



South Australia Export Accelerator

Session 2: Consortium Stream

Information session starts at 11:00am



Government
of South Australia

Department for Trade
and Investment

Session outline

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



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

Consortium lead

Consortium members

Consortium lead and members

- 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
- 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



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**

Consortium

Joint activities include, but are not limited to:

- **retail/distribution channel campaigns**
- **eCommerce marketing**
- **branding**
- **freight optimisation and consolidation**

Project Management Fee

- **Consortium member (as the lead) – 10% of grant amount or \$10,000 whichever is the lowest**
- **Industry Association – 5% of grant amount or \$5,000 whichever is the lowest**

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
- 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

DTI grant portal

grants.dti.sa.gov.au



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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'. On the right, a user profile for 'Sheree Frost' is visible. 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 grant opportunities are listed: 'SAEA - Export Accelerator' and 'SAEA - Consortium'. The 'Apply now' button for 'SAEA - Consortium' is circled in red. The 'Your activities' section shows 'Applications 2 in progress'. A 'Top 5 milestones due' section displays a message: 'There are no records to display.'

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

Application assessments

1 October 2021

18 February 2022

Outcome notifications

12 November 2021

1 April 2022

Grant Agreement

Consortium

- **between the Minister and the Consortium Lead**
- **Consortium Lead responsible for performance and grant obligations**
- **Consortium Members will be responsible for ensuring private contractual arrangements address the dissemination of the grant funds**

I would like some advice

Your Export Adviser

export.sa.gov.au/trade-team

Export Fundamentals

connectplus.sa.gov.au/programs/export-fundamentals-program

Sheree Frost

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