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The Export Market Development Grant (EMDG) is a key Australian government program to help SME exporters and some Australian-based businesses offering services to overseas residents.

In 2021/22 the grant program was significantly changed when it was re orientated to require businesses to submit an application prior to incurring the expenditure and that application was then assessed by Austrade to determine eligibility and then a contract was offered to the business for the implementation of the program outlined in the application with the businesses receiving progress payments of the grant approved amount.

There were 5,200 applications in 2021/22 a significant increase from the annual average of 4,000 businesses that applied to the previous scheme.

The program is designed to bring benefits to Australia by encouraging the creation, development and expansion of foreign markets for Australian products and services and assisting Australian-based businesses that are keen to attract foreign residents to their Australian businesses which normally are involved in the tourism and associated industries.

The support under this program is implemented by providing targeted financial assistance, for promotional activities and development of marketing skills to Australian SMEs and their representative organisations

This paper provides an overview of the Export Market Development Grant and has been written under the following headings:

* Overview Of The Program
* Administering Entity
* Assistance For SME Exporters
* Tier 1 – Applicants – New To Export
* Tier 2 And Tier 3 Applicants: Expanding Their Marketing
* Tier 3 Applicants: Making A Strategic Shift In Their Marketing
* Transitional Arrangements
* Organisation Restructuring
* Assistance For Representative Bodies
* General Eligibility
* Eligibility Requirements
* Additional Conditions
* A Plan To Market
* Eligible Products
* Substantially Australian Origin: Eligible Services
* Substantially Australian Origin: Eligible Events
* Substantially Australian Origin: Eligible Intellectual Property and Know-How
* Substantially Australian Origin: Eligible Software
* Eligible Expenses
* Ineligible Expenses
* Designated Connection
* Applications
* Preparing Information For Your Application
* Grant Payments
* Closing Date
* Further Information