

Mo Works Creative Agency

# Grow your business and expand your reach overseas

See how →



[moworks.com.au](https://moworks.com.au)



Melbourne, Australia



# Mo Works, your export marketing experts

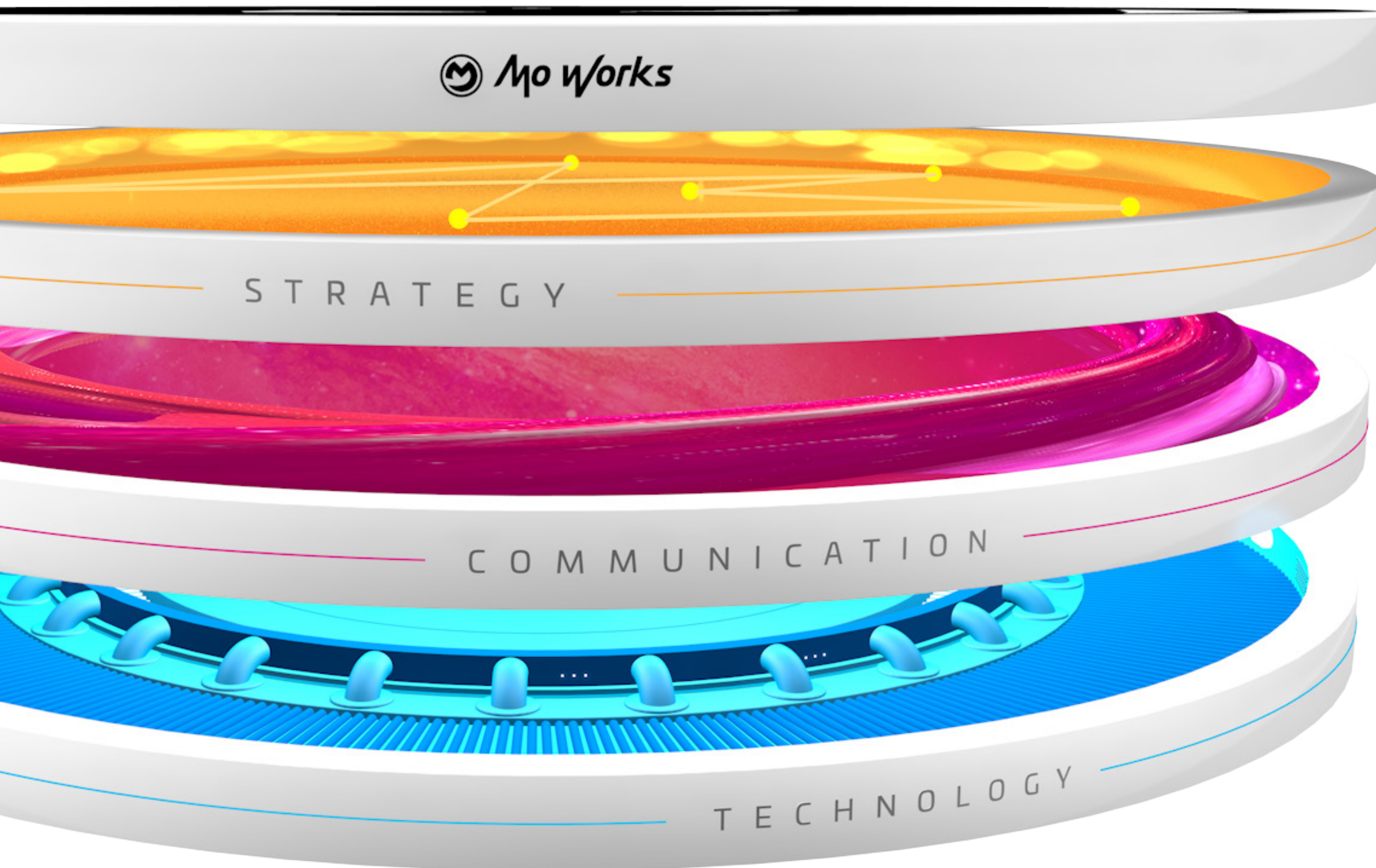
## What is EMDG?

**Austrade's Export Market Development Grants (EMDG)** enables successful applicants to be reimbursed up to 50% of certain eligible expenditure. This includes overseas representation, promotional events, overseas marketing and more. The grant is designed to help kickstart their promotion of Australian goods, services and intellectual property rights in an overseas market.

## Why EMDG?

**Why not?!** EMDG is a fantastic grant that allows businesses to expand their audiences and go global. If you've conquered Australia, the obvious next step is going international! With up to \$150,000 of potential reimbursement for marketing costs, there's nothing to lose.





## Who is Mo Works?

**Mo Works Creative Agency** has full-stack in house capabilities across design, development, marketing, and community management. We provide a full end-to-end service from branding to product launches and marketing. Our multicultural team is equipped with practical experiences, fluent across 5 languages and cultural understandings that allow us to think BIG.

### Why choose Mo Works?

- We have multiple partnerships with existing EMDG consultants and agents, who have been recognised by Austrade for their number of successful applications.
- We leverage our marketing and strategy insights to help you successfully expand into the overseas market.
- We work with a wide range of Australian and international businesses.
- We integrate easily into your team and strive to put our clients in the driver's seat. Together, we will craft and execute effective strategies.
- We deliver on time.

# Now, for the finer details ...

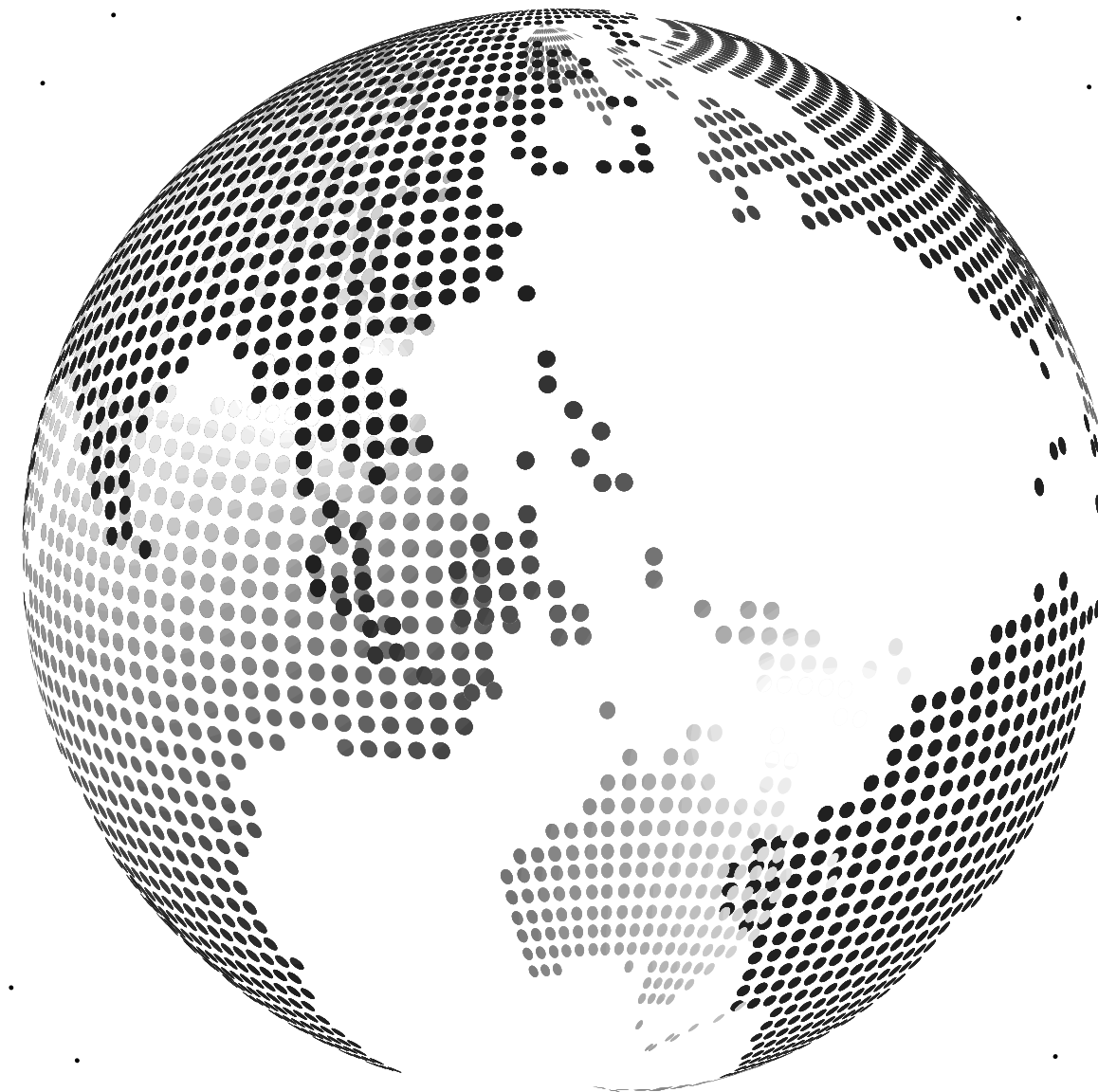




## Eligibility criteria

### Who can apply?

- Business income of no more than \$50 million in the grant year.
- Incurred at least \$15,000 of eligible expenses under the scheme (first-time applicants can combine two years expenses).
- Principal for the export business. In other words, you must own the product/service that you are promoting.
- Eligible products must be one of the following:  
Speak to us if your products are one of the following:
  - Goods made in Australia.
  - Goods made outside Australia where Australia will derive a significant net benefit from their sale overseas.
  - A service except those specified as ineligible in the EMDG Regulations.
  - A tourism service (including accommodation, passenger transport or tours).
  - An event held in Australia.
  - An intellectual property right that mainly resulted from work done in Australia.
  - A trademark first used in Australia, or which has significantly increased in value from its use in Australia.
  - Know-how that mainly resulted from work done in Australia.



## How much can I get through EMDG?

### What can be claimed?

**This grant is capped at \$150,000 of funding and can be claimed eight times throughout the lifetime of your business.**

This programme covers 50 per cent\* of the costs associated with export market promotional literature, including digital marketing costs like website development, video advertising, Facebook ads and Google AdWords. (Here's where we come in!)

In addition to promotional literature, this initiative has been particularly lucrative for businesses sending company representatives overseas to explore international markets, and not only does it cover half of the costs associated with airfares, it also provides each team member with a \$350 per day allowance to cover costs like accommodation, food and ground transport, making the trip far more affordable.



## EMDG categories 1/2

### EMDG supports eight categories of promotional activities. You can claim:

#### 1. Overseas representatives

*(A maximum of \$200,000 per application is claimable under this category)*

- All reasonable costs that you pay to have an overseas representative act on your behalf on a long-term basis to market/promote your product.
- The portion of the fee or expense paid to your overseas representative that relates to the promotion of your Australian products.
- You cannot claim the costs of commission or non-promotional activities your representative carries out for you, such as supplying after-sales service, post-contractual training, sourcing of products, arranging clearance, warehousing or collection of goods, importing or promoting ineligible products.

#### 2. Marketing consultants

*(A maximum of \$50,000 per application is claimable under this category)*

The cost of engaging an arms-length consultant to undertake export market research or marketing activities.

If you are claiming expenses under the overseas representatives and marketing consultant's categories, you must have documentary evidence that shows the role and function of the representative or consultant.

#### 3. Marketing visits

*(An allowance of \$350 per day while you are overseas to help defray accommodation, entertainment, living expenses and ground transport costs (capped at 21 days)).*

The cost of air travel during the marketing visit, including departure taxes (only 65 per cent of first-class airfares may be claimed).

If you are claiming expenses under the marketing visits category you must have trip reports, boarding passes, diary notes and/or other evidence which substantiate the details of the trip.

#### 4. Free samples

*(A maximum of \$15,000 per application is claimable under this category)*

The cost of providing free samples of the product you are promoting for export

All eligible expenses should be included in your claim in your application to ensure your grant is maximised.

## EMDG categories 2/2

### 5. Trade fairs, seminars, in-store promotions

External costs directly related to participating in an international trade fair, seminar, in-store promotion, international forum, private exhibition, or similar activity.

### 6. Promotional literature and advertising

External costs of promotional material, such as brochures, videos, advertising and website development.

### 7. Overseas buyers

*(a total of \$7,500 per buyer per visit, totalling \$45,000 per application.)*

The cost of bringing potential buyers who are non-residents to Australia for an eligible export promotion purpose

### 8. IP registration and related insurance

*(up to a maximum of \$50,000 per application)*

The cost of granting, registering or extending rights under foreign laws in relation to eligible intellectual property

The cost of obtaining insurance to protect these rights.





## Grant application process

**Chat with us  
to clarify your  
eligibility**



**Apply for an  
AUSkey**

at <http://www.auskey.abr.gov.au/>



**Complete the  
submission through  
our official EMDG  
partner Miles Davis.**





## Testimonials

“Government assistance is designed to support all businesses, regardless of current economic status. Every SME, every start-up, every multinational, should be claiming [entitlements] because they are entitled to that money.”

**Anna Perejma, senior manager for  
innovation and incentives at PwC**



## Mo Works Creative Agency

104/673 La Trobe St  
Docklands VIC 3008  
Australia

+61 3 9642 7156

work@moworks.com.au

**moworks.com.au**

