sustainably sourced, by exclusively partnering with environmentally aware and sustainably operating suppliers, including First Nations owned businesses. This commitment not only caters to a growing market of travellers who prioritise sustainable travel, but also distinguishes Escape Tours in the premium travel sector. Escape Tours is applying the tips and steps outlined in the Austrade Sustainable Tourism Toolkit to improve sustainability and is currently considering a range of training, scorecard and accreditation programs available from industry bodies to further increase our competitiveness.

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

Suppliers: To quickly adapt to increased demand for Escape’s holidays packages, Escape Tours will leverage its substantial database of South-Australian suppliers. For example, our partnership with Flagship Coaches will ensure Escape Tours can offer additional charters. As the business grows, so does our list of suppliers and Escape Tours’ capacity to provide more and more high-quality packages. This is part of Escape Tours’ managed approach to sustainability, as outlined in Austrade’s Sustainable Tourism Toolkit.

Online Booking System: Pending successful expansion in its existing markets (and increase in revenue), Escape Tours plans to upgrade its online booking system. An upgraded system will allow Escape Tours to process a larger number of online bookings per month and will allow for a larger quantity of packages to be listed.

1. **How will you comply with** [**laws or regulations**](https://export.business.gov.au/laws-and-regulations) **that are relevant to your eligible product or service in your target markets?** *(Please describe)*

India

Escape Tours will operate in accordance with India’s *Consumer Protection Act 2019*, ensuring that our marketing practices, terms and conditions and dispute resolution mechanisms all comply. Similarly, Escape Tours will comply with India’s *Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules 2011* in the handling of consumer data.

Singapore

The Singapore-Australia Free Trade Agreement (SAFTA) ensures that Australian tour companies like Escape Tours can market their services in Singapore, tariff free.

Furthermore, under SAFTA, Escape Tours, along with other Australian tour providers, has guaranteed market access. This is subject to the Business Registration Act, which requires businesses – where the directors of a company are not ordinarily residing in Singapore – to appoint a local manager. Escape Tours is compliant with this requirement.

In accordance with the Data Protection Guidelines (PDPA), Escape Tours follows stringent data management practices of client data.

1. **What potential legal or financial** [**risks**](https://export.business.gov.au/get-started-with-exporting/export-benefits-and-risks) **will you need to manage in your export activities (e.g. ensuring you get paid, protecting your intellectual property, disruptions to your 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: Escape Tours continues to invest in copyright, and trademarks that are required to safeguard its brand and services when exporting abroad, to minimise the risk of someone stealing its IP.

Managing Supply Chain: While Escape Tours has its preferred suppliers and providers, it maintains ongoing relationships with a range of alternative suppliers and providers, diversifying its supply chain.

Currency Fluctuations: Escape Tours anticipates a normal amount of fluctuation of the exchange rate of foreign currency. Escape Tours regularly conducts audits of its packaging prices to ensure that they are adjusted to meet local demand and to cover margins accordingly.

1. **Why did you** [**select your target**](https://export.business.gov.au/find-export-markets) **export markets?** *(Choose all that apply)*
* *We have received enquiries from potential customers*
* *The market presents good prospects for our products/services*
* *Looking for opportunities to expand into new markets*
* *We have successfully exported to similar or neighbouring markets*
* *We are pursuing tenders or contracts in the target markets*
* *We have sought advice from the Go Global Toolkit and considered industry body recommendations*
* *We have reviewed Tourism Research Australia forecasts and information to help identify appropriate markets*
* *We have reviewed the Go Global Toolkit and identified new markets from that information*
* *We are exploring opportunities in Free Trade Agreement (FTA) markets*
* *We are participating in trade promotion programs targeting the specific markets*
* *Changes in the regulatory environment in the market has created potential opportunities for our products/services*
* *Other reasons (please specify)*

We have received enquiries from potential customers; The market presents good prospects for our products/services; We have sought advice from the Go Global Toolkit and considered industry body recommendations; We have reviewed Tourism Research Australia forecasts and information to help identify appropriate markets; We are exploring opportunities in Free Trade Agreement (FTA) markets; We are participating in trade promotion programs targeting the specific markets.

1. **What is your** [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)*

Attracting visitors to Australia.

1. **How will you** [**compete**](https://export.business.gov.au/find-export-markets/competitor-analysis?industry=consumer_products&sector=consumer_products) **in your target markets?** *(Please describe)*

Product: Escape Tours is one of very few providers of premium and sustainable travel packages focusing on the South Australian market. As a result, Escape Tours has very few competitors. Our focus on sustainability will support our continuing superior position as compared with other major tour companies.

Pricing: Escape Tours’ pricing strategy enforces its position as a provider of premium holiday packages. Naturally, this means its packages are at a higher price point. We offer tiered pricing to cater to a variety of budget preferences.

To better attract customers in both the Indian and Singaporean markets, Escape Tours displays its prices in Indian Rupees and Singapore Dollars, respectively.

Promotion: Escape Tours engages in search engine optimisation (SEO) to strengthen its online presence and promote its packages.

Escape Tours participates in B2B and B2C travel trade shows to broaden its brand awareness to consumers direct and grow partnerships with local Indian and Singaporean travel companies. Escape Tours participates in at least 3 overseas trade shows annually.