

SME Export Hubs Initiative - Statement of Activities

The Statement of Activities is a public document that provides an overview of your proposed project. This statement is required to be updated with your annual report

Grantee name	Food South Australia Incorporated
Project title	SA Food and Beverage Export Hub
Project number	SMEXB000005
Project period	1 April 2019 to 30 June 2022

1. Public description

The project will establish an Export Hub to bring together business, research and government organisations and agencies to support the food and beverages manufacturers and producers in South Australia. The Hub will offer specialist advice and support by offering tailored coaching and case management to allow SMEs to achieve their export goals.

2. Proposed activities

- a. List key activities that your export hub has proposed to undertake and provide a brief overview

Activity title	Activity overview	Start date:	End date:
Export Hub Manager and Export Advisor	Export Hub Manager appointed and commenced 5 June, 2019. Role is 0.5FTE.	01/04/2019	Contract until end June 2022
	<p>Existing Food SA staff tasked with supporting Export Hub as follows:</p> <p>Project support: 0.25 FTE</p> <p>Communications: 0.06 FTE</p> <p>Total FTE delivering Export Hub: 0.81 FTE</p>	05/06/2019	<p>Tasking Completed 30/06/2019</p> <p>Support is ongoing</p>
	Database of Export Advisors in development and will continue to be built on. Export Advisors will be brought in on an as needs basis.	05/06/2019	In progress

Activity title	Activity overview	Start date:	End date:
Communications and launch material	<p>Program webpage created. https://foodsouthaustralia.com.au/programs/export-hub/</p> <p>Program flyer created, printed, distributed to partners and placed online. https://foodsouthaustralia.com.au/wp-content/uploads/2019/08/2019-SA-FoodBeverage-Export-Hub-Flyer-1.pdf</p> <p>Key local media contacted and article announcing Export Hub in The Advertiser 23 September, 2019.</p> <p>Communications kit developed and sent to Project Partners for their use to promote the Export Hub.</p>	05/06/2019	Completed 30/09/2019
Export and Coaching Modules	<p>Export and coaching modules developed and finalised.</p> <p>See SA Food and Beverage Export Hub Features and Benefits_Public document for further detail.</p>	05/06/2019	Completed 30/09/2019
Regional and metropolitan workshops	<p>Regional and metropolitan workshops organised as follows:</p> <p>1 regional workshop held in Barossa on 10 September, 2019.</p> <p>2 regional workshops confirmed in Limestone Coast on 21 and 22 November, 2019. Note – these were postponed until February.</p> <p>2 regional workshops in Clare and Berri still being negotiated.</p> <p>Metro workshop being held in Adelaide on 28 November.</p>	05/06/2019	In progress 30/11/2019
Export Hub Plan (Project Plan)	<p>Export Hub Project Plan developed and being implemented.</p>	05/06/2019	In progress 30/6/2019

Activity title	Activity overview	Start date:	End date:
SME Export Hub Statement of Activities	Completed SME Export Hub Statement of Activities provided. This is the statement.	05/06/2019	Completed 30/4/2020
Project Plan	<p>Updated Project Plan provided to the department with this report.</p> <p>Collaborate with FIAL through leveraging of assets and involvement in cluster.</p>	<p>05/06/2019</p> <p>April 2019</p>	<p>Completed and in progress of being implemented 30/10/2020</p> <p>In progress</p>
SME Export Hub Onboarding Forum	Two Food SA representatives attended Forum; Catherine Sayer (CEO) and Annabel Mugford (SME Export Hub Manager)	17/07/2019	Completed 18/07/2019

Activity title	Activity overview	Start date:	End date:
Regional and metropolitan workshops	<p>Workshop program underway however now put on hold.</p> <p>Metro workshop “Going Global” held in Adelaide on 28 November.</p> <p>One on one meetings held in Limestone Coast on 18 February, 2020.</p> <p>Workshop – “Exporting as a Growth Opportunity” held in Barossa 12 March 2020.</p> <p>Across all engagements 3 businesses referred to Austrade for FTA support. 4 Businesses referred to TradeStart for general support. 16 businesses directed to the full range of government support available through Government Support Information Sheet shared at workshops.</p> <p>Other regional workshops in that were being planned in Mid North, Murraylands/Riverland and Adelaide Hills/Fleurieu and Kangaroo Island have been put on hold.</p>	31/7/2019	30/6/2020

Cluster Group	<p>Form Cluster Group</p> <p>List of potential cluster group members created.</p> <p>Form Cluster Group and hold first meeting: Originally planned an information networking session on the Cluster Group/Export Strategy and then invite targeted attendees to join the Cluster Group. However, changing COVID restrictions made this difficult. We reviewed the approach and objectives which resulted in delivering a presentation on the Export Cluster/Export Strategy to the Food SA Board, in September, and from this recruited 5 board members to form the core of the Export Cluster group. Currently negotiating with a consultant to lead the Export Cluster group with the Export Strategy process.</p> <p>2 Project Partner meetings to overview project and facilitate business engagement in the Export Hub and collaboration across industry, research, government and other agencies.</p> <p>Project Partner Meetings: During COVID it has been difficult to convene the Project Partner meetings with all partners present. In response to this, I have communicated with the project partners via: Group emails giving updates of the Export Hub, individual phone/zoom calls with the project partners. This has resulted in better communication and interaction with the project partners during this time as it can fit with when they have time available. Planning to reconvene the Project Partner meetings in 2021.</p>	6/1/2020	30/9/2020
Cluster Group	<p>Host Cluster Group Meeting #1</p> <p>Held 24 September, 2020.</p>	1/4/2020	30/9/2020

Activity title	Activity overview	Start date:	End date:
Business recruitment and coaching	<p>Continue to recruit businesses and commence coaching.</p> <p>4 businesses now participating in the Export Hub. In total, 36 reports have been supplied to these businesses as part of the Export Hub toolkit for each business. Note that these reports are Commercial in Confidence for the businesses so are not published online.</p>	31/7/2019	30/6/2020
Export planning toolkits	<p>Distribute toolkits to registered businesses.</p> <p>3 toolkits distributed to participating businesses.</p>	31/7/2019	30/6/2020
Expert Service Providers	Refer registered businesses to expert service providers.	31/7/2019	30/6/2020
Tradeshows and In-market visits	<p>Businesses registered for tradeshows and in-market visits and participate.</p> <p>All tradeshows in 2020 either postponed or cancelled.</p>	31/7/2019	30/6/2020
FIAL	Collaborate with FIAL through leveraging of assets and involvement in cluster.	1/10/2019	<p>In progress</p> <p>31/3/2020</p>

Activity title	Activity overview	Start date:	End date:
Recruitment, coaching and referrals	<p>Ongoing recruitment of businesses, coaching program and referring to expert advisers.</p> <p>Recruitment has become more targeted with businesses being identified, individually approached and then signed up.</p> <p>Export Market Development Program (made up of masterclasses x 3, individual mentoring sessions and virtual in-market visit) commenced in September. 18 people participated in the masterclass series.</p> <p>In October, 3 businesses undertook individual mentoring sessions and then 2 of these undertook virtual in-market visits.</p> <p>The second round of the Export Market Development Program (made up of masterclasses x 3, individual mentoring sessions and virtual in-market visit) commenced in February with 28 people participating. 2 businesses are doing the mentoring sessions and the virtual in-market visits.</p> <p>New Product Development Expert Coaching – scoping meeting held in January between Tuckers Natural, Food SA and SARDI. Market research and insights now being conducted.</p> <p>To the end of September 2020, 11 businesses had signed up to the Export Hub. At the end of March 2021 a further 14 businesses had signed up. Total = 25. 2 businesses have left the hub (both decided to focus on domestic market).</p>	1/7/2020	30/6/2021

Activity title	Activity overview	Start date:	End date:
Tradeshows and In-market visits	<p>Businesses registered for tradeshows and in-market visits and participate.</p> <p>Tradeshows and in-market visits are being replaced with virtual activations. Export Hub supported the following activities:</p> <p>Working with the SA Government DTI, Food SA facilitated buyer matching with Central Market in USA. 18 businesses participated in this activity.</p> <p>Food SA organised a small stand at SIAL China in September with 5 businesses represented by the China Food SA team.</p> <p>Tradeshows:</p> <p>Food SA participated in Foodex (Japan) in March 2021, hosted by Food SA in-market team member. 12 businesses were represented.</p> <p>Food SA ran the South Australia Food Bev Tech Tradeshow in Adelaide in March 2021. Two export consolidator businesses attended with multiple export related enquiries resulting from the tradeshow.</p> <p>Food SA is participating in SIAL China in May 2021 with 9 businesses being represented by Food SA in-market team member.</p>	1/7/2020	30/6/2021

Activity title	Activity overview	Start date:	End date:
Cluster Group	<p>Following the first Cluster Group meeting held in September 2020, it was decided to focus on developing a South Australia Food and Beverage Supply Chain Strategy due to the impact of COVID-19 on the SA supply chains and IAFM halting in mid 2021. Flywheel Advisory was appointed to facilitate and develop the supply chain strategy. The Cluster Group met on 18 February (in-person and virtual) plus individual followup. First draft report has been circulated to the Cluster Group. Next meeting planned for May 2021 and final report due in June 2021.</p>	1/7/2020	30/6/2021
FIAL	<p>Collaborate with FIAL through leveraging of assets and involvement in cluster.</p> <p>Monthly phone meetings with cross promotion of programs and activities.</p> <p>Collaborated with FIAL on the Middle East Virtual Meet the Buyer meetings and assisted in preparing two businesses for their meetings.</p>	1/4/2020	30/6/2021

Activity Title	Activity Overview	Start Date	End Date
<p>Recruitment, coaching and referrals</p>	<p>Ongoing recruitment of businesses, coaching program and referring to expert advisers.</p> <p>Recruitment continues to be targeted with businesses being identified, individually approached and then signed up.</p> <p>Third Export Market Development Program (made up of masterclasses x 3, individual mentoring sessions and virtual in-market visit) commenced in September. 17 people took part in the masterclass series with 5 people progressing to the mentoring to commence in October.</p> <p>New Product Development Expert Coaching. Contracts signed with SARDI for Tuckers and Dinko. Research and Development progressing with these two businesses. Scoping meeting held with Torrens Valley Orchards.</p> <p>At the beginning of April 2021 25 businesses were signed up to the Export Hub. At the end of September 2021 an additional 7 businesses had signed up to the Export Hub. Total = 32. 6 businesses in total have left the hub (all deciding to focus on domestic market).</p>	<p>1/7/2021</p>	<p>Ongoing 30/6/2022</p>

<p>Tradeshows and In-market visits</p>	<p>Businesses registered for tradeshows and in-market visits and participate</p> <p>Tradeshows and in-market visits are being replaced with virtual activations. Export Hub supported the following activities:</p> <p>Food SA participated in SIAL China in May 2021 with 9 businesses being represented by Food SA in-market team member.</p> <p>Recruitment and planning is underway for:</p> <p>Foodex Japan – March 2022. FHA Singapore – March 2022 SIAL China – May 2022 Food Bev Tech Trade Show Adelaide – May 2022</p> <p>Virtual in-market visit is being conducted with Yumbah Aquaculture</p>	<p>1/7/2021</p>	<p>Ongoing 30/6/2022</p>
<p>Cluster Group</p>	<p>Hold meetings #4 & #5</p> <p>Cluster Group met on 19 May to ground truth the Supply Chain Strategy.</p> <p>Cluster Group met on 23 August for USA Market Scoping Study presentation.</p>	<p>1/7/2021</p>	<p>Ongoing 30/6/2022</p>
<p>FIAL</p>	<p>Collaborate with FIAL through leveraging of assets and involvement in cluster.</p> <p>Actively promote FIAL buyer meetings and other activities.</p>	<p>1/7/2021</p>	<p>Ongoing 30/6/2022</p>

Communications and Engagement	Promote Export Hub and successes Monthly e-news distributed. 1500+ subscribers with a 25% average open rate. New Export Hub microsite launched in May 2021. https://safoodbeveexporthub.com.au/ Export Hub Portal launched in May 2021. Accessed by all Export Hub participants. Facebook and LinkedIn used with both organic and boosted posts. Monthly updates to Export Hub partners.	1/7/2021	Ongoing 30/6/2022
SA Food and Beverage Export Strategy and Plan	Planning underway – collaborating with DTI.	1/7/2021	Ongoing 30/6/2022
Case studies	Develop, complete and publish x 2 case studies	1/7/2021	Not started 30/6/2022
Project outcomes	Capture and publish project outcomes	1/7/2021	Not started 30/6/2022

- a. Provide an overview of how the proposed activities align with the Industry Growth Centres Initiative and other government programs

The above activities are all working towards aligning with FIAL's key strategies of: Sharing Knowledge, Building Capabilities and Creating Connections. In addition, we are working closely with the AusIndustry/DIIS Entrepreneurs Programme representative and Austrade's FTA-ME program.

3. Key performance indicators

- a. Provide an overview of your export hub's key performance indicators (KPIs) and progress against.

Engagement Objective - Over three years recruit:

- At least 30 businesses to the Export Ready Phase – 14 to date.
- At least 10 businesses to the Export Coaching Phase – 18 to date.
- At least 8 businesses to the Export Cluster – 11 to date (invitation only from businesses participating in Export Ready and Export Coaching Phases.)

How will this be done?

1. Businesses will be engaged with and recruited via 4 channels:

- Food SA Membership

- *Export Hub Partners networks and clients*
- *Non-partner influencer networks and clients*
- *Business to business referral*

2. Marketing and information materials developed by Food SA

KPI's:

1. Food SA Membership

- *Review current membership and identify potential hub participants – complete*
- *Target identified members – in progress (135 to date)*
- *Meet with members who have expressed interest – in progress (59 to date)*
- *Communications: enews, LinkedIn, webpage, blog – scheduled monthly. Export Insider enews published monthly magnified through LinkedIn posts.*
- *Export related workshop – 1 held in November, 2019 + Export Market Development Masterclass Series held in September 2020, February 2021 and September 2021.*

2. Export Hub Partners networks and clients

- *Introductory information session – complete*
- *Update to Project Partners – monthly*
- *Workshops and information sessions for businesses in conjunction with Project Partners – planning in progress. 5 held to date.*
- *Communications: supply Communications Kit – complete*

3. Non-partner influencer networks and clients

- *Identify and contact – 20 contacted to date*
- *Identify and contact relevant media – 1 story pitched, 1 story published*
- *Networking – 15 events attended to date*

4. Business to business referral – In progress

5. Marketing and information materials developed by Food SA – completed

b. Participant statistics

	2018-19	2019-20	2020-21	2021-22
Current number of participants:	0	1	25	32
Number of participants currently exporting:	0	0	23	22
Average employees (FTE)* of participants:	0	3	656 total	1034 total

*FTE denotes Full-time equivalent