

# Accelerate your export sales and become the Coast's next export success story

The Sunshine Coast Council Export and Global Capability Program is an innovative program presented for council by leading international trade specialists and supported by Trade & Investment Queensland.

## It will:

- assess your current export readiness.
- guide you through key elements of your export journey, including exposure to new markets and help you to develop your export plan.
- deliver coaching from experienced consultants, that will provide personal advice relevant to your specific needs and opportunities.

## Places are limited so complete the Registration of Interest Form now to avoid disappointment.

A minimum of 2.5 hours per week, over the 10 weeks is required to participate in the program. Exporters in the Sunshine Coast region have reported that this professional well-developed program has helped them avoid expensive mistakes, find new markets and successfully grow their business. The program will have two intakes, April to June 2016 and September to November 2016.

For assistance in completing your registration or questions on the program, please contact Wendy Macdonald on the following details:

Email: [wendy.macdonald@sunshinecoast.qld.gov.au](mailto:wendy.macdonald@sunshinecoast.qld.gov.au)

Phone: 07 5475 9887

Sunshine Coast Council gratefully acknowledges its partners.

The future  
is here



[www.business.sunshinecoast.qld.gov.au](http://www.business.sunshinecoast.qld.gov.au)



## Detail of program

The program will have two intakes, April to June 2016 and September to November 2016.

### Program Facilitator – Export Council of Australia (ECA)

ECA has a long, proud history of supporting Australian international business. For the past 60 years they have encouraged, educated and assisted Australian companies to take on the world.

#### Workshops 10

- **Module 1:** Introduction to exporting.
- **Module 2:** How to select the right market.
- **Module 3:** Managing risk.
- **Module 4:** The role of Free Trade Agreements (FTA's).
- **Module 5:** Freight and logistics.
- **Module 6:** Finance/Insurance and getting paid.
- **Module 7:** Planning the right market entry strategy and international pricing strategy.
- **Module 8:** Export marketing and preparing to visit the market.
- **Module 9:** Export coaching session.
- **Module 10:** Export plan, pitch and graduation.

#### Learn and apply

- Each Module is a total of 2.5 hours comprising of a 1.5 hour learning workshop plus 1 hour interactive group session.
- 4 to 6.30pm each week, delivered over 10 weeks.

#### Program cost

Usually this program costs each exporter \$1250 plus GST, but companies in the Sunshine Coast Council local government area are offered a special price of \$250 plus GST per company\*.

\*Note up to two people can attend the workshops per company.

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# Registration of interest form

Please complete the registration details below.  
Council will respond to all applications when processed.

Name:

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Email:

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Business Name:

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ABN:

Tel:

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Address:\*

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1 Number of Employees: Industry:

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2 Do you have a dedicated Export Officer?

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3 Describe the current export capacity of your business: *(please tick)*

New to exporting

Currently exporting

Experienced exporter

4 What would you like to achieve by participating in the program?

Enter new markets

Learn more about the process

Improve export skills

Other: .....

5 If already exporting:

• Describe your main export products:

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• Which countries do you currently export to?

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6 Which export markets do you want to know more about?

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\*Business must be located in the Sunshine Coast local government area to participate in this program. If the program is oversubscribed, council reserves the right to select participants in line with the Regional Economic Development Strategy.

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# Privacy statement



Please indicate your preference below: *(please tick)*

- 20 April to 22 June 2016     5 October to 7 December 2016

Council will use any personal information provided for the intended purpose only and for remaining in contact with you. Council is authorised to collect this information in accordance with the Local Government Act 2009 and other Local Government Acts. Your personal information is only accessed by persons authorised to do so. Your personal information is dealt with in accordance with council's privacy policy.

Signature:

Date:

Name:

Business Name:

Position:

61300 03/16.

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