



creating opportunity  Government of South Australia  
Department of Trade and Economic Development

## What is MAP?

[www.southaustralia.biz](http://www.southaustralia.biz)

- Introduced in 2004 by SA Government
- Designed to financially assist small and medium sized exporters or potential exporters

The program

- reimburses up to 50% of expenses on eligible export
- promotion activities – capped
- provides up to three grants per financial year
- complements Austrade’s EMDG scheme – no threshold
- encourages industry involvement through the option of group activities

## Funding Assistance Available- overview

[www.southaustralia.biz](http://www.southaustralia.biz)

### 1- Outgoing-export related missions

- Maximum of \$5,000 per activity per company, on a dollar for dollar basis
- Activities include trade fairs, promotional activities, market research

### 2- Incoming-export related missions

- Maximum of \$2,000 per activity per individual or \$10,000 per group
- DTED may provide on-ground assistance with larger incoming delegations

### 3- Activities to increase export capability

- Maximum of \$1,000 per activity
- Activities include advertising in offshore media, web-development and self-education expenses.

## Changes to the Eligibility Criteria

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- SMEs registered and carrying on business in SA
- ✓ Business with an income no more than **\$15M**
- ✓ Start up companies **or** minimum annual turnover of **\$50,000**
- ✓ **Or is vetted and nominated by TradeStart**
- ✓ **Or is supported and coached by an export business association e.g. Exporters Club, BECs etc...**
- ✓ **MAP is no longer available to NFP and Associations**
- ✓ **MAP is no longer available to businesses which have exhausted 7 years of Federal grant EMDG**

## Eligible Expenses - Outbound

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- Travel, accommodation and on-ground transport capped at **\$2,500**
- Project management fees – provided by a third party
- Freight of free samples – but not the cost of the samples
- Exhibition and display costs
- Fees and direct costs of translators and interpreters
- Marketing material – brochures, banners, DVDs, business cards
- Targeted market research – provided by a third party
- Services of overseas representatives – Austrade service fees

## Eligible Expenses - Inbound

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Dollar-for-dollar to a maximum of **\$2,000**

- Marketing materials
- Targeted market research
- **Hospitality/ cost of networking functions**
- Qualified buyers domestic travel and accommodation

## Eligible Expenses – Capability Development

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Dollar-for-dollar to a maximum of \$1,000

- Advertising in offshore media,
- Production or translation of marketing material
- Self development expenses provided by a registered training agency or similar such as workshops and short courses
- Internationalisation of company website

## Ineligible Expenses

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- **Asset acquisition such as luggage, mobile telephones, CD and DVD players**
- **Meals and beverages including promotional functions**
- **Entertainment expenses**
- **Activities which have received funding from another government agency**
- **Any materials produced by, or research and project management provided from within the applicant company**
- **Facilitation payments or anything which contravenes the Criminal Code Amendment (Bribery of Foreign Public Officials) Act 1999, or anything which is otherwise illegal**
- **Any activity which is not export related**

## MAP Application Process

[www.southaustralia.biz](http://www.southaustralia.biz)

- Check your eligibility criteria on [www.southaustralia.biz](http://www.southaustralia.biz)
- request via e-mail: [map@state.sa.gov.au](mailto:map@state.sa.gov.au) or phone: 8303 2400
- Complete Application Package - this must be submitted prior to undertaking any activity
- **No** Export Business Plan required from June 2009 round
- Read and understand and agree with the **Terms and Conditions**
- Post, e-mail, fax or hand deliver your signed application
- **Online applications available from June/September 2009 round**

## MAP Application Process

[www.southaustralia.biz](http://www.southaustralia.biz)

- **Applications must be lodged before undertaking the project**
- **4 assessment rounds per financial year closing:**
  - 15 June**
  - 15 September**
  - 15 December**
  - 15 March**
- **Approvals will be sent out within 4 to 5 weeks after the closing dates**

## MAP Acquittal Process

[www.southaustralia.biz](http://www.southaustralia.biz)

### Companies provide

- 1- A short Project Feedback – templates available
- 2- A summary of the expenses – templates available and **evidence of export activities**
- 3- DTED will then request a compliant tax invoice for the payment of the grant
- 4- Grant will be paid within 3 to 4 weeks

## Further Information

[www.southaustralia.biz](http://www.southaustralia.biz)

Visit [www.southaustralia.biz](http://www.southaustralia.biz)

### New MAP Brochures

Contact the MAP Program Coordinator on:

- Phone: 8303 2400
- E-Mail: [map@state.sa.gov.au](mailto:map@state.sa.gov.au)