

## Exporting Services to Government Program

*An ACT Pilot Program*

### Accelerate your export potential.

#### About the program

Austrade in cooperation with the ACT Government – Economic Development Directorate invites you to participate in the **ACT Exporting Services to Government Pilot Program**. A yearlong program dedicated to providing insightful guidance and practical information for companies looking to export to the US public sector.

This pilot program is tailored to ACT and region companies with demonstrated capability in delivering solutions, either products or services, to Australian or international governments.

Take part in **monthly informational webinars, quarterly expert video conferences**, and **one-to-one assistance** from our Austrade team. In addition to these benefits, companies participating in the program will be eligible for enrolment in the ACT Trade Mission to the US (November 2011) and the US Public Sector Program (May 2012).

#### So why the US?

The US Federal, State and Local authorities alone are collectively the largest consumers of goods and services in the world, with annual expenditure estimated to be worth US\$1.029 trillion. Now in a post-GFC environment, these government bodies are actively seeking new providers of innovative technologies to improve their delivery and efficiency.

Governments in the US, especially the Federal and state governments and major cities, are recognizable entities throughout the world. A reference from a US government can be a very powerful tool when doing business in other industries and/or countries -- including selling back into the Australian Government.



#### Important information

Date	July 2011 – June 2012
Location	Washington & Canberra
Apply by	28 July 2011

#### Who should participate?

Australian businesses in:

- Homeland Security, Law Enforcement, and Emergency Management Infrastructure, Transportation, and Maritime
- IT Services, Health IT, and Public Sector Business Efficiency
- Energy Efficiency and Clean Technologies, including Water Management

#### In partnership with:



Austrade has witnessed considerable US interest in Australian innovation in a range of areas of government policy, administration, services and technology. These include:

- Homeland Security, Law Enforcement, and Emergency Management
- Infrastructure, Transportation, and Maritime
- IT Services, Health IT, and Public Sector Business Efficiency
- Energy Efficiency. Clean Technology and Water Management

### Why you should participate?

The program will provide increased access for Australian exporters to the US public sector. This pilot program will bridge a gap between these exporters and potential customers, decreasing the barriers to market entry. Working in partnership with the ACT Government this program would enable a more coordinated market approach and more substantial presentation of Australian capability in areas of considerable opportunity.

- Understand the structure of the US public sector, procurement strategy, buying cycles and patterns, contracting, implementation, market engagement strategies, and more.
- Get expert advice on:
  - ★ Management support & resource allocation to the market development effort
  - ★ Value proposition
  - ★ Expectations of profit
  - ★ Understanding of trade barriers
  - ★ Capability gaps
  - ★ Marketing collateral & website
  - ★ Success stories
  - ★ Differentiation within the US market

### Proposed Schedule

<b>PHASE 1</b>	19 July	ACT Launch event, enrolment begins
	28 July	Enrolment concluded
	July	<i>One-to-One Client Dialogue (initial engagement, determination of need, and market focus)</i>
	2 August	Welcome Video Conference – “ <i>Researching and Qualify the Market</i> ”
	August	<i>One-to-One Client Dialogue (getting ready for market, your unique value proposition)</i>
	6 September	Webinar – “ <i>The Business of Government</i> ”
	September	<i>One-to-One Client Dialogue (identifying opportunities, pitching practice overview)</i>

	4 October	"Boot Camp" Webinar – introduction, logistics overview, Q&A, and Austrade expectations for participants (OPTIONAL)
	October	One-to-One Client Dialogue (pitching practice, customer targeting)
	October	Special pitching practice session with independent commentator (one-to-one)
	25 October	"Boot Camp" Video Conference (OPTIONAL)

<b>PHASE 2</b>	<b>31 October – 4 November</b>	<b>ACT Trade Mission to Washington<sup>†</sup> (OPTIONAL)</b>
	22 November	Mission Debriefing & Next Steps Video Conference
	6 December	Webinar – "Understand the Rules"
	December	One-to-One Client Dialogue (rules and regulations, competitor review)
	January	Open enrolment begins for US Public Sector Trade Mission (May 2012)
	January	One-to-One Client Dialogue (keeping up the momentum, planning for 2012)
	31 January	Video Conference - "Understand the Process"
	February	One-to-One Client Dialogue (getting ready for trade mission; business matching review)
	21 February	Webinar – US Public Sector Trade Mission Program Overview (May 2012) (OPTIONAL)
<sup>†</sup> ACT Legislative Assembly on recess from 28 October – 14 November.		

<b>PHASE 3</b>	13 March	Webinar – "Winning with Relationships"
	March	One-to-One Client Dialogue (refining customer focus, working with channel partners)
	17 April	"Boot Camp" Video Conference
	April	One-to-One Client Dialogue (getting ready for trade mission; business matching review)
	1 May	Webinar – "Perseverance is rewarded"
	May	<b>US Public Sector Trade Mission Program in Washington (OPTIONAL)</b> <i>(in cooperation with New Zealand Trade and Enterprise)</i>
	29 May	Mission Debriefing & Next Steps Video Conference
	June	One-to-One Client Dialogue (trade mission debriefing and customer targeting)
	19 June	Webinar – "Building Momentum"

**Your participation costs**

	Total cost	Austrade service fee
<b>Program Participation</b>	<b>Company fee A\$950</b> (ACT TradeConnect is underwriting the additional \$4,750 Austrade fee for service)	<ul style="list-style-type: none"> <li>• Monthly informational webinars</li> <li>• Quarterly expert video conferences</li> <li>• One-to-one assistance</li> <li>• Eligible enrolment in the ACT trade mission (November 2011)<sup>1</sup></li> <li>• Eligible enrolment in the US Public Sector Trade Mission (May 2012)<sup>1</sup></li> </ul>
<ul style="list-style-type: none"> <li>• You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit <a href="http://www.austrade.gov.au">www.austrade.gov.au</a> or call 13 28 78.</li> </ul> <p><sup>1</sup> An additional fee for service fee may apply. Please speak with Austrade for further details.</p>		

## Don't miss out – apply before 28 July 2011

Please contact Glen Hassett (see Key Contacts) to obtain the Expression of Interest form and to have our government procurement specialists help you assess whether this pilot program offers opportunities that are well-matched to your business. In order to provide the highest level of service, places are strictly limited. If your application is successful we will send you and Program Participation Kit with all the information you need to prepare..

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

## Key contacts

To discuss your options further, please contact:

### Australia

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