



# Industry Advisory Group feedback on applications

The Department of Agriculture, Fisheries and Forestry (the department) has established an Industry Advisory Group (the IAG) to provide high-level advice on the merit of ATMAC grant proposals. Members of the IAG group are leaders of major agricultural, fishery and forestry industries and represent a range of peak industry bodies and exporters.

The IAG is tasked with considering all ATMAC proposals and providing advice on the merit, strategic approach and value for money of the project proposals from an industry perspective. Advice from the IAG is used to refine and enhance proposals prior to their consideration by the ATMAC Assessment Panel.

The Minister for Agriculture, Fisheries and Forestry will make the final decision to approve a grant.

## Purpose

The ATMAC program targets agriculture sectors significantly impacted or threatened by trade disruptions, including supply-chain constraints resulting from the COVID-19 pandemic.

Project proposals should focus on initiatives that address the ATMAC program's objective of expanding and diversifying agriculture export markets and align with industry strategic plans. Projects should be developed and prioritised by industry and have broad industry support. Project proposals should articulate a clear and transparent strategy to disseminate the outcomes of the initiative across industry.

## Co-contribution

Project proposals should include a meaningful co-contribution (financial and/or in-kind) that is proportionate to the size of the ATMAC grant funding being requested. Co-contributions must complement government contributions to increase the impact and sustainability of the activity. The co-contribution is considered on a case-by-case basis as a concrete demonstration of ownership, and should target around 25% of the grant requested.

## Feasibility of proposed market activities

Proposals should focus on trade expansion and market diversification opportunities that are evidenced based and take into consideration of factors such as existing technical market access and non-tariff barriers to trade. Project proposals should adopt a strategic 'Team Australia' partnership approach with Government including DAFF, Austrade, DFAT and the DAFF Agricultural Counsellor network.

## Costings

A budget breakdown is required for each proposal, using the Budget template provided. The costings should be directly related to a specific deliverable and activity, including detail on GST inclusive and GST exclusive expenditure items, which may be applicable for in-market activities.

## Duplication

Proposals should not include activities that duplicate export related work that is the remit of Austrade or other existing government programs. Project proposals should definitively articulate that the project components or similar project components have not previously been funded by the Australian Government. Where similar project proposal activities have been funded the grant proposal should detail how this work is different and does not duplicate work previously funded.

## Business as usual

Project proposals seeking grant funding for activities that form part of the proponent's normal business activities or core activities for which other Commonwealth, state, territory or local government bodies have primary responsibility will not be eligible. The focus of the ATMAC program is working closely with Austrade, DFAT and the Agriculture Counsellor network to expand and diversify export markets.

## Domestic activities

The focus of the ATMAC grant programs is supporting agri-food exporters to accelerate trade expansion and market diversification.