SME Export Hubs grant opportunity -
Export Hub Project and SME Engagement Plan

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| Applicant name | [applicant name] |
| Project title | [project title] |

You must submit a project plan including an SME engagement plan with your Stage 2 grant application to demonstrate your case against Merit Criteria 1 and 2.

Your project plan should set out how you will manage and monitor the project and risks, including scope, implementation methodology, timeframes, cyber security and budget.

Your SME engagement plan should demonstrate how your proposed project activities align with the objectives and outcomes of the SME Export Hubs grant opportunity. In particular, your engagement plan should demonstrate how your export hub will:

* leverage existing commercial strengths in your area
* engage and provide services to SMEs in one or more of the Growth Centre sectors
* identify new export opportunities for participating SMEs
* build and maintain relationships in one or more of the Growth Centres and related Growth Centre sectors
* leverage and participate in the networks of the Growth Centres (including through sharing learnings and insights with your industry)
* seek alignment with other government initiatives including (but not limited to) Cooperative Research Centres, the Growth Centre Project Funds, the Entrepreneurs’ Programme, Austrade and/or TradeStart and promote (and potentially facilitate) opportunities for SME’s to access these other initiatives and services to supplement their export capabilities
* address the shared interests of the participant firms; and improve the interactions between industry, researchers and educators to deliver commercial outcomes
* align with relevant regional economic development strategies.

Please refer to the grant opportunity guidelines section 7.

1. Project plan
2. Describe the implementation methodology and the timeframe for the establishment of your export hub (for a new export hub) and the establishment of services (for a mature export hub). This should include staffing, management and governance arrangements.

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1. Provide an overview of the geographic region and industry sector/s your export hub will operate in and the Growth Centre/s with which you will collaborate.

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1. Describe the services your export hub will offer. If applicable, identify any of these services that your organisation currently offers and the impact of grant funding.

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1. Describe the key project risks and mitigation strategies (list a minimum of three risks and a maximum of five risks).

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1. Describe how you will monitor progress and performance of your export hub (eg, KPIs, objectives).

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1. SME engagement plan
2. Describe how you will leverage local commercial, government and community organisation relationships.

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1. Describe your strategy for attracting SMEs to participate in your export hub.

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1. How will you identify new export opportunities for participating firms?

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1. Describe how your export hub will address the shared interest of participating firms and improve interactions between industry, researchers and educators to deliver commercial outcomes.

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* 1. Growth Centre engagement
1. Describe how your export hub will build and maintain relationships with one or more Growth Centres. Has your export hub entered into or is proposing to enter into any formal or informal arrangements with a Growth Centre? Which activities/services offered by your export hub align with Growth Centre sector priorities (see [Sector Competitiveness Plans](https://www.industry.gov.au/sites/g/files/net3906/f/May%202018/document/pdf/industry_growth_centres_initiative_-_sector_competitiveness_plans_overview.pdf)), (including promoting cyber resilience within the hub and participating SMEs).

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1. How will your export hub leverage and participate in Growth Centre networks? This could include sharing learnings and insights with your industry.

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* 1. Alignment with other government programs and initiatives
1. How will your export hub align, complement or support other government initiatives including (but not limited to) Cooperative Research Centres (CRC), Growth Centre Project Funds, the Entrepreneurs’ Program, Austrade and/or TradeStart. How will you promote and/or facilitate opportunities for SMEs to access these other initiatives and services to supplement their export capabilities?

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1. Provide an overview of how your export hub aligns with relevant economic development strategies *(such as Regional Development Australia, state government and/or local Council).*

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