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IN QUEENSLAND

# New Market Program

PROGRAM GUIDELINES 2022/23

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## About the New Market Program

Trade and Investment Queensland's (TIQ) New Market Program (NMP) is designed to support established Queensland exporters to explore new market opportunities and expand their export capabilities.

TIQ has established this program to help experienced exporters identify new opportunities in overseas markets they have not previously traded in, with the support of TIQ's Queensland-based staff and international network of trade and investment commissioners and staff.

The NMP includes grant funding to support exporters to identify new markets, create new export outcomes and support TIQ's purpose of driving global business opportunities that create jobs and prosperity across Queensland.

TIQ's Queensland-based Trade Advisors and international Business Development Managers will assist with the process of identifying the activities to be funded, creating a Client Action Plan which will outline the key areas of focus and agreed activities and be uploaded to the application form.

Matched funding up to \$25,000 (excluding GST) is available to support projects (refer to Table A – Funding conditions).

In this program, the focus will be on TIQ priority markets listed below:

- China
- Europe
- Hong Kong
- India
- Indonesia
- Japan
- Korea
- Latin America
- Middle East
- New Zealand
- North America
- Singapore
- Taiwan
- United Kingdom
- Vietnam

## Program objectives

One of TIQ's core objectives under the Strategic Plan 2020–2024 is to grow diversified exports by assisting businesses to reengage with international markets and activate their market re-entry strategies following the COVID-19 pandemic.

The objectives of the NMP are to:

- promote economic and market expansion

- help ambitious, capable Queensland businesses with an internationally competitive offering develop and grow into new markets by enhancing capability, providing market intelligence, accessing networks, and making valuable connections
- create a pipeline for success for new export sales that will create additional employment across Queensland.

## Eligibility criteria

Only one application per funding round will be accepted per organisation.

To be eligible to apply for the NMP, the applicant organisation must:

- must have fully acquitted any grant they have previously received from TIQ
- not have worked with TIQ to realise an export outcome for the identified 'new' market
- have a valid Australian Business Number (ABN) and be registered for GST
- be headquartered in Queensland
- be a company, incorporated in Australia or be an incorporated trustee applying on behalf of a trust
- have no more than 200 full-time-equivalent employees
- not be a subsidiary of a group of companies that has 200 or more full-time-equivalent employees in total
- be seeking to export to a new international market not previously exported to
- provide a 1:1 matched cash contribution to the project for eligible project costs (refer Table A – Funding conditions)
- not use Commonwealth, State, Territory, or local government grants towards their 1:1 matched cash contribution
- produce and export Queensland products and not act as a consolidator or distributor of Queensland, other domestic or imported products
- provide a TIQ-endorsed Client Action Plan identifying one or more markets and activities to enter into the targeted market in agreement with a TIQ representative

*Note: grant eligibility may be at the discretion of the TIQ CEO in extenuating circumstances*

**Table A – Funding conditions**

<b>Grant funding available</b>
Up to <b>\$25,000</b> (excluding GST) in matched funding
<b>Additional grant requirements</b>
In addition to the standard eligibility criteria listed, grant applicants: <ul style="list-style-type: none"> <li>• must provide evidence of their ability to meet the required matched cash contribution through provision of an interim profit and loss, and balance sheet as at the date of application</li> <li>• can expend eligible project costs applied for in the application from the date of application pending approval. This would, however, be at an applicant's own risk, with no guarantee of the applicant's application for NMP funding being successful.</li> </ul>

## Eligible project costs and activities

The grant is available to support project costs, identified in consultation with TIQ staff, to explore export opportunities in new international markets.

Eligible costs and activities include (but are not limited to):

- External costs associated with modifying products and/or services for a new export market and/or to assist in the development of a new product and/or service due to a pivot to new export market opportunities
- External costs associated with meeting mandatory or market-specific compliance or certification requirements
- External costs directly related to participating in a virtual international trade fair, seminar, in-store promotion, international forum, promotional event such as a private exhibition, or similar activity relating to your overseas market (eg registration and/or entry fees). Capital costs such as purchasing hardware/software are ineligible.
- Costs of promotional materials such as brochures, videos, advertising, product photos and online product demonstrations, and website development (eg translation fees, placement charges, external design costs)
- Costs associated with sending free samples of the product you are promoting for export (eg postage and freight, including when these costs are incurred by overseas buyer)
- Costs associated with the engagement of an in-market representative to promote your product/service (eg market research, attendance at trade fairs, etc)
- Costs associated with the engagement of a marketing consultant to carry out specific export planning work where the plan includes marketing and market research strategies and/or analysis of an export market (eg market information, trade and production statistics, demographic information, competitive information, legal and regulatory information, intellectual property, etc)
- External costs associated with travelling to market to undertake export development activities such as attending trade shows etc (note: this does not include per diems for daily staff expenditure)

## Ineligible project costs and activities

NMP funds, and the applicant's 1:1 matched cash contribution, cannot be used to cover ineligible project costs, which include (but are not limited to):

- any program, project or activity that is subsidised directly to the applicant organisation by another government agency
- activities that are elsewhere covered by a contribution from other agencies, including but not limited to local, state or federal government grant or reimbursement programs
- costs of routine operational business activities (ie internal costs, staff expenditure).

This list is not exhaustive and other exclusions may apply at TIQ's discretion.

## Assessment criteria

Applications will be assessed on the following three equally weighted criteria:

### 1. Organisational capability

You should provide:

- your company's management experience
- your company's history with Austrade, TIQ or another Queensland Government agency related to business development undertaken to achieve export readiness
- evidence of your company's financial viability
- a satisfactory total project budget including eligible project costs.

## 2. Export capability

You should provide:

- the company's reason for diversifying into a new export market
- your company's export plan for entering the defined new market
- a Client Action Plan which includes eligible activities and target markets agreed to by your company and TIQ.

## 3. Benefit potential

You should demonstrate:

- how the funding will assist you in successfully entering a new market
- the benefit to Queensland (eg jobs created or retained, particularly in regional Queensland (in person hours), how much export revenue may be generated, other potential investment outcomes)
- future potential from the initial program and forecast for market potential such as new export outcomes.

## Applying

Read the Application Guide for guidance on addressing the assessment criteria.

Applications open Tuesday 5 April 2022 at 9.00am (AEST) and close on **Monday 23 May 2022 at 1.00pm (AEST)**. New applications cannot be started after **Monday 16 May 2022**.

For existing TIQ clients, please speak to your client manager before applying. If you are not sure who your client manager is, please contact us via [grantsmanagement@tiq.qld.gov.au](mailto:grantsmanagement@tiq.qld.gov.au).

If you are new to TIQ, please first complete our [online enquiry form](#) and TIQ will contact you.

Potential applicants are encouraged to start work with TIQ to develop their Client Action Plan at the earliest opportunity.

The financial and commercial information pertaining to or included in an application for funding under the NMP will be kept strictly confidential and all information treated as commercial-in-confidence.

Any information given on an application or subsequent report, or survey will only be reported as part of aggregated data that does not identify any individual responses or companies, unless otherwise permitted in writing by companies.

Companies that successfully apply for funds under the NMP are ineligible to apply again in the same funding round, and applications will only be considered the following financial year if they are for another new market.

All applications will be assessed against eligibility requirements and only eligible applications will be considered for funding support.

All eligible applications will be assessed against the assessment criteria in a merit-based process by a panel of assessors with relevant expertise.

Applicant organisations may be contacted at any stage of the assessment process to clarify any information provided in the application and/or to request further information to enable a due diligence and probity assessment.

There is no implicit guarantee of approval at any stage of the process, and applicant organisations will be notified via email of the outcome of applications.

The decision to award funding is at the discretion of the Queensland Government and all decisions are final. There is no appeals process for unsuccessful applicants. Unsuccessful applicants can re-apply for funding in a future funding round.

Decisions to offer grants to successful applicants are made considering availability of funding based on commitments of program funds in the current and future financial years.

## Conditions of funding

Successful applicants will be required to enter into a legally binding Financial Incentive Agreement with the Queensland Government within 10 working days of receipt of the agreement. You should ensure you have read and accept the terms and conditions of the Financial Incentive Agreement prior to signing, as they will not be negotiable at the time a funding offer is made.

The Financial Incentive Agreement will include details of the project activities and the project budget.

Successful applicant organisations must commence projects within 90 days of execution of the Financial Incentive Agreement.

Payment of grants will be made in instalments based on project milestones. The first payment (70% of the approved funding) will be made upon execution of the Financial Incentive Agreement and the final milestone payment (30% of the approved funding) will be in arrears following successful completion of the project, including confirmation of the activities agreed through the TIQ endorsed Client Action Plan.

Grant payments will be made upon the provision of documentary evidence that all project requirements have been satisfied, including evidence that the relevant activities have been completed; adequate project expenditure has been incurred and matching cash has been contributed by all committed parties. Grant recipients will be required to submit a detailed acquittal report with valid supplier invoices and receipts for approval prior to payment.

Funding recipients will be expected to:

- actively promote their projects
- provide information to and attend media/promotion events for TIQ, if requested
- remain connected with their TIQ Client Advisor to support their export pathway success.

The Queensland Government funding should be acknowledged by recipients in all relevant published material, media releases and public statements.



## Privacy

The Queensland Government collects and collates information from the application form to assess applications for the program. Only authorised departmental officers and approved grant assessors have access to this information.

Applicants should note that broad details of successful proposals, agreed outcomes, progress and the level of funding awarded may be published by the Queensland Government. Some information may be used to promote funded projects.

Your personal information will not be disclosed to any other third party without your consent, unless required by law or for the purposes of *Information Privacy Act 2009*.

For audit purposes, the Queensland Government is required to retain the applications and other supplied supporting material.

The provisions of the *Right to Information Act 2009* apply to documents in the possession of the Queensland Government.

## Further information

Contact us at [grantsmanagement@tiq.qld.gov.au](mailto:grantsmanagement@tiq.qld.gov.au)

[Application guide](#)

[Regional advisors](#)