

# ECA MEMBERSHIP FORM

Becoming a member of the Export Council of Australia (ECA) opens a world of opportunity and development. With a dedicated focus for more than 60 years on building your trade capability and capacity through the training arm of the ECA, the Australian Institute of Export (AIEEx), we aim to support your efforts globally.

## Select membership category

- Small Business: \$590 + GST per annum (\$649). Companies with annual turnover <\$20 million (AUD)
- Large Business: \$1200 + GST per annum (\$1320). Companies with annual turnover >\$20 million (AUD)
- Individual Members: \$190 + GST per annum (\$209). Joining Fee: \$25 (AUD)
- Student Membership: \$100 + GST per annum (\$110). Joining Fee: \$25 (AUD)

## Contact details

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Company: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Company information

Currently exporting:  YES  NO

Currently importing:  YES  NO

Industry sector: \_\_\_\_\_

Current export markets: \_\_\_\_\_  
\_\_\_\_\_

Target export markets: \_\_\_\_\_  
\_\_\_\_\_

Company Turnover (approximately):  < \$500.000  < \$1 million  \$1-10 million  
 \$10-30 million  > \$30 million

The percentage of sales that are export related in AUD\$: \_\_\_\_\_

Current number of employees: \_\_\_\_\_

## Getting the most out of your membership

Which of the ECA's products/services are you most interested in?

- |  |   |
|--|---|
| <input type="checkbox"/> Workshops             | <input type="checkbox"/> Business tools     |
| <input type="checkbox"/> Online courses        | <input type="checkbox"/> Consulting Program |
| <input type="checkbox"/> Events Program        | <input type="checkbox"/> Publications       |
| <input type="checkbox"/> Export Awards Program |   |

Developing skills in international trade is the foundation of what we do. The ECA has created an educational pathway to global success, outlined below.

Tick the areas you are most interested in and relevant to your company's stage of export development.

### Stage 1: Are You Export Ready?

- Are you export ready?
- Export planning 101
- Who's who in the export zoo?
- Learn how to prepare a SWOT analysis for international expansion
- Market research + market entry strategy
- Accessing Government Support
- Resourcing for export
- Preparing your product/ service for international markets
- Managing international logistics 101
- Managing international trade risk 101
- Preparing for export: legal + IP protection 101
- Export Planning Consultation

### Stage 2: Export Process (nuts and bolts)

- Export documentation
- Finance for export growth
- Incoterms
- Supply chain management and security
- Export/import compliance
- Intellectual Property (IP)
- Advanced marketing for international business
- Choosing the right international tax structure
- Understanding the legal requirements for international expansion
- Learn how to correctly apply for a Certificate of Origin/Declaration of Origin
- Learn the importance of product classification when it comes to taking advantage of FTAs
- Human resource management for international markets
- International pricing

### Stage 3: Market Development (Market Growth)

- |   |  |
|---|--|
| <input type="checkbox"/> E-commerce (market-specific/sector-specific/practical)   | <input type="checkbox"/> Managing lead generation                                |
| <input type="checkbox"/> Cultural training (market-specific)  | <input type="checkbox"/> Investment 101 - separating the wheat from the chaff    |
| <input type="checkbox"/> Market regulation (market-specific)  | <input type="checkbox"/> Understanding how to identify bribery and corruption    |
| <input type="checkbox"/> Market research  | <input type="checkbox"/> Developing new business models for international growth |
| <input type="checkbox"/> How to pitch your product/service  | <input type="checkbox"/> Setting up an offshore presence                         |
| <input type="checkbox"/> Utilising trade shows efficiently & effectively  | <input type="checkbox"/> FTAs 101  |
| <input type="checkbox"/> Business/Trade Missions (selecting the right Mission, preparation, effective participation, follow up, linkages) |  |

## Other information

How did you hear about us? \_\_\_\_\_

Are there any specific topics not covered in stages 1 to 3 that you would like to learn about?

\_\_\_\_\_

## Payment details

EFT PAYMENT: EFT to the Export Council of Australia  
 BSB: 032 000 ACCOUNT NO: 565526 Amount Paid: \$ \_\_\_\_\_  
 DESCRIPTION: Name + Membership Type Transfer Date: \_\_\_\_\_

CREDIT CARD:  Visa  Mastercard Amount Paid: \$ \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_

Signature: \_\_\_\_\_ CVV number: \_\_\_\_

*A tax receipt will be forwarded to you once the payment is processed.*

## Forwarding details

Please forward the completed Membership Form to the Export Council of Australia.

By email: [info@export.org.au](mailto:info@export.org.au)

By mail: GPO Box 1076, Sydney NSW 2001

By fax: 02 9251 6492

An ECA membership certificate and tax receipt will be sent upon arrival of your Membership Form and receipt of full payment.

For further information or assistance, please call 1300 361 526 or go to [www.export.org.au](http://www.export.org.au)

## Connect with us:

 [australianexportforum.blogspot.com.au](http://australianexportforum.blogspot.com.au)

 Export Council of Australia

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