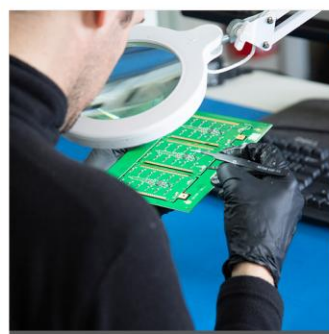
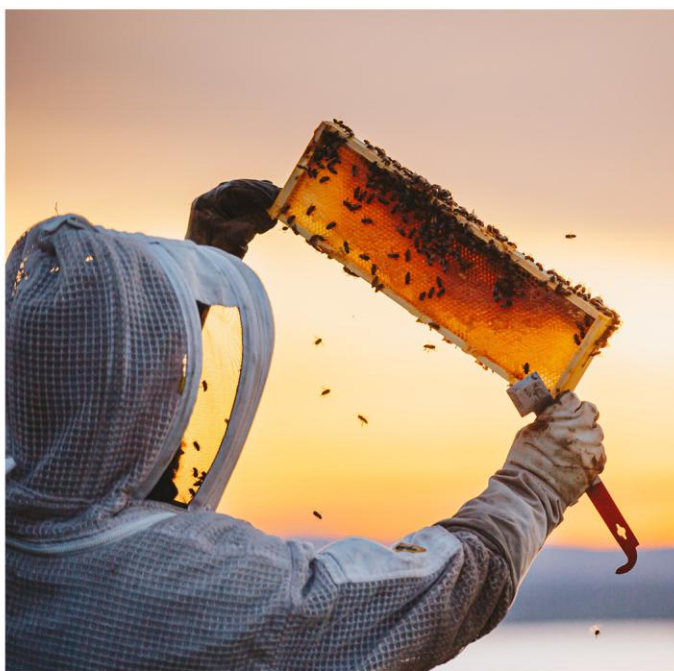


Accelerating Trade Grant Program

Program guidelines



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1. Aim

The Accelerating Trade Grant Program (the program) supports Tasmanian-based enterprises to collaborate, expand their presence and introduce Tasmanian products and services to the world. The program has been established as part of the Tasmanian Government's *Tasmanian Trade Strategy*.

The program provides up to a 50 per cent contribution to Tasmanian-based businesses to maximise opportunities for marketing and promotion in markets outside Tasmania. This may involve exploring a new market with an existing product or service or promoting a new product or service in an existing market.

While projects that target new markets or promote new products will be more strongly regarded, applications will also be considered if a business can demonstrate that new or updated activities are required to stimulate trade growth in an existing or established market.

The program does not support “business as usual” activities and requests for funding to support repeat activities are unlikely to be successful.

Grants will be provided to successful applicants on a co-contribution basis, up to a maximum of \$10,000 in any one financial year per applicant (based on submission date). Grant payments are made on a **reimbursement basis**, after approved projects and expenditure have been successfully completed and satisfactorily acquitted.

Under Tasmania’s commitment to supporting First Nations (Tasmanian Aboriginal) businesses through the National Statement on First Nations Trade and Investment, eligible First Nations (Tasmanian Aboriginal) businesses are encouraged to apply to the program. Similarly, businesses that are previous or current applicants to the Tasmanian Export Awards are also encouraged to apply.

Collaborative projects, including cluster activities, where multiple business work together to deliver eligible projects, will be considered on a case-by-case basis. Collaborative projects will require an eligible nominated lead business.

Except for tourism businesses, which are ineligible under this program, priority will be given to products or services from key sectors and priority markets identified in the *Tasmanian Trade Strategy* (available at: www.trade.tas.gov.au).

It is anticipated that there will be a high number of applications submitted under this program. Because the program has limited funding, not all eligible applicants will be successful.

Applications for this grant will be competitively assessed.

Once the funding limit has been reached no further applications will be accepted and those applicants who were unsuccessful at that point will be notified.

These program guidelines may change. See our website for updates before applying.

This program will be administered by the Department of State Growth on behalf of the Crown in the Right of Tasmania.

2. Funding available

Tasmanian businesses can be approved for a maximum of \$10,000 in grant funding in any one financial year (based on submission date). Applications for funding beyond this amount will not be considered.

Multiple applications can be submitted, but the maximum approved grant amount is capped per applicant, per financial year.

Applications will be assessed in order of receipt against the eligibility and assessment criteria. Applicants should ensure they receive and retain an email notification when they submit their application, as confirmation that their application has been submitted.

3. Eligibility

Businesses should submit their applications at least **three weeks** in advance of the project commencing.

To be eligible for the grant applicants must:

- a) be a Tasmanian business that is able to demonstrate that their products or services are produced, transformed or value-added in Tasmania, and are, or are intended to be, despatched from Tasmania.
- b) have an active Australian Business Number (ABN) and be registered for GST.
- c) have annual sales turnover greater than \$150,000 in at least one of the two last full financial years, or in the current financial year-to-date (unless approved through an expression of interest process (or similar) to take part in Tasmanian Government-facilitated events such as trade missions, trade shows).
- d) have annual sales that have never exceeded \$10 million (unless approved through an expression of interest process (or similar) to take part in Tasmanian Government-facilitated events, such as trade missions, trade shows, or can present an exceptional business case for funding, with highly likely and significant trade outcomes).
- e) be able to demonstrate the necessary capabilities, resources and capacity to undertake the trade development activity.

Applications submitted by a third party will not be accepted without evidence of permission in the application.

You may be asked to provide information or documentation to support your eligibility claims, either as part of the application process, or after you have submitted your application.

The information you provide may be subject to third party authenticity checks.

This program has limited funding. Not all eligible applications will receive a grant.

3.1. Ineligible applicants

Ineligible applicants include:

- a) tourism businesses (information on support for tourism businesses is available at: https://www.stategrowth.tas.gov.au/grants_and_funding_opportunities, or via <https://www.tourismtasmania.com.au/>).
- b) consultants or intermediaries, including wholesalers or distributors.
- c) businesses that are subject to any legal disability, including bankruptcy or liquidation.
- d) Local, State or Australian Government entities.

3.2. Eligible expenditure

The program provides a reimbursement of up to 50 per cent of approved project costs up to the maximum grant amount. Projects must be targeting markets outside Tasmania and should have a marketing and promotion focus.

Projects should be specific and stand-alone, for example:

- a) going to a trade show where the date, venue, audience is known.
- b) running a digital marketing campaign for a specified time in a targeted market.
- c) producing new brochures supporting a trip to a new market.

Applications seeking support for generic, ongoing activities are likely to be considered “business as usual” and therefore ineligible. Grant funding is provided to successful applicants to undertake an approved purpose only.

Examples of eligible expenditure includes but is not limited to the following.

Promotional activities, materials and supporting services

- a) Campaigns in television, print and/or magazine media.
- b) Website design/re-design where it identifiably relates to attracting a new market/audience (for example: language translation, culturally appropriate images).
- c) Online promotions, including social media campaigns.
- d) Printed brochures or pamphlets.
- e) Digital productions such as promotional videos, or multimedia presentations.
- f) Cost of samples, being products given away for promotional or marketing purposes.
 - i.) Samples must be priced at the wholesale cost.
 - ii.) Maximum grant funding for this expense item is \$1,000.
- g) Freight for samples

- i.) Maximum grant funding for this expense item is \$500.
 - ii.) Freight of stock to be sold is not eligible.
- h) Attending trade exhibitions and promotions including:
 - i.) exhibition stand or promotional space fees
 - ii.) hire of exhibition equipment and infrastructure
 - iii.) freighting promotional items to and from exhibitions or promotions
 - iv.) person-specific costs, such as exhibition or trade show entry or workshop registration, are capped to one person per application.

Market research and business matching services

- a) Commissioning specific market research (purchase of general, industry-wide research may not be eligible).
- b) Commissioning business matching services (for example: using a third party to identify and engage with contacts in eligible markets that can import, purchase, distribute or support your product or service locally)
- c) Study/Market research tours – including in-market research of competitors, customers, and potential customers, and gaining understanding of market and business culture and practices.

A detailed itinerary and scope of work is required.

Tours facilitated by industry bodies or other organisations (e.g. Austrade) will be more strongly favoured over self-guided or bespoke tours, which are unlikely to be approved.

Inbound buyer visits to Tasmania

Costs incurred with interstate or international buyers visiting Tasmania, including airfares, accommodation, and meals. Grant funding for this expense item is capped at \$5,000.

Travel to an off-island market

Economy airfares for Tasmanian-based employees, relevant to the project and detailed in the application, for one person only. If alternative classes are booked, economy airfares will be calculated as 33 per cent of the cost of business class flights, or 10 per cent of first-class flights.

For example, a business representative approved to participate in a trade promotion in the UK opts to travel via business class flights, at a cost of \$10,000 – for the purposes of the program this will be valued at \$3,300 (with 50 per cent reimbursable as part of the grant).

On-ground expenditure – per day allowance

- a) \$350 for one person, per night spent outside Tasmania to support accommodation, meals, beverages and transport (car hire, taxis, Ubers etc) when completing the approved activity. This is paid as an allowance with no proof of expenditure required (other than a travel/flight itinerary or tickets) and is included in the \$10,000 maximum grant amount.
- b) No additional costs are payable for on-ground expenditure outside of the allowance.
- c) The maximum number of nights away that can be claimed for on-ground expenses is seven nights (\$2,450).

3.3. Ineligible expenditure

Examples of ineligible expenditure under the program includes but is not limited to the following:

- a) Activities that do not have a clear marketing and promotional focus, or that do not demonstrate a high likelihood of trade outcomes being achieved.
- b) Reimbursement of retrospective project expenditure (applicants must receive grant approval prior to the activity for which funding is sought. Applicants should allow a minimum of three weeks for assessment to be completed).
- c) Fees paid to the Tasmanian Government for attendance/involvement in trade or promotional activities or initiatives.
- d) Expenditure that has been, or will be, supported through the Australian Government's Export Market Development Grants (EMDG) scheme, or any other government or industry organisation market development assistance scheme, for the project for which an applicant is seeking funding.
- e) Person-specific costs, including exhibition, trade show and workshop registration, entry fees for more than one person per application.
- f) Projects/activities taking place longer than 12 months in advance of the application date may be considered ineligible.
- g) Payments to related entities.
- h) General operational business expenses, including but not limited to:
 - i.) utilities;
 - ii.) capital expenditure;
 - iii.) computer hardware and/or software;
 - iv.) packaging and packaging-related costs;
 - v.) office expenses;
 - vi.) maintenance costs;
 - vii.) accounting, legal and compliance/accreditation costs;
 - viii.) government fees;

- ix.) salaries and wages;
- x.) staff and/or client training;
- xi.) general website development or updates;
- xii.) development of business plans and product development costs.

"Business as usual" or repeat activities and requests for funding to support these projects are unlikely to be successful.

It is at the Department's discretion as to what is considered business as usual or repeat, but this will include applications to:

- a) attend an annual trade show in consecutive years.
- b) undertake marketing activities in an established market or via a previously used channel.
- c) undertake generic sales/business development/promotional trips to an existing market.
- d) undertake activities similar in nature to any previously funded through this program.

4. Assessment

Applications that meet the eligibility criteria will be competitively assessed using the assessment criteria.

Applicants are encouraged to ensure that all information is included in their application at the time of submission.

Applicants will be competitively assessed against the following criteria based on the evidence you provide in your application.

- a) Alignment with the program aims
 - i.) the nature, suitability, and quality of the proposed trade activity
 - ii.) that the project presents value for money, with a realistic outcome of:
 - increasing the value of products or services sold by Tasmanian businesses, and/or
 - leading to an improvement in brand awareness in targeted markets.
- b) Sector and market alignment
 - i.) the sector and market that the business identifies with. Priority will be given to products or services from key sectors and priority markets identified in the *Tasmanian Trade Strategy* (available at: www.trade.tas.gov.au).
- c) Research supporting the project
 - i.) the research conducted and presented to substantiate the value of the proposed activities.
- d) Capability to deliver the project
 - i.) the applicant's previous trade, market and business development experiences and success, and business plan or marketing strategies, and its capacity to complete the project.

5. Timeframes

The program will remain open until 30 June 2026, or until the annual funding limit is reached, whichever occurs first. Applications will not be accepted after the program closes.

The Trade Tasmania unit will assess and advise of the submission outcome within three weeks.

6. Contact details

For queries about this program, contact: Trade Tasmania via Business Tasmania:

- Email: ask@business.tas.gov.au
- Phone: 1800 440 026

7. How to apply

Applications should be submitted using SmartyGrants.

For assistance with using SmartyGrants, please see the [applicant help guide](#).

Contact us to discuss any issue preventing you from using SmartyGrants to submit your application.

1. **Prepare:** Read the program guidelines before starting your application.
2. **Start:** The application form is available via <https://stategrowthtas.smartygrants.com.au/ATPRound7>
3. **Confirm:** Ensure all information and documentation is accurate and attached. You may not be able to change an application or provide additional information after you submit your application.
4. **Submit:** You will receive an email notification after you submit your application. Keep this notification as confirmation of your submission.
5. **Assessment:** Applications will be assessed by the Department.
6. **Notification:** We will notify you with the outcome of your application.

You may be asked to provide information or documentation after you have submitted your application.

You must provide this information within three working days, unless otherwise advised. Failure to provide the information within the timeframe may result in the application being unsuccessful.

The information you provide may be subject to third party authenticity checks.

In addition, applicants agree to participate in any program review conducted by the Department.

8. Grant funding agreement

If your application is successful, you will be required to enter a legally binding funding agreement.

The funding agreement, along with these program guidelines, provide the grant terms and conditions. You will not receive payments until the funding agreement is completed.

9. Appealing a decision

If your application is unsuccessful, you may appeal the decision.

The appeals process ensures that all applicants have been treated fairly.

We will consider appeals that relate to administrative process issues in grants management.

All requests must be in writing and addressed to the Senior Director – Trade. Your request must be received within 28 days from the date of State Growth notifying you of the decision about your application.

For further information about the appeal process, contact trade@stategrowth.tas.gov.au.

10. Grant payments

If your application is successful, you will be asked for your bank account details to receive your grant payment.

The bank account must be in your name. You may be asked to provide a copy of your bank statement or a letter from your bank as confirmation.

Providing incorrect bank account details may result in significant delays or not receiving your grant payment. We cannot guarantee the recovery of funds paid to an incorrect bank account.

Grant payments are made on a **reimbursement basis**, after approved projects and expenditure have been successfully completed and satisfactorily acquitted.

The grant will be not paid to you in part or in full if:

- you do not complete the activities required under the funding agreement;
- you do not use any or all of the funding provided;
- your situation changes in a way that prevents completion of the grant; or
- we find that the information provided to us is false or misleading.

11. Taxation and financial implications

Grants distributed under this program may be treated as income by the Australian Taxation Office (ATO).

We strongly recommend that, prior to applying, you seek independent advice from a tax advisor, financial advisor and/or the ATO, about the possible tax implications for receiving the grant.

Grants distributed under this program attract Goods and Services Tax (GST).

If you are registered for GST, the grant amount will include GST. A valid tax invoice must be supplied by the successful applicant to State Growth.

Information on invoices can be found on our Business Tasmania website:

www.business.tas.gov.au/manage_a_business/invoices.

12. Acquittal

If your application is successful, you must provide an acquittal at the conclusion of the grant.

An acquittal is a statement that confirms the grant was completed as per the funding agreement.

Grant payments under this program are made on a reimbursement basis, after approved projects and expenditure have been successfully completed and satisfactorily acquitted.

12.1. How to acquit your grant

We will send you an acquittal form using SmartyGrants.

Your acquittal must include:

- a report on the activities completed and their outcomes;
- details on expenditure incurred; and
- evidence such as invoices, receipts, and bank statements.

We may ask you to provide a Statement of Expenditure certified by an independent, professional auditor. You will be responsible for the cost of obtaining the certified Statement of Expenditure.

12.2. Failure to complete an acquittal

If you do not satisfactorily acquit your grant by the due date:

- you may be required to return the funding to the State Growth; and
- you may be ineligible for other grants from State Growth.

Contact us to discuss any issue preventing you from acquitting your grant.

13. Publicity of grant assistance

State Growth is accountable for its spending of public funds, including providing grants. As part of the accountability process, State Growth may publicise, without further notice, information about the grants provided, including the level of financial assistance, the identity of the recipient, and the purpose of the financial assistance.

If you have received a grant from State Growth:

- despite any confidentiality or intellectual property right subsisting in the grant funding agreement or deed, a party may publish all or any part of the grant funding agreement or deed without reference to another party, and you consent to the disclosure of your name in this context.
- all obligations under the *Personal Information Protection Act 2004* (Tas) still apply.

14. True and accurate information

You must take care to provide true and accurate information. Any information that is found to be false or misleading may result in action being taken and grant funds, if already provided, may be required to be repaid to State Growth.

15. Right to information

Information provided to State Growth may be subject to disclosure in accordance with the *Right to Information Act 2009*.

16. Information collection and usage

Personal information will be managed in accordance with the *Personal Information Protection Act 2004*. This information may be accessed by the individual to whom it relates, on request to State Growth.

State Growth may use and disclose the information you provide for the purposes of discharging its functions under the Program Guidelines and otherwise for the purposes of the program and related uses. State Growth may also use information received in applications and during the delivery of the project for reporting purposes.

17. Disclaimer

Although care has been taken in the preparation of this document, no warranty, express or implied, is given by the Crown in Right of Tasmania, as to the accuracy or completeness of the information it contains.

The Crown in Right of Tasmania accepts no responsibility for any loss or damage that may arise from anything contained in or omitted from or that may arise from the use of this document, and any person relying on this document and the information it contains does so at their own risk absolutely.

The Crown in Right of Tasmania does not accept liability or responsibility for any loss incurred by an applicant that are in any way related to the program.



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