

## Philip Litton

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**From:** Barcham, Kate (J. Bishop, MP) <Kate.Barcham@aph.gov.au> on behalf of Bishop, Julie (MP) <Julie.Bishop.MP@aph.gov.au>  
**Sent:** Monday, 16 April 2018 3:41 PM  
**To:** Philip Litton  
**Subject:** RE: Funding of EMDG (Export Market Development Grant)

Dear Philip

Thank you for your recent email regarding the Export Market Development Grant Scheme (EMDG).

The EMDG scheme has assisted over 45,000 Australian small and medium sized exporters to access international markets for more than 40 years.

The number of businesses that may lodge an EMDG claim each year is unlimited, and because of this popularity it has been oversubscribed in recent years.

The Government is committed to progressively restoring EMDG funding, in the context of the current Budget environment. In 2013-14 the Government committed an additional \$12.5 million a year to the scheme.

Thank you for your feedback on this issue.

Best wishes

Julie Bishop

*The Hon Julie Bishop MP*

Federal Member for Curtin  
Deputy Leader of the Liberal Party  
Minister for Foreign Affairs

Perth 08 9388 0288 | Canberra 02 6277 7500

[www.juliebishop.com.au](http://www.juliebishop.com.au)

[www.foreignminister.gov.au](http://www.foreignminister.gov.au)



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**From:** Philip Litton [mailto:Philip@exportsolutions.com.au]  
**Sent:** Monday, 9 April 2018 11:50 AM  
**To:** Bishop, Julie (MP)  
**Subject:** Funding of EMDG (Export Market Development Grant)

Dear Julie,  
EMDG funding

Further to my letter and email of 16 March (below), I now attach a news item from Austrade about the number of grant applications lodged this year.

A 6.6% increase on last year. This underlines the need for increased funding for EMDG.

Numbers have grown from 2,715 in 2013 to 3,771 in 2017, returning to levels last seen before the lag effect of the GFC took hold.

The increased proportion of first year applicants stands out.

As Austrade say *“this popularity of among new applicants shows healthy levels of export activity among new exporters”*.

The funding level however has remained stagnant, as is clear from this table;

Grant year	Applications lodged	Change from previous year	% change		Scheme funding (m)	% change
2013	2,715				137.9 million	
2014	3,195	+ 480	17.7%		137.9 million	0
2015	3,321	+126	3.9%		137.9 million	0
2016	3,539	+218	6.6%		137.9 million	0
2017	3,771	+232	6.6%		137.9 million	0
<b>4 year change</b>		<b>+ 1,056</b>	<b>38.9%</b>			<b>0</b>

EMDG is the practical funding support for SME exporters seeking to develop export markets for their products, services and IP.

EMDG is the support they value to assist them can take advantage of the opportunities that open through the FTA's.

The scheme funding needs a relatively modest increase so it can continue to be effective and give exporters confidence and certainty that they will receive the marketing rebate for costs they have already paid (and which have been audited by Austrade) .

As the local member of Parliament for our business and my family, and knowing of your interest in the program, I seek your support in raising the awareness of this need with Minister Ciobo, the Treasurer and others who can bring about the required funding.

I remain available to meet this week or next week in Perth, Canberra, or any other location and time suitable to you, if I can be of assistance to progress this on behalf of the exporters.

Regards

Philip

**Philip Litton**

Director

Export Solutions Pty Ltd

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**From:** Philip Litton

**Sent:** Friday, 16 March 2018 7:04 AM

**To:** 'Julie.bishop.MP@aph.gov.au' <[Julie.bishop.MP@aph.gov.au](mailto:Julie.bishop.MP@aph.gov.au)>

**Subject:** FW: Funding of EMDG (Export Market Development Grant)

Dear Julie,

As requested by your system, my residential address is 22 Dupont Avenue City Beach WA 6015.

Our Office is 88 Walters Drive Osborne Park 6017.

We have only met a couple of times – once in your office in Subiaco just before the 2010 election and I very much appreciated your thoughts then on export; and another time at a dinner in Canberra recognizing high achieving exporters.

Regards

Philip Litton

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**From:** Philip Litton  
**Sent:** Thursday, 15 March 2018 8:01 PM  
**To:** 'Julie.bishop.MP@aph.gov.au' <[Julie.bishop.MP@aph.gov.au](mailto:Julie.bishop.MP@aph.gov.au)>  
**Subject:** Funding of EMDG (Export Market Development Grant)

The Hon. Julie Bishop MP  
Minister for Foreign Affairs  
PO Box 2010  
SUBIACO WA 6904

By email: [Julie.bishop.MP@aph.gov.au](mailto:Julie.bishop.MP@aph.gov.au)

Dear Minister

**EMDG – the federal scheme supporting SME’s grow Australian exports**

We seek your support to redress the underfunding of the Export Market Development Grant Scheme to ensure it continues to be effective in instilling export confidence in small and medium sized businesses.

Whilst trade is outside of your portfolios, and I know you are incredibly busy, I very much valued your support in 2015, and in 2010, on the issue of funding for EMDG (attached correspondence). The response you received from Trade Minister Andrew Robb was encouraging in that he said, (referring to the report he had just received from Michael Lee), *“I and the government more broadly will need to consider the funding issue and determine what level of funding is appropriate for the scheme’s future operation.”*

There is no better time than this upcoming Budget to take up the recommendations of Michael Lee, and provide what is a modest increase in funding that will make a big difference to so many SME’s export efforts. You may recall that I am Perth based (I live and work in your electorate), so am very available to meet if you wish to discuss.

EMDG requires SME’s to have the courage and conviction to invest their own money to seek an export market for their products or services. The rebate becomes available some time later, and anecdotal evidence shows that it tends to be reinvested in more market development.

The scheme is robust and heavily audited. Reviews have found the scheme to be successful, and it has had the support of successive governments over the past 40 years.

With the focus on jobs and growth, and your government’s progress with Free Trade Agreements, it is more timely than ever to ensure that EMDG is fully funded. It provides meaningful and practical support to SME’s as they take advantage of the opportunities opened up by the FTA’s.

The government commissioned review of the EMDG scheme, carried out by Mr Michael Lee, contained a key recommendation that funding be progressively increased by \$12.4 million per year over the 3 years 16/17 to 18/19 – increasing the pool of funds from \$137.9m to \$175m.

Mr Lee concluded that *“the EMDG scheme continues to be effective in meeting its goals of bringing benefits to Australia by encouraging the creation, development and expansion of overseas markets for Australian goods, services, intellectual property and know-how”*.

He also saw “*considerable scope to lift Australia’s export performance*”, and a preference for an increase in applicant numbers (as Australian companies increasingly sought to enter new markets).

His Review concluded that “*the effectiveness of the EMDG scheme in instilling confidence in small and medium- sized business has been hampered by the reduction in real value of budgeted funding since 2009, when the scheme stood at \$200 million; and that this reduction should be addressed now....*”

Mr Lee forecast increased demand and this has proved to be very accurate, with applicant numbers trending upward from 3,195 in 14/15 to 3,537 in 16/17, and estimated higher in 17/18 towards the 4,000 mark which Mr Lee anticipated by 18/19.

This increase is good news for Australia – companies seeking and succeeding in export is shown to grow businesses (the exporter and its suppliers and service providers); increase employment; increase Australia’s standing on the world stage; and earn foreign currency benefiting Australia’s trade.

**However, the underfunding is a major problem.**

For each of the past 3 years many exporters have not received their full entitlement.

On our analysis this current year will be worse.

Exporters need confidence and certainty – they invested their own funds (up to 2 years ago) with a reasonable expectation of receiving a rebate of up to 50% of the eligible costs.

This year they may receive only about 30%.

The government has not yet implemented the recommendation in Mr Lee’s report to increase funding, which leaves the scheme funding at \$137.9m. This is lower than some 20 years ago - in 1997 it was \$150m.

In real terms (taking inflation into account) the current level of funding is even lower – if the 1997 funding was indexed the equivalent value today would be about \$251 million.

So to seek \$175m is not an increase in real dollar terms.

There is wide support for EMDG throughout the business community, industry bodies and trade agencies.

The vast majority of literature over the grant’s history state it has a positive effect on both export and the wider community.

As part of the 2015 Review, KPMG were also asked to analyse the economic benefit of the scheme, reporting that each dollar of an EMDG scheme grant generated an economic benefit of \$7.03 when industry spillovers and productivity gains were taken into account.

It also receives positive mention in reports, including the recent “Australia 2030 - Prosperity through Innovation”, by Innovation and Science Australia. Recommendation 7 included a call for increasing funding for EMDG.

**SUMMARY**

**We urge the government to;**

- 1. Add \$25 million to the funding pool now so that exporters will receive all (or nearly all) the grant monies that have been approved in the current year.  
This will bring the funding pool to the level Mr Lee recommended for this current year.**
- 2. Increase the funding pool to \$175 million for next year, in line with Mr Lee’s recommendations.**
- 3. Consider adopting other recommendations made by Mr Lee including augmenting Austrade’s budget.**

Contact details and a brief profile of our team can be found on our website at <http://www.exportsolutions.com.au/our-team/> , and for ease are also listed below.

Below this email I have also copied in the recommendations of the review by Mr Lee, and provided a link to his full report.

Yours faithfully

PHILIP LITTON  
DIRECTOR

*Export Solutions is a private company, having its genesis some 37 years ago, and under the same management for near 20 years.*

*Our sole focus is assisting exporters, through;*

- International trade fairs – we secure space at major international trade fairs, particularly in Asia and the Middle East, build stands, and are on site supporting exporters – we are hands on, and have been for over 15 years. In the past 4 years alone we have worked on (and at) 74 overseas trade fairs with more than 1,495 Australian companies exhibiting.*
- Accessing the EMDG funding – our team members are located around Australia, assisting applicants across all industries and services, in the cities and regions.*

*Through our work with exporters at trade fairs we see the need, and hear first-hand, how much exporters value the support of the EMDG scheme.*

#### **EXPORT SOLUTIONS TEAM CONTACTS**

<b>NSW / ACT</b>	<i>Gemma Hansen</i>	<i>0414 616 696</i>
	<i>Susan O’Connell</i>	<i>0401 770 889</i>
	<i>Hayley Mitchinson</i>	<i>0420 566 588</i>
<b>VIC / TAS</b>	<i>Katarina Dayoan</i>	<i>0414 977 775</i>
<b>VIC / QLD</b>	<i>Lina Lamont</i>	<i>0447 474 330</i>
<b>WA / SA</b>	<i>Simon Norris</i>	<i>0439 941 473</i>
<b>Trade fairs</b>	<i>Nurziah Masagoes</i>	<i>0400 999 898</i>
	<i>Jesse Walia</i>	<i>0400 585 096</i>
<b>National</b>	<i>Philip Litton</i>	<i>0419 944 911</i>
	<i>Clare Petrovic</i>	<i>08 9201 0331</i>
	<i>Josephine Sivwright</i>	<i>08 9201 0331</i>
	<i>Marissa Robertson</i>	<i>08 9201 0331</i>

Link to website contacts: <http://www.exportsolutions.com.au/contact-us/>

Following are the two pages of RECOMMENDATIONS from the 2015 review of EMDG BY Mr Michael Lee.

His full report can be found at <http://www.exportsolutions.com.au/2015-emdg-review/>

- › the unadjusted value of these claims was \$165.2 million, an increase of 22 per cent
- › Austrade has announced a second-tranche payment in 2014–15 of 65.3 cents in the dollar
- › the Minister for Trade and Investment has set an initial payment ceiling amount at \$40,000 for the 2014–15 grant year, which will be paid in 2015–16
- › as a result of claims assessments, the value of grants paid is normally reduced by between \$18 million and \$45 million from the initial grant claimed values. The average total reduction in grant values paid per year resulting from claim assessment has been \$31 million over the past five years.

## Recommendations

### Effectiveness of the EMDG scheme

1. That the EMDG scheme be better integrated into Austrade's planning, and better promoted through Australian and international networks, industry groups, banks, accountancy firms and business advisers assisting firms as they contemplate new export opportunities.
2. That Austrade's EMDG division provide regular updates on the scheme and its achievements—for example, via webinars—to overseas posts, particularly in the emerging markets of Asia, and industry advisers in sectors where Australia's exporters can be expected to focus attention.
3. Within six months of the tabling of this report, that Austrade advise the Minister for Trade and Investment on the outcome of its investigation of the Review's proposal for a new stream for high-growth firms seeking to quickly develop new sustainable export markets.
4. That Austrade encourage grant recipients to consider the strategic importance of each of their eight grant opportunities in order to gain maximum impact from their marketing activities.

### Building a better scheme

5. That the EMDG scheme be continued, and continue to be administered by Austrade.
  - › 5.1 That the 'sunset' provisions in the *Export Market Development Grants Act 1997* be removed.
6. That the budget allocation (in anticipating a 5 per cent annual increase in the number of grant recipients) be progressively increased by \$12.4 million per year over the next three years (2016–17 to 2018–19) to \$175 million.
  - › 6.1 That the government augment Austrade's budget with a new amount equivalent to the 5 per cent of the EMDG administered funds, thus freeing up the entirety of the EMDG funding, currently \$137.9 million, for export promotion grants.
  - › 6.2 That separate provision, in addition to the EMDG administration budget and grant amounts, be made for replacement of, or upgrades to, Austrade's IT system.
7. That the EMDG scheme be reviewed every five years, following similar processes as previous independent reviews—in particular, updating the econometric studies of the scheme's impact on the economy—to determine the ongoing effectiveness and efficiency of the scheme, including its administration.
  - › 7.1 That the EMDG Act be amended to include a requirement for independent external reviews of the effectiveness and efficiency of the scheme.

- › 7.2 That these independent reviews be presented to the responsible Minister and tabled in the parliament within 15 sitting days of being received by the Minister; and that the government's response be tabled within three months of the report being tabled.
- › 7.3 That, within four years, the future appropriations for the EMDG scheme be reviewed and updated in line with demand.
- › 7.4 That Austrade expand its client surveys or add new questions to grant applications to provide data for reporting annually to the Minister and industry on the scheme's operation, effectiveness and efficiency.
- › 7.5 That Austrade assess the long-term value of the EMDG scheme in promoting viable exporters beyond the eligibility period for grants, and report its annual findings to the Minister and industry.
- › 7.6 That Austrade continue to monitor the quality of claims lodged by grant recipients and advise the Minister of any significant new information and benefits of the scheme that would warrant the introduction of new incentives, and/or penalty provisions, for applicants.
- e 7.6.1 That Austrade include in eligibility criteria the costs of attending training and information sessions on market development opportunities in relation to free trade agreements.
- e 7.6.2 That Austrade continue to update other eligibility criteria to reflect businesses' experience in overseas markets—for example, the number of days that are eligible for overseas promotional travel (currently 21); the daily expense rate (currently \$300); cross-cultural and other training; design and artwork for export

labelling; and attendance at domestic trade fairs and other Australia-based promotional activities.

8. That promotion of the scheme focus on lifting the number of applicants to the 10-year average of close to 4,000 per year in the near term, and on further growing the number of new exporting firms participating in the scheme over the medium term.

- › 8.1 That Austrade, with business, create a mentoring group or forum of current and retired senior business managers/leaders or similar, to assist and advise new and aspiring exporters.

- › 8.2 That Austrade's EMDG guidelines and other information be amended to separate references to trade or intended trade with New Zealand from references to Iran and North Korea.

9. That the Trade and Investment Ministers Meeting develop a map or framework of Commonwealth, state and territory export promotion support within 12 months, and that Ministers consider the range and scale of available programmes with a view to sharing information on best practices and on the most effective state and territory programmes.

#### Client and stakeholder engagement

10. That the key EMDG stakeholders—applicants, export consultants and Austrade—continue to work, together with industry groups, to improve the scheme's administrative arrangements, with the aim of creating more certainty for applicants and reducing the tensions created by the differing priorities of the key stakeholders.