



# New Market Program guidelines

PROGRAM GUIDELINES



**TRADE +  
INVESTMENT**  
QUEENSLAND

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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 opportunities.

The challenges that have arisen in the global marketplace over the past year, primarily – though not exclusively – due to COVID-19, have necessitated a need for many exporters to explore new market opportunities.

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 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 set out the key areas of focus and agreed activities and be uploaded to the application form.

Funding from \$2,500 to \$30,000 (excluding GST) is available to support projects (refer to Table A – Funding conditions).

In the first round of the program, the focus will be on TIQ priority markets, as listed below, with a particular emphasis on South East Asia and India.

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

## Program objectives

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

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 developing 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 business.

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

- 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
- have exported in the last three years and be seeking to export to a new market
- 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
- not have worked with TIQ to realise an export outcome for the identified 'new' market over the last three years.

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

### Table A – Funding conditions

<b>Grant funding available</b>
Between <b>\$2,500</b> and <b>\$30,000</b> (excluding GST)
<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><li>• must demonstrate a negative financial or resource impact to current business operations in an existing export market over the last 15 months.</li></ul>

## Eligible project costs and activities

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

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

- developing or 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 COVID-19 pivot to new export market opportunities including:

- developing agreed, appropriate promotional material
- meeting mandatory or market-specific compliance or certification requirements
- freight or other costs incurred to ship samples to market
- costs to participate in virtual engagement to access buyer matching opportunities
- engaging an agent or representative in a new export market
- costs of quarantine in the targeted market (outbound international travel).

## 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
- engaging a consultant or third-party representative to perform services for the grant recipient unless previously agreed by TIQ.

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:

- your company's export history including any recent negative market impacts and demonstrable track record as an exporter
- a Client Action Plan which includes eligible activities and target markets agreed 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 made 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.

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 (up to 70% of the approved funding) will be made upon execution of the Financial Incentive Agreement and the final milestone payment (a minimum of 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.

Funding recipients will be expected to:

- actively promote their projects
- provide information and attend media/promotion events to TIQ, if requested
- remain connected with the TIQ Trade 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

If you have any queries, speak to your local Trade Advisor – you'll find the details [on our website](#).