

23rd February, 2014

To Mr Dan Barton
Manager,
EMDG Review Secretariat
By email:

REF: AUGOV001-L01

Re The EMDG Review

Dear Sir

We are grateful recipients of Year 1 and 2 export grants. Our company, Evado eClinical is a multi award winning Australian SME specialising in cloud based software for the life sciences and educational market.

Suggestions for the Austrade Review:

An online tool would be helpful to assist potential exporters to assess the benefits of applying for an EMDG grant, eg, a 'ready reckoner' type of tool.

Information about the scheme needs to be more visible for potential exporters.

Exporters need to have more certainty about receiving the second half of the grant, so that companies can better plan and budget their export marketing activities each year.

Further training needs to be provided to Austrade Staff and Representatives engaged internationally, as Australian companies often seek answers to export questions whilst travelling abroad.

EMDG is currently slanted towards companies that sell widgets or services quickly, and disadvantages companies that can take three or more years to make an enterprise wide sale, as is the case with our software. As you would be aware post year two, companies are ineligible for grants covering the years that are spent relationship building and responding to RFI's and eventually tenders, as we are not export income generating, even though eventual sales often provide revenue for 5 or more years; so we propose that the review committee considers an alternate model for companies such as ours, as it does not seem to be fair and equitable for companies with long sales cycles.

Expand the grants for SME exporters by providing more support and money, as we are the companies that most need government support to become successful exporters.

Continuance of this scheme is essential as SME exporters need ongoing financial support.

Thank you for the opportunity of responding to your review, we trust our comments are useful.

Yours sincerely



Jennie Anderson
Founder and Chief Executive Officer