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IN QUEENSLAND

New Market E-commerce Program

PROGRAM GUIDELINES 2025-26



**TRADE +
INVESTMENT**
QUEENSLAND

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About the New Market E-commerce Program

Trade and Investment Queensland's (TIQ) New Market E-commerce Program (NMEP) is a competitive, application-based grant Program designed to provide Queensland small and medium-sized enterprises (SME) with financial support to cover the eligible project costs of driving e-commerce sales in a new international market.

Trade and Investment Qld (TIQ) is responsible for administering the NMEP25-26, which provides matched funding up to \$10,000 (excluding GST) to build capabilities and capacity in global e-commerce among experienced Queensland exporters.

First Nations businesses are encouraged to apply. Applicants that can demonstrate how their business provides a unique offering that benefits First Nations communities and prioritises job creation for First Nations communities will be considered favourably.

Australia has free trade agreements (FTA) in place, and these can reduce barriers to export. Queensland companies can benefit from these agreements. More information is available on our website - [TIQ - Free trade agreements and you](#).

If you require support to access these guidelines, further information is available on our website.

Program objectives

The objectives of the NMEP are to:

- provide an initial support platform for businesses across Queensland for ongoing e-commerce export success.
- assist exporters to overcome the challenges arising from executing international e-commerce sales.
- create a pathway for success for new e-commerce export sales that will create additional employment across Queensland.

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

- Greater China
- UK / Europe
- South Asia
- Indonesia
- Japan
- Korea
- Latin America
- Middle East / North Africa
- The Pacific Islands
- North America
- ASEAN
- Taiwan

Grant period

The program ends 12 months from the Letter of Offer. Applicants must be ready to commence a project within 90 days of receiving the Letter of Offer and complete the project within 12 months of the Letter of Offer.

Mandatory program requirement upon completion

Upon completion, recipients will need to prove they have completed the project and contributed matched funding by submitting invoices and receipts for all grant activities with the acquittal report. Recipients **must** also provide an Export Success Form, outlining the value of the export sale/s and potential jobs created. This is a mandatory requirement of the Program.

Eligibility criteria

To be eligible, applicants must:

- be applying for funding of up to \$10,000 ex GST and must be able to make a 1:1 matched contribution for each eligible expense
- be an experienced exporter
- have fully acquitted any grant they have previously received from TIQ
- have an active Australian Business Number (ABN) and be registered for GST
- have a company address headquartered in Queensland
- submit only one application per eligible business or financial beneficiary*
- be a sole trader, company incorporated in Australia or be an incorporated trustee applying on behalf of a trust
- be classed as a small – medium sized enterprise (SME) with no more than 200 full-time-equivalent employees and not be a subsidiary of a group of companies that has 200 or more full-time-equivalent employees in total
- have a minimum trading history of two full financial years (demonstrated through the provision of financial statements in the business name)
- have a project capable of being completed and delivering export outcomes within the grant period
- be seeking to export to a new international market not previously exported to via an e-commerce platform
- provide evidence of your ability to meet the matched cash contribution to the project for each eligible project costs
- produce and export Queensland products/services and not act as a consolidator or distributor of Queensland, other domestic or imported products.
- provide a TIQ-endorsed E-commerce Market Identification Certificate confirming the market suitability for your product, signed by a TIQ international representative
- address all assessment criteria and attach all required documentation

*TIQ considers a related party and/or financial beneficiary to be those who gain an advantage and/or profits from something including receipt or distribution from a trust, will or life insurance policy. This can include companies with common shareholdings, directors, employees, or immediate family.

Only one application form can be accepted from each applicant organisation. Where two or more businesses have a significant number of directors and/or shareholders in common, only one application will be accepted per round. If more than one application is received by an organisation at the close of applications, the first submitted application will be the only application assessed. Any subsequent application/s will be deemed ineligible.

Eligible project costs

What is eligible grant expenditure?

The grant is available to cover project costs that support your business to sell via e-commerce in a new overseas market. Costs attributed to ordinary, everyday business operations or existing e-commerce activities are not eligible.

Eligible project costs include but are not limited to external costs associated with:

- online content development to support international e-commerce presence via a digital agency/marketing consultant (e.g. localised international content pages, mobile commerce).
- product redesign, packaging, and labelling required to meet an e-commerce export market requirement for storage, distribution, or market regulation requirements.
- enhancement of localised marketing material (eg visual and audio media, translation services)
- purchasing of in-market advertising to support international e-commerce activities (email marketing, Marketplace Sponsored Advertising etc.) **Note: Advertising expenses are limited to 50% of the TIQ Grant portion** (eg for a \$10,000 grant, only \$5,000 can be spent on advertising and the other \$5,000 must go to other eligible expenses listed here. Recipients must make a 1:1 matching contribution for all eligible expenses).
- external ICT (Information and Communications Technology) to support e-commerce activities (eg website upgrades, functionality enhancements, implementing B2C platforms, email marketing solutions, logistics integration, domain name mapping, international market setup).
- the setting up of a 3PL (third party logistics) partner for e-commerce sales to the international market (initial set up fees, initial 3PL receiver fees, in-market logistics consultant).
- legal/tax/trademark advice to finalise e-commerce sales in-market and modify payment systems.

Recipients can submit expenses from the date of the Program launch. However, any expenditure on eligible project costs occurring after the date of grant opening is at the applicant's own risk, as there is no guarantee that the application for funding will be successful.

What is ineligible grant expenditure?

Ineligible project costs include, but are not limited to:

- maintenance of existing digital technologies
- website hosting as a stand-alone cost
- payments of wages/salaries – any supplier or consultant hired for the project must be external to the organisation (evidence will be required via an invoice for services provided at acquittal).
- 3PL storage costs
- freight costs and import duties
- marketing and advertising campaigns aimed at Australian audiences
- advertising via an influencer and other related expenses
- marketing campaigns on the TikTok platform
- goods or services purchased prior to the grant opening date and/or any retrospective costs
- any program, project or activity that is subsidised directly by another government agency
- activities that are elsewhere covered by contributions from other agencies, including but not limited to local, state, or federal government grant or reimbursement programs
- participation in study tours or other missions, regardless of the organiser nor contributions to, booth, expo, or event costs
- cost of inventory or raw materials in the production of the good or service

- internal costs of routine operational business activities (marketing, salaries, superannuation, wages, rent, food and beverage expenditure). All supplier invoices must be from **external suppliers**.
- administration costs related to obtaining resources used on the project, advertising and recruitment, project management, staff training and development
- costs of purchasing, leasing or depreciation of property
- loans and debt financing expenses including interest and bank fees
- internal expenses for the purchase of physical assets (such as photography/video equipment/laptops)
- using a subsidiary, parent company, partner or other internal division as a supplier, with the same parent company, same management and/or address

This list is not exhaustive and applies to the grant funds and recipient matching cash contribution. Other costs may be ineligible where TIQ decides that they do not directly support the objectives and intended outcomes of the Program.

Assessment Criteria

Organisational capability and export experience

Organisational capability includes the capacity, capability and resources available to deliver the project. This should be demonstrated through:

- the organisation's risk appetite and operational experience delivering the same or similar activities
- the organisation's history delivering past grant projects with TIQ (if applicable)
- the financial viability of the organisation
- previous export history including work done with TIQ, Austrade or any agency related to business development undertaken to achieve export readiness
- information provided on the knowledge of the market and research undertaken for the project including, market suitability, consumer interest, an understanding of market regulations including labelling laws, licensing, trademarks, IP, duties, taxes, and customs regulations

E-commerce readiness

Readiness for digital global expansion and e-commerce includes the applicant's experience and should be demonstrated through:

- the organisation's export and/or international e-commerce history
- information as to the marketing and communication strategies, e-commerce sales, platforms used, website and social media information, functionality, and SEO (Search Engine Optimisation), upgrades, target audience information, distribution models, shipping and returns policies and website requirements/enhancements.
- justification of the suitability of the product for the identified international market, as well as an endorsed TIQ-provided E-commerce Market Identification Certificate signed by a TIQ international representative
- a satisfactory total project budget including eligible project costs

Outcome potential

Outcome potential includes the project's alignment to the objectives and the commitment to export success. This should be demonstrated through:

- how the funding sought will assist the organisation in achieving enhanced e-commerce success in your chosen international market
- how the project will be sustainable beyond the funded project period
- the general outcomes to Queensland including any outcomes for regional Queensland such as:
 - jobs; full time equivalent or casual jobs created and/or retained
 - export revenue projected to be generated because of the project.

How to Apply

You must read and understand this document before applying for a grant.

The Program is expected to generate a high level of interest and a high number of applications. This is a competitive grant with capped funding. There is no guarantee of approval at any stage and not all applicants will receive funding.

To apply applicants must:

- address and meet all eligibility criteria
- engage with a TIQ Client Manager
- complete an application form online via the TIQ website link to SmartyGrants
- include all required documentation in the application form
- submit a completed application before the closing time and date.
- demonstrate the project can commence and be completed within the Program timeframes

The Program will open on **Monday 17 February 2025 at 9:00am (AEST)** and applications will close **Tuesday 04 March 2025 at 1:00pm (AEST)**. Applicants must have spoken to a TIQ Client Manager and started an application by 5:00pm (AEST) 28 February 2025.

Applications will only be accepted online. The application link can be found on the TIQ website [New Market E-commerce Program](#)

Required Documentation

The following documentation **must** be attached to the application:

- TIQ E-commerce Market Identification Certificate confirming the market suitability for your product, signed by a TIQ international representative (**mandatory**)
- interim financial statements including profit and loss, balance sheet and cash flow if available for 2024-25
- financial year statements for 2023-24 and 2022-23 including profit and loss, balance sheet and cash flow in the name of the applicant organisation (**mandatory**)
- bank statement in the name of the applicant organisation with sufficient cash funds to cover the matched funding amount (eg \$10,000 minimum cash balance at time of application for \$10,000 funding) (**mandatory**)

Additional documents to support your application:

- any parent business or company or investor guarantee/s that show the applicant's ability to fund the project.
- financial statements of the company, parent business or investor that show the applicant's ability to fund the project.

- loan statement indicating the project applied for was the reason for the loan.

Evidence of the applicant's financial viability is a requirement and must be provided with the application. An applicant will be considered financially viable where they can demonstrate sufficient cash funds to cover the total project cost. The grant funding must be matched on a minimum dollar-for-dollar basis. Funding from other federal, state or local government grants cannot be used as the matching cash contribution. In-kind and non-cash contributions are also not considered matched funding.

Selection Process

All applications will be assessed against eligibility requirements and only eligible applications will be considered for funding support. If any of the mandatory documentation is missing, this may impact your eligibility for the funding. Only eligible applications will progress to assessment with the Panel.

All eligible applications will be assessed against the criteria, in a merit-based approach, by a panel with relevant experience. The Panel consists of:

- a TIQ staff member with relevant experience.
- external representatives with relevant experience.

Any assessor who is not a Queensland Government representative will be required to perform their duties as an assessor in line with the Treasury Handbook. Following moderation, funding recommendations are made to TIQ's Program Delegate.

Notification of application outcomes

Applicants will be advised of the outcome of their submission within six to eight weeks of the Program's close date, following a detailed assessment process, due diligence checks and formal approvals.

Trade and Investment Queensland will advise all applicants of their outcome via email. Successful applicants will receive a formal Letter of Offer and Agreement document package.

If an applicant is unsuccessful, they may seek feedback within 10 business days of being notified of the outcome.

The decision to award funding is at the discretion of the Queensland Government and all decisions are final. To appeal a grant decision or make a complaint about a decision or the process, applicants can do this via the TIQ Appeals and Complaints Process. This can be directed through the TIQ Corporate Services Team at Corporate.Services@tiq.qld.gov.au. Unsuccessful applicants can re-apply for funding in a future round.

Conditions of Funding

Successful applicants will be required to enter into a legally binding Financial Incentive Agreement (the Agreement).

Financial Incentive Agreement

Successful applicants will have 10 business days from the Letter of Offer to sign and return the Agreement to TIQ. It is the applicant's responsibility to ensure the terms and conditions have been read and understood before signing the Agreement. The package of legally binding documents a successful applicant will receive includes:

1. the Letter of Offer
2. the Financial Incentive Agreement
3. the Program Guidelines and Frequently Asked Questions document
4. a copy of the successful application (relating to the grant project)
5. any special terms negotiated and agreed to in writing between the parties (if applicable).

How we pay the grant

Recipients must issue TIQ with an invoice for payment one within 10 business days of the Agreement being executed. Recipients must commence their project within 90 days of the funding agreement.

Payment Schedule	Milestone
First Payment (50% of Project funding)	TIQ will make the first payment to approved applicants as soon as practicable, subject to the Financial Incentive Agreement being executed by both parties; and after receiving an invoice for payment.
Final Payment (50% of Project funding)	Final payment will occur once TIQ reviews and approves the final acquittal report, submitted by the due date, and an Export Success Form and invoice is submitted by the due date. The submission of an Export Success Form with an export outcome is mandatory, and final payment will not occur until this is received.

Monitoring and Reporting

Keeping us informed

Recipients have a responsibility to advise TIQ of anything that is likely to affect the delivery of the project and the export outcome. This includes key changes to the organisation or its business activities. All projects will be monitored by TIQ. Approved applicants must comply with all reporting, record keeping and audit obligations under the Funding Agreement. This may include the provision of project progress updates before the specified reporting period (the acquittal). This will assist TIQ staff monitoring projects to mitigate risks/issues early on and ensure the project timeframes are achieved.

Acquittal Reporting

Acquittal reports provide information on the activities completed using the grant funding. Applicants must ensure all supplier invoices and proof of payment records for the project are retained and uploaded to the acquittal form throughout the project.

Acquittal reports are due at the end of the Program as per the Letter of Offer and submitted online in the SmartyGrants portal. Recipients will receive a link to the report form prior to the due date.

Acquittal reports must include:

- a detailed summary of the completed project
- full budget information including all invoices and corresponding proof of payment. This can include remittance advices, invoices with \$0 owing or bank statements. Supplier credit arrangements in lieu of payment will not be accepted.
- a completed Export Success Form with an export outcome
- analytic information to support acquittal evidence (such as Google Analytics)
- a declaration that funding was spent in accordance with the Program Guidelines and the agreement.

Grant agreement variations

Variation requests to alter the original project may be considered under exceptional circumstances. The request must be submitted via SmartyGrants. To obtain a copy of this form, contact the TIQ Grants Team at grantsmanagement@tiq.qld.gov.au

Variations must be approved and executed before undertaking any changes to the agreement. There is no guarantee that a variation request will be approved. In assessing a variation request, TIQ will consider:

- how the variation affects the project outcome
- if the variation still aligns with the Program objectives and intended outcomes
- if the variation requires funds to be available in a different financial year.

The following variations will only be considered under exceptional circumstances, with support from your client manager and international office (as required), and the provision of supporting evidence:

- extensions of time to complete the project and provide the acquittal report
- change of export market and/or importer and activities

Evaluations and feedback

The Program outcomes are measured via the information provided in the acquittal form and TIQ Export Success Form which provides information about the export outcomes, regional benefits and jobs achieved as a result of the funding.

Recipients may be asked to provide additional feedback to assist with future Program development.

Acknowledgement

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

Recipients will be expected to:

- actively promote their projects
- provide information and attend media/promotion events to TIQ, if requested
- connect with the TIQ client manager to support their export pathway success
- report on e-commerce sales into the identified market in the application, acquittal and within 12 months of the acquittal.

Enquiries

For further information around export opportunities, recipients should contact their client manager. Grant enquires can be directed to the grants team at grantsmanagement@tiq.qld.gov.au.

Conflicts of interest

Any conflict of interest could affect the performance of the Program. There may be a conflict of interest, or perceived conflict of interest, if TIQ staff, any member of the Panel and/or an applicant or any of the applicant's staff has:

- a professional, commercial or personal relationship with a party who can influence the application process, such as a member of the Panel
- a relationship with, or interest in, an organisation which is likely to interfere with or restrict a recipient from carrying out the proposed activities fairly
- a relationship with, or interest in, an organisation from which they will perceive personal gain because the organisation receives a grant under the Program.

On the application, applicants will be asked to declare any perceived or actual conflict of interest, or that to the best of their knowledge there is no conflict of interest.

If at a later stage under the Agreement an actual, apparent or perceived conflict of interest is identified, the recipient must inform the Grants Team at grantsmanagement@tiq.qld.gov.au.

Privacy

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

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

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

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

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

Confidential information

The financial and commercial information pertaining to, or included in, an application for funding under the Program will be kept strictly confidential and all information provided will be 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 organisations, unless otherwise permitted in writing by the organisations.

Summary

The Queensland Government has committed funding to the New Market E-commerce Program 2025-26 (the Program). Trade and Investment Queensland (TIQ) is responsible for administering the Program. TIQ will publish the opening and closing dates for the Program, and any other relevant information at [New Market E-commerce Program](#) and at www.grants.services.qld.gov.au

You **must** read and understand this document before applying for a grant.

You **must** meet the requirements of the Program to be eligible for a grant.

Further information is available in the Frequently Asked Questions document that accompanies the Program Guidelines. This document has outlined:

- the purpose of the grant opportunity
- the eligibility and assessment criteria
- how we consider and assess grant applications
- how we notify applicants, enter into agreements with recipients and make payments
- how we monitor and evaluate a recipient's performance
- responsibilities and expectations in relation to the opportunity.

Disclaimer

This publication is to be used as a guide only. The authors have taken reasonable steps to ensure the publication is accurate at the time of publication. The State of Queensland accepts no responsibility and gives no warranty, guarantee or representation about the accuracy, reliability, timeliness or otherwise of the information contained within the publication. The State of Queensland expressly excludes legal liability in all jurisdictions concerning the use or reliance of any information contained in this publication. Any direct or consequential loss or damage suffered because of reliance on this information is the user's sole responsibility. Persons using information contained in this publication should conduct their own enquiries and rely on independent professional advice. This exclusion shall extend to all users and related parties who may suffer loss because of the use of information contained in this publication and applies despite any negligence on the part of the State of Queensland.



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