



mitchell & co
EXPERIENCE THAT COUNTS

Mitchell and Co October EMDG Newsletter – How Hard is Hard?

Time for another newsletter.

It's still about **EMDG OLD** and **EMDG NEW** – really, we have nothing else to talk about. We do lead a bit of a sheltered life here in the office.

Forget COVID, forget the trade war with China, forget zero emission targets or pondering about how much the new subs, why, when, how many, etc. It's all about answering the big question of life as asked by one of our clients just yesterday.

“What are the hard target dates to lodge an EMDG application for the past and for the future?”

The answer is easy - It is not hard at all.

It is the lodgement dates that are hard, “fixed in stone” one might say.

For EMDG NEW 30th November 2021 @ 4:29 pm CST

For EMDG OLD 28th February 2022 @ 11:29 pm CST

No ifs, no buts, and as we have said in the past, no excuses like - “the dog ate my application”, “My NBN connection is a nightmare” will help you past those dates.

Unlike when will lock-downs finish/travel happen again 70% or 80% vaccine rates per state. These closing dates are Australia wide. When that door shuts,

it's slammed shut!

EMDG OLD

Let's talk about **EMDG OLD** first.

This covers the period 01/07/2019 to 30/06/2021 (two years) for a new applicant, and 12 months - 01/07/2020 to 30/06/2021 for an existing client of the scheme (years 2-8).

We have lodged more than a few applications; many have been paid already. The sooner you lodge the sooner you will get paid, well at least the first installment up to \$30,000, but it all helps.

You do NOT have to lodge your **EMDG OLD** application before you lodge an **EMDG NEW** one. For us with the shorter lodgement window from Oct 1 to 30th November our focus will be **EMDG NEW**.

Why? Because the **EMDG NEW** deadline is now less than 59 days away, but hell who's counting? Well, we do, in fact we talk minutes, 84,960 to be precise. That assumes no time off to sleep!

EMDG NEW

For **EMDG NEW** the window of opportunity is much shorter and now is the time to get your act into gear to make it happen. Time to press the panic button!!

EMDG NEW covers expenditure for this financial year (back to July 1, 2021) and depending on your Tier status – the next 1 or 2 financial years after that, 2022/2023 and 2023/2024.

The actual application process via the new portal is easier than before and you need to supply less information. However, it is a government scheme after all, not a money tree! You must get things right.

It's how you answer key questions in your application (the Plan to Market attachment in the main) that could mean grant success or failure, in terms of the

grant approval at all or how much your grant offer amount will be, and your “Tier” status as follows:

Tier 1 - Years 1-2 - no exports or prior EMDG support.

Tier 2 - Years 3-8 - expansion in your marketing efforts.

Tier 3 - Years 3-8 - expansion and strategic shift in your marketing efforts.

Tier status is very important. Why? Because it determines your maximum grant entitlement (before overall rationing of funds) as follows:

Tier 1 - \$40,000

Tier 2 - \$80,000

Tier 3 - \$150,000

EMDG NEW is still “rules based” – a non-competitive entitlement program, but the rules are new and hence one needs to make sure a good quality application to ensure no tears (not Tiers) in the future.

Anyone can bake a cake/lodge an EMDG application, but not all cake bakers are now award winners/get the maximum EMDG payment.

With a clients help; it takes about 2-3 weeks to get an **EMDG NEW** application right. So, you need to get your information to us now! We need processing and thinking time to get things right for you, to maximise your grant entitlement potential.

We have already been bombarding you via direct emails. Why? Because it’s how we make our money, but first and foremost, unless you get your application in by the Nov 30th date it will be too late – the boat has left, the dice has been thrown etc. You will have to wait until next year and apply for 2022/23 onward.

Call /email us now. We have both a rough and ready Plan to Market and Budget template that can be used to start the ball rolling. Otherwise, it will be too late.

You can skip both an **EMDG OLD** and **EMDG NEW** given the above dates.

You would be able to apply from March 2022 for the period 01/07/2022

onward only. You will not be able to claim any expenditure in this financial year (***EMDG NEW***) or before (***EMDG OLD***).

Call away!

Stuart and Team