

## **Producer Innovation Fast-Track Indicative Program Guidelines (Subject to change)**

Producer Innovation Fast-Track is designed to accelerate the adoption of innovations and initiatives that have the ability to improve on-farm and value chain performance by providing red meat producers (or producer groups) with the expertise, co-funding and support to take their business to the next level. These guidelines are designed to be read in conjunction with the Producer Innovation Fast-Track application form and the Producer Innovation Fast-Track: Working with you to develop tomorrow's ideas today information sheet.

### **1. Who can apply? What types of projects are considered?**

- Applications will only be accepted from individual red meat producers or producer groups (which may include providers and value chain partners)
- Applicants must contribute 25% of cash cost of the project
- Producer groups must demonstrate which red meat producers are contributing cash in their application
- Applications may be for new or developing ideas, tools, practices, products, ventures, services or accelerated innovation on farm - other projects will be assessed for suitability for the program
- Applications must demonstrate the potential benefit and impact to the Australian red meat industry, in addition to the benefit to participant(s).

### **2. How will my application be assessed?**

Applicants will be assessed on the following criteria:

- Potential of the solution to address an identified need
- Potential of the solution to be viable and sustainable
- Feasibility of the solution
- Value for money.

### **3. What funding can MDC offer?**

- MDC can offer a 25% producer cash : 75% MDC funding model for projects up to a total of \$150,000 (ex GST) including MDC Access Fee (refer to example calculation below).
- MDC can offer a 50% : 50% funding model for projects greater than \$150,000.
- Participants in the New Venture and New Food Product streams will be offered funding on a phased approach. At the end of each phase, applicants will be offered the opportunity to continue in the program based on the participant and MDC mutually agreeing the solution has potential benefit to industry.

### **4. What is the MDC Access Fee?**

The Access Fee is used to enable MDC to deliver programs such as Producer Innovation Fast-Track.

- An 8% Access Fee is applied to the project cost and paid in the same proportions as the funding model above. The 8% rate applies to producers and producer groups that are contributing cash from red meat levy payers only.
- For initiatives \$50,000 and less the Access Fee has been waived.

- An Access Fee of 12% will apply to cash contributed to projects from other parties such as universities.

**Example project calculation:**

|                           | Producer           | MDC                 | Total               |
|---------------------------|--------------------|---------------------|---------------------|
| Project cash contribution | \$34,722.22        | \$104,166.67        | <b>\$138,888.89</b> |
| Access fee (8%)           | \$2,777.78         | \$8,333.33          | <b>\$11,111.11</b>  |
| <b>Total</b>              | <b>\$37,500.00</b> | <b>\$112,500.00</b> | <b>\$150,000.00</b> |

**5. Can other parties contribute funding?**

- Cash funding from sources other than producers (for example from private partners) can be contributed to the project and will be matched by MDC at the 50%/50% funding model
- Cash contributed from other sources must be in addition to the 25% cash contribution from red meat levy payers
- Cash contributions cannot be from a Commonwealth source or another Rural Development Corporation (RDC).

**6. When does my Producer Innovation Fast-Track project need to be completed?**

Producer Innovation Fast-Track is a 12-month pilot program, starting in September 2017

MDC Producer Innovation Fast-Track initiatives must:

- Be completed by September 2018
- achieve a viable prototype by September 2018
- demonstrate the potential of a solution by September 2018.

All initiatives will have the opportunity to pitch to MDC to continue their project by September 2018.

If your initiative cannot be completed by September 2018 then it may be considered by MDC for the 50% / 50% funding model – please contact the Producer Innovation Fast Track Program Manager at [fasttrack@mla.com.au](mailto:fasttrack@mla.com.au) to discuss.

**7. Terms and Conditions**

The Terms and Conditions (T&Cs) which apply to the program are available on request via [fasttrack@mla.com.au](mailto:fasttrack@mla.com.au)

**8. What is not funded?**

**Capital** - MDC is unable to fund capital items in the Producer Innovation Fast-Track program. Example capital items include animals, fencing, extensive hardware. MDC encourages leasing or sharing of capital items. If you are unsure whether items should be budgeted for contact the Program Manager to discuss.

**Work already completed** - MDC is unable to offset the cost of work or professional fees that have occurred before the project commences.

## **9. Intellectual Property**

The purpose of Producer Innovation Fast-Track is to accelerate innovation adoption. You will own any Project Intellectual Property (IP) developed in the project. You will grant to MDC a licence to disseminate the Project IP for the benefit of the red meat industry and compliance purposes - this is usually through the project's final report. For projects with a total value of \$50,000 or less, no IP conditions are applicable.

**You must ensure you own or have permission to use any Background IP used in the project.**

## **10. Contracting**

MDC will contract directly with individual producers, with producer groups, or a registered business (non-cash contributing) acting as an aggregator for individual producers.

If cash is contributed to the project from a non-red meat producer source, MDC can contract this organisation separately or the producer / producer group can sub-contract the organisation.

The contracting organisation must be a Company, Partnership, Incorporated Association or Trustee (on behalf of a trust) and have a registered ABN. A sole trader cannot apply for funding in this program.

## **11. What can I use the funding for?**

Funding can be used for professional fees and project consumable expenses. Receipts must be provided for all consumable expenses. MDC will be required to approve the use of service providers as part of the application process. Any proposed service providers and their services must be detailed in section 8 of the application form.

## **12. Program Activities**

Producer Innovation Fast-Track will be co-developed and evolve with the input of our participants.

Participants will have:

- confidential one-on-one consultations with innovation development and adoption experts to refine your idea
- access to research, findings and tools
- access to subject matter experts
- the opportunity to influence and inform the design of the program to ensure it meets producers' needs

## **13. Media and Communications**

We may ask you to assist with the promotion of the Producer Innovation Fast-Track program and showcase your projects and the benefits the program has delivered to you personally and to your business. Examples of promotion include profiles, media releases, case studies and videos. If you are happy to participate in these activities, our writer will contact you and we will ask you to sign a simple consent form.