



New Market Expansion Program

The New Market Expansion Program (NMEP) aims to:

- provide targeted assistance to actively change the culture of regional businesses; to help firms to develop the confidence and skills to pursue and take up new markets and; break the cycle of dependence on traditional markets and/or local economies.
- 'New Markets' are markets outside the respective regions or a new market segment.

CRITERIA

To qualify for assistance under the NMEP, a business should meet all of the following criteria:

- be a regional firm based in NSW
- be able to prove its viability and sustainability by providing supporting historical financial statements and/or cash flow projections for at least two years
- be currently employing at least two full-time or equivalent part-time employees or contractors, which can include owners.
- have potential for growth in sales.

Preference will be given to firms with turnover of less than \$1Million and who have new or unique products or services

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

While not specifically excluding other industry sectors the first choice for this assistance will be directed to manufacturing, agribusiness, service and technology sectors

NMEP will not subsidise existing practices or activities.

TYPES OF ASSISTANCE

Marketing plans

Assistance is available for tailored one-on-one consultancy to develop a marketing plan. This category of assistance is capped at \$3,000 on a dollar for dollar basis, and can lead into implementation assistance within a 12 month period depending on outcomes from the marketing plan.

Implementation assistance

Businesses that meet the program criteria and have a marketing plan in place are eligible for implementation assistance. Assistance is limited to \$5,000 per annum calculated from the date of offer, on a dollar for dollar basis, to offset the cost of engaging external support for any, or a combination, of the following activities

Types of activities eligible for funding include:

- market research (for potential agents/distributors, etc.)
- initial webpage construction and/or
- e-commerce preparation as part of a clearly linked new market strategy
- business promotion in locations outside current regions and/or specific international markets, excluding trade show registration, travel and accommodation costs
- participation in domestic trade fairs/exhibitions, excluding travel and accommodation costs
- preparation of promotional material specific to the new market.

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

How to apply

The Department of State and Regional Development's regional staff are focused on regional business opportunities and assisting those firms with growth prospects. To find out more about the NMEP please contact the DSRD regional office near you.

Albury	02 6041 4808	Armidale	02 6771 3284
Bathurst	02 6332 6837	Coffs Harbour	02 6658 0351
Dubbo	02 6882 8744	Gosford	02 4340 8700
Goulburn	02 4821 8000	Grafton	02 6642 6511
Lismore	02 6622 4011	Newcastle	02 4908 7333
Nowra	02 4421 1000	Orange	02 6361 2444
Port Macquarie	02 6583 5647	Tamworth	02 6766 1360
Tweed Heads	07 5599 3344	Wagga Wagga	02 6921 6422
Wollongong	02 4225 9055	Broken Hill	08 8087 8033