

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
Project title	South Australia Food and Beverage Export Hub – Building and Value Adding
Project number	SMEXBII000017
Project period	26 June 2020 to 7 December 2022

1. Public description

The project will build on existing services provided by the South Australia Food and Beverage Export Hub. In addition, due to the unprecedented changes in the global trading landscape, the Export Hub will lead the SME businesses in adapting to the rapid rate of change by exploring new ways of developing export markets and supporting SME businesses to do this.

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 Ready Coaching	<p>One-on-one coaching of SME businesses in the Export Ready module.</p> <p>A total of 11 businesses have participated in one-on-one coaching to date.</p>	1 July 2020	30 June 2022
Digital dissemination of export related information and knowledge	<p>Information to be made available using digital channels including: Live streaming of workshops, webinars, podcasts, video-conferencing calls.</p> <p>Export Hub microsite launched with a large number of open access reports, recordings and video's available.</p> <p>https://safoodbeveexporthub.com.au/</p> <p>Digital Portal launched. Available to all Export Hub participants. Currently 17 businesses are accessing the information and tools.</p> <p>https://safoodbeveexporthub.com.au/myexporthub-login/</p> <p>Zoom used as the main platform for video-conferencing calls, virtual meetings, webinars and presentations. On average used daily to overcome the tyranny of distance and time in South Australia. Also useful during COVID restrictions to "meet" with interstate and overseas connections.</p>	1 July 2020	30 June 2022

Activity title	Activity overview	Start date:	End date:
Tradeshow program	<p>Give Export Hub participants subsidised access to 3 key tradeshows in 2021 and 2022: Foodex (Japan), FHA (Singapore) and SIAL (China).</p> <p>Supported the Food SA stand at SIAL China, 18-20 May 2021. The stand represented 10 x SA based businesses, via an ambient display area. Packaging was sent to China via Australia Post from Australia pre event. A video promoting South Australia, developed and funded by the Export Hub, ran on a hired LCD TV on the booth. Queenie Qin, along with the assistance of an additional promotional person, ran the booth and took buyer enquiries.</p> <p>Currently reviewing options for tradeshows: Foodex - Japan (March 2022), FHA - Singapore (March 2022), SIAL - China (May 2022), Food Bev Tech Tradeshow - Adelaide (May 2022).</p> <p>Virtual in-market visits/buyer connections is a strategy to either replace or supplement trade shows whilst international travel is either banned or difficult. Preparing businesses for buyer meetings through; competitor analysis, definition of value proposition, preparation of pitch presentation, matching with buyers and introductions, follow up. 4 businesses participated in this 6 months.</p>	1 October 2020	30 June 2022

Activity title	Activity overview	Start date:	End date:
USA Market Report	<p>Commission a USA Market Specialist to write a market report identifying opportunities that match SA's supply and product capacity in the USA.</p> <p>USA Market Scoping Study Report completed by McKinna et al, by end of June 2021. Presentation to industry delayed due to COVID lockdowns. Delivered to industry in August.</p> <p>https://safoodbevexporthub.com.au/wp-content/uploads/2021/09/McKINNA_et_al_USA_Market_Scoping-Study_Presentation.pdf</p>	1 October 2020	30 June 2021
USA Market Mission And USA Tradeshow	<p>Plan, organise and deliver a market mission to the USA.</p> <p>Shared stand at USA Tradeshow Export Cluster Group to review USA Market Entry Strategy (see page 64 of report) and discuss options for activating this strategy including the trade mission and tradeshow. COVID travel restrictions may impact attendance.</p> <p>https://safoodbevexporthub.com.au/wp-content/uploads/2021/09/McKINNA_et_al_USA_Market_Scoping_Study_Report.pdf</p>	1 April 2021 January 2022	30 June 2022 June 2022

Activity title	Activity overview	Start date:	End date:
Market Intelligence and Consumer Insights Program	<p>Subscription to Global Data. <i>Completed</i></p> <p>Recruit and employ analyst <i>Completed</i></p> <p>Bespoke reports for SME's <i>Ongoing</i></p> <p>11 Reports delivered in this 6 months.</p> <p>Generic category and trend reports <i>Ongoing</i></p> <p>Market Status Reports - 20 reports delivered in this 6 months.</p> <p>5 Macro-trend reports written and on website.</p> <p>https://safoodbevexporthub.com.au/insights/</p> <p>Training on how to use the information in reports <i>Ongoing</i></p> <p>1 seminar held.</p> <p>Post report followup with each business - 16 to date</p>	1 July 2020	30 June 2022

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

These activities compliment FIAL activities in growing markets and building business capability. Other government programs, including Austrade, Tradestart, EFA are useful services that the Export Hub will direct SME's towards. All Tradeshows will use the Nation Brand and will actively work with them on maximising the brand reach.

3. Key performance indicators

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

KPI 1: Export Ready Coaching: offered to all Round 1 Export Ready participants.

Progress to date:

- Mentoring and Coaching Register established.
- Request for EOI sent to 25 consultants.
- 10 consultant EOI's received in total.
- Agreement template developed.
- Coaching protocol's established.
- 11 businesses in total undertaking Mentoring and Coaching.

KPI 2: Digital dissemination of export related information and knowledge.

Progress to date:

- Zoom confirmed as best platform to use for online workshops/webinars.
- Subscription to Zoom confirmed.
- Team training on Zoom ongoing.
- Equipment purchased to assist videoing.
- Videoconferencing used on a daily basis to connect with businesses, project partners, mentors, stakeholders.
- First "hybrid" workshop (mixture of in person and online) held with RDA BGLAP in November. Presentations now all held online.
- Export Hub Microsite and Portal launched in May 2021.

KPI 3: Tradeshow program

Progress to date:

- Three tradeshows committed to in 2021:
 - *South Australia Food Bev Tech Tradeshow (Adelaide) 2-3 March. Meet the International Buyer Package developed for this tradeshow; building business capability and introductions to buyers. 10 Export Hub participants took part in the package.
 - *Foodex (Japan) 9-12 March. 7 Export Hub participants took part in the package represented by Food SA Japan rep.
 - *SIAL (China) 18-20 May. Planning and organisation underway. 7 Export Hub participants took part represented by Food SA China rep.
- Four tradeshows being considered for 2022. Review of risk and reward being conducted to aid decision.
 - *Foodex (Japan) March 2022, FHA (Singapore) March 2022, SIAL (China) May 2022, Food Bev Tech Tradeshow (Adelaide) May 2022.
- Virtual In-Market Visits/Buyer Connections
 - *This is a strategy to either replace or supplement trade shows whilst international travel is either banned or difficult. Preparing businesses for buyer meetings through; competitor analysis, definition of value proposition, preparation of pitch presentation, matching with buyers and introductions, follow up. 4 businesses participated in this 6 months.

KPI 4: Targeting the USA. Market Report. Market Mission, Tradeshow.

Progress to date:

- McKinna et al commissioned to do the Market Report. Completed end of June 2021.
- Delivered to industry August 2021.
- Next step is to review strategy with Export Cluster and discuss options for market mission, tradeshow any other options.

KPI 5: Market Intelligence and Consumer Insights Program.

Progress to date:

- Database subscribed to (Global Data).
- Analyst recruited and employed.
- 5 generic trend report created and published.
- 68 generic market status reports delivered to businesses.
- 22 tailored market and product category reports delivered to businesses.
- Post report followup with each business - 16 to date.
- 10 competitor reviews delivered to businesses.
- 10 pitch presentations delivered to businesses.
- 4 tailored market intelligence and consumer insights reports delivered to businesses
- Workshop Schedule for workshops/webinars being developed with RDA's. First "hybrid" workshop (mixture of in person and online) held in November. All presentations now undertaken online.

b. Participant statistics

	2018-19	2019-20	2020-21	2021-22
Current number of participants:	Na	Na	20	27
Number of participants currently exporting:	Na	Na	19	21
Average employees (FTE)* of participants:	Na	na	604	765

*FTE denotes Full-time equivalent