



Export Facilitators Project

The Export Facilitators project will provide resources and extension support to help vegetable growers become export ready. In addition to this support, the project will also provide funding to assist eligible export ready vegetable growers in preparing export plans for their businesses.

This project will support the delivery of the national Vegetable Industry Export Market Development Strategy and support the national Vegetable Export Development Program (VG16061) project facilitated by the Export Development team at AUSVEG.

The 'on the ground' export facilitators in Western Australia, Queensland and Tasmania form a facilitator network across Australia. This network will promote collaboration within the industry and provide linkages across the supply chain that will assist in achieving the overarching objective of the *Vegetable Industry Export Market Development Strategy* of growing the value of vegetable exports by 40 per cent by 2020.

Key contacts

Western Australia

Manus Stockdale, vegetablesWA

m: +61 448 897 652 | e: manus.stockdale@vegetableswa.com.au

Tasmania

Ian Locke, Tasmanian Fruit & Vegetable Export Facilitation Group

m: +61 438 911 319 | e: ian.locke@tasfruitveggroup.com.au

Queensland

Peter Hockings, Growcom

m: +61 427 118 953 | e: phockings@growcom.com.au

How does the project work?

1 Interested in export?

- Growers interested in commencing or expanding exports are encouraged to get in touch with an Export Facilitator to discuss their export goals.



2 Are you ready to export?

- Growers are encouraged to complete a readiness assessment with an Export Facilitator. The assessment will identify areas where the Facilitator can assist the grower to become export ready.



3 Export Training Workshops & Extension Activities

- Growers are able to attend the AUSVEG Export Essentials Workshops held in their region for in depth export training.
- Facilitators will also provide one on one extension assistance for growers and additional regional workshops.



4 Developing Export Plans

- Eligible growers can develop an export plan for their business working with experienced export professionals.



5 Market Development & Implementing Export Plans

- Growers who participate in the Export Facilitators Project will be linked directly with AUSVEG's Export Development Program. This program enables growers to apply to attend in-market activities and participate in other relevant activities.
- The Export Facilitators will be available to work one on one with growers in implementing their plans and achieving export success.