**NSW Department of Primary Industries**

**Australian Wagyu Export Capability Development Program 2018**

**Application Form**

**CLOSING DATE:** Applications to participate in the NSW DPI’s Australian Wagyu Export Capability Development Program 2018 must be emailed to the NSW DPI’s International Engagement Unit, nswdpi.wagyu@dpi.nsw.gov.au, by **1700pm Sunday 3/12/2017**. Late applications will not be accepted unless there are places available.

Note: In order to implement customised programs, with the highest level of service and support to the delegates, places on this program are strictly limited. Accordingly, applications will close once 40 applications are received or when all places in the program are filled, even if this is before the above stated deadline. We do note however, that applications may re-open if spaces become available.

**PROCESS:** The NSW Government (DPI and Department of Industry) will begin the selection process in early November, and a phone hook-up with those who are short-listed will be arranged accordingly.

 **SELECTION CRITERIA:** To participate in the NSW DPI’s Australian Wagyu Export Capability Development Program 2018, applicants who can satisfy the below selection criteria are preferred. However, this educational / skill upgrading national program is open to those who are involved in the Wagyu cattle / meat business. If you are not sure about eligibility for applicants, please send your enquires to nswdpi.nsw.gov.au@dpi.nsw.gov.au or call 02-9338-6701.

You are a Wagyu producer (or a non-packer) who:

* is relatively new to the Chinese and / or Taiwanese markets;
* does not currently have the appropriate networks, knowledge and /or experience with the Taiwan and / or China markets;
* has appropriate logistics to access the China accredited processing plants (a requirement from China);
* produces HGP free cattle (a requirement from China);
* can commit to attending the following programs marked with an asterix. At this stage, key programs are scheduled to be run as follows (TBC);

- Mid-Feb 2018: Pre-departure introductory webinar or phone hook-up\*
- March 2018 (Monday the 5th to Friday 9th of March 2018): Market visit to Shanghai (China)
 and Taipei (Taiwan)\*
- April and / or May 2018: Post-visit webinar(s)\* – one or two separate webinars, depending on the
 contents to be covered. Webinar contents to be confirmed / finalised (please see another program flyer
 document for the draft program.) A question asking the areas of your interest is included in the
 application form.
- The 7th – 11th of May 2018: Beef Australia
- Post-program survey (in a written form)\*

* can co-operatively travel with other participants;
* will provide your feedback on the program through a post-program survey;
* can meet strict deadlines, and be responsive to contact from NSW DPI International Engagement; and
* agrees to follow all reasonable requests from NSW DPI in relation to preparation that may be required for the market visit and the webinars.

**Application Form**

Before you start filling in the form, please read the following notes carefully.

**All fields are mandatory:** Where possible, please provide as much concise detail as possible for our review and assessment process. Photos of your property and / or cattle and / or beef (up to 3 photos) can be submitted with this application form.

A main reason to request the information is to ensure that the NSW Government understands your business better, with the aim of providing program contents that will be beneficial for the participants.

**Information sharing:** NSW DPI will share the information you provide in this application with relevant industry and Government partners. Additionally, responses to questions highlighted in yellow will be shared with local market industry parties in Taipei and Shanghai via MLA in order to organise in-market activities. The information you provide will be treated as confidential information. The provision of this information is voluntary, however if you choose not to provide the requested information, it may not be possible to process your application. Please see “Privacy” on page 4 for more information.

**YOUR CONTACT DETAILS:**

|  |  |  |  |
| --- | --- | --- | --- |
| Name of the farm |   | ABN |   |
| Address |  |
| State |   | Post code |   |
| Title |  | Participant 1  |  |
| Position title |   | Email |   |
| Phone |   | Mobile |   |
| Are you a non-packer? [ ]  Yes [ ]  No  |
| Title |  | Participant 2 (optional)  |  |
| Position title |   | Email |   |
| Phone |   | Mobile |   |

**FARM & PRODUCTS:**

* How long have you been operating your Wagyu farm?
* Current ownership structure (eg family owned, partnership, cooperative etc)
* Current number of employees
* Current annual turnover

* Current number of Wagyu on your farm and future herd plan (eg currently 500 head – the herd is expected to increase to xx head within the next two years).
* What are key attributes of your farm, cattle and / or beef products (in dot points please)?
* Who are you currently supplying your Wagyu cattle to and where are your cattle processed (the name of the processing plant and the establishment number).

**SUPPLY:** Please answer the following questions in Option 1 OR Option 2.
OPTION 1: You have your products ready for exports.

* Current volume available for exports and your intentions regarding future volumes for exports.
* If you have any specific cuts you would like to export, please provide details of the cuts and approximate volumes that are currently available.
* Marbling scores of the export ready products.

OPTION 2: You are not a non-packer exporter and / or your products are not ready for exports yet.

* Are you considering or do you intend to be a non-packer? [ ]  Yes [ ]  No
* When do you intend to have your products ready for export; & what are the estimated volumes that will be available for export?

**BRANDING:** Please answer the following questions in Option 1 OR Option 2.
OPTION 1: You have your own brand(s) you currently promote in international markets.

* What are the names of the brand? What are the key selling points? (in dot points please)
* Do you have marketing materials ready for promotion? If Yes, what are the materials – eg banners, brochures, product guides etc.

OPTION 2: You do not have your own brand(s) yet.

* Do you intend to have your own cattle / beef brand(s) for future promotion in international markets? If Yes, what key attributes are you planning to emphasise (in dot points please)?

**YOUR EXPERIENCE:**

* Have you exported your products to international markets? If you yes, which countries and in what approximate volumes to each country?
* Please provide details of your trade experience with Taiwan and/or China eg companies (*Note: this information will be shared with MLA only, so that MLA can be aware of your interaction with the in-market buyers – this will assist MLA to organise in-market activities in the two cities*).

**AREAS OF INTEREST:**

* For the Webinar aspect of this program, which areas of below will be of your interest? (multiple answers allowed)
[ ]  Market access – current access conditions / situations

[ ]  Market access –China Australia FTA: the basics, including rules of origin & certificates of origin

[ ]  Export registration

[ ]  Export documentation

[ ]  Export strategy and business planning

[ ]  Case study

[ ]  Intellectual Property protection

[ ]  International branding

[ ]  Other: please specify -

**GENERAL QUESTIONS ABOUT EXPORTS:**

* Why are you interested in international markets?
* Do you speak any foreign languages (other than English); if you do, what is your proficiency level (eg beginner, intermediate, advanced…)
* Other than Taiwan & China, are there any other countries you are interested in for your export business?
* What is your preferred method of contact?

[ ]  Mobile [ ]  Land line [ ]  Email [ ]  Other: please specify -

* Will you be attending “Beef Australia 2018”?: <http://beefaustralia.com.au/>
* Have you worked, or are you working with the State / Federal Government and / or industry associations for export opportunities? If yes, please provide the name(s) of the organisation(s) and the types of support / service provided.
* Would you like NSW DPI to store your information in a talent pool so that you can be informed of future opportunities? (If your answer is No, NSW DPI will destroy your details and application form.)
[ ]  Yes [ ]  No

**Privacy:**
The personal information you provide in this application is subject to the Privacy & Personal Information Protection Act 1998. It is being collected by NSW Department of Primary Industries and will be used for purposes related to the Australian Wagyu Export Capability Development Program 2018.

NSW DPI will share the information you provide in this application with relevant industry and Government partners. Additionally, responses to questions highlighted in yellow will be shared with local market industry parties in Taipei and Shanghai via MLA in order to organise in-market activities. The information you provide will be treated as confidential information.

The provision of this information is voluntary, however if you choose not to provide the requested information it may not be possible to process your application. You have the right to request access to, and correct details of, your personal information held by the department. Further information regarding privacy can be obtained from the NSW Trade & Investment website at [www.trade.nsw.gov.au/legal/privacy](http://www.trade.nsw.gov.au/legal/privacy). *The information I have provided in my application form for the “NSW DPI’s Australian Wagyu Export Capability Development Program 2018” is true, accurate and complete.*

Name:

Signature:

Date:

**CONTACT:** For enquires on this program, please email nswdpi.wagyu@dpi.nsw.gov.au or call 02-9338-6701.

**LEAD AGENCY:** International Engagement Unit of NSW Department Primary Industry

*The NSW Department Primary Industries’ (DPI) International Engagement Unit works with agribusiness to assist export growth and attract inward investment. The latest DPI’s International Engagement Strategy is available on:* <http://www.dpi.nsw.gov.au/__data/assets/pdf_file/0003/725547/NSW-DPI-IE-strategy.pdf>

NSW DPI’s use only

Application number:

Date received:

Endorsement officer: