



Department of
Primary Industries and
Regional Development

*We're working for
Western Australia.*

Export Pathways Program

Supporting WA agribusinesses on their export journey





Building your export capabilities

As the world adapts to living with a global pandemic, the challenge for Western Australian agribusinesses has never been greater. International markets continue to provide opportunities to grow your business.

In order to pursue sustainable export success, businesses need to make careful decisions, backed by detailed planning and market information. Building export capability for the long-term can help to ensure Western Australian (WA) businesses are adaptable and competitive overseas.

To support WA agribusiness exporters to meet this challenge, the Department of Primary Industries and Regional Development (DPIRD) is excited to support the Export Pathways Program. It will be delivered by Export Connect with the WA Government (through DPIRD) funding 50% of participation fees.

Two streams to choose from

There are two separate streams designed for WA agribusinesses at different stages of their export journey:

Stream 1: **Export Market Readiness**

For businesses with aspirations to begin exporting but not exporting yet.

Stream 2: **Export Market Development**

For businesses that have undertaken some exporting and are seeking to increase export activity.

About Export Connect

Export Connect is an export advisory and consultancy service assisting Australian agribusinesses to develop the strategies and connections they need to export successfully and grow. Founded in 2017, it has delivered more than 255 export projects covering 20 markets for 150 clients. Export Connect has also delivered over 120 export capability building workshops, forums and market development programs.

For further information on Export Connect and the Export Pathways Program facilitator, Najib Lawand, please visit: exportconnect.com.au



Stream 1: Export Market Readiness

Preparing you and your business to take the first steps into international markets

Inclusions: At least 18 hours of group modules and one-on-one mentoring

Venue: Online, hybrid or face to face in Perth (as COVID-19 regulations permit)

Dates: 1 July to 30 November 2022 (dates to be confirmed)

Fee: Subsidised cost of \$1,725 including GST (to be paid by participant to DPIRD)¹

The Export Market Readiness (EMR) stream is for agribusinesses with no exporting experience (no direct international sales in the last five years) but whose business growth in the domestic market is such that future growth opportunities include diversifying into international markets.

Many agribusinesses identify market opportunity and the need to diversify sales channels as the key motivators to explore international markets. However, the lack of access to export expertise, structured learning pathways and tailored market information have been major barriers to getting started in exporting to international markets.

From this stream, you'll gain an understanding of the true 'export readiness' of your business including how to prepare your business for export, which markets you should prioritise and how to develop your market entry plan. You'll also take part in peer-to-peer learning and networking opportunities with like-minded participants.

¹ Note: DPIRD will pay \$1,725 including GST amounting to 50% of the total program fee of \$3,450 including GST.

Learning outcomes

Phase 1

The first part of the EMR stream will involve you working one-on-one with Export Connect to determine your businesses export readiness and will address important factors such as defining your export opportunity, understanding your unique value proposition, auditing your export resources and capabilities, and developing your export market readiness action plan. Phase 1 is planned for July 2022.

Phase 2

A series of six small-group modules (two hours per module) delivered by Export Connect from September to November 2022 (dates to be confirmed) will:

- Explore the key topics to be considered when starting your export journey including (but not limited to), setting export vision and goals; resourcing for success; which products to export; market overviews market entry strategies; export pricing strategies; export market pitch development; selecting buyers; brand awareness; logistics; legal and financing.
- Provide real-life and current case studies with relatable and practical insights on preparing to export.
- Share templates to assist your business to be ready for export success.

Phase 3

Building on the first two phases, one-on-one mentoring with Export Connect will help you reflect on the workshop learnings and how they apply specifically to your business and products. These mentoring sessions will see you clearly define your export challenge, review your optimal export range or products, select your first export market and articulate next steps for export success.

Who should apply

The EMR stream is designed for businesses that have established a strong level of growth in the domestic market but have had no direct international sales in the last five years and are considering exporting as the next step on their business development journey.

Eligibility and assessment criteria are detailed on page 7.



“The course was extremely valuable, allowing us to look at various markets and assessing our product potential in each. I’d highly recommend it to anyone who’s considering export for the first time.”

Claire Parker
Cowaramup Brewing Company



Stream 2: Export Market Development

Develop your export knowledge to strategically expand into international markets

- Inclusions:** At least 18 hours of group modules and one-on-one mentoring plus detailed market insights, in-market program and pitch development
- Venue:** Online, hybrid or face to face in Perth (as COVID-19 regulations permit)
- Dates:** 1 July 2022 to 27 May 2023 (dates to be confirmed)
- Fee:** Subsidised cost of \$3,750 including GST (to be paid by participant to DPIRD) ^{2 3}

The Export Market Development (EMD) stream is for businesses that have entered at least one export market and are seeking to strategically develop their capability and capacity for export market growth.

Survey results from more than 100 agribusinesses that have attended Export Connect workshops show that only 23% of exporters have access to relevant, detailed and current market research; only 39% take into account competitor data when assessing market suitability and export pricing; and 62% do not tailor their sales pitch to their target market due to insufficient information and expertise.

In this stream, you'll examine the fundamentals needed for developing an export strategy for your business, supported by peer-to-peer learning opportunities. An individualised market and competitor analysis report will be developed for your business and you'll have the opportunity to pitch your product to interested buyers in select international markets. Importantly, you'll learn first-hand from retail and food service buyers the key factors to consider when promoting your products in international markets.

² DPIRD will pay \$3,750 including GST amounting to 50% of the total program fee of \$7,500 including GST.

³ This does not include travel, accommodation, meals, on-ground and other costs associated with visiting international markets if COVID-19 international travel restrictions are lifted and the visit program can be delivered in-market. The participant will need to pay these costs in full, i.e. DPIRD will not fund any portion of the costs to travel in-market.

Learning outcomes

Phase 1

The first part of the EMD stream will involve you working one-on-one with Export Connect to identify the opportunities and challenges specific to your business that must be addressed to strategically expand into export markets. Key areas including your export goals and key performance indicators, market selection strategies, export pitch and pricing, and export resourcing will be reviewed to help tailor this program to your specific needs. You will also receive 6 months complimentary access to the Export Connect Portal.

Phase 2

A series of six small-group modules (two hours per module) delivered by Export Connect from September to November 2022 (dates to be confirmed) will:

- Address in depth the key topics that need to be considered when exporting such as developing specific export key performance indicators; analysing market, competitor and trade data; determining your optimal export price and channels; developing a compelling pitch; establishing a two-way buyer relationship; and supporting your brand in-market.
- Explore real-life and current case studies to provide you with relatable and practical insights on how to export strategically.

Phase 3

Building on the first two phases of the EMD stream, one-on-one mentoring with Export Connect will help you reflect on the workshop learnings and how they apply specifically to your business and products. The mentoring sessions will help you review your optimal export range of products and select your market of focus for Phase 4 of the EMD stream.

Phase 4

A fit-for-purpose in-market visit program will be developed⁴ which will include a customised market insights report and detailed competitor review; virtual supermarket tour; export pricing and market entry strategy review; market-specific pitch development; and pre-qualified buyer introductions. Phase 4 is expected to commence in February 2023.

Who should apply

The EMD stream is for WA agribusinesses that have undertaken some level of international export⁵ and are looking for a robust approach to expand their export activity.

Eligibility and assessment criteria are detailed on page 7.

⁴ This will be delivered either virtually or physically in-market depending on COVID-19 travel restrictions.

⁵ For the purpose of this program, international export-related activity means having undertaken exports sales of more than \$10,000 in aggregate across the last two financial years.



“It got us seriously thinking about new export market development and understanding each nominated market’s ‘key drivers’ such as, demographics, government and economic trends, consumer behaviour and social trends, market access requirements (barriers) and finally sales through food service, grocery, e-commerce trends and developments.”

Peter Gilmour
Futari Wagyu

Program requirements

Eligibility and assessment criteria

As places are limited, applicants must:

- Be a registered, Australian-based legal entity with an Australian Business Number (ABN);
- Be able to agree to the terms and conditions of participation;
- Be exporting or seeking to export goods that are produced, grown or manufactured in Western Australia;
- Own the brand of the food and beverage products the applicant is looking to export; and
- Commit to pay 50% of the program costs in full by 8 July 2022.

All applications will be assessed on a competitive basis by an Assessment Panel comprising two DPIRD nominated employees (both outside of the Project team) and a representative of Export Connect.

Applications will be considered according to the eligibility criteria listed above and:

- Number of years in operation.
- Current domestic sales performance.
- Online presence.
- Business capacity and capability to scale up operations to meet increased demand.
- Business commitment to export market development including the allocation of time and resources.

- Current export sales performance (only for applicants for Export Market Development stream).
- Current export markets and market entry approach (only for applicants for Export Market Development stream).
- Whether the business participated in previous capability development programs organised by the Asian Market Success Program and the degree to which the programs were completed.
- Whether the applicant has received funding in the last three years for export development plans or similar through, for example, the DPIRD Voucher Program, Grants for Asian Market Export or the International Competitiveness Co-Investment Fund (DPIRD initiatives).

Applications are to be completed and submitted before 5:00 pm (AWST) on Friday 8 April 2022 via the Smarty Grants system:

agric.smartygrants.com.au/EPP_Round2

Travel and accommodation expenditure

In the case of face to face workshops, you may be eligible for a travel and accommodation reimbursement.

If your permanent residence is located in the regions 85km outside of the Perth Central Business District you are entitled to receive a reimbursement of up to \$1,500 including GST upon completion of the program. This funding must be put towards meeting reasonable travel and accommodation expenses incurred in travelling between your home and the place where the workshops are taking place.

Depending on mode of travel, reimbursement will be made upon submission of a claim with a receipt and/or evidence of travel and, where accommodation is being claimed, the rate specified in the Australian Tax Office Determination will be used.

Postponement or change of dates/venue

There may be circumstances where the group modules will need to be postponed or where a change of venue or delivery approach is required. If this occurs, DPIRD will advise participants of this as soon as possible.

For all **program process** enquiries,
please contact:

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For all **SmartyGrant user** enquiries,
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For **program content** enquiries,
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