



BUSINESS STRATEGIES INTERNATIONAL
&
EXPORT MARKET DEVELOPMENT GRANTS
“EMDG”



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➤ **The EDMG Scheme exists to REIMBURSE EXPORT MARKETING EXPENSES.**



1. Marketing expenses must relate to marketing the products/services exported by the company – not sales or after sales or training costs.
2. Marketing expenses must be incurred – you have engaged services for export market expansion.
3. Marketing expenses must be accounted for – they have been taken into the accounts of the claiming entity.
4. Marketing expenses must be acquitted – you have paid for them (cash or credit card) – not just accrued them.

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Eligibility Criteria

- 
- Australian entity or Individual
 - Eligible:
 - goods;
 - services, including tourism;
 - intellectual property rights, trade marks, know-how; and
 - events
 - Passes Grants Entry Requirements
 - Carrying on business in Australia
 - Turnover < \$50M
 - Spend minimum > \$20,000
 - Eligible promotional activities

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Eligibility Criteria



- Approved promotional purposes
- Meets Significant Net Benefit Test for goods not made in Australia
- Export Performance Test from claim 3
- Excludes New Zealand and Iran
- Maximum payable \$150,000 per grant year
- 7 grants
- Total maximum available over 7 Years = \$1,050,000

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How is EMDG calculated

➤ Example 1 Year 1 claim

Eligible expenses	\$100,000
Less threshold	<u>\$10,000</u>
Total	<u>\$90,000</u>
EMDG Payable – 50%	\$45,000

➤ Example 2 Year 2 claim

Eligible expenses	\$530,000
Less threshold	<u>\$10,000</u>
Total	<u>\$520,000</u>
EMDG Payable – 50%	\$260,000
Maximum EMDG Payable	\$200,000

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How is EMDG calculated

➤ Example 3 Year 3 claim

Eligible expenses	\$410,000
Less threshold	<u>\$10,000</u>
Total	\$400,000
EMDG Payable – 50%	\$200,000
Export Earnings	\$400,000
Maximum EMDG payable (40% of Export Earnings)	\$160,000

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Eligible Expenditure

- 
- **Overseas Representatives**
 - **Marketing Consultants**
 - **Marketing Visits**
 - **Communications**
 - **Free Samples**
 - **Patents, Trademarks, Registrations**
 - **Trade Fairs, Seminars, In-store Promotions**
 - **Promotional Literature and Advertising**
 - **Overseas Buyers**

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Eligible Expenditure



- Overseas Representatives expenses are capped at \$200,000
- Marketing Consultants expenses are capped at \$50,000
- IP registration expenses are capped at \$50,000
- Overseas buyers capped at \$7,500 per person per visit; total \$45,000 per annum

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Export Earnings

- 
- **Goods**
 - **Services**
 - **Intellectual Property Rights / Trademarks / Know-How**
 - **Tourism Services**
 - **Event held in Australia**

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Conclusion



- *Allows you to recoup some of your overseas marketing expenses*
- *However, you need:*
 - **sound planning**
 - **solid structures prior to export**
 - **good record keeping**
- **BSI Services Pty Limited**
 - **EMDG Specialists**
 - **Registered consultants with Austrade**
 - **Service and confidentiality agreements**

BUSINESS STRATEGIES INTERNATIONAL

BSI Objective

- 
- **Assist you in accessing up to \$150,000 p.a. in funding**
 - **Maximise EMDG entitlement**
 - **Minimise time spent by clients**

BUSINESS STRATEGIES INTERNATIONAL

Clients

Total over 300 and including:

- Advance Scaffold – Scaffolding
- Bikestyle Tours – Tours
- Fat Prophets – Online Newsletter
- Hussy Clothing – Clothing
- Jets Swimwear – Swimwear
- Josh Goot – Clothing
- Longina Phillips Designs – Textile Designs
- Magic Millions – Thoroughbred Horse Auction
- O4 Corporation – IT Software Solutions
- Orchid Business Systems – IT Software Solutions
- Park Assist – Parking Systems
- Zimmermann Wear – Clothing