Export Market Development Grants
Sample application form – Tier 3

This is a sample application form for Round 4 of the Export Market Development Grants (EMDG) program. It includes questions to help you prepare your responses and the supporting documentation before you apply online. To the extent of any inconsistency, the EMDG online application form prevails.

You must complete and submit your application online for it to be considered. Before applying online, we recommend that you read the [Round 4 EMDG Grant Guidelines (Grant Guidelines)](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/check-eligibility/guidelines-and-legislation) and other program information published at [austrade.gov.au/emdg](http://www.austrade.gov.au/emdg).

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# Instructions

The online application form captures the information required by Austrade to assess and manage your application for a grant.

## Terms and conditions of use

You are required to read and agree to the terms and conditions prior to completing and submitting your application.

‘I have read and accept [Terms and conditions of use](https://www.austrade.gov.au/en/site-information/emdg-online-portal-terms-and-conditions).’

## Confidentiality and privacy

You must read and agree to the confidentiality and privacy statement prior to completing and submitting your application. It provides information on how we handle your data and information. Opting out in this section does not prevent Austrade from sharing specific information allowable in the Austrade Act 1985 or using the information internally for trade facilitation.

‘I have read and accept [Privacy and confidentiality conditions](https://www.austrade.gov.au/en/site-information/emdg-online-portal-privacy-and-confidentiality).’

## Additional information sharing

Please confirm if you agree to Austrade sharing your contact details with other government organisations that provide trade facilitation and business assistance services.

‘I agree that my contact details may be shared with other government bodies for trade facilitation or business support purposes, e.g. Export Finance Australia and State/Territory Government trade facilitation agencies.’

## Feedback agreement

Austrade may contact applicants and grantees regarding feedback on the program and customer satisfaction. By checking the box below, you are indicating you would be happy to be contacted by the EMDG team to provide feedback.

‘I agree that the EMDG team may directly contact me to provide feedback on EMDG and my experiences with the program.’

## Completing your application

The application consists of separate pages/tabs as shown in the navigation menu across the top of the portal page. You can navigate between tabs or use the buttons at the bottom of each page.

You must use the Save and continue button to validate the information on each tab. You will be prompted on the final page to go back and validate all the information you have entered. A rounded circle in the tab with a blue number and a blue border indicates a validated tab.

An asterisk (\*) indicates a mandatory question. A warning message may appear if you have not completed all the mandatory questions or if there is an issue with information you have entered.

You can save your changes at any time by using the Save button. You should save often to prevent losing your work. The portal will time out after 60 minutes if you do not save.

### Internet browsers and navigation through the online application form

We recommend that you:

* use Google Chrome or Microsoft Edge internet browsers for optimum functionality
* have a minimum screen resolution of 1280 x 800 to prevent errors
* use the navigation buttons provided on the pages of the online application form
* do not use a mobile or tablet device.

### Digital identity

The EMDG online portal (the portal) uses the Australian Government Digital Identity System (Digital ID) to verify users. You will be required to use your Digital ID (myGovID) to access the portal when you apply, view the status of your application, view and sign your grant agreement and submit milestone reports.

The applicant’s Digital ID (myGovID) must be linked to the business in the Relationship Authorisation Manager (RAM).

Please note that the Australian Taxation Office is responsible for Digital ID (myGovID) matters and Austrade cannot assist with resolving any technical issues. Applicants are responsible for establishing and maintaining their Digital ID.

* For more details on how to create and manage your Digital ID, please refer to [Digital Identity page](https://www.digitalidentity.gov.au/create-or-manage-your-digital-id).
* For more details on myGovID, please read the [myGovID help page](http://www.mygovid.gov.au/help).
* For more information on RAM, refer to [RAM help content](https://info.authorisationmanager.gov.au/).

## Submitting your application

Before submitting your online application, you must:

* read the Grant Guidelines and program information published at [www.austrade.gov.au/EMDG](https://www.austrade.gov.au/australian/export/export-market-development-grants/emdg-from-1-july-2021)
* prepare the required documentation in advance, ready to upload
* use the provided templates for mandatory attachments available at [www.austrade.gov.au/EMDG](https://www.austrade.gov.au/australian/export/export-market-development-grants/emdg-from-1-july-2021). Your application will be considered incomplete and not eligible if mandatory attachments are not provided
* keep the sample application form for your chosen tier and the Grant Guidelines open as you are completing your online application so you can refer to the eligibility criteria and requirements
* read and agree to the terms and conditions and make all required declarations
* complete every page of the online application form and upload the mandatory attachments
* check all your answers and supporting documentation before you submit your application. You will not be able to edit your application after you submit it online
* submit your application online from 10.00am AEDT on Tuesday, 12 November 2024.

## After submitting your application

You will receive an email acknowledging that your application has been received by Austrade.

Austrade will accept applications until the available funding is fully allocated based on the demand for grants per tier with some allowance for ineligible or withdrawn applications or non-acceptance of grant agreements. Once funding is fully allocated, the portal will close to applications.

Please note even if you lodge your application prior to the closure of the portal, you may not be successful because the grant funding may have already been fully allocated. You are strongly encouraged to lodge your application as early as possible to avoid disappointment.

To manage expectations, we will regularly communicate the status of the total funding allocation by tier on the Austrade website and on the portal.

We will not accept late or incomplete applications.

## Getting help

If you require further assistance completing the online application form, or experience any issues related to our IT system, contact us on 13 28 78 or at emdg.help@austrade.gov.au.

# Questions as they appear on the EMDG online portal

Please ensure that you answer all questions and provide supporting documentation before submitting your application online. We will not accept late or incomplete applications.

1. Eligible applicant
	1. Tier selection and eligibility
		* 1. **Which tier are you applying for?**

[ ]  Tier 1 – Ready to export

[ ]  Tier 2 – Exporting within existing markets

[x]  **Tier 3 – Exporting to new markets**

[ ]  Representative body

Refer to section 4.1 of the Grant Guidelines for Tier eligibility.

* + - 1. **Select up to 10 markets where you intend to promote your eligible products.**

Section 13 of the Grant Guidelines defines a ‘market’ as a single economy. Eligible products are defined in section 5.2 of the Grant Guidelines.

Please note the following eligibility requirements:

* Tier 3, the **key** markets you select from the list must be **new** markets to your business, i.e. these markets cannot be markets that you currently export to. The new markets must also be key markets as identified in Section 5.1 of the Grant Guidelines. You will be asked about export markets that you currently export to, later in the application form, in Question 29.

By completing this question, you declare that you understand and meet the eligibility requirements for the Tier you are applying for as outlined in the Grant Guidelines.

If you do not meet these eligibility requirements as outlined in the Grant Guidelines, you are **not** eligible to apply for a grant.

* + - 1. **What was the annual turnover (i.e. your total annual income including sales) of your business for the last Australian financial year (2023-24)?**

Refer to section 4.1.1 of the Grant Guidelines for more information on turnover requirements for each Tier.

Enter the amount.

You will be asked to provide copies of your business’ profit and loss statement and balance sheet for the last 2 Australian financial years (2022-23 and 2023-24).

If your annual turnover is less than the amount required for your tier, or is greater than $20 million, you are **not** eligible to apply for a grant.

* + - 1. **Do you have at least $20,000 per financial year of your own funds to spend on eligible expenditure and can you provide evidence to substantiate the minimum capacity to spend? Yes/No**

Refer to section 3.1.3 of the Grant Guidelines for more information.

If ‘yes’ – you will be asked to provide further information and evidence in the Plan to market section of the application form. If you do not meet the minimum capacity to spend requirement you are **not** eligible to apply for a grant.

If ‘no’ – you are **not** eligible to apply for a grant.

* 1. Business details
		+ 1. **What is your Australian Business Number (ABN)?**

The response to this question is prefilled automatically in the online application form when an authorised representative of an applicant business:

* signs in using a myGovID
* selects the business for which they are authorised to complete and submit the online application on behalf of.

If you are a trustee applying on behalf of a trust, you must provide the trustee ABN in this section.

For more information on myGovID and using the Relationship Access Manager to set up an authorised representative, visit:

* <https://www.mygovid.gov.au/>
* <https://www.ato.gov.au/General/Online-services/Access-Manager/>

This section also provides the EMDG history associated with the ABN.

If you are a grant agent, you will be prompted to log in with your myGovID and will be directed to an authentication webpage. When you have passed authentication, you will be able to enter your client’s ABN and start an application for your client. If your client is applying as a trustee on behalf of a trust, you must provide the trustee’s ABN in this section.

* + - 1. **When did you commence your business operations under this ABN?**

Enter date in format DD/MM/YYYY.

**Small and medium enterprises (SMEs):**

You are **not** eligible to apply for a grant for Tiers 1, 2 and 3 if your minimum years in business under this ABN are less than 2 years from today’s date. You can find the date of your business registration by searching the ABR and ASIC websites.

* + - 1. **Select which type of eligible entity applies to you/your organisation:**

[ ]  an Australian individual whose principal place of residence is in Australia

[ ]  a body incorporated under the *Corporations Act 2001*

[ ]  an association, or cooperative, incorporated under an Australian law

[ ]  a partnership that is formed and operates under a law of a state or territory and at least half the partners are Australian persons

[ ]  a trust that is Australian within the meaning of the EMDG Rules, that is the trustee, or each trustee, of the trust is an Australian person

[ ]  a body corporate established for a public purpose by or under an Australian law

If you are a trustee of a trust, you must provide the name of the trust at Question 9 and upload a copy of the trust deed including all amendments with your online application.

* + - 1. **What is your Australian Company Number (ACN)? If you are applying as a trustee on behalf of a trust, this should be the ACN of the trustee.**

The answer to this question is prefilled automatically from the ABR record based on the applicant’s ABN.

* + - 1. **What is your registered legal entity name as per the Australian Business Register (ABR) record? If you are applying as a trustee on behalf of a trust, this should be the registered legal entity name of the trustee.**

The answer to this question is prefilled automatically from the ABR record based on the applicant’s ABN.

* + - 1. **Provide your organisation’s ANZSIC code from a drop-down menu:**

Provide your organisation’s Australian and New Zealand Standard Industrial Classification (ANZSIC) code. You can start typing the industry and it will appear in the menu. Select one ANZSIC code. Please take the time to make sure it is as accurate as possible.

* + - 1. **Select the priority trade area that may apply to your business:**

This question is optional and will help Austrade link your business with other trade support services. Based on your answer, Austrade may contact you to offer additional trade support services to your business.

[ ]  Agrifood

[ ]  Critical and enabling technologies

[ ]  Defence capability

[ ]  Education and skills

[ ]  Green economy

[ ]  None of the above

* + - 1. **What is your business or entity name (if different to the registered business name)? If you are applying as a trustee on behalf of a trust, this should be the business or entity name of the trustee.**

If you have a new entity name or operate using a name that is not listed on the ABR register, enter this information in the space provided.

* + - 1. **Did your business have an alternative name that is not listed on the ABR register or business name history? Yes/No**

If ‘yes’ – Questions 13 and 14 require a response.

* + - 1. **When did you change your business name?**

Enter date in format DD/MM/YYYY.

* + - 1. **What was the previous business name?**

Enter this information in the space provided.

* + - 1. **Prior grants**

In accordance with EMDG Rules 10 and 48, Austrade will not pay a grant in respect of more than 8 financial years**\*** and/or when total grants exceed $770,000.

**\***Tier limits apply from Round 4. See section 4.1.1.5 of the Grant Guidelines for further information.

**Disclaimer:** This is a direct search from the Austrade system. The details only display grants paid from 1 July 1990 to the same Australian Business Number (ABN). The information will not reflect any amounts that you may have been asked to repay or if your business is subject to organisational restructuring as per the EMDG Act and Rules.

Please check your grant history to ensure it is accurate prior to submitting your grant application. Should you have any questions about your grants history, please contact us at emdg.help@austrade.gov.au or on 13 28 78.

While SME applicants can receive EMDG for up to 8 financial years, amendments to the rules introduce a change to the method of calculating eligible grant years.

From Round 4, grant years will be calculated based on a business entering into a grant agreement, rather than on grants paid. See section 4.1.1.5-6 of the Grant Guidelines for further information.

* + - 1. **At the time of applying, I declare that during the current income year (2024-25) and the previous 2 income years I have been compliant with all the relevant Australian Taxation Office (ATO) legislation, rulings and guidelines. Yes/No**

If ‘yes’ – you must prove your compliance. You are required to upload one of the following documents for both the 2022-23 and 2023-24 financial years:

[ ]  Business Activity Statement

[ ]  Notice of Assessment

[ ]  Statements of Account

[ ]  Details of your payment plan (if you are currently on an ATO payment plan)

If ‘no’ – this is a declaration that you have not complied with your obligations under taxation laws as per Rule 13(1) of the EMDG Rules.

You are **not** eligible to apply for a grant if you or any associate/s of the applicant business is not compliant with all relevant Australian Taxation Office (ATO) legislation, rulings and guidelines.

* + - 1. **Are you currently under insolvency administration? Yes/No**

If the application is on behalf of a trust, the response must be for the trustee of the trust.

If ‘yes’ – this is a declaration that you are currently under insolvency administration or, if the application is on behalf of a trust, that the trustee of the trust is under insolvency administration.

You are **not** eligible to apply for a grant if you or any associate/s of the applicant business is subject to insolvency administration.

* + - 1. **Have you had any outstanding disqualifying convictions? Yes/No**

If ‘yes’ - this is a declaration that you have one or more outstanding disqualifying convictions as per Rule 13(4) of the EMDG Rules.

You are **not** eligible to apply for a grant if you or any associate/s of the applicant business has any outstanding disqualifying convictions.

* + - 1. **What is the total number of Australian-based employees in your business as at the end of the last Australian financial year (2023-24)?**

Include all full and part-time employees, contractors and working directors based in Australia.

* + - 1. **What is the total number of overseas-based employees in your business as at the end of the last Australian financial year (2023-24)?**

Include all full and part-time employees, contractors and working directors based overseas.

* 1. Applicant business structure
		+ 1. **Were you part of a group of related companies as at the end of the last Australian financial year (2023-24)? Yes/No**

If ‘yes’ – include all holding companies and all subsidiaries, as well as overseas registered companies in that corporate group. Enter this information in the provided fields. Please note there is no upload functionality for this question.

* + - 1. **Are you carrying on a business, or have you bought a business or a part of a business, or acquired significant assets from any other person/business that has or may have received an EMDG grant? Yes/No**

If ‘yes’ – provide the name of the previous business and ABN, if known.

* + - 1. **Provide names of company directors or partners in the partnership during the last Australian financial year (2023-24).**

Enter given name and surname of company directors.

* + - 1. **Have any of the directors or partners that were recorded as office holders during the last Australian financial year (2023-24), ever been involved with any other businesses that has previously applied for an EMDG grant? Yes/No**

If ‘yes’ – provide the name of the previous business and ABN.

* 1. First Nations organisation
		+ 1. **Is your organisation First Nations owned? Yes/No**

If ‘yes’ – an organisation is considered a First Nations organisation if it is at least 51% owned by an Aboriginal person(s) and/or a Torres Strait Islander person(s).

Please note that promotion, sale and/or export of First Nations-created eligible products does not immediately qualify an organisation as First Nations owned.

* + - 1. **Is your organisation First Nations controlled? Yes/No**

If ‘yes’ – an organisation is considered First Nations controlled where at least 51% of the organisation’s board or management committee is Indigenous.

Austrade may contact you for a specific case study to raise awareness of EMDG to other Indigenous organisations.

Please note that promotion, sale and/or export of First Nations-created eligible products does not immediately qualify an organisation as First Nations controlled.

* + - 1. **I consent for Austrade to share my First Nations organisation status with other government organisations.**

If you have answered ‘yes’, to either Question 24 or 25, confirm (by ticking the box) if you want Austrade to share your contact details and First Nations status with other government organisations that provide trade facilitation and business assistance services.

‘I agree that my contact details and First Nations status may be shared with other government bodies for trade facilitation or business support purposes, e.g. Export Finance Australia, the Department of Foreign Affairs and Trade or other government agencies.’

1. Eligible tiers
	1. Grant agreement tiers
		1. Tier 3 agreement

Tier 3 applicants must be seeking EMDG funding to assist them in growing their export promotional activity for eligible products within **new key** export markets. If you are not seeking to grow your export promotional activity within **new key** export markets, you are **not** eligible to apply for this tier. See section 5.1.2 of the Grant Guidelines for more information.

* + - 1. **Are you exporting eligible products? Yes/No**

If ‘yes’ – Questions 29(a) and 29(b) require a response and you must provide at least 2 export sale invoices of your eligible product(s) issued over the course of the 2023-24 financial year. One of the invoices must be within 18 months of the application.

If ‘no’ – you are **not** eligible to apply for Tier 3.

**29(a). Provide the month and year of your most recent export.**

Enter date in format MM/YYYY.

**29(b). Provide details of your export income by market for the last (2023-24) financial year.**

By order of value (highest earning market first), list the markets that your business is currently exporting to, up to a maximum of 10 markets.

Your selected markets here must be markets that you have previously exported to. These export markets must **not** match your **new key** export markets that you selected in Question 2.

**Existing export markets**

| **Market** | **Earnings A$** |
| --- | --- |
|  | $ |
|  | $ |
| **Total** | **$** |

* + - 1. **Are you seeking to expand your export promotional activity for eligible products to new export markets? Yes/No**

If ‘yes’ – provide further details in the Plan to market section.

If ‘no’ – you are not eligible for Tier 3 as you are not seeking to expand your export promotional activity.

* + - 1. **Are you making a strategic shift in the marketing of eligible products? Yes/No**

A ‘strategic shift’ is a change in your business strategy including operational and/or supply chain readiness that supports changing your marketing or promotional activities to target a new export market. A market is defined as a single economy and cannot be new geographic location within an existing market (i.e. expanding to the west coast of USA when you’re already marketing in the east coast of USA).

If ‘yes’ – provide further details in the Plan to market section.

If ‘no’ – you are **not** eligible to apply for Tier 3 as you are not making a strategic shift in the marketing or promotional activities of your eligible products to new export markets.

* + - 1. **Do you have a designated connection to eligible products? Yes/No**

You must have a designated connection to the eligible product for your promotional activity expenses to be eligible.

Refer to section 5.3.3 of the Grant Guidelines for further information.

If ‘yes’ – explain how you have a designated connection to your eligible products.

If ‘no’ – you are **not** eligible to apply for Tier 3.

1. Plan to market your eligible products, and your planned eligible expenses
	1. Plan to market questions

Applicants are required to market eligible products. If you do not complete the plan to market questions, you are not eligible to apply for a grant.

Your plan to market must be unique, high-quality and specific to your business. It must 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 plan to market responses that are copied from another business or submit generic marketing plan responses. If you do, your application will be deemed ineligible.

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

Provide a detailed description.

* + - 1. **What was the value (full cost) of your export promotional activity expenditure on eligible products in the previous financial year (2023-24)?**

Provide an amount.

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

The response to this question needs to align with the below planned expenditure table.

Provide a detailed description.

* + - 1. **Describe the business goals you seek to achieve through your export promotional activities and how you will measure your export success.**

(For example, 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.)

Provide a detailed description.

* + - 1. **Describe your experience, capability and preparation to diversify into the new export market(s).**

Provide a detailed description.

* + - 1. **Describe how you will expand your existing export promotional activities to new ‘key’ export market(s).**

Refer to Attachment 1 of the Grant Guidelines for a list of eligible ‘key’ export markets.

Provide a detailed description.

* + - 1. **Describe how you will make a strategic shift in your export promotional activities to new ‘key’ export market(s).**

Refer to section 4.1.1.3 of the Grant Guidelines for the definition of strategic shift.

Provide a detailed description.

* 1. Eligible expenses
		+ 1. **Complete the table to show your planned eligible promotional activities and associated eligible expenditure that you intend to undertake in 2025-26 and 2026-27.**

Refer to section 5.3 of the Grant Guidelines for guidance on eligible expenditure.

**Note:**

* Your total minimum planned eligible expenditure cannot be less than $40,000 per financial year.
* You must provide a copy of your current bank statement with your application to demonstrate that you have at least $20,000 per financial year of your own funds to match the minimum grant of $20,000 per financial year.
* The minimum capacity to spend and the minimum grant thresholds do not apply to Representative body applicants.
* The maximum grant amounts per grant tier are:
	+ Tier 1 – Up to $30,000 per financial year
	+ Tier 2 – Up to $50,000 per financial year
	+ Tier 3 – Up to $80,000 per financial year
	+ Representative bodies – Up to $50,000 per financial year
* Your *Total planned eligible expenditure* will be automatically calculated in the table as the sum of the amounts you entered for each planned eligible expenditure category.
* Your *Total planned eligible expenditure* cannot be more than double the maximum grant amount for the relevant tier.
* Your *Total grant amount sought* per financial year is calculated as 50% of your planned eligible expenditure up to the maximum grant amount per tier. You can only receive a grant for eligible expenditure.
* You must match the *Total grant amount sought* with your own funds.
* Please double check your *Total grant amount sought* and ensure that you can match the grant with your own funds.
* Your *Total grant amount sought* cannot be less than $20,000 per financial year for Tiers 1, 2 and 3.
* If you end up spending less than $20,000 per financial year on your eligible promotional activities, you will not receive a grant payment. You may be asked to repay the grant for the relevant financial year if you already received it.
* Note the definition of eligible expenses has been updated. Please check what you plan to do continues to be eligible.

**Planned eligible expenditure**

| **Planned eligible expenditure category** | **2025-26****Planned eligible expenditure amount****A$** | **2026-27****Planned eligible expenditure amount****A$** |
| --- | --- | --- |
| Maintaining a representative in a foreign country  |   |   |
| Short trips to a foreign country  |   |   |
| Consultants  |   |   |
| Short trips within Australia  |   |   |
| Foreign buyer visits  |   |   |
| Soliciting for business in a foreign country  |   |   |
| Free samples  |   |   |
| Promotional and advertising material  |   |   |
| Intellectual property rights  |   |   |
| Approved export training activities – Representative bodies  |   |   |
| Export training activities – Tier 1 applicants  |   |   |
| **Total eligible expenditure per financial year** | **$**  | **$**  |
| **Total grant amount sought per financial year** | **$** | **$** |

Declaration on planned eligible expenditure

[ ]  I declare that I have the minimum $20,000 per financial year to match the minimum grant of $20,000 per financial year.

[ ]  I declare that I can match the *Total grant amount sought* and can provide further information to substantiate the budgeted planned expenditure per financial year.

[ ]  I declare and understand that if I spend less than $20,000 per financial year on eligible promotional activities, I will not receive a grant payment. I may be asked to repay the grant for the relevant financial year if I already received it.

[ ]  I declare that I do not intend to seek grant funding for ineligible expenses. Ineligible expenses include those that are:

* covered by other financial assistance schemes and grant programs
* related to a product where the sale or export of products contravenes Australian law. This includes all sanctions under the Charter of the United Nations Act 1945 and its regulations, the Autonomous Sanctions Act 2011 and the Autonomous Sanctions Regulations 2011. Information on Australia’s sanctions can be found at: [dfat.gov.au/international-relations/security/sanctions/Pages/sanctions](http://www.dfat.gov.au/international-relations/security/sanctions/Pages/sanctions)
* for the purpose of soliciting sponsorship for an event
* capital in nature unless they are related to grant, registration or extension of rights for an intellectual property
* related to trade with New Zealand
* paid or are entitled to be paid
* incurred in payment of an Australian law, levy or charge (except Australian departure tax)
* sales related, e.g. a commission, a discount or credit for sales of an eligible product or salaries, retainers or fee paid by reference to sales or other commercial transactions
* a normal part of remuneration (including payment to individuals normally employed by the grantee, or a related entity of the grantee; a company director; a partner; or a trustee)
* related to an illegal or unlawful activity
* likely to have a detrimental impact on Australia’s trade reputation
* related to engaging a grant agent or a third party to assist you with completing an application and/or manage your reporting obligations during the life of the grant agreement
* made by representative bodies if incurred for a member of the representative body that is an EMDG grantee at the time.
	1. 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/pricing-costs-and-finance/export-grants-and-programs/get-export-ready-for-export-market-development-grants). The toolkit is designed to assist businesses to strengthen their export capabilities. Based on your answers, Austrade may contact you to offer additional trade support services to your business.

* + - 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.**

Provide a detailed description.

* + - 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?**

Provide a detailed description.

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

Provide a detailed description.

* + - 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?**

Provide a detailed description.

* + - 1. **Why did you** [**select your target**](https://export.business.gov.au/find-export-markets) **export markets? (select from the following)**

[ ]  We have received enquiries from potential customers

[ ]  The market presents good prospects for our eligible products

[ ]  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](https://export.business.gov.au/pricing-costs-and-finance/export-grants-and-programs/get-export-ready-for-export-market-development-grants) 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](https://export.business.gov.au/pricing-costs-and-finance/export-grants-and-programs/get-export-ready-for-export-market-development-grants) 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 eligible products

[ ]  Other reasons (please specify)

* + - 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)

* + - 1. **How will you** [**compete**](https://export.business.gov.au/find-export-markets/competitor-analysis) **in your target export markets?**

Provide a detailed description.

1. Eligible products
	* + 1. **Are you seeking to export or promote to overseas buyers one or more of the following eligible products?**

Refer to section 5.2 of the Grant Guidelines for guidance on eligible products.

You may select multiple categories of eligible products. You must respond to questions specific for the selected eligible products. Eligible products must satisfy the conditions prescribed in the EMDG Rules.

[ ]  Goods

[ ]  Tourism services

[ ]  Services other than tourism

[ ]  Events

[ ]  Intellectual Property/know-how

[ ]  Software

* + - 1. **Provide a comprehensive description of the eligible products you intend to market in a foreign country.**

Provide a detailed description.

* 1. Goods
		+ 1. **Are the goods made in Australia? Yes/No**

For a good to be eligible, it must be of substantially Australian origin.

If ‘yes’ – Question 50(a) requires a response.

**50(a). Do the goods meet at least one of the following requirements? Yes/No**

* Primary produce, or mainly made from primary produce (that is mined, harvested, raised or fished) within Australia
* Manufactured or assembled in Australia partly or wholly from imported materials or components that, in Australia, undergo or are part of a process or operation that:
	+ results in the manufacture of a new product; or
	+ substa­ntially transforms the nature of the materials or components; or
	+ is an important stage in the manufacture of a product to be produced outside Australia using those goods.

If ‘yes’ to 50(a) – you have an eligible good. Proceed to Question 52.

If ‘no’ to 50(a) – you are **not** eligible to apply for a grant as you do not have an eligible good.

If ‘no’ – Question 51 requires a response.

* + - 1. **Do the goods meet *all* the following requirements for goods made outside Australia? Yes/No**
* The assets used to make the goods ready for sale (other than assets used in manufacture) are mainly or substantially based in Australia.
* The activities resulting in the goods being made ready for sale (other than manufacture) are mainly or substantially carried on in Australia.
* A significant proportion of the value of the goods is added in Australia.
* The making of the goods directly generates employment in Australia.

If ‘yes’ to 51 – you are required to attach a Goods made outside Australia submission that addresses these qualifying conditions (template available at [www.austrade.gov.au/EMDG](https://www.austrade.gov.au/australian/export/export-market-development-grants/emdg-from-1-july-2021)) and proceed to Question 52.

If ‘no’ to 51 – you are **not** eligible to apply for a grant as you do not have an eligible good.

* + - 1. **Do the goods that you export include any one of the following? Yes/No**
* The manufacturing or assembly process is partly or wholly from imported materials and components and:
	+ is designed to circumvent rules relating to the origin or origins of the product; or
	+ consists of only grading, packing or sorting the materials or components.
* The goods are pornographic in nature, including pornographic material in publications, films or computer games, or accessible on the internet.
* The activities or products are unlawful.

If ‘yes’ – these goods are excluded. Unless you have another eligible product, you are **not** eligible to apply for a grant. If you have a combination of goods, you must exclude expenses related to marketing these excluded goods from your grant application.

If ‘no’ – you declare that you export goods that are not excluded as per Section 5.2.1.1 of the Grant Guidelines.

* 1. Tourism services
		+ 1. **Is the tourism service supplied in Australia to foreign persons (excluding New Zealanders)? Yes/No**

For a tourism service to be eligible, it must be of substantially Australian origin and supplied in Australia to foreign persons.

If ‘yes’ – Question 53(a) requires a response.

**53(a). Does the tourism service you supply meet at least one of the following conditions? Yes/No**

* passenger transport by land, including vehicle hire (but not a transfer service for foreign tourists)
* passenger transport by water or air
* overnight accommodation unless for a business purpose or study
* tours
* paid admission to:
	+ a place that has one or more outstanding natural features or is of historical interest
	+ a park, nature reserve or botanical garden
	+ a wildlife sanctuary or zoological garden
	+ a museum, art gallery or craft centre
	+ a place that is, or provides, an amenity appropriate to tourists
	+ an event.
* services at a place the main purpose of which is to provide a venue and associated facilities for meetings, conventions and exhibitions
* the services of a restaurant or cafe
* services directly related to the act of gambling in a licensed casino.

If ‘yes’ to 53(a) – you have an eligible tourism service. Proceed to Question 54.

If ‘no’ to 53(a) – you are **not** eligible to apply for a grant as you do not have an eligible tourism service.

If ‘no’ – you are **not** eligible to apply for a grant as you do not have an eligible tourism service.

* + - 1. **Does the service that you export relate to any one of the following? Yes/No**
* migration to Australia, including proceedings or actions to enter or remain in Australia
* adoption, custody or welfare of a child
* proceedings about the maintenance of a person
* proceedings under the *Family Law Act 1975*
* identification, procurement, lease, sale or purchase of assets in Australia (whether tangible or intangible), including cash, real estate, stocks, options or shares
* protection, operation or maintenance of assets held in Australia
* compliance with the laws of Australia
* prostitution
* pornographic material, including pornographic material in publications, films or computer games, or accessible on the internet
* activities or products that are unlawful
* the provision of a gambling service by a person not licensed under an Australian law to provide the service
* any service supplied in Australia to foreign tourists that is not a tourism service
* selection or recruitment of students to work in Australia.

If ‘yes’ – these services are excluded. Unless you have another eligible service, you are **not** eligible to apply for a grant. If you have a combination of services, you must exclude expenses related to marketing the excluded services from your grant application.

If ‘no’ – you declare that you export services that are not excluded as per Section 5.2.2.3 of the Grant Guidelines.

* 1. Services other than tourism
		+ 1. **Is the service supplied to foreign persons (excluding New Zealanders) in or outside Australia? Yes/No**

For a service other than tourism to be eligible, it must be of substantially Australian origin and supplied to foreign persons.

If ‘yes’ – Question 55(a) requires a response.

**55(a) Does the service you supply meet at least 3 of the following conditions? Yes/No**

* The assets used to make the services ready for sale or supply are mainly or substantially based in Australia.
* The activities resulting in the services being made ready for sale or supply are mainly or substantially carried on in Australia.
* For services supplied outside Australia – a significant proportion of the value of the services is added in Australia.
* The supply of the services directly generates significant employment in Australia.

If ‘yes’ to 55(a) – you are required to attach a Services other than tourism submission that addresses these qualifying conditions (template available at [www.austrade.gov.au/EMDG](https://www.austrade.gov.au/australian/export/export-market-development-grants/emdg-from-1-july-2021)) and proceed to Question 56.

If ‘no’ to 55(a) – you are **not** eligible to apply for a grant as you do not have an eligible service.

If ‘no’ - you are **not** eligible for a grant as you do not have an eligible service.

* + - 1. **Does the service that you export relate to any one of the following? Yes/No**
* migration to Australia, including proceedings or actions to enter or remain in Australia
* adoption, custody or welfare of a child
* proceedings about the maintenance of a person
* proceedings under the *Family Law Act 1975*
* identification, procurement, lease, sale or purchase of assets in Australia (whether tangible or intangible), including cash, real estate, stocks, options or shares
* protection, operation or maintenance of assets held in Australia
* compliance with the laws of Australia
* prostitution
* pornographic material, including pornographic material in publications, films or computer games, or accessible on the internet
* activities or products that are unlawful
* the provision of a gambling service by a person not licensed under an Australian law to provide the service
* any service supplied in Australia to foreign tourists that is not a tourism service
* selection or recruitment of students to work in Australia.

If ‘yes’ – these services are excluded. Unless you have another eligible service, you are **not** eligible to apply for a grant. If you have a combination of services, you must exclude expenses related to marketing the excluded services from your grant application.

If ‘no’ – you declare that you export services that are not excluded as per Section 5.2.2.3 of the Grant Guidelines.

* 1. Events

For an event to be eligible, it must be of substantially Australian origin and it must be held in Australia or hosted online by an Australian person to international customers.

* + - 1. **Select if the event(s) is/are:**

[ ]  Physically held in Australia

[ ]  Online provided by an Australian person

[ ]  None of the above

You must select one or both options. If you select ‘none of the above’ you are **not** eligible to apply for a grant as you do not have an eligible event.

* 1. Intellectual property or know-how
		+ 1. **Does the intellectual property or know-how relate to a trademark? Yes/No**

For intellectual property or know-how to be eligible, it must be of substantially Australian origin.

If ‘yes’ - Question 58(a) requires a response.

**58(a). Was the trademark first used in Australia or has it increased in significance or value because of being used in Australia? Yes/No**

If ‘yes’ – provide further information to support your answer.

If ‘no’ - you are **not** eligible to apply for a grant as you do not have eligible intellectual property or know-how.

If ‘no’ – Question 59 requires a response.

* + - 1. **Does the intellectual property or know-how relate to any other thing, and is it the result:**

[ ]  Wholly of research or work done in Australia

[ ]  Substantially of research or work done in Australia

[ ]  None of the above

You must select one option only and provide further information to support your answer.

If you select ‘none of the above’ you are **not** eligible to apply for a grant as you do not have eligible intellectual property or know-how.

* 1. Software

For software to be eligible, it must be of substantially Australian origin.

* + - 1. **Is the software a work in which copyright subsists? Yes/No**

Refer to IP [Australia](https://www.ipaustralia.gov.au/) for further information on copyright.

If ‘yes’ - Question 60(a) requires a response.

**60(a). The software is the result:**

[ ]  Wholly of research or work done in Australia

[ ]  Substantially of research or work done in Australia

[ ]  None of the above

You must select one option only and provide further information to support your answer.

If you select ‘none of the above’ you are **not** eligible to apply for a grant as you do not have eligible software.

If ‘no’ - you are **not** eligible to apply for a grant as you do not have eligible software.

1. Application finalisation

You must answer the following questions and add the required supporting documentation.

* 1. Conflicts of interest
		+ 1. **Do you have any perceived or existing conflicts of interest to declare?**

Refer to Section 12.2 of the Grant Guidelines for further information on your conflict-of-interest responsibilities.

If ‘yes’ – describe the perceived or existing conflicts of interest, and how you intend to manage this conflict.

* 1. Supporting documentation

You should use a simple naming convention for your supporting documentation, one that identifies what the document relates to.

The maximum total number of characters for a file name is 144 characters.

The maximum file size is 10MB. Only pdf files are allowed.

You must attach the following supporting documentation, where applicable.

[ ]  Q3 – Profit and loss statement for 2022-23 and 2023-24 financial years

[ ]  Q3 – Balance sheet for 2022-23 and 2023-24 financial years

[ ]  Q7 – Trust deed including any amendments (if applicable)

[ ]  Q17 – Evidence of tax compliance for 2 financial years

[ ]  Q29 – Documentary evidence that you are exporting

[ ]  Q49 – Bank statement

[ ]  Q51 – Goods made outside Australia eligibility submission

[ ]  Q55(a) – Services other than tourism eligibility submission

* 1. Applicant bank details

We can only pay funds directly to the business that will be party to a grant agreement with the Commonwealth.

Provide your organisation’s bank account details for the grant payment:

* BSB number
* financial institution and branch
* account number
* name of bank account.

Please double check this information is correct as Austrade will not be held responsible for funds that are transferred to the wrong bank account as a result of your input error nor spend government funds attempting to recover your funds as a result of your error. EMDG applicants have previously regularly entered incorrect information.

[ ]  I confirm that the bank account details are correct and authorise Austrade to pay grant funds into this bank account.

* 1. Primary contact details
		+ 1. **What is the name of the primary contact for this application?**

You must provide the details of a **primary contact** who is responsible for completing and signing off on the application as an authorised representative of your business or company.

All correspondence (including legal documentation) relating to this application will be directed to this person. If your application is successful, this person will be required to enter into a grant agreement on behalf of the applicant, accept all privacy and confidentiality terms, conditions and requirements, and make the required declarations on behalf of the applicant in the application.

The **primary contact** must be an authorised representative from the organisation applying for the grant, such as:

* the Chief Executive Officer
* the Chief Financial Officer
* a Director
* the Chairman of the Board
* the Registered Company Secretary
* an authorised manager within a business
* the applicant sole trader or partner.

Because the grant agreement is between Austrade and the applicant, it must be entered into by the primary contact person in the applicant’s business and not by a third party or agent. Provide the applicant’s:

* title
* first name
* last name
* position title
* email address
* phone number
* mobile number
* street address
* postal address
* website (if your business has a website, you must provide the web address. If you do not have a website, please provide a URL link to a social media channel that you use for your business).

If you engaged an agent who prepared your application or assisted you in preparing your application, provide your agent’s contact details, including:

* first name
* last name
* business name
* email address
* phone number
* mobile number
* street address
* postal address
* website.
	+ - 1. **Is the address stated in Question 62 your principal place of business in Australia? Yes/No**

For the purpose of this application, ‘principal place of business’ refers to where you currently employ the greatest number of people. For example, you may have a registered place of business in the Sydney CBD, but your manufacturing facility is in regional NSW where you employ 100 people. Therefore, your manufacturing facility is your principal place of business.

If ‘no’ - provide us with the details where this is different to the address of your primary contact at Question 62.

* 1. Declaration by an authorised person

**I declare that:**

* the proposed activities outlined in this application and any associated expenditure has been endorsed by the applicant’s board/management committee or person with authority to commit the applicant to these activities
* the applicant will comply with, and require that its subcontractors and independent contractors comply with, all applicable laws
* the information contained in this application together with any statement provided is accurate and complete and I understand that the giving of false or misleading information is a serious offence under the *Criminal Code Act 1995 (Cth)*
* the business or organisation that I am applying on behalf of does not currently have any outstanding debt with Austrade
* I am not applying for a grant to pay for business-as-usual activities
* I have not conducted business in an unprofessional or unethical manner
* I am not currently under insolvency administration
* I do not have any outstanding disqualifying convictions
* I have complied with all my obligations under taxation laws during the current income year and the previous 2 income years
* I am not included on the National Redress Scheme’s list of *Institutions that have not joined or signified their intent to join the Scheme*
* I am authorised to submit this form on behalf of the applicant and acknowledge that this is the equivalent of signing this application.

**I acknowledge that:**

* all documents that may be relevant to this application will be made available (at the applicant’s expense) to Austrade upon request
* if Austrade is satisfied that any statement made in an application is incorrect, incomplete, false or misleading Austrade may, at its absolute discretion, take appropriate action. I note such action may include excluding an application from further consideration; withdrawing an offer of funding; using the information contained in the application for a fraud investigation, and terminating a grant agreement between the Commonwealth and the grantee including recovering funds already paid
* the information in this application is communicated to Austrade in electronic form
* only the applicant’s primary contact can enter into an agreement with the Commonwealth on behalf of the applicant
* any outstanding debt that my business or organisation holds with Austrade would render the application as ineligible for EMDG funding.

**I (the applicant) understand and accept that:**

* I must enter into a legally binding grant agreement with the Commonwealth before grant funding can be provided
* during and at the conclusion of the grant period, Austrade may request evidence to confirm grant funds have been spent on grant activities
* I may be asked to participate in the periodic evaluation of the services undertaken by Austrade
* I may be contacted by Austrade to participate in case studies
* I will acknowledge the EMDG grant on my business website
* as a registered Australian business with an ABN, I can use the Australia Nation Brand logo alongside my own branding on signage, publications and promotional activities when promoting my business’ (or SME members’) eligible products. Any use of the Australia’s Nation Brand logo must be done in accordance with the Australia’s Nation Brand Guidelines, including all requirements in relation to sizing, colouring, alignment and placement.

[ ]  By marking this box, I agree to all the above declarations and confirm all the above statements to be true.

**Title:**

**Given name:**

**Family name:**

**Position:**

**Date:**

[ ]  I acknowledge Austrade does not accept incomplete applications. I have reviewed the application form for completeness and verified that I have provided all mandatory evidence and supporting documentation prior to submitting the application. I understand that I will not be able to provide information at a later stage and if my application is incomplete, it will be deemed ineligible.