



## Export Market Development Grants

# Attachment

[austrade.gov.au/EMDG](http://austrade.gov.au/EMDG)



## Rules 10 and 11: Plan to market eligible products

Please complete and attach to your application form in the online portal. You may complete this template or submit another document that addresses these questions, such as your business' internal planning document.

Q.	Question and response
1	<b>NAME OF APPLICANT:</b> Enter your response here  <b>TRADING AS:</b> Enter your response here
2	<b>APPLICANT ABN:</b> Enter your response here
3	<b>DETAILED DESCRIPTION OF THE ELIGIBLE GOODS YOU ARE PLANNING TO MARKET:</b> Enter your response here

Q.	Question and response
4	<p><b>WHAT BUSINESS GOALS ARE YOU SEEKING TO ADDRESS THROUGH YOUR MARKETING?</b></p> <p>Enter your response here</p>
5	<p><b>WHAT INDICES WILL YOU USE TO MEASURE SUCCESS?</b></p> <p>Enter your response here</p>
6	<p><b>THE OVERALL BUDGET FOR EACH FINANCIAL YEAR (TWO FINANCIAL YEARS FOR TIER 1; 3 FINANCIAL YEARS FOR TIER 2; TIER 3; AND REPRESENTATIVE BODIES)?</b></p> <p>Enter your response here</p>

**Q. Question and response**

**7 PROPOSED MARKETING ACTIVITIES YOU WILL UNDERTAKE:**

Please describe marketing activities that you are planning to undertake to promote your eligible product(s).

Enter your response here

**FOR TIER 2 APPLICANTS ONLY – QUESTION 42(B) IN THE APPLICATION FORM:**

Please note that if you are applying for a Tier 2 grant, your plan to market eligible products in a foreign country also needs to show:

- How you are seeking to expand export promotional activity from what you have previously done (Rule 50(1)(a)).

Enter your response here

**FOR TIER 3 APPLICANTS ONLY – QUESTION 43(B) AND 43(c) IN THE APPLICATION FORM:**

Please note that if you are applying for a Tier 3 grant, your plan to market eligible products in a foreign country also needs to show:

- How you are seeking to expand export promotional activity from what you have previously done (Rule 51(1)(a)); and
- How you are planning to make a strategic shift in marketing (Rule 51(1)(b)).

For example, a strategic shift in marketing could be targeting a new market such as a new country for your existing products or services. A new market could also include a different market in a large country, such as in the United States, where you plan to market in the East Coast versus the West Coast. It could also mean that you are planning to target a different market segment type of customer or demographic for your product or service. Your plan to market should provide an explanation that outlines how you will support your new strategy. Please set out in detail what strategic shift you will be undertaking and how you will achieve this goal.

Enter your response here