



# Industry Advisory Group feedback on applications

The Minister for Agriculture, Water and the Environment, the Hon. David Littleproud MP has appointed an Industry Advisory Group (the group) to provide high-level advice on the suitability of ATMAC grant proposals. Members of the group are representative of major agricultural, fishery and forestry industries and include a mix of peak industry bodies and exporters.

The group is tasked with reviewing all ATMAC proposals prior to consideration by the Minister and providing advice on the quality and effectiveness of proposals from an industry perspective. Advice from the group will be used to refine proposals prior to their consideration by the Minister.

The Industry Advisory Group has convened on two occasions to discuss the proposals submitted for funding in 2020–21. The group has provided consistent feedback on the following aspects of proposals considered to date.

## Purpose

Proposals should target action to meet the program’s objective of expanding and diversifying agriculture export markets.

## Co-contribution

With the exception of industries facing severe cashflow challenges, applications should include a reasonable cash co-contribution as a concrete demonstration of ownership. In the case of industries with the financial means, the cash contribution should represent a meaningful proportion of the proposed grant to demonstrate ‘skin in the game’.

## Phasing of proposed grant activities

Proposals should focus on immediate action that advances market expansion and diversification efforts. Funding for future stages where action is not yet defined should be sought in subsequent ATMAC proposals.

## Feasibility of proposed market activities

Proposals should focus on market opportunities that are feasible taking into consideration of factors such as existing technical market access and non-tariff barriers to trade.

## Costings

A budget breakdown is required for each proposal, using a template provided. Costings should specifically state how funding will be used.

## Duplication

Proposals should avoid including activities that duplicate work that is in the remit of Austrade and other export-related bodies, including with regard to IT platforms and marketing and promotion efforts.

## Business as usual

Proposals should avoid including activities that are part of the applying entity's normal business activities.

## Domestic activities

Activities that are domestically focused are not eligible.