

COLLABORATIVE MARKETING PROGRAM

Guidelines for 2017-18

1. Introduction

The **CoMarketing Program** is an initiative managed by MLA to support Australian companies, who are responsible for the marketing of Australian beef, veal, lamb and goat meat brands, develop superior brand marketing strategies and effective marketing plans.

The **aim of the Program** is to assist brand marketers create customer loyalty and sustainable brand growth, through investment that delivers ongoing added value back down the supply chain to producers.

2. Criteria and funding categories:

The CoMarketing Program is open to Australian companies (with an ABN) who are MLA members, processors, or licensed meat exporters and are responsible for the organisation and payment of marketing activities for Australian beef, veal, lamb and goatmeat brands, that wish to collaborate with MLA in the development and implementation of an effective mix of marketing activities that deliver measureable results.

The following criteria will apply for brands applying for the CoMarketing program:

ALL SPECIES BRANDS:

All companies that apply must ensure their brands abide by applicable legislation (including labelling regulations), and ensure Animal Raising Claims* can be verified or substantiated.

*An Animal Raising Claim is defined by AUS-MEAT [Domestic Retail Beef Register Edition 3](#) (P9) as follows:

An Animal Raising Claim is a claim made in the description of product offered for sale about the animal or supply chain specifically relating to animal breed or particular husbandry conditions under which the animal has been raised. All product that is labelled using an "Animal Raising Claim" must be derived from eligible cattle that are sourced, processed and distributed under conditions which allow the claim to be verified.

MSA:

MLA encourages beef and lamb brand owners to have their brands underpinned by MSA, and to obtain a [MSA Brand Licence](#) and to incorporate the MSA logo in brand marketing activities.

- **Beef Brands – Australia:** An MSA Brand Licence is required for beef brands promoted in the Australia market. Exceptions will be considered on a case by case basis for non-MSA branded products that are deemed by MLA as:
 - Innovative beef products, or
 - Value added product that is an extension of an existing (MSA) brand.

Please liaise with MLA prior to applying for non-MSA beef brands for marketing in the Australia market.

- **Lamb Brands - Australia:** An MSA Brand Licence is desirable for lamb brands promoted in the Australia market, however, exceptions will be considered on a case by case basis for non-MSA branded products that are deemed by MLA as:
 - MSA eating quality audit confirms the lamb could achieve MSA grade, or
 - Innovative sheep meat product, or
 - Value added sheep meat product that is an extension of an existing (MSA) brand.
 Please liaise with MLA prior to applying for non-MSA lamb brands for marketing in the Australia market
- **Beef & Lamb Brands – Export:** MSA brands are encouraged for export to underpin consistency in eating quality attributes, however, is not a pre-requisite.
- **Veal and Goat Brands:** At this stage, MSA is not relevant for veal or goat brands.

TRUE AUSSIE:

- In export markets, MLA encourages participants to have a [True Aussie Brand Licence](#) to underpin their own beef, veal, lamb and goat brands. For some regions and some specific marketing activities, where relevant MLA will request the participant to incorporate the True Aussie logo in marketing activities.

GRASSFED BEEF BRANDS UNDERPINNED BY PCAS OR OTHER THIRD PARTY AUDITED VERIFICATION SYSTEM:

- Grassfed beef brands that are underpinned by the [Pasturefed Cattle Assurance System \(PCAS\)](#), or another **third party audited verification system for grassfed beef**, are eligible for an additional 25% incentive (total 75% MLA contribution) toward eligible activities. Details of the verification system(s) will be required for each grassfed beef brand, uploaded to the CoMarketing site at the time of application.

SUMMARY OF FUNDING CATEGORIES:

Grassfed beef brands underpinned by PCAS, or another audited verification system for grassfed beef	Grainfed beef brands and non-verified Grassfed beef brands	Veal, Lamb & Goat brands
75%*	50%*	50%*

*For each eligible approved activity

3. Funding considerations:

MLA will review companies’ applications for funding. The amount of funding available to eligible companies will depend on:

- ❖ The number of brands and product categories that are being promoted by the company,
- ❖ The volume of product promoted under each brand and / or product category,
- ❖ The number of markets and / or accounts in which the brands will be promoted,
- ❖ Ability of the company to fully abide by the Program guidelines, in particular, the measurement and reporting on the effectiveness of the brand marketing program,
- ❖ Future funding levels will also be assessed against the company’s previous year’s management and utilisation of the CoMarketing Program.
- ❖ Beef & Veal brands - maximum amount for the initial Annual Marketing Plan application is \$200,000 (MLA contribution amount).

- ❖ Sheep brands - maximum amount for the initial Annual Marketing Plan application is \$50,000 (MLA contribution amount). Maximum limit exceptions will be granted to Australian lamb exporters who were previously collaborators in the MLA US in-market lamb CoMarketing program.
- ❖ Goat brands – maximum amount for the initial Annual Marketing Plan application is \$10,000 (MLA contribution amount).

4. What will MLA co-fund as part of the CoMarketing Program?

MLA will provide support for brand marketing activities that help brand marketers create customer loyalty, sustainable brand awareness, and create value back down the supply chain to producers.

A List of Eligible Expenses (see Appendix) for what MLA will co-fund under the CoMarketing program is available via the CoMarketing Program website and on the MLA website. However, the list is not exhaustive and provides companies with a guide as to the type of brand marketing activities that are eligible, 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.

Activities that are 'everyday business operational expenses' and/or more aligned with promotion of the company (as opposed to specific beef, veal, lamb and goat meat brands) will **NOT** be co-funded by MLA.

Companies are encouraged to leverage customers' (importers/wholesalers/end users) and other organisations to contribute funds towards Australian beef, veal, lamb and goat meat branded marketing programs, however, these funds will **NOT** be eligible for MLA matching funding. MLA will only match your company's (or in special cases, as determined by MLA, your in-market subsidiary company) contributions.

Also, those companies that are relatively new to exporting, should look to utilise [Austrade Export Market Development Grants](#) for funding support, particularly for activities that are not supported by MLA, such as travel and samples etc.

MLA will **NOT** match (or co-fund) any activities supported via another program, such as the Austrade or other government programs.

5. What is the application process for the CoMarketing Program?

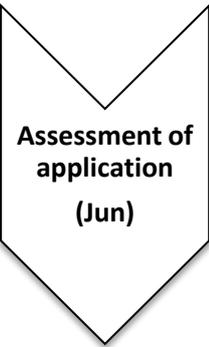
For companies applying for the CoMarketing Program for the first time, a representative responsible for the program will be required to complete the online **E-Learning program** prior to submitting an application to participate in the Program.

The **E-Learning program** may be accessed via the CoMarketing website homepage, and provides a detailed explanation of the application process and requirements of the CoMarketing Program.



**Online application
(May - Jun)**

- Applications to the CoMarketing Program are to be completed online.
- Step1: Participants will need to complete an eligibility assessment and if eligible, read and agree to the terms and conditions the program.
- Step2: Enter company details and brands to be marketed under the Program
- Step 3: Complete the **Annual Marketing Strategy** template online with an estimate of quarterly budgets. Once this is complete, submit for MLA to assess for funding.
- Applications for the 2017-18 program should be submitted online by **2 June 2017**. Applications received after this date risk missing out on budget allocation, and will be waitlisted for consideration post 1 July **if** budget is available.



**Assessment of application
(Jun)**

- Applications and MLA contribution level will be assessed against the funding guide criteria and the Annual Marketing Strategy to ensure the objectives and budget requests are reasonable.
- If application is successful, MLA will provide a budget allocation to enable the participant to start developing Activity Proposals.
- If the application is not satisfactory, MLA will provide guidance as to what adjustments are required.



Activity Proposal

- Once the Annual Marketing Strategy and budget has been approved, companies should submit their individual. MLA must be aware of the planned activity **PRIOR to the start of the Activity** with Activity Proposals submitted online PRIOR to the start of the activity.
- MLA will review and confirm online the activities MLA agrees to co-fund.
- Post approval, the completion date or budget may be adjusted online by the Participant. MLA may follow up if an explanation or further adjustment is required.
- Participants will be reminded by email when **activity invoice due date** is close. Participants should submit a report and claim expenses on or before the invoice due date.



Activity Report

- **Claims for completed activities must be submitted online within eight weeks of completion date.** *Exception: May & June activities that must be invoiced by 31 July.*
- Each claim for funding must include 1. Invoice to MLA from the Participant. 2. Copy of invoice from the companies that provided the goods or services. 3. Evidence that the Participant has paid for the goods or services*. 4. Image evidence of the activity (if not available, provide explanation why), and 5. Comment on activity outcome.
- Unless MLA has been advised prior, if an approved activity is not claimed within eight weeks of completion date, the proposal's status will change to **expired** and the Participant **will no longer be able** to submit a claim for those activities.
- If the invoice amount to MLA is higher than the amount approved in the activity proposal, you will be allowed to submit, as long as you have sufficient budget in the relative quarter of your **Annual Marketing Strategy**. However if substantially higher, you will be required to add an explanation for the increase in MLA contribution via the **Comments** box related to that activity.
** If the importer or wholesaler is owned by the brand owner or (for US lamb programs) is their designated marketing agent, evidence of payment made by the importer, wholesaler or agent may be accepted by MLA. **Payment, however, will be made to the CoMarketing participant brand owner.** Such arrangements will be reviewed by MLA on a case by case basis, taking into account MLA relationship with, and awareness of the importer, wholesaler or agent, and details of the in-market activity. MLA may request evidence of the supply chain relationship.*



Reviews and budget adjustments

- Participant may reallocate budget between objectives and quarters (current & future quarters), by adjusting online.
- Once a quarter has finished, the planned amount in that quarter will be cleared out and revert to the actual amount claimed that quarter.
- Budget allocations will be reviewed in January. Participants will be requested to adjust their budget plans from **1 - 31 January** for Q3 & Q4 plans. On **1 February**, if the budget plan is **less** than initial budget allocation, the Q3 & Q4 plan will automatically become the new locked budget allocation. If the budget plan is **more** than initial budget allocation, MLA will consider the request for more budget, if the Program has unallocated funds available.
- Another budget revision will occur in Q4 with a similar process where participants will be requested to adjust their budget and plans from **1 - 14 April** for Q4 plans.



Annual Report (Jul)

- An Annual Report on the effectiveness of the whole year marketing program is required to complete the program. The report should measure the effectiveness of the marketing program in achieving the Participant's marketing objectives, as outlined in the Participant's initial Annual Marketing Plan.
- Annual Report is **due 31 July**.
- If an adequate Annual Report is not submitted by the due date, Participants will not be able to proceed to participate in the following year's Program.

6. Agreement to the Terms and Conditions of the Program with MLA

An Agreement that outlines the Legal Terms and Conditions for participation in the CoMarketing Program is available on the CoMarketing website home page.

During the online registration process to apply for a CoMarketing Program, participants will be asked to read the Legal Terms and Conditions for participation in the Program.

Only those companies that agree to the Terms and Conditions of the program will be able to proceed to submit an application.

7. Confidentiality & Reporting:

MLA will not publish, or share outside MLA, information about individual participants' brand marketing strategies e.g. specific activities, regional allocation or any customer details without consent.

MLA will report on the CoMarketing Program in the MLA Annual Report, which may also be published in other reports, or on the MLA website. MLA's Annual Report will include the following type of information:

- List of all companies with the total amount of MLA funding they received for the fiscal year
- Summary of CoMarketing Program marketing outcomes

8. Private / Personal information:

The information a Participant provides to Meat & Livestock Australia Limited ("MLA") during the application process for the CoMarketing Program may be personal information under the Privacy Act.

By providing MLA with personal information, the Participant consents to the collection and handling of personal information in accordance with **MLA's privacy policy**, which can be viewed at <http://www.mla.com.au/General/Privacy> or obtained directly from MLA by calling 1800 023 100.

Participants may access and correct any personal information held by MLA on request. Where a Participant provides the personal information of others to MLA, the Participant must have notified all individuals to whom the personal information relates that you will be disclosing their personal information to MLA for the purposes of the CoMarketing Program and to permit MLA to contact them for an indefinite period about future products and services that may be of interest to them and obtained any required consent to such disclosure as well as telling them how to find MLA's privacy policy.

Updated: May 2017