**Market access proposal template**

Proposals must be no longer than 5 pages in total.

**Contact details**

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| **Applicant name** | **Phone** |
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| **Email** | **Mobile** |
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| **Organisation** | **Role** |
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**Application questions**

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| **To which commodity does this application pertain?** |
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| **To which offshore market does this application pertain?** |
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Please attach the supply and demand analysis and business plan within your industry export strategy that underpins this application.

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| **What is the anticipated value (Australian dollars) of proposed increased trade to your commodity?** |
| Less than $5m  $5–$30m  $30–$75m  More than $75m |

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| **What is the total size (volume and value) of the market in the target country for your commodity?** |
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| **Provide analysis of the anticipated market percentage Australian industry can expect to secure  in the target market** |
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| **What additional percentage of production would this opportunity represent?** |
| Less than 1%  1–5%  5–10%  More than 10% |

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| **What is the estimated percentage of producers nationally able to access the opportunity  (e.g. regional limitations)?** |
| Less than 10%  10–30%  30–50%  More than 50% |

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| **Provide details of your industry’s exports (volume and value) to other overseas markets, and efforts  to develop and grow these alternative markets** |
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| **Does your business case clearly identify commodity, target market, pests and diseases of concern  and relevant treatment data / treatment measures?** |
| Yes  No |

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| **Include any information on anticipated time and effort to complete these negotiations (e.g. intelligence  from sources in the market regarding demand)** |
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| **Do you have full data sets to support the preferred treatment pathway?** |
| Yes  No |

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| **Do you have information on the likely acceptance of the data sets in the target markets? Please specify** |
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| **Is the trade subject to international standards that would facilitate the negotiation, or other precedents  for the proposal? If so, please specify** |
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| **Does the target market have clear, efficient processes to provide market access? Barriers may include legislative change, cultural barriers** |
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| **Provide details of industry and supply chain’s capacity to implement the measures and satisfy the expected protocol? Will the new trade fit into existing systems and supply chains or require additional work?** |
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| **Provide comment on the viability of the measures for the market, e.g. on quality, shelf life, cost of  compliance, etc** |
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| **Will new access to this market create a precedent for replication in other markets?** |
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| **Provide evidence for interest in the market in Australia’s product, which has a competitive advantage** |
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| **Provide detail on industry production capacity, anticipated demand in the target market and the capacity of the industry to meet that demand in terms of available production** |
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| **Provide detail on existing and similar industry experience with exports under similar parameters** |
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| **Provide detail on the priority attached to this application in the industry’s export strategy. Please also  attach a copy of the relevant Export Strategy documentation to this submission** |
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| **Provide detail on industry support for this application (e.g. the relevant industry representative body  and a broad cross-section of growers)** |
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| **Provide detail on sustainability of the proposed trade across the supply chain i.e. support from actors across all sections of the supply chain. If support is lacking in key areas, please provide detail** |
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| **Have you appended any relevant supporting documentation to this application (limit 20 pages) in addition to your industry export strategy?** |
| Yes  No |

Full treatment data sets should not be appended at this stage.