



## Export Grant Overview - 2011 /2012



# E-counting Grants Services



## Overview of Services

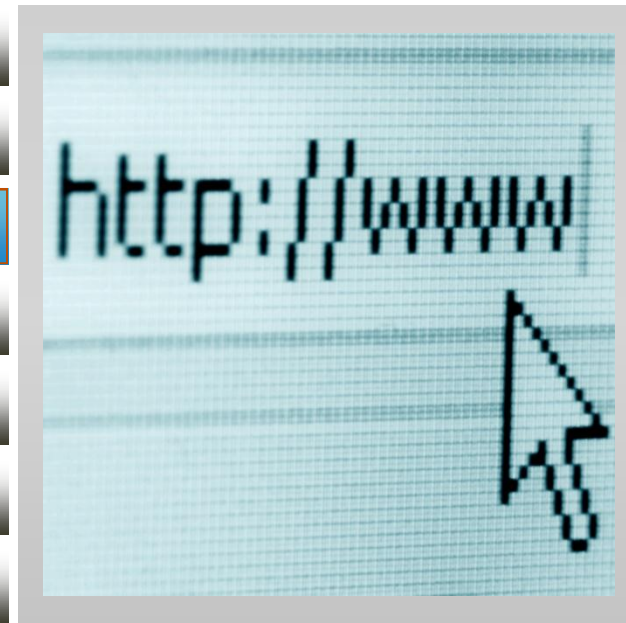
R&D Grants

Export Grants

Green Grants

# Agenda

- 1 Export Grant Overview
- 2 Export Grant Eligibility
- ✓ 3 What you can Claim
- 4 Cash Study
- 5 Application Process
- 6 Questions
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The background features a 3D rendering of the letters 'WWW' in a metallic, grey font at the top. Below the text is a 3D map of the United States, with the states raised in a light grey color. A semi-transparent green rectangular box is overlaid on the map, containing the text.

**WWW**

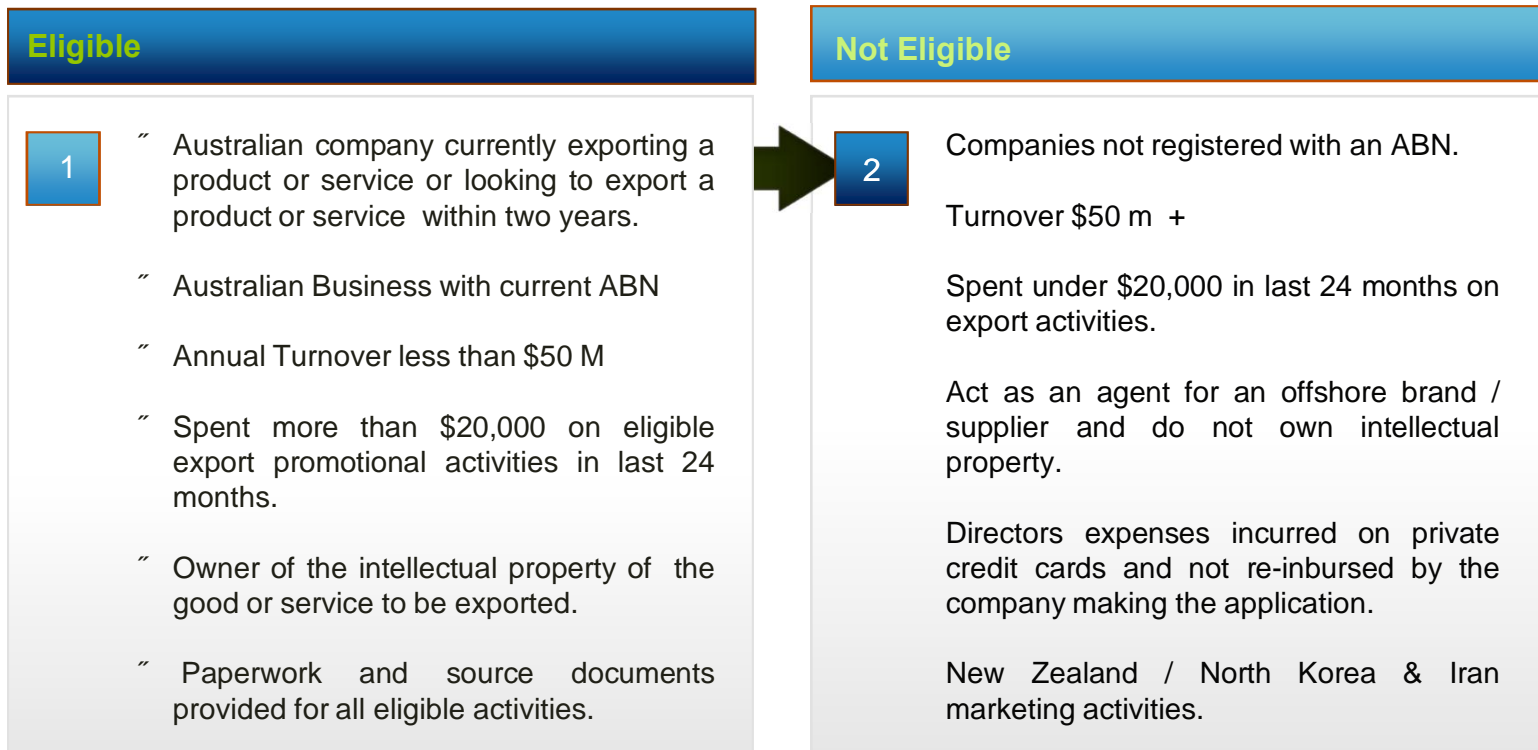
**0.2% of Small Business claimed the export grant in 2010 /2011.**

**"4,306 Applicants / \$143 Million in 2010 /2011**

**"Minimun Claim \$20,000 – Max Claim \$300,000**

**"\$5.5 Billion of Exports generated from 4,306 Applicants.**

# Eligibility –Export Grant



# What can you Claim

## Overseas Representative

1

Maximum of \$200,000 for salaried employees with a minimum of 12 months employment.

Exclusions are :

- ~ Commission Agents.
- ~ Joint Venture Partners.
- ~ Family Members #

~

# Must be employed for more than 12 months through the books.

## Marketing Consultants

2

Maximum of \$50,000 per applicant for eligible expenses.

Eligible Expenses :

Market Research Strategy

Fares & accommodation of an export market incurred by a consultant in promoting your product / service.

Advertising done on your behalf

## Marketing Visits

3

\$300 per day minimum claim for related travel to see prospective clients.  
# Maximum 21 Days

Airfares -100% Claim  
First Class . 65% Claim  
Travel Insurance

# What can you Claim

## Communications

4

- Fixed Line - % Claimed
- Mobile Phone - % Claimed
- Website Costs - % Claimed

## Intellectual Property

5

- Formation Costs of patents , brand names and websites.
- Insurance to protect intellectual property including Professional indemnity insurance .

## Promotional Material

6

- Brochures
- Videos
- Sample materials for Buyers.

# What can you claim ?



“Expenses arising from production, from product development, distribution or certification, from after-sales activities or from seeking investment

“Expenses that were incurred by a related business entity

“Expenses that relate to business with Democratic People s Republic of Korea (North Korea), Iran and New Zealand

“Expenses that were incurred by you when you were not a resident of Australia

“Expenses that have or will be subject to reimbursement by a third party (other than EMDG)

“Expenses that are a commission or discount

“Expenses that pre-pay for goods or services that will be received after 30 June 2012. (Some exceptions apply .  
*Contact Austrade for details).*

“Expenses incurred in payment of an Australian tax, levy or charge (except Australian departure tax)

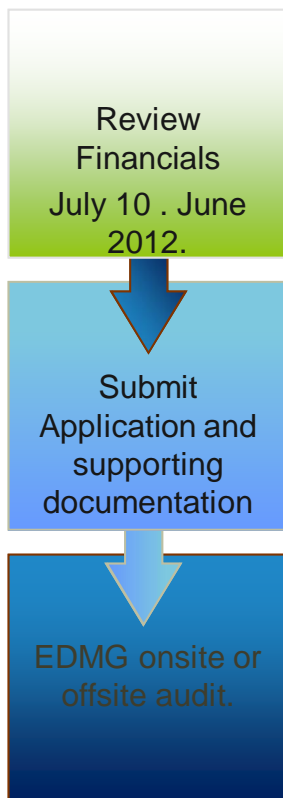
“Expenses that relate to an illegal or unlawful activity

“Expenses that relate to any form of pornographic material

“Cash payments exceeding A\$10,000 per application



# Application Process



E-counting reviews the first 24 months financials and assesses the eligibility of a potential export grant and if there is sufficient paperwork to support a claim

Application is lodged in July . Nov 12 with supporting documentation and pre screened with EDMG senior staff.

EDMG assess application and request additional paperwork or site visit to assess applicant.

EDMG approves or deducts expenses from the total claim.

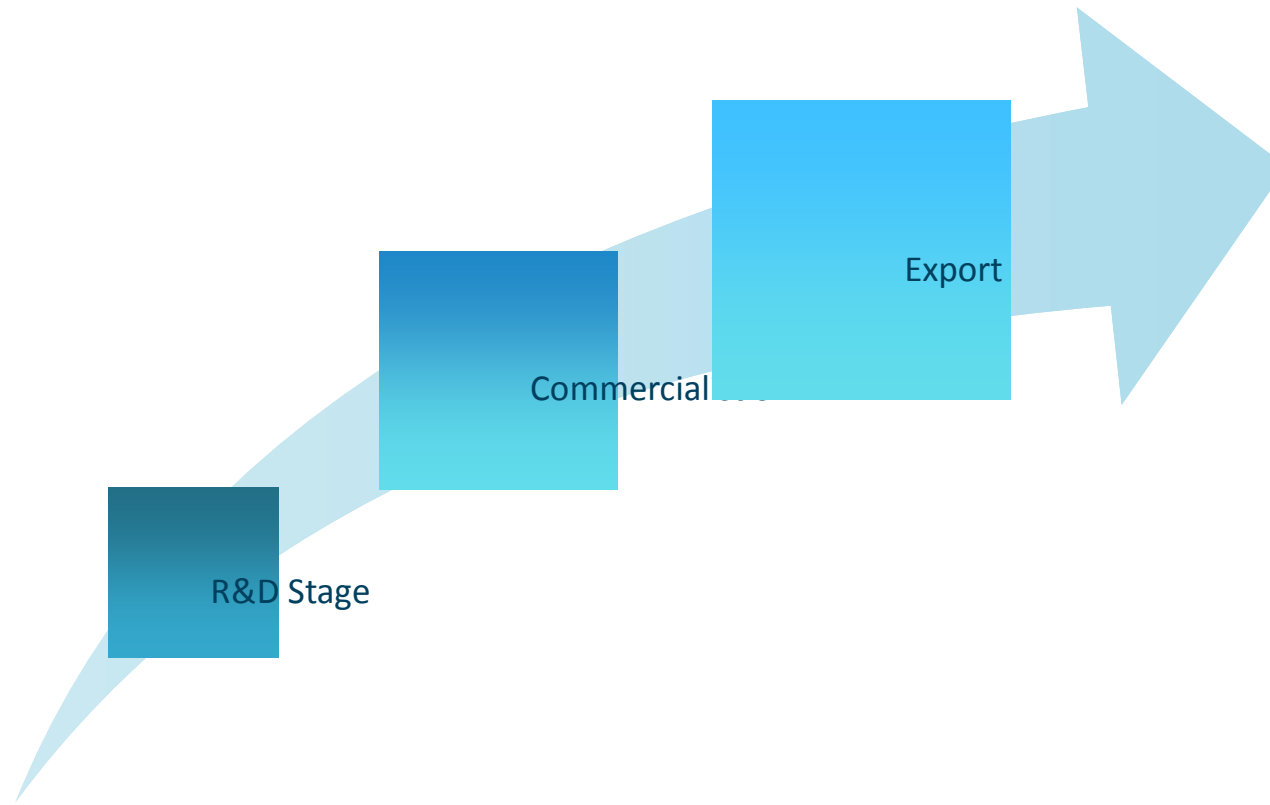
EDMG pays first \$60,000 of claim and then remaining second payment in June 2013.

## Case Study - Cloud Based Management System.

**\$100,000 Claim -\$45,000 Refund**

- “ \$50,000 - Overseas Representative
- “ \$10,000 . Marketing Consultants
- “ \$20,000 . Travel
- “ \$5,000 - Communications
- “ \$10,000 - Intellectual Property (IP)
- “ \$5,000 . Promotional Material

# E-counting Progress chart –



**THANK YOU &  
QUESTIONS!**

Your Logo