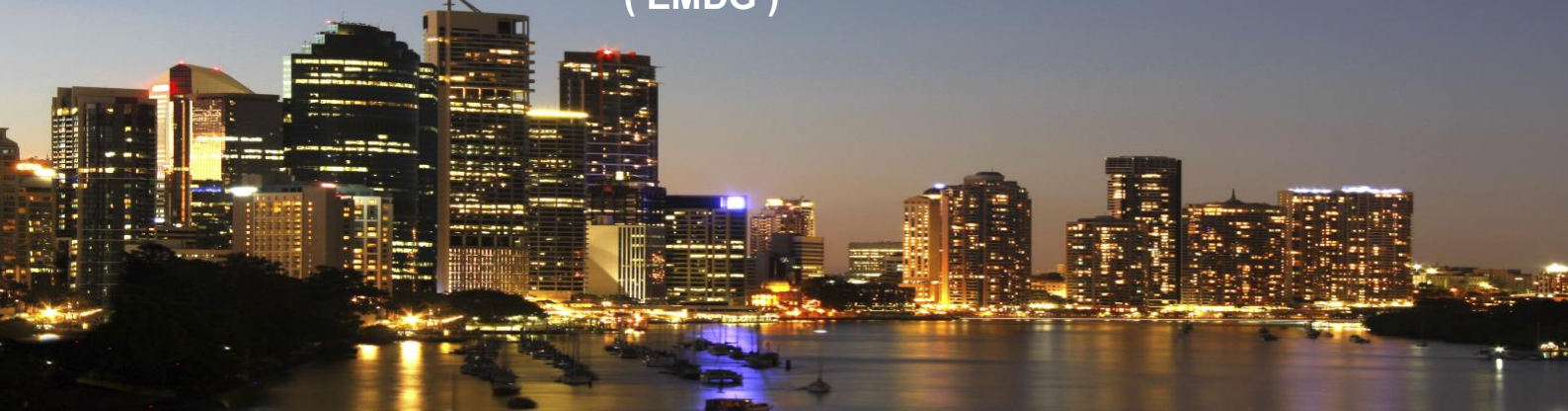


Export Market Development Grant (‘EMDG’)



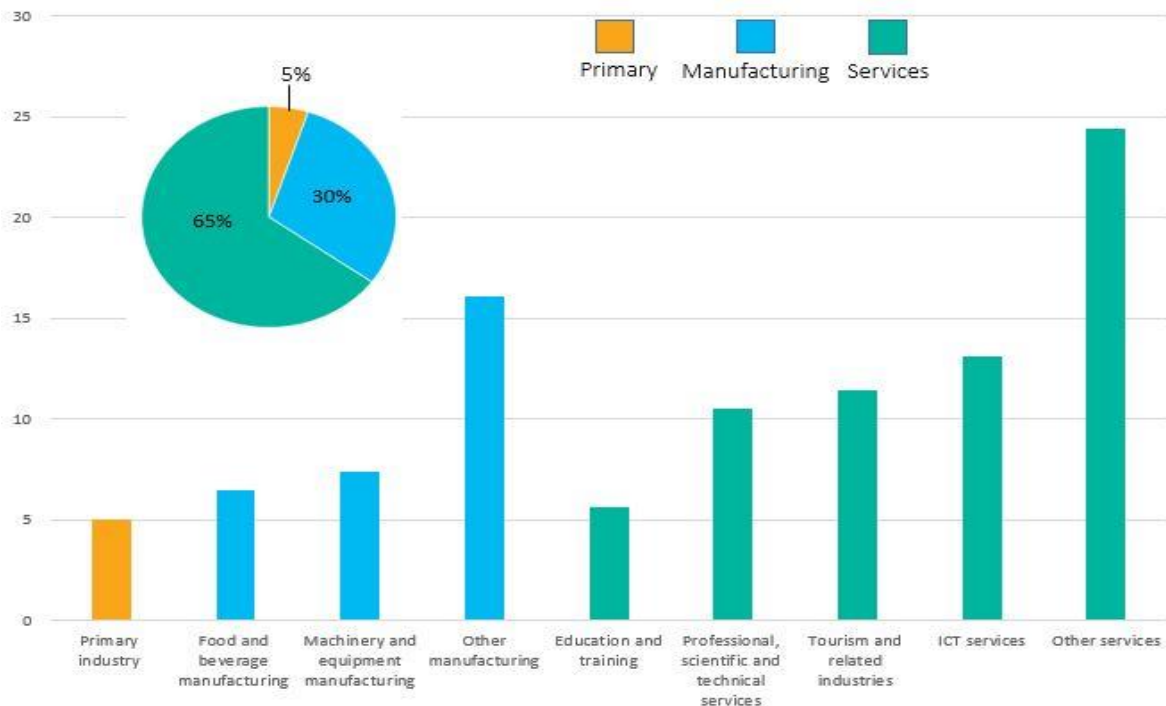
\$60 MILLION INCREASE TO THE EMDG FUNDING

The EMDG scheme is an Australian Government financial assistance program, which is administered by Austrade. The EMDG aims to encourage Australian businesses to develop and/or expand their international presence by providing funding. Recently, the Federal Government announced an increase in funding for the EMDG scheme. Funding for the scheme will increase by \$60 million over three years from 2019–20.

What are the benefits?

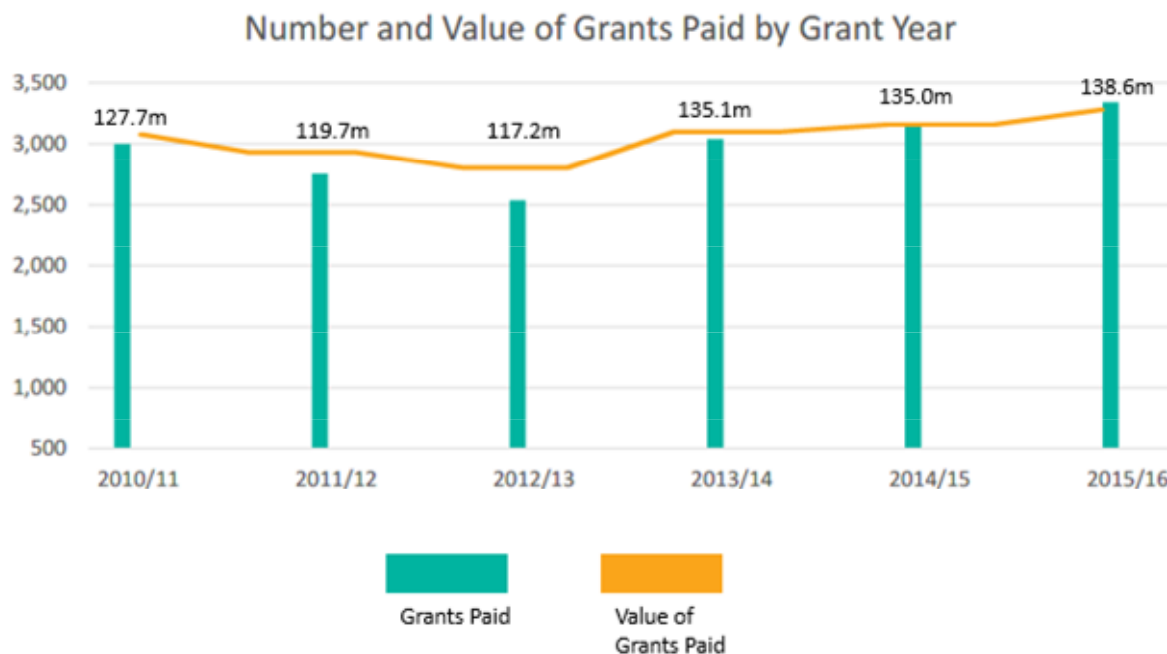
The benefits of the EMDG scheme include reimbursements of up to 50% of eligible export promotional expenses with a potential maximum reimbursement of up to \$150,000. This is provided that the total eligible expenditure incurred is at least \$15,000.

Industry Breakdown



Austrade.gov.au. (2019). *Export Market Development Grants Scheme (EMDG) - Financial Assistance - Austrade*. [online] Available at: <https://www.austrade.gov.au/australian/export/export-grants> [Accessed 28 Jun. 2019].

Export Market Development Grant (cont.)



Australian Trade and Investment Commission (2018). *Export Market Development Grants (EMDG) Scheme*. Canberra: Australia Limited, p.5.

What are the promotional activities supported by the EMDG?

- Overseas representation
- Marketing consultants
- Marketing visits
- IP registration and related insurance
- Trade fairs, seminars, In-store promotions
- Promotional literature and advertising

Eligibility requirements for EMDG

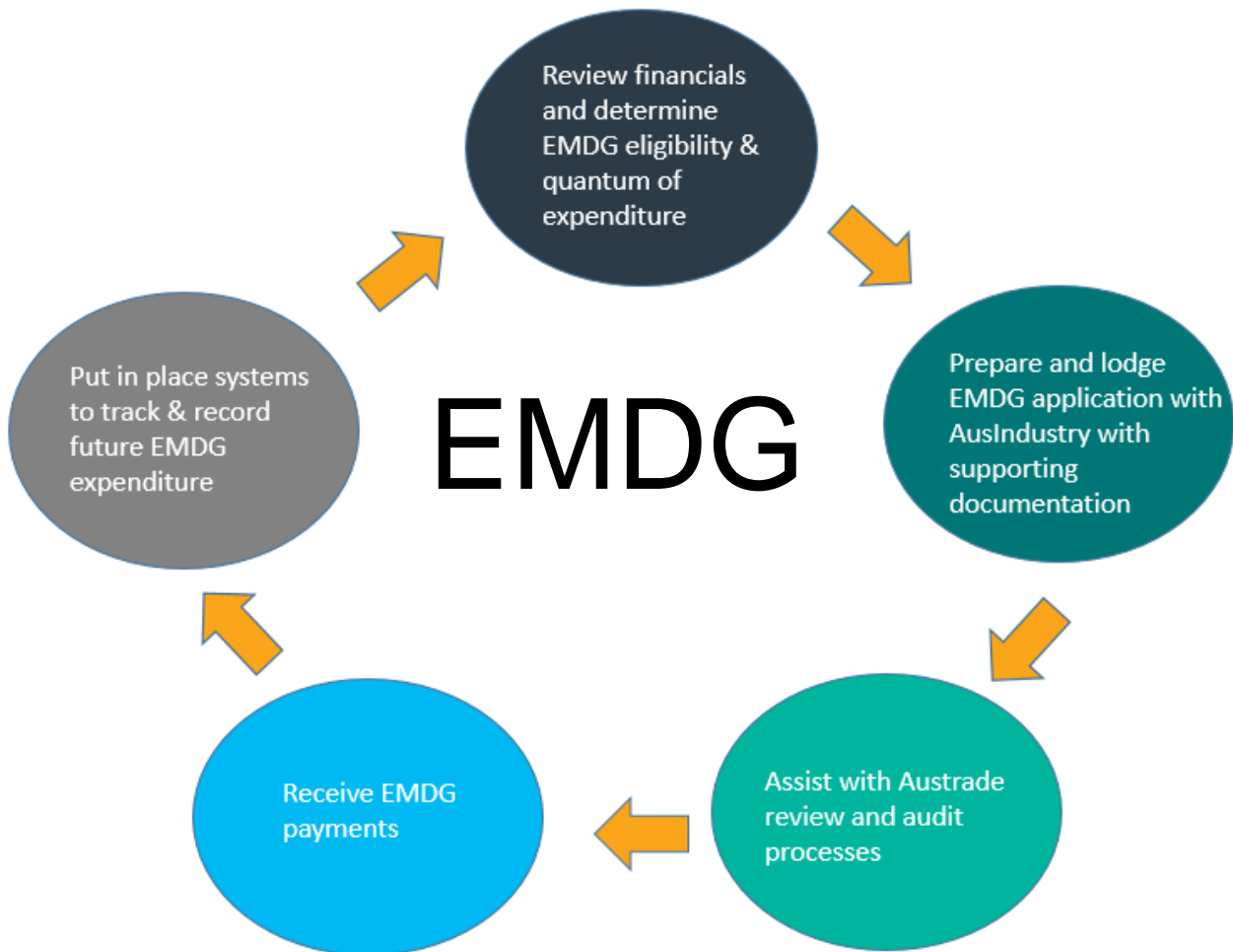
An Australian entity who has carried out eligible export promotion activity/activities during the year, may apply for the EMDG. To be eligible, the entities must satisfy the following criteria:

- An income of no more than \$50 million within the financial year when the expenses were occurred;
- Incurred a minimum of \$15,000 of eligible export expenses. Where applicants are applying for the first time, they may combine two years' worth of eligible expenses; and
- Must 'own' the product being promoted (principle status for the export business).

The business' applying must have promoted a product for export and it must be one of the following:

- A good made in Australia; or a good made outside Australia where Australia will derive a significant net benefit from its sale overseas;
- All services except those specified as ineligible in the EMDG regulations;
- A tourism service;
- A conference or event held in Australia;
- An intellectual property right that mainly resulted from work done in Australia;
- A trademark that was owned, assigned or first used in Australia; and
- A know-how that mainly resulted from work done in Australia.

The EMDG Process in a Nutshell



How we can help

Pitcher Partners can assist you with undertaking a detailed analysis of your financials. This will identify potential EMDG expenditure to put forth in a claim.

Austrade has awarded Pitcher Partners 'Quality Incentive Program' (QIP) status after a rigorous process which confirmed that our EMDG claim submissions are of the highest calibre. In order to be an eligible QIP consultant, a consultant must maintain a claim adjustment range below five percent. That is, the maximum level of adjustments to the EMDG applications during the Austrade audit process should be no more than five percent.

If you have any further questions or queries please contact one of Pitcher Partner's friendly team members.

Making business *personal*



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Pitcher Partners has the resources and depth of expertise of a major firm, but with a smaller firm feel. We give our clients the highest level of personal service and attention.

Pitcher Partners is an association of independent accounting and business advisory firms located in Adelaide, Brisbane, Melbourne, Newcastle, Perth and Sydney. We have a strong reputation for providing personal service and quality commercial advice to our clients across a broad range of industries.

We specialise in providing services to family controlled, privately owned and small public businesses as well as high net worth individuals, the public sector and not-for-profit organisations. Our clients require high technical standards, matched with a personal understanding and involvement in their affairs.

Pitcher Partners is also an independent member of Baker Tilly International, one of the world's leading networks of independently owned and managed accountancy and business advisory firms. Our strong relationship with other Baker Tilly International member firms has allowed us to open many doors across borders for our clients.

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EMDG Grant