

# Market Accelerator Program



## Market Accelerator Program 2025-26 Program Guidelines



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## About the Market Accelerator Program

Trade and Investment Queensland's (TIQ) Market Accelerator Program (MAP) is a competitive, application-based grant Program designed to provide Queensland small and medium-sized enterprises (SME) with financial support to manage the challenges associated with complex export transactions.

The program provides matched funding of up to \$30,000 (excluding GST) to emerging, new-to-export and growing and experienced exporters\* to respond to global opportunities and expand into new export markets. The program is aimed at applicants experiencing growth who wish to accelerate their export journey.

The funding is available to all exporters accessing a new market and to those applicants who have experienced previous limited export success in a market but are yet to fully capitalise on the market opportunity.

This program may be particularly suited to emerging high growth sectors including defence, mining and biofuels, and the technology sector, with a particular focus on med/biotech, agtech and foodtech and sports tech, and construction in the lead up to the 2032 Brisbane Olympics.

TIQ is pleased to provide additional support to recipients through the TIQ Client Managers with additional support provided by our international trade specialists in-market.

This program is part of TIQ's suite of programs designed to provide exporters with a diverse range of options from capability development and export training through to participation in global missions. TIQ can also help small to medium enterprises access international investment. TIQ provides funding to support a wide variety of exporters, from those commencing their export journey to providing more substantial funding to finalise complex transactions. More information is available on our website.

\*Emerging exporters are those who have never exported before. New-to-export/growing exporters have exported previously but in limited quantities, markets or via only one method (limited B2C etc) and need support. Information on emerging, new-to-export/growing and experienced exporter definitions is in our Frequently Asked Questions document.

## Program objectives

The objectives of the MAP are to:

- Build an export pathway for emerging, new-to-export, growing and experienced exporters to respond to complex international export challenges
- Provide additional support to bolster export capabilities, accelerate growth and build resilience and leverage off investment opportunities that may arise from the project
- Continue to grow sustainable export opportunities, resulting in an expansion into other export channels both in-market and in neighbouring markets and leading to greater outcomes for Queensland.

Whilst consideration is given to all applications, TIQ may also prioritise applications for fair distribution across geographic areas, other economic factors such as priority industries, emerging, new-to-export/growing exporters and new applicants to TIQ who have never received grant funding, and for distribution across Queensland's diverse business population.



Aboriginal and Torres Strait Islander-owned businesses, or those businesses supporting Aboriginal and Torres Strait Islander peoples, are encouraged to apply. Applicants that can demonstrate how their business provides a unique offering that benefits Aboriginal and Torres Strait Islander Queenslanders and prioritises job creation 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. TIQ's trade specialists can provide information on these to assist you with your export strategy.

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

\*For this grant, new entities are those that have no relationship with an existing TIQ client (neither as a parent company, subsidiary, export arm nor as a previous applicant/related entity).

## Grant period

The Program ends with project completion 12 months from the Letter of Offer.

## Mandatory program requirement at completion

Upon completion, recipients will need to prove they have completed the project and contributed matched funding by submitting evidence of expenditure. (More information is provided in the Acquittal section). 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 up to \$30,000 ex GST in funding and must be able to make a 1:1 matched contribution for each eligible expense
- must have fully acquitted any grants received by TIQ or Study Queensland
- 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 entity or financial beneficiary\*
- be a sole trader, company incorporated in Australia or be an incorporated trustee applying on behalf of a trust, or small industry association, not receiving government funding.
- be classed as a small – medium sized enterprise with 199 or less full-time employees and not be a subsidiary of a group of companies that has 200 or more full-time-equivalent employees.
- have a project capable of being completed and delivering export outcomes within the grant period
- be pre-qualified by TIQ as export-ready (the applicant can be an emerging or new-to-export or growing or experienced exporter)
- have the buyer pre-qualified by a TIQ Client Manager
- have a minimum trading history of two full financial years (demonstrated through the provision of financial statements in the business name) and interim FY25-26 statements, with a net profit shown for FY24-25 and FY25-26
- not be insolvent or have owners/directors that are currently bankrupt or undischarged from bankruptcy



- have documented proof of the proposed sale for the export of goods or services for the business-to-business transaction (into a new market or market with limited sales – refer to the FAQs)
- provide evidence of a one-to-one matched cash contribution to the project for each eligible project cost
- not use federal, state or local government grants towards their one-to-one matched cash contribution
- produce and export Queensland products and not act as a consolidator or distributor of Queensland, other domestic or imported products.
- 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 one director and/or shareholder 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. Recipients must maintain eligibility for the duration of the grant funded project and eligibility may be at TIQ's discretion.

## Eligible project costs

### What is eligible grant expenditure?

To provide additional support to exporters, recipients can claim costs incurred six months prior to program launch. This enables exporters to plan with confidence and continue discussions with buyers. Costs attributed to ordinary, everyday business operations are not eligible.

Eligible project costs include, but are not limited to, external costs for:

- engaging a market specialist or in-market representative
- export business advisory tools and services such as:
  - market entry requirements; registrations, documentation, and compliance
  - professional advice on contract negotiation; accounting, financial, legal, IP protection, counterfeit protection, or attracting funding to scale-up
- product redesign and testing, packaging, and labelling required to meet an export market requirement
- export accreditation and free trade agreement documentation such as:
  - Good Manufacturing Practice
  - Hazard Analysis Critical Control Point
  - Halal Accreditation
- freight costs incurred by delivering the first export activity in a new international market, product samples or trial shipment with no commercial outcome or return on investment.
- travel costs for product approvals, to finalise a deal, installation, training, operations and maintenance
- travel expenses to attend an international trade show for the explicit purposes of purchasing booth space for product/service promotion or training to finalise the export deal. This includes expenses for travel to the market, entry cost and the cost of the booth. (No other general expo or conference attendance expenses for general attendance are covered).



**NOTE – All** Travel expenses are limited to 30% of the TIQ portion and 30% of the recipient portion. If the applicant receives \$30,000 ex GST, travel is capped at \$9,000 for the TIQ portion and \$9,000 for the recipient portion. Travel expenses may be reviewed at TIQ's discretion. Please see FAQs for further information on travel).

Recipients can submit expenses from six months prior to the launch date and for expenses incurred until the program ends. However, any expenditure on eligible project costs occurring prior to approval is at the applicant's own risk, as there is no guarantee that the application for funding will be successful. This list is not exhaustive and applies to the grant funds and recipient matching cash contribution. Other costs may be eligible where TIQ decides that they do directly support the objectives and intended outcomes of the Program.

## What is ineligible grant expenditure?

Ineligible project costs include, but are not limited to:

- 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
- assets including IT, software, office furniture or equipment
- routine or business-as-usual operation expenses such as marketing, staff expenses, wages, superannuation, rent, insurance, food and beverage expenditure
- loans and debt financing expenses including interest and bank fees
- project or activity costs already funded and/or subsidised from any other federal, state or local government
- participation in study tours or other missions, regardless of the organiser
- participation in, or contribution to expo or event costs, including travel expenses (booth costs are covered as an eligible cost)
- internal staff as suppliers, including from a subsidiary, parent company, partner agency or other internal division. Evidence must be provided that demonstrates suppliers are an external contractor to the business.
- cost of inventory or raw materials in the production of the goods or services being exported
- production costs of the goods or services being exported
- goods or services purchased earlier than six months before the grant launch
- business development costs, including travel expenses for business development
- per diems in market
- any costs associated with conducting ordinary business not related to export

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

## Assessment Criteria

### Organisational capability

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
- a satisfactory total project budget including eligible project costs and suppliers identified.

## Export experience/export readiness

Export readiness is determined by the export history of the organisation or whether the organisation is capable of exporting and what the export opportunity is for this Program. This should be demonstrated through:

- the organisation's experience using TIQ, Austrade, and any other government agency to achieve export success (if applicable) (Clients who are new to export will be reviewed to assess export readiness)
- the organisation's export history (if applicable) and export plan for new international market
- documented proof of proposed sale for the export of goods or services into the new international market, including **status, quantity, value and timeframe**.

## 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 grant will assist the organisation in completing and fulfilling a contract that will result in an export outcome in a new international market
- what future outcome there is from the initial deals such as re-orders or ongoing supply contracts
- the general outcomes to Queensland including any outcomes for regional Queensland or Aboriginal and Torres Strait Islander peoples such as:
  - employment (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 2 February 2026 at 9:00am (AEST)** and applications will close **at 1:00pm (AEST) on Wednesday 04 March 2026**. Applicants must have spoken to a TIQ Client Manager and started an application by **5:00 pm (AEST) Thursday 26 February 2026**.

Applications will only be accepted online. The application link can be found on the TIQ website.



## Required documentation

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

- Trade and Investment Queensland Export-Ready Certificate (mandatory)
- Buyer Qualification Certificate (mandatory)
- evidence of proposed export sales to a new international market (mandatory) which includes a signed copy of one of the following documents:
  - distributor, agent, licensee or franchisee agreement
  - buyer contract or agreement
  - supply agreement
  - joint venture agreement
  - purchase order
  - letter of intent (this must have the product, date of delivery and quantity listed)
  - commercial agreement for a trial or pilot with a buyer, distributor, agent or supplier in market or
  - evidence of a sale via an email between the applicant and buyer, confirming agreement, purchase order or letter of intent (this must have the product, date of delivery and quantity listed) and clearly state the intention to finalise the export
- financial year statements for 2024-25 and 2023-24 including profit and loss and balance sheet in the name of the applicant organisation (mandatory)
- interim financial statements including profit and loss and balance sheet (FY25-26)
- financial statements for FY24-25 and FY25-26 **must show a net profit**.
- bank statement in the name of the applicant organisation with sufficient cash funds to cover the matched funding amount (eg \$30,000 minimum cash balance at time of application for \$30,000 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 moderation panel comprising of 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 12 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 Compliments, Complaints and Feedback link](#). 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. Letter of Offer
2. the Financial Incentive Agreement
3. the Program Guidelines, Terms and Conditions 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.

Payment Schedule	Milestone
<b>First payment</b> (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 an invoice for payment.



**Final payment**  
(50% of Project funding)

Final payment will occur once TIQ reviews and approves the final acquittal report, and the Export Success Form is submitted by the due date. Once an invoice is submitted, payment will occur.

**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.

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. The process is under review and additional information will be provided at the acquittal stage. 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 (**mandatory**)
- 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](mailto: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. These are mandatory at the acquittal stage.

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

## **Acknowledgement, media and publication**

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

Recipients will be expected to:

- actively promote their projects
- to attend meetings with TIQ as requested to discuss grant progress
- provide information and attend media/promotion events facilitated by TIQ, if requested
- connect with the TIQ Client Manager to support their export pathway success
- report on sales into the identified market in the application, acquittal report and export success forms for up to 2 years following the project
- participate in client surveys as required

The Government may publish recipient information on government websites or in media releases, while publicising the outcomes of the program. Published information may include business name, funding amount, suburb/postcode, and outcome details.

## **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](mailto: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](mailto:grantsmanagement@tiq.qld.gov.au).

## Privacy

TIQ is committed to handling your personal information in accordance with the Information Privacy Act 2009 (Qld) and the Queensland Privacy Principles (QPPs). 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, ABN, location, industry, product/service and the level of funding awarded may be published by the Queensland Government. Some information may be used to promote funded projects.

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

## 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 Market Accelerator 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 on the TIQ website and [Grant Finder website](#).

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 and Terms and Conditions 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. TIQ accepts no responsibility and gives no warranty, guarantee or representation about the accuracy, reliability, timeliness or otherwise of the information contained within the publication. TIQ 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 TIQ.



**Trade and Investment Queensland**

Level 10, 1 William Street,  
Brisbane QLD 4000 AUSTRALIA

**TIQ.QLD.GOV.AU**

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