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# New Market Program

PROGRAM GUIDELINES 2024/25

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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 capabilities.

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's 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 outline the key areas of focus and agreed activities and be uploaded to the application form.

Matched funding up to \$25,000 (excluding GST) is available to support projects. If you are seeking a \$25,000 grant, you will need to contribute at least \$25,000 ex GST to the project, so that at acquittal time, you will be required to provide evidence of expenditure totalling \$50,000+ ex GST.

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

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

While consideration for all markets and sectors remains open, applicants targeting India as an export destination will receive special consideration. This prioritisation aligns with the priorities of the Queensland Trade and Investment Strategy 2022–2032.

## Program objectives

One of TIQ's core objectives under the Trade and Investment Strategy is to grow the size and capability of Queensland's cohort of export ready businesses and expand the markets exported through a structured program of grants.

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 enhancing 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.
- Support growth in emerging markets and sectors.

## Eligibility criteria

Only one application per funding round will be accepted per organisation.

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

- have fully acquitted any NMP grant they have previously received from TIQ
- have an active **Australian Business Number (ABN)** and be **registered for GST**
- be **headquartered in Queensland**
- submit only **one application per eligible business or financial beneficiary**<sup>1</sup>.
- 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 and not be a subsidiary of a group of companies that has 200 or more full-time-equivalent employees in total
- be seeking to export to a new international market not previously exported to
- have a trading history of more than two years
- have a project capable of being completed and delivering export outcomes within 12 months
- provide evidence of your ability to meet the matched contribution of the project for each eligible project cost
- not use Commonwealth, State, Territory, or local government grants towards their 1:1 matched cash contribution
- produce and export Queensland products and/or services 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

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

## Eligible project costs and activities

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

Eligible costs and activities include but are not limited to, external costs associated with:

- 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 pivot to new export market opportunities
- meeting mandatory or market-specific compliance or certification requirements

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<sup>1</sup> 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.

- participating in an international trade fair, seminar, in-store promotion, international forum, promotional event such as a private exhibition, or similar activity relating to your overseas market (eg registration and/or entry fees). Capital costs such as purchasing hardware/software are ineligible unless directly associated with modifying products and/or services for a new export market.
- market specific promotional materials such as brochures, videos, advertising, product photos and online product demonstrations, and website development (eg translation fees, placement charges, external design costs)
- sending free samples of the product or service you are promoting for export (eg postage and freight, including when these costs are incurred by overseas buyer)
- the engagement of an in-market representative to promote your product/service (eg market research, attendance at trade fairs, etc)
- the engagement of a marketing consultant to carry out specific export planning work where the plan includes marketing and market research strategies and/or analysis of an export market (eg market information, trade and production statistics, demographic information, competitive information, legal and regulatory information, intellectual property, etc)
- travelling to market to undertake export development activities such as attending trade shows etc (note: this does not include per diems for daily staff expenditure)

## 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 (ie internal costs, staff expenditure)
- 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).
- Goods or services purchased prior to the grant opening date and/or any retrospective costs
- Cost of inventory or raw materials in the production of the good or service
- Internal costs of routine operational business activities (i.e. marketing, staff expenditure such as wages, salaries, rent, insurance, food and beverage expenditure), no 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, address, shareholders (for more information, refer to the application guide)

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:

- the company's reason for diversifying into a new export market
- your company's export plan for entering the defined new market
- a Client Action Plan which includes eligible activities and target markets agreed to by your company and TIQ.

## 3. Benefit potential

You should demonstrate:

- how the funding will assist you in successfully entering a new market
- the potential benefit to Queensland (eg jobs created 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.

Applications open Monday 25 March at 9.00am (AEST) and close on **Friday 19 April 2024 at 1.00pm (AEST)**. New applications cannot be started after **Friday 12 April 2024**.

For existing TIQ clients, please speak to your client manager before applying. If you are not sure who your client manager is, please contact us via [grantsmanagement@tiq.qld.gov.au](mailto:grantsmanagement@tiq.qld.gov.au).

If you are new to TIQ, please first complete our [online enquiry form](#) and TIQ will contact you.

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 provided 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.

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 approach, by a panel 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 guarantee of approval at any stage of the process, and applicant organisations will be notified via email of the outcome of applications.

Decisions to offer grants to successful applicants are made considering availability of funding.

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 the process, you can do this via the TIQ Appeals and Complaints Process. Appeals are to be directed to the TIQ Grants and Finance team, Corporate Services, email: [Corporate.Services@tiq.qld.gov.au](mailto: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 Funding Agreement with the Queensland Government. Within 10 working days of receipt of the agreement, please sign and return to TIQ. You should ensure you have read and accepted the terms and conditions of the Letter of Offer and Financial Incentive Agreement prior to signing, as they will not be negotiable at the time a funding offer is made.

The Funding Agreement consists of:

- Letter of Offer
- Financial Incentive Agreement (grant contract terms and conditions)
- Program and Application guidelines
- Application submitted by the applicant relating to the grant funded activity
- Acquittal Documentation Guide
- Terms agreed in writing between the parties (if there are any other terms agreed)

Successful applicant organisations must commence projects within 90 days of execution of the Funding Agreement. Payment of grants will be made in instalments based on project milestones. The first payment of 70% of the NMP funding will be made when the Financial Incentive Agreement is executed between the recipient and the Queensland Government, and a valid tax invoice is produced by the grant recipient. The final milestone payment (30% of the approved funding) will be in arrears following successful completion and acquittal of the project.

The final milestone payment 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.

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. Grant recipients will be required to submit a detailed acquittal report with valid supplier invoices and receipts for approval prior to payment.

Funding recipients will be expected to:

- actively promote their projects
- provide information and attend media/promotion events to TIQ, if requested
- connect with a 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

Contact us at [grantsmanagement@tiq.qld.gov.au](mailto:grantsmanagement@tiq.qld.gov.au)

Application guide

## 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.