

Opening Doors to Export Assistance, Programs and Initiatives



OPENING DOORS TO
export

A Victorian
Government
initiative





Opening Doors to Export
connects you to world-class
export assistance

OPENING DOORS TO
export

Contents

Introduction	5
Export Websites	6

Support Services

Agribusiness Development	8
Access Programs	9
Education Provider Bookshelf	9
Education Services through Victorian Government Business Offices (VGBOs)	10
Governor of Victoria Export Awards	10

Financial Assistance / Grant programs

Arts Victoria - International Program	12
Arts Victoria - Victoria Rocks	
Music Touring Grants - International	12
Export Networks	14
First Step Exporter	15
Grow Your Business	16
ICT Trade Events and Export Assistance Program	17
Regional Inward Buyer Mission Program	19
Targeted Trade and Investment Missions - regional Victoria	19
Trade Fairs and Missions	20
Tuition Exemption for Postgraduate Research Student's Dependents	22



Introduction

Opening Doors to Export connects Victorian businesses to a range of world class export assistance, programs and initiatives.

Recognising that there are a multitude of businesses that make up the export capabilities in the State, the initiatives are available to all Victorian businesses – whether they are new to exporting or have been exporting for many years.

All stages of the export journey are considered – from building awareness, skills and knowledge, to assisting with market entry, market visits, building networks and business matching.

Export Websites

*The home page
screen of the Victorian
Government's
Export website*



Export website – www.export.vic.gov.au

Your gateway to discovering all you need to know about operating a successful export business is available online at the official Victorian Government export website **www.export.vic.gov.au**. The information available on the site is relevant to both seasoned exporters and to those businesses just beginning to explore overseas markets.

Export Connections

As an existing or potential Victorian export business you are also encouraged to join the members section of the export website, *Export Connections*. As a member you'll have access to information tailored to your business and industry needs including access to qualified business leads, online discussion forums providing networking opportunities, as well as news, dynamic trade information and a calendar of upcoming training and events relevant to your business.

Other websites and email contacts

Each of the departments responsible for the programs and services listed in this manual has information about the services on their websites which are listed alongside the program in this booklet. Those websites and other reference websites are listed below.

Arts Victoria

www.arts.vic.gov.au

Department of Education and Early Childhood Development (DEECD)

www.study.vic.com.au

Department of Innovation, Industry and Regional Development (DIIRD)

www.export.vic.gov.au

www.business.vic.gov.au/gyb

www.studymelbournebrand.com.au

Department of Primary Industries (DPI)

www.dpi.vic.gov.au/agribusiness

Tourism Victoria

www.tourismvictoria.com.au/industryresources

Support Services



Agribusiness Development

The Department of Primary Industries' agribusiness development program helps grow the export potential of Victoria's agrifood producers and their industry groups.

Services are targeted towards longer term projects, often in partnership with industry and other Government organisations. Those offered to industry are:

- provision of market information, trends and contacts
- promotion of the Victorian agrifood industry's capabilities to international buyers
- support and coordination of outbound trade missions
- organising overseas buyer visits to regional Victoria
- marketing/export education, including workshops and seminars
- support to regional agribusiness/producer groups through the facilitation of market-driven projects
- supporting community-driven strategic development of regional agribusiness

- identification and communication of agrifood export opportunities in Victoria's key export markets, and
- leadership and collaboration on industry development projects.

Eligibility Checklist

Companies must be:

- an agrifood producer, service provider, or industry organisation with export capability, and
- aiming to further develop their export capability.

Offered by

Department of Primary Industries

Find out more at

www.dpi.vic.gov.au/agribusiness



Access Programs

The use of Victorian Government Business Office (VGBO) facilities in America, China, India, Japan, and the Middle East is available to eligible Victorian companies planning to export or exporting to those regions. In addition, local staff can assist with general market information and initial market entry advice.

Firms can use the facilities free of charge for the first two weeks and for US\$250 per month thereafter for up to three months.

Access program offices are located in San Francisco, Hong Kong, Shanghai, Bangalore, Tokyo and Dubai with new locations in Europe and South East Asia to be announced in 2008/09.

Eligibility Checklist

Companies must be:

- Victorian based, and
- pre-qualified by Industry Export, DIIRD which will assess each company for its potential to increase export revenue and deliver economic benefit to Victoria.

Offered by

Industry Export - DIIRD

Find out more at

www.export.vic.gov.au

Education Provider Bookshelf

The *Education Provider Bookshelf* helps Victorian education institutions enhance their international marketing activities. This online resource enables fast and efficient access to the Study Melbourne logo, style guidelines and relevant images.

The *Bookshelf* can be accessed through a link on the Study Melbourne portal

www.studymelbournebrand.com.au

Eligibility Checklist

The *Bookshelf* is available to Victorian training organisations registered with the Commonwealth Register of Institutions and Course for Overseas Students (CRICOS) and authorised Government agencies.

Offered by

Brand Communications and
Tourism - DIIRD

Find out more at

www.studymelbournebrand.com.au



Education Services through VGBOs

Victorian Government Business Offices (VGBOs) located in Bangalore, Dubai, Shanghai and Tokyo provide project based services on a fee for service basis to assist eligible Victorian education and training providers promote their services in overseas markets.

Eligibility Checklist

Assistance is available to Victorian training organisations registered with the Commonwealth Register of Institutions and Course for Overseas Students (CRICOS) and authorised Government agencies.

Offered by
Brand Communications and Tourism - DIIRD

Find out more by emailing
www.studymelbourne@diird.vic.gov.au



Governor of Victoria Export Awards

The annual *Governor of Victoria Export Awards* showcases Victoria's most successful and innovative exporters. Being part of the Awards is an opportunity for exporters to raise awareness of their company, products or services. Winners are then eligible to enter the Australian Government's Export Awards.

Companies are assessed on the same criteria as the national awards which includes:

- innovation in marketing strategy
- export growth achieved and ability to sustain growth
- evidence of a sustainable competitive advantage
- the value of exporting to the applicant over time, and
- the overall company commitment to international business.

Applications are open for a 12 week period typically between May and August.

Eligibility Checklist

Applications are invited from companies and organisations that:

- produce goods or services with Australian content of at least 50% of their Free On Board (FOB) value
- earn foreign exchange, and
- operate as a separate business if part of a larger organisation.

Previous award winners may apply. Full eligibility criteria and entry is available online at www.exportawards.com.au

Coordinated by
Industry Export - DIIRD

For full details visit
www.export.vic.gov.au

Financial Assistance



Arts Victoria – International Program

Arts Victoria's *International Program* helps professional Victorian artists and arts organisations present their work internationally and collaborate with creative communities worldwide. Funding generally ranges from \$5,000 to \$25,000 to assist with costs associated with offshore activity including airfares and freight.

The program will assist with exhibitions, residencies and performing arts tours. It is available to all forms of arts including performing arts (dance, theatre and music), visual arts, craft, design, literature and new media (excludes film). Priority is given to projects with high public visibility. Touring by musicians/ensembles is supported through the *Victoria Rocks* program also provided through Arts Victoria.

There are two application rounds open to artists each year with closing dates in mid-March and mid-September.

Eligibility Checklist

Assessment criteria includes:

- the calibre and professional track record of the artist/s;
- the international presentation context including market development and cultural exchange potential;
- financial and managerial viability.

Offered by Arts Victoria

For further information visit
www.arts.vic.gov.au

Arts Victoria – Victoria Rocks Music Touring Grants – International

Victoria Rocks Music Touring Grants are designed to assist contemporary music artists build audiences through live performances. Financial assistance of up to \$15,000 is available to support musicians, groups and music managers touring internationally. Assistance of up to \$10,000 can be sought for professional travel.

The grant also extends to activities such as attending a music conference or an organised itinerary of music-business-related meetings that will result in a CD release, distribution or publishing contract or other significant opportunity.

Applications are open three times a year in early March, September and November.

Eligibility Checklist

Applicants must be a professional original contemporary music act and show a track record of live performance with ongoing touring plans.

Offered by Arts Victoria

For further information visit
www.arts.vic.gov.au



Export Networks

Export Networks provides assistance to new or existing business networks that provide their members with export information, training services and mentoring opportunities. *Networks* may be organised along industry lines, regionally or by market focus and they will be promoted via the Government's website at

www.export.vic.gov.au

Funding of up to \$10,000 is available to eligible networks. Applications are generally open from October to December. Further details and the application form are available on the export website.

Eligibility Checklist

A network must:

- submit a 12 month export information and training schedule; and
- outline member training and mentoring programs.

Offered by
Industry Export – DIIRD

For further information visit
www.export.vic.gov.au



First Step Exporter

First Step Exporter offers funding to Victorian companies seeking to research and explore opportunities in their first export market or markets. A grant of up to \$10,000 can be used to recover up to 50% of eligible expenses.

Eligible expenses include market research, economy class airfares (not accommodation), train and bus fares within the overseas market/s, promotional material, trade fair participation and freight of samples.

Eligibility Checklist

Companies must:

- be Victorian based
- have been established for a minimum of two years
- have export turnover of less than 10% of total annual dollar turnover
- produce a product or service that can be exported which has significant Victorian content
- be financially viable and possess sound management skills, and
- be in an industry of strategic importance.

The following criteria will be taken into account when assessing the application:

- feasibility of the proposed activity
- timeframe available to commence and/or complete the activity
- sufficient resources to undertake the activity, and
- potential for growth in revenue and/or employment in Victoria.

Offered by
Industry Export – DIIRD

For further information visit
www.export.vic.gov.au



Grow Your Business

Grow Your Business provides financial assistance to new and established businesses wishing to explore and expand their export potential. Funds can be used for strategic reviews, business development plans, group activities and networking. Grants are also available to subsidise the cost of participation in export related workshops.

The following level of funding is available to eligible businesses for the different programs:

Assistance

Type of Grant	Grant Amount
Business Strategic Review	a grant of up to \$4,000 can be used to recover up to 75% of the review cost.
Business Development Plan	a grant of up to \$7,500 can be used to recover 50% of the cost of the plan.
Group Program or subsidised workshop with 5-15 participants	Eligible groups can apply for a grant of 75% of the cost of the program up to a maximum of \$15,000.
Network Program where small to medium-sized enterprises cooperate in strategic areas of business	A subsidy of 75% up to a maximum of \$15,000 is available.

Eligibility Checklist

Companies must:

- be based in Victoria
- have management strengths and be financially viable
- be committed to strategic planning and growth
- have potential for export/import replacement and/or a commitment to innovation; and
- have been operating for at least 12 months, or be an exceptional new business that has been operating for at least six months and has either a professional business plan or has attended a Victorian Government *Under New Management* workshop or seminar.

The following criteria will be taken into account when assessing the application:

- feasibility of the proposed activity
- timeframe available to commence and/or complete the activity
- sufficient resources to undertake the activity, and
- potential for growth in revenue and/or employment.

Offered by
Small Business Victoria - DIIRD

For further information visit
www.business.vic.gov.au/gyb

ICT Trade Events and Export Assistance

The *Information and Communication Technology (ICT) Trade Events and Export Assistance* program supports export ready ICT companies planning to attend recognised overseas trade fairs and missions. Five grant categories are designed to help Victorian companies take their products to the world.

Assistance

Type of Grant	Grant Amount (excl. GST)
Networker	up to \$2,500 (100% recovery of expenses)
Exhibitor in a shared stand	up to \$4,000 (50% recovery of expenses)
Sole Exhibitor	up to \$8,000 (50% recovery of expenses - approved Export Plan required)
Group Exhibitor	up to \$10,000 (50% recovery of expenses - approved Project Plan required)
First-Time Sole Exhibitor	up to \$10,000 (50% recovery of expenses - approved Export Plan required)

Eligibility Checklist

Companies must:

- be a commercial enterprise with less than 200 employees
- work primarily in the ICT sector
- be based and headquartered in Victoria
- not be a foreign subsidiary
- have Australian content of at least 50% of the total sales value
- attend a trade event that has an expo component, and
- submit an approved Export Plan or Project Plan, if required.

Certain documents will be required prior to departure and post arrival back to Australia. Examples of documents required upon return include a copy of the airline ticket, boarding pass and receipt of payment, entry badge to the trade event, expenses report and corresponding receipts, and a valid tax invoice. For full details of application requirements and claim process visit www.mmv.vic.gov.au/tradefairs.

Offered by Industry Export - DIIRD

For further information visit
www.mmv.vic.gov.au/tradefairs



Regional Inward Buyer Mission program

The *Regional Inward Buyer Mission (RIBM)* program provides one-off grants to facilitate inward buyer missions to regional Victoria by overseas enterprises seeking business opportunities. Priority is given to those proposals that have a focus on growing niche areas.

Eligibility Checklist

In general, assistance is available to all Victorian Government Departments, industry bodies, individual companies and other non-Government organisations (subject to Government approval). Further information can be obtained from the Regional Development Victoria website below.

Offered by
Regional Development Victoria- DIIRD

For further information visit
www.rdv.vic.gov.au

Targeted Trade and Investment Missions – regional Victoria

The *Targeted Trade and Investment Missions (TTIM)* program provides support to regional Victorian companies and industries to develop export markets. The program's assistance targets overseas markets, investment opportunities or other strategic objectives through:

- research and intelligence
- development of export relationships
- marketing and industry matching, and
- consolidating export opportunities

Eligibility Checklist

In general, assistance is available to all regional Victorian companies, industry bodies and not for profit organisations and any level of Government. Further information can be obtained from the Regional Development Victoria website below.

Contact:
Regional Development Victoria – DIIRD

For further information visit
www.rdv.vic.gov.au

Trade Fairs and Missions

Trade Fairs and Missions assistance helps groups of companies access export opportunities and gather market intelligence relating to strategic overseas markets. Grants can be used to attend trade fairs, organise trade missions overseas and bring trade missions to Victoria.

Five streams of funding are available:

- *Outwards Trade Fairs* – funding of up to \$40,000 per trade fair, dependent upon the number of participants
- *Outwards Trade Missions* – funding of up to \$30,000 per mission, dependent upon the number of participants
- *Inwards Trade Missions* – funding of up to \$15,000
- *Industry Capability Missions* – funding of up to \$200,000, dependent upon the number of participants, and
- *Pre-departure Training and Post-Event Follow up* – funding of up to \$5,000.

Trade Fairs funding can be used to cover eligible expenses around construction and rental of the group stand, including production and translation of brochures.

Trade Missions funding can be used to cover eligible expenses of group items such as consultant support, receptions, interpreters and translation of mission brochures.

Inwards Trade Missions funding can be used to cover eligible expenses of bringing overseas buyers to Victoria to meet with local suppliers.

An *Industry Capability Mission* may include, or be in conjunction with, complementary participation by companies or organisations from other Australian states or the Commonwealth Government. Assistance is provided for eligible expenses related to the *Industry Capability Mission* – such as market research, cost aspects of displaying at a trade show, receptions, interpreters, and costs relating to project management fees payable to a coordinating body.

Conditions apply for all funding and further details are available online at the export website.

Eligibility Checklist

In general, *Trade Fairs* and *Missions* assistance is available where there are six or more participating companies. Assistance is still available in cases where there are three to five



companies, however it will be limited to a maximum equivalent of \$4,000 per company, plus the auspice fee and pre-departure funding (if applicable).

A minimum of 10 Victorian companies are required for an *Industry Capability Mission*.

Companies involved must:

- be Victorian based
- export goods and services that are of Victorian origin
- be of acceptable risk, and
- be export ready.

Offered by
Industry Export – DIIRD

For a listing of Trade Fairs, Missions and further details visit
www.export.vic.gov.au



Tuition Exemption for Postgraduate Research Student's Dependents

To encourage world-class postgraduate research students to study in Victoria, an exemption from tuition fees in Victorian Government primary and secondary schools is available for their dependents.

To be eligible students must be enrolled at Victorian tertiary institutions in Doctoral or Masters by research degree courses and hold a visa sub-class 574 issued on or after 1 July 2004.

Offered by
Department of Education and
Early Childhood Development

Find out more at
www.study.vic.gov.au

CROCOS Provider Code: 00861K



Further Information

For further information on the initiatives outlined in this booklet, contact the Victorian Business Centre nearest to you or visit www.export.vic.gov.au

Ballarat

48 Sturt Street
Ballarat VIC 3350
Tel: 03 5320 5900
Fax: 03 5320 5998
information.ballarat@rdv.vic.gov.au

Bendigo

46 Edward Street
Bendigo VIC 3550
Tel: 03 5442 4100
Fax: 03 5442 5452
information.bendigo@rdv.vic.gov.au

Dandenong

314A Thomas Street
Dandenong VIC 3175
Tel: 03 9791 5755
Fax: 03 9794 5644

Geelong

69 - 71 Moorabool Street
Geelong VIC 3220
Tel: 03 5223 2104
Fax: 03 5229 9503
information.geelong@rdv.vic.gov.au

Glenroy

3 Belair Avenue
Glenroy VIC 3046
Tel: 03 9304 4344
Fax: 03 9304 4355

Melbourne

Victorian Consumer and Business Centre
113 Exhibition Street
Melbourne VIC 3000
Tel: 13 22 15
Fax: 03 9651 8108
enquiries@ird.vic.gov.au

Mildura

131 Langtree Avenue
Mildura VIC 3500
Tel: 03 5051 2000
Fax: 03 5051 2020

Shepparton

3/164 Welsford Street
Shepparton VIC 3630
Tel: 03 5821 1811
Fax: 03 5822 2554
information.shepparton@rdv.vic.gov.au

Traralgon

33 Breed Street
Traralgon VIC 3844
Tel: 03 5174 9233
Fax: 03 5174 7845
information.traralgon@rdv.vic.gov.au

Vermont

520 Canterbury Road
Vermont VIC 3133
Tel: 03 8872 7444
Fax: 03 8872 7445

Wangaratta

27-29 Faithfull Street
Wangaratta VIC 3677
Tel: 03 5721 6988
Fax: 03 5721 2265
information.wangaratta@rdv.vic.gov.au

Wodonga

6/22 Stanley Street
Wodonga VIC 3690
Tel: 02 6056 2166
Fax: 02 6056 2334

Victorian Business Line

13 22 15

TTY 9651 7596



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