



Australia Awards



Australia Awards Women Trading Globally Application form

Thank you for your interest in the 'Australia Awards: Women Trading Globally' short course. This course is being held in Australia from 12 to 24 November 2017, in Brisbane (Queensland) and Sydney (New South Wales).

To ensure that the program is beneficial to you and your business, we need you to complete the detailed application form by close of business on Friday 25 August 2017.

All answers will be treated with utmost confidentiality and will be used only to assess your suitability to participate in the program.

Successful candidates will be advised by Friday 08 September 2017, and all arrangements will be finalised after this date.

Please lodge this application form by emailing it to Collins Rex at collinsrex@export.org.au no later than close of business on **25 August 2017**.

We will be reviewing all applications between 26 August and 07 September 2017. You will be notified of the success of your application by 08 September 2017.

If you have any questions regarding this application form, please address them in writing to Collins Rex at collinsrex@export.org.au



Section 1—Contact information

- 1.1 Business Name
- 1.2 Business Address
- 1.3 Postal Address (if different)
- 1.4 Name of Applicant & Position in Business
- 1.5 Telephone Number
- 1.6 Email Address
- 1.7 Web Address
- 1.8 Other Offices (Domestic or International)

Section 2—About your business

- 2.1 How long has your business been in operation?
- 2.2 Why was your business established?
- 2.3 How many people does your business currently employ? (Full Time Equivalent)
- 2.4 Who does your business recognise as its main competitors?

Section 3—About your products and/or services

- 3.1 Describe your business's main products and/or services
- 3.2 What are the primary features and benefits of your business's products or services?
- 3.3 Does your business have the capacity to grow its production to supply a larger, international, market? YES NO

Please provide details

Section 4—Current export and marketing strategy

4.1 Do you currently export any products/services? YES NO
If "Yes", to which countries/regions?

4.2 How does your business currently position its products/services in these countries/regions?

4.3 What is your business's current marketing strategy?

4.4 What is your business's current time to market for its products and services?

Section 5—Sales information

5.1 Please note your business's last financial year sales (2016–17) and projected sales for the next 12 months (volume, product, price)

5.2 Please comment on your business's Financial Performance in the past financial year (2016–17), and its projected performance for the next 12 months (Profit and Loss). Attach a separate spreadsheet if required.

Section 6—Australia Awards: Women Trading Globally

6.1 Why would you like to participate in the short course?

6.2 What benefits do you think you may derive from the course?

6.3 What contribution do you think you can make to the program?

6.4 With whom do you anticipate sharing the knowledge gained in the short course?

Section 7—About you

7.1 Are you able to travel to Australia from 12 to 24 November 2017? YES NO

7.2 Do you have any dietary requirements? YES NO Please provide details.

7.3 Do you have any religious requirements? YES NO Please provide details.

7.4 Do you have any special needs? YES NO Please provide details.

7.5 While in Australia, do you wish to meet with any specific Australian companies? (Please list)

7.6 With which Australian industry sectors do you wish to engage?