

Export assistance grant - Guidelines

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About the program

The NSW Government's Export Assistance Grant ('the Grant') provides grants to eligible businesses to assist them to recover from the impacts of bushfires, drought and COVID-19 on their export business and export development activities. These activities must enable exporters to access global markets and be undertaken from 1 January 2020.

The Grant is intended for export businesses that produce goods and services in NSW to sell to customers internationally. The eligibility criteria below seek to capture export businesses most affected by changes to international trading conditions, and those impacted by drought and bushfires. NSW is committed to supporting these businesses to be in a better position to innovate and take advantage of emerging opportunities in international trade.

Reimbursement of 50% of eligible expenses, up to a maximum of \$10,000 per eligible business is available for current or previously exporting businesses enabling access to new or re-entering previous markets.

This funding is provided to reimburse expenses already paid since 1 January 2020.

Applicants will be subject to audit by the NSW Government or its representatives.

The Grant is offered alongside the Federal Government's Export Market Development Grant (EMDG) administered by Austrade.

Available funding

The Grant amount is a maximum of \$10,000 per eligible business.

How funding may be used

Eligible activities accompanied by proof of expenditure may receive 50% reimbursement, up to a maximum of \$10,000. Acceptable proof of expenditure are copies of invoices for eligible expenses including confirmation of payment from the service providers. (Service providers may be based in Australia or overseas).

Eligible businesses can submit one \$10,000 application, or multiple applications totalling \$10,000. Separate applications must request a minimum of \$2000 each. Funds will be allocated to eligible application from a limited funding pool in the order they are received by Service NSW.

If your exporting business has been trading for longer than 12 months under a different ABN, which has changed since 1 August 2019, you may still be eligible. Contact export.enquiries@treasury.nsw.gov.au with further details to check your eligibility for the Grant program.

Applicants may be eligible to apply for both the Grant and the Commonwealth Government's Export Market Development Grant (EMDG). Applicants are encouraged to apply for both grants where eligible but are advised that 'double dipping' is not allowed.

Please note that any monies received from the NSW Grant will need to be declared and deducted from your EMDG claim at time of application (and vice versa).

Eligible activities

Activities eligible for funding are:

- **Marketing materials:** design, trademark, copyrighting and printing costs for business cards, brochures, product sheets, presentations, banners and signage specifically for overseas markets. Costs associated with the production of corporate videos and online presentations for international markets. Overseas social media marketing, where it can be demonstrated this was used to market internationally. Translation costs for the above for non-English speaking markets.
- **Website internationalisation:** Expenses for an independent contractor to identify and make changes to prepare your website for international markets, such as language translations, products and expertise details.
- **Pivoting to online delivery:** Costs associated with converting face-to-face training content to online delivery including design, development, production and accreditation of online content for international audiences.
- **E-commerce development:** Costs of working with a third-party to develop and implement an international e-commerce platform.
- **Market research:** Costs of working with a third party (such as Austrade or verified international consultant) to conduct market research into opportunities and barriers in targeted overseas markets, and facilitation of business matching with overseas partners/buyers. (Travel, accommodation and per-diem expenses for a third party are not eligible).
- **International tradeshows and trade missions:** Includes cost of hiring exhibition space for an international trade show, entry and project management fees associated with participating in trade shows, trade missions and business programs including eligible international trade shows held in Australia. This could include online tradeshows and virtual/online business matching.
- **Inbound business support:** Costs of hosting incoming buyers in NSW such as hiring local facilities, economy domestic travel and standard accommodation for no more than two approved inbound buyers. (Food and beverage costs are not eligible).
- **Costs to support compliance/localisation of products for export,** such as new packaging.
- **Costs to protect business in international markets** including insurance and IP protection.

Ineligible activities

Ineligible activities include (but are not limited to):

- flights, travel and accommodation and any related costs, except for those specifically outlined above for inbound business support
- costs of routine business activities such as (but not limited to):
 - routine or seasonal marketing costs
 - routine accounting costs, including the costs of audit certificates
 - rental costs and expenses
 - routine utility costs
 - routine training costs
 - general stationery
 - internet and telephone calls
 - production of product including samples
- food and beverage
- working capital
- payment of wages/salaries

- overseas representation
- purchase of equipment
- parallel trading and reselling activities
- membership of professional associations.

Eligibility criteria

An **eligible** business must:

- be an exporting business with an annual turnover of up to \$100 million

OR

- be an exporting business with an annual turnover of greater than \$100 million that can demonstrate export turnover has declined by more than 30% in the 2019–2020 financial year and have an intention to re-establish your export business in your established markets and/or diversify into new export markets

AND

- have an ABN registered in NSW and be registered for GST as at 1 August 2019
- be currently exporting or exporting prior to the impacts of COVID-19, bushfires and/or drought
- have a minimum of 3 full-time equivalent employees (3 FTE) at the time of application
- own the goods/services to be exported or be able to provide documented evidence that you are the agreed export supplier
- produce the goods/services to be exported in Australia, or be able to provide documented evidence that the business provides substantial value to NSW
- be able to provide tax invoices and receipts for the eligible activities being claimed.

Any grant monies received or subject to EMDG applications must be declared and/or deducted from the Grant at time of application.

Businesses who have submitted their EMDG applications for the 2019–2020 financial year must ensure that their application for this Grant includes the net amount, previously unclaimed through EMDG.

You are **ineligible to apply** for an Export Assistance Grant if:

- you have lodged applications to the Grant exceeding \$10,000
- you are a government or a non-profit organisation
- the activity you are claiming commenced or took place prior to 1 January 2020
- your activity contravenes advice from the Federal or NSW Government in relation to COVID-19 public health orders
- your activity contravenes [Australian sanctions](#).

Evidence in support of eligibility

Applicants are required to:

- certify to the administering agency that they meet the eligibility criteria
- lodge other supporting documents as required to demonstrate that they meet the eligibility criteria
- complete a Statement of Business Eligibility prepared by the owner or authorised representative of the eligible business confirming details of:

- your annual income in the 2019–2020 financial year
 - your current FTE
 - the decline in export-related revenue in the 2019–2020 financial year if you have an annual turnover of over \$100 million
- provide tax invoices and tax receipts for the eligible activities being claimed.

Terms and conditions

- Applicants can apply for assistance under the scheme where they are the owner or are authorised to apply on the business owner's behalf.
- Expenditure Statements are complete and accurate.
- All funds were expended solely on the approved activity and complied with the terms and conditions of assistance.
- All documentation relating to funds claimed above are available to Service NSW if requested.

In completing the application, you also agree to the following conditions of funding:

- The activities being claimed have already been paid for and evidence of that payment will be provided with the application.
- If using a consultant, you have independently selected the consultant and the credentials and background of the consultant have been checked to confirm their ability to carry out the project.
- The owner or authorised representative of the business applying for assistance have no pecuniary interest in the consultants/contractors engaged in the activities.
- The application form, all other pertinent information provided by the eligible business and the conditions of funding all form part of the Agreement between Service NSW and the business. Service NSW reserves the right to determine eligibility for financial assistance based on the application form and all pertinent information. Each application for assistance is considered by Service NSW on its individual merit. Service NSW reserves the right to withdraw assistance if there is incorrect or misleading information in the application form and/or all other pertinent information provided by the business.
- Applicants must retain for 5 years all tax invoices, official receipts, bank statements, or other similar records to verify the amounts given under the scheme have been used in accordance with the grant. Penalties may apply for false or misleading information.
- You must be able to substantiate each expense and activity that you claim. It is a criminal offence to attempt to obtain, or to obtain, a grant or increased amount of grant through deceit, false or misleading representation or other unlawful means.

Applicants should note that the NSW Government will ask the business to participate in an evaluation of the program at any time including after completion of the activity. This may include requesting that the business report on the business outcomes arising from activities funded by the Grant and for other information.

Definitions

Administrating Agency means the responsible agency/department/body for assessing and administrating the Export Assistance Grant applications.

Eligible business means an individual, partnership, company or trust registered in NSW that has engaged in exporting goods and services that it owns to international markets since 1 January 2019.

Full-time employment means an individual who ordinarily works for at least 35 hours each week for the small business.

Non-profit organisation means an incorporated charity or non-profit entity which is registered with the Australian Charities and Not-for-profits Commission (ACNC) or an equivalent NSW regulatory body.

Parallel trading and reselling activities are activities that constitute trading across borders outside of the owner's production and distribution system without the owner's consent.

Turnover is the total ordinary income derived in the ordinary course of running a business typically measured on an annual basis.