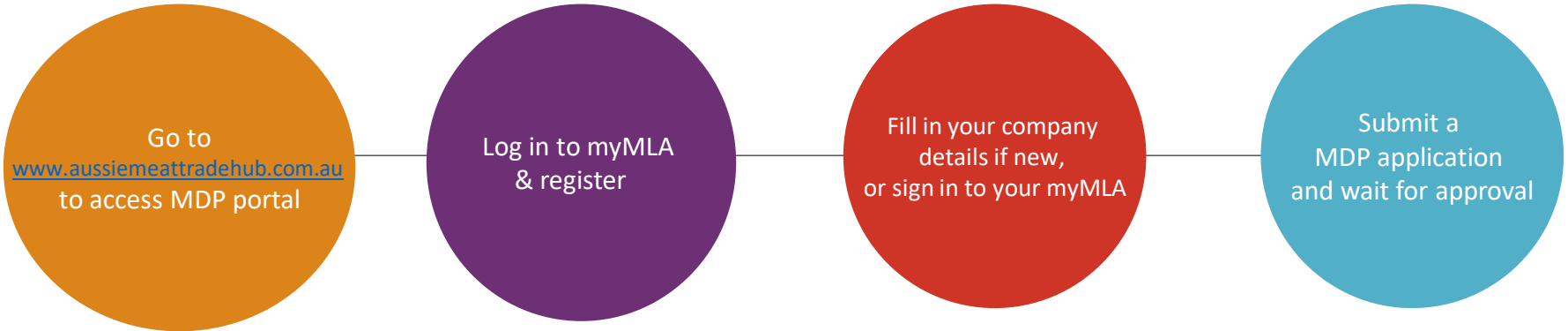


MARKET DEVELOPMENT PARTNERSHIPS

- Activity application process



How to submit a Market Development Partnerships (MDP) activity application?



Brought to you by MLA, the Hub provides resources and services to support our international partners in successfully promoting Australian red meat globally



Go to
www.aussiemeattradehub.com.au

Scroll down one frame, click on
“Apply Here” at the MDP
frame.

Market Development Partnerships

MYMLA SIGN UP

MYMLA LOG IN

Click on myMLA to sign up for an account

OR

Log in to your existing myMLA account



The Market Development Partnerships works with Australian red meat brand owners to build and market brands; and to educate our consumers and trade partners globally.

Aligned to the MLA International Markets' objectives and strategies, the Market Development Partnerships support brand owners to develop and implement effective:

- Business development activities
- Build market knowledge
- Brand marketing strategies

To apply, you will be required to log in with your myMLA account and follow the registration process.



Program guidelines



Legal terms & conditions



How to apply

Other reference materials

- [How to develop a marketing plan](#)
- [RBA exchange rates](#)
- [Template for itemised expenses](#)

Additional resources

[Aussie Meat Trade Hub](#)

[MLA International Offices](#)

Quick Links

[International Marketing](#)
[Market Insights](#)
[MSA](#)

MLA Global Websites

[North America](#)
[Korea](#)
[Japan](#)
[MENA](#)
[Aussie Beef & Lamb](#)
[Australian Beef](#)
[Australian Lamb](#)

Market Statistics

MLA's Statistics Database has information on livestock pricing, production and trade from Australia and around the world.


e-newsletters

Receive MLA's e-newsletters and stay up to date with the latest industry news and innovations

Contact MLA

02 9463 9333
1800 023 100
[Email MLA](#)

Market Development Partnerships

 Start Application



The Market Development Partnerships works with Australian red meat brand owners to build and market brands; and to educate our consumers and trade partners globally.

Aligned to the MLA International Markets' objectives and strategies, the Market Development Partnerships support brand owners to develop and implement effective:

- Business development activities
- Build market knowledge
- Brand marketing strategies

To apply, you will be required to log in with your myMLA account and follow the registration process.



Program
guidelines



Legal terms
& conditions



How to
apply

Other reference materials

- [How to develop a marketing plan](#)
- [RBA exchange rates](#)
- [Template for itemised expenses](#)

Once you've signed up for myMLA, you can click on "Start Application" to begin.

For existing users, you can click on "Start Application" after you've logged into your myMLA.

Eligibility assessment



If you were a participant of the now closed CoMarketing program, click [here](#) to access archive.
Market Development Partnerships

Step 1 of 2 - 2023-24 Eligibility Assessment

To participate in the program, please first verify that you meet the eligibility criteria and agree to the terms and conditions below.

- We are an Australian company with an ABN, who are responsible for the marketing and promotion of Australian beef, veal, lamb and/ or goat brands.
- We understand that if we are making an [Animal Raising Claim \(?\)](#) we must be able to substantiate such claims in accordance with applicable legal requirements.
- I am an MLA member (levy paying red meat producer), licensed red meat exporter or red meat processor.
- To the best of my knowledge and belief, all statements made by me in this application are true and accurate.

Program Terms & Conditions



[Print](#)

Financial Year means the period 1 July to 30 June;

Force Majeure Event means any event beyond a party's reasonable control, and in the case of MLA, includes the cessation or a reduction in MLA's funding.

Guidelines means the guide showing the level of funding available to participants in the Program, referred to in Section A above and available on MLA's website;

Participant means Australian beef, veal, lamb and goatmeat brand marketing company who has an approved Collaborative Marketing Program with MLA; and

You means the company on whose behalf the application to participate in the Program is submitted.

15.2 Where a word or phrase is given a defined meaning, another part of speech or other grammatical form in respect of that word or phrase has a corresponding meaning.

Presumptions of interpretation

- 15.3 Unless the context otherwise requires, a word which denotes:
- (a) the singular denotes the plural and vice versa; and
 - (b) a person includes an individual, a body corporate and a government.

Updated: June 2023

[Close](#)

Please read to the end of the Terms & Conditions

For ALL applicants, once the tick boxes are checked, the T&C box will appear. Please scroll to the end to ensure you've read through it and click "I Agree"

If you click on "I do not agree", you will not be able to go to the next step to submit your company details and application.



Market Development Partnerships

Step 2 of 2 - Company Information

Select Year

Year:

Company Details

Company: Address 1:
ABN: Address 2:
Postcode Selector: ?

Suburb
Postcode
State

Contacts

Primary ?	First Name	Last Name	Email	Phone	Mobile	Email notifications ?
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	sinfulchoc+18@gmail.com	<input type="text"/>	<input type="text"/>	<input checked="" type="checkbox"/>

Add Additional Contact

Privacy consent

Meat & Livestock Australia Limited (MLA) are requesting this information from you so you can apply to participate in the MLA Market Development Partnerships program. We may use this information to keep you informed about industry information and other communications from MLA. We may also use the information for internal reporting and analysis purposes.

By providing MLA with your personal information, you consent to the collection and handling of your personal information in accordance with MLA's privacy policy (<https://www.mla.com.au/general/privacy/>). You may access and correct any personal information held by MLA by contacting us at privacy@mla.com.au.

Providing us with the requested information is not required by law. If you choose not to provide us with your information, you will not be able to apply to participate in the MLA Market Development Partnerships program.

By ticking this box, I agree to the above Privacy Consent.

Aussie Beef, Lamb & Goat trademark licence brand

I have a current Aussie Beef, Lamb & Goat trademark licence: ?

Licence number: ?

Brands to be Promoted

Brand Name	Product Type (?)	Approximate Monthly Export Tonnes (swt)	Delete
No records to display.			

+ Add New Brand

For new applicants, please fill in your company details, contact person information and product brands.

To add your company brands, click on "+Add New Brand" and fill in the brand details.

Agree to the Privacy Consent statement and then click "Submit"

For existing applicants, you can go direct to the Activity Application page to provide your activity details and submit for review.

- Goat
- Grainfed Beef
- Grassfed Beef
- Lamb
- Value added beef
- Value added goatmeat
- Value added lamb
- Veal
- Yearling Sheep meat

Save Draft

Submit

Market Development Partnerships

Step 2 of 2 - Company Information

Select Year

Year:

Company Details

Company:	<input type="text" value="Test 18"/>	Address 1:	<input type="text" value="mountain"/>	Suburb:	<input type="text" value="NORTH SYDNEY"/>
ABN:	<input type="text" value="39081678364"/>	Address 2:	<input type="text"/>	Postcode:	<input type="text" value="2060"/>
		Postcode Selector: ?	<input type="text"/>	State:	<input type="text" value="NSW"/>

Contacts

	First Name	Last Name	Email		Email notifications ?
Primary ?	<input type="text" value="shaz 18"/>	<input type="text" value="ng 18"/>	<input type="text" value="sinfulchoc"/>	<input type="text" value="7"/>	<input checked="" type="checkbox"/>
Additional 1	<input type="text" value="Ng 18"/>	<input type="text" value="Ng 18"/>	<input type="text" value="sinfulchoc"/>	<input type="text" value="878"/>	<input checked="" type="checkbox"/> <input type="button" value="Remove"/>

Add Additional Contact

Thank You For Your Registration

Thank you for registering for the MLA Market Development Partnerships program. Your registration is now with MLA for approval.

Privacy consent

Meat & Livestock Australia Limited (MLA) are requesting this information from you so you can apply to participate in the MLA Market Development Partnerships program. We may use this information to keep you informed about industry information and other communications from MLA. We may also use the information for internal reporting and analysis purposes.

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Aussie Beef, Lamb & Goat trademark licence brand

I have a current Aussie Beef, Lamb & Goat trademark licence: ? Licence number:

Brands to be Promoted

+ Add New Brand			
Brand Name	Product Type (?)	Approximate Monthly Export Tonnes (swt)	Delete
goat	Goat	50	<input type="button" value="X"/>

Once you've submitted your company details, you will receive an acknowledgement and email, and you can go to "Activity Application" page.

Completing an MDP Activity Application

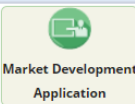


After submitting your company details, you will be directed to this page to add your “Activity Details”




If you were a participant of the now closed CoMarketing program, click [here](#) to access archive.

Market Development Partnerships

MARKET DEVELOPMENT APPLICATION

Welcome Catherine Stokes Update Company Info, Brands & Contacts for: MDP TEST Company	VIEW	PLAN	REPORT	SUMMARY
	Year: <input type="text" value="2023-24"/>	 Market Development Application	 Activity Report	 Budget Summary

+ Add New Activity

 **Export to PDF**

Edit	Date Created	Country	Objectives (?)	Details of Activity (?)	Activity Cost Breakdown AUD (?)	MLA MDP Contribution AUD (?)	Start Date	Invoice Due to MLA	Supporting Documents (?)	Status	MDP Number	MLA Invoice Reference	Comments (?)
No activities have been entered.													
Total:													

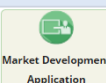


In your Activity Application page, click on “+ Add New Activity”



Market Development Partnerships

Fill in details for:

MARKET DEVELOPMENT APPLICATION

Welcome Catherine Stokes Update Company Info, Brands & Contacts for: MDP TEST Company	VIEW	PLAN	REPORT	SUMMARY
	Year: 2023-24	 Market Development Application	 Activity Report	 Budget Summary

Date Created	Country	Objectives (?)	Details of Activity (?)	Activity Cost Breakdown AUD (?)	MLA MDP Contribution AUD (?)	Start Date	Invoice Due to MLA	Status	MDP Number	MLA Invoice Reference
--------------	---------	----------------	-------------------------	---------------------------------	------------------------------	------------	--------------------	--------	------------	-----------------------

Activity Details

Country
If there are more than one city/ country, please choose International. Include the countries in the Details Section.

Objectives

Brands

Start Date: Invoicing Date:

Finish Date:

MDP Number:

Details of Activity (?)

Activity Purpose

Activity Purpose

	Beef	Lamb	Goat	TOTAL
Activity Cost Breakdown AUD (?)	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
MLA MDP Contribution AUD (?)	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
Activity Cost to Applicant AUD (?)	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>

Please note: The MLA MDP contribution amount will be finalised upon application review and approval.

I understand that Market Development Partnerships funding will be granted for eligible activity expenses only, as set out in [MDP guidelines](#)

Status: New

- Select the Country the activity will occur in
- Provide a summary of the Objectives of the activity
- Provide specific information such as partner names, vendors, cost breakdown, how the activity outcomes will be measured and if MLA will be involved (and in what capacity) in the "Details of Activity" field
- Pick the Activity Purpose from the dropdown box
- Select the Brand/ s involved
- Select the activity Start, Finish and Invoicing Dates
- Provide a budget breakdown for each of the species associated with your brand/s involved in this specific activity

Confirm that you understand funding is available to eligible activities only.

If you are not ready to submit your application, choose Save Draft. Once done, click "Submit" for MLA's review and approval.

Your application will receive a unique MDP Number (to be used in correspondence with MLA) and you will receive a notification if your application has been approved or if amendments/ more information is required.

After submitting/ saving your activity application, you will be directed to this page - providing an overview of all submitted applications

If you were a participant of the now closed CoMarketing program, click [here](#) to access archive.

Market Development Partnerships



MARKET DEVELOPMENT APPLICATION

Welcome
Catherine Stokes

Update Company Info, Brands & Contacts for: [MDP TEST Company](#)

VIEW

PLAN

Year: 2023-24

Market Development Application

The "Status" column will indicate if your activity is Draft, Awaiting Approval, Approved, Amendments Required, Not Approved

Your application will receive a unique MDP Number (to be used in correspondence with MLA).

+ Add New Activity													Export to PDF
Edit	Date Created	Country	Objectives (?)	Details of Activity (?)	Activity Cost Breakdown AUD (?)	MLA MDP Contribution AUD (?)	Start Date	Invoice Due to MLA	Supporting Documents (?)	Status	MDP Number	MLA Invoice Reference	Comments (?)
	22/06/23	Japan	Drive engagement and preference of "GrainBeef" brand beef in the Japanese retail market to result in improved market share/ sales.	Enhancing the showcase of "GrainBeef" brand beef to Japanese retail shoppers in a retail activation manner at XYZ retailer. Key focus on shopper insights driving opportunity, development of engaging videos and content optimised for Japanese language and platforms, and delivery of key customer (retailer) benefits to support.	Beef: 25,000.00		08/02/24	11/04/24		Draft	MDP10012		0 Unread

To edit a draft Activity Application and submit, use the pencil icon in the left most column.

The total value of the MLA Contribution will be inserted here after the activity is reviewed and approved.

If there is feedback or questions about the activity, you will receive an email notification and can retrieve the comments from this section.

Update the "Comments" or make the changes required to the application and re-submit for approval.




If you were a participant of the now closed CoMarketing program, click [here](#) to access archive.




Market Development Partnerships

If all is in order and the application is approved, you will receive an email notification and will see the approved status on the MDP portal.

You may go ahead with your activity.

MARKET DEVELOPMENT APPLICATION

Welcome Catherine Stokes Update Company Info, Brands & Contacts for: MDP TEST Company	VIEW	PLAN	REPORT	SUMMARY
	Year <input type="text" value="2023-24"/>	 Market Development Application	 Activity Report	 Budget Summary

+ Add New Activity													Export to PDF
Edit	Date Created	Country	Objectives (?)	Details of Activity (?)	Activity Cost Breakdown AUD (?)	MLA MDP Contribution AUD (?)	Start Date	Invoice Due to MLA	Supporting Documents (?)	Status	MDP Number	MLA Invoice Reference	Comments (?)
	22/06/23	Japan	Drive engagement and preference of "GrainBeef" brand beef in the Japanese retail market to result in improved market share/ sales.	Enhancing the showcase of "GrainBeef" brand beef to Japanese retail shoppers in a retail activation manner at XYZ retailer. Key focus on shopper insights driving opportunity, development of engaging videos and content optimised for Japanese language and platforms, and delivery of key customer (retailer) benefits to support.	Beef: 25,000.00	Beef: 12,500.00	08/02/24	11/04/24		Approved	MDP10012	GMDP250100010	 <i>0 Unread</i>

Upon approval, the application will also receive an invoice reference number which is to be included on the final invoice submitted to MLA.

Completing an MDP Activity Report

Once the activity is complete you must submit the Activity Report and supporting documentation by the Activity Report due date.

NOTE: If reporting is not submitted within 8 weeks of the Activity Finish Date, MLA may withdraw funding support of the Activity.



If you were a participant of the now closed CoMarketing program, click [here](#) to access archive.

Market Development Partnerships

ACTIVITY REPORT

Welcome Catherine Stokes Update Company Info, Brands & Contacts for: MDP TEST Company	VIEW	PLAN	REPORT	SUMMARY
	Year: 2023-24	 Activity Proposal	 Activity Report	 Budget Summary

Edit	Country	MDP Number	Details of Activity	Result (?)	Finish Date	Due Date	MLA MDP Contribution AUD (?)	MLA invoice reference	Supporting Documents (?)	Status	Comments (?)	
	Japan	MDP10012	Enhancing the showcase of "GrainBeef" brand beef to Japanese retail shoppers in a retail activation manner at XYZ retailer. Key focus on shopper insights driving opportunity, development of engaging videos and content optimised for Japanese language and platforms, and delivery of key customer (retailer) benefits to support.		29/02/24	11/04/24		GMDP2501010010		To Be Invoiced	 0 Unread	
Total:												

Export to PDF

To complete the Activity Report, use the pencil icon in the left most column.

The status field indicates outstanding reports as "To Be Invoiced" and approved reports as "Approved"

Market Development Partnerships

ACTIVITY REPORT

Welcome
Catherine Stokes

Update Company Info, Brands & Contacts for: [MDP TEST Company](#)

VIEW

Year:

PLAN

Activity Proposal

REPORT

Activity Report

Budget Summary

Country	MDP Number	Details of Activity	Result (?)	Finish Date	Due Date	MLA MDP Contribution AUD (?)	MLA Invoice reference	Supporting Documents (?)	Status	Comments (?)
Japan	MDP10012	Enhancing the showcase of "GrainBee" brand beef to Japanese retail shoppers in a retail activation manner at XYZ retailer. Key focus on shopper insights driving opportunity, development of engaging videos and content optimised for Japanese language and platforms, and delivery of key customer (retailer) benefits to support.		29/02/24	11/04/24		GMDP250101 0010		To Be Invoiced	

Activity Report Details

Application submitted date: 21/06/23
Activity Report submitted date:

Country: Japan

Details of Activity

Enhancing the showcase of "GrainBee" brand beef to Japanese retail shoppers in a retail activation manner at XYZ retailer. Key focus on shopper insights driving opportunity, development of engaging videos and content optimised for Japanese language and platforms, and delivery of key customer (retailer) benefits to support.

Brands: GrainBee Brand
Incentives Applied: MDP MLA contribution

Start Date: 08/02/24 Finish Date: 29/02/24 Invoicing Date: 11/04/24

MDP Number: MDP10012
MLA invoice reference: GMDP250101 0010

Result (?)

How effective was your activation?

Gain potential new business. Was there evidence of increased purchase of Australian red meat from your target customers' business?

Build awareness and preference for your products. Was there an improved presentation and understanding of your offerings?

Increased in market knowledge. What examples indicate that there is an increase in knowledge of Australian red meat from your program?

What went well and what can be improved?

APPROVED ACTIVITY APPLICATION FUNDING

	Beef	Lamb	Goat	TOTAL	ACTUAL TOTAL	Beef	Lamb	Goat
Cost Breakdown AUD (?)	<input type="text" value="25,000.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="25,000.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
MLA MDP Contribution AUD (?)	<input type="text" value="12,500.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="12,500.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
Activity Cost to Applicant AUD (?)	<input type="text" value="12,500.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="12,500.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>

Detail of expenses to be claimed	Total Actual Activity Cost ex GST	Amount to be invoiced to MLA ex GST	GST applicable?	GST amount
Retail Promotion	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="checkbox"/>	<input type="text" value="0.00"/>
Total:	\$0.00	\$0.00		\$0.00

Please note: GST amount should reflect the GST paid as shown in the supporting documents submitted. Kindly edit the GST amount if necessary.

Status: To Be Invoiced

Upload the following supporting documents:

- invoices from suppliers for good and services related to activity
- evidence that the participant paid for the goods & services
- if expense was in foreign currency, source of exchange rate used on date of payment
- evidence of activity - images showing the activity was conducted
- invoice to MLA from participant for MLA contribution amount

Fill in details for:

- Activity Result – what outcomes did the activity achieve?
- Rate the effectiveness of the Activity against the three criteria areas
- Provide a summary of what went well and what could be improved in future activities

This section displays the funding approved in the Activity Application and Actual Activity Costs based on amount entered in the expenses table below.

Insert the Total Activity Cost (ex GST) based on actual expenses incurred for the activity. If you paid GST on any elements of the Activity, tick the "GST applicable" box and then insert the total actual GST paid.

The "Amount to be invoiced to MLA" section will automatically populate as 50% of the total actual activity cost. MLA will cap its contribution to a maximum of 50% of the actual activity cost OR the MLA contribution amount approved in the Activity Application – whichever is lower.

If you are not ready to submit your report, choose Save Draft. Once done, click "Submit" for MLA's review and approval.

When the “Supporting Documents” button is clicked, this upload pop-up will appear. Select the documents you wish to upload. A green indicator will show next to the filename of documents that have uploaded successfully.

Upload supporting documents Close

Upload: You can add up to 20 files:

Receipt-2121-0755.pdf Remove Select

The maximum file size is 32 MB

Download: No documents are available

Click the red cross to remove a file or click the filename to download a file

Once the Activity Report is submitted, you will be asked to check that your report includes the above information and supporting documentation.

Check these boxes if all criteria has been met and choose “Confirm”.

Activity Report Checklist

Please tick all check boxes to proceed with submitting Activity Report

- Comment on outcome of activity
- Invoice from the participant to MLA for MLA contribution amount
- Copy of invoices from the companies that provided the goods or services
- Evidence that the participant has paid for the goods or services
- If the payment was in foreign exchange, please include reference to the exchange rate used at the date of payment
- Images showing evidence the activity was conducted. If no images are available, then include an explanation below

Confirm Cancel

If you were a participant of the now closed CoMarketing program, click [here](#) to access archive.

Market Development Partnerships




Submitted
Your activity report and invoice has been submitted to MLA and is awaiting approval.

ACTIVITY REPORT

Welcome Catherine Stokes

Update Company Info, Brands & Contacts for: [MDP TEST Company](#)

VIEW	PLAN	REPORT	SUMMARY
Year: 2023-24	Activity Proposal	Activity Report	Budget Summary

Edit	Country	MDP Number	Details of Activity	Result (?)	Finish Date	Due Date	MLA MDP Contribution AUD (?)	MLA invoice reference	Supporting Documents (?)	Status	Comments (?)
	Japan	MDP10012	Enhancing the showcase of "GrainBeef" brand beef to Japanese retail shoppers in a retail activation manner at XYZ retailer. Key focus on shopper insights driving opportunity, development of engaging videos and content optimised for Japanese language and platforms, and delivery of key customer (retailer) benefits to support.	Retail sales increase of 20% during promotion period for product range previously unavailable on the platform.	29/02/24	11/04/24	Beef: 10,000.00	GMDP2501010010		Awaiting Approval	 <i>Unread</i>

 Export to PDF

You can continue to make amendments to your Activity Report if needed. Once MLA approves the report, no further amendments can be made.

This Activity Report has been submitted to MLA and is awaiting approval.

Once the Activity Report is approved, MLA will process the invoice for payment.

If MLA requires further information the status will be updated to "Amends Required" and a comment added to indicate what needs to be updated. Once requested information is provided, resubmit the Activity Report to change the status to "Awaiting Approval"



If you were a participant of the now closed CoMarketing program, click [here](#) to access archive.

Market Development Partnerships

ACTIVITY REPORT

Welcome Catherine Stokes Update Company Info, Brands & Contacts for: MDP TEST Company	VIEW	PLAN	REPORT	SUMMARY
	Year <input type="text" value="2023-24"/>	Activity Proposal	Activity Report	Budget Summary

												Export to PDF
Edit	Country	MDP Number	Details of Activity	Result (?)	Finish Date	Due Date	MLA MDP Contribution AUD (?)	MLA invoice reference	Supporting Documents (?)	Status	Comments (?)	
	Japan	MDP10012	Enhancing the showcase of "GrainBeef" brand beef to Japanese retail shoppers in a retail activation manner at XYZ retailer. Key focus on shopper insights driving opportunity, development of engaging videos and content optimised for Japanese language and platforms, and delivery of key customer (retailer) benefits to support.	Retail sales increase of 20% during promotion period for product range previously unavailable on the platform.	29/02/24	11/04/24	Beef: 10,000.00	GMDP2501010010	1 file	Approved	0 Unread	





For any queries, please reach out to
marketdevelopmentpartnerships@mla.com.au

THANK YOU

