



## MARKET ACCESS APPLICATION FORM

### GRAINS INDUSTRY MARKET ACCESS FORUM

To be completed by the applicant for market access status. The level of detail requested is in recognition that approval and pursuit of an application will entail the commitment of industry and government resources over a period of time.

Consideration of this application will be made by GIMAF.

The services of the Office of GIMAF are available to applicants to assist in completion of this application.

This application is strictly confidential to the applicant and GIMAF. Note that the application is required to enable prioritisation of the market access issue. Prior to actioning the access request in the Department of Agriculture workplan a detailed business case will be required to provide justification for the work effort. GIMAF will provide notice for the timing of this requirement.

#### APPLICATION FOR MARKET ACCESS PRIORITY

1. SUBMISSION NUMBER (Office Use Only): .....
2. DATE OF APPLICATION: ...../...../.....
3. NAME OF APPLICANT ORGANISATION: .....
4. PRODUCT INVOLVED: (Grain, Seed, Fodder) .....
5. TARGET COUNTRY FOR ACCESS: .....
6. TARGET DATE FOR ACCESS: ...../...../.....

7. APPLICANT ADMINISTRATIVE CONTACT:

Name, Title and Address:

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Phone No. ....

Fax No. ....

Email. ....

8. CERTIFICATION:

Name of Applicant's Authorised Representative (PRINT):

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Signature of Applicant's Authorised Representative:

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Position of Applicant's Authorised Representative:

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Date:

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Enquiries and the completed application form should be directed to:

Office of GIMAF

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Tel: ..... Fax: ..... Email: .....

1. DETAILED DESCRIPTION OF MARKET ACCESS ISSUE AND STATUS

Note: Include whether the issue is of a quarantine or non-quarantine nature and into a closed or open market. Where quarantine issues are evident, consideration must be demonstrated of likely pests and diseases of concern to the market and the potential phytosanitary measures available which may address these\*. Issues that have commercial sensitivities can be provided to the Office on a Commercial in Confidence basis

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\*While full details are not required at the application stage, any published or available R&D or related production, technical or operational information should be appropriately cited to support evaluation of the application.

2. INDUSTRY SIGNIFICANCE OF MARKET ACCESS

Note: Describe the significance to your industry of trade in your product into the identified market(s). Describe the reasons for your view, including what percentage of crop, market share, value achieved in this market relative to similar markets, etc.

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3. ACCESS ISSUE FROM A NATIONAL PERSPECTIVE:

Note: Describe the extent to which this issue is relevant from the industry's national perspective. If your application is at a level other than national, what are the implications from a national industry market access perspective and why is the proposal being raised at other than national level?

It is helpful if your application can be supported by a statement from your national industry association.

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**4. IDENTIFY HOW THIS MARKET ACCESS ISSUE FITS WITHIN THE GRAINS MARKET ACCESS STRATEGIC PLAN**

Note: If this issue is not identified within the current Grains Market Access Strategic Plan, explain why the issue is now raised. Also advise whether this issue is identified in other plans such as industry or state/region strategic plans. The GIMAF Secretariat can advise you on the content of the Grains Market Access Strategic Plan.

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**5. TARGET DATE FOR ACCESS**

Note: Include reasons for the target date; usually the date for the agreement on the protocol which allows trade to commence.

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**6. BRIEFLY DETAIL ANY PRIOR HISTORY OF ACCESS DISCUSSIONS OR NEGOTIATIONS WITH AUSTRALIAN GOVERNMENTS OR AT COMMERCIAL LEVELS DOMESTICALLY OR WITH THE TARGET MARKET. SPECIFIC DETAIL IS REQUIRED ON ANY QUARANTINE OR NON-TARIFF MEASURES IDENTIFIED IN ASSOCIATION WITH THIS APPLICATION. ANY INDICATION OF LIKELY RESOURCE EFFORT REQUIRED BY DEPARTMENT OF AGRICULTURE TO PROSECUTE THIS APPLICATION SHOULD BE INCLUDED IF CAN BE ASCERTAINED.**

Note: This should include timing and parties involved.

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7. IDENTIFY ANY OTHER FACTORS THAT MY IMPACT MARKET ACCESS, FOR EXAMPLE CHEMICAL RESIDUES (MRL'S), FOOD SAFETY REQUIREMENTS.

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8. ESTIMATE OF VOLUME AND VALUE (A\$FOB) OF EXPORT PRODUCT INTO THE TARGET MARKET UPON ACHIEVEMENT OF ACCESS AT THE TARGET DATE

Note: Describe the estimated volume and value of exports in the first year after the achievement of access. If further build-up of exports is expected, estimate the increase in volume and value by the fifth year.

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9. PROVIDE GENERAL ESTIMATES OF LANDED PRICE OF YOUR PRODUCT (CIF OR CPT-CARRIAGE PAID TO) IN THE TARGET MARKET TOGETHER WITH ANY ESTIMATED COMPETITOR LANDED PRICES

Note: This information is to indicate the expected competitiveness of your product in the target market.

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**10. ESTIMATE THE SIZE OF THE TARGET MARKET (TOTAL CONSUMPTION) AND THE PORTION OF THE MARKET PRESENTLY SUPPLIED BY IMPORTS AND THE COUNTRY/COUNTRIES OF ORIGIN OF THESE IMPORTS**

Note: Identify the source of this information.

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**11. PROVIDE INFORMATION WHICH WILL SUPPORT THE PROPOSITION THAT THIS MARKET ACCESS OPPORTUNITY HAS REASONABLE COMMERCIAL PROSPECTS**

Note: For example, support from exporters and/or importers, competitive pricing or positioning of Australian product, etc.

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**12. PROVIDE INFORMATION TO SUPPORT THE PROPOSITION THAT REGULAR PRODUCT SUPPLY WILL BE AVAILABLE FOR THE TARGET MARKET ONCE ACCESS IS ACHIEVED**

Note: For example, growing program, commitment to export arrangements, meeting seasonality of supply, etc.

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**13. IDENTIFY ANY SIGNIFICANT INFRASTRUCTURE DEVELOPMENT AND/OR ESTABLISHMENT COSTS ASSOCIATED WITH THE TARGETED PRODUCT VOLUMES**

Note: Include the likely source of funding for any such significant capital or operating cost requirements and also reference any resulting effects of such expenditures on production and/or landed product costs.

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**14. DESCRIBE THE R&D REQUIREMENT FOR THE PURSUIT OF THIS MARKET ACCESS OPPORTUNITY**

Note: Identify likely R&D issues and the expected time span for their resolution. Identify whether these R&D issues are specific to your product or are relevant across the grain, seed and fodder sectors. It is acknowledged that R&D requirements may need to be revisited after the submission has been accepted for priority and the target market response to the Market Access Proposal received.

It is helpful if your application is supported by a statement by involved or likely involved research organisations which acknowledges the R&D issues and the potential involvement of these organisations. R&D may be around the product or related to food safety or quarantine/phytosanitary issues.

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**15. DESCRIBE THE EXPECTED REQUIREMENTS FOR FINANCIAL SUPPORT FOR THE R&D ISSUES IDENTIFIED IN YOUR ANSWER TO Q14**

Note: Identify also the expected source of such support.

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**16. PROVIDE ANY INFORMATION ON THE STRATEGIC SIGNIFICANCE OF THE MARKET ACCESS OPPORTUNITY TO YOUR INDUSTRY AND/OR BUSINESS**

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**17. INDICATE ANY STRATEGIES WHICH YOU THINK MAY BE RELEVANT TO ASSISTING ACHIEVEMENT OF THE TARGET MARKET ACCESS**

Note: For example, supporters within the importing country, arguments in support of the importing country granting market access, treatment of competitor importers and/or opportunities for collaborative activities at a commercial or potentially government level etc.

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