

Export Readiness Program 2025-26

Program Guidelines



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1. Aim

This program is designed to enhance the knowledge and capabilities of participating businesses, empowering them to successfully export goods and services in both domestic and international markets. Additionally, it will also provide support for emerging businesses that are ready to begin their export journey within the domestic market.

The program complements the [Tasmanian Trade Strategy 2019-2025](#)¹, and aligns with the [Tasmanian Trade Action Plan 2024-25](#)¹, which aims to strengthen Tasmania's trade capabilities.

This program will run for a 12-month period from May 2025, unless fully subscribed prior to this time.

The Export Essentials Program offers two distinct courses:

- **Course A – National Exporting**
Supporting businesses looking to expand from selling within Tasmania to the Australian mainland.
- **Course B – International Exporting**
Supporting businesses looking to expand from selling nationally, to exporting internationally, or supporting businesses looking to expand their existing international exports.

Applications to join the program will be considered based on a submitted Expressions of Interest (EOI). The EOIs will be assessed regularly based on the intake dates for upcoming courses.

These program guidelines may change. Please see our [website](#) for updates before applying.

The program will be delivered by our project partner, the Export Council of Australia and will be administered by the Department of State Growth on behalf of the Crown in Right of Tasmania.

¹ https://www.stategrowth.tas.gov.au/business/trade/tasmanian_trade_strategy

2. Program information

This program offers one representative per eligible business the opportunity to participate in the following courses that are approved through the EOI process.

National Exporter Program		International Exporter Program
About	This course is designed for businesses that are just beginning their exporting journey and are interested in starting or expanding their domestic exports of goods or services to the mainland.	This course is designed for businesses that are currently exporting (nationally or internationally) and are looking to expand or increase their international exports. Completing this program will enable eligible businesses to apply for the Austrade Export Market Development Grant ² as it is recognised as an eligible export training course under the grant's requirements.
Duration	Four weeks (self-paced) approximately one hour per week	Six weeks (self-paced) approximately one hour per week.
Timing	May 2025, and subsequent courses will run every month until June 2026	May 2025, and subsequent courses will run every month until June 2026
Cost	Nil	Nil

This program has limited places. EOIs will not be accepted when the placement limit has been reached. For more information about the course information, please visit [Export Essentials](#)

3. Eligibility

3.1. Eligible applicants

Eligibility requirements for Part A: National Exporting

1. Have an ABN and be registered for GST.
2. Be headquartered in Tasmania or be able to demonstrate a significant contribution to the Tasmanian economy.
3. Have annual sales turnover of at least \$75,000.
4. Be financially viable. A financially viable entity is one that is NOT under external administration, been appointed a liquidator, being wound up, dissolved or trading insolvent.
5. Be currently selling products or services within Tasmania and looking to sell products or services to mainland Australia or can demonstrate export readiness.

² <https://www.austrade.gov.au/en/how-we-can-help-you/grants/export-market-development-grants>

Eligibility requirements for Part B: International Exporting

1. Have an ABN and be registered for GST.
2. Be headquartered in Tasmania or be able to demonstrate a significant contribution to Tasmania's exports and jobs.
3. Have annual sales turnover* of at least \$150,000.
4. Be financially viable. A financially viable entity is one that is NOT under external administration, been appointed a liquidator, being wound up, dissolved or trading insolvent.
5. Be currently selling products or services in Tasmania and mainland Australia with the intention to sell products or services internationally.

*Turnover is defined as total sales of goods and services to customers by the applicant (exclusive of GST).

Applications submitted by a third party will not be accepted without evidence of permission from the participating business in the application.

You may be asked to provide information or documentation to support your eligibility claims, either as part of the application process, or after you have submitted your application.

The information you provide may be subject to authenticity checks, which in some instances may involve using third-party software.

This program has limited capacity.

3.2. Ineligible applicants

You will not be eligible for the program if you are:

1. An unincorporated association.
2. A business not registered for GST.
3. A local, state or Australian government entity.
4. A not-for-profit, charity, incorporated association, sporting or social club unless operating as a business employing paid staff and / or selling goods and services that make up more than 30 per cent of your income.

4. Assessment

Expressions of Interest that meet the eligibility criteria will be reviewed by the department. EOIs will be assessed/reviewed in the order we receive them.

Eligible businesses will be contacted to schedule an appointment to discuss and assess their current export capabilities.

Following the assessment, a team member will provide the business with the outcome.

Assessment criteria	Weighting
Priority product or service Priority will be given to products or services from key sectors and priority markets identified in the Tasmanian Trade Strategy 2019-2025 ³ .	30%
Readiness for exporting Demonstrated readiness for exporting in national or international markets.	70%

5. Timeframes

Description	Date/time
Program opens for applications.	14 April 2025.
Program closes.	30 June 2026, or when places are fully allocated.
Eligibility confirmed and meeting scheduled (estimated date).	10 business days from the date of EOI submission.
Eligible applicants notified (estimated date).	10 business days after assessment meeting.

Applications will not be accepted after the program closes.

6. Contact details

For queries about this program, contact:

- trade@stategrowth.tas.gov.au
- (03) 616 55113

³ https://www.stategrowth.tas.gov.au/business/trade/tasmanian_trade_strategy

7. How to apply

Applications should be submitted using the online EOI form.

Contact us to discuss any issue preventing you from submitting your EOI application.

1. **Prepare:** Read these program guidelines and the [Frequently Asked Questions](#) (FAQs) before starting your EOI.
2. **Start:** Access the EOI form for the [National Program](#) or the [International Program](#).
3. **Confirm:** Ensure all information and documentation is accurate. You will not be able to change an EOI after you submit it.
4. **Submit:** You will receive an email notification after you submit your application. Keep this notification as confirmation of your submission.
5. **Meeting:** If your EOI is deemed eligible, you will be contacted by a member of our Trade Development Team to organise an appointment.
6. **Assessment:** Applications will then be assessed in depth by representatives of the Trade Tasmania team.
7. **Notification:** We will notify you with the outcome of your EOI following this assessment.

You may be asked to provide more information or documentation after you have submitted your EOI.

You must provide this information within three working days, unless otherwise advised. Failure to provide the information within the timeframe may result in the application being unsuccessful.

The information you provide may be subject to authenticity checks, which in some instances may involve using third-party software.

8. Participant agreement

If your EOI is successful, these guidelines and the EOI will serve as your participation agreement. You will also receive an acceptance letter containing a weblink to register for the course.

9. Appealing a decision

If your application is unsuccessful, you may appeal the decision. The appeals process ensures that all applicants have been treated fairly. We will consider appeals related to the administrative process of the EOIs only.

All requests must be in writing and addressed to Trade Development Manager. Your request must be received within 28 days from the date of the Department of State Growth notifying you of the decision about your application.

For further information about the appeal process, contact trade@stategrowth.tas.gov.au

10. Course completion requirements

As part of the program, you will be assisted to complete a relevant Export Plan. At the conclusion of the program, you must provide a copy of your Export Plan to a departmental Trade Development Advisor.

10.1 Failure to complete course completion requirements

If you do not satisfactorily provide a copy of your Export Plan you may be ineligible for access to other Department of State Growth programs. Contact us to discuss any issue preventing you from doing this.

11. Publicity of program

The Department of State Growth is accountable for its spending of public funds, including this program. As part of the accountability process, the department may publicise, without further notice, information about your participation in the program, including the identity of the recipient and the purpose of the assistance.

12. True and accurate information

You must take care to provide true and accurate information. Any information that is found to be false or misleading may result in exclusion from the program.

12. Right to information

Information provided to the Department of State Growth may be subject to disclosure in accordance with the *Right to Information Act 2009*.

13. Information collection and usage

Personal information will be managed in accordance with the *Personal Information Protection Act 2004*. This information may be accessed by the individual to whom it relates, on request to the Department of State Growth.

The Department of State Growth may use and disclose the information you provide for the purposes of discharging its functions under the Program Guidelines and otherwise for the purposes of the program and related uses. The department may also use information received in applications and during the delivery of the project for reporting purposes.

14. Disclaimer

Although care has been taken in the preparation of this document, no warranty, express or implied, is given by the Crown in Right of Tasmania, as to the accuracy or completeness of the information it contains.

The Crown in Right of Tasmania accepts no responsibility for any loss or damage that may arise from anything contained in or omitted from or that may arise from the use of this document, and any person relying on this document and the information it contains does so at their own risk absolutely.

The Crown in Right of Tasmania does not accept liability or responsibility for any loss incurred by an applicant that are in any way related to the program.



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