MEAT & LIVESTOCK AUSTRALIA

Market Development Partnerships Program

Guidelines for 2026-27

Updated: June 2026

1. INTRODUCTION

The Market Development Partnership (Program) is owned and operated by MEAT & LIVESTOCK AUSTRALIA LIMITED ABN 39 081 678 364 (MLA). The Program works with Australian red meat businesses and their customers to build and promote Australian red meat brands and to educate consumers and trade partners globally.

The purpose of the Program is to collaborate with Australian red meat businesses and their partners to:

- build awareness and preference to purchase Australian red meat products,
- create customer loyalty and sustainable brand growth, and
- align and leverage MLA's International Marketing initiatives.

Applicants are required to go to: www.aussiemeattradehub.com.au, click on Market Development Partnerships program tab, log in with their myMLA account and follow the registration process.

2. ELIGIBILITY

The Program is open to Australian companies (with an ABN) who are:

- responsible for organising and paying for the marketing of Australian beef, veal, lamb and/ or goat; and
- an MLA member (levy-paying red meat producer) and/or a licensed red meat exporter or processor**.**

All participants' brands must abide by applicable legislation (including labelling regulations), and ensure beef, sheep meat and goat meat animal-raising claims* can be substantiated.

* An animal-raising claim is defined by AUS-MEAT as follows: a claim made in the trade description or export documentation about the animal or supply chain specifically relating to animal husbandry conditions, feeding, handling, drug treatments, and/or geographical references.

3. MLA CONTRIBUTION

Effective from 1 July 2026, MLA's cash contribution will be up to 50% of the cost of an Activity for Retail/ Foodservice Promotions and Aussie Meat Academy activities, and up to 25% for Tradeshow activities. Each activity is subject to review by MLA management.

4. FUNDING CRITERIA

MLA will use the following criteria when assessing applications for funding:

- Potential growth in (or defence of) the value of sales of Australian red meat – such as a new customer or consumer segment, new market, or improved market share vs competitor in established market (e.g., pork, non-Australian red meat),
- Improvement in the position/reputation of Australian red meat – such as by building a stronger country of origin position, provenance perceptions or introducing an innovative or higher quality (e.g., eating quality graded) product,
- Likelihood of success (clear insight, strategy and post-evaluation metrics, evident capability to execute, a positive track record of return on marketing investment),

- Alignment to MLA's strategy and marketing initiatives such as the Aussie Meat Academy, category brand marketing, and trade shows,
- Funding request should be appropriate to the brand size and scale.

5. INDUSTRY PROGRAMS / PRODUCTS

THE AUSSIE BEEF, LAMB & GOAT BRAND

MLA encourages brand owners to utilise the *Aussie beef, lamb and goat brand* in export markets to underpin brand marketing activities. In most export markets, the country of origin is a first-order decision driver for red meat consumers and therefore, widespread use of the Aussie brand benefits the entire industry. The Aussie brand should be used to underpin private brands and can be subservient in placement.

Where the Aussie brand is not utilised to underpin a private brand, to be eligible to apply for Market Development Partnerships funding for export marketing activities, the activity must identify Australia as the country of origin and align with the desirable image of Australian red meat.
Any activity undertaken in the domestic market does not have any requirement to use the Aussie beef, lamb and goat brand.

Participants must have an Aussie beef, lamb & goat brand license before use. Please apply at *Aussie beef, lamb & goat brand*. Applicants who had a True Aussie licence before will need to reapply.

AUSSIE MEAT ACADEMY

MLA collaborates globally on a wide range of activities to help position Australian red meat and promote growth opportunities. The **Aussie Meat Academy** brings together MLA's work to build knowledge, education, and inspiration in the food industry. This includes seminars, immersions, e-learning and activities under MLA's two international ambassador programs: Aussie Beef Mates and Lambassador.

MLA's Market Development Partnership program will continue to place a strong focus on activities that build knowledge and inspire customers to choose Australian red meat in key markets around the world. Contact the relevant MLA Regional Manager (www.mla.com.au/about-mla/contact) on how to get involved.

MEAT STANDARDS AUSTRALIA

Participants are encouraged to underpin their eating quality credentials with Meat Standards Australia (MSA). For information about the MSA program, click here: Meat Standards Australia | Meat & Livestock Australia (mla.com.au).

To obtain an MSA brand license, click here: MSA brand licence application.

VALUE-ADDED PRODUCTS CONTAINING RED MEAT

The value-added product must have a minimum of 80% (30% for meat pies) Australian red meat (and not contain any other meat products). Hybrid products (red meat + alternative proteins) will be considered on a case-by-case basis and must promote the product without any negative sentiment towards the red meat component.

6. ELIGIBLE ACTIVITIES

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

Market Development Applications must be submitted and approved by MLA **PRIOR** to the commencement of the corresponding activity.
Activities without an approved activity application that are already underway will NOT be eligible.

MLA will not accept Market Development Applications for an activity where the Anticipated Activity Cost is less than AUD 5,000.

This list provides companies with a guide as to the type of activities that are eligible and the activities that MLA will not co-fund.

Eligible marketing activities include:

- trade shows - MLA solely offers assistance via MDP for international trade shows where centralised industry representation by MLA is not established. At select trade shows, including but not limited to Gulfood (UAE), Food & Hospitality Asia (Singapore), SIAL China, Anuga (Germany), Supermarket Trade Show (Japan), International Food & Drink Event (UK) and Thaifex (Thailand), MLA extends support to Australian export companies by providing subsidised booth space. To discuss your participation at an industry stand, contact tradeshows@mla.com.au. Trade shows are ineligible for funding in the domestic market;
- retail promotions - MDP funds for sampling activities will be preferentially directed towards launching:
    - existing products to new retail customers
    - new products to existing retail customers;
- foodservice promotions; and
- education/training seminars under the Aussie Meat Academy banner (including Aussie Beef Mates and Lambassador activities).

MLA's contribution towards an activity will depend on a range of factors such as value for the Australian red meat industry, budget available and distribution of funds amongst eligible activities.

Activities that are everyday business operational marketing expenses and/or more aligned with promotion of the applicant's business (as opposed to Australian beef, lamb or goat meat) are not eligible.

Businesses that are eligible for Austrade Export Market Development Grants (EMDG) should not apply to the Market Development Partnerships program. The EMDG provides funding for a much broader scope of export business and brand development activities.

If the applicant obtains funding from another organisation for an activity, the funded amount will need to be declared in the submission for MLA funding.

7. INELIGIBLE ACTIVITIES & ITEMS

Activities already underway or completed	Activities that have already commenced or are completed are not eligible. Approval must be obtained from MLA PRIOR to the start of the activity.
Capital items e.g. BBQ, stands, marquees, cameras	Expenses associated with the purchase or storage of capital items (even if used for brand marketing purposes).
Competitive activities with other Australian red meat businesses	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.
Discounts	MLA funding cannot be used for price promotions, discounts, or cash prizes post purchase.
Freight/courier costs	Freight costs of marketing materials or meat samples.
Customs clearance	Custom clearance fees for materials or meat samples.
Entertainment	Entertainment meals for, or with, customers or staff.
General business or staff expenses	Staffing costs, travel, accommodation, postage, freight for distribution of materials, business cards, parking, equipment costs, entertainment, conference attendance etc.
Gifts	Gifts for customers or any other person or business.
Matching of funds from other entities	Contributions from customers and other entities are encouraged, however, are not eligible for matching MLA funds. MLA will only match the brand owner's contribution.
Meat costs	Cost of meat.
Product standard audit expenses	Expenses associated with the auditing of attributes that underpin your brand, such as organic or other systems.
Registration expenses	Registration or legal fees for brand trademarks, domains, certifications of standards for brands etc.
Sales of product	Where sale of product is conducted at an event, the proceeds from those sales must be deducted from the total cost of event.
Third party fees	Third party fees such as consultancy or agency fees.
Branded merchandise	Caps, aprons, shirts, lanyards, etc.
Branded content, media and packaging materials	Advertising, social media, digital, PR, Search Engine Optimisation (SEO), Search Engine Marketing (SEM), websites, talent, video production, influencers, etc. *Media directly supporting a retail or foodservice campaign may qualify for partial funding. Eligibility will be evaluated case by case, and it's advisable to discuss this with the appropriate MLA regional representative before submitting an application.
Sponsorships	Sponsorship of other corporate entities (sports teams etc)
Delegations to Australia	Bringing commercial buyers to Australia to view operations etc

8. ACTIVITY APPLICATION AND REPORTING PROCESS

STEPS	PROCESS
1.	Go to the Aussie Meat Trade Hub portal (https://www.aussiemeattradehub.com.au). Click the Market Development Partnerships program tab. Sign up for ***myMLA*** first to log in if not already signed up.
2.	Complete the registration process (2 steps), add red meat brands and volumes, and submit the registration to participate in the MDP program.
3.	Go to the **Activity Application** page and submit a new activity application for MLA's approval. The activity application must be received at least 10 business days prior to the activity start date.
4.	MLA will review and advise of approval of the activity application with a unique MDP Number for each activity. If approved, the participant can proceed with the activity. If amendments are required, MLA will advise.
5.	Once an approved activity is completed, the participant must complete an **Activity Report** for the relevant activity no later than 4 weeks after the Activity End Date on the **Activity Report** page. Required supporting documents include: a) Evidence of completed activity such as photos, images or reports showing brand references b) Metrics, as outlined on the Activity Report page c) a list of payments d) Invoice to MLA. Please note that in order to receive funding, all Activity Reports must be promptly submitted. If an Activity Report is not received within 4 weeks from the conclusion of the relevant Activity, MLA will notify you that the Activity Report is overdue. If you do not submit a completed Activity Report within 14 days of such notice, MLA reserves the right to withdraw its offer to fund the Activity.
6.	MLA's MDP Number should be included on every invoice to MLA.
7.	MLA will review the documents and if approved, will pay the MLA's contribution amount to your nominated bank account. If the activity is managed by MLA, MLA will advise the total costs and advise applicant's co-contribution to the activity and invoice applicant.

9. AGREEMENT TO THE TERMS AND CONDITIONS OF THE PROGRAM WITH MLA

The Legal Terms and Conditions for participation in the Market Development Partnerships Program is available on the Market Development Partnerships website home page.
During the online registration process, Participants will be asked to read and agree to 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 apply.

10. AUDIT PROCESS

An independently appointed audit company may review selected MDP activities across a financial year. Audit results will be delivered per activity with the participant notified of the outcome.
If required, an audit rectification plan will be implemented. Failure to provide audit information or adhere to the rectification plan will result in a company's ineligibility to participate in the MDP program.

Per clause 4 of the MDP Legal Terms, participants are required to keep complete and accurate records setting out details of the MDP activity funded by MLA and all expenditure in relation to said activity. This evidence should include, but is not limited to: invoices from suppliers, remittance advice for proof of payment, a detailed expense summary spreadsheet (for multiple invoices), inclusion of exchange rate (foreign currency payments), and MLA MDP contribution.

11. CONFIDENTIALITY AND REPORTING

MLA will not publish, or share outside MLA, information about a Participant's activity or customer details without consent.

MLA is required to report on the Market Development Partnerships Program in the MLA Annual Report which may also be published in other reports, or on the MLA website. MLA's Annual Report may include a summary of the Market Development Partnerships Program marketing outcomes.

12. MODERN SLAVERY REQUIREMENT

MLA has zero tolerance approach towards any trafficking, slavery, wage exploitation, involuntary servitude, forced labour and child labour and is required to comply with the Australian Modern Slavery Act 2018 (Cth).
Whilst MLA is confident that its business partners adhere to such principles and strive to eliminate any modern slavery practices from its operations and supply chains, it has implemented a due diligence process, which requires you as a Market Development Partnerships participant to complete a questionnaire which needs to be accepted by MLA. A link to the questionnaire will be sent to you as part of the application process. The acceptance by MLA will be required prior to approval of the Market Development Partnerships activity proposal.

Refer to MLA's Code of Business Conduct and Ethics for more details.

13. PRIVATE/PERSONAL INFORMATION

MLA requests private/personal information to assess an application. MLA may use this information to keep participants informed about industry information and other communications from MLA. MLA may also use the information for internal reporting and analysis purposes.

By providing MLA with personal information, the Participant consents to the collection and handling of personal information in accordance with MLA's privacy policy (https://www.mla.com.au/general/privacy/). Personal information held by MLA can be accessed by emailing privacy@mla.com.au.

Providing MLA with the requested information is not required by law. If a Participant chooses not to provide MLA with private/personal information, the Participant will not be able to apply to the MLA Market Development Partnerships program.

14. OTHER FUNDING MECHANISMS

MLA in-market projects

If MLA is unable to allocate funding under its Market Development Partnerships program, MLA may partner in an activity that aligns with its Country-Of-Origin brand marketing or Aussie Meat Academy projects using the following basic criteria:

- Degree of contribution to increasing the value of Australian red meat sales,
- Alignment with MLA's marketing activities in the market of interest. Contact the relevant MLA Regional Manager or marketdevelopmentpartnerships@mla.com.au to discuss.

An activity project application must be agreed with the relevant MLA Regional Manager. MLA must approve any artwork or material prior to production (default position is the Aussie Beef or Aussie Lamb branding to be used in international markets as well as a strong provenance message). For administrative purposes, the activity should still be entered into the online application portal.