



## EMDG fact sheet: Education and Training

The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters.

### What is EMDG?

EMDG encourages small and medium sized Australian businesses to develop export markets by reimbursing up to 50 per cent of eligible export promotion expenses in a financial year above a threshold of \$10,000. Eligible businesses can receive a maximum of eight taxable grants of up to \$200,000 each. A minimum grant of \$5,000 generally applies.

In 2008-09, 239 education and training providers were reimbursed an average of \$49,829 each for their overseas promotional expenses. These recipients generated \$335.9m worth of exports.

To qualify for an EMDG grant, you must:

- be an eligible business genuinely carrying on business in Australia, with annual income of not more than \$50 million
- be seeking to export an eligible product (goods, services, intellectual property or know-how)
- have incurred expenses on an eligible promotional activity (overseas marketing visits, overseas representation, marketing consultants, participation in trade fairs, communications, free samples, promotional literature and advertising, visits to Australia by overseas buyers and registration and insurance of intellectual property).

### Eligibility considerations for education sector businesses

Education sector businesses promoting eligible services, intellectual property or know-how and goods may apply for EMDG. Some key eligibility considerations for all applicants, including education sector businesses, apply to each of these categories.

#### Education services

Education and training services – such as provision of courses - are eligible products regardless of whether the services are delivered or supplied in or outside Australia.

As a general rule, educational institutions providing courses to overseas students studying in Australia on student visas need to be registered on the *Commonwealth Register of Institutions and Courses for Overseas Students* (CRICOS) in order to be eligible to receive an EMDG grant.

#### Intellectual property / know-how – ownership and Australian content

For intellectual property or know-how – such as copyright of course content- to be eligible under EMDG it has to mainly result from work done in Australia.

Applicants that have licensed their intellectual property or know-how to a foreign resident may claim expenses for the promotion of sales of the overseas-made goods from which they receive licence or royalty type income.



### Educational goods/materials

For educational goods – such as books - to be eligible under EMDG, they must be:

- goods made in Australia, or
- goods made outside Australia where Australia would derive a significant net benefit from their sale overseas.

### Eligible entities

Australian individuals, partnerships, companies, associations, co-operatives, statutory corporations and trusts carrying on business in Australia can apply for EMDG. Church-run schools must be a company or body corporate separate to the actual church legal entity to be eligible.

### Principal status

To be able to claim an EMDG grant, the applicant must be the principal or the intended principal in any export sales. This means that the sale should be directly between the applicant and an overseas buyer – such as an education provider that contracts directly with overseas students.

EMDG may support applicants that sell education services as an education broker and who sub-contract the actual teaching services to educational institutions. Contact Austrade on 13 28 78 for more details.

### Key dates for the 2009-10 grant year

1 July 2010	Applications open.
March 2010 – November 2010	EMDG coaching workshops provided by Austrade – see <a href="http://www.austrade.gov.au/exportgrants/coaching">www.austrade.gov.au/exportgrants/coaching</a> to register.
30 November 2010	Applications close.

### More information

For more information on EMDG you can:

- read our publication *EMDG In Brief*
- visit the Austrade website at [www.austrade.gov.au/exportgrants](http://www.austrade.gov.au/exportgrants)
- email us at [emdg.help@austrade.gov.au](mailto:emdg.help@austrade.gov.au)
- call Austrade on 13 28 78 and ask for your local EMDG office
- attend an EMDG coaching session – see [www.austrade.gov.au/exportgrants/coaching](http://www.austrade.gov.au/exportgrants/coaching) to register
- consider using an independent grants consultant – see [www.austrade.gov.au/exportgrants/consultants](http://www.austrade.gov.au/exportgrants/consultants)

For information about other Austrade services call 13 28 78.

### Education industry case study

#### Career Training Institute of Australia

Career Training Institute of Australia (CTIA) is a Queensland-based training organisation providing education programs in the hospitality, travel, tourism and business sectors.

CTIA was established with the objective of developing quality multi-skilled professionals. Students are trained on the job by qualified hotel staff, all of whom have a strong background within the industry of their expertise.



Australian Government

Austrade

CTIA promotes its training packages internationally and generates export income through sales to Japan, South Korea and Thailand. CTIA is also extending its overseas marketing efforts to include the United Arab Emirates, China, Malaysia and South America.

CTIA is a second-year EMDG recipient. The grants have assisted CTIA in meeting the costs of employing a marketing consultant, promotional material, overseas marketing visits and attendance at tradeshow.

CTIA Director, Marcus Binderhofer said: "The EMDG grant has allowed CTIA to explore and expand into new markets in China and Malaysia as well as continue to grow our existing markets in Japan".