

Exporting Toolkit

Are you thinking about exporting? Here are some handy hints about where to find more information.

General information about importing and exporting

www.business.gov.au provides general information and some useful links for [importing and exporting](#) such as Customs and quarantine requirements, opportunities for promotion and exporting online.

Austrade

www.austrade.gov.au

phone: 13 28 78

email: info@austrade.gov.au

Austrade:

- Helps Australian companies to grow their business in international markets, including through the TradeStart network of international trade assistance offices and administration of the Export Market Development Grants (EMDG) scheme.
- Promotes the Australian education and training sector in international markets.
- Provides coordinated government assistance to promote, attract and facilitate productive foreign direct investment (FDI) into Australia.
- Provides advice to the Australian Government on its trade, tourism, international education and training, and investment policy agenda.
- Develops policy, manages programmes and provides research to strengthen Australia's tourism industry and to grow Australia's tourism market share.
- Delivers Australian consular, passport and other government services in designated overseas locations.

Austrade has developed a [Guide to Exporting](#) that will guide you step-by-step through exporting, including:

1. Getting ready
2. Export strategy – this includes a link to an Export Plan template that provides a great structure for you to understand what it really means to be export ready
3. Market research
4. Export marketing – including the importance of having a good website
5. Export pricing
6. Visiting the market
7. Risk management
8. Financial assistance
9. Freight and logistics
10. Sales leads
11. Agents
12. Legal issues
13. Success stories.

The guide includes links to further information and tools that will help you on your pathway to exporting, such as the [International Readiness Indicator](#), an online tool for new exporters to help Australian businesses determine whether their business is ready for exporting.

You can also register on Austrade's [Australian Suppliers Directory](#) to help promote your business overseas.

Australian government Ministers also conduct trade missions to promote the international competitiveness of Australian businesses. You can lodge an [expression of interest](#) to participate in future trade missions coordinated by Austrade.

TradeStart (a network of regional assistance offices delivering Austrade international business services)

A TradeStart adviser assists small and medium sized enterprises to achieve long term success in international business. TradeStart flexibly addresses the needs of individual businesses drawing on the combined resources of Austrade and the TradeStart partner.

In Tasmania, Austrade partners with the Tasmanian Chamber of Commerce and Industry (TCCI) to deliver TradeStart services covering the whole state . The International Trade Adviser for Tasmania is:-

Sally Chandler,

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Export Market Development Grants (EMDG) Scheme

The [Export Market Development Grants](#) (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Administered by Austrade, the scheme supports a wide range of industry sectors and products, including inbound tourism and the export of intellectual property and know-how outside Australia. The EMDG scheme:

- encourages small and medium sized Australian businesses to develop export markets
- reimburses up to 50% of eligible export promotion expenses above \$5,000 provided that the total expenses are at least \$15,000
- provides up to eight (8) grants to each eligible applicant.

Austrade has produced a series of videos designed to help potential EMDG applicants understand the EMDG scheme.

Free Trade Agreements

www.fta.gov.au

The Department of Foreign Affairs and Trade (DFAT) have a dedicated webpage for free trade agreements.

Free Trade Agreements are international treaties that reduce barriers to trade and investment

The full text of agreements is available via the website, plus fact sheets, user guides for exporters and importers and tariff schedules.

The [FTA portal](#) is also available and enables businesses to explore the benefits under FTAs with China, Japan and South Korea. Easy to use guidance about how to use the portal is also included under 'how to use this site'.

The [FTA toolkit](#) includes resources for FTA outreach, promotion and presentations for China, Japan and Korea.

The Australian Government also holds free [FTA seminars](#) to help you learn more about FTAs.

AusIndustry

www.business.gov.au

phone: 13 28 46

AusIndustry, a division of the Department of Industry, Innovation and Science, is putting the needs of Australian businesses first by simplifying and streamlining access to information and advice. Through one website www.business.gov.au , one contact centre and their National Outreach Network, businesses can now get information and help to:

- get a business up and running
- develop and commercialise ideas and products
- improve, innovate and grow a business
- reach new markets.

The [Programme Summary](#) provides information about how to contact AusIndustry and their programme offering.

Tasmanian Freight Equalisation Scheme

The [Tasmanian Freight Equalisation Scheme](#) provides financial assistance for cost incurred by shippers of eligible non-bulk goods moved by sea between Tasmania and mainland Australia. The amount of assistance is based on the difference between the freight costs of moving the goods by sea and the notional freight costs of moving them by road over an equivalent distance. The objective of the Scheme is to provide Tasmanian industries with equal opportunities to compete in other markets, recognising that, unlike their mainland counterparts, Tasmanian shippers do not have the option of transporting goods interstate by road or rail.

Assistance is also available for eligible non-bulk goods shipped between the main island of Tasmania and either King Island or the islands of the Furneaux Group.

The Department of Human Services administers the Scheme, on behalf of the Department of Infrastructure and Regional Development with more information about the scheme and claims process available [here](#).

Export Council of Australia

www.export.org.au

The Export Council of Australia (ECA) has extensive resources and opportunities to build skills, capacity and knowledge in trading in international markets.

- Developing international business skills
- Building Australian business capacity
- Conducting international market research
- Helping to break down barriers to trade
- Building global networks
- Informing Australian trade policy.

[Skills development](#) for exporters is a big part of the ECA's role. The ECA develops programs and services that focus on building the capacity and capability of companies to engage in international business and create a clear pathway of learning for anyone engaged in International Activity.

<http://www.export.org.au/products/Growing%20Your%20International%20Business%20101%20Toolkit.pdf>

Tasmanian Department of State Growth

Trade and International Relations

The Department of State Growth's Trade and International Relations Division can provide valuable assistance to businesses seeking to export. They can provide general advice to exporters or those seeking to export as well as managing the [New Market Expansion Program](#) providing grants to support eligible international and national marketing activities.

The Department also coordinates the Government's [International Missions](#) and incoming delegations. Generally expressions of interest are sought from businesses wishing to participate. The State Growth website includes [export statistics](#) which may be useful when considering which markets will be your export focus.

Migration Tasmania

[Migration Tasmania](#) can provide state nominations to support visa applications for skilled and business migrants.

Business Tasmania

[Business Tasmania](#) is an online Tasmanian government resources for all small Tasmanian businesses. It provides information about how to start and grow businesses and links to a range of government grants funding and assistance including the [Enterprise Centres Tasmania](#) program which offers free business advisory services.

Digital Ready for Business

[Digital Ready for Business](#) is a Tasmanian Government program to empower Tasmanian small and medium businesses to take charge of their online presence and develop an online strategy that really works. Having a good website and social media presence is an essential step to growing your market and becoming export ready. Digital Ready has a range of resources and events to help.