

# WHY EXPORT?

- Tapping into a global customer base – 7 billion verses 25.7 million
- Economies of scale in production
- Premium price opportunities
- Australia's reputation
- Reduced dependence on one market
- Take advantage of negotiated Free Trade Agreements

Tim Harcourt “Why Export Matters” wrote: We need exports to help our economy grow and to provide employment for Australians. By exporting we tend to be more innovative and dynamic and more understanding of Australia's place in the world.

Exports bring benefits to Australia in a number of ways:

- Exporters make good
- Exporters are more innovative
- Exporters are more committed to education and training

Bottom line Australia needs exports and we need more Australian businesses to be exporters  
Exporting not only helps the economy but it also has positive effects on the Australian community.



# SME EXPORT HUBS PROGRAMME

- Delivered by AusIndustry
- Two Funding Rounds
- 16 projects in all States and Territories
- Specialisations include:
  - Fruit Growers
  - Defence
  - Life Sciences
  - Energy
  - Meat
  - Mining
  - Manufacturing
  - Food & Beveridge
  - Agribusiness

# SHOALHAVEN EXPORT HUB



- The Shoalhaven Export Hub was launched after Shoalhaven City Council was successful in receiving grant funding through the Australian Government's SME Hubs Initiative.
- The aim of the Shoalhaven Export Hub is to help small to medium size businesses to grow, export and generate local Australian jobs, through a collaborative export culture by:
  - Assisting firms in determining their export readiness;
  - Assisting member firms in developing export strategies focused on current or future global opportunities that reflect local strengths;
  - Enhance member skills and management capability through training and seminars;
  - Increase information and resource sharing between participating businesses;
  - Develop an overarching Shoalhaven export strategy that aligns with growth industry sectors;
  - Providing market intelligence about export opportunities.



# SHOALHAVEN LOCAL GOVERNMENT AREA



- The Shoalhaven local government area is located on the eastern seaboard within New South Wales.
- The Shoalhaven stretches from the rural township of Berry in the north to some 85 kilometres south of the harbourside township of Ulladulla, an area of 4,560 square kilometres.
- Nowra is the administrative centre 160kms south of Sydney.

	Increasing Population	Increasing Workforce/Jobs
2006	90,505	32,498
2021	107,475	38,680
2051	137,673	50,000

# SHOALHAVEN EXPORT HUB



- There are currently fifteen (15) members of the Shoalhaven SME Export Hub.
- Businesses range in size.
- Hub members are varied with some just beginning their export journey through to experienced exporters.
- Shoalhaven Export Hub members operate in four of six key industry sectors identified under the Federal Government's Industry Growth Centres initiative:
  - ✓ Advanced Manufacturing
  - ✓ Cyber Security
  - ✓ Food and Agribusiness
  - ✓ Medical Technologies and Pharmaceuticals
  - ✓ Mining Equipment, Technology and Services
  - ✓ Oil, Gas and Energy Resources
- Smaller members operate on eCommerce platforms while larger Hub members sell direct or through established distributor networks.



# TOP 10 TIPS FOR FIRST-TIME EXPORTERS AND THOSE SEEKING TO BUILD A SUSTAINABLE EXPORT BUSINESS

1. Seek advice
2. Know where you are going
3. How committed are you?
4. Research the market
5. Do you have a product or service that suits the market?
6. Develop a marketing plan
7. Develop an export plan
8. Capability
9. Capacity
10. Finance

# PERSONAL TOP 10 TIPS

1. DON'T PANIC!
2. Get to know the AusIndustry, Austrade TRADESTART, and Export Finance Australia representatives in your area/region
3. Join the Export Council of Australia
4. Develop your network
5. Cultural training
6. English is not everyone's first language
7. Confirm important conversations/meeting decisions in writing
8. The devil is always in the detail
9. Preparation prevents poor performance
10. BE PATIENT!



# NAVIGATING THE EXPORT JOURNEY



- The organisations that succeed in international trade ventures are usually those that carefully plan their market entry strategies.
- By choosing the right market entry strategy for your industry and needs, analysing market entry opportunities, and developing an export plan, you will be able to play to your strengths and establish the best possible strategy for your short-term and long-term future.

