



Australian
Institute
of Export

Presentation to Trade Sub-Committee

May 2009



Agenda

1. Australian Institute of Export - *Who we are & What we do*
2. Export Market Development Grants Scheme - *its importance to exporters*
3. Key Exporter Issues - *from an SME exporter perspective*

Driving Export Excellence for 50 Years



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Australian Institute of Export

Who we are

Established in 1957, the Australian Institute of Export is a not for profit, member based organisation, whose mission is to develop the export skills of Australian business.

The Institute has offices in Sydney, Melbourne, Brisbane Adelaide & Perth and TradeStart offices in Sutherland, South East Melbourne, West Melbourne, Geelong, Ballarat, Bendigo & Mildura

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Australian Institute of Export

What we do

1. Education & Training

- Practical professional development training
- Accredited post graduate studies

2. Exporter Services

- TradeStart – seven locations
- EMDG – representing 100 consultants
- *Dynamic Export Magazine* – reaching 45,000 businesses
- Database – reaching 12,000 exporters
- Australian Export Handbook – 600 pages on “how to”

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Australian Institute of Export

3. Industry & Government Representation

- Membership – 600 exporters
- Strong relationships with Government at all levels
- Significant contribution to the Mortimer Report
- Represent industry on Australian Logistics Council, TradeGate & NSW Freight Councils

4. Recognition & Information Events

- Australian Export Heroes Awards
- Premiers NSW Export Awards
- Australian Leaders in Export Series - ALIES
- Young exporter program – FLEx Club

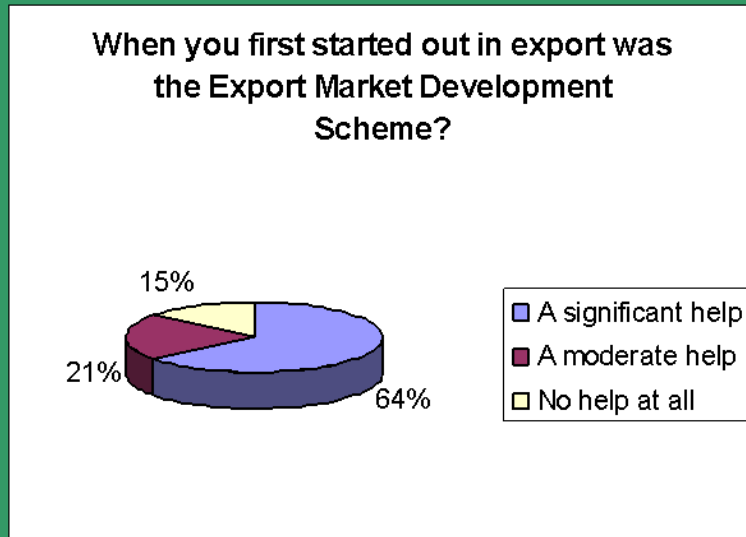
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Export Market Development Grants Scheme

Its importance to exporters

Summary of Research conducted by Australian Institute of Export



Question 1 - Respondents 214

- A significant help 64%
- A moderate help 21%
- No help at all 15%

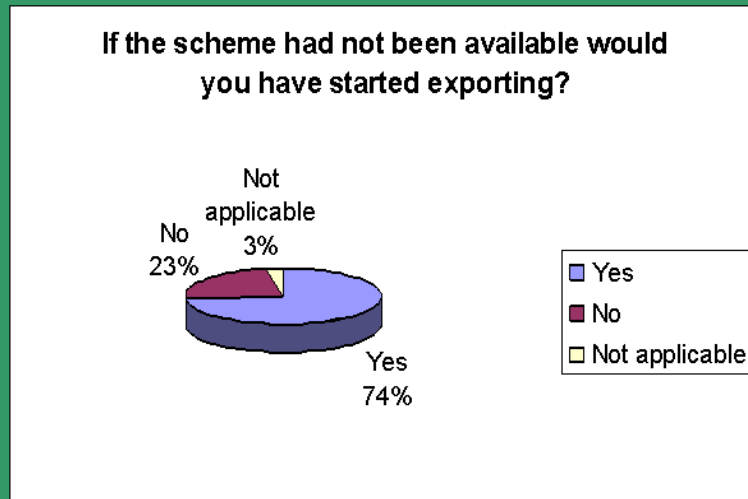
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Export Market Development Grants Scheme

Its importance to exporters cont.

Summary of Research conducted by Australian Institute of Export



Question 2 - Respondents 214

- Yes 74%
- No 23%

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Export Market Development Grants Scheme

Its importance to exporters cont.

Issues:

1. All research concludes that the scheme is export effective and cost effective
2. For exporter confidence to be restored
 - The 2007/8 shortfall must be addressed
 - The 2010/11 cap must be set
 - Cap must Indexed to the CPI

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Key Exporter Issues

From an SME Exporter perspective

- Financing export activity remains a major hurdle
- Effective export skills development is challenging
- Research into exporter behaviour is too limited
- The disparate nature of trade facilitation reduces effectiveness

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Thank you

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