

EMDG Fact Sheet

What can you claim for the 2017/18 grant year?

The Export Market Development Grants (EMDG) scheme provides reimbursement of approximately 50% of the eligible export market development expenditure with a maximum grant amount of AUD \$150,000 per annum. The EMDG scheme is a Government program that provides substantial cash rebates for overseas marketing and promotion expenditure and is designed to encourage Australian exporters to develop overseas markets for their goods and/or services (including tourism and education).

Applicants must be Australian resident entities with a total annual turnover of less than AUD \$50 million and must have spent at least AUD \$15,000 in overseas marketing.

You may claim for expenditure incurred on specific export promotional activities undertaken in a financial year. Applications for the EMDG open on 1 July for expenses that relate to the most recent financial year.

There are 8 categories of promotional activities that can be claimed...

01 Overseas Representatives

You can claim:

- all reasonable costs that you pay to have an overseas representative act on your behalf on a long-term basis to market/promote your product.
- the portion of the fee or expense paid to your overseas representative that relates to promotion of your Australian products. You cannot claim the costs of non-promotional activities your representative carries out for you such as supplying after-sales service, post-contractual training, sourcing of products, arranging clearance, warehousing or collection of goods, importing or promoting products from other countries.
- a maximum of AUD \$200,000 per application is claimable under this category. However you should include all eligible expenses that you wish to claim in your application to ensure your grant is maximised.

Note: AusTrade conducts detailed checks on overseas representative claims and may contact your representative by phone or in person as part of these checks. If you are claiming expenses for overseas representatives, you may be asked to provide additional supporting documentation with your application form.

02 Marketing Consultants

You can claim:

- the cost of engaging an arms length consultant to undertake export market research or marketing activities.
- a maximum of AUD \$50,000 per application is claimable under this category. However you should include all eligible expenses that you wish to claim in your application to ensure your grant is

03 Marketing Visits

You can claim:

- the cost of air travel during the marketing visit, including departure taxes (only 65 per cent of first-class airfares may be claimed).
- an allowance of AUD \$350 per day while you are overseas to help defray accomodation, entertainment, living expenses and ground transport costs (capped at 21 days).

04 Free Samples

You can claim:

- the cost of providing free samples of the product you are promoting for export capped at AUD \$15,000.

05 Trade Fairs & Seminars

You can claim:

- the cost of participating in an international trade fair, seminar, in-store promotion, international forum, private exhibition, or similar activity.

06 Promotions & Advertising

You can claim:

- external costs of promotional material, such as brochures, videos, advertising and website development.

07 Overseas Buyers

You can claim:

- the cost of bringing potential buyers who are non-residents to Australia for an approved export promotion purpose.
- up to a maximum of AUD \$7,500 per buyer per visit.
- up to a maximum of AUD \$45,000 per application.

08 Registration and/or insurance of eligible intellectual property

You can claim:

- the cost of granting, registering or extending rights under foreign laws in relation to eligible intellectual property (up to a maximum of AUD \$50,000 per application).
- the cost of insurance premiums paid for protection against possible infringement, in countries outside Australia, of eligible intellectual property.

To be able to claim EMDG for any of the above activities:

- you must have spent the funds to seek out, create demand for or develop an export market for your product
- you must be the intended principal in export transactions (exemptions apply for manufacturers, Approved Body status applicants, events promoters, suppliers to inbound tour operators or in situations where a company closely related to the applicant owns the product intended for export)
- the expense must have been paid by you during the financial year (ie. it must be taken up as an expense in your books of account, not just in consolidated accounts or in the accounts of a related entity)
- the item paid for must have been provided to you.
- you must have evidence of the expense and of what it was incurred for (ie. invoices, bank statements, etc.)
- if you are claiming expenses under the overseas representatives or marketing consultants categories, you must have documentary evidence that shows the role and function of the representative or consultant
- you must have evidence of the expense and what it was incurred for. This may include documents such as invoices or bank statements