



New Market Expansion Program

The New Market Expansion Program aims to:

- assist small firms develop the confidence, networks and skills to pursue new markets and to break the cycle of dependence on traditional markets and/or local economies.
- 'new markets' are defined as markets outside the region the firm is located in or a new market segment.

Who's eligible?

- firms based in regional New South Wales, and
- currently employing at least two full-time or equivalent part-time employees or contractors (who can include owners), and
- able to demonstrate potential sales growth

While no industry sectors are excluded, preference will be given to firms in the following sectors:

- entertainment, design and media
- manufacturing
- logistics and transaction services.

Preference will also be given to firms:

- with a turnover of less than \$1M
- that have new or unique products/services.

Who's not eligible?

- retailers (unless have a wholesale arm)
- accommodation providers such as motels and hotels.

The Department of State and Regional Development (DSRD) will not consider retrospective claims or fund existing practices or activities.

In all cases the funding proposal must be demonstrably linked to a targeted new market opportunity for the firm.

What the program will assist with:

Development of marketing plans

Assistance is available for a tailored one-on-one external consultancy to develop a marketing plan. This assistance is capped at \$3,000 on a \$-for-\$ basis, and can lead onto implementation assistance within a 12 month period depending on the activities identified in the marketing plan.

Implementation of marketing activities

Firms must have a **marketing plan** to be

eligible for assistance. The marketing activities to be funded have to form part of a marketing strategy and be identified in the marketing plan. The local DSRD office can supply a marketing plan template if one does not exist. The assistance is limited to \$5,000 per annum calculated from the date of offer and excludes any previous assistance towards the development of a marketing plan. Assistance is provided towards eligible expenditure on a \$-for-\$ basis, to offset the cost of engaging external support for any, or a combination, of the following activities:

- market research (for potential agents/distributors etc)
- **initial** webpage construction and/or e-commerce upgrade as part of a clearly linked new market strategy
- business promotion in locations outside current regions and/or to specific international markets
- participation in domestic and international trade fairs/exhibitions, including trade show registration
- production of promotional material specific to the new market
- advertising in targeted, market/industry-specific mediums
- packaging specifically designed to target a new market
- design and production of labels to target a new market
- translation of labels and promotional materials only if being undertaken to target a new market.

Each application is assessed against program criteria on a case by case basis and financial assistance is at the discretion of DSRD.

How to apply:

DSRD's regional staff are focused on regional business opportunities and assisting those firms with growth prospects. To find out more about the New Market Expansion Program, please contact your DSRD regional office.

Albury	02 6041 4808	Armidale	02 6771 3284
Broken Hill	08 8088 0104	Buronga	03 5023 8661
Central Coast	02 4340 8700	Coffs Harbour	02 6651 9945
Dubbo	02 6883 3100	Goulburn	02 4821 8000
Grafton	02 6642 6511	Lismore	02 6622 4011
Newcastle	02 4908 7333	Nowra	02 4421 1000
Orange	02 6360 8400	Port Macquarie	02 6583 5647
Tamworth	02 6766 1360	Tweed Heads	07 5599 3344
Wagga Wagga	02 6921 6422	Wollongong	02 4225 9055