Export Market Development Grants – Grant Guidelines  
  
Round 4 (2025-26 to 2026-27)



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| --- | --- |
| **Opening date:** | As advised on the Austrade website, EMDG online portal and [GrantConnect](#GrantConnect) |
| **Closing date:** | When grant funding has been allocated |
| **Commonwealth policy entity:** | Australian Trade and Investment Commission (Austrade) |
| **Administering entity** | Austrade |
| **Enquiries:** | Visit [austrade.gov.au/EMDG](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html) |
| **Date guidelines released:** | 13 August 2024 |
| **Type of grant opportunity:** | Demand-driven (Eligibility-based)  Assessments are undertaken in the order of receipt of applications.  The grant round will close once the grant funds have been fully allocated in each tier with some allowance for ineligible or withdrawn applications or non-acceptance of grant agreements.  The grant round covers a two-year period, with grant agreements offered to successful applicants for up to two years for 2025-26 and 2026-27. |

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1. Export Market Development Grants process

**The Export Market Development Grants (EMDG) program is designed to achieve Australian Government objectives**

EMDG aims to bring benefits to Australia by encouraging the creation, development, expansion and diversification of foreign markets for Australian products by providing targeted financial assistance for marketing and promotional activities to Australian small and medium sized enterprises (SMEs) and their representative bodies. ‘Eligible products’ is defined in section 13 of the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text).



**The grant opportunity opens**

We publish the grant guidelines on [austrade.gov.au](https://www.austrade.gov.au/) and [GrantConnect](https://www.grants.gov.au/). Applications open on the [EMDG online portal](https://emdg.austrade.gov.au/login?returnUrl=%2F), which can also be accessed via the Austrade website. Applications may open for specific tiers on different dates. Information regarding opening dates will be communicated on the Austrade website, the EMDG online portal and GrantConnect.



**You complete and submit a grant application**

You complete the online application form, addressing all the eligibility criteria and requirements and describe your planned activities for up to two years for 2025-26 and 2026-27. You must submit your completed application before the round closes. We will close the online portal to applications once the funding has been fully allocated to each tier. To manage expectations, we will regularly communicate the status of the total funding allocation and by tier on the Austrade website and on the EMDG online portal.



**We assess your grant application**

We assess the applications against eligibility criteria outlined in these Grant Guidelines and relevant Commonwealth legislation. We will assess applications in the order they are received until the funding is fully allocated. Even if you lodge your application prior to the closure of the online portal, funds may be fully allocated and you may not be successful.



**Grant decisions are made**

The [decision maker](#Delegate) (the CEO of Austrade or delegate) makes a decision on each application.



**We notify you of the outcome**

We advise you of the outcome of your application. We may not notify unsuccessful applicants until grant agreements have been executed with successful applicants.



**We enter into a grant agreement**

A grant agreement setting out the terms and conditions for the grant will be provided to successful grant applicants. This grant agreement will include the maximum amount of funding you may receive.



**Delivery of grant**

You undertake your marketing and promotional activities and incur eligible expenditure as set out in your grant agreement. To receive the maximum grant amount in a financial year as set in your grant agreement you must first meet the minimum capacity to spend requirement and spend at least double your approved maximum grant amount on eligible expenditure. Representative bodies need to spend at least double your approved maximum grant amount on eligible expenditure.



**Grant payments**

Your grant agreement will set out when your grant payments will be made and what you must do to receive those payments. We will work with you to monitor your progress and manage the payments in accordance with your grant agreement.We may pay a proportion of your grant funding prior to the commencement of the grant activity.



**Improving the program**

We evaluate the overall performance of the program. We base this on information that you and other grantees provide to us and that we collect from various sources.

* 1. Introduction

These Grant Guidelines (the guidelines) contain information for Round 4 of the Export Market Development Grants (EMDG) program (the program).

The Australian Trade and Investment Commission (Austrade) is responsible for administering the program. Austrade (we) will publish the opening dates for this grant opportunity and any other relevant information on [austrade.gov.au](https://www.austrade.gov.au/) and [GrantConnect](https://www.grants.gov.au/).

We may open and close the grant round to specific [tiers](#Tiers) at different times. We will close the grant round once the grant funds have been fully allocated to each tier with some allowance for ineligible, withdrawn or non-acceptance of grant agreements. We will advise of closure of the grant round on our website and the EMDG online portal.

You must read this document before applying for a grant. This document sets out:

the purpose of the grant opportunity

eligibility criteria for applicants and grantees, export products and expenses, with reference to the governing legislation

how we consider and assess grant applications

how we notify applicants, enter into agreements with grantees and make payments

how we monitor and evaluate grantees

responsibilities and expectations in relation to the grant opportunity.

These guidelines must be read in conjunction with the:

[*Export Market Development Grants Act 1997*[[1]](#footnote-2)](https://www.legislation.gov.au/Details/C2021C00244)(the EMDG Act), and

[*Export Market Development Grants Rules 2021*](https://www.legislation.gov.au/F2021L00509/latest/text)[[2]](#footnote-3) (the EMDG Rules).

In these guidelines, unless a contrary intention appears, all defined terms have the meanings given to them in the EMDG Act, the EMDG Rules and the list of definitions. To the extent of any inconsistency, the EMDG Act and the EMDG Rules prevail over the guidelines.

We also consider our obligations under the *Public Governance, Performance and Accountability Act 2013* (the PGPA Act)[[3]](#footnote-4) and *Commonwealth Grant Rules and Principles*[[4]](#footnote-5) (CGRPs).

We may update these guidelines from time to time, so you should make sure you have the current version from the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/guidelines-and-legislation).

1. About the grant program

This grant opportunity (EMDG Round 4) covers a two-year period, with grant agreements offered to successful applicants for up to two years from 2025-26 to 2026-27.

The objective of the EMDG Act is to bring benefits to Australia by encouraging the creation, development, expansion and diversification of foreign [markets](#Market) for Australian products. This is done by providing targeted financial assistance for promotional activities and the development of marketing skills to Australian SMEs and their representative bodies.

The objectives of the program are to:

Support more SMEs to become exporters and for existing exporters to expand their export activities

Support diversification activities by exporters

Increase export marketing and promotional skills of SMEs and representative bodies

Increase export promotional activities undertaken by EMDG recipients beyond their current activities.

The intended outcomes of the program are:

Australian businesses are exporting to a diverse range of foreign markets

SMEs have the skills to undertake export marketing and promotional activities

Representative bodies undertake export marketing and promotional activities and/or provide export training that enhances SME export activities

EMDG recipients are undertaking marketing and promotional activities that result in export sales and broader benefits for Australia, such as employment opportunities.

This grant program contributes to Austrade’s Budget Portfolio Outcome 1.

We administer the program according to the *CGRPs*.

* 1. About the EMDG grant opportunity

For EMDG Round 4, the grant round will close when the funding has been fully allocated, with applications assessed in the order they are received (see Section 3.1).

The EMDG program is for eligible SMEs and representative bodies to undertake marketing and promotional activities or export training to create, develop, expand or diversify their products in foreign markets.

Grants must be used for the purposes of the program as outlined in Section 2.

Grantees must meet all eligibility requirements outlined in Section 4.

* + 1. Small and medium sized enterprises

If you are a SME, you may be eligible to apply for a grant in one of the three tiers outlined below. The tier you apply for will depend on your business’ export goals, current exporting status, and ability to meet eligibility requirements.

To be eligible you must be an Australian business and meet all the eligibility criteria (Section 4). You must have an eligible product(s) that is ‘of substantially Australian origin’ (Section 5) and you must be either exporting or ready to export that product(s).

* + - 1. Tier 1 – Ready to export

The objective of Tier 1 is to support SMEs that are ready to start exporting [eligible products](#Eligible_products) to foreign markets for the first time.

You may be eligible for a Tier 1 grant if you:

meet all eligibility criteria outlined in Section 4

have not previously exported

have either successfully completed recognised export training activities, (listed on the [Go Global Toolkit website](https://export.business.gov.au/pricing-costs-and-finance/export-grants-and-programs/get-export-ready-for-export-market-development-grants)) and/or an [approved test by Austrade](https://export.business.gov.au/pricing-costs-and-finance/export-grants-and-programs/get-export-ready-for-export-market-development-grants) for assessing export capability and knowledge.

* + - 1. Tier 2 – Exporting within existing markets

The objective of Tier 2 is to support SMEs to increase their exports within existing markets that they are currently exporting to.

You may be eligible for a Tier 2 grant if you:

meet all eligibility criteria outlined in Section 4

are exporting [eligible product(s)](#Eligible_products), demonstrated by export revenue

are expanding your export marketing and promotional activities for the product(s) within existing markets.

You must be expanding your exporting marketing and promotional activities, and not applying for a grant to pay for a [business-as-usual activity](#Business_as_usual_activity).

* + - 1. Tier 3 – Exporting to new markets

The objective of Tier 3 is to support SMEs to diversify (defined as a [strategic shift](#Strategic_shift)) their export activities to new markets that align with the trade diversification agenda.

For this grant opportunity (Round 4), the export promotional activity must focus on **key markets** as defined in Section 5.1.2.

You may be eligible for a Tier 3 grant if you:

meet all eligibility criteria outlined in Section 4

are exporting [eligible product(s)](#Eligible_products), demonstrated by export revenue

are expanding your export marketing and promotional activities for the product(s)

are making a strategic shift (see Section 4.1.1.3) in the marketing of eligible products into new markets, which have been identified as key markets in Section 5.1.

You must be expanding your exporting marketing and promotional activities, and not applying for a grant to pay for a [business-as-usual activity](#Business_as_usual_activity).

* + 1. Representative bodies

The objective of providing support to representative bodies is to help them to assist their SME members to:

become ready for export

create, develop, expand and diversify their export activities in foreign markets

gain export marketing and promotional skills

support trade diversification.

If you are a [representative body](#_Representative_bodies), you may be eligible to apply for an EMDG grant if you:

meet all the eligibility criteria in Section 4

undertake new export marketing and promotional activities on behalf of your SME members (see Section 4.1.2.2. for the definition of new marketing and promotional activities)

provide export training to your SME members to help them become export ready and increase their export skills, which will be approved by Austrade when you apply.

1. Grant amount and grant period
   1. Grants available

The Australian Government will provide $110 million to EMDG in the 2025-26 and 2026-27 financial year. In accordance with the EMDG Act, five per cent of the total funding is set aside for program administration per financial year.

For this grant opportunity (Round 4), up to $104.5 million will be available in 2025-26 and up to $104.5 million in 2026-27 for grant allocations. We may need to make some residual payments to Round 3 grantees in 2025-26.

The EMDG program has experienced significant demand in recent grant rounds, with funding spread amongst all eligible applicants leading to grants being smaller than what applicants expected. We expect that there may be a high level of interest, and it may be oversubscribed again. This is a demand-driven grant opportunity. We will assess and award grants to eligible applicants in order of application receipt. Once funding is fully allocated for each tier (with some allowance), Austrade will close the online portal for each tier. Even if you lodge your application prior to the closure of the online portal, you may not be successful because the grant funding may have been already fully allocated to other grant recipients.

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

You can only apply for one tier per round. Your application will only be assessed at the tier level you apply for and if you apply for the wrong tier your application will not be automatically moved to another tier.

Austrade will consider your minimum capacity to spend, planned eligible expenditure, and matching contribution when determining your eligibility and maximum grant amount.

* + 1. Maximum grant amounts (based on estimated number of grants)

The maximum grant amounts in this grant opportunity (Round 4) for each tier will be:

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 body up to $50,000 per financial year.

The table outlines the minimum and maximum grant amounts per grant tier for eligible expenses in this grant opportunity and your required matched contribution.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Grant tier** | **Estimated number of grants to be offered\*** | **Your minimum eligible expenditure per FY** | **Your minimum capacity to spend per FY** | **Minimum grant amount per FY** | **Maximum grant amount per FY** | **Your total eligible expenditure required to receive the maximum grant per FY** |
| Tier 1 – Ready to export | 500 | At least $40,000 | $20,000 | $20,000 | Up to $30,000 | At least $60,000 |
| Tier 2 – Exporting within existing markets | 620 | At least $40,000 | $20,000 | $20,000 | Up to $50,000 | At least $100,000 |
| Tier 3 – Exporting to new markets | 650 | At least $40,000 | $20,000 | $20,000 | Up to $80,000 | At least $160,000 |
| Representative bodies | 130 | N/A | N/A | N/A | Up to $50,000 | At least $100,000 |

\*Please note that if eligible applicants ask for maximum grants in each tier, based on the available program budget, Austrade would be able to offer up to 1,900 grants in total in this round, as estimated in the above table. If eligible applicants ask for less than the maximum grant amount, more grants can be offered.  
*Note that grant numbers and grant amount modelling is indicative. It remains subject to other round 4 program eligibility decisions.*

We notify successful applicants of grant amounts in their grant agreement.

* + 1. Minimum grant amount

The minimum grant available under the program for Tier 1, Tier 2 and Tier 3 is $20,000 per financial year.

There is no minimum grant amount under the program for representative bodies.

* + 1. Minimum capacity to spend on marketing and promotional activities for small and medium sized enterprises

Eligible SMEs must have the capacity to spend at least $20,000 per financial year of your own money to market and promote your products internationally ([EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) section 10(2)(c)(i)). This does not include the grant amount you are applying for.

You must at least match the grant amount (see Section 3.1.4 – Matching contribution).

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.

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 requirements for the program.

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.

* + 1. Matching contribution

The grant amount will be up to 50 per cent of eligible project expenditure (grant percentage). Your total eligible expenditure must be at least double the grant amount you are seeking. You must match the dollar value of the grant with your own funds, noting:

The amount in your grant agreement is the maximum you will receive. If you spend more, you will not receive more grant money.

If you spend less, providing it is at least $20,000, you will receive an amount equal to the amount you contributed.

You cannot use funding from other Commonwealth, state, territory or local government sources to fund your share of eligible expenditure (see Section 5.3.2.1).

Unspent grant funds will need to be repaid or offset against the future grant payment under your existing grant agreement, where applicable.

* 1. Grant period

You must undertake the grant activity within the two-year grant agreement period starting from 1 July 2025.

In your grant application, you should include eligible promotional activities and associated eligible expenditure that you plan to undertake in 2025-26 and 2026-27.

We will issue grant agreements for all eligible applicants (Tier 1, Tier 2, Tier 3 and representative bodies) in this round for up to two years, i.e. for the 2025-26 and 2026-27 financial years.

If you have planned eligible expenditure only for one of the years, or are only eligible for one grant year, we will offer you a grant agreement for one grant year.

* 1. Application period

We will publish the opening date(s) for Round 4 on the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants), [EMDG online portal](https://emdg.austrade.gov.au/login) and [GrantConnect](https://grants.gov.au/). Applications may open and close for each tier on different dates.

The grant application period will be open until the funding available has been allocated to successful applicants in the order of receipt for each tier.

Applicants may experience challenges with IT systems, internet accessibility and other unexpected issues. You are strongly encouraged to lodge your application as early as possible to avoid disappointment.

We will not accept late or incomplete applications. You will not be able to change the tier you apply for if funding is fully allocated for that tier. With this in mind, if you have any questions about tiers and eligibility prior to applying, please contact [EMDG.help@austrade.gov.au](mailto:EMDG.help@austrade.gov.au).

The EMDG online portal uses the Australian Government Digital Identity System to verify users. You must have a valid myGovID that is linked to the applicant business in the Relationship Authorisation Manager (RAM).

Please note that the Australian Taxation Office is responsible for myGovID matters and Austrade cannot assist with resolving any technical issues. You are responsible for establishing and maintaining your digital identity.

1. Eligibility criteria

We cannot offer you a grant if your application does not satisfactorily address all the eligibility criteria or is incomplete.

We cannot provide a grant if you receive funding from another government source for the same purpose.

The eligibility criteria for SMEs and representative bodies are set out below.

* 1. Who is eligible to apply for a grant?

If you are applying as a SME, go to Section 4.1.1.

If you are applying as a representative body, go to Section 4.1.2.

* + 1. Eligibility criteria for small and medium sized enterprises

To be eligible at the time you apply for a grant, and at all times while you are a grantee you must:

have a valid Australian Business Number (ABN)

be an eligible Australian person within the meaning of the EMDG Rules, being one of the following:

* + an 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 Australian, that is, a partnership that was formed and operates under a law of a state or territory, with at least half the partners 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

Partnerships and trusts are treated as if they are persons under the EMDG Act and Rules, but with the changes set out in [Sections 105A and 105B of the EMDG Act](https://www.legislation.gov.au/Details/C2020A00138).

have a minimum [annual turnover](#Annual_turnover) for the 2023-24 financial year of more than:

* + Tier 1 $100,000
  + Tier 2 $500,000
  + Tier 3 $1,000,000

have a maximum annual turnover for the 2023-24 financial year of less than $20 million (Annual turnover is the total ordinary income that you derive in the income year in the course of running your business)

have the capacity to spend at least $20,000 per financial year of your own money on your proposed marketing and promotional activities (exclusive of the grant amount)

have been conducting the business under the same ABN for at least two years

have a high-quality plan to market for marketing or promoting eligible products in a foreign country, which is specific to your business and the tier you are applying for (see Section 4.1.1.4)

meet all of the eligibility requirements for the tier you are applying for (see Sections 4.1.1.1, 4.1.1.2 and 4.1.1.3)

not have exceeded the total number of financial years or the limit on total amount of grants allowed for the program or the tier that you are applying for (see Section 4.1.1.5)

comply with all your obligations under taxation laws during the current income year and the previous two income years (refer to the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) section 13)

* + during the assessment process we may require you to provide evidence that you have satisfied your tax obligations. We will use this information as part of the application assessment.

not have any outstanding disqualifying convictions (refer to the [EMDG Rules](https://www.legislation.gov.au/Details/F2021L00509) section 13)[[5]](#footnote-6)

not be under insolvency administration (refer to the [EMDG Rules](https://www.legislation.gov.au/Details/F2021L00509) section 13)

not conduct your business in an unprofessional or unethical manner or have a detrimental impact on Australia’s trade reputation (refer to the [EMDG Rules](https://www.legislation.gov.au/Details/F2021L00509) section 13).

Other Commonwealth restrictions will also apply. You are ineligible for Commonwealth grants if you are included on the National Redress Scheme’s list of [institutions that have not joined or signified their intent to join the Scheme](https://www.nationalredress.gov.au/institutions/institutions-have-not-yet-joined)[[6]](#footnote-7).

You may not be offered a grant agreement if you have an outstanding debt with Austrade and have not arranged for it to be repaid.

* + - 1. Tier 1 applicants: Ready to export

To be eligible for a Tier 1 grant you must be ready to export [eligible products](#Eligible_products). You must:

not have previously exported eligible products

have appropriate skills in marketing eligible products in a foreign country, demonstrated by providing evidence of:

* + successfully completing a recognised export training course[[7]](#footnote-8) (listed on the [Go Global Toolkit website](https://export.business.gov.au/pricing-costs-and-finance/export-grants-and-programs/get-export-ready-for-export-market-development-grants)) and/or
  + successfully completing the export readiness training module/test on the EMDG online portal and linked from the Austrade website.
    - 1. Tier 2 applicants: Exporting within existing markets

To be eligible for a Tier 2 grant you must be exporting and expanding your marketing and promotional activities within existing markets. You must demonstrate that you:

have established export revenue, commensurate with the size of your business and the value of your product or service

are expanding your marketing and promotional activities (i.e. you must be doing more than you have before as the grant is for new expanding activity)

are undertaking marketing and promotional activities targeting existing markets that you are currently exporting to.

* + - 1. Tier 3 applicants: Exporting to new markets

To be eligible for a Tier 3 grant you must be exporting and expanding your marketing and promotional activities to new markets (economies). To be eligible you must demonstrate that you:

have established export revenue, commensurate with the size of your business and the value of your product or service

are expanding your marketing and promotional activities (i.e. you must be doing more than you have before as the grant is for new expanding activity)

are undertaking a strategic shift, which 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 (defined as a single economy).

at the time you apply for a grant and at all times while you are a grantee, will be targeting one or more of the key markets (economies) (see Section 5.1) and that the proposed marketing and promotional activities will be specifically for that market(s) only.

* + - 1. SME plan to market

If you are a SME, you will be required to submit a plan to market that is unique, high-quality and specific to your business and directly relates 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.

Your plan to market must contain the information required in the application form.

Your plan to market must contain all the relevant information, including:

Details about your [eligible products](#Eligible_products) you are planning to market and export

Proposed export promotional activity you will undertake demonstrating an expansion of your current export promotional activity

Details on the markets that you will target with your marketing and promotional activities (note for Tier 3 applicants, grant funding will only be provided for activities that target key markets as specified in Section 5.1)

Business goals you seek to achieve through your marketing

How you will measure export success (e.g. to increase export sales in Thailand by 10% or increase export sales in a new market)

Marketing and promotional budget for the eligible markets for the relevant grant years (that is, 2025-26 and 2026-27)

Details about previous export marketing and promotional activities that you have undertaken (if applicable)

If you are seeking a Tier 2 grant you need to:

* + Provide evidence of export sales that are commensurate with the size of your business and the value of your product or service, and details of your export expansion readiness
  + Demonstrate how you are expanding your marketing and promotional activities.

If you are seeking a Tier 3 grant you need to:

* + Provide evidence of export sales that are commensurate with the size of your business and the value of your product or service, and details about how you are ready to export to a new market
  + Outline the key markets that the marketing and promotional activities will focus on
  + Demonstrate how you plan to make a strategic shift.

Like a business plan, a plan to market is intended to be a living business management document that you may need to modify and adapt from time to time. If you modify your plan to market, you will need to include details of these changes within your scheduled milestone reporting. This would not generally require a grant variation.

You cannot submit a plan to market that is copied from another business, another EMDG application or a generic marketing plan.

* + - 1. Year and tier limits in the EMDG program

SME applicants can receive EMDG for up to eight financial years. The eight financial years need not be consecutive.

Within your eight grant financial years, eligible applicants may receive:

Tier 1 grant agreement for up to two years

Tier 2 grant agreement/s for up to four years

Tier 3 grant agreement/s for up to four years.

You can only receive a total of $770,000 under the EMDG program. If you reach this amount of funding before you reach the eight financial year limit, you cannot receive any further EMDG funding.

* + - 1. Calculating yearly limits

If you have previously been an EMDG grantee, you must check your grant history before applying for EMDG to find out if you have already exhausted your eight financial year limit.

Your grant history can be checked using the EMDG online portal and is automatically populated in the application form. Contact [EMDG.help@austrade.gov.au](mailto:EMDG.help@austrade.gov.au) if you require assistance or if you think the records in your application form may be inaccurate.

Calculations to determine the eight-year limit include all EMDG grants, or any grant agreements of any category entered under the Act as in force at any time, or the EMDG Grants Act 1974 as in force at any time on or after 1 July 1990.

For the purpose of the year limits, all Round 4 grants will be counted in financial years.

From Round 4, calculations towards your eight years are based on *entering into* a grant agreement or the number of grants paid. This includes all financial years that a grant agreement was *entered* into, irrespective of whether you reported nil activity, or received no grant payment.

For example, a grant agreement covering two financial years would count as two years of EMDG, irrespective of whether the grant was only paid in one financial year or not paid at all.

For Round 4 (2025-26), if you are deemed eligible under this grant opportunity and accept the grant agreement offer, the length of your grant agreement will count towards your total year limits (as explained in 4.1.1.5), as will all prior years, with the calculation based on the grants *entered* into.

If you accept a grant agreement and do not spend the funds, the years of that grant agreement will still count towards your eight financial year limit. This avoids potential grantees missing out because others accept grant agreements and do not spend their grant.

* + - 1. Organisational restructuring

Where Austrade considers organisational restructuring activity has occurred that means you are, in substance, conducting the business a previous grantee conducted, we will include the grant history of the previous grantee in your total year and tier limits. This is done by assessing whether your business is similar in substance to a previous EMDG grantee (including a grantee that has ceased to exist).

We make this assessment by considering:

the nature and assets of the businesses conducted by you and the previous grantee

the individuals controlling or constituting you and the previous grantee

any other matters the CEO of Austrade or the [Delegate](#Delegate) considers relevant.

If Austrade is satisfied that you are, in substance, conducting the business that the previous EMDG grantee conducted, we will include the number of financial years in which grants were payable or paid to them into your total years funded. This decision is [reviewable](#_Right_of_review).

Austrade may also review grant applications that are from related entities or groups to ensure that the applications are not covering the same product or substantially similar products with respect to export promotional activity.

* + 1. Eligibility criteria for representative bodies

To be eligible to apply as a representative body, you must satisfy all of the following requirements ([EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) section 17):

You promote the interests of a group of Australian businesses (members); and

You are representative of the members of:

* + an industry,
  + a substantial part of an industry, or
  + more than one industry; and

The number of members in your group is a substantial proportion of the members of that industry, that part of an industry or those industries; and

All or a substantial number of those members are exporting or ready to export [eligible products](#Eligible_products); and

You do not export eligible products, or the export of eligible products is not one of your primary activities; and

You do not distribute income to members or shareholders (that is, you are not-for-profit and your business structure reflects this); and

You must have a Memorandum of Incorporation, Articles of Association or Constitution that confirms you are a representative body.

To be eligible at the time you apply for a grant, and at all times while you are a grantee, you must:

have a valid Australian Business Number (ABN)

be an eligible person within the meaning of the EMDG Rules, being one of the following:

* + a body incorporated under the Corporations Act 2001
  + an association, or cooperative, incorporated under an Australian law
  + a partnership that is Australian, that is, a partnership that was formed and operates under a law of a state or territory, with at least half the partners Australian persons
  + a trust that is Australian within the meaning of the [EMDG Rules](#EMDG_Legislation), 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.

comply with all your obligations under taxation laws during the current income year and the previous two income years (refer to the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) section 13)

* + during the assessment process we may require you to provide evidence that you have satisfied your tax obligations. We will use this information as part of the application assessment.

not have any outstanding disqualifying convictions (refer to the [EMDG Rules](https://www.legislation.gov.au/Details/F2021L00509) section 13)[[8]](#footnote-9)

not conduct your representative body in an unprofessional or unethical manner or have a detrimental impact on Australia’s trade reputation (refer to the [EMDG Rules](https://www.legislation.gov.au/Details/F2021L00509) section 13).  
  
You may not be offered a grant agreement if you have an outstanding debt with Austrade and have not arranged for it to be repaid.

* + - 1. Eligible expenses for proposed promotional activities and export training activities

In line with the objectives of the EMDG Act, proposed activities to be undertaken by the representative body must have a direct link to export and must support Australian SMEs. For the purposes of the EMDG program, SMEs are defined as being businesses with an annual turnover of less than $20 million.

**Proposed marketing and promotional activities**

If you are proposing to undertake marketing and promotional activities on behalf of your SME members ([EMDG Rules](https://www.legislation.gov.au/Details/F2021L00509)section 11), you must:

demonstrate how the proposed promotional activities are new

have a high-quality plan to market for the proposed promotional activities that is unique to the representative body and tailored to the SME members

demonstrate how the promotional activities will support SME members that are new to export to become ready to export, or are expanding their export activities

demonstrate how the proposed promotional activities will directly benefit your SME members.

**Proposed export training activities**

If you are proposing to undertake export training activities on behalf of your SME members (EMDG Rules section 11), you must:

have a high-quality plan for the proposed training activities that is unique to the representative body and tailored to your SME members

demonstrate you have the skills and experience necessary to deliver, or arrange for the delivery of, the proposed export training activities to the SME members

demonstrate how the export training activities will support SME members that are new to export to become ready to export or are expanding their export activities

demonstrate how the proposed export training will directly benefit your SME members.

Austrade will assess and approve the proposed export training activities at the time of application. You must provide sufficient information in your plan about the proposed training activities so that Austrade can assess that the activities align with the intentions of EMDG supporting SMEs and their representative bodies.

* + - 1. What is a new marketing and promotional activity?

New activities must demonstrate a substantially different approach towards marketing and promotion; support expansion to new markets; promote new products, services or innovation; and/or support new members.

Representative bodies will need to outline how the project is new or different from previous EMDG-funded activities in their plan to market.

New activities could include, but are not limited to:

Substantially different or new marketing and promotional activities that have not previously been undertaken by the representative body/ies.

Activities where the representative bodies have reviewed their activities and can demonstrate how it aligns with trade diversification emerging trends and changes in the export opportunities and reflect an updated or improved approach (i.e. going to same event but demonstrating its relevance and updating the approach).

Marketing and promotional activities that help to promote your members products and services in new markets.

Marketing and promotional activities that help to promote new products and services or innovations of your members.

Marketing and promotional activities that substantially benefit new members to the representative body that may not have been previously supported.

* + - 1. Representative bodies plan to market and export training plan

If you are a representative body undertaking new promotional activities on behalf of your members, your application will need to include a unique, high-quality plan to market. To be considered high-quality, all mandatory questions must be completed with sufficient detail. Austrade will use the plan to market to determine that the proposed marketing and promotional activities are new activities compared to your previous EMDG-funded activities (as per Section 4.1.2.2. The new activities must meet the objectives of the program, and substantially benefit your SME members.

Your plan to market must contain all the relevant information, including:

proposed new export promotional activity you will undertake on behalf of your SME members and how it will align with your members’ needs

business goals you seek to achieve through your marketing

how you will measure your export success

marketing and promotional budget for the eligible markets for the relevant grant years (that is, 2025-26 and 2026-27)

details about previous export marketing and promotional activities that you have undertaken (if applicable).

Like a business plan, a plan to market is intended to be a living business management document that you may need to modify and adapt from time to time. If you modify your plan to market, you will need to include details of these changes within your scheduled milestone reporting. This would not generally require a grant variation.

You cannot submit a plan to market that is copied from another representative body, business, another EMDG application, or a generic marketing plan.

If you are a representative body applying for EMDG grant funding for export training activities, you need to provide a unique, high-quality plan for your proposed export training activities, intended outcomes and implementation. Austrade will use the plan to approve the proposed training activities and determine that they meet the objectives of the program and will substantially benefit your SME members.

Your export training plan must contain all the relevant information, including:

who will be delivering the proposed export training activities

details about your proposed export training activities, including:

* + expected benefits and key learning outcomes of the training for your SME members
  + proposed timeline for completion
  + delivery mode
  + expected breakdown of costs.

proposed assessment of members’ knowledge upon completion.

Your plan must contain the information required in the templates provided by Austrade. A copy of the templates can be found at [Austrade’s website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html).

1. What the grant money can be used for
   1. Eligible markets
      1. Tier 1, Tier 2 and representative body applicants

For Tier 1, Tier 2 and representative body applicants, your marketing and promotional activities can be targeting any overseas market other than New Zealand and countries subject to Australian Government sanctions (See Section 5.3.2.2).

* + 1. Tier 3 applicants

For Tier 3 applicants, your marketing and promotional activities must be targeting one or more of the key markets listed at [Attachment 1 – List of key markets](#List_of_key_markets).

Marketing and promotional activities that you undertake that target other markets not listed at Attachment 1 – List of key markets will not be eligible in Tier 3 under the program.

* 1. Eligible products

EMDG grant funds must be used for promotional activities to market eligible products in foreign countries, or for export training activities to develop skills in such marketing.

The EMDG Act Division 4 and the EMDG Rules Part 3 give detailed descriptions of what constitutes eligible products. The following sections give broad summaries of eligible and ineligible products. However, you should ensure you understand the relevant sections of the [EMDG Act and EMDG Rules](#EMDG_Legislation).

To be an eligible product, your product(s) must be of **substantially Australian origin** and be:

goods

services

events

intellectual property

know-how

software.

Ineligible products are set out in Sections 5.2.1.1 and 5.2.2.3 below.

* + 1. Substantially Australian origin: eligible goods

To be of substantially Australian origin, goods must be either:

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 does one of the following:

* + Results in the manufacture of a new product
  + Substantially transforms the nature of the materials or components
  + Is an important stage in the manufacture of a product to be produced outside Australia using those goods.

or

Made outside Australia and have **all** of the following requirements:

* + 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.
    - 1. Goods that are not eligible

Goods that are manufactured or assembled in Australia partly or wholly from imported materials or components are excluded if the process or operation 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.

Goods are excluded if they relate to any of the following:

Pornographic material – including pornographic material in publications, films, computer games, or accessible on the internet

Activities or products that are unlawful.

* + 1. Substantially Australian origin: eligible services

Eligible services are divided into:

Eligible tourism services (Section 5.2.2.1)

Eligible services other than tourism (Section 5.2.2.2).

* + - 1. Substantially Australian origin: eligible tourism services

Tourism services must be supplied in Australia to foreign persons, and are the supply of any of the following:

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 botanic 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.

* + - 1. Substantially Australian origin: eligible services other than tourism services

To satisfy the eligibility requirement that products are substantially of Australian origin, services must be supplied (whether in or outside Australia) to foreign persons and be at least three of the following:

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.

* + - 1. Services that are not eligible

Services are excluded if they relate to any of the following:

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, computer games, or accessible on the internet

Activities or products that are unlawful

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.

* + 1. Substantially Australian origin: eligible events

Events like trade shows held in Australia are eligible if they are being held to market or promote Australian products or services to international customers. If the event is online, the event must be provided by an Australian person. There must be a substantial proportion of international buyers at the event.

* + 1. Substantially Australian origin: eligible intellectual property and know-how

To be an eligible product, intellectual property or know-how must be as follows:

For intellectual property rights relating to a trademark, the trademark was first used in Australia, or has increased in significance or value because of being used in Australia

For intellectual property rights relating to any other thing, or for know-how, the thing, or know-how, is the result, wholly or substantially, of research or work done in Australia.

* + 1. Substantially Australian origin: eligible software

To be an eligible product, software must be a work in which copyright subsists, and the work is the result, wholly or substantially, of research or work done in Australia.

* 1. Eligible expenses

It is important you understand what eligible expenses are. You will need to show your expenses are eligible to receive [payments](#_How_we_pay) during the course of your grant agreement. You will not receive your milestone payments unless your expenses are eligible expenses.

Your expenses are eligible where:

They are in respect of promotional activities undertaken during the period of your grant agreement for the purpose of marketing eligible products in foreign countries and you have a [designated connection](#_Designated_connection) to the eligible product, or

If you are a [Tier 1](#Tier_1_applicants) or [representative body](#_Representative_bodies) grantee, export training activities undertaken for the purpose of developing skills in marketing eligible products in foreign countries.

You will be required to indicate in your application your overall budget for each financial year you are applying for, and if requested, be able to show how you estimated the planned eligible expenditure. The types of eligible expenses are described below.

You must spend your grant money on eligible expenses between the start date and end date of the Activity Period in your [grant agreement](#_The_grant_agreement). For example, if you purchase flights in the final year of the Grant Agreement, however those flights are not scheduled until after the Activity Completion date, those expenses will not be eligible expenses.

* + 1. Eligible expense types

As explained above, all expenses must relate to promotional activities to market your [eligible products](#_Eligible_products_2) in foreign countries, or export training activities to develop skills in such marketing.

Your expenses must also meet any other requirements in your grant agreement, including the particular requirements of the tier for which you have received a grant. For example, if you have entered into a Tier 3 grant agreement your expenses must be for exporting eligible products, expanding your marketing activities to new markets and for activities that are a strategic shift from your previous promotional activities into key markets (as specified in Section 5.1), as outlined in your plan to market. These Tier 3 specific requirements will be a part of your grant agreement.

Expenses you wish to claim must fall into one or more of the following categories.

* + - 1. Maintaining a representative in a foreign country

Maintaining a representative in a foreign country for more than six months so far as the representative is either:

Conducting research into the market in that country for your eligible products

Undertaking promotional activities to market your eligible products in that country.

This includes expenses such as salaries and wages of the representative, office rental costs, education of the representative’s children if relocated for the role, relocation expenses, and recruiting a replacement representative.

Where your representative is undertaking other activities outside these two activities described above, it is not an eligible expense.

At the milestone payment stage, you may be asked to demonstrate what part of your representative’s time was allocated to these activities. In this situation it is advisable to keep records detailing this distinction from the beginning of their engagement to make milestone payments easier.

Where your eligible expenditure is above $30,000, you will also be required to upload a signed agreement or contract outlining the obligations of both parties.

* + - 1. Short trips to a foreign country

Up to 21 days’ continuous travel for you or your representative, between Australia and a foreign country.

For international flights between countries, only economy class airfares will be considered eligible expenditure.

A fixed rate allowance of $350 per day applies for meals, accommodation, ground transport and incidentals on a per diem basis.

Trips may be longer than 21 days and incorporate activities other than export promotion. If so, then only those days dedicated to export promotion, up to a maximum of 21 continuous days, would be eligible.

* + - 1. Consultants

Engaging a consultant to undertake either:

Research into the market in a foreign country for your eligible product

Promotional activities to market your eligible product in that country.

This includes expenses such as original research, export planning and export pricing strategies, and designing marketing materials (see also [sales-related expenses](#_Sales-related_expenses) and [remuneration-like expenses](#_Remuneration_and_remuneration-like)).

This does not include engaging a grant agent or consultant to complete your application or reporting during the life of your agreement. The consultant must be external to your business. An existing employee cannot be utilised as a consultant on a charge-back basis.

Where your eligible expenditure is above $30,000, you will also be required to upload a signed agreement or contract outlining the obligations of both parties.

* + - 1. Short trips within Australia

Up to 21 days’ continuous travel within Australia for you or your representative, to undertake activities relating to marketing your eligible product to potential foreign buyers.

This could include expenses such as food and accommodation, transport, and participation in trade shows in Australia where a substantial number of buyers for overseas markets are present.

For domestic flights, only economy class airfares will be considered eligible expenditure.

A fixed rate of $350 per day applies for meals, accommodation, ground transport and incidentals on a per diem basis.

It does not include ordinary remuneration for you or your representative.

Travel costs for attending trade shows and events held in Australia are eligible only where the subject of the trade show or event relates to the primary business of the grantee’s organisation. These events must also be foreign-facing and/or have a major percentage of international delegates who are attending for the purpose of buying product/services in order to be an eligible expense.

Expenditure related to general industry events or network activities where no significant number of foreign buyers are present are not eligible.

* + - 1. Foreign buyer visits

Up to 21 days’ continuous travel between Australia and a foreign country, and within Australia, of a prospective foreign buyer of your eligible product so you can undertake promotional activities to market your eligible products to that buyer.

This includes expenses such as airfares to and from Australia, accommodation, food and incidental travel expenses.

For international flights between countries, only economy class airfares will be considered eligible expenditure.

A fixed rate of $350 per day applies for meals, accommodation, ground transport and incidentals on a per diem basis.

* + - 1. Soliciting for business in a foreign country

Expenses for activities undertaken by you or your representative to solicit for business in a foreign country for your eligible products, where undertaken in a foreign country.

This includes expenses to attend trade shows and events. Eligible expenses in this category include attendance and exhibition costs unless such costs are already paid for by the Australian Government or another entity in accordance with [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) section 42.

Trade shows and events must relate to the primary business of the grantee’s organisation in order to be eligible. Conferences (such as for professional development purposes) are not eligible expenditure.

Trade shows held in Australia must be for foreign audiences and/or have a major percentage of international delegates who are attending for the purpose of buying product/services in order to be an eligible expense.

Where representative bodies are the organiser of the event/s and charge fees for attendees, these costs are not eligible expenses for representative body grantees to the extent of income received.

Any travel related to this category is subject to the same terms and limits as those in short trips to a foreign country ([EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) section 29) and short trips within Australia ([EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) section 33).

* + - 1. Free samples

Providing free samples of your eligible product either:

To a person in a foreign country

If your eligible product is tourism services, then in Australia to a person from a foreign country.

This includes expenses that are attributable to the actual cost (cost price, not the recommended retail price) of providing product samples free of charge. Your samples must be the same as your product that would be provided under any future sales agreements. This includes costs such as postage or freight to deliver samples overseas.

Expenses for free samples do not include samples given away as discounts or for sales-related adjustments to the recipient, or where they relate to product or prototype development.

Expenditure of up to $15,000 to provide free samples of your eligible product to a person in a foreign country, including shipping/freight, is eligible under this category.

Expenditure for providing tourism services in Australia to a person from a foreign country is limited to 20% of the retail cost and should not include physical souvenirs.

* + - 1. Promotional and advertising material

Producing and providing material to promote or advertise your eligible product in the foreign country.

This includes expenses such as website design and build costs, virtual events, social media marketing and Google advertising.

The cost for the promotional activities must be your costs. The promotional activities can be undertaken by someone else on your behalf.

* + - 1. Intellectual property rights

Seeking the granting, registration or extension of intellectual property rights of your eligible product in a foreign country.

This includes expenses such as payments to patent and trademark attorneys and to relevant government trademark and patent offices.

* + - 1. Approved export training activities – representative bodies

If you are a representative body, delivering (or arranging to deliver) export training to members of the represented group so they can better market their eligible products in foreign countries.

The representative body must have a high-quality plan for the training activities and be able to demonstrate that they have the skills and experience necessary to deliver, or arrange for the delivery of, the export training activities.

Any proposed export training activities in your application need to be reviewed and approved by Austrade as part of the application assessment process.

Regular meetings with members, or meetings that occur without the specific objective of export readiness or export marketing training, are not eligible as expenditure under this category.

* + - 1. Export training activities – Tier 1 applicants

If you are a Tier 1 applicant, you can request a grant to obtain export readiness training so that you or your staff can better market your eligible products in foreign countries.

Training activities are not eligible expenditure for Tier 2 and Tier 3 applicants.

Costs associated with Tier 1 grantees delivering export readiness or other training are not eligible under this category.

* + 1. What the grant money cannot be used for
       1. Expenses covered by other financial assistance schemes and grant programs

If you have received financial assistance for an expense through another Commonwealth, state or territory scheme, this cannot be an eligible expense for the purpose of the EMDG grant. You cannot use funds from other government financial assistance or grant programs to match the EMDG grant.

At the time a [milestone payment](#_How_we_pay) is due, we may request a copy of any other relevant grant agreement/s so that we can verify there is no overlap.

If, after a grant is paid to you for an eligible expense, you then receive financial assistance that covers the expense under another scheme, you will be required to repay the grant.

* + - 1. The sale or export of products that contravenes Australian law

If your expenses relate to a product where the sale or export of the product contravenes an Australian law, it is not an eligible expense.

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](https://www.dfat.gov.au/international-relations/security/sanctions/Pages/sanctions).

* + - 1. Soliciting sponsorship for events

Expenses to solicit sponsorship for an event are not eligible expenses.

* + - 1. Capital expenses

Expenses of a capital nature are not eligible expenses. However, an expense covered by the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) section 36 (intellectual property rights) is not considered to be of a capital nature.

* + - 1. Trade with New Zealand

Expenses in respect of trade with New Zealand are not eligible expenses.

* + - 1. Paid expenses

Expenses in respect of something for which you have been, or are entitled to be, paid are not eligible expenses. For example, if you received a monetary contribution to a trade fair you participated in from a third party, you should deduct this payment from the claimed trade fair expense in your milestone report.

* + - 1. Government costs

Payment of a tax, levy or other contribution under an Australian law are not eligible expenses. This does not include the payment of a charge imposed by the *Passenger Movement Charge Act 1978*.

* + - 1. Sales-related expenses

Any sort of remuneration or remuneration-like expenses are not eligible expenses if they are made by reference to sales or other commercial transactions in relation to the eligible product such as salaries, retainers, fees, discounts, or credits.

* + - 1. Remuneration and remuneration-like expenses

Expenses that are a normal part of remuneration are not eligible expenses for any of the following:

An individual who is ordinarily employed by the grantee or a related entity of the grantee

If the grantee is a company – a director of the company

A director of a company that is a related entity of the grantee

If the grantee is a partnership – a partner in the partnership

If the grantee is a trust – a trustee of the trust.

This exclusion only applies to the following expense categories described in 5.3.1 above:

Short trips to a foreign country

Consultants

Short trips within Australia

Foreign buyer visits

Soliciting for business in a foreign country

Promotional and advertising material

Intellectual property rights.

For clarity, this exclusion therefore does not apply to the following expense categories described in 5.3.1 above:

Maintaining a representative in a foreign country

Free samples

Export training activities.

Travel allowances, such as *per diems* and accommodation costs when travelling, are **not** considered to be a normal part of remuneration. This means, travel allowances are eligible expenses for the expenses categories listed in 5.3.1 above.

* + - 1. Illegal activities

Expenses are not eligible expenses where they relate to a thing done by you or your representative that is illegal in the country in which it is done.

Expenses are also not eligible expenses where they relate to something you or your representative do that would be illegal if you had done it in Australia.

* + - 1. Detrimental impact

Expenses are not eligible if Austrade thinks your expense or product might have a detrimental impact on Australia’s trade reputation.

This decision under this subsection is [reviewable](#_Right_of_review) (see Rule 55 of the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) and Section 97 of the EMDG Act).

* + - 1. Grant writing expenses

Any expenses related to engaging a grant agent or consultant to complete your EMDG application or reporting during the life of a grant are not eligible.

* + - 1. Representative bodies – expenses incurred for members

Any expenses from a representative body are excluded if the expense is incurred for a member of the representative body that is an EMDG grantee at the time.

* + 1. Designated connection

As described above, you must have a designated connection to the eligible product for your promotional activity expenses to be eligible.

For most grantees, the designated connection to a product will be that you own the product. Other types of designated connection relationships differ depending on the type of product you are marketing, as explained below.

* + - 1. Goods

You have a designated connection to an [eligible good](#_Substantially_Australian_origin:) if you or a related entity either:

Own the goods

Own or hold an exclusive licence for one or more intellectual property rights relating to the goods.

* + - 1. Services

You have a designated connection to an [eligible service](#_Substantially_Australian_origin:_1) if you supply the service.

* + - 1. Events

You have a designated connection to an [eligible event](#_Substantially_Australian_origin:_2) if you either:

Provide the event, or

Are the promoter of the event under a written arrangement with the person providing the event.

* + - 1. Intellectual property and know-how

You have a designated connection to an [eligible intellectual property or know‑how](#_Substantially_Australian_origin:_3) product if you either:

Own the intellectual property or know-how

Are licensed to promote the intellectual property or know-how by its owner.

* + - 1. Software

You have a designated connection to an [eligible software](#_Substantially_Australian_origin:_4) product if you own, or hold an exclusive licence to use, copyright in the software or that part of the software that is in the form of intellectual property.

If the software is also in the form of either goods, services, intellectual property or know‑how, then you must also satisfy the designated connection requirements for that eligible product type above.

* + - 1. Representative bodies

If you are a representative body, and members of the group you represent have a designated connection to one of the above eligible product types, then you also have a designated connection to the same product type.

1. How to apply

Before applying, you must read and understand these guidelines.

It is also advisable you read and understand the [EMDG Rules and the EMDG Act](#EMDG_Legislation).

It will also help you to read the sample application form and the sample grant agreement.

These documents may be found on the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html). Any alterations and addenda[[9]](#footnote-10) will be published on the same site. You can receive key updates about the program by subscribing to our EMDG Update newsletter.

We recommend all applicants review Austrade’s [Go Global Toolkit](https://export.business.gov.au/) to ensure they are up to date with the latest advice about exporting.

To apply you must:

complete any pre-program planning and requirements to ensure you are ready to export your [eligible products](#Eligible_products) to eligible markets and have appropriate plans for your marketing and promotional activities, such as:

* + export readiness training and/or testing for Tier 1 applicants

complete the online grant application form via the link on the Austrade website

provide all the information requested

address and meet all [eligibility criteria](#_Eligibility_criteria)

include all [necessary attachments](bookmark://_Preparing_information_for), complete and in the format requested

make the necessary declarations, and

submit your application online.

* 1. Digital identity – myGovID

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

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

For more details on myGovID, please read the [*myGovID help page*](https://www.mygovid.gov.au/help-top-enquiries/). The myGovID support team can be contacted on 1300 287 539 or + 61 2 6216 1111 (if you are overseas).

For more information on RAM, refer to [*RAM help content*](https://info.authorisationmanager.gov.au/)*.*

Please note that myGovID is not an Austrade product and therefore Austrade cannot assist with challenges, issues or technical queries. If you do not have myGovID set up already, we recommend that you do so as soon as possible.

* 1. Application accuracy

You are responsible for ensuring your application is complete and accurate. Austrade can refuse to consider an application that is: not complete; not made in a form and a manner required by the CEO of Austrade; or not provided within the time specified by the CEO of Austrade or if funding is not available to make the grants. Please refer to Section 6.4 [Attachments to the application](#Attachments_to_the_application) for detailed requirements.

Giving false or misleading information in an application for funding is a serious offence under the [*Criminal Code Act 1995*](http://www8.austlii.edu.au/cgi-bin/viewdoc/au/legis/cth/consol_act/cca1995115/sch1.html). We will investigate any false or misleading information and may exclude your application from further consideration.

If you find an error in your application after submitting it, send an email immediately to [EMDG.help@austrade.gov.au](mailto:EMDG.help@austrade.gov.au). We may decide not to accept your application with the correction as it is your responsibility to ensure the application is complete and accurate prior to submission.

You should keep a copy of your application and any supporting documents.

We will acknowledge that we have received your application. You will receive confirmation via an automated email.

We may ask for clarification or additional information. Any information provided should not change the substance of your application. If you need more information about the application process or if you are unable to submit an application online, contact us at:

Phone: 13 28 78

Email: [EMDG.help@austrade.gov.au](mailto:EMDG.help@austrade.gov.au)

* 1. Submitting your application and milestone reports

You can submit your application and [milestone reports](#_Milestone_Reports) yourself. The form provides help text to guide you to provide the information we require from you.

If you choose to, you can engage someone to help you apply for an EMDG grant and submit milestone reports. They will need to declare that they are authorised to submit this form on behalf of the applicant. Note there is no benefit provided by Austrade to agents authorised to submit an application on another’s behalf and a grant agent cannot complete the export readiness test on an applicant’s behalf.

Even where a person is authorised to submit an application or milestone report on your behalf, you are responsible for the accuracy of the information provided in the application and milestone reports.

If you engage someone to help you with your application, they cannot accept the agreement on your behalf. Only the primary contact listed in your application is authorised to accept and sign the grant agreement.

* + 1. Who is a primary contact?

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, or

The Applicant sole trader or partner.

* 1. Attachments to the application

Please note attachments will be considered as evidence to demonstrate if you meet the relevant eligibility criteria. The submission itself does not suggest you have met the eligibility requirements. Austrade will determine your eligibility by considering these documents under the relevant requirements.

You must attach evidence where requested and provide declarations before submitting your application. You are responsible for ensuring those declarations are accurate.

These include:

Declaration that proposed activities outlined in the application form and any associated expenditure has been endorsed by your board/management committee or person with authority to commit you to these activities

Declaration that you will comply with, and require that your subcontractors and independent contractors comply with, all applicable laws

Declaration that the information contained in the application form together with any statement provided is accurate and complete and that you understand that the giving of false or misleading information is a serious offence under the *Criminal Code Act 1995 (Cth)*

Declaration that you have not conducted any business in an unprofessional or unethical manner

Declarations concerning your [insolvency](#_Conditions_that_apply_1) status as per [Section 13 of the EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text)

Declaration concerning [disqualifying convictions](#_Conditions_that_apply_1) as per [Section 13 of the EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text)

Declaration concerning trade sanctions as per Section 20 of the EMDG Act

Declaration to confirm you have complied with all your obligations under taxation laws during the current income year and the previous two income years

Declaration that you are not included on the National Redress Scheme’s list of [*Institutions that have not joined or signified their intent to join the Scheme*](https://www.nationalredress.gov.au/institutions/institutions-have-not-yet-joined)

If you are a Tier 1 applicant, declaration that you have not previously exported.

The following documents must be included with your application:

* + 1. Attachments for small and medium sized enterprises

| **Attachment** | **Form required (if applicable)** |
| --- | --- |
| Two years of financial statements related to the ABN that the application is made | Profit and Loss Statement and Balance Sheet from the last two financial years: 2022-23 and 2023-24 |
| Evidence of minimum capacity to spend per financial year | Bank statements showing you have available funds and are able to spend at least $20,000 on your proposed marketing and promotional activities per financial year. |
| Evidence of compliance with taxation laws during the previous two income years | The type of evidence that Austrade can request is your Business Activity Statement, your Notice of Assessment or your Statement of Account from the last two financial years: 2022-23 and 2023-24. If you are currently on an ATO payment plan, you may mention this in the application form as evidence of compliance with taxation laws. |
| Tier 1 applicants must provide evidence of export readiness | Evidence that you have completed relevant export readiness training. This could include a certificate, email or badge provided by the provider confirming your completion of the training.  Evidence that the required test has been completed. This could be a test provided by the training provider and confirmed by Austrade or completion of the Austrade test at the time of application. |
| Tier 2 and Tier 3 applicants must provide evidence of export sales | You must provide at least two export sale invoices of your eligible product(s) issued over the course of 2023-24 financial year with one being within 18 months of the application. |
| Service product eligibility submission – must be provided by all SMEs with services other than tourism | Austrade’s template must be used and it can be found under ‘How to Apply’ section of the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html).  If applicable, the form needs to be uploaded to the application form. |
| Goods made outside of Australia submission – must be provided by applicants making goods or providing services outside of Australia | Austrade’s template must be used and it can be found under ‘How to Apply’ section of the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html).  If applicable, the form needs to be uploaded to the application form. |
| Trust deed including any amendments (if applicable) and including current trustee details – must be provided by SMEs that operate as a trust |  |

* + 1. Attachments for representative bodies

| **Attachment** | **Form required (if applicable)** |
| --- | --- |
| Financial statement for one year, related to the ABN that the application is made | Profit and Loss Statement and Balance Sheet from the 2023-24 financial year. |
| [Representative body](#_Representative_bodies_1) submission to address eligibility criteria | These questions are included in the application form. |
| Plan to market, outlining how you plan to undertake new marketing and promotional activities to markets on behalf of your members | These questions are included in the application form. |
| Evidence of compliance with taxation laws during the previous two income years | The type of evidence that Austrade can request is your Business Activity Statement, your Notice of Assessment or your Statement of Account from the last two financial years: 2022-23 and 2023-24. If you are currently on an ATO payment plan, you may mention this in the application form as evidence of compliance with taxation laws. |
| Evidence of eligible representative body status and non-distribution of income to members or shareholders | A copy of your Memorandum of Incorporation, Articles of Association or Constitution. |
| Export training plan, outlining the training activities you plan to provide on behalf of your members | Austrade’s template may be used and it can be found under ‘How to Apply’ section of the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html).  If applicable, the form needs to be uploaded to the application form. |

Representative bodies should complete the plan to market questions and the export training plan if you plan to undertake both marketing and promotional activities and export training activities.

* 1. Timing of the grant opportunity

You must submit your application after the published opening date. Note that the Round will be closed once funding is fully allocated, with applications assessed in the order they are received for each tier. We cannot accept applications once the Round has been closed.

We will assess your application and advise you of the outcome as soon as possible. You can also log on to the online portal to check the status of your application. If you are eligible, we will provide you with a [grant agreement](#_The_grant_agreement) for you to accept via our online portal.

* 1. Questions during the application process

If you have any questions during the application period, please visit the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html) or contact us at:

Phone: 13 28 78

Email: [EMDG.help@austrade.gov.au](mailto:EMDG.help@austrade.gov.au)

1. The grant selection process

Your application will be assessed against the Program’s eligibility criteria in order of application receipt. Grants will be awarded to eligible applicants in order of application receipt, until the funding is fully allocated for each tier.

During the assessment process we may contact you to clarify information you have provided in your application. When we request further information from you, we will specify the date by which you must provide it. If you do not provide the information by that date, we may not consider your application any further and deem it ineligible (see [EMDG Act](#EMDG_Legislation) section 101).

Eligible applications will be considered to be successful provided sufficient grant funding is available.

* 1. Who will approve grants?

The Austrade CEO or their [Delegate](#Delegate) decides which grants to approve taking into account the availability of grant funds for the purpose of the grant program.

The Austrade CEO or Delegate’s decision is final in all matters, including:

the approval of the grant

the grant amount to be awarded, which will be specified in the grant agreement

the terms and conditions of the grant.

The Minister for Trade and Tourism is not involved in decisions relating to individual EMDG grant applications. The Minister cannot overview or veto these decisions.

1. Notification of application outcomes

We will advise you of the outcome of your application in writing.If you are successful, we will advise you of any specific conditions attached to the grant. If you are unsuccessful, we will notify you in writing and give you reasons for our decision.

* 1. Right of review of a decision

The [EMDG Act and EMDG Rules](#EMDG_Legislation) describe the decisions of Austrade for which you can seek review. You will be given the reasons for the decision and more detail about how you can seek review, if Austrade makes one of the following decisions:

A decision not to enter into a grant agreement (see Section 9 of the EMDG Act)

A decision that you are not eligible for a grant or have not had or will not have eligible expenses in relation to eligible products (see Section 11(1)(b) of the EMDG Act)

A decision that you have not met a requirement under the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text) in relation to a grant payment (see Section 11(1)(c) of the EMDG Act)

A decision that your expenses are excluded because the expense or the product might have a [detrimental impact](#_Detrimental_impact) on Australia’s trade reputation (see Section 47 of the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text))

A decision that you are conducting a business that is substantially the same as a previous EMDG recipient ([organisational change](#_Organisational_restructuring)) (see Sections 10(3)(c) or 48(4)(b) of the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text))

A decision that you are unfit to receive a grant if the CEO reasonably believes that the person is not conducting their business in a professional or ethical manner, or dealing with the person might have a detrimental impact on Australia’s trade reputation (see Section 13(2) of the [EMDG Rules](https://www.legislation.gov.au/F2021L00509/latest/text)).

There is no right to seek review of the Delegate decisions in relation to the program budget and/or management policies such as:

The amount of funding for each [grant agreement](#_The_grant_agreement)

The terms and conditions of the grant

[Milestone reporting](#_Milestone_Reports) requirements.

A decision not to pay a grant or any instalment of a grant made under Section 102 of the EMDG Act is also not reviewable.

* + 1. How to seek a review of a decision

For those decisions where you may seek a review, the following steps should be followed if you wish to do so:

**Clarification:** In the first instance please contact us to seek clarity on the decision. We will put you in contact with the original decision maker.

**Seek internal review:** If you still disagree with our decision, you can ask for an internal review of the decision of the Delegate. This review will be undertaken by a more senior staff member who was not involved in the first decision. This request must be made in writing (writing includes email). The time limit to seek an internal review is within 30 days after the day on which the person first receives notice of the decision.

**Review by the Administrative Appeals Tribunal**: If you are still not satisfied with our decision you can seek a review by the Administrative Appeals Tribunal (AAT) which may undertake an independent review of the decision.

To appeal, the AAT Act requires the affected applicant to:

Submit an application to the AAT. The time limit to apply is 28 days from receipt of Austrade’s decision advice (Section 29 of the AAT Act) ([aat.gov.au/apply-for-a-review/other-decisions/time-limits](http://www.aat.gov.au/apply-for-a-review/other-decisions/time-limits))

Pay an application fee ([aat.gov.au/apply-for-a-review/other-decisions/fees](http://www.aat.gov.au/apply-for-a-review/other-decisions/fees)).

Please see [aat.gov.au/apply-for-a-review/other-decisions/how-to-apply](https://www.aat.gov.au/apply-for-a-review/other-decisions/how-to-apply) for further details.

1. Successful grant applications

If you are eligible for a grant, you will receive a grant agreement from Austrade. Once you enter into a grant agreement you will be a grantee.

* 1. The grant agreement

A grant agreement is a legally binding agreement with Austrade on behalf of the Commonwealth.

Both you and the Commonwealth must accept the grant agreement before we can make any payments. We are not responsible for any expenditure you incur in expectation of a grant agreement.

Each agreement has standard terms and conditions that cannot be changed. The Commonwealth standard grant agreement will be used. A sample grant agreement is available on the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html) and [GrantConnect](https://www.grants.gov.au/).

The approval of your grant will have specific conditions determined by the assessment process or other considerations made by the [Delegate](#Delegate). We will identify these in your grant agreement.

The Commonwealth may recover grant funds if there is a breach of the grant agreement (see Section 10(2)(b) of the EMDG Act and your grant agreement).

You must sign your grant agreement within 21 days from the date of written offer. During this time, we will work with you to finalise the details.

The offer will lapse if you do not sign the grant agreement within this time. We base the approval of your grant on the information you provide in your application and any further information we seek for clarification.

* + 1. Changes and variations

We need to know of any key changes to your organisation or its business activities, particularly if they are likely to adversely affect your ability to undertake the export promotional activity, the management of the grant or your performance of other requirements including but not limited to a change in the control of the business and any insolvency events.

You must also inform us of any changes to your:

Primary contact person

Business name

Addresses

Bank account details.

If you become aware of a breach of terms and conditions under the [grant agreement](#_The_grant_agreement) you must contact us immediately.

We recognise that unexpected events may affect delivery of your grant activities. In some circumstances, you can request a variation or termination to your grant agreement, including:

Change of ABN

Novating the grant agreement to another party

Terminating a grant agreement early for whatever reason. In some circumstances you may do this so you can apply for a new grant in a different tier, or for a different eligible product.

Depending on the circumstances, some variation requests can be simply dealt with by exchange of emails between the two parties and some must be done via a Deed (e.g. novation).

Variations to your grant agreement must still comply with the overall [limits on total grant funds and years](#Year_and_tier_limits).

**Note:** you cannot request an increase of grant funds, the movement of grant funds from one year to another, to change tier or eligible product during the grant agreement term. You cannot change to a market not listed in your application form, during the grant agreement term.

If you want to propose changes to the grant agreement, you must put them in writing before the grant agreement end date.

You should not assume that a variation request will be successful. We will consider your request based on factors such as:

How it affects the grant outcome

Consistency with the [EMDG Act and EMDG Rules](#EMDG_Legislation), the CGRPs, grant guidelines and any relevant policies of Austrade

Changes to the timing of grant payments

Implications to the existing system and processes.

* 1. Other legislation, policies and industry standards

You must comply with all relevant laws and regulations in undertaking your grant activity. These include Australian laws and the laws within the country in which you are undertaking your activities.

Some of these relevant laws include:

The Anti-Money Laundering and Counter-Terrorism Financing Act 2006

Relevant human rights legislation

Workplace health and safety

Working with children and working with vulnerable people

The Privacy Act 1988

The relevant Australian Taxation Office (ATO) legislation, rulings, and guidelines.

The CEO of Austrade may consider any breaches of these and any other relevant laws when deciding whether your expenses or product might have a [detrimental impact](#_Detrimental_impact) on Australia’s trade reputation.

* 1. How we pay the grant

Both you and the Commonwealth must accept the grant agreement before we can make any payments. We are not responsible for any expenditure you incur in expectation of a grant agreement.

Your grant agreement will state the maximum grant amount we will pay each financial year.

We will not exceed the maximum grant amount under any circumstances. If you spend more on eligible expenses, you must meet those expenses yourself.

In your application you must provide bank details for your organisation. We can only pay grant funding to the organisation that will be party to a grant agreement with the Commonwealth.

We may pay your grant in full or in part:

after execution of your grant agreement at the commencement of the relevant grant financial year, or

after assessment of a satisfactory milestone report.

We will endeavour to provide payment as soon as possible following execution of your grant agreement or assessment and approval of the milestone report.

The amount in your grant agreement is the maximum you will receive. Your grant agreement will include a payment breakdown.

Unspent grant funds will need to be repaid or offset against the future grant payment under your existing grant agreement, where applicable.

* 1. Reporting obligations
     1. Milestone reports

You must provide us with a milestone report for every financial year covered by your grant agreement and we may require this before we make a milestone payment.

Your [grant agreement](#_The_grant_agreement) will specify when you should provide us with a milestone report and what it must detail. You must submit reports in line with the timeframes detailed in the grant agreement.

To receive a milestone payment you must:

meet the eligibility requirements for a milestone payment as described above

demonstrate that you have the minimum capacity to spend for any subsequent grant years (see Section 3.1.3). Austrade may request to verify this before making a payment (minimum capacity to spend does not apply for representative bodies).

have expenses that are [eligible expenses](#_Eligible_expenses) in relation to an [eligible product](#Eligible_products)

meet your commitments under your grant agreement, particularly those that relate to the type of grant you are receiving (Tier 1, 2 or 3 or representative body). To allow us to assess your milestone report, you need to show us that your planned activities have been undertaken and that you have met the goals identified in your plan to market.

Austrade undertakes a range of compliance activities to ensure the program’s integrity. This means you must keep payment records of all eligible expenditure and be able to explain how the costs relate to the conditions of your grant agreement.

Under Section 102 of the EMDG Act, Austrade can ask you as a [grantee](#Grantee) for information, documents or a statement about any relevant matters, including records of the eligible expenses you have paid. Those relevant matters are any of the following, whether:

You, as a grantee, are eligible for a grant

You, as a grantee, have had or will have eligible expenses in relation to eligible products

Grant money has been used to meet your agreed eligible expenses in relation to eligible products

You continue to meet your taxation obligations and fitness requirements

You, as a grantee, are otherwise complying with the EMDG Act, the EMDG Rules and your grant agreement.

We will ask you in writing for that information and specify a date by which you must provide the information. If you do not provide these records when requested, **we cannot pay your grant** (see subsection 102(3) of the EMDG Act) or if we have paid your grant at the execution of the grant agreement, you may be requested to repay the grant. This decision is not reviewable.

Occasionally, we may need to re-examine claims, seek further information or request independent audits of claims and payments.

* 1. Payment administration

We will provide sample templates for your milestone reports in your [grant agreement](#_The_grant_agreement). Your milestone reports must:

Summarise your eligible expenses, noting your obligation to provide at least [matching funding](#Matching_contribution) for eligible expenses

Include the evidence as specified in the [grant agreement](#_The_grant_agreement)

Include a declaration that the eligible expenses were spent in accordance with the grant agreement

Include a declaration that you have complied with the provisions of your grant agreement, the EMDG Act and the grant guidelines.

We will make payments into the bank account held in the grantee’s name and which the grantee controls with an authorised deposit-taking institution in Australia. This will be specified and described in your grant agreement.

When you receive your grant agreement, you will also receive a link to your organisation dashboard in Austrade’s EMDG online portal. On this dashboard you will be provided with an option to lodge any upcoming milestone reports. Reminders of upcoming report requirements will be emailed to you close to the due dates.

You must lodge your milestone report by the date specified in your grant agreement or you will be considered in breach of your grant agreement and your grant agreement may be terminated on default. You should discuss any milestone reporting delays with us as soon as you become aware of them.

* 1. Grant payments and GST

Payments will be GST exclusive.

Grants are assessable income for taxation purposes, unless exempted by a taxation law. We recommend you seek independent professional advice on your taxation obligations or seek assistance from the [Australian Taxation Office](https://www.ato.gov.au/). We do not provide advice on your particular taxation circumstances.

1. Announcement of grants

If you enter into a grant agreement with Austrade, your grant will be listed on Austrade’s website and the [GrantConnect](https://www.grants.gov.au/) website within 21 days after the [date of effect](#Date_of_effect) as required by Section 5.3 of the CGRPs.[[10]](#footnote-11)

This information may include:

Name of your organisation

Your industry

Australian Business Number

Business location

Total grant amount awarded.

Should further details be required to be published, we will notify you.

1. How we monitor your grant activity
   1. Improving the program

We will evaluate the programto measure how well the outcomes and objectives have been achieved. We may use information from your application and reports for this purpose. We may also ask you for more information to help us understand how the grant affected you and to evaluate how effective the program was in achieving its outcomes.

* + 1. Survey

From time to- time Austrade may contact you to participate in a survey for the purposes of program evaluation.

* + 1. Promoting EMDG

Austrade regularly promotes the EMDG program and the successes of exporters under EMDG. It is a condition of your grant agreement that you will acknowledge the Commonwealth’s support in published materials in connection with the grant agreement (i.e. publishing a statement on your website) and use any form of acknowledgment the Commonwealth reasonably specifies. This includes where requested, your participation in case studies and promotion of EMDG.

* + 1. Third party application services

We have designed the program with user friendly features to allow you to navigate the program yourself. In circumstances where you use a third party to engage with us and deal with the grant process on your behalf, you should be aware that everyone is subject to the same requirements including lodgement deadlines.

In July 2022, we advised all grant agents that the previous Quality Incentive Program (QIP) had been retired and any references to the QIP in communications (e.g. signature blocks, website, newsletters etc) should have been removed.

Any person who presents themselves as offering Austrade-approved or authorised EMDG application services should be [reported immediately to Austrade](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/report-emdg-fraud).

1. Probity

The Australian Government will make sure that the grant opportunity process is fair, incorporates appropriate safeguards against fraud, unlawful activities and other inappropriate conduct, and is consistent with the [EMDG Act and EMDG Rules.](#EMDG_Legislation)

These guidelines may be changed from time to time by Austrade. When this happens, the revised guidelines will be published on the [Austrade website](https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants/how-to-apply.html) and on [GrantConnect](https://www.grants.gov.au/).

* 1. Enquiries and feedback

Austrade’s complaints handling procedures apply to complaints about the EMDG grant. All complaints about a grant process must be provided in writing.

Any questions you have about grant decisions for this grant opportunity should be sent to:

[EMDG.help@austrade.gov.au](mailto:EMDG.help@austrade.gov.au)

If you do not agree with the way Austrade has handled your complaint, you may complain to the Commonwealth Ombudsman. The Ombudsman will not usually look into a complaint unless the matter has first been raised directly with Austrade.

The Commonwealth Ombudsman can be contacted on:

Phone: 1300 362 072 (toll free)

Email: [ombudsman@ombudsman.gov.au](mailto:ombudsman@ombudsman.gov.au)

Website: [ombudsman.gov.au](http://www.ombudsman.gov.au)

* 1. Conflicts of interest

Any conflicts of interest could affect the performance of the grant program. There may be a [conflict of interest](http://www.apsc.gov.au/publications-and-media/current-publications/aps-values-and-code-of-conduct-in-practice/conflict-of-interest), or perceived conflict of interest, if Austrade’s staff, and/or you or any of your personnel has a:

Professional, commercial or personal relationship with a party who is able to influence the application selection process, such as an Australian Government officer

Relationship with or interest in, an organisation which is likely to interfere with or restrict a grantee from meeting the terms of their [grant agreement](#_The_grant_agreement) fairly and independently, or

Relationship with, or interest in, an organisation from which they will receive personal gain because the organisation receives a grant under the grant program.

You will be asked to declare, as part of your application, any perceived or existing conflicts of interests or that, to the best of your knowledge, there is no conflict of interest for you or any of your personnel.

If you later identify an actual, apparent, or perceived conflict of interest, you must inform Austrade in writing immediately.

Conflicts of interest for Australian Government staff will be handled as set out in the [Australian Public Service Code of Conduct (section 13 (7))](https://www.apsc.gov.au/working-aps/integrity/integrity-resources/code-of-conduct) of the [*Public Service Act 1999*](https://www.legislation.gov.au/C2004A00538/latest/text). Committee members and other officials including the decision maker must also declare any conflicts of interest.

We publish our conflict of interest policy on the [Austrade website](http://www.austrade.gov.au/).

* 1. Privacy

We treat your personal information according to the [*Privacy Act 1988*](https://www.legislation.gov.au/C2004A03712/latest/text) and the [Australian Privacy Principles](https://www.oaic.gov.au/privacy-law/privacy-act/australian-privacy-principles). This includes letting you know:

What personal information we collect

Why we collect your personal information

Who we give your personal information to.

Your personal information can only be disclosed to someone for the primary purpose for which it was collected, unless an exemption applies.

The Australian Government may also use and disclose information about grant applicants and grant recipients to any other Australian Government business or function for the purpose of program administration, analysis, evaluation, and application assessment. This includes disclosing grant information on Austrade’s website and [GrantConnect](https://www.grants.gov.au/) and giving information to the Australian Taxation Office for compliance purposes.

* 1. Confidential information

Other than information available in the public domain, you must agree not to disclose to any person, other than us, any confidential information relating to the grant application and/or agreement, without prior written approval. The obligation will not be breached where you are required by law, Parliament or a stock exchange to disclose the relevant information or where the relevant information is publicly available (other than through breach of a confidentiality or non-disclosure obligation). The obligation will also not be breached where you need to disclose this information to a third-party agent acting on your behalf, such as your accountant, solicitor or an agent assisting with your EMDG application.

* 1. Freedom of information

All documents in the possession of the Australian Government, including those about this grant opportunity, are subject to the [*Freedom of Information Act 1982*](https://www.legislation.gov.au/Series/C2004A02562) (the FOI Act).

The purpose of the FOI Act is to give members of the public rights of access to information held by the Australian Government and its entities. Under the FOI Act, members of the public can seek access to documents held by the Australian Government. This right of access is limited only by the exceptions and exemptions necessary to protect essential public interests and private and business affairs of persons in respect of whom the information relates.

All Freedom of Information requests must be referred to the Freedom of Information Coordinator in writing.

By mail:

FOI Contact Officer  
Austrade  
GPO Box 2386  
CANBERRA ACT 2601

By email:

[foi.coordination.officer@austrade.gov.au](mailto:foi.coordination.officer@austrade.gov.au)

1. Glossary

This Glossary lists defined terms that are not defined in the [EMDG Act and EMDG Rules](#EMDG_Legislation). In all cases, the EMDG Act and the EMDG Rules take precedence over the guidelines.

|  |  |
| --- | --- |
| **Term** | **Definition** |
| Administering entity | The entity responsible for the administration of part or all of the grant administration processes. |
| Annual turnover | Annual turnover is all ordinary income you earned in the ordinary course of running a business for the income year. |
| Eligible products | Section 18 of the EMDG Rules defines ‘Eligible products’ as ‘for the purposes of subsection 17(1) of the EMDG Act, a product of any of the following kinds is an eligible product if the product satisfies the conditions prescribed by this Part for the product:  (a) goods;  (b) services;  (c) events;  (d) intellectual property;  (e) know-how;  (f) software.’  For the purposes of these Grant Guidelines, references to ‘Eligible products’ includes services. |
| Business-as-usual activity | The ordinary operations of a business or organisation. |
| Date of effect | The date on which a grant agreement is executed by Austrade on behalf of the Commonwealth or the specified starting date in the grant agreement. |
| Decision maker, Delegate | The person in Austrade who makes a decision to award a grant.  Under the EMDG Act, the decision maker is the CEO of Austrade.  Under the *Australian Trade and Investment Commission Act* (the Austrade Act) the CEO can delegate certain decisions to certain persons in Austrade. |
| [GrantConnect](https://www.grants.gov.au/) | The Australian Government’s whole-of-government grants information system, which centralises the publication and reporting of Commonwealth grants. |
| New activities for representative bodies | New activities must demonstrate a substantially different approach towards marketing and promotion; support expansion to new markets; promote new products, services or innovation, and/or support new members (see Section 4.1.2). |
| Market | Market is defined as a single economy |
| Key markets | Specific key markets (economies) that have been identified for Tier 3 for this Round of the program (see Attachment 1 - List of key markets and Section 5.1). |
| Strategic shift | 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 (defined as a single economy).  Tier 3 applicants must demonstrate that they are undertaking a strategic shift. |
| Tiers | There are three tiers for SMEs and one for representative bodies. The term may cover all four tiers. |

1. Attachment 1 − List of key markets

For Tier 3 applicants, your marketing and promotional activities must shift beyond your existing markets (economies), to additionally target one or more of the key markets (economies) listed below:

|  |  |  |
| --- | --- | --- |
| Bangladesh | India | Singapore |
| Brunei Darussalam | Indonesia | South Korea |
| Cambodia | Italy | Taiwan |
| Canada | Japan | Thailand |
| China | Laos | Timor-Leste |
| Fiji | Malaysia | United Arab Emirates |
| France | Netherlands | United Kingdom |
| Germany | Papua New Guinea | United States |
| Hong Kong | Philippines | Vietnam |

1. <https://www.legislation.gov.au/Details/C2021C00244> [↑](#footnote-ref-2)
2. <https://www.legislation.gov.au/F2021L00509/latest/text> [↑](#footnote-ref-3)
3. **https://www.legislation.gov.au/C2013A00123/latest/text** [↑](#footnote-ref-4)
4. <https://www.finance.gov.au/government/commonwealth-grants/commonwealth-grants-rules-and-principles-2024> [↑](#footnote-ref-5)
5. Disqualifying convictions encompass convictions for many different types of fraud offences, including fraud offences against the Commonwealth. The offences are outstanding for a period of 5 years from either the time of conviction, or if you were imprisoned for the offence, from your time of release. [↑](#footnote-ref-6)
6. <https://www.nationalredress.gov.au/institutions/institutions-have-not-yet-joined> [↑](#footnote-ref-7)
7. If you have completed an export readiness training course that is not listed on the Austrade website, Austrade may consider accepting the course as recognised (at the discretion of the program Delegate). [↑](#footnote-ref-8)
8. Disqualifying convictions encompass convictions for many different types of fraud offences, including fraud offences against the Commonwealth. The offences are outstanding for a period of 5 years from either the time of conviction, or if you were imprisoned for the offence, from your time of release. [↑](#footnote-ref-9)
9. Alterations and addenda include but are not limited to corrections and additions to currently published documents, and changes to close times for applications. [↑](#footnote-ref-10)
10. See Glossary. [↑](#footnote-ref-11)