

BusinessPlus+ Newsletter

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New WA Assistance for Eligible Food Manufacturers

The Department of Primary Industries and Regional Development (DPIRD) has established the WA Agrifood and Beverage Voucher Program ('AFB Voucher Program') to support eligible Small to Medium Enterprises (SMEs) operating in Western Australia to:

- increase jobs;
- facilitate growth, diversification and expansion domestically and internationally through the provision of expert advice; and,
- research technological solutions to improve efficiency and resolve digital problems;

For the purposes of this program, an eligible SME is defined as having an annual sales turnover of between \$100k and \$50m for regional and \$200K and \$50m for metropolitan businesses and 200 or fewer employees.

A maximum of \$700k is available in this round of the program, which is funded from Royalties for Regions funds (up to \$400k) and Central Funds (up to \$300k).

The Voucher Program is offered on a competitive application basis **in the following eight categories:** -

- i. Business Planning (e.g. business evaluation/plan);
- ii. Quality Assurance (e.g. quality planning, QA certification and HACCP plans);
- iii. Market Positioning (e.g. marketing plan, competitor analysis; market segmentation; customer insights; branding; and packaging design);
- iv. E-Commerce Planning (e.g. expert ecommerce strategy development, including Online-to-Offline (O2O) commerce, platform and domain evaluation and selection, online store design, checkout experience design, search engine optimisation, online marketing plan and analytics);
- v. Technology and Digital Advisory (e.g. expert evaluation and compatibility/integration planning of automation opportunities, e-commerce platform planning, supply chain security planning);
- vi. Export Capability Development (e.g. export market identification and prioritization; competitor and product analysis; development of pricing strategies; country specific labelling and packaging requirements);
- vii. Technical Expertise (e.g. food scientist advisory; waste management planning);
- viii. Planning for Investment (e.g. structure for capital raising, financial projections, investment memorandum, pitch decks); and
- ix. Transitioning to Manufacturing (e.g. prefeasibility studies, business planning, product development or organizational design work for manufacturing lines building on existing primary production of food).

For complete details on new State Government assistance that manufacturers can apply for now (but closing soon on 11 December 2020), please click on the following link [HERE](#).

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