

GLOSSARY

Overseas Representatives

The costs attributable to maintaining an overseas representative on an ongoing basis to market your business overseas. Eligible costs include salaries/fees, office costs and travel. **Capped at \$200,000 p.a.**

Marketing Consultants

Expenditure incurred in engaging independent consultants who provide services relating to market development, market research and other marketing assistance activities. Consultants may be located either in Australia or overseas, but must be truly independent and pass other tests. **Capped at \$50,000 p.a.**

Travel Costs for Marketing Purposes.

The costs of travel overseas to develop export markets, airfares plus a daily travel allowance of AUD \$350 per day maximum 21 days per trip, per person (Overseas Visitors Allowance) can be claimed.

Note: Accommodation, food & beverages, entertainment, travel insurance, country visa application costs, excess baggage & ground transport i.e. taxi, train, hire car, fuel, parking **are not claimable**

Free Samples (Product Promotion)

The actual cost of providing free product samples to overseas buyers including the cost of providing FOC's and Famils in the tourism industry. **Capped at \$15,000 p.a.**

Trade Fairs

The external costs associated with participation in overseas trade fairs, seminars, in-store promotions, international forums, private exhibitions or similar promotional events. Some trade events held in Australia are also eligible if an accurate percentage of overseas attendees can be ascertained.

Promotional Literature & Advertising Material

The external costs associated with brochures, promotional videos/dvds, advertising and other promotional material are eligible. Reasonable external costs associated with the development of promotional websites and a percentage of website hosting costs are claimable.

Overseas Buyers Visiting Australia

Airfares, transport, accommodation and meal costs associated with bringing overseas

buyers, or potential buyers, to Australia to evaluate goods, services or intellectual property are eligible.

Up to \$7,500 per buyer per visit is claimable. Capped at \$45,000 p.a.

Trademark and Patent Registrations

Costs associated with registering International patents and trademarks in markets other than Australia. This generally relates to the charges made by patent attorneys. **Capped at \$50,000 p.a.**

A SAMPLE GRANT CALCULATION BASED ON EXPENDITURE

Overseas Representative	\$150,000	Max \$200,000
Marketing Consultants	\$20,000	Max \$50,000
Travel (Airfares 15,000 OVA 14,000)	\$29,000	
Free samples	\$1,000	Max \$15,000
Trade Fairs	\$12,000	
Promotional Literature	\$11,000	
Overseas Buyers	\$22,000	Max \$45,000 (\$7500 per buyer)
Patent Registrations	\$30,000	Max \$50,000
Total eligible expenditure	\$275,000	
Less threshold	\$5,000	
Total expenditure	\$270,000	$\$270,000 \times 50\% = \$135,000$ rebate
Total rebate	<u>\$135,000*</u>	Max \$150,000

*This will only be paid if the grant pool for 2021 has enough money to pay all applicants their grant entitlement in full. The initial payment ceiling will be determined before June 30, 2021.