

Adrian-Van-Leest (Canberra)

From: Michael-Vickers (Canberra)
Sent: Tuesday, 18 February 2014 4:03 PM
To: Michelle-Webster (Canberra)
Subject: RE: EMDG next steps [DLM=For-Official-Use-Only]

Michelle,

This is all the steps - unless there are problems with policy approval.

He may have some-one else brief the Party Room? A matter for the Chief of Staff.

MV

From: Michelle-Webster (Canberra)
Sent: Tuesday, 18 February 2014 3:56 PM
To: Michael-Vickers (Canberra)
Subject: RE: EMDG next steps [DLM=For-Official-Use-Only]

The Minister is in the Philippines from tomorrow morning until the morning of next Thursday 27 February – so:

- signing will have to be by email/stamp
- reading speech can only be next Thursday not Wednesday
- I'm not sure when he would brief the party room
- He would need a brief
- Is this the entire set of what needs to happen or are there even more steps?

Also, it turns out that he signed the old draft of the sub and letter so the COS is having to get him to resign it.

Michelle Webster | Austrade Departmental Liaison Officer, Office of the Minister for Trade and Investment
T +61 2 6277 7420 | M +61 411 482 688 | Michelle.Webster@dfat.gov.au

From: Michael-Vickers (Canberra)
Sent: Tuesday, 18 February 2014 3:48 PM
To: Michelle-Webster (Canberra)
Subject: EMDG next steps [DLM=For-Official-Use-Only]

Michelle,

For the EMDG Bill there are some further steps before we get the Bill into the House – these are:

- The Minister needs to sign the Bill and Explanatory Memorandum (I will let you know tomorrow when these will be ready – this will be quite soon)
- The Bill is scheduled for introduction on Wednesday or Thursday next week, we have assumed that the Minister will introduce the Bill and make the second reading speech - if not please let us know.
- We have assumed the second reading speech will be just the required formalities plus noting that it is an election commitment delivered.

- It is normal for the Minister to brief the party room prior to the Bill going into Parliament – does the Minister need a brief, when would this happen? (This is a party matter and one for the Minister’s Office – but we can help with the explanation of the content of the Bill)

Once the Bill is passed and receives the Royal Assent there is a ministerial instrument to be signed, but we will advise you of that process when it occurs.

If there are any problems with the PM's policy approval I will let you know.

MV

Michael Vickers | Manager, Policy and Scheme Development

Export Market Development Grants
Australian Trade Commission (Austrade)



Australian Government
Australian Trade Commission



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Adrian-Van-Leest (Canberra)

From: Michael-Vickers (Canberra)
Sent: Tuesday, 18 February 2014 5:18 PM
To: Michelle-Webster (Canberra)
Subject: RE: EMDG next steps [DLM=For-Official-Use-Only]

Who is the Acting Min??

MV

From: Michelle-Webster (Canberra)
Sent: Tuesday, 18 February 2014 4:38 PM
To: Michael-Vickers (Canberra)
Subject: RE: EMDG next steps [DLM=For-Official-Use-Only]

Zoe says:

Acting Min will need to take through party room.

Angus will need to brief Acting Min.

And the Minister has signed the new sub and letter.

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From: Michael-Vickers (Canberra)
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Adrian-Van-Leest (Canberra)

From: Michael-Vickers (Canberra)
Sent: Thursday, 20 February 2014 10:26 PM
To: Michelle-Webster (Canberra)
Subject: Re: Angus [SEC=UNCLASSIFIED]

Classification: UNCLASSIFIED

Michelle

I have spoken to Angus - everything is OK

MV

----- Original Message -----

From: Michelle-Webster (Canberra)
Sent: Thursday, February 20, 2014 10:09 PM
To: Michael-Vickers (Canberra)
Subject: Angus [SEC=UNCLASSIFIED]

Classification: UNCLASSIFIED

Hi Michael

I have two missed calls from Angus tonight and I left him a message to call you.

Good luck on Friday. Speak to Phil and Lisa and they can contact the DFAT DLO if you need anything in the MO although since Zoe and Angus are in Melbourne and Cormann is in Sydney it's probably best to deal directly with Angus.

Michelle

Adrian-Van-Leest (Canberra)

From: Michael-Vickers (Canberra)
Sent: Thursday, 20 February 2014 11:07 AM
To: Michelle-Webster (Canberra)
Subject: RE: Signed and stamped EMDG letter for files - has been delivered to PMO [DLM=For-Official-Use-Only]

Thanks

MV

Adrian-Van-Leest (Canberra)

From: Michael-Vickers (Canberra)
Sent: Wednesday, 26 February 2014 6:45 PM
To: Michelle-Webster (Canberra)
Subject: FW: EMDG Amendment Bill -EMDG Consulting, - Angus Barker, - The Hon Andrew Robb MP [SEC=UNCLASSIFIED]

Michelle,

For info

MV

From: Michael-Vickers (Canberra)
Sent: Wednesday, 26 February 2014 6:44 PM
To: Angus Barker (DFAT)
Subject: RE: EMDG Amendment Bill -EMDG Consulting, - Angus Barker, - The Hon Andrew Robb MP [SEC=UNCLASSIFIED]

Angus,

Noted

All EMDG consultants receive an email notification of the introduction of the legislation and a link to the Bill on the Austrade website. The relevant industry associations also receive this email and link.

Regards,
Michael Vickers

From: Barker, Angus [mailto:Angus.Barker@dfat.gov.au]
Sent: Wednesday, 26 February 2014 6:39 PM
To: Michael-Vickers (Canberra)
Subject: FW: EMDG Amendment Bill -EMDG Consulting, - Angus Barker, - The Hon Andrew Robb MP [SEC=UNCLASSIFIED]

Mr Taylor would like to receive a copy once it is public please.

From: EMDG Consulting [mailto:john@emdg-consulting.com.au]
Sent: Tuesday, 25 February 2014 3:25 PM
To: Barker, Angus
Subject: EMDG Amendment Bill -EMDG Consulting, - Angus Barker, - The Hon Andrew Robb MP

Dear Angus,

further to our telephone conversation just now - I would be appreciative if you could organise a copy of the EMDG Amendment Bill slated for introduction to the Parliament on Thursday 27th when available for public release.

Also see attached

Info received

LEGISLATION CLEARED FOR INTRODUCTION TO FEDERAL PARLIAMENT (FED)

Legislation cleared for introduction to Federal Parliament by the Coalition Joint Party meeting, 25 February 2014

Regards
John Taylor

Export Grants Consultant - John Taylor is approved by Austrade to lodge EMDG claims between 01 July 2013 & **28 February 2014**.



Assistance with Export Market
Development Grants

Think green: Read on the screen.

According to Austrade records, John Taylor, 'met specified performance criteria' and 'demonstrated high levels of professional practice and client service' listing John Taylor on its web site 2005 -2013

EMDG claims statistics show that EMDG applicants using a consultant achieve higher claims and have less rejected claims (Source ECG)

www.EMDG-Consulting.com.au

Mob: 0407 720 275

Tel 08 8331 2929

Fax: 08 8331 0047

john@EMDG-Consulting.com.au

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This email is free from viruses and malware because avast! Antivirus protection is active.

Adrian-Van-Leest (Canberra)

From: Michelle-Webster (Canberra)
Sent: Monday, 3 March 2014 9:24 AM
To: Michael-Vickers (Canberra); Angus Barker (DFAT)
Cc: Ian-Chesterfield (Canberra)
Subject: RE: EMDG legislation for next week and beyond [SEC=UNCLASSIFIED]

Hi Michael

Thanks for this.

4. Angus will be in the adviser's box.
8. yes please draft a summing up speech which can be worked on further in the MO.

Michelle

Michelle Webster | Austrade Departmental Liaison Officer, Office of the Minister for Trade and Investment
T +61 2 6277 7420 | M +61 411 482 688 | Michelle.Webster@dfat.gov.au

From: Michael-Vickers (Canberra)
Sent: Friday, 28 February 2014 5:13 PM
To: Angus Barker (DFAT); Michelle-Webster (Canberra)
Cc: Ian-Chesterfield (Canberra)
Subject: EMDG legislation for next week and beyond [SEC=UNCLASSIFIED]

Angus, Michelle,

Steps to finalise legislation

1. chase the PMO for policy approval (a **Monday priority**)
2. finalise press release (preferably midday Tuesday) Release also for Mr Billson?
3. review and finalise actual second reading speech to be delivered by Minister (Tuesday afternoon)
4. decide whether an adviser and/or departmental staff are to be available in the adviser's box during the second reading speech and inform Austrade (Monday decision)
5. Austrade will put the legislation / EM on its website once it is introduced into the House and the actual second reading speech as soon as it is available, Austrade will also email the EMDG Consultants Group and the relevant industry associations. The legislation / EM and second reading speech also appear on the Parliament house website. (Wednesday)
6. consider whether the Bill can be handled as a noncontroversial item (usually referred to as "noncontro") this applies when all parties agree to support it - this simplified process saves parliamentary time and will speed passage through the house – should be discussed with the Whip's office. Noncontro Bills are handled separately and there is a specific time for them. Noncontroversial status is normally negotiated by the MO with the other parties (Should test this option very early next week)
7. If it is not going to be noncontro MO needs to watch for the scheduling of the debate and needs to arrange speakers for the debate and prepare speaking notes for them (this timetable to be set after the discussion about whether it is noncontro so no specific time at this point)
8. After the debate - there is a summing up speech – often handled by the Minister it is usually a recap of the points he likes from the debate and perhaps a final comment on the contrary views - Austrade can provide assistance if requested – but there are limits so often easier to do in the MO.
9. The process then moves to the Senate and we can discuss tasks and timing at that point.
10. Once passage is achieved through the Senate the Royal assent processes is handled automatically however there are two ministerial instruments that need to be made and Austrade will advise on

this process and timing when we get to that point. The first relates to the admin budget and is very straightforward, the second relates to the consultant not fit and proper provisions and will involve a cycle of public consultation and possibly some parliamentary tactics from the consultants

The process is relatively straightforward, the challenge is simply to get things to happen in time.

Regards,

Michael Vickers

Michael Vickers | Manager, Policy and Scheme Development

Export Market Development Grants
Australian Trade Commission (Austrade)



Australian Government
Australian Trade Commission



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Adrian-Van-Leest (Canberra)

From: Michelle-Webster (Canberra)
Sent: Wednesday, 5 March 2014 9:01 AM
To: Michael-Vickers (Canberra); Ian-Chesterfield (Canberra)
Cc: Phillip-Walker (Canberra); Lisa-Kaida (Canberra); John-Angley (Canberra)
Subject: Am about to pick up signed EMDG letter from PMO [SEC=UNCLASSIFIED]

Grateful advice on what to do with it.

Michelle Webster | Departmental Liaison Officer
Australian Trade Commission (Austrade)

Office of the Hon Andrew Robb AO MP
Minister for Trade and Investment

Suite M1.22, Parliament House, Canberra ACT 2600 Australia
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Adrian-Van-Leest (Canberra)

From: Michael-Vickers (Canberra)
Sent: Wednesday, 5 March 2014 9:36 AM
To: Michelle-Webster (Canberra)
Subject: RE: Am about to pick up signed EMDG letter from PMO [SEC=UNCLASSIFIED]

Michelle,

Pls scan it and send it to me – I will distribute.

Thanks

MV

Michael Vickers | Manager, Policy and Scheme Development

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Adrian-Van-Leest (Canberra)

From: Michelle-Webster (Canberra)
Sent: Wednesday, 5 March 2014 1:10 PM
To: Michael-Vickers (Canberra); Lisa-Kaida (Canberra)
Cc: Phillip-Walker (Canberra); John-Angley (Canberra)
Subject: EMDG before QT [SEC=UNCLASSIFIED]

Thanks for sending the PM's letter on CabNet, Lisa.

Turns out Angus was chasing the reply from our Minister, but it is great to have a copy in the office of the PM's letter.

Michael, as you know Angus wants the Minister to get it before Question Time.

See you soon
Michelle

Michelle Webster | Departmental Liaison Officer
Australian Trade Commission (Austrade)

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Adrian-Van-Leest (Canberra)

From: Michelle-Webster (Canberra)
Sent: Wednesday, 5 March 2014 2:03 PM
To: Michael-Vickers (Canberra); Ian-Chesterfield (Canberra)
Cc: Phillip-Walker (Canberra); Lisa-Kaida (Canberra); John-Anglely (Canberra)
Subject: FW: Signed - revised EMDG amendment bill sub [DLM=For-Official-Use-Only]
Attachments: doc00411220140305125114.pdf

Michael - Angus is about to call you about requirements of the Minister today and tomorrow.

Note revised attachment C - speech included in scan.

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Adrian-Van-Leest (Canberra)

From: Michael-Vickers (Canberra)
Sent: Monday, 24 February 2014 5:15 PM
To: Angus Barker (DFAT)
Cc: Michelle-Webster (Canberra); Ian-Chesterfield (Canberra)
Subject: EMDG examples [DLM=For-Official-Use-Only]
Attachments: EMDG Examples -v2.docx

Angus,

Attached are examples of EMDG claimants that have been approved by the claimant for public use (parliamentary speeches). Unfortunately we do not have cleared examples for NT/SA/WA/ACT.

Regards,

Michael Vickers

Michael Vickers | Manager, Policy and Scheme Development

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Tasmania

Currawong Engineering Pty Ltd

EMDG Grants:	2010-11	\$19,628
	2011-12	\$17,354
	2012-13	\$5,571
	2013-14	\$15,662
	Total	\$58,215

The company, Currawong Engineering Pty Ltd, was founded by Gavin Brett, a mechanical engineer, in response to an identified need for specialised components for the UAV (Unmanned Airborne Vehicles) industry. Currawong's first products were components for stabilised camera gimbals, developed in conjunction with Cloud Cap Technology of Hood River, Oregon. Currawong and Cloud Cap continue to have a close association, jointly producing the TASE range of stabilised camera gimbals.

Currawong has its development and manufacturing facilities in Kingston, Tasmania. Operations at the site include the development and manufacture of components for stabilised camera gimbals and the development and manufacture of complete engine management systems. Advanced manufacturing capabilities have been established, along with engine testing and other R&D facilities.

In the relatively short time since its formation, Currawong has become the world leader in electronic fuel injection for UAVs, providing both gasoline and heavy fuel solutions for a range of small two stroke and four stroke engines. Over 600 fuel injections systems manufactured by Currawong are operating in the field.

Dr Ken Hosking, Chief Operating Officer, of Currawong Engineering Pty Ltd thanked Austrade for the notification of the approval of their 2012/13 Export Market Development Grant application. "We are particularly impressed by the rapid response from your department that has resulted in a prompt approval of our application," he said.

"The EMDG Scheme is of great importance to us. As you know, we are a small company, operating in a high technology niche market within the aerospace industry. A significant number of our customers are large overseas corporations. It is very important that we continue to promote our products to these companies in the USA, Europe, Japan and South East Asia. The EMDG assistance enables us to maintain visibility in overseas markets that we would otherwise find difficult to afford. The EMDG assistance has, and is, continuing to employ suitably skilled people in Tasmania and is a very important factor in our planned expansion into further new markets.

"We are aware that the EMDG Scheme will be under review. We are more than happy to tell of our experience with the Scheme and to encourage its continuation and expansion."

Queensland

Opengear

EMDG Grants:	2007-08	\$78,127
	2008-09	\$122,299
	2009-10	\$91,596
	2010-11	\$81,255
	2011-12	\$51,125
	2012-13	\$117,333
	2013-14	\$60,000
	Total	\$601,735

EMDG support enables Opengear to build aggressive international presence

Founded in 2004, Opengear designs, manufactures and delivers the most feature rich, cost effective, flexible solutions for secure remote infrastructure management. Opengear enables companies to access and manage virtually any electronic device on their network remotely and securely from anywhere, even if the network is down, to improve efficiencies and maximize business continuity.

Opengear has graduated from being supported by the Export Market Development Grants (EMDG) scheme to a business with \$10 million in revenues, US and European branches, and 90 per cent export sales.

The company, which maintains its executive management and Research & Development teams in Brisbane, has received seven EMDG grants. This Austrade program aims to help Australian firms take their products and services to customers around the world.

Opengear Chairman Bob Waldie said the EMDG program had been a “great success”. “Opengear's sales have grown 40-50 per cent annually for each of the past three years,” he said.

”Now nearly 90 per cent of Opengear's sales are outside our Australian home turf.” Mr Waldie said EMDG financial support had enabled Opengear to build an aggressive international trade show presence. “We’ve found tradeshows to be a key success factor in growing our export business,” he said.

“In October alone, Opengear was exhibiting at Interop in New York City, IT Expo in London and the Data Centre Dynamics show in Melbourne. In November, we had stands at Usenix LISA'13 in Washington, Cisco Live in Mexico and at Norway's largest IT fair, ATEA Community. Opengear has exhibited at many of these shows for years: In addition to new business, they provide a great opportunity to meet with customers and key technology and channel partners.”

As well as commercial success, Opengear regularly wins awards for its innovative designs.

Opengear CEO Rick Stevenson said EMDG support had played a key part in funding Opengear’s growth. “We are grateful to Austrade for those contributions,” he said. “Although the grants have ended, we are at the point now where we are growing profitably with a strong positive EBIT. More than half our employees are now employed in our overseas offices.”

Victoria

Bartco Traffic Equipment

EMDG Grants:	2010-11	\$27,607
	2011-12	\$138,757
	2012-13	\$124,653
	2013-14	\$46,519
	Total	\$337,536

Bartco Traffic Equipment builds export success with EMDG grant

Bartco Traffic Equipment Pty Ltd is a manufacturer of portable traffic management equipment, namely, full matrix LED displays such as portable traffic signals, message signs, directional arrow boards and other road safety equipment.

Bartco has seen remarkable growth in its export sales over the last few years. They have growth in the pipeline in Eastern Europe, the UAE, South America, India, the UK, Hong Kong and the USA.

Bartco was founded in 1995 as a traffic management company. Its manufacturing plant is in Ararat (regional Victoria), supporting the local community by employing 26 local families in their Ararat plant over the years. After exploring options to procure product overseas, Bartco eventually decided to invest in R&D and subsequently produce Australia's first solar powered Portable Full Matrix LED Variable Message Sign.

In 2006, Bartco began exporting its products to Eastern Europe and India. In 2010, Bartco launched what is believed to be a world first: a solar powered, colour Variable Message Sign. This opened up additional potential export markets, particularly in the UK, where Bartco were able to form a relationship with a local company that eventually led to Bartco products being tested on London Olympic test events.

In late 2011, Bartco were invited to tender for the supply of nearly 200 VMS for use at the 2012 London Olympics and, after a stringent evaluation process, was awarded the contract based on their unique colour technology and specialty Web-Based sign programming and management system.

Bartco currently employ 35 staff and are developing new markets in the UAE and South America.

Following their successful project at the London Olympics, Bartco was nominated for an export award as part of the Governor of Victoria 2012 Export Awards. The use of Bartco VMS has also been nominated for an award for excellence in travel information as part of the 2013 London Transport Awards.

Bartco Managing Director, Mr Trevor Wollard said, "In early 2010, thanks to assistance from an Export Market Development Grant, Bartco attended and presented our product at trade shows in the UK, Amsterdam and the USA, generating sales in these regions.

New South Wales

Elevate Education

EMDG Grants:	2012-13	\$31,121
	2013-14	\$60,000
	Total	\$91,121

EMDG helps Elevate Education achieve global growth

Elevate Education's CEO Douglas Barton is aiming big and doing things differently. Like most savvy entrepreneurs, he has realised the potential of taking a great product and moulding it to suit international markets. And in the case of Elevate Education, their education seminars are now being run in schools all across the world.

As a small – medium business, funding has played a big role in Elevate's international expansion. Mr Barton recognises and emphasises that the Export Market Development Grant (EMDG) has made expansion into foreign markets much more feasible. In Elevate's case, EMDG has been critical in their first two years of development overseas.

“We were always going to look internationally, but like many companies it was a matter of timing. Without a doubt EMDG has been a big factor in our expansion, because we've been able to expand more quickly than we otherwise would have,” said Mr Barton.

Elevate, which Mr Barton started in 2001, has grown from revenues in the “five-digit” range to \$3.1 million in 2012. The business, which teaches learning strategies such as study skills, time management and exam techniques to high school students, has had great market feedback – in Australia and overseas – from schools and teachers owing to its relevance and resonance with students. The business now teaches students in more than 600 state, private and Catholic schools in Australia, as well as at 190 schools in the UK (since entering the market in 2013) and 30 private schools in South Africa. Elevate is now evaluating US as the next market to enter.

The seminars are conducted by sending young presenters (typically a university student) into classrooms to talk to students on a range of topics including time management, how to study and exam preparation techniques. By using presenters who have recently been through the experience themselves, the company manages to increase the level of student engagement. The lessons of that presentation are reinforced by the pupil's regular teacher, who gets feedback and ongoing resources to follow up in the classroom.

Working across a broad cross section of economic and demographic profiles has enabled Elevate to select best practices that are used consistently by high performing students in different states, territories and countries, and to share the insights with students. This research based methodology has seen Elevate partner with some of the world's top performing schools.

“We have been fortunate enough to get recognised by media for our work and growth in recent times. We get asked for advice regarding international expansion, and my first suggestion is to look at EMDG and Austrade.” Mr Barton said. It has made a world of difference for Elevate.

Adrian-Van-Leest (Canberra)

From: Michael-Vickers (Canberra)
Sent: Tuesday, 25 February 2014 9:52 AM
To: Angus Barker (DFAT)
Cc: Michelle-Webster (Canberra); Ian-Chesterfield (Canberra)
Subject: Public announcement of legislation [DLM=For-Official-Use-Only]

Angus,

When EMDG legislation is introduced into Parliament we normally advise interest groups and Austrade staff.

We call and write to the industry associations, in this case both explaining what is in the legislation and why it is different from what was discussed in the consultation phase.

EMDG consultants and Austrade EMDG staff are advised of the legislation and we also put a notice on our website.

EMDG recipients are not advised until the legislation passes this is to guard against any misunderstanding about eligibility based on legislation which is introduced but which is ultimately not enacted.

It is open to the Minister to make a press statement equally he can wait until the legislation passes and then make a press statement (this usually results in clearer communication with the small business export community).

If you, Zoe or the Minister's media team would prefer a different approach please let me know today.

Regards,
Michael Vickers

Michael Vickers | Manager, Policy and Scheme Development

Export Market Development Grants
Australian Trade Commission (Austrade)



Australian Government
Australian Trade Commission



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