

List of Eligible Activities for the Collaborative Marketing Program 2017-18

The list below provides companies with a guide as to the type of brand marketing activities that are eligible, the level of funding, and the type of activities that MLA will not fund. MLA's contribution will depend on whether MLA believes the investment in the marketing program delivers ongoing value for the brand and the industry.

This list may be updated from time to time. The CoMarketing website home page contains the latest version. If you are unsure as to whether a specific brand marketing activity is eligible, please consult with MLA and confirm prior to submitting the application for funding.

NOTE: All activities must be approved by MLA, **PRIOR** to the start of the activity. Activities already underway will NOT be considered for co-funding.

CATEGORY	YES	NO	ACTIVITY
Brand marketing strategy development	✓		Advice & support from a marketing consultant on the <u>initial</u> development of your brand marketing strategy. Max 3 months.
	✓		Use of a consultant or agency to develop new, or re-fresh existing, brand strategy. Max of 3 months.
		✗	Consultant or agency fees for ongoing support in the implementation of your brand marketing program
Market research NOTE: depending on what the research is, MLA may require access to the results after an exclusivity period.	✓		Customer research undertaken by a research specialist to better understand what your customers want and how to provide improved marketing support for them to promote your brand.
	✓		Consumer research undertaken by a research specialist to better understand the consumer you are targeting, how to meet their needs, and communicate your brand attributes.
		✗	New product development research is not eligible under this program, but may be eligible under other R&D programs.
		✗	Expenses from your company's own staff to undertake research
Brand marketing & educational materials NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA.	✓		Design & development of new, or updates to existing brochures, DVDs, banners, posters, stickers, recipe leaflets, pamphlets
	✓		Photography or video for use in brand marketing materials
	✓		Printing of marketing materials such as brochures, banners, certificates, stickers, posters, recipe leaflets, DVDs. Print run numbers need to be included in application. MLA may limit contribution.
	✓		Brand marketing items for your customers (not own staff) for the promotion of your brand such as aprons, caps, shirts. Must include your product, <u>not company</u> , brand.

CATEGORY	YES	NO	ACTIVITY
	✓		Translation of marketing & educational materials
		✗	Corporate gifts
		✗	Distribution / freight costs of materials to customers
		✗	Excessive reprints of brochures, leaflets, stickers, labels

Packaging materials NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA.	✓		Design for a new brand on a carton or packaging materials.
		✗	Printing of cartons or packaging materials
		✗	R&D for new packaging is not eligible under this program, however, may be available through other R&D programs.

Seminars or events for customers and consumers NOTE: details of seminar location and customers must be advised on application	✓		Room hire & food catering expenses for the seminar or event.
	✓		External facilitator or technical consultants (butchers /chefs) expenses (fees & economy travel only) to conduct the seminar.
		✗	Cost of your own meat products for use in seminars and events.
		✗	Expenses associated with your company representatives to attend, such as travel, accommodation, meals etc

Delegations and educational tours to, or within Australia To be eligible, participant must demonstrate that the trip is to build new business, product education and/or improve brand positioning) NOTE: Itinerary, names and company must be included	✓		Economy air travel for customers, and local transport such as charter flights, rental cars, buses, taxis for your customers.
	✓		Accommodation (room and breakfast only) for your customers.
	✓		Translator & Interpreter fees and expenses within Australia
		✗	Miscellaneous expenses at hotels are not eligible
		✗	Meals and entertainment are not eligible
		✗	Activities not related to inspection of the supply chain – ie entertainment, golf, shows, tourist activities etc are not eligible
		✗	Expenses associated with your company representatives to attend the delegation, such as travel, accommodation, meals etc.

CATEGORY	YES	NO	ACTIVITY
Producer visit/tour to export markets NOTE: Itinerary and names required on application <i>To be eligible, participant must demonstrate that the trip is for in-market brand promotion event(s).</i>	✓		Economy air travel for producers, and in-market transport such as rental cars, buses, taxis.
	✓		Accommodation (room and breakfast only) for your customers.
		✗	Expenses for CoMarketing participants who are producers
		✗	Meals and entertainment are not eligible
		✗	Activities not related to inspection of the supply chain – ie entertainment, golf, shows, tourist activities etc are not eligible
		✗	Expenses associated with your company representatives to attend the delegation, such as travel, accommodation, meals etc
		✗	Miscellaneous expenses at hotels are not eligible

Trade shows NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA. <i>If activity includes sale of product:</i>	✓		Trade show space, stand build, wall skins, refrigeration and other booth related costs (if MLA has not already subsidised participation)
	✓		Technical consultants such as butcher or chef (fees & economy travel only) for services at the trade show. Own staff not eligible.
		✗	Uniform items for staff, such as caps and shirts
		✗	Expenses for meat samples at the trade show
		✗	Entertainment expenses for visitors, such as alcohol
		✗	Travel, accommodation, meals for you or your staff to attend or perform a service at the trade show
		✗	Freight, custom clearance fees etc for meat and / or materials for use at the trade show
		✗	MLA will not co-fund events (or heavily discount the level of support) where the sale of product is a means of cost recovery.

Retail promotions NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA.	✓		Promoter fees for sampling in-store or at events where the brand is clearly identified and promoted as Australian, and/or MSA. <i>*Note MLA may impose a limit on daily sampling costs and/or an annual limit per retail account. Please consult with MLA on such limits when submitting activity proposal</i>
	✓		Brand campaigns where consumers purchase your brand and enter a competition to win a gift. The gift cannot be cash or a discount on purchase.
	✓		Brand logo in retailer POS material / leaflets / flyers, where the brand attributes are being promoted.
		✗	Cost of the meat for sampling
		✗	Price discount promotions will not be supported
		✗	Advertising flyers linked to price discounts are not eligible

CATEGORY	YES	NO	ACTIVITY
Foodservice promotions NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA.	✓		Menu development fees in collaboration with a food service customer for your branded product.
	✓		Menu promotions for your branded product. This may include support towards the menu printing for the section where your brand is promoted.
	✓		Chefs table lunch or dinner events. Must include venue details, and name and company details of participants.
	✓		Chef talent or food service consultant (fees & economy travel). Itinerary must be provided. Own staff not eligible.
	✓		Brand campaigns where consumers purchase your brand and enter a competition to win a gift. Gift cannot be cash or discount on purchase.
		✗	Price discount promotions will not be supported
		✗	Advertising flyers linked to price discounts are not eligible

Trade promotions NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA.	✓		Seminars and Events with importers, wholesalers and / or end-users where the primary focus is to raise the awareness and educate the trade on your brand's attributes
		✗	Meat costs for the seminar or event
		✗	Sales incentive prizes for trade and / or end-users
		✗	Promotions that do not demonstrate a strong alignment to the brand positioning for the Australian red meat industry
		✗	Entertainment for trade – such as lunches, dinners, sporting games
		✗	Costs associated with own staff to attend Seminars or Events

Consultants & Experts NOTE: Depending on the project, MLA may require details of the contract with the consultant.	✓		External marketing consultants or agencies can be used for a max of 3 months to help with the development of new, or re-refresh of brand strategies and activities. Fees only are eligible.
	✓		External technical consultants (fees & economy travel) for specific activities, such as a trade show or seminars. Detailed itinerary for the consultant is required (max 2 weeks).
	✓		Translators for brand marketing documents or Interpreters for use in seminars or events.
		✗	Importers, wholesalers, agents involved in your supply chain, who claim a fee for services are not classified as consultants for the purpose of claiming under the Co-Marketing Program.

CATEGORY	YES	NO	ACTIVITY
Events & Sponsorship NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA.	✓		<i>Event:</i> Participation (or hosting) an event that is strategically aligned with your brand strategy (MLA contribution maximum: \$25,000). Explanation as to how it is strategically aligned will be required on application. Product brand (not company logo) should be prominently displayed. Please consult with MLA prior, as approval will depend on the strategic fit and type of event.
	✓		<i>Sponsorship:</i> Sponsorship of an event or an activity that is strategically aligned with your brand strategy (MLA contribution max: \$25,000). Explanation as to how it is strategically aligned will be required on application. Product brand (not company logo) should be prominently displayed. Please consult with MLA prior, as approval will depend on the strategic fit and type of event / activity.
		✗	If the sponsorship includes event tickets (or some other benefit) for company staff or customers as entertainment, the value of those items will be discounted from the amount MLA will be able to support
		✗	Sponsorship of events or activities that are not strategically aligned to your brand; or are CSR in nature such as support for a local community event / group, sports team or a charity.
		✗	Corporate event sponsorship of Royal Shows (eg: Ekka). Brand related or customer focussed event components may be eligible. Please consult with MLA prior to application.
		✗	Corporate sponsorship of Beef Australia 2018. Brand related or consumer focussed material or event components may be eligible. Please consult with MLA prior to application.
		✗	Sponsorship which is more aligned to the promotion of your company, or support for groups or activities back down the supply chain, rather than targeting your brand's customers.
		✗	Entertainment of customers at events.
		✗	Expenses or fees for your own staff members to attend the event
		✗	Where sale of product is conducted at an event, the proceeds from those sales must be deducted from the total cost, otherwise MLA will not be able to provide co-funding.

Advertising & PR NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA.	✓		Advertising fees for billboards, magazines, newspapers, online and TV. Details of the advertisement and media plan must be advised on application. MLA may limit funding contribution.
	✓		Design, creative fees and development of the advertisement(s).
	✓		PR agency fees (max 3 months per campaign period).
		✗	Advertisements in rural media where the primary target audience are producers to promote your company or brand.
		✗	Advertising of discounts on products is not eligible

Social media NOTE: Where relevant, must link to True Aussie, and / or product of Australia, and if relevant, MSA.	✓		Use of a consultant or agency to develop a social media strategy for the brand marketed. Max 3 months.
	✓		Initial content development for your brand's relevant social media platforms. Max 3 months.
	✓		Social media brand marketing activities – max 3 months per campaign. Each campaign must outline the key deliverables
	✓		Target audience research and reporting metrics to measure effectiveness and impact of social media activities
		✗	IT costs to build an online / social media sales platform

CATEGORY	YES	NO	ACTIVITY
Websites / Apps NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia. Where relevant include MSA.	✓		Design and development of the <u>section</u> of the website (or App) where the brand and key messages are being promoted. Where it is a full website design or update to an existing website, only the portion of the branded beef, veal, lamb and/or goat pages will be eligible to be co-funded. A percentage needs to be proposed and agreed to by MLA when submitting the activity proposal.
		✗	Design and or development of the whole company website
		✗	Maintenance or general updating of a company website
		✗	Registration of domain name, or hosting of website

Talent or celebrity fees / royalties	✓		Fees or royalty payments to talent or celebrities to help promote your brand (MLA contribution maximum: \$20,000) Please consult with MLA prior, as MLA can only support talent and celebrities that are strategically aligned to Australia, and where relevant, the True Aussie brand values.
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Brand Awards & Competitions NOTE: Unless agreed by MLA prior, must incorporate the True Aussie logo, and / or that the product is from Australia.	✓		Entry fees for a branded beef/veal/lamb/goat award
		✗	Entry fees or application fees for a company award
		✗	Submission preparation fees
		✗	Branded products & preparation expenses

Competitive activities		✗	Any activity (within 6 months of commencement of business) that is deemed by MLA to be targeting or actively taking existing business away from another Australian beef/veal/lamb/goat brand will not be funded by MLA.
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Activities already underway		✗	Activities that have already commenced will not be eligible for co-funding. Approval of activities for co-funding must be obtained from MLA PRIOR to the start of the activity.
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CATEGORY	YES	NO	ACTIVITY
General business expenses		X	Staff, travel, postage, freight for distribution of materials, business cards, parking, equipment costs, entertainment, conference attendance etc
Matching of funds of other entities		X	Contributions from customers and other entities are encouraged, however, MLA will not match those funds. MLA will only match the brand owner's contribution.
If activity includes sale of product		X	Where sale of product is conducted at an event, the proceeds from those sales must be deducted from the total cost, otherwise MLA will not be able to provide co-funding.
Meat costs		X	Cost of meat
Staff expenses		X	Any expense associated with your company staff, such as travel and accommodation etc.
Delivery / Freight		X	Delivery of marketing materials
		X	Freight or custom clearance fees for meat samples
Entertainment		X	Entertainment, or meals for, or with, customers or staff
Gifts		X	Gifts for customers
Registration expenses		X	Registration fees for brand trademarks, domains, certifications of standards for brands etc.
Product standard audit expenses		X	Expenses associated with the auditing of attributes that underpin your brand, such as organic or other systems
Capital items EG: BBQ, stands, marquees, cameras		X	Expenses associated with the purchase or storage of capital items (even if used for brand marketing purposes)

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