



Australia Awards



Australia Awards Women Trading Globally Invitation to participate

Are you a woman who owns and operates a successful small business?

Do you wish to learn about international trade and how you might be able to embark on the pathway of growing your business into new international markets?

The Australian Department of Foreign Affairs and Trade, under its Aid for Trade and Australia Awards programs, and in partnership with the Export Council of Australia, has pleasure in inviting you to participate in a short course 'Australia Awards: Women Trading Globally'.

The course is offered to South-East and East Asian women with their own business who are 'export ready'.

During the course, participants will:

- learn about doing business in and with Australia
- connect with other women entrepreneurs from South-East and East Asia and Australia
- be given the tools to grow your business and expand internationally.

This two week residential Australia Awards short course is funded by the Australian Government.





★ Are you interested
in learning about
international trade and
growing your business
into new markets?

The program consists
of one week of training
in Brisbane, Australia,
and one week of training
in Sydney, Australia.

Requirements:

- You own and operate a successful business or you play a leading role within your business
- You are a citizen of one of these countries:
 - > Cambodia
 - > Indonesia
 - > Laos
 - > Mongolia
 - > Myanmar
 - > Philippines
 - > Thailand
 - > Timor Leste
 - > Vietnam
- You have a strong command of English – spoken and written
- Your business has export capabilities
- You are able to travel to Australia from 26 May to 7 June 2019 (the programme runs from 27 May to 7 June 2019)
- You are keen to expand your international business capability

The program includes:

- Comprehensive international business capability training
- Practical, hands-on exercises
- Site visits
- Networking opportunities

See the draft program schedule for further details.

For successful applicants, most costs* associated with this program will be funded by the Australian Government. These include;

- International airfares from your **main international departure airport**. (Applicants are responsible for their own visa applications, which must be completed **upon** notification of a successful application to this programme.)
- Breakfast, morning tea, lunch and afternoon tea, and accommodation in Australia
- A daily stipend, as per Australia Awards rules to offset meals not included and other incidental costs
- Transportation within Australia
- Workshops and workshop materials
- Organised social functions

* Applicants must be able to travel with a credit card to cover incidental and personal costs, or have another means of covering such expenses.

This program will enable you to grow your business and expand internationally. Please complete the attached application form and return it to Heath Baker, Acting CEO of the Export Council of Australia at heathbaker@export.org.au by no later than 11:59pm on **Friday 19 April 2019**.

You will be notified of the success of your application by **Friday 26 April 2019**.

Week 1: Brisbane Programme

DAY 1: Introduction to Growing a Global Business

- Benefits of Going Global: including exporter case studies from female CEOs
- International Business Plan
- Going global for the right reasons and commitment to export success
- Product/service ready checklist and review of international business template for international success
- Briefing on how to develop an export plan pitch

Undertake the following exercises:

- Review of business case studies
- Prepare an introductory checklist for a case study business
- Undertake a group SWOT analysis for a case study business
- Prepare a Product/Service Readiness checklist for a case study business

DAY 2: How to select the right market

- How to select the right market & research
- Your target market
- The four Ps
- Your USP
- Market analysis
- Market options and promotion

Undertake the following exercises:

- Undertake a review of a target market for a case study business
- Undertake a competitor analysis for a case study business
- Complete an international pricing template for a case study business
- Complete a market metrics template for a case study business
- Complete a market entry template for a case study business

DAY 3: Export Marketing and Preparing to Visit the Market

- Marketing planning including marketing promotion
- Cultural considerations
- Ensuring the company website supports the export strategy
- Packaging, labelling, translations, and IP protection considerations
- Preparing for market visits
- Understanding the market culture
- Trade Missions and Trade Shows

Undertake the following exercises:

- Complete a buyer's decision process for a business case study
- Complete a media strategy for a business case study
- Undertake an exercise to review global trade fairs for a business case study
- Attendees will be given time during the session to design a plan and ask questions about taking the completed exercises from Days 1-3 to expand into an export plan.

Week 1: Brisbane Programme (Continued)

DAY 4: Export Documentation (Overview only)

- General awareness of transport documents requirements
- Documents required by importing country authorities
- Documents that could be required by local authorities
- Special documentation
- Letters of Credit: what are they and how to use them

Freight and Logistics

- Incoterms 2010 & international pricing strategy
- Trade Terminology explained
- Common freight costs
- Choosing the right freight forwarder
- Marine insurance for air and sea cargo

Site visit:

- Local business

NETWORKING FUNCTION

Networking function that will provide delegates with an opportunity to network with representatives from industry & government in Queensland, and CEOs of local Brisbane companies.

DAY 5: Financing for Export Success

- Methods of payment
- Understanding how a documentary letter of credit can mitigate risk
- Alternate methods of payment protection and other risk management strategies
- Managing foreign exchange risk
- How credit insurance can protect your receivables
- Finance options for global growth

Pitching Skills

- Handy hints for delivering an elevator pitch
- Presentation skills
- Presentation practice

PLEASE NOTE, THE ABOVE PROGRAMME OUTLINE IS A DRAFT ONLY, AND IS SUBJECT TO CHANGE. A FINAL PROGRAMME WILL BE PROVIDED TO DELEGATES UPON ARRIVAL INTO AUSTRALIA.



Week 2: Sydney Programme

DAY 1: Roundtable with experts on doing international business

DAY 2: Exporter site visits

- Site visit to a successful Australian exporter and/or importer.

DAY 3: Digital Marketing workshop

- Each delegate will have one on one time with a digital marketing facilitator to review their website and to assist the delegates to establish relevant social media channels for growing their online digital presence for global markets.

DAY 4: Presentation of export plans

- Participants will have a chance for one on one consultations with our experts to review the material presented to date and a chance for a facilitated review of their export plans.
- In the afternoon, all participants will be invited to pitch their organisation's export plan & be critiqued in a fun, interactive and comfortable environment.

NETWORKING FUNCTION

Networking reception with local business, state and federal government agencies and business chambers.

DAY 5: Australian innovation hubs

- Optional tour

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Please direct any general enquiries to Heath Baker at heathbaker@export.org.au.

Heath Baker will be your main contact in Australia, and can provide you with any assistance in the application process or if you have any queries regarding the programme.