

Regional Jobs Fund Market Access – Information Sheet

1. Context

1.1 Regional Jobs Fund

The primary aim of the Regional Jobs Fund (RJF) is to facilitate job creation and retain existing jobs. It is targeted at assisting regional businesses to grow their workforce, expand markets and create jobs of the future.

It will attract and facilitate investment with a focus on regional competitive advantage or high growth potential businesses. It will also help diversify the regional employment base. The fund aims to improve regional capabilities to innovate and capitalise on the potential of emerging industry sectors and new export markets.

The RJF will provide support for strategic projects and infrastructure in the following five program streams:

- Investment Attraction
- Innovation and Productivity
- Market Access
- Employment Precincts
- Skills Development.

2. Market Access

Growing international and domestic exports is crucial for regional Victoria's long term development. Export oriented firms have additional market opportunities to increase sales and grow their businesses, resulting in more competitive industries that contribute to wealth generation. There is significant potential for business growth and job creation as a result of improving access to new overseas markets.

This program stream aims to grow regional export potential and access to new markets for business and industry groups. It will do this by supporting investments, projects and activities that enable more comprehensive engagement with new markets, domestically and abroad. It will provide funding to support industry development, capability building, strategic export development planning and targeted industry cluster development projects for new markets.

The Victorian Government's Back to Work plan has identified a number of high-growth sectors which will be targeted for future jobs growth. The Market Access program stream will focus on areas of regional competitive advantage.

It will also give preference to those proposals which seek to enhance market access to grow new market opportunities and invest in potential high-growth and emerging sectors including but not limited to:

- food and fibre
- professional services
- new energy technology
- medical technology, life sciences and healthcare
- transport, defence and construction technology
- international education
- the visitor economy.

This program stream includes the Food Source Victoria initiative.

2.1 Activities that will be considered

Through the market access program stream support may be available for:

- strategic export development planning and capabilities development aimed at improving regional businesses' understanding of and access to new and emerging markets
- targeted industry cluster/network development projects (including educational activity and exploration of the feasibility of exporting, accessing new markets or building business capability).

2.2 Activities that will generally not be funded

The following activities will generally not be considered for funding:

- population attraction and tourism infrastructure
- marketing and promotional costs for an individual business.

3. Application process

All project applications will be considered on an individual basis.

Applicants will be required to demonstrate the project's ability to address each of the core RJF criteria outlined in the application guidelines.

Applications will also need to address distinct criteria which include how the project will:

- improve industry understanding of a new market opportunity
- enhance the export capabilities of regional industry clusters/networks
- directly support small regional businesses to develop export capabilities.

Prior to submitting an application, applicants are advised to:

- read the RJF application guidelines and the relevant RJF program stream information sheet carefully to establish eligibility
- read the terms and conditions for the fund offered
- discuss the proposed project with your local RDV office.

4. Contact Details for Regional Offices

For further information and details on the application process please contact your local RDV office. RDV regional offices are located across Victoria.

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