

# Frequently Asked Questions

## New Market E-commerce 2025-26

The purpose of this document is to provide answers to Frequently Asked Questions (FAQs) under the Trade and Investment Queensland (TIQ) New Market E-commerce Program 2025-26 (the Program). The information provided in this document is supplementary to the Program Guidelines, and the information in the Guidelines will always be the reference if there is a discrepancy.

The Program Guidelines and supplementary information can be found [on our website](#).

This document will be updated when required. If you can't find an answer to your question, email the Grants Team: [grantsmanagement@tiq.qld.gov.au](mailto:grantsmanagement@tiq.qld.gov.au)

### Eligibility Criteria

#### What does “have a company address headquartered in Queensland” mean?

The applicant organisation must have a Queensland address as a principal place of business where the goods are produced and/or services are manufactured. This will be verified on the Australian Business Register.

#### Do I have to be registered for GST to apply?

Yes. To be eligible to apply applicant organisations must be registered for GST. This will be verified on the Australian Business Register.

#### Can I apply for the Program if I am currently receiving, or have previously received, grant funding from TIQ?

Applicant organisations are only eligible if they have acquitted all previous grants.

#### How do I meet pre-qualification requirements?

A TIQ Client Manager will assist with the pre-qualification process and provide the documentation required to be attached to an application. Before applying, an applicant organisation must obtain a TIQ endorsed E-commerce Market Identification Certificate. Existing TIQ clients should contact their Client Manager. If you are a new client, [you can book a call with us](#).

#### What is a small and medium-sized enterprise (SME), and how do I identify full-time equivalent (FTE) employees?

Small and medium-sized enterprise is defined as 200 or less full-time equivalent employees. Further definition of FTE can be found at the [Fair Work Ombudsman](#) website.

#### Do I have to be an existing business with export experience?

Yes. Applicant organisations must demonstrate two years trading history through the two most recent full financial statements (Profit and Loss, Balance Sheet and Cashflows for FY22-23 and FY 23-24) and the interim financial statement if available and be pre-qualified by TIQ as currently exporting to other markets.

## Can I apply for funding if the organisation is already receiving funding from other government programs related to this project?

No. If the proposed project is already receiving grant funding from any other government program, including federal, state or local government grants related to this project, the organisation is not eligible to apply. The organisation can apply for this funding if they have received unrelated funding, but this funding can't be used towards the project costs for the TIQ New Market E-Commerce Program.

## What is a “matching cash contribution”?

Successful recipients are required to make a dollar-for-dollar contribution to the project. TIQ will assess whether this has occurred through the review of all expenditure and the provision of eligible invoices and matching receipts for all activities funded by the grant at the acquittal. (eg Recipients receive \$10,000 ex GST funding and must also contribute \$10,000 ex GST to the project. This means that a total of \$20,000 ex GST minimum in invoices and matching receipts must be submitted at the end of the project with the acquittal).

## Application Process

### How do I apply?

Applicants must read and understand the Program Guidelines before applying for a grant. Applications will only be accepted online. [Begin the pre-qualification process.](#)

### How do I access SmartyGrants?

Applicants must set up a SmartyGrants account via the portal using the organisation name and an email address.

### When will applications open?

Trade and Investment Queensland will publish opening and closing dates for the [program online](#), including any other relevant information.

### What is the required documentation?

There are pre-qualification and financial documents required to be attached to an application. All required attachments are listed in the Program Guidelines.

### Can I apply after the program has closed?

No. Late applications will not be accepted. **Applications close at 1pm** on the closing date (not Close of Business or Midnight). Once the deadline has passed, the portal will be locked. Any unsubmitted applications will not be able to be progressed and will remain unsubmitted. Applicants are encouraged to submit applications prior to, or early on the closing date, to avoid issues.

### Why am I unable to answer questions in the application form?

The application form has eligibility requirements and conditional formatting built in. If an answer identifies the application as being ineligible, you should no longer proceed to completion.

If there are questions about eligibility, email the Grants Team: [grantsmanagement@tiq.qld.gov.au](mailto:grantsmanagement@tiq.qld.gov.au)

## Why am I getting a red error message when trying to submit?

The application form has validation requirements built in. If a question is labelled with an asterisk (\*) it is a required field. The red error message occurs when trying to submit identifies a required field has not been answered.

## What if I experience technical issues with the SmartyGrants portal?

The grant application portal is managed by SmartyGrants, an external service provider to TIQ. If you experience a technical issue with the portal, email the SmartyGrants Service Team via phone: +61 3 9320 6888 or via email: [service@smartygrants.com.au](mailto:service@smartygrants.com.au)

If a technical issue stops an applicant organisation being able to complete a submission, a report can be provided by SmartyGrants to support the claim, and a late application can be accepted when the issue is resolved.

## Proposed Projects

### What are the expected outcomes for grant recipients?

The goal of funding under this program is to support the project to deliver international e-commerce sales into a new overseas market for the successful applicants within the project period, that are sustainable over a longer term. Recipients are required to report on outcomes within 12 months, via a signed Export Success Form, outlining the export value and job impact and the acquittal report (with invoices and receipts). This is mandatory. Recipients may be required to provide additional reporting (such as Google Analytics).

### What does “proposed project” mean?

The project is the eligible activities undertaken and eligible costs attributed to delivering export outcomes via an e-commerce platform.

### What does “new market” mean?

Market is, for the sake of this program, the importing country, be it a previous export target or one that you have not exported to previously and wish to sell to.

New market is one that the applicant has not completed a B2C commercial sale to in any form within the previous five years (from 2020 onwards).

Incidental digital sales to the identified market will not deem the market ineligible for this program if they total less than 10% of your total annual sales over the prior five years.

### What does ‘e-commerce’ mean

The term e-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the internet. It involves a transaction between two parties, usually a business and a consumer, where the payment and delivery of products or services are conducted online.

### What does ‘localisation’ mean

Localisation means targeted specific for the export market you are focussing on. For example, when exporting to the USA, localised content pages would include pricing in USD, USA shipping fees, local return policies for this market, etc.

## What project expenditure is eligible under the Program?

The grant must be used for activities that support the objectives and intended outcomes of the Program. More detail on eligible expenditure is listed in the Program Guidelines.

## What project expenditure is ineligible under the Program?

The grant and the matching cash contribution cannot be used by recipients to cover project expenses that do not support the objectives and intended outcomes of the Program. The grant is not intended to be attributed to everyday operations of running a business. In-kind and non-cash contributions are not eligible. More detail on ineligible expenditure is listed in the Program Guidelines.

## How do I provide a proposed budget?

The application form includes a proposed project budget table which asks for detailed expenditure. Applicants must make a 1:1 matched contribution for each eligible item that is equal to, or greater than the value of the grant funding sought. Applicants can only cover eligible costs with their cash contribution.

Applicants should clarify the cost of proposed activities with suppliers (such as obtaining general price information/quotes for the proposed activities) to ensure that anticipated costs are accurate. On the application form, applicants should provide as much detail as possible regarding the activities to be undertaken in the application, the supplier details and budget and input these details into the budget table. If your application for funding is successful, you will be required to report actual progress and achievements against the funded activities and outcomes contained in the application form and included in the Funding Agreement and provide a signed Export Success Form with the export values and jobs created. This is mandatory.

### Budget Examples:

- \$5,000 to engage a digital agency to customise and improve your e-commerce website to be more internationally friendly – theme update, installing a currency converter, creating custom shipping rates, updating your shipping page, language translation, market-specific content for the product or service relevant to the new market.
- \$5,000 to redesign your product and/or packaging for efficiency and space saving when using an in-market 3PL – this may include labelling changes required to meet an e-commerce export market requirement.

## Assessment, Outcomes and Notification

### Who assesses applications?

Eligible applications will be assessed by an independent panel. The Panel consists of a TIQ staff member with relevant experience, and external representatives with relevant experience.

### When will I know the outcome of my application?

All applicants will be advised of their outcome via email and will be advised approximately 6-8 weeks after submission.

### What are the requirements for accepting an offer of funding?

If successful, applicant organisations will have 10 business days from the Letter of Offer to sign and return the Financial Incentive Agreement. Full details of accepting funding are listed in the Program Guidelines.

## Can I request feedback if my application is unsuccessful?

Yes. If you are unsuccessful, you may seek feedback within 10 business days of being notified of the outcome. TIQ Client Managers can provide support for your export journey.

## Disclaimer

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