Fundamental Tools for Export

Module 1 Learner Guide

> AMARIAN Australian Meat Industry Council





Module 1: Introduction

This online course is designed to develop your export readiness skills. It is self- directed, which means you can complete it at a time, place and pace that works for you.

Module 1 forms part of the AMIC Export Hub learning program. The AMIC Export is broken into 6 key export readiness skill areas. This guide supports our first topic of the program, The Fundamental Tools for Export.

Each topic within the program has been developed using 70:20:10 learning principles.

70:20:10 learning occurs through three basic types of activity:

Experience (70): learning and developing through day-to-day tasks, challenges, and practice. Your skills will improve as you gain experience within a range of different conditions. You can document and monitor your skill development.

Exposure (20): learning and developing with and through others from informal coaching, exploiting personal networks and other collaborative and co-operative actions. This course guide contains a series of guided lessons that help instruct you on practical skills on the job that support you. You are encouraged throughout to seek feedback as you practice these skills.

Education (10): learning and developing through structured courses and programs. You can complete online modules and face to face training which help to develop important knowledge about process, system changes and to further develop the 6 core subject areas to enhance your export planning.



Online Activities & Discussion Forums

Online Activity

Throughout this learner guide you will find a series of icons that indicate whether the activity is online, in your workbook, something to read, watch or part of a discussion forum. These icons will help to guide your learning journey.

Discussion Forum

You need a sense of community when it comes to online classes. Discussion forums offer the ultimate place to share ideas, comments, and feedback. Online social media habits can be replicated in eLearning discussion forums. So make sure you take advantage of your course forum.



Badges

For more about obtaining your Export Fundamentals Badge go to the AMIC Website **www.amic.com.au**

Reflective **Practice in** Learning **Q**



Throughout this learner guide, you will find activities that allow you to undertake some reflective practice.

Reflective practice is, in its simplest form, thinking about or reflecting on what you do. It is closely linked to the concept of learning from experience, in that you think about what you did, and what happened, and decide from that what you would do differently next time.

Reflective practice is an active, dynamic action-based and ethical set of skills, placed in real time and dealing with real, complex and difficult situations.

Five steps to reflective practice:

Read - around the topics you are learning about or want to learn about and develop further knowledge

Ask - others about the way they do things and why

Watch - what is going on around you

Talk - share your views and experiences with others in your organisation

Think - learn to value time spent thinking about your work

In other words, it's not just the thinking that's important. You also have to develop an understanding of the theory and others' practice too, and explore ideas with others. Reflective practice can be a shared activity: it doesn't have to be done alone. Access the online discussion forums enhance the social learning components of the training program.

Reflection deepens learning; the simple act of reflecting enables you to make sense of what you've learned, and why you learned it.

The workbooks and online content contained within the AMIC Export Hub will enable you to engage in reflective practice in the Fundamental Tools for Export key skill areas. The selfawareness, insights and experience gained from your reflective practice, and documented in your Workbook are for your learning and personal growth throughout this course. These workbooks will not need to be submitted

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International Readiness Indicator Tool



The International Readiness Indicator is a tool for new exporters and has been designed to help Australian businesses determine whether their business is ready for exporting.

The Indicator draws on Austrade's experience in assisting Australian firms enter international markets. It focuses on the key aspects of what it takes to be ready for export and compete successfully in overseas markets.



Log in to Canvas, and complete the International Readiness Indicator quiz in Module 1 - International Readiness Indicator Quiz

International Readiness Quiz

Instructions

International Readiness Quiz	
In order to prepare for your virtual workshop, you will need to complete the International Readiness Quiz below. This will provide a be current export readiness and will help you to focus your attention on where your business has potential gaps or opportunities to be through a series of 12 questions with Yes, No and Maybe answers. These questions will ask you about specific areas you need to be p	ng export ready. You will be guided
At the end of the quiz you will be shown a review of your score, and offered some helpful information on the areas you might need h	elp in.
Note: This quiz was designed by referencing and using the International Readiness Indicator on the austrade website.	
Take the Quiz	
Previous	Nex

Completing the Online International Readiness Quiz will provide you with additional supporting resources, links and suggested actions that may benefit you on your pathway to going global.

Record any actions/notes that may assist you in becoming export ready on the "Are You Export Ready?" activity page.

Are You Export Ready Activity



Record your findings from the online activity below. The online activity will provide you with numerous links / suggestions / resources.

Notes:





Getting Ready for Export



The process of exporting red meat products can be complex. It can be made simpler by understanding your business goals, your export opportunities and the relevant export requirements. It's useful to work through and reflect on some key:

- i. Your Motivation for exporting and having an upfront understanding of the challenges is important as a first step on the export journey. This broad understanding will be beneficial as you work through these modules.
 - a. You must understand your motivation and commitment for exporting meat before commencing the export journey. You must be clear how exporting will help you achieve your long-term goals. Module 2 will assist you work through these strategic assessments and thought processes that will enable you to build and document a solid export plan for your business. The export plan would normally look forward 3 to 5 years with an annual review cycle to ensure currency and

relevancy is maintained. The annual operating plan, i.e. what the business will do and spend in the next 12 months is directly linked to the export plan.

b. **Steps in preparing a business plan include:**

Determine the role of the exports to your business and how export fits your long tern goals

Understand your current capabilities, and does your current practice support export activities

Conduct export market research, and consider whether you have identified and ranked potential export markets for your meat product/s

Product export strategy, e.g. what channels and markets will support your meat exports

Detailed annual operating plan, i.e. have you outlined who does what by when, and its cost?

Getting Ready for Export



c. Having an established an Australian customer base provides potential international customers confidence in your current operations. It allows them to see that you are a reliable supplier. Also, domestic success will help provide you with the necessary cash flow and working capital required to export successfully.

Are you prepared to make exporting a legitimate and integral part of your business plan? Is management prepared to make a long-term commitment to sustain exports?

Does your company have a proven track record of meeting production/delivery deadlines?

Does your company have a strong domestic market performance in the Australian market place?

- d. Researching and identifying a viable export market is an important step in determining if your business is export ready. Knowing how overseas markets work and who your competitors in the market are will help you price your exports competitively. Also knowing the necessary requirements for accessing your chosen market are vital as they will impact on your export process.
- e. Do you have a product that will be viable in an export market? Most exporters need to make some modifications to their domestic product in order to export. Required changes may be as simple as different packaging or labelling but could be more complex depending on the market.
- f. Selecting the correct option for freighting your goods is high priority and critical to export success. In this decision factors such as price and payment should be taken into consideration. Not getting the export pricing right can be costly to your business. Also, chasing outstanding debts overseas is a difficult task and selection the right payment option for your business will reduce the risk of non-payments.

- g. A fundamental principle of export readiness is understanding that your ability to export is dependent on the availability of your product. If you do not have production capabilities greater than the demand of your current domestic buyers then exporting may not be a worthwhile investment.
- h. You will need a website and other marketing material to help your overseas customers link to you and your product capability. Keep in mind your target overseas market and tailor the accessible material accordingly.
- i. Successful exporters support their overseas customers in a range of ways that include visiting the market. Exploring different funding options available to your business is important in understanding your financial ability to be a reliable exporter. Covid-19 clearly has impacted on the ability of Australian exporters to connect in person to overseas existing and potential clients. In the absence of international flights alternatives such as those provided by a range of technology platforms should be explored including Microsoft Teams, Zoom etc.
 - ii. In addition to appropriately considering section (i), the following references and suggestions are invaluable to ensure you're well informed; the information will support your export plan, and you will be strongly positioned in moving forward.



Getting Ready for Export Checklist

It's important to consider if your business is ready and to be sure that you understand exactly what exporting entails before you start.

Exporting consumes time and money and requires strong management commitment. In the initial stages management are usually diverted from existing domestic business but for many companies, this short term stress will provide longer term rewards.

To achieve success, you need to have a plan and remain in control of your business, and not let the business control you.

Austrade Website

Research relevant export courses and reference material

- Find out which markets offer the most potential for your products
- Get your objectives right and commitment will follow
- Make a list of your concerns and discuss them with advisors
- Talk to your banker and accountant about your export plans
- Oevelop a list of agencies that can help
- Talk to an export advisor who can work with you through the process Call 13 28 78
- Use websites to provide insight into your competition when undergoing market research



Activity **Q**

What markets were you considering exporting to? Has this changed?

What are your 2 main objectives exporting to these markets?



Discussion Activity



Do you have any questions for other course attendees that you can ask in the pre workshop discussion board? Record your questions & notes below:



New Markets -Meat Markets

A need for new markets to be established exists because market conditions change over time. These changes can occur yearly on a seasonal basis, for example grilling cuts are in higher demand in summer when barbequing is more popular, whereas roasts and are in higher demand in winter.

Sometimes new opportunities present themselves, while existing markets lose their viability.



New markets may be necessary if:

the present market is fully saturated

it is not possible to keep supplying the present product(s)

there is the desire to grow the business and increase profitability

there is a desire to minimise risk by diversifying the range of products

changes to legislation, regulations and/or practices, such as trade, workplace health and safety, hygiene and sanitation or animal welfare may open up new markets, or reduce existing markets

changes in importing country requirements, for example, Japan requires meat from countries free of 'BSE' and 'foot and mouth' diseases

changes in transport and distribution methods

decreases in competition, for example, when Argentina was affected by foot and mouth disease, there was a decrease in demand for their beef, and a subsequent increase in demand for Australian beef

increases in competition, for example, when Brazilian beef was saturating the market, there was a decrease in demand for Australian beef, forcing the need to look for new markets

new technology, for example, robotics, chilling and freezing techniques.

Steps to Establishing New Export Markets



The steps involved in establishing new markets include:

conducting market research to identify and establish the characteristics of the new market

conducting market research to establish how the product characteristics suit the particular market – for example, the Japanese market has a preference for marbled beef, which is not reflected in the general Australian market

conducting market research to determine the viability of entering the market, for example there is a limited supply of marbled beef in Victoria so it would be difficult for a Victorian based company to service a market in Japan

formulating marketing strategies

organising and planning for effective implementation

organising and planning for effective evaluation and review.



Tools to Assist Exporters to Identify Potential Export Markets

A key component of determining export readiness is understanding which export markets offer the most potential returns for your products.

As an aid to assisting the progression through this step Austrade have developed an online tool specifically to assist businesses to identify markets which "offer the most potential

The link on the next page, which you can also find in your online training module in Canvas, will take you to the tool that will help you: This will look at a range of factors such as:

Tariffs

GDP

Trade relations

Distance

Market dynamics

Shipping access; and

Market share

Shortlist markets with potential – the first step will take you through an export potential map.



Choose markets with confidence

Want to find new export markets but don't know where to begin? We'll show you how using tools and techniques developed by experts.

This new tool is currently for food and agriculture businesses. More sectors coming soon!



BETA

Get started

https://export.business.gov.au/find-markets



Activity



Log in to Canvas and go to Module 1 - Getting Ready for Export to find more about choosing markets with confidence <u>https://export.business.gov.au/find-markets</u>

How to use this tool

1. Shortlist markets
2. Compare markets
3. Select markets
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Final anti-trate

Identify and

Find out whatCompare markets usinganalyse yourmarkets youdata and insightscompetition tocan enter andspecific to yourselect marketswhere youproduct.with the mostcan't.potential.

In this activity you will create a shortlist of markets using the International Trade Centre (ITC) Export Potential Map. This tool ranks markets with untapped potential by bringing together different data sources.

What's involved







STEP 1

 \rightarrow

Shortlist markets with potential

Create a shortlist for 20 or more markets with high growth potential for your business.



In this activity you will create a shortlist of markets using the International Trade Centre (ITC) Export Potential Map. This tool ranks markets with untapped potential by bringing together different data sources.

Different data sources include: Export performance Market demand Tariff conditions Bilateral agreements

This will help you gain a competitive advantage by taking a broad strategic approach. It will also help you to find a range of markets with high potential to consider in later activities.



Log in to Canvas, and watch the introductory video on how to research potential markets in Module 1 - New Markets - Meat Markets.





The key to initiating this map is international product number (HS code). The aim here is to identify export markets with the highest potential export returns for your designated product you are seeking to export.

STEP

1

Watch the introductory video

Get an overview of how to use the Export Potential Map by watching this 90 second video.



The Export Potential Map provides timely and practical information on products, markets, and suppliers with untapped potential, as well as prioritizing new sectors with favourable chances for success in export diversification.

It is detailed, robust and geared towards supporting sustainable development. It uses data based on the 6-digit level of the Harmonized System and employs a wide range of measures to enhance data quality. It also integrates information on land and resources available in countries to deliver targeted results.





Log in to Canvas, and watch the introductory video on how to research potential markets in Module 1 - New Markets - Meat Markets.

STEP

2

Find markets using the Export Potential Map

Now it's your turn. Enter your core product information into the tool to find markets with high growth potential.

Visit the Export Potential Map



Pro tip

If you can't find your HS code (international product number) or your product listing using the Export Potential Map tool, you can look it up from these sources below. Once you have your code, you can enter it in the Export Potential Map tool.

- Department of Foreign Affairs and Trade, Trade Agreement Portal
- HSCodes.com II



Add markets to your shortlist

Finally, add markets with high potential to your shortlist below.

You'll be able to access this shortlist in all other activities.

If you're new to exporting, make sure you add at least 20 markets. You'll reduce this list as you go through the toolkit. If you only add a few markets you may miss opportunities.

Write down the markets with the highest potential, market size and untapped potential amounts from the ITC Export Potential Tool.











Once you have identified potential export markets, then work through the market access requirements in moving products into your selected markets.

Log in to Canvas, for additional videos and supporting resources for the accessing markets activity.

STEP 2 Check market access Remove markets from your shortlist with prohibitive rules and regulations.	
→	

This activity will identify if markets have non-tariff barriers, making them harder to access. If you identify these markets you can quickly remove them from your shortlist. This will save you time as you will have less markets to compare.

Non Tariff Barrier Resources



Log in to Canvas, and you will find downloadable pdfs of the following resources under the additional resources section.

WORKING TOGETHER TO ENHANCE MARKET ACCESS

Non-Tariff Barriers Action Plan: Taking action on trade barriers



10,000+

visitors to the Gateway website **businesses** reached profiling the Non-Tariff Barrier Action Plan



30+ agricultural market access achievements



300+

potential Non-Tariff Barriers being addressed across government





markets where potential Non-Tariff Barriers are being progressed



20+

15

industry sectors assisted by government regarding actual or potential Non-Tariff Barriers



professional services mutual recognition agreements since December 2018

*Based on aggregated data from the Departments of Agriculture, Water and the Environment; Austrade; Foreign Affairs and Trade; and Industry, Science, Energy and Resources.

TAKING ACTION ON TRADE BARRIERS

THE STRENGTH OF AUSTRALIA'S DIPLOMATIC NETWORK IS BEHIND YOU.



If you're experiencing a goods or services trade barrier, get in touch tradebarriers.gov.au

Australian Government

TAKING ACTION ON NON-TARIFF BARRIERS



The Australian Government is working in collaboration with industry to identify and remove non-tariff barriers to our goods and services exports.

WHAT IS A NON-TARIFF BARRIER?

Non-tariff barriers are policies and regulations that unjustifiably hold up trade. Through the Non-Tariff Barriers Action Plan, we are stepping up efforts to tackle non-tariff barriers hampering Australian exports in overseas markets.

Increasingly, non-tariff barriers are presenting new challenges for governments and businesses alike as we strive to maintain global goods and services flows.

OVERCOMING NON-TARIFF TRADE BARRIERS

Addressing non-tariff barriers is a global concern as these barriers can have flow on effects for international supply chains and can cost industry and business millions of dollars. To maintain Australia's global competitiveness the government is committed to addressing trade barriers.

We welcome ongoing efforts by all our trading partners to address non-tariff barriers to increase trade in goods and services and unlock market opportunities for Australian exporters.

CASE STUDY: MEAT EXPORTS TO



Some non-tariff barriers can be addressed quickly, while others are more complex, require greater advocacy, and may take considerable time to resolve.

WHERE CAN I REPORT A BARRIER?

Report your barrier at tradebarriers.gov.au or email ntb@dfat.gov.au



THE MIDDLE EAST

The Australian Government, in partnership with the meat export industry, successfully advocated extending the accepted shelf life of vacuum-packed beef from 70 to 120 days and 90 days for lamb and mutton in Middle East economies – delivering an excellent outcome for the Australian red meat industry.

"Until now, we haven't been able to take advantage of the fantastic shelf life that Australian product has in the Middle East because of non-tariff trade barriers. The increase in shelf life in the Middle East has an estimated industry benefit of \$100 million dollars." Jason Strong, Managing Director, Meat & Livestock Australia.

The Australian Government's Agricultural Counsellor network, with agricultural specialists posted in regions like the Middle East, help tackle technical requirements like this and expand Australia's agriculture exports.



Australian Government





How to do it

STEP

Look up importing country requirements

Look up each of your markets, one by one, to see if there are any prohibitive restrictions for your product type. Use the website that is best suited to your product.

- . Food and agriculture products for example wheat, almonds or milk. Use the Manual of Importing Country Requirements (MICOR)
- Processed food and beverages for example, jam, bread or soft drink. Use the ITC Market Access Map IT



Pro tip

You can also contact your relevant food and agriculture industry association for advice on market access, industry groups include:

- Wine Australia G*
- Meat and Livestock Australia 🗹
- Dairy Australia C*
- Grain Trade Australia 🗹
- Hort Innovation II
- Seafood Industry Australia C
- · and many more

Then, use the table at the bottom of this page record whether market access is:

· easy

- moderate.
- complex
- no access
- not found

Record Your Findings - What barriers did you identify?





sters Competitor analysis	
Identify and select markets where you have the greatest chances of success.	
→	

This activity will help you to develop a clear picture of the competitive environment of each market so you can find the best market for your product. You can then compare your product, product place, price and promotion against your main competitors to find your competitive edge.

In this activity, you will find out:

The competitive environment of each shortlisted market

Your company's potential in each shortlisted market

Your competitive advantages in each shortlisted market

Things you should consider as part of your competitor analysis are:

The competition structure of the market? Concentrated or fragmented

Who are the main players in the market? What is their size, growth, ownership and leadership?

What is the market share of your current competitors?

At the conclusion of the above market analysis you will have identified your target export markets. These "target export markets" these can then be used in the next tool being "international readiness indicator" and form a key component of your overall export plan.





To download a copy of the competitive analysis canvas, you can find this in Module 1's additional resources page.

How to do it

STEP

Download competitor analysis canvas

For this activity you need to download and print the competitor analysis canvas. Then add your findings to the canvas as you work through the other steps.

Download the Competitor Analysis Canvas to record your findings.

DOCX 37K8



Research the competitive environment

You will need to consider:

TOD WIN DECL OF CONSIDER.

- The competition structure of the market? Is it concentrated or fragmented?
- . Who are the main players in the market? What is their size, growth, ownership and leadership?
- What is the market share of your current competitors?

How to do market research on your competitors

Check online catalogues

Look at online supermarkets and e-commerce sites to scan for competitors in your product category. You can even see who are the market leaders and find out what consumers are saying in the feedback. This will help you identify your competitors and what the consumer trends are.

Take note of new products

When a competitor wants to launch a new product there is usually a host of strategies behind it. Consider researching the product launch of a competitor.

You can:

- . look at the new product features and assess if it's in response to a trend
- . think about if that new product is a potential threat to your product
- consider how you can compete

Competitor analysis in the export readiness step assists in identifying a clear picture of the competitive environment of each market so you can find the best market for your product. You will compare your product, product place, price and promotion against your main competitors to find your competitive edge. You can download the competitor analysis canvas from the Austrade website, or there is a copy in this learner guide on the next page.

Find export markets Competitor analysis canvas

Market name	Competitor 1	Competitor 2	Competitor 3	Your product	Your competitive advantage
	What is their size, growth, ownership and leadership? What is the market share of your current competitors?				
Product					How does your product meet customer needs better than the competition?
What are the key product features?					
Price					How does your price compare? What price incentives could you offer?
What price are your competitors charging? How price sensitive are your customers?					
Place					What channels could you use to distribute your product better than your competitors?
How do your competitors distribute their product? Where do your target customers buy products like yours?					
Promotion					How will you promote your product more
How do your competitors promote their products?					

Remember to add this rating back into the competitor analysis activity online to complete your market selection summary.



Low

High

Medium

Competitive advantage How would you rate your competitive advantage in this market?

Circle one.





STEP

Assess your company's potential

Assess your production capacity

Production capacity is about the volume or number of units your company is currently producing. Can your company gather all the human, financial and logistic resources to increase production?

Assess your production capabilities

Production capability is about the technical specifications and features of your product. Your target market may request specifications and features. Does your company have the capability to adapt to the market?

Some specifications and features include:

- high-quality
- packaging in different formats and sizes
- specific grain varieties
- · organic
- . Non-GM
- Halal
- Kosher
- Vegan

Pro tip Assessing

Assessing your production capability is important because it's a big job to change your production to suit a market. There

are not many products that will work both in local and overseas markets without modification.

For example:

- Dr Pepper did not take off in Australia because Australians don't like the taste of cherry cola.
- In Japan, they have smaller 250g pack sizes for packaged goods.
- Drinkable yoghurt is more popular than thicker spoonable yoghurt in Asia.
- The flavour profile for potato chips is completely different in Hong Kong compared to Australia.



Now that you have identified your competitors and assessed your company's potential, you will need to compare your marketing mix (production, place, promotion and price) against your competitors to find your point of difference.





What are your key product features? Are they different from your competitng products?

How does your product meet customer needs and wants better than your competition?





How does your price compare with the price of similar competiting products?

How do your competitors distribute their products?







How do your competitors promote their product?

How will you promote your product more effectively than your competition?



New Markets - Meat Markets Continued []

Once you have identified potential export markets, then work through the market access requirements in moving products into your selected markets. As a general rule, meat products tend to have a range of importing country requirements applied to them that appear to beyond health and food safety requirements. These requirements are often referred to as "non-tariff barriers".

Some non-tariff barriers include:

- Licenses and certificates
- Permits and protocols
- Quotas and timeframes
- Technical barriers such as chemical residues

For meat and meat products the Department of Agriculture, Water and the Environment (DAWE)'s reference guide is their Manual of Importing Country Requirements (MICoR). Exporters will need to apply online with DAWE for access to this system. Once on MICoR you will be able to work through the listed countries identifying those that are hard e.g. China, and those that are easier. The tool will ask you to rate each export market as easy; moderate; complex; no access; not found; and record your findings.

Competitor analysis in the export readiness step assists in identifying a clear picture of the competitive environment of each market so you can find the best market for your product. You will compare your product, product place, price and promotion against your main competitors to find your competitive edge.





You Will Need to Consider:

The competition structure of the market? Concentrated or fragmented

Who are the main players in the market? What is their size, growth, ownership and leadership?

What is the market share of your current competitors?

At the conclusion of the market analysis you will have identified your target export markets. These "target export markets" these can then be used in the next tool being "international readiness indicator" and form a key component of your overall export plan.

Market Research Checklist

Austrade Website

Market research should not be an academic exercise of assembled facts and figures. Good market research entails finding out what actually drives a market – and how to get the best out of it.

Market research involves finding out about things you need to know such as import duties, regulations, distribution channels, market size and growth, competition, demographics and local production – so you can assess market opportunities and the costs of capturing them.

Gathering this information is usually straightforward and helps you understand how a market operates. The most valuable element of market research is information about 'market feel'. How will your product or service compete in the environment where you will be doing business?



- Develop a short list of markets and create a structured outline
- Oig deeper than the basic facts and figures.
- Gain a feel for the environment by speaking with people operating in the market of interest to you.
- Seek out practical advice at market-specific seminars.
- Gather basic information from the Internet.
- Develop direct contacts with potential buyers.
- Check out online reports that are available free of charge or sold in chapters.
 - Plan well. A consistent approach produces results.

Key Government and Industry Export Stakeholders

Contained within your online course, a list has been prepared as a reference tool for you as a potential exporter. There are a range of national organisations, both government and industry, that can assist you in your export journey. The below identifies the organisations and provides you with some background information to assist you in directing your query or request for assistance.

Australian Government Departments/Agencies Department of Agriculture, Water and Environment (DAWE)

www.agriculture.gov.au

DAWE is the administrative agency for the Export Control Act (1982) (ECA). This Act regulates the export and Government certification of prescribed agricultural products from Australia to all international export markets. As an example, red meat exported from Australia in a consignment greater than 10kgs is prescribed under the ECA and must comply with the Act, relevant Orders and Regulations.



DAWE in administering the ECA also is required to provide export certification They maintain a national services. workforce of food safety inspectors and staff, including audit qualified veterinarian officers to support these certification services. Depending on the form of the exported product this may require DAWE inspection and/of audit to facilitate the provision of an export certificate with the export consignment.

Module three will deep dive into these requirements and others that must be complied with by an exporter.
Key Government and Industry Export Stakeholders

The Australian Trade and Investment Commission – Austrade www.austrade.gov.au

Austrade focusses on connecting Australian businesses with global businesses. They have over 80 offices globally, with strong representation in each of these offices.

Services include country and industry specialists, trade and investment analysts seek to provide relevant actionable information to its clients. This ranges from trade and investment processes to protocols and regulations.

Austrade provides significant resource material to assist new exporters prepare for the global marketplace. They do this through stepping the new exporter through Getting ready; developing an export strategy; market research; export marketing; export pricing; In market visit; risk management; financial assistance; freight and logistics; sales leads; agents; and legal issues.

Austrade also assists by providing export grant and Free Trade Agreement (FTA) information and advice.

Food Innovation Australia Limited – FIAL

www.fial.com.au

FIAL is an industry led government funded initiative supported by the Department of Industry, Innovation and Science. FIAL are responsible for delivering the food and agribusiness growth center initiative, drive innovation and adoption of new technology and cut red tape that inhibits exports. FIAL provide three streams of assistance through Sharing Knowledge; Building Capability; and Creating Connections.

FIAL work with food and agribusiness industry by:

- Providing market ready workshops across exporting, branding and ecommerce
- Matching funding to connect business to researchers to overcome technical barriers
- Exhibiting at international trade shows
- Promoting Australia's food and agribusiness capability
- Connect Australian food businesses to the global market using the Australian Food Catalog

Key Government and Industry Export Stakeholders

Meat and Livestock Australia (MLA)

www.mla.com.au

MLA is the Rural Research and Development Corporation (RDC) for the Australian red meat livestock industry. MLA collaborates with stakeholders to invest in research, development and marketing initiatives that contribute to producer profitability, sustainability and global competitiveness.

MLA is primarily funded by transaction levies paid on livestock sales by producers and are used to support marketing, research and development activities. MLA also receives matching funding from the Australian Government, unmatched grants and co-investment from other industry stakeholders. Processors, lot feeders and livestock exporters also pay levies. A portion of these levies are invested in MLA-managed R&D and marketing projects that deliver cross-sector benefits beyond the farm gate.

MLA also owns and operates two subsidiary companies:

MLA Donor Company (MDC)

Accelerates innovation across the value chain so the Australian red meat and livestock industry can remain competitive on the world stage. It does this by attracting commercial investment from individual enterprises and others that share a mutual interest to co-invest in innovation that will benefit the industry.

Integrity Systems Company (ISC)

is responsible for delivering the red meat and livestock industry's traceability and quality assurance systems: the Livestock Production Assurance (LPA) program, National Vendor Declarations (NVDs) and the National Livestock Identification System (NLIS).

MLA has offices and contacts in North America; Japan; Korea; Middle East and Northern Africa; Europe and UK; London; Singapore; Malaysia; Indonesia; and China. International meat buyers seeking Australian red meat supplies can use MLA's Australian Red Meat Export Database to find companies that can supply their product requirements

Prospective Australian red meat exporters can seek to have their company listed on this site by using **myMLA** to creating an account.

Key Government and Industry Export Stakeholders

Australian Meat Processor Corporation

www.ampc.com.au

AMPC is the Rural Research and Development Corporation (RDC) for the red meat processing industry in Australia. AMPC runs programs of activity that are funded by processor levy payers, private contributions and the Australian Government.

AMPC Plant Initiated Projects (PIP) program allows AMPC members to access part of their statutory levies, accumulated over a five-year period, to carry out research and development (R&D) initiatives in their own plant. Levy funds and member contributions to PIP are eligible for 50% government matching.

AMPC also have a range of reference resources available on its website including: food safety; workplace health and safety; workplace documents; animal welfare; cleaning and sanitizing; hygiene; etc



Key Government and Industry Export Stakeholders



The Australian Meat Industry Council (AMIC)

www.amic.org.au

AMIC is the Peak Industry Council (PIC) representing Australian retailers, processors and smallgoods manufacturers.

AMIC work with members, governments and industry groups to influence policy and provide technical and other services to the industry. AMIC advocate for effective and strategic policy, supporting industry on important issues and providing members with tools to build and grow their businesses so they remain competitive and profitable within the Australian and global supply chain. AMIC represents members in many state and national forums on key issues such as access to labour, animal welfare, market access, food regulation, energy efficiency and small business management.

AMIC maintains strong relationships and in some cases membership of key associations including:

- Australian Peak Shippers Association (APSA)
- Council of Small Business Associations of Australia (CoSBoA)
- Australian Agricultural Manufacturers Alliance (AAMA)
- Asia Society of Australia
- The Refrigerated Warehouse and Transport Association of Australia (RWTA)

Key Government and Industry Export Stakeholders

Red Meat Advisory Council (RMAC)

www.rmac.com.au

RMAC is Australia's policy leadership and advisory forum made up of producers, lot feeders, manufacturers, retailers and livestock exporters representing 80,000 Australian red meat businesses and their interests to the community, industry and government.

RMAC is the coordinating forum for:

- Paddock to plate policy leadership on shared issues and opportunities
- A formal advisory council to the Australian Government
- Setting the industry's shared vision and direction through a strategic plan
- Managing the red meat funds
- Coordinate joint projects across the supply chain including the red meat sustainability framework
- Industry corporate affairs project
- Custodians of the Red Meat Memorandum of Understanding (MOU) •

RMAC membership includes supply chain PIC's - AMIC, red meat producers, lot feeders and live animal exporters.



Key Government and Industry Export Stakeholders



AUS-MEAT

www.ausmeat.com.au

AUS-MEAT Limited is a not-for-profit industry owned company set up in 1998 as part of a major restructure of Australia's red meat industry bodies. The business is a joint venture limited by guarantee between the Australian Meat Processor Corporation (AMPC) and Meat & Livestock Australia (MLA) under a Memorandum of Understanding (MOU) with the Australian Department of Agriculture and Water Resources.

Its principal objectives are the management of the red meat trade descriptions, and the AUS-MEAT National Accreditation Standards. AUS-MEAT also administers the Australian Livestock Processing Industry Animal Welfare Certification System (AAWCS) on behalf of AMIC.

MINTRAC

www.mintrac.com.au

MINTRAC (National Meat Industry Training Advisory Council Limited) represents the meat industry on training matters.

MINTRAC's role is to improve the skills of workers in the industry through the provision of recognised and accredited training from entry level through to senior management.

The Australian Meat Processing (AMP) Training Package covers meat industry qualifications from entry level (Certificate II) to Graduate Diploma for the meat processing, meat retail, smallgoods, game harvesting and food services sectors.

It provides industry competency standards for meat industry jobs including labourers, food services workers, smallgoods operators, wild game harvesters, slaughterers, boners, butchers, meat inspectors, QA officers, supervisors and managers.

MINTRAC work to develop and continuously improve the meat industry training package



The key to initiating this map is international product number (HS code). The aim here is to identify export markets with the highest potential export returns for your designated product you are seeking to export.



Log in to Canvas, to use the interactive 6 Steps to going global infographic. Module 1 - Getting Ready for Export

Benefits of Going Global

Continued growth for your business once it has mastered the domestic market Access to new technological, financial and human resources

Opportunity to compete against foreign multinationals

Opportunity to grow your company's brand

Increased sales potential from selling your product/service in new markets

Greater knowledge of foreign cultures

Reduces dependence on sales from within your domestic market

Possibility of taking some of what you've learned from foreign markets and applying it domestically

Opportunity to remedy decreases in sales from seasonal cycles by tapping into other markets with contrasting fluctuations

Mistakes to

Avoid When



The key to initiating this map is international product number (HS code). The aim here is to identify export markets with the highest potential export returns for your designated product you are seeking to export.



Log in to Canvas, to use the interactive Mistakes to Avoid When Going **Global infographic - Module 1 New Markets - Meat Markets**

Key Questions to Ask Before Going Global

Does the business have a solid enough domestic foundation to afford going global?

Will your product/service sell adequately in foreign markets?

Will it be easier and cheaper to just expand your company's online presence?

Is your target market familiar with your product/service or do you need to educate consumers on it (and will that be costly)?

Is the infrastructure of the target market good enough to support your company's operations?

Will you be able to adapt to foreign cultures?

Do you have a working knowledge of the language and culture of target markets, should you need to spend time there?

How Do I know if I'm Ready to Start Exporting?

First, you'll need to figure out whether your business can handle the additional pressures of exporting. You'll need to be sure you have the right resources, capital and skills in place, and that you're comfortable with the level of investment and risk required to succeed in a new market.

Lets review some of the things we have covered in this module and the questions you should be asking yourself to determine if you are ready to start exporting:

- Is your business scalable? For instance, is your production facility ready for significant growth to meet market demand?
- Do you have the right leaders, people and skills within your business?
 - Are you willing to invest significant time to focus on exporting?
- Do you have the financial capability or access to capital to sustain international growth? Do you understand the timelines around your cash flow?
- Have you consulted with anyone about the legal, operational and tax structure you'll trade under?
- Does exporting fit into your medium- to long-term business plan?
- Do you have intellectual property protection in place?
- Are you clear on the values that underpin your business? Can you articulate what makes your business unique?
- Oo you understand the size of the opportunity for your product or service in your chosen market? Can you access this market? Have you done market research?

YES

NO

Already Export Ready?

Successful exporters know that expanding into offshore markets can bring significant rewards. They also warn that building an offshore business takes time, energy, commitment and money. Whether you are a first-time exporter, or an exporter who wants to expand, now is the time to test your potential export-readiness success by making sure you pass the export-readiness test

ASSESS YOUR EXPORT READINESS

- 1. Have you identified potential overseas markets for your product or service?
- 2. Have you estimated the market size? Strength of competitors in your export markets? Will your pricing fit the market?
- **3**. Do you have a product or service that is successful in the Australian market?
- 4. Will you need to modify your product or service to meet the needs of overseas customers? (considering the overseas economy, buyer needs, cultural and religious preferences, climate, seasonality,

government regulations)

- 5. Do you have the capacity to support new markets (people, production, capacity, time?)
- 6. Is your management team committed to exporting?
- 7. Do you have the financial resources to support the marketing, distribution and servicing of overseas markets? Is your bank prepared to back you?
- 8. Do you and your team know about export payment mechanisms, such as letters of credit?
- **9**. Are you, your investors, your employees and your family prepared to make a long term commitment to exporting?

10. Do you have an export plan with defined goals and strategies?



References

https://www.austrade.gov.au/Australian/export/Guide-to-exporting/Getting-ready-for-export https://medium.com/optimalships-shipping-advice-more/how-to-succeed-in-going-global http://marketanalysis.intracen.org/en/home https://www.shippingsolutions.com/blog/how-to-succeed-in-going-global https://www.agriculture.gov.au/export



Thank you for choosing us!