



# South Australia Export Accelerator

**Session 1: Export Accelerator and New Market Entry Streams**  
Information session starts at 9:30am



Government  
of South Australia

Department for Trade  
and Investment



# Session outline

- Program background
- Program streams
- Eligibility criteria
- Eligible activities
- Funding period
- Applying
- Dates
- Advice
- Questions



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# **Program Background**

- **2018**
  - **The Program was launched to assist growth in international markets**
- **2020**
  - **Client Centred Design work – Clarity /Better User Experience**
  - **Export environment changed**
  - **Program reviewed**
- **2021**
  - **Program updated**

# **Client centred features**

## **Simplified Eligibility**

- **SMEs with less than 200 FTEs**
- **SMEs with turnover over \$75,000**

## **Funding Rounds**

- **Applications remain opened**

## **Applications and Reporting**

- **Our Goal is for you to say: 'That was easy'**

## **Link with Export Fundamentals**

- **Export Planning and Market Entry Information**

## **Introduced Consortium Applications**

- **Build partnership and build economies of scale**

## **Activities are Broader**

- **More flexibility on what you are able to get funded.**

# Program streams

## Export Accelerator

- Funding of up to \$30,000 (minimum of \$5,000) for businesses to export into new or existing markets.
- Once \$30,000 is exhausted, future applications need to be for a New Market

## New Market Entry

- Funding of up to \$15,000 (minimum of \$5,000) for businesses to export into an additional new market.

## Consortium

- Funding of up to \$200,000 (minimum of \$50,000) for consortiums of at least 3 companies to undertake collaborative export activities.

## **Eligibility criteria**

- SA registered business or significant business operations based in SA
- ABN and GST registered
- annual turnover above \$75,000 and sales revenue in SA over 24 months
- Growth State priority sector
- less than 200 FTE employees
- willing to provide information and data for the past 24 months
- have a tradeable, export-ready good or service that is produced in SA
- able to enter into a legally binding grant agreement
- able to make a financial contribution that matches the grant funding a
- have not received or sought funding from another source
- have met, all grant agreement obligations associated with active grants

# Growth state priority sectors

[www.growthstate.sa.gov.au/sectors](http://www.growthstate.sa.gov.au/sectors)



Creative Industries



Defence



Energy and Mining



Food, Wine and Agriculture



Health and Medical Industries



Hi-tech



International Education



Space



Tourism

# **Eligible activities**

## **What can I use the funding for?**

- 1. Export Plans, Market Research, Market Entry Strategy**
- 2. Market Access**
- 3. Marketing, Branding and Promotion**
- 4. Freight and Logistics Optimisation**
- 5. Export Training, Mentoring and Coaching**
- 6. Outbound Business Support**



# Funding period

12 months funding period

## Applications submitted by 1 October 2021

Funding period: 1 October 2021 to 30 September 2022

Retrospective period: 1 July 2021 to 30 September 2021

## Applications submitted by 18 February 2022

Funding period: 18 February 2022 to 17 February 2023


Retrospective period: 18 November 2021 to 17 February 2022

## How do I get funded?

- Apply via [grants.dti.sa.gov.au](https://grants.dti.sa.gov.au)
- Meet the eligibility criteria
- Clear and researched plan on achieving export goals
- Articulate your gaps and opportunities
- Propose activities that align with your plan and gaps
- Demonstrate how funding will impact your export sales
- Provide supporting documentation:
  - Financial Statements
  - Budget/Cashflow forecast
  - *Export plan/business strategy*
  - *Market research paper*
  - *Market entry strategy*

# DTI grant portal

grants.dti.sa.gov.au



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Your first name <sup>\*</sup>

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Choose a password <sup>\*</sup>

The password must be a minimum of ten characters in length and contain at least four of the following four types of characters; uppercase, lowercase, numeric, non alphanumeric

Confirm your password <sup>\*</sup>

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reCAPTCHA  
Privacy - Terms

<sup>\*</sup> This is to prevent automated submissions.

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# DTI grant portal

grants.dti.sa.gov.au

The screenshot shows the DTI Grant Portal interface. At the top, there is a green header with the South Australia logo, the Government of South Australia logo, and the text 'Government of South Australia Department for Trade and Investment'. A digital clock displays '01:58:51'. A user profile for 'Sheree Frost' is visible in the top right. Below the header, a navigation bar contains the text 'The Department for Trade and Investment Grant Portal' and several icons. The main content area features the title 'The Department for Trade and Investment Grant Portal' and a welcome message. A prominent instruction reads 'Please use the apply now button below'. Under the 'Rounds' section, two rows are listed: 'South Australia Export Accelerator' and 'SAEA - Export Accelerator', and 'SAEA - Consortium'. The '+ Apply now' button for the first row is circled in red. To the right, the 'Your activities' section shows 'Applications 2 in progress'. At the bottom, a 'Top 5 milestones due' section displays a message: 'There are no records to display.'

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# Dates

**Applications open**

**23 August 2021**

**Export Fundamentals**

**2 September 2021 – How to develop an export plan**

**9 September 2021 – Research your markets and develop an entry strategy**

**[connectplus.sa.gov.au/programs/export-fundamentals-program](https://connectplus.sa.gov.au/programs/export-fundamentals-program)**

**Application assessments**

**1 October 2021**

**18 February 2022**

**Outcome notifications**

**12 November 2021**

**1 April 2022**

# I would like some advice

Your Export Adviser

[export.sa.gov.au/trade-team](https://export.sa.gov.au/trade-team)

Export Fundamentals

[connectplus.sa.gov.au/programs/export-fundamentals-program](https://connectplus.sa.gov.au/programs/export-fundamentals-program)

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