



SME Export Hubs Initiative - Statement of Activities

The Statement of Activities is a public document that provides an overview of the proposed project.

Grantee name	Australian Meat Industry Council
Project title	AMIC SME Hub for Meat Exports
Project number	SMEXBII000016
Project period	01/04/2020 - 30/06/2022

1. Public description

This project is to establish the services of the Australian Meat Industry Council (AMIC) as an export hub for micro/boutique processors looking to expand their food (meat) businesses beyond the domestic sector.

This project aims to assist micro/boutique processors to develop an understanding of meat exports, as well as assist them to navigate the meat export landscape. It is envisioned that this project will help SME processors to grow meat exports and create jobs within the industry, contributing to the government’s vision of \$100bn of agricultural exports by 2030.

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:
Program setup and induction	<ul style="list-style-type: none"> • Staffing – Personnel resourcing for the project will be a mix of existing staff supplemented by a contractor with significant export experience (AMIC currently contracts the services of an ex-First Assistant Secretary of the Exports Division of Department of Agriculture on a range of market access initiatives). • Structure – The project will be managed by the AMIC Processor Group, headed by the AMIC Manager for Programs and Systems, who has significant experience in 	01/04/2020	30/11/2020



	<p>project management, training and delivery within the meat industry. The project will be supervised by the AMIC GM Processing Group (with 10+ years' experience in meat exports), and progress and financial information will be reported to the CEO.</p> <ul style="list-style-type: none"> • Governance – The project content will be developed by the Processor Group team, in consultation with relevant stakeholders (e.g. various government departments, FIAL etc), and will be reviewed by AMIC's Industry Reference Committees and endorsed by AMIC's National Processor Council, prior to being launched. This will ensure that the content is accurate and up to date. Reporting will be generated to capture the project's progress. • Program content – The project will develop and deliver a series of 6 physical workshops supplemented by webinars for hub members. See project deliverables for more information. 		
<p>Program promotion and rollout</p>	<ul style="list-style-type: none"> • Promotion of export hub activities to existing AMIC members – AMIC already has in place a hub structure for Queensland-based micro/boutique processors. This phase will see the export hub activities being promoted through existing committee meetings (currently every 4 months, face-to-face). • Attracting new members to the export hub initiative - AMIC will recreate the Queensland hub structure in states with at least 20 micro/boutique processors (including NSW, VIC/TAS, SA, and WA). Details are provided in the SME Engagement Plan. 	<p>01/10/2020</p>	<p>31/12/2021</p>



	<ul style="list-style-type: none">• Project delivery – this phase will include physical rollout of the project modules via a mixture of face-to-face workshops and online webinars. This will ensure that members have an opportunity to engage either in person or remotely.• Review and updates – participant feedback will be collected at the end of each project module to evaluate the effectiveness of the content and delivery. Adjust future module content based on participant feedback.		
Finalisation of program roll out and project conclusion	<ul style="list-style-type: none">• Delivery of the remainder of the modules• Collection of participant feedback for project evaluation, and completion of all required milestone reports and financial acquittals for the project to conclude• Creation of a continuity plan such that AMIC continues to function as an export hub beyond the conclusion of the project.	01/01/2022	30/06/2022



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

AMIC understands that the vision of Food Industry Australia (FIAL) is for the industry to work together to grow the share of Australian food in the global marketplace, focusing on working collaboratively to develop innovative offerings that increase the productivity and competitiveness of businesses.

Throughout this project, AMIC will closely collaborate with FIAL, including directing hub members to existing export resources provided by FIAL, including workshops on labelling, branding, export readiness and market diversification, as well as providing them with exposure to the export environment (for example, trade shows such as Gulfood and SIAL). The project aims to also help micro/boutique processors to create linkages via FIAL and AMIC's existing networks to government, commercial associations, international businesses etc.

AMIC will be undertaking the following activities within the meat export hub, in partnership with FIAL where possible:

1. Increasing collaboration and commercialisation
 - Delivering workshops targeted at common commercialisation capability gaps in collaboration with other programs and national and local partners
 - Connecting SMEs with research expertise via AMPC and MLA
 - Workshops and programs to address commercialisation knowledge and skills gaps
 - Promoting the industry Red Meat Memoranda of Understanding with industry and research organisations
 - Maintaining the industry Red Meat MoU principles around how industry behaves and interacts on collaborative initiatives, resolve conflict, celebrate success and learn from failures
2. Enhancing Workforce Skills and Management Capability
 - Delivering workshops and programs targeted at common management capability gaps
 - Participating in the development of training packages delivered through the national vocational education and training system, via MINTRAC
3. Improving International Engagement Capabilities and Access to Global Supply Chains
 - Leading and hosting international delegations
 - In conjunction with MLA, promoting the Australian sector and Australian companies at key international markets and conferences
 - Publishing market intelligence to enhance understanding of key international markets
 - Delivering export strategy workshops
 - Identifying and disseminating international best practice
 - Leveraging private and public procurement for businesses to better engage with domestic and international supply chains
4. Reducing Regulatory Burden
 - Encourage ways to harmonise state, territory and Commonwealth legislation
 - Regulatory improvement and development of frameworks to support innovation and technological development and adoption of best practice



- Advocating for consistency of policy and regulation to promote certainty and encourage investment

The AMIC meat export hub will closely complement with other government initiatives, particularly as the concept is very similar to that of the Entrepreneurs' Program, except with a very specific meat export focus. Given that meat is a prescribed export commodity, it must comply with a rigid and extensive export regulatory framework, which is not covered under any other current programs/initiatives. The AMIC meat export hub differentiates itself from other government programs by providing a very specific and technical service that is unlike any other currently being offered. However, that being said, AMIC does not wish to duplicate the more generalist information already provided through a number of government initiatives, and will therefore provide a summary of all the available programs via a module of the meat export hub program, and assist members to understand/apply for these programs as required.

3. Key performance indicators

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

The project will establish an export hub to provide micro/boutique meat processors with the skills and knowledge to become an export-registered establishment and take the first step to access overseas markets.

An "SME processor" for the purposes of this project is a meat processing company with less than 20 FTE (fulltime equivalent) employees, consistent with the Australian Bureau of Statistics definition for SMEs.

It is envisioned that this project will help SME processors to grow meat exports and create jobs within the industry, contributing to the government's vision of \$100 billion of agricultural exports by 2030.

The Hub will enable the extension of AMIC's Queensland processor hub activities to other states including Victoria (including Tasmania), New South Wales, South Australia and Western Australia.

The Hub key performance indicators are to:

- Develop an export strategy for the Export Hub. The strategy will be reviewed annually.
- Support SMEs utilising the technical experience and knowledge of AMIC and its existing members. Many of AMIC larger processor members (and still Australian family-owned businesses) commenced as micro/boutique processors but have evolved into large export processing establishments.
- collaborate with FIAL, including directing hub members to existing export resources provided by FIAL, such as workshops on labelling, branding, export readiness and market diversification, as well as providing them with exposure to the export environment (for example, trade shows such as Gulfood and SIAL).
- help micro/boutique processors to create linkages via FIAL and AMIC's existing networks to government, commercial associations, international businesses etc.



All participating SMEs will complete a data requirements survey at the commencement of their engagement with the export hub and annually thereafter.

The Hub success will be based on project milestones that will:

1. Develop and deliver a series of six workshops and/or webinars for hub members. The workshop and/or webinars will cover the following key areas:
 - Fundamental tools for export
 - Export plan development
 - Technical capability support on regulation
 - Innovation strategy
 - Export logistics and
 - Market development and support.

2. Engage with and support at least 12 eligible businesses per region. The regions are Victoria, including Tasmania, NSW, WA and SA. Not all these businesses will begin exporting during the grant period, however, it is anticipated that at least one business from each region will begin exporting by 30 June 2022. It is also anticipated that, of the businesses that do begin exporting, at least three new jobs at each site will result.

3. Produce at least two case studies to demonstrate the hub’s impact.

b. Participant statistics

	2020-21	2021-22	2022-23
Current number of participants:	0		
Number of participants currently exporting:	0		
Average employees (FTE)* of participants:	0		

*FTE denotes Full-time equivalent