



Australian Government
Australian Trade and Investment Commission

Australian Government Support for Agrifood Exporters

Anne Maree Weston – Global Lead Agribusiness and Food Centre of Excellence, Austrade

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Australian Olive Association

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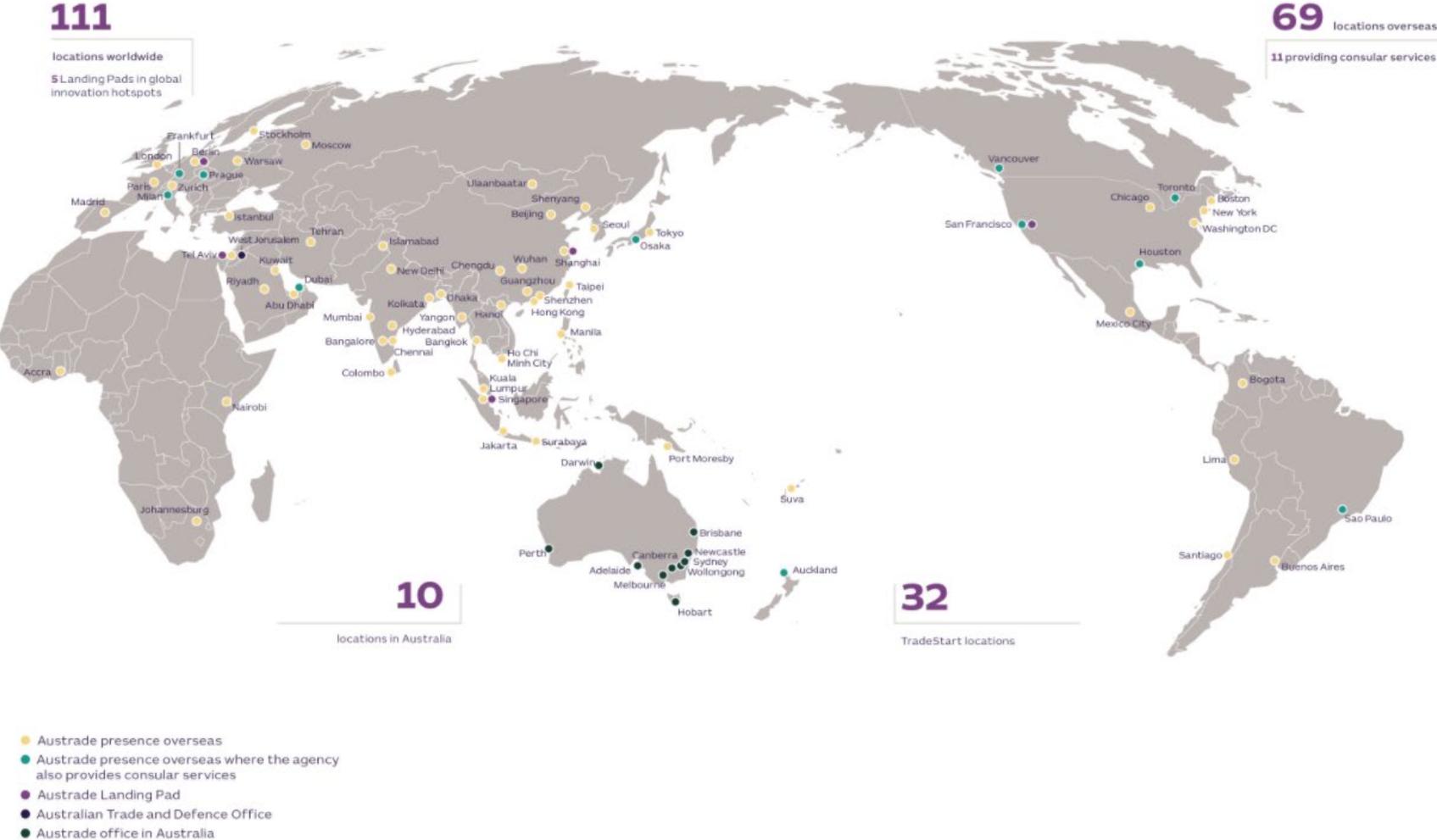
Australian Olive Industry Exports

Key Trends for Export Planning

Where To Go For Help



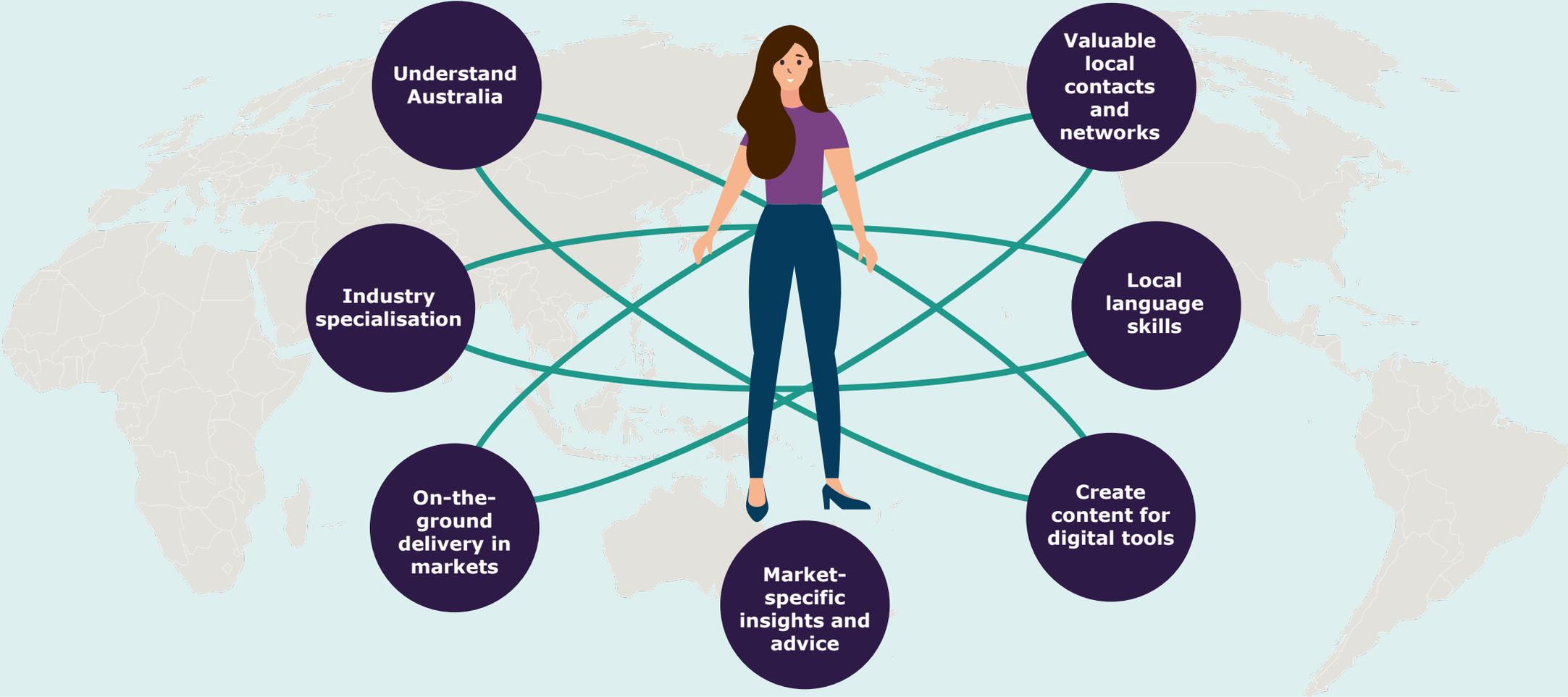
Austrade's Global Network



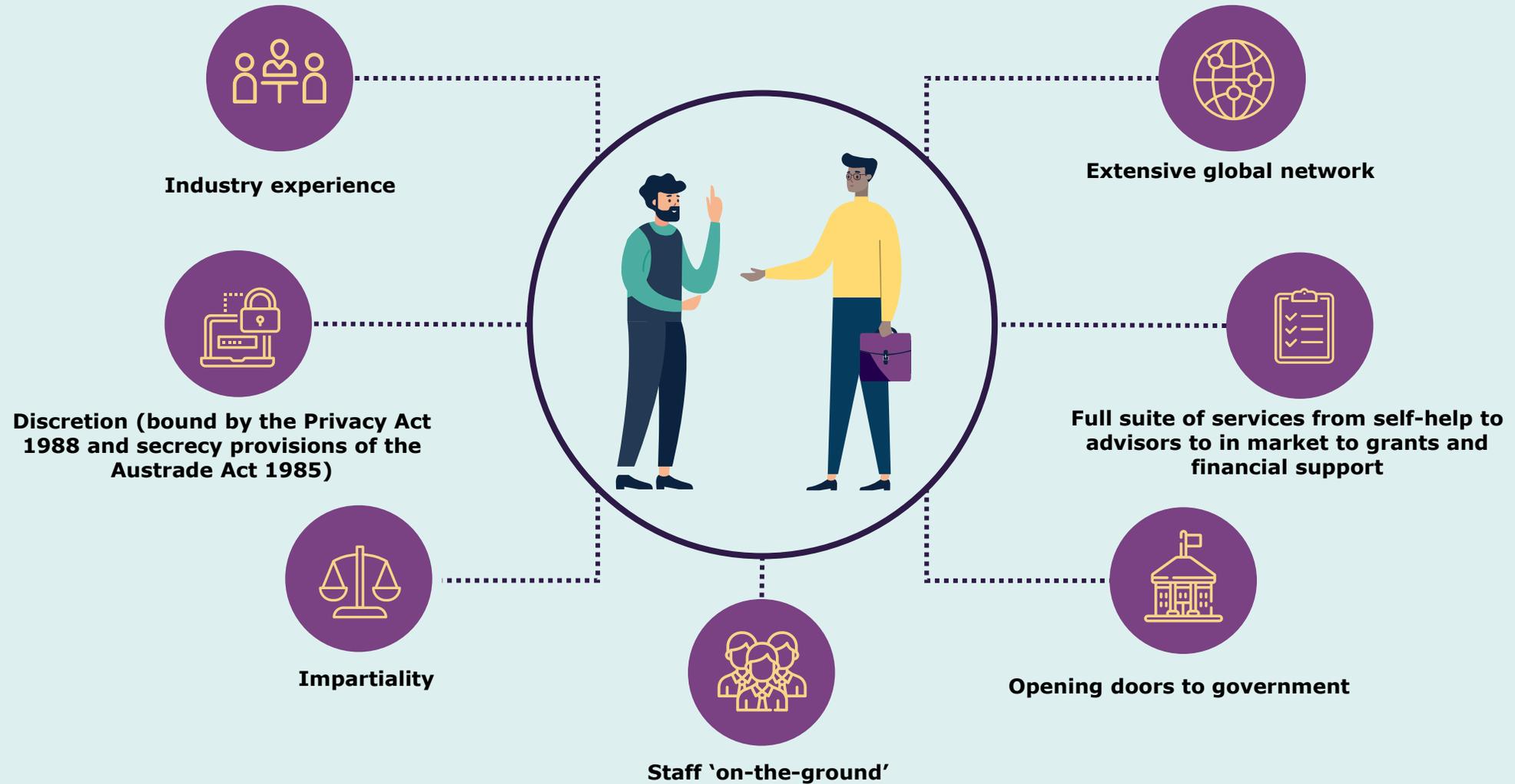


Extensive knowledge and experience across the globe

Wherever you want to export, we have experienced foreign nationals to help

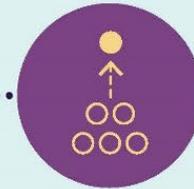


7 reasons to partner with Austrade



Connecting Australian businesses to the world and the world to Australian businesses

Austrade helps your business go further, faster at every stage of your export journey



EXPLORING POSSIBILITIES

Thinking about going global but unsure where to start?

Learn the basics of exporting

FIRST MARKETS

Ready to tackle our first market but unsure which one is right?

Increase your likelihood of success

BUILDING MOMENTUM

Looking to capitalise on growth without compromising existing markets?

Tap into Austrade's global network

STAYING AHEAD

Managing a portfolio of markets and need to stay one step ahead?

Collaborate with industry experts

Austrade's Suite of Export Services

*Business
as Usual*



A note on TradeStart network

- extension to Austrade's own offices and is delivered in partnership with State, Territory and local governments, industry associations and chambers of commerce.
- The prime objective is to assist *small and medium sized exporters* to achieve long term success in international markets.
- The network delivers Austrade services in **regional** and **outer metropolitan** areas throughout Australia.
- Exporters can benefit from the combined resources and assistance from Austrade and the local partner organisation and connect to Austrade and state and territory trade and investment offices overseas.



Agribusiness Expansion Initiative – a quick overview

Agri-Business Expansion Initiative (ABEI) – \$72.7m

Element: Surge support for market expansion

Lead: Austrade

Timeframe: 2.5 years – to June 2023

Funding: \$42.9m

Purpose: To scale up support to over 2,000 agri-food exporters each year through Austrade’s services.

Element: Expansion of ATMAC program

Lead: DAWE – TMAID

Timeframe: 18 months to June 2022

Funding: \$18.4m

Purpose: For government to develop strategic partnerships with industry to support trade expansion and diversification.

Element: Boosting scientific and technical capacity

Lead: DAWE

Timeframe: 18 months – to June 2022

Funding: \$6.8m for new scientist positions and technical cooperation activities

Purpose: To accelerate the negotiation of technical agreements by boosting scientific and technical capacity.

New scientists will progress market access priorities, and Australia’s scientific expertise will be mobilised to undertake technical cooperation activities with our trading partners.

Element: Short-term Agriculture Counsellors

Lead: DAWE

Timeframe: 18 months – to June 2022

Funding: \$3.5m for 3 new Counsellor positions

Purpose: To rapidly build targeted relationships and ensure a sharp focus on actions necessary to grow agricultural exports, complementing the work of the existing network of 22 agriculture counsellors.

Element: Boost provision of market intelligence

Lead: DAWE

Timeframe: 18 months – to June 2022

Funding: \$1m

Purpose: To give exporters the information they need to grow their exports.

Austrade's Export Services Scaled Up with ABEI

*Business
as Usual*



ABEI enables us to:

- More Client Managers and BDMS = more clients serviced (incl Tradestart)
- Euromonitor Research
- Trade Promotion – Shine with Australia Campaign
- Group Services:
 - Market briefings for industry
 - Industry capability briefings for export customers
 - B2B matching
 - Tastings
 - Masterclasses
 - Trade Shows & In Store Promotions
- All above Aligned with ATMAC projects and industry objectives

Other programs you can access



International Freight Assistance Mechanism

- International Freight Assistance Mechanism maintaining global air connections for AusBiz and helping protect hard fought market share
- Helping the movement of high-value perishable Australian products to almost 70 international destinations and enabled the import of nationally important goods, aiding Australia's pandemic response

Visit:

[Austrade.gov.au/news/news/international-freight-assistance-mechanism](https://austrade.gov.au/news/news/international-freight-assistance-mechanism)



Export Market Development Grants

- The budgeted forward estimate for the **2021/22** financial year (2020/21 grant year) is \$157.9m.
- EMDG is changing July 1st 2021 to be more flexible and responsive

For full details on the program visit [Austrade.gov.au/emdg](https://austrade.gov.au/emdg)

COVID-19: Support for Australian businesses

- This site provides updates on **markets and logistics**, and links through to the **Government's extensive business support programs**
- To help Australian businesses overcome complex and fast-evolving COVID-19-related challenges

For more information, visit [Austrade.gov.au/news/news/novel-coronavirus](https://austrade.gov.au/news/news/novel-coronavirus)

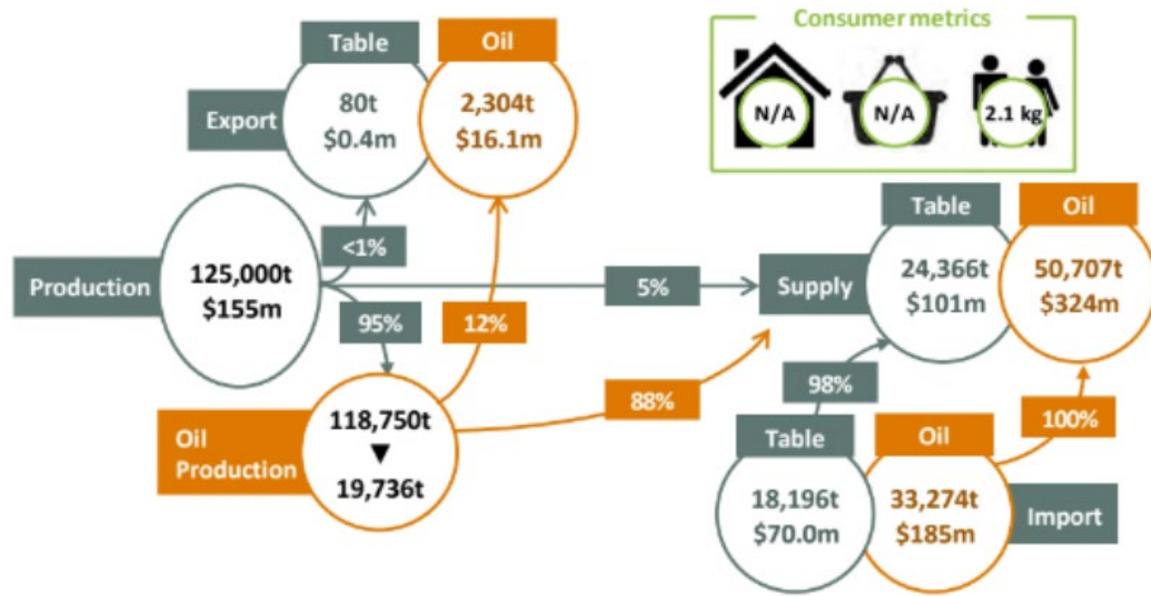


- If your business has been affected by COVID-19 and you need finance, Export Finance Australia (EFA) is here to help you
- EFA's export **finance solutions** could support your business during these challenging times

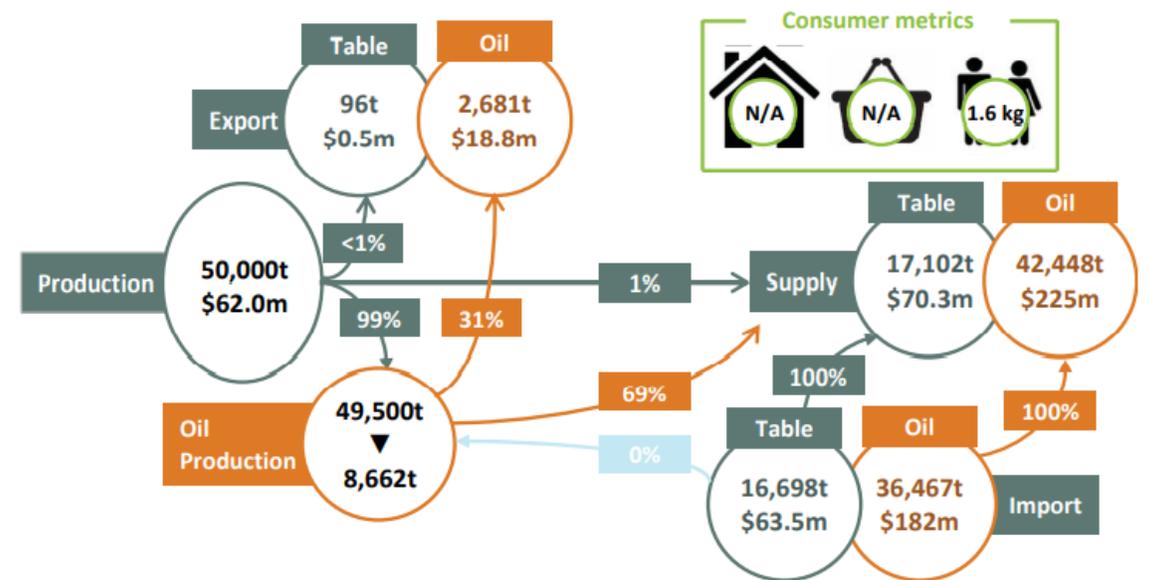
For more information, visit Exportfinance.gov.au

Australian Olive Industry Supply Chain 2018/19 – 2019/20

Olive Oil/Table Olive Supply Chain—Year Ending June 2019

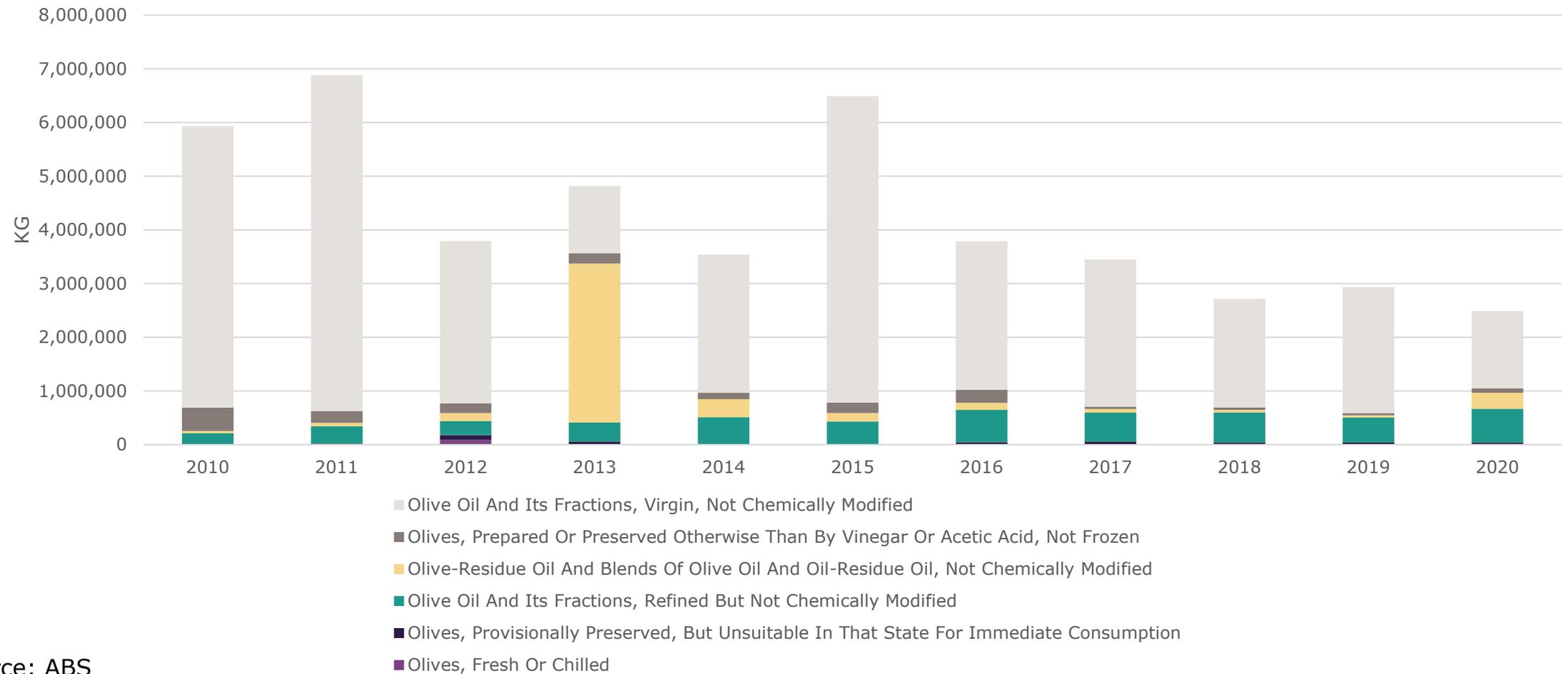


Olive Oil/Table Olive Supply Chain—Year Ending June 2020



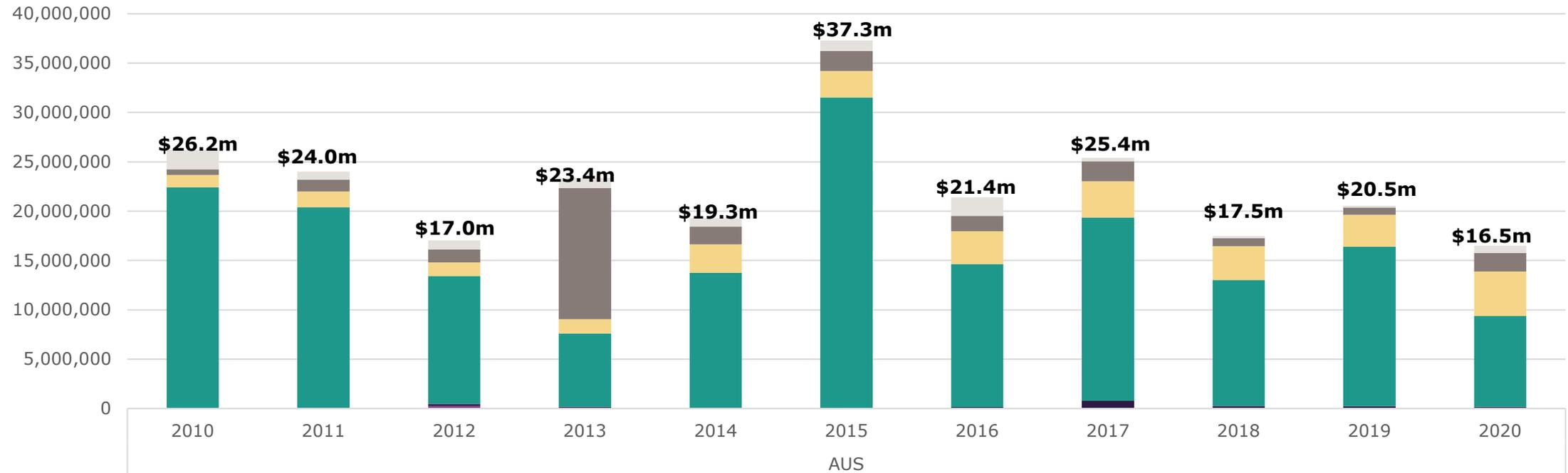
Sources: Australian Olive Association (AOA); GTA; MP & DD (Freshlogic Analysis)

Volume of Export of Australian Olives & Olive Products 2010-2020



Source: ABS
©IHS Market 2021

Value of Export of Australian Olives & Olive Products 2010-2020



- Olives, Prepared Or Preserved Otherwise Than By Vinegar Or Acetic Acid, Not Frozen
- Olive-Residue Oil And Blends Of Olive Oil And Oil-Residue Oil, Not Chemically Modified
- Olive Oil And Its Fractions, Refined But Not Chemically Modified
- Olive Oil And Its Fractions, Virgin, Not Chemically Modified
- Olives, Provisionally Preserved, But Unsuitable In That State For Immediate Consumption
- Olives, Fresh Or Chilled

Source: ABS
©IHS Market 2021

Key trends shaping export opportunities (& challenges)

Traditional

Price / Value
 Product Quality
 Convenience
 Brand & Reputation
 Reliability of Supply
 Comparative Advantage
 Competition
 Trade Rules

Consumer trends

Private labels

“New Convenience”

E-commerce

Transparency of supply chains:

- traceability
- provenance
- authentication
- food safety assurance

Food security

Health & wellness

Supply chain issues

Air & sea freight

Path to market

Labour

Global trends

- Geopolitical & trade tensions
- FTA regime: UK, Europe, India & existing
- Non tariff barriers

Pandemic questions:

- shape of the recovery by individual economies & markets
- ‘snap lockdowns’ or not

Next steps

I want to...	You should...
... identify, understand and prioritise markets (Try the <i>Guide to Exporting</i> tool to work through the steps logically)	export.business.gov.au
... find out who my local Tradestart advisor is	Austrade - Tradestart Network
... ask specific questions about grants, programs and services	13 28 47 Austrade Advisory Centre
... read more about the \$72m Agribusiness Expansion Initiative (ABEI)	agriculture.gov.au austrade.gov.au
... ask a specific question about ABEI	ABEI@austrade.gov.au
... ask about the ATMAC (Agricultural Trade and Market Access Cooperation) Program	ATMAC@agriculture.gov.au
... be kept informed about ABEI and the latest agribusiness news	austrade.gov.au/news/newsletters
... contribute my ideas on what the industry needs to expand our trade opportunities	Talk to your peak body or go to DAWE