

Helping to put your business on the world MAP



creating opportunity



**Government of South Australia**  
Department of Trade and Economic  
Development

# Market Access Program (MAP)

[www.southaustralia.biz](http://www.southaustralia.biz)



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# Welcome

The South Australian Government introduced the Market Access Program (MAP) in 2004 following a recommendation from the Export Council.

MAP is designed to assist South Australian small and medium sized exporters, and is administered by the Department of Trade and Economic Development.

The Economic Development Board (EDB) has identified growing the State's exports as one of the State's key priorities, and plans to triple South Australia's exports by 2014 to \$25 billion.

The South Australian Government believes that industry should take a lead role in export development and has established the MAP scheme to encourage the trend in this direction.

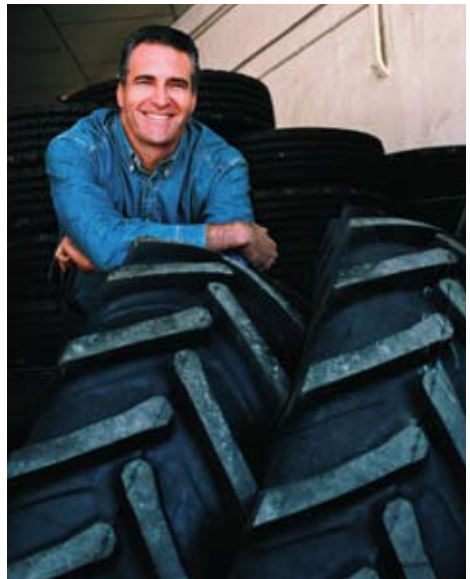
## MAP:

- reimburses up to 50% of expenses incurred on eligible export promotion activities
- provides up to three grants per financial year for a maximum of 6 successful applications
- complements Austrade's EMDG scheme
- encourages industry involvement through the option of group applications

## MAP Objectives:

- help SME's develop their export capability
- increase the export activity of SMEs
- help develop an export culture in SA, whereby SA enterprises:
  - develop sustainable export markets, and
  - adopt a collective/industry approach in developing export markets

This Market Access Program will help you put your enterprise on the world MAP!



# 1. Check your eligibility

- **Are you an eligible South Australian small or medium size business entity<sup>1</sup>?**

Applicants, and enterprises represented by applicants:

- must be an Australian individual, partnership, company, or co-operative carrying on business in South Australia
- joint ventures between South Australian registered organisations, South Australian registered enterprises and other State/Territory or national enterprises is permissible, provided that the provision of grant funds is restricted to South Australian enterprises.

Government departments or agencies or branches of foreign companies are not eligible.

Not-for-profit organisations and business associations are not eligible. However, if group activities are organised e.g. trade mission, participation costs to the mission leader/organiser is an eligible expense for reimbursement.

- **Are you receiving Austrade's EMDG?**

- Applicants are required to declare any funding being received under the Export Market Development Grants Scheme (EMDG) administered by Austrade.
- Eligibility for MAP will be on the basis of ineligibility for Austrade's EMDG through insufficient spending.

- If your organisation is spending more than \$15,000 per financial year on export promotion activities, and you have not received EMDG in the past, it is recommended that you contact Austrade to see if you are eligible for this grant. Details can be found on Austrade's website [www.austrade.gov.au](http://www.austrade.gov.au)
- Please note that companies that have exhausted the EMDG grants are no longer eligible for a MAP grant.

- **Are you the principle in the export transaction?**

- To be able to claim the costs of promoting your product you must be the principle in the export transaction. This means:
  - the product must be yours, that is, you have legal ownership of it, and
  - you must be the one who exports the product.
- If your business arranges the sale of products owned by others at the time the export sale is made (i.e. if you were an agent) you are not considered to be the principle for MAP purposes.

- **Are you promoting your products or services to residents of other countries?**

- To be able to claim the costs of promoting your product you must be promoting them to foreign residents/markets. Grants are available to companies that attend pre-approved trade shows held within Australia that attract international buyers.



## Your obligations

- **Applicants, and enterprises represented by applicants, must:**

- show evidence of export readiness/capability<sup>1</sup> and a strategic market focus (e.g. this can be demonstrated through reference to an industry strategy or State Export Strategy), and
- be willing to publicly acknowledge assistance provided by the State Government under MAP where practical and to work co-operatively with the State Government.

- **Group organisers must:**

- secure participation of at least three eligible enterprises. The organisation must clearly demonstrate the expected benefits to South Australia from participation in the proposed activity, particularly in the area of export enhancement and strategic fit with the State Export Strategy and relevant industry strategies.

Associations and not-for-profit organisations organising group activities may not directly apply for MAP assistance. However, if group activities are organised e.g. trade mission, participation costs to the mission leader/organiser is an eligible expense for reimbursement.

<sup>1</sup> A business with no more than \$15 million turnover, AND has been operating for more than two years with a minimum of \$50,000 turnover per annum, OR is vetted and nominated by a TradeStart Advisor, OR is a member of an Export-related business organisation e.g. Exporter's Club, Business Enterprise Centres etc AND provides a detailed Project Proposal to be evaluated by the Grants Committee.

## 2. How to receive a MAP export grant

- 
- STEP 1:**  
Learn about MAP
- Read this brochure
  - Visit [www.southaustralia.biz/exporting-from-sa](http://www.southaustralia.biz/exporting-from-sa)
  - Ask your industry organisation about the program
- 
- STEP 2:**  
Check your eligibility & obligations
- Refer pages 4 & 5
- 
- STEP 3:**  
Complete your application
- Complete an application form/s available from [www.southaustralia.biz/exporting-from-sa](http://www.southaustralia.biz/exporting-from-sa)  
Call DTED on 8303 2400
  - Contact [map@state.sa.gov.au](mailto:map@state.sa.gov.au) for help with preparing your application
  - Contact MAP Program Coordinator for assistance with the preparation of applications to address the eligibility criteria
- 
- STEP 4:**  
Submit your application before you undertake the activity
- Post, email, fax or hand-deliver your application to DTED – see back of brochure for details
  - Application round closing dates:  
15 March • 15 June • 15 September • 15 December
  - Receive an acknowledgement letter from DTED upon receipt of your application
- 
- STEP 5:**  
Approval of your MAP Application
- Following the assessment of applications, approval or rejection letters are sent to all applicants
- 
- STEP 6:**  
The Acquittal Process
- Complete an Acquittal Package  
Downloadable from [www.southaustralia.biz](http://www.southaustralia.biz)  
Call DTED on 8303 2400
  - Contact [map@state.sa.gov.au](mailto:map@state.sa.gov.au) for help with preparing your acquittal
- 
- STEP 7:**  
Annual Exporters Survey
- At the end of the financial year, all recipients of grants under MAP will be asked to complete a short survey.

## 3. Funding assistance available under MAP

Grants will be considered on a dollar-for-dollar basis until a capped threshold is reached.

Where an enterprise is asked to make a commitment before the activity takes place, prepayment of up to 75% of the grant will be made at the discretion of the grants committee. There is no obligation for enterprises to request prepayment.

### 3.1 Outgoing export-related mission

#### Summary

- The maximum grant for individual applicants is \$5,000 per activity for eligible expenses.
- Organisations or individual enterprises can be reimbursed for up to three activities in any one financial year, totalling a maximum allocation of up to \$15,000 per firm.
- MAP is available to individual companies for a maximum of six successful applications.
- The maximum grant for group activities is \$75,000 per activity for eligible expenses.
- A minimum of three organisations must join a group or mission for it to be classed as a group activity.

#### Eligible Expenses

##### **Travel, accommodation, on-ground transport**

This is for a combined amount including economy airfares, on-ground transport and accommodation up to a maximum of \$2,500.

##### **Trade fairs, seminars, promotional activities**

The cost of participating in trade fairs,

in-store promotion, international forum, private exhibition, or similar activities is eligible. This includes booth space and set up costs.

##### **Marketing materials**

Marketing materials include internationally branded brochures, videos/CD/DVD presentations, displays, consistent branding for delegates, translated business cards, website design or modification in order to internationalise the site.

##### **Freight of samples**

##### **Services of overseas representatives/consultants**

Costs associated with engaging a representative, consultant or a third party for market research, business-matching activities or any other export-related business service.

##### **Fees and direct costs of interpreters and translators**

##### **Project management**

Project management fees to consultants and third party service providers in Australia for export-related business service.

##### **Promotional gifts**

Promotional gifts or a reasonable value as assessed by the grants committee are eligible.

In general, 50% reimbursement can be sought for all eligible expenses, subject to the maximum of \$5,000 total for individual applicants and \$75,000 total for group applications.

## 3.2 Incoming export-related missions

### Summary

- To assist with incoming delegations, a maximum of \$2,000 per individual enterprise, or a total of \$10,000 per group initiative, is available per financial year.

### Eligible Expenses

#### Domestic travel and accommodation for buyers

This mission must benefit a group of South Australian enterprises, and be for bona fide, qualified buyers. It is preferable that this type of mission be organised by an industry organisation.

#### Rental for venue

This includes assistance towards networking functions with relevant SA enterprises in attendance.

#### Marketing materials

Marketing materials include internationally branded brochures, videos/CD/DVD presentations, displays, consistent branding for delegates, translated business cards, website design or modification in order to internationalise the site.

50% reimbursement can be sought for all eligible expenses, subject to the maximum of \$2,000 total for individual applicants and \$10,000 total for group applications.

### 3.3 Activities to increase export capability

Grants will be up to a maximum of \$1,000 per financial year.

## Eligible Expenses

### Self-education expenses

This includes attending training courses and information seminars and the services of consultants. Education must be through a registered training organisation or similar.

### Marketing materials

Marketing materials include internationally branded brochures, videos/CD/DVD presentations, displays, consistent branding for delegates, translated business cards, website design or modification in order to internationalise the site.

## 3.4 Expenses Ineligible for MAP

The following class of expenses will not be considered eligible for reimbursement.

- Entertainment and hospitality expenses like food, beverage and catering bills.
- Cost of capital equipment like computers office-space, fit-out of overseas offices.
- Operating expenses like salaries to employees based in applicant's overseas offices.
- Cost of product samples.

## 3.5 Ineligible grants

A grant will not be approved for:

- Facilitation payments or anything which contravenes the Criminal Code Amendment (Bribery of Foreign Public Officials) Act 1999 (Commonwealth Act) or any other illegal practices; or
- Non-business related activities.
- Proposed activities that have received funding from another government agency.

# 4. Complete your application

To make an application for a grant, you will need to complete and submit a MAP application form/s, containing a Form C and a Project Proposal.

## 4.1 Individual applications

### MAP application form

- The MAP Application Form is the official form that you will need to complete to apply for a grant.
- It is the document in which you state the amount you wish to claim.
- There are three main groups of questions asked in the form:
  1. details about your business (e.g. your contact details, your business type, what you do, etc).
  2. details of the activity the application is for (e.g. name of activity, location, dates, purpose, etc).
  3. details of the eligible expenses you want to claim for this activity.
- Application forms are available from [www.southaustralia.biz/exporting-from-sa](http://www.southaustralia.biz/exporting-from-sa) for downloading in Word or PDF formats.

### Project proposal

- This is to address all of the information required to assess your activity, such as the objectives of the project, activities, and expected outcomes and your company's overall export strategy.
- Please identify sources of funding from associations or other government agencies if applicable.

- A template to assist applicants is available from [www.southaustralia.biz](http://www.southaustralia.biz)
- Please note that as applications are merit-based and competitive, the project proposal must provide a compelling case for your project to be supported.

## 4.2 Group applications

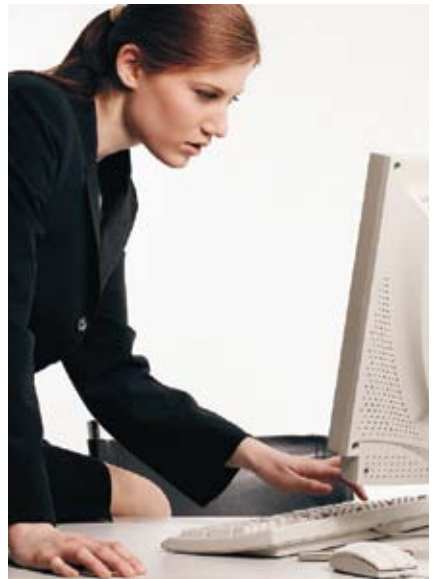
### MAP application form

- The MAP Application Form is the official form that you will need to complete to apply for a grant.
- For a Group Application, the form is broken into two parts:
  1. Part A: Organising body (Project Manager/Mission Leader) to complete
    - details about your business (e.g. your contact details, your business type, what you do, etc).
    - details of the activity the application is for
  2. Part B: Participating companies to complete
    - details about your business (e.g. your contact details, your business type, what you do, etc).
    - provide details of the eligible expenses you want to claim for this activity.
    - summary of the eligible expenses the group application is claiming for this activity.
- Application forms are available from [www.southaustralia.biz/exporting-from-sa](http://www.southaustralia.biz/exporting-from-sa)

## Project proposal

This should be prepared by the Project Manager/Mission Leader.

- A description of the Project Manager/Mission Leader's work scope and contribution to the project.
- Information about each participating member and the objectives and expected outcomes for each of them.
- Information regarding how the activity will contribute to the economic benefit of the state.
- Please identify sources of funding from associations or other government agencies.
- A template to assist Project Manager/Mission Leader is available from [www.southaustralia.biz/exporting-from-sa](http://www.southaustralia.biz/exporting-from-sa)



## 5. Submitting your application

In order to lodge an application for MAP you will need to submit the following documents:

1. MAP Form/s
2. Project Proposal
  - Your application must be received by DTED before you undertake the activity for which you are seeking MAP funding.
  - Applications close on 15 March, 15 June, 15 September and 15 December.
  - Receipt of all applications will be acknowledged in writing.
  - You can expect to be notified of the result within one month of the next round cut-off.
  - Applications should be marked

**MAP applications**

**c/- Office of Trade**

**Department of Trade and**

**Economic Development**

**GPO Box 1264**

**ADELAIDE SA 5001**

- Applications for funding after the activity has taken place will not be considered.
- All funding for applications will be considered, even if the activity takes place before the cut-off of the next round.
- If companies undertake their activity before their application has been approved, certainty of approval cannot be given until the round closes and the official approval process is undertaken.



## 6. Approval process

At the end of each round, all applications will be consolidated and considered by representatives from DTED, Austrade, Business SA and the Export Council.

Applications will be considered on merit by the grants committee against the eligibility guidelines and will take into account all relevant information and supporting documentation included with the application.

Applications also need to clearly demonstrate rationale for the application and the company's export readiness in the Project Proposal.

Where oversubscription occurs, preference will be given to applications that best suit the State export plan.

When considering applications, the grants committee may seek advice from relevant organisations. As mentioned previously, it is expected that the funds will be spread across a variety of markets and sectors each year.

The committee will present its recommendations to the Minister for Industry and Trade for approval. The Minister may also authorise a representative to exercise these powers on his/her behalf. The decision of the Minister or the Minister's nominated representative, will be final and there will not be any avenues for disputing the decision.

Written advice on the outcome of the application, including the expected amount of the grant and any special conditions that may apply, will be provided within one month of the next round cut-off.

Successful applicants may be required to provide further information before they are formally approved. In these circumstances, the applicant will be advised of the additional information required.

# 7. Acquittal process

The acquittal process must be undertaken within three months following the activity. Where an activity takes place before final approval for the grant is given, acquittal must be undertaken within three months from the final grant approval.

The following arrangements will apply in relation to payments approved under MAP:

- Funding will be provided upon receipt of a Project Results Feedback report and evidence of export activities undertaken.
- No funding will be provided unless evidence of commitment has been made.
- Prepayment can be made up to 75% of the grant amount.
- Prepayment can only be sourced once and must be for a minimum of 40% of the grant.

## 7.1 Individual applicants

### Expenditure acquittal

- An Acquittal Cover sheet is to be completed with the details of eligible expenses up to the amount approved by the Minister and evidence of the export activity undertaken.

### Project Results Feedback

The report needs to contain the following information:

- A summary of the activities undertaken.
- A quantitative result, if any e.g. export revenues generated.
- Future plans for the campaign.
- Recommendations.

A template of the Project Results Feedback is available for download from [www.southaustralia.biz/exporting-from-sa](http://www.southaustralia.biz/exporting-from-sa)

## 7.2 Group applicants

### Expenditure acquittal

- An Acquittal Cover sheet is to be completed by each participating enterprise with the details of eligible expenses up to the amount approved by the Minister.

### Project Results Feedback

Each participating company must provide an individual Project Results Feedback as detailed in 7.1.

## 8. Contacts

### **Regional Contacts – TradeStart**

**Adelaide, Kangaroo Island,  
Fleurieu and Mid North**

Level 10, Terrace Towers  
178 North Terrace

**ADELAIDE SA 5000**

Phone: (08) 8303 2193

Fax: (08) 8303 2511

Mobile: 0438 779 005

Email: [rob.bridge@state.sa.gov.au](mailto:rob.bridge@state.sa.gov.au)

### **Mount Gambier and South East**

21 Ormerod Street (PO Box 155)

**NARACORTE SA 5271**

Phone: (08) 8762 3522 / (08) 8723 1057

Fax: (08) 8762 1768

Mobile: 0418 818 872

Email: [bruce@lcrdb.com](mailto:bruce@lcrdb.com)

### **Renmark/Riverland**

PO Box 2244

**MILDURA VIC 3502**

Phone: (03) 5023 2363

Fax: (03) 5021 0022

Mobile: 0418 502 460

Email: Craig at [export@sunraysia.com.au](mailto:export@sunraysia.com.au)

### **Upper Spencer Gulf & Yorke Peninsula**

500 Stirling Road

**PORT AUGUSTA SA 5700**

Phone: (08) 8645 7811

Fax: (08) 8645 1278

Mobile: 0428 864 578

Email: [phil@wedb.com.au](mailto:phil@wedb.com.au)

### **West Coast**

89 Liverpool Street

**PORT LINCOLN SA 5606**

Phone: (08) 8682 6588

Fax: (08) 8682 5081

Email: [nigel@erdb.org.au](mailto:nigel@erdb.org.au)



# 9. Other points you need to know

## 9.1 Cancellation of Project

Successful applicants should notify DTED if their approved activities are cancelled or delayed.

The MAP Coordinator will assess the circumstances and provide advice as to whether the approved grant can be extended to a similar activity at a later date.

## 9.2 Freedom of Information Act

Applicants are informed that the department is subject to the SA Freedom of Information Act, which provides a general right of access to records held by State and Local Government agencies.

## 9.3 Publishing of Information

The State Government may wish to publicise involvement with, and outcomes of, missions supported under MAP. Mission organisers and participants will be consulted in the preparation of any public material related to them.



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Department of Trade and  
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