

# SA Export Accelerator – Round 7 - 6 July 2020 to 14 August 2020

## FREQUENTLY ASKED QUESTIONS

### Assisting Exporters with Freight Movement

SA Export Accelerator Program (SAEA) can provide 1:1 matched funding for Market Research and/or Export Education and Training up to a maximum grant of \$30,000 + an additional grant of \$15,000 for each new market entry.

1. The cost of air freight has increased – can I get a subsidy to reduce freight costs?

NO. This round is not for subsidising increased freight costs. The Government is subsidising freight through the International Freight Assistance Mechanism (IFAM) program. Recently an additional \$240 million was allocated by the Morrison Government to the IFAM program and Cathay Pacific has extended their international freight flights from Adelaide.

2. I have been successful previously with an SAEA grant and have already exhausted the grant funding for the SA Accelerator Category. Am I eligible?

YES. The category is available to you for this round only. This means up to a further \$30,000 in grant funding (matched 1:1) for Market Research and Export Education activities related to freight and logistics.

3. What type of activities will be eligible for Market Research and Export Education and Training?

To help manage you understand and manage your freight costs, exporters may wish to seek advice and training on:

- Understanding customer needs and educating customers on higher freight prices
- Managing internal cost drivers
- Managing production scheduling
- Pricing and positioning of products
- Transparency of supply chain/freight
- Alternative market opportunities
- Enhancing product shelf life.

4. Where do I find someone who can provide the advice and training, I need?

Below are links to people that may be able to help with your Market Research and Export Education and Training to help you to understand and manage your freight costs:

Ai Group:

<https://www.aigroup.com.au/resourcecentre/big/consultants/>

Food South Australia:

<https://www.foodsouthaustralia.com.au/who-we-are/south-australia-food-and-beverage-export-hub/about-the-export-hub/>

Export Council of Australia

<https://www.export.org.au/skills-development/business-coaching>.

Export Consultants Association Incorporated

<https://ecai.org.au/members/#SA>

5. I have freight issues, but I still want to travel or send staff overseas but have already exhausted the grant funding for the SA Accelerator Category. Can I access additional funding?

You can apply to fund this activity through the New Market entry category. If you are eligible for this category your application for this component will be ranked against all other SAEA applications.

6. I have recently undertaken Export Training. Can I claim for this?  
YES. If the training has been undertaken and paid for in the six months prior to 14 August 2020. The same applies for completed Market Research projects.
7. As a cooperative can we apply?  
YES, if your goods for export are exclusively South Australian.
8. We have current grants under the eCommerce Accelerator Program (eCAP), Regional Growth Fund and EMDG. Are we eligible for this round?  
YES, if the funding you are asking for is different from that which you are already receiving your grants. There is no double-dipping.

You are encouraged to contact the **Grants Administrator, Sheree Frost by phone (08) 8303 2400 or email: saea@sa.gov.au or your local TradeStart Adviser** to discuss your proposed activities prior to submitting an application.

## **Other Businesses seeking SAEA assistance to Export in Round 7**

1. Are businesses, without freight challenges still able to apply for funding in this round?  
YES. Usual guidelines apply with some flexibility due to restrictions on travel.

2. Are applications from businesses with freight issues being ranked more highly than other applications?

A weighting will be applied to freight related applications, but application must still meet criteria standards. There will be at least one person with freight expertise on the assessment panel so there is no guarantee of funding.

3. Because of travel restrictions we were waiting for Round 8 to make an application. What will happen if there is no funding left for future rounds?

Future funding rounds will be contingent on budget. There are no guarantees that future rounds will be opened.

4. As a cooperative can we apply?

YES, if your goods for export are exclusively South Australian.

5. I would like to make an application for Round 7 and intend to travel or send one of our staff overseas. If we can't travel what options are there?

For Round 6 applicants provided two export plans – one with travel options and the other with alternative activities to maintain and develop relationships for export overseas or in-bound visitation. Activities not normally eligible under the program were considered and this included In-Market Representation. Some applicants clearly demonstrated these activities were essential to facilitate their Export Plan and directly aligned to export outcomes. You are encouraged to speak with the Grants Administrator or your local TradeStart Adviser or Regional Manager before you submit an application to discuss your proposed activities whether you can make a strong business case for flexibility.

## TRADE AND REGIONS TEAM

### Regional Managers

#### **Adelaide Metro**

Lynn Greenwood  
Mobile: 0477 309 490  
Email: [lynn.greenwood@sa.gov.au](mailto:lynn.greenwood@sa.gov.au)  
Based in Adelaide

#### **Adelaide Hills, Fleurieu & KI and Southern Adelaide**

Brett Mayne  
Mobile: 0467 763 139  
Email: [brett.mayne@sa.gov.au](mailto:brett.mayne@sa.gov.au)  
Based in Noarlunga

#### **Eyre, Western, Far North, Yorke, Mid North and Barossa**

Tim Coote  
Mobile: 0477 720 091  
Email: [timothy.coote@sa.gov.au](mailto:timothy.coote@sa.gov.au)  
Based in Port Lincoln

#### **Limestone Coast**

David Hill  
Mobile: 0423 025 384  
Email: [david.hill3@sa.gov.au](mailto:david.hill3@sa.gov.au)  
Based in Mount Gambier

#### **Murraylands and Riverland**

Alyssa Ratzmer  
Mobile: 0432 359 465  
Email: [alyssa.ratzmer@sa.gov.au](mailto:alyssa.ratzmer@sa.gov.au)  
Based in Murray Bridge

### TradeStart Advisers

#### **Northern Metropolitan Adelaide**

Lynn Greenwood  
Mobile: 0477 309 490  
Email: [lynn.greenwood@sa.gov.au](mailto:lynn.greenwood@sa.gov.au)  
Based in Adelaide

#### **Southern Metropolitan Adelaide**

Justin Harman  
Mobile 0438 864 666  
Email [justin.harman@sa.gov.au](mailto:justin.harman@sa.gov.au)  
Based in Adelaide

#### **Northern Regional South Australia**

Ryan Butta  
Mobile 0477 747 654  
Email [ryan.butta@sa.gov.au](mailto:ryan.butta@sa.gov.au)  
Based in Tanunda

#### **South-East Regional South Australia includes KI**

Marcus Kuller  
Mobile 0438 160 738  
Email [marcus.kuller@sa.gov.au](mailto:marcus.kuller@sa.gov.au)  
Based in Mount Gambier

#### **Riverland Regional South Australia**

Margaret Howie  
Mobile 0438 112 570  
Email [mahowie@nelwood.com](mailto:mahowie@nelwood.com)  
Based in Paringa

