

# SOUTH AUSTRALIA FOOD AND BEVERAGE EXPORT HUB – ROUND 1

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SUPPORTING FOOD AND BEVERAGE BUSINESSES BECOME CONFIDENT EXPORTERS AND MAXIMISE EXPORT GROWTH

FOR MORE INFORMATION FOLLOW THIS LINK [HTTPS://BIT.LY/39WR10K](https://bit.ly/39WR10K)



Australian Government

*The South Australia Food and Beverage Export Hub has been developed by Food South Australia.  
The program receives grant funding from the Australia Government's SME Export Hub grant opportunity.  
The program also receives support funding from the Government of South Australia.*



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of South Australia

# WHAT IS THE EXPORT HUB?

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- A specialised food and beverage export development program.
- Supporting the food and beverage industry to build an enduring export culture.
- Developed and delivered by Food South Australia working with committed project partners and others (Government, Research and Industry).
- Project partners: opportunity to work together to support individual businesses and the industry as a whole on building export sales and networks.
- Funding through the Australian Government SME Export Hub grant **until June 2022**.



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# WHO IS THE EXPORT HUB FOR?

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- Food and beverage businesses who are pre-export or returning to export.
- Existing food and beverage exporters who are considering:
  - new growth opportunities in existing markets via new channels and/or new products
  - entering new markets
  - working together with other likeminded business on collaborative opportunities
- Service providers who can support exporting businesses.



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# WHICH MARKETS?

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- Focus on markets that Australia has FTA's with (and markets that FTA's are being negotiated with) (China, Hong Kong, Indonesia, Japan, Malaysia, New Zealand, South Korea, Singapore, Thailand, USA, other ASEAN countries, plus UK, EU, India)
- Markets with growth potential (Gulf States)
- Others on request



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# THE EXPORT HUB PROGRAM - HOW

## INDUSTRY LEVEL

- Building an enduring export culture – market orientation vs trade orientation
- Building an awareness of the importance of market intelligence and consumer insights for decision making:
  - ❖ Regular insights
  - ❖ Workshops and masterclasses
- South Australia Food and Beverage Export Strategy developed by Export Cluster Group



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# THE EXPORT HUB PROGRAM - HOW

BUSINESS LEVEL		
Phase 1: Export Ready	Phase 2: Export Coaching	Phase 3: Export Cluster
<ul style="list-style-type: none"> <li>• Market status reports</li> <li>• Product category snapshot</li> <li>• Export Plan Builder Toolkit</li> <li>• Masterclasses and workshops</li> <li>• Connections to experts to help you resolve problems and identify new opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Bespoke market intelligence and consumer insight reports</li> <li>• One-on-one expert coaching</li> <li>• Food South Australia trade show Producer Area program</li> <li>• Ongoing access to Export Ready phase tools</li> </ul>	<ul style="list-style-type: none"> <li>• Invitation only forum for experienced exporters</li> <li>• Valuable connections and access</li> <li>• Working on common opportunities and problems</li> </ul>



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# BUSINESS PARTICIPATION FEES

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- Phase 1 - Export Ready: \$275/year
- Phase 2 - Export Coaching: \$2,750/year
- Phase 3 - Export Cluster Group: No charge (participation by invitation only)

*Participation in the Export Hub is subsidised by the Australian Government and the Government of South Australia to keep the fees as low as possible.*

*All prices shown include GST.*



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# KEY DELIVERABLES

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- Workshops, masterclasses delivered
- Tailored expert coaching with food and beverage specialists
- Key trade shows: supporting businesses to maximise representation at tradeshows
- South Australia Food and Beverage Export Strategy
  - Export Cluster Group
  - Distribution Clustering Report
  - Supply Chain Strategy



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# METRICS – JULY 2020 TO JUNE 2022

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- 10 businesses exporting for the first time
- 30 businesses increasing the value of sales into existing export markets
- 10 businesses expanding their export markets



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# CURRENT ACTIONS

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- Workshops and masterclasses
  - Export Market Development Program – Post September Masterclass Series, facilitating one-on-one mentoring phase
  - Export Fundamentals Program (via DTI) - Ongoing
- New Product Development for Export program commenced partnering with SARDI
- Undertaking Product Category Reports and Tailored Market Intelligence and Consumer Insight Reports for businesses
- Monthly Export Insider enews
- Pod Cast Series being developed – Export Hub Speak
- Export Cluster group overseeing the development of the South Australia Food and Beverage Supply Chain Strategy, USA Market Entry Strategy and South Australia Food and Beverage Export Strategy
- Partnering with University of Adelaide on an ongoing internship program. Second intern finished internship in September 2021. Advertising for a third intern.

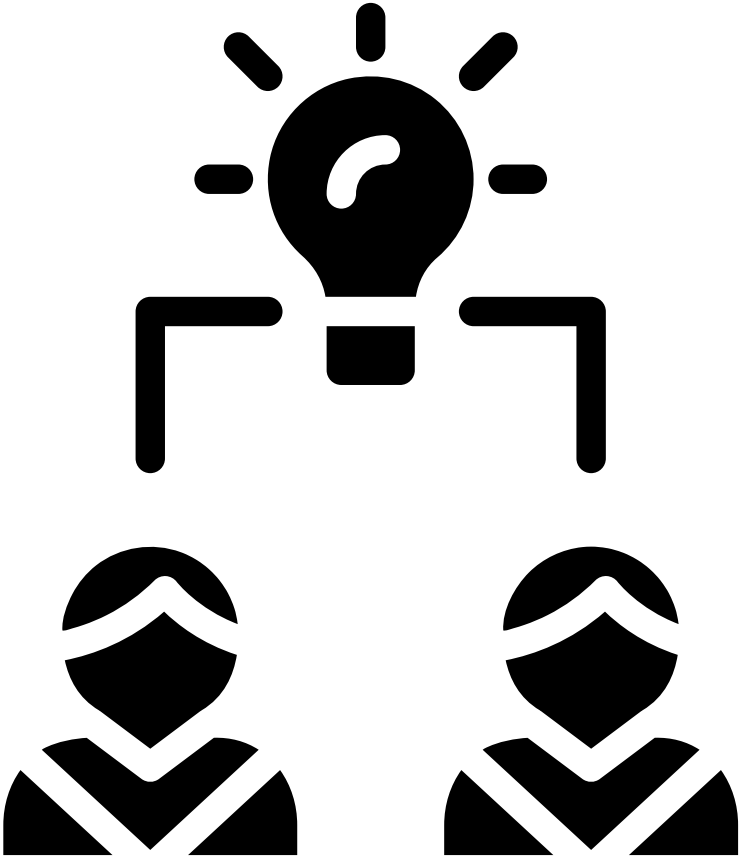


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# IDEAS AND ACTIONS FOR WORKING TOGETHER

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# CONTACT

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*This program received grant funding from the Australian Government's SME Export Hubs grant opportunity.*

*The program also receives funding support from the Government of South Australia through an industry-government partnership designed to support industry-wide growth.*



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