

Market Development Partnerships Program: 2024-25 Activity Application and Reporting Guide

Updated November 2024



Table of Contents

<u>Introduction</u>	3
<u>Program changes to note in 2024-25</u>	4
<u>MDP Activity Application and Reporting flowchart</u>	5
<u>Creating a strong application: Eligibility</u>	6
<u>Creating a strong application: Key elements to include</u>	7
<u>Activity application checklist</u>	8
<u>Example activity application</u>	9
<u>Creating a strong report: Key elements to include</u>	10
<u>Activity report checklist</u>	11
<u>Example activity report</u>	12
<u>MLA Contact Details</u>	13
<u>Registration for 2024-25 Applications</u>	15 - 20
<u>Completing an Activity Application</u>	21 - 24
<u>Completing an Activity Report</u>	25 - 29

Introduction

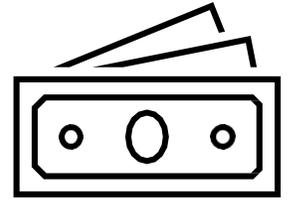
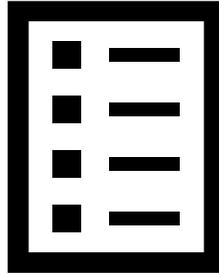
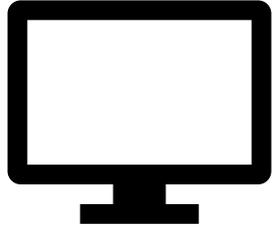
- Market Development Partnerships (MDP) Program collaborates with Australian red meat businesses and their customers to build and promote Australian red meat brands and to educate consumers and trade partners globally to:
 - build awareness of and preference for Australian red meat products,
 - create customer loyalty and sustainable brand growth, and
 - align and leverage MLA's International Marketing initiatives.
- The program offers co-contribution funding and access to MLA staff support through regional offices.
- Foodservice promotions, Retail promotions, Aussie Meat Academy, and Trade Shows continue to be eligible for co-funding in 2024-25.
- Up to 50% funding – however % contribution depends on value for the Australian red meat industry, available funds, and distribution of funds amongst eligible activities (we are looking for a portfolio of activities).
- Simple online application process.

Program changes to note in 2024-25

There are some key changes to the MDP program in 2024-25:

1. MLA's contribution to Trade Show funding will be up to 25% of Activity Application. MLA will offer assistance via MDP for trade shows where centralised industry representation by MLA is not established.
2. MDP funds for sampling activities will be preferentially directed towards launching new customers and new products.
3. There will be a minimum total Activity Application value of \$5,000.
4. Activity Start Date and Activity End Date must reflect the actual start and end dates of an activity/event. This is to ensure timely reporting and funds utilisation.
5. Activity Application must include key metrics relevant to activity type to then be reported on at conclusion of activity.
6. Activity Report will be due within 4 weeks after activity completion (down from 8 weeks). Failure to adhere to this timeframe will result in MLA being unable to co-fund the activity.

MDP Activity Application & Reporting Flowchart



Approved

Australian red meat entity

1. Visit:
aussiemeattradehub.com.au
2. Register or login to MyMLA
3. Start MDP application

Input into MDP portal

- Activity 1
- Activity 2
- Activity 3



Submit for approval by
MLA Regional Manager

MLA Activity Review

MLA Regional Managers will review and discuss applications against:

- eligibility criteria
- funding availability
- strength of application

Activity finished

Complete Activity Report including KPI/metrics and supporting documents by due date.



Submit for approval by
MLA Regional Manager

MLA Report Review

- MLA contribution paid

OR

Amends required

- Make amendment
- Re-submit for approval
- MLA contribution paid

Creating a strong application: Eligibility

Eligibility Criteria

Open to Australian companies (with an ABN) who are:

1. responsible for organising and paying for the marketing of Australian beef, sheepmeat and/ or goatmeat; and
2. are an MLA member (levy-paying producer) who is a licensed red meat exporter or processor/exporter.



Eligible Activities

- **Trade Shows** - where centralised industry representation by MLA is not established e.g. Gulfood (UAE), FHA (Singapore), SIAL (China), Anuga (Germany), Supermarket Trade Show (Japan)
- **Retail promotions** - involving new customers, territories, or products.
- **Foodservice promotions.**
- Education/training seminars under the **Aussie Meat Academy** banner (including Aussie Beef Mate or Lambassador activities).



Assessment Criteria

- 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.
- 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 products
- Likelihood of success (clear insight, strategy and evaluation metrics, evident capability to execute, a positive track record),
- Alignment to MLA's strategy and marketing initiatives such as the Aussie Meat Academy and category brand marketing and funding availability

Creating a strong application: Key elements to include

Below are some key details to include in your Activity Application to ensure the greatest chance of success;

- **Specific and achievable objectives** - Establishing specific and achievable objectives is crucial for defining clear targets and realistic timelines, ensuring consistent progress toward strategic goals. This approach enhances accountability and resource allocation, thereby optimising the impact and effectiveness of marketing initiatives in funding applications.
- **Detailed description of activity** - Providing a detailed description of the activity is essential to illustrate the scope, methodology, and expected outcomes comprehensively. This clarity allows MLA to understand the project's full impact and ensures alignment with strategic objectives and funding requirements.
- **Clearly defined activity costs**, supported by documents or quotations, ensure transparent budget planning and enhance funding application credibility.
- An **accurate timeframe** for the activity is essential for demonstrating project feasibility, ensuring timely execution, and effective budget management.
- **Dialogue with MLA regional offices** - Engaging with MLA's global offices yields market insights and opportunity to align with existing activities.
- **Metrics** to measure activity success are crucial for evaluating performance and outcomes against predefined goals. They provide quantifiable data to assess effectiveness, guide decision-making, and inform future funding. Potential metrics include:

METRICS		
Retail & Foodservice promotions	Aussie Meat Academy	Trade Shows
<ul style="list-style-type: none"> ○ sales increase (AUD) attributed to promotion ○ no. of retail/foodservice outlets included in the promotion ○ no. of retail/foodservice outlets with 'Aussie Beef/ Lamb' branding ○ no. sampling days (retail only) ○ media reach and media value generated ○ no. of attendees/customers during 	<ul style="list-style-type: none"> ○ no. of events ○ no. of attendees ○ no. of companies/commercial customers attending ○ % satisfaction rating ○ no. of media articles ○ reach (audience/ subscribers) ○ total media value generated 	<ul style="list-style-type: none"> ○ Stand/booth traffic ○ contacts v leads v qualified leads generated ○ sales conversion rate ○ actual sales increase (AUD) attributed to show ○ % growth in value of sales attributed to activity ○ social/media engagement

Activity Application Checklist



Activity Application
✓ Country (drop down selection)
✓ Objectives (business case for activity)
✓ Brands (drop down selection)
✓ Details of Activity (include partners, vendors, cost breakdown, how success will be measured - metrics/evaluation plan, MLA involvement)
✓ Activity Purpose (select from AMA, Food Service promotion, Retail promotion, Trade Show)
✓ Start date
✓ Finish date
✓ Activity cost breakdown by Species
✓ Acknowledge funding is available to eligible activities only
✓ Submit for MLA review and approval

MARKET DEVELOPMENT APPLICATION

<p>Welcome Catherine Stokes</p> <p>Update Company Info, Brands & Contacts for: MDP Test Account</p>	VIEW	PLAN 	REPORT 	SUMMARY
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Year: 2024-25

Date Created	Country	Objectives (?)	Details of Activity (?)	Activity Cost Breakdown AUD (?)	MLA MDP Contribution AUD (?)	Start Date	Report Due to MLA	Status	MDP Number																																												
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Activity Details</p> <p>Country <i>If there are more than one city/ country, please choose International. Include the countries in the Details Section.</i></p> <p>Please select Please select</p> <p>Objectives <div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div></p> <p>Brands Please select</p> </div> <div style="width: 50%;"> <p>MDP Number: <input type="text"/></p> <p>Details of Activity (?) <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;">Please include partners' names, vendors, cost of breakdown, evaluation, MLA's involvement, etc.</div></p> <p>Activity Purpose Select Activity Categories → <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff9c4; margin-top: 5px;"> Activity Purpose Aussie Meat Academy (customer education event, seminar, etc) Food Service Promotion Retail Promotion Trade Show </div></p> </div> </div> <table style="width: 100%; margin-top: 10px;"> <thead> <tr> <th>Activity Start Date</th> <th>Activity End Date</th> <th>Activity Report Due Date</th> <th colspan="3"></th> </tr> </thead> <tbody> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td style="text-align: center;">Beef</td> <td style="text-align: center;">Lamb</td> <td style="text-align: center;">Goat</td> <td style="text-align: center;">TOTAL</td> </tr> <tr> <td>Activity Cost Breakdown AUD (?)</td> <td><input type="text" value="0.00"/></td> </tr> <tr> <td>MLA MDP Contribution AUD (?)</td> <td><input type="text" value="0.00"/></td> </tr> <tr> <td>Activity Cost to Applicant AUD (?)</td> <td><input type="text" value="0.00"/></td> </tr> </tbody> </table> <p><i>Please note: The MLA MDP contribution amount will be finalised upon application review and approval.</i></p> <p>By ticking each box below, I agree, acknowledge and confirm that:</p> <p><input type="checkbox"/> I have read and understood the Terms and Conditions; and</p> <p><input type="checkbox"/> I understand that Market Development Partnerships funding will be granted for eligible activity expenses only, as set out in the Market Development Partnerships Program Guidelines.</p> <p>Status: New</p> <p style="text-align: right;"><input type="button" value="Cancel"/> <input type="button" value="Save Draft"/> <input type="button" value="Submit"/></p>										Activity Start Date	Activity End Date	Activity Report Due Date				<input type="text"/>	<input type="text"/>	<input type="text"/>	Beef	Lamb	Goat	TOTAL	Activity Cost Breakdown AUD (?)	<input type="text" value="0.00"/>	MLA MDP Contribution AUD (?)	<input type="text" value="0.00"/>	Activity Cost to Applicant AUD (?)	<input type="text" value="0.00"/>	No activities have been entered.																								
Activity Start Date	Activity End Date	Activity Report Due Date																																																			
<input type="text"/>	<input type="text"/>	<input type="text"/>	Beef	Lamb	Goat	TOTAL																																															
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MLA MDP Contribution AUD (?)	<input type="text" value="0.00"/>																																																				
Activity Cost to Applicant AUD (?)	<input type="text" value="0.00"/>																																																				

Total: 0.00

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Example activity application: New product launch

Activity Application	
Country	USA
Objectives	Drive engagement and preference for 'Delicious Beef' brand in the US retail market to build brand awareness and increase sales to a target of \$XX.
Brands	'Delicious Beef'
Details of Activity	<p>We have been working with Customer A over the past 12 months and have an exclusive opportunity to introduce 'Delicious Beef' into XYZ Retail Group.</p> <p>The Activity will involve in-store promotion across 300 stores, selected based on shopper demographics; Extensive buyer training and education on Australian Beef attributes; Integrated consumer media campaigns to educate consumers on the new Australian product offering, sustainability and nutritional benefits</p> <ul style="list-style-type: none">- Grow value of sales to AUD \$x within 12 months of launch- Grow distribution across 300 stores- Conversion from other Country of Origin to Australian beef
Activity Purpose	Retail promotion
Start date	1 August 2024
Finish date	30 October 2024
Activity cost breakdown by Species	\$80,000 (Beef)

Creating a strong report: Key elements to include

In addition to completing all required fields in the Activity Report, ensure you provide:

- Detailed description of results with comments on outcomes achieved
- Detailed description of what went well and what could be improved
- Report on metrics to measure activity success
- Supporting documents uploaded – examples of evidence of activity (refer below), in-market partner sales report for campaign, agency reports, social media posts

SUPPORTING DOCUMENTS		
Retail & Foodservice promotions	Aussie Meat Academy	Trade Shows
<ul style="list-style-type: none"> ○ Photos of retail packs on shelf / product being cooked with branding evident ○ 'Aussie Beef/ Lamb' sticker on retail packs ○ Brand/'Aussie Beef/ Lamb' POS in store, banners, menu, chef jacket ○ In-store sampling being conducted ○ Customers tasting product in store / guests at event ○ Websites/e-commerce featuring images of activity ○ Links to social media posts 	<ul style="list-style-type: none"> ○ Photos of educational seminar being conducted ○ Brand evident in collateral at event ○ 'Aussie Beef/ Lamb' brand usage ○ Attendees tasting the product ○ Participant feedback showing % satisfaction or likelihood of implementing learnings in future 	<ul style="list-style-type: none"> ○ Photos of booth showing brands being co-funded ○ Photos of booth showing components being co-funded ○ Likes/comments from social media posts promoting presence at show

Activity Report Checklist

- ### Activity Reporting
- ✓ **Upload supporting documents** (vendor invoices + remittance, exchange rate used, photos/evidence of activity, invoice to MLA)
 - ✓ **Results** (comment on outcomes achieved, executive summary of any attached report)
 - ✓ **Complete Key Reporting Metric** results, and add any metric comments (to add context where needed)
 - ✓ **Rate effectiveness** of activation (rate against 3 criteria)
 - ✓ Summarise **what went well** and what could be **improved**
 - ✓ **Total activity cost**
 - ✓ **Submit** for MLA review and approval

[Click here to jump to our step-by-step system user guide](#)

ACTIVITY REPORT

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

Year: 2024-25

Activity Proposal | **Activity Report** | Budget Summary

Country	MDP Number	Details of Activity	Result (?)	Finish Date	Due Date	MLA MDP Contribution AUD (?)	Supporting Documents (?)	Status	Comments (?)
Japan	MDP10466	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.		18/11/24	09/12/24			To Be Invoiced	0 Unread

Activity Report Details

Application submitted date: 15/11/24
 Activity Report submitted date:
 Country: Japan
 Activity Purpose: Retail Promotion
 Details of Activity: 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.
 Brands: GrainBeef Brand
 Incentives Applied: MDP MLA contribution
 Start Date: 15/11/24 Finish Date: 18/11/24 Invoicing Date: 09/12/24

MDP Number: MDP10466

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?

Key Reporting Metrics

Complete the metric outcome data below (numeric only). If needed, you may provide further explanation of these metrics in the comments section.

Metric	Result
Value of sales increase attributed to activity (AUD)	<input type="text"/>
Number of stores/ outlets with Aussie branding	<input type="text"/>
Number of sampling days	<input type="text"/>
Media value attributed to activity (AUD)	<input type="text"/>

Metrics comments

	APPROVED ACTIVITY APPLICATION FUNDING				ACTUAL ACTIVITY COSTS			
	Beef	Lamb	Goat	TOTAL	ACTUAL TOTAL	Beef	Lamb	Goat
Cost Breakdown AUD (?)	<input type="text" value="22,500.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="22,500.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
MLA MDP Contribution AUD (?)	<input type="text" value="11,250.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="11,250.00"/>	<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="11,250.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="11,250.00"/>	<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	Is 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 Cancel Save Draft Submit

Example activity report: New product launch

Activity Report										
Results	<p>As expected, our relationship with Customer A has strengthened throughout this campaign. To date, value of sales have increased by AUD \$x and forecast continued growth of AUD \$x over the remaining 9 months based on retail sales data.</p> <p>Consumers reacted so positively to our new product offering that 10 stores reported a drop in sales of Uruguayan beef while overall sales were up therefore demonstrating that our new product grew the overall category.</p>									
Effectiveness	<p>Gain potential new business: 9/10</p> <p>Build awareness/preference for products: 9/10</p> <p>Increased market knowledge: 9/10</p>									
What went well/could be improved	<p>We secured distribution in 290 of the targeted 300 stores – of these, 10 reported a drop in sales of Uruguayan beef. ‘Delicious Beef’ and Aussie Beef branding was used at all locations.</p> <p>All buyers completed a training & education program and reported increased product knowledge as a result of the training.</p>									
Key Reporting Metrics	<table> <tr> <td>Value of sales increase attributed to activity (AUD)</td> <td>500,000</td> </tr> <tr> <td>Number of stores/ outlets with Aussie branding</td> <td>290</td> </tr> <tr> <td>Number of sampling days</td> <td>1,850</td> </tr> <tr> <td>Media value attributed to activity (AUD)</td> <td>280,000</td> </tr> </table>	Value of sales increase attributed to activity (AUD)	500,000	Number of stores/ outlets with Aussie branding	290	Number of sampling days	1,850	Media value attributed to activity (AUD)	280,000	
Value of sales increase attributed to activity (AUD)	500,000									
Number of stores/ outlets with Aussie branding	290									
Number of sampling days	1,850									
Media value attributed to activity (AUD)	280,000									
Metric Comments	<p>Sales growth value measured across the 3 month promotion. Forecast sales growth to exceed target sales growth of 1.8mil (measured over 12 months) with forecast value of 2.1mil despite falling 10 stores short of the 300 stores targeted.</p>									
Total actual activity cost	\$78,525									
Attached supporting documents	<table> <tr> <td> Agency outcome report.pdf</td> <td> ‘Delicious Beef’ in-store brand launch.jpeg</td> <td> ‘Delicious Beef’ sales brochure.pdf</td> </tr> <tr> <td> Campaign sales results.pdf</td> <td> Aussie Beef retail packs.jpeg</td> <td> Customer in-store sampling.jpeg</td> </tr> <tr> <td></td> <td> Merchandising and POS range.pdf</td> <td> Full retail display and POS.jpeg</td> </tr> </table>	 Agency outcome report.pdf	 ‘Delicious Beef’ in-store brand launch.jpeg	 ‘Delicious Beef’ sales brochure.pdf	 Campaign sales results.pdf	 Aussie Beef retail packs.jpeg	 Customer in-store sampling.jpeg		 Merchandising and POS range.pdf	 Full retail display and POS.jpeg
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 Campaign sales results.pdf	 Aussie Beef retail packs.jpeg	 Customer in-store sampling.jpeg								
	 Merchandising and POS range.pdf	 Full retail display and POS.jpeg								

MLA Contact details

The MLA team are available to discuss applications:

MLA Region	MLA Contact	Email	Phone
Global	Joshua Anderson	janderson@mla.com.au	+61 2 9463 9377
Global	Raelene Fowlds	rfowlds@mla.com.au	+61 2 9463 9367
Europe, Middle East and Africa	Scott Walker	swalker@mla.com.au	+971 58 544 9976
Greater China	Murray Davis	mdavis@mla.com.au	+86 185 2913 7539
Japan & Korea	Travis Brown	tbrown@mla.com.au	+81 80 4177 9897
North America	Doug McNicholl	dmcnicholl@mla.com.au	+1 202 705 9303
Southeast Asia	Valeska	vvaleska@mla.com.au	+65 8814 2131

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

MDP System User Guide

[Registration for 2024-25 Applications](#)

15 - 20

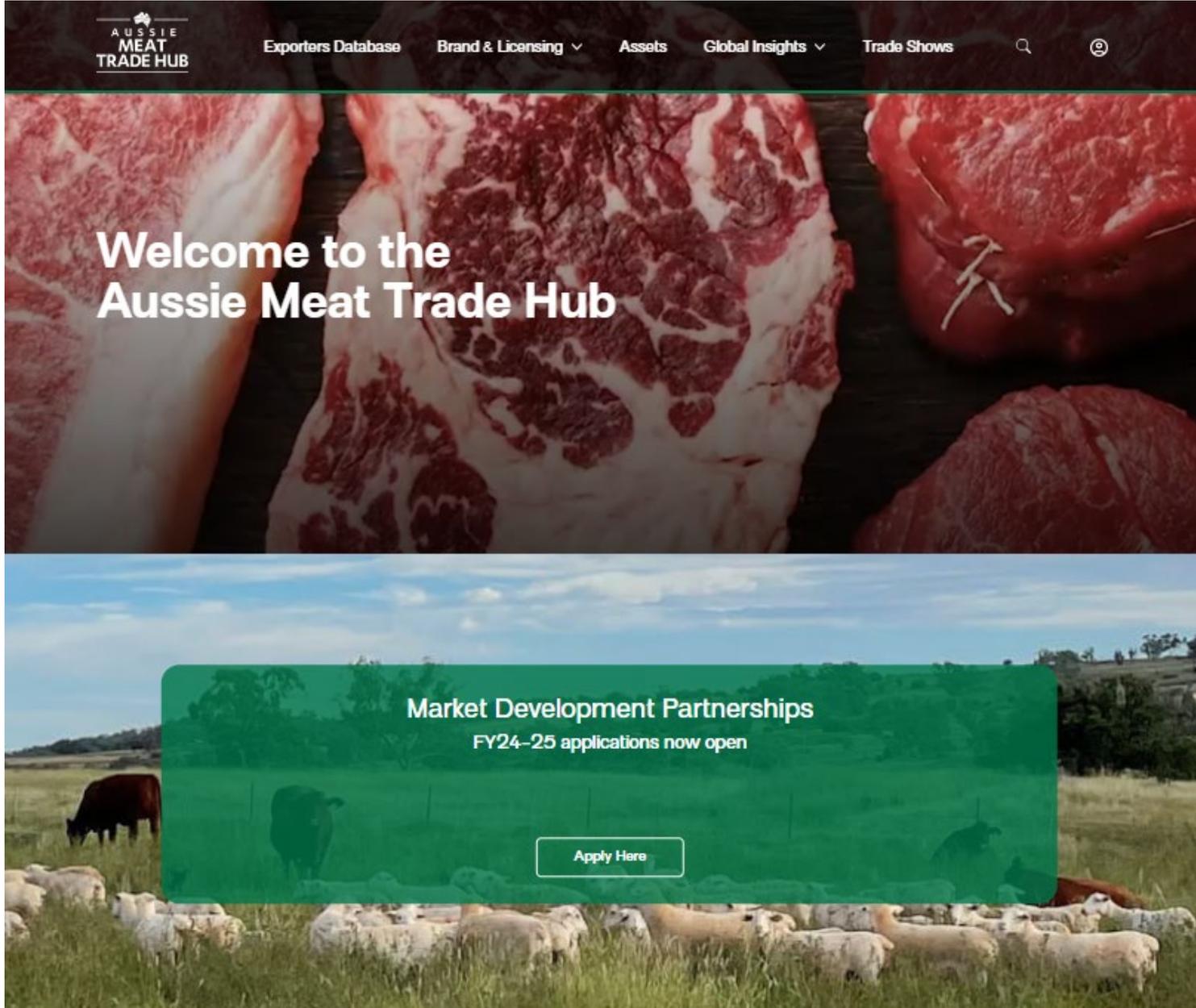
[Completing an Activity Application](#)

21 - 24

[Completing an Activity Report](#)

25 - 29

Registration for 2024-25 Applications



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.

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

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

Market Development Partnerships

Market Development Partnerships Program 2024-25

[Apply now](#)

OR

[Apply later..go to 2023-24 program](#)

Existing users of the 2023-24 MDP program will be given the option to:

- "Apply now" for the 2024-25 program; or
- Go to the 2023-24 program to complete any outstanding Activity Reporting

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

Market Development Partnerships

Step 1 of 2 - 2024-25 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



[guidelines.pdf](#);

Market Development Application means the application submitted for an Activity on the Program Website;

MLA MDP Contribution means the amount of funding contributed by MLA for an Activity, as explained in clauses 1.4 and 1.5;

Objective means the marketing objectives set by You and approved by MLA which align to the objectives of the Program;

Program means the MLA Market Development Partnerships Program;

Program Website means <https://mdp.mla.com.au/>; and

You means the Australian beef, veal, lamb and/or goatmeat brand marketing company on whose behalf the application to participate in the Program is submitted and accepted by MLA.

Presumptions of interpretation

17.2 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.

17.3 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: May 2024

Please read to the end of the Terms & Conditions

All applicants are to verify that they meet the eligibility criteria by ticking each box, then read through the program terms and conditions.

Scroll through to the end of the terms and conditions and accept the terms, clicking “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

<input type="button" value="+ Add New Brand"/>			
Brand Name	Product Type (?)	Approximate Monthly Export Tonnes (swt)	Delete
No records to display.			

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

Market Development Partnerships

Step 2 of 2 - Company Information

Select Year

Year:

Company Details

Company: Address 1: Suburb:

ABN: Address 2: Postcode:

Postcode Selector: ? State:

Contacts

Primary ?	First Name	Last Name	Email	Phone	Email notifications ?
<input checked="" type="checkbox"/>	<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"/>
<input type="checkbox"/>	<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.

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

+ 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 Activity Application

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



Click here to [register for the Market Development Partnerships program 2024-25](#)

Logout

Market Development Partnerships

MARKET DEVELOPMENT APPLICATION

Welcome Catherine Stokes Update Company Info, Brands & Contacts for: MDP Test Account	VIEW	PLAN	REPORT	SUMMARY
	Year <input type="text" value="2024-25"/>	 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	Report Due to MLA	Supporting Documents (?)	Status	MDP Number	Comments (?)
No activities have been entered.												
Total:												

On the Activity Application page, ensure the year is set to 2024-25 then, click on “+ Add New Activity”

[Click here to check our application eligibility criteria](#)



Market Development Partnerships

MARKET DEVELOPMENT APPLICATION

Welcome Catherine Stokes Update Company Info, Brands & Contacts for: MDP Test Account	VIEW	PLAN	REPORT	SUMMARY
	Year: 2024-25	 Market Development Application	 Activity Report	 Budget Summary

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

Activity Details

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

Objectives

Brands

Activity Start Date:

Activity End Date:

Activity Report Due Date:

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

Activity Purpose
 Select Activity Categories

Activity Purpose

- Aussie Meat Academy (customer education event, seminar, etc)
- Food Service Promotion
- Retail Promotion
- Trade Show

Details of Activity (?)
 Please include partners' names, vendors, cost of breakdown, evaluation, MLA's involvement, etc.

MDP Number:

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

By ticking each box below, I agree, acknowledge and confirm that:

I have read and understood the [Terms and Conditions](#); and

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

Status: New

Fill in details for:

- 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, and agree to the Terms & Conditions.

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.

[Click here for guidance on creating a strong application](#)

Market Development Partnerships

MARKET DEVELOPMENT APPLICATION

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

The application will receive a unique MDP Number (to be used in correspondence with MLA and on invoicing).

Welcome
Catherine Stokes

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

VIEW

Year

PLAN


Market Development Application

REPORT


 Activity Report

SUMMARY


 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	Report Due to MLA	Supporting Documents (?)	Status	MDP Number	Comments (?)	
	04/06/24	Japan	Drive engagement and preference of "Delicious Beef" brand beef in the Japanese retail market to result in improved market share/ sales.	Enhancing the showcase of "Delicious Beef" 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. Metrics will be captured through both agency marketing reports and retailer sales data, and will include: - increased sales value in AUD compared to same period last quarter - percentage of market share increase compared to other country of origin beef brands	Beef: 25,000.00		08/07/24	21/10/24		Awaiting Approval	MDP10192	<div style="border: 2px solid red; border-radius: 50%; padding: 10px; display: inline-block;">  0 Unread </div>	
Total:													

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.

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

Completing an 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 4 weeks of the Activity End 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 <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.		29/02/24	11/04/24		GMDP2501010010		To Be Invoiced	0 Unread
							Total:		<p>The status field indicates outstanding reports as "To Be Invoiced" and approved reports as "Approved"</p>		

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

ACTIVITY REPORT

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

VIEW PLAN REPORT SUMMARY

Year: 2024-25

Activity Proposal Activity Report Budget Summary

Country	MDP Number	Details of Activity	Result (?)	Finish Date	Due Date	MLA MDP Contribution AUD (?)	Supporting Documents (?)	Status	Comments (?)
Japan	MDP10466	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.		18/11/24	09/12/24			To Be Invoiced	0 Unread

Activity Report Details

Application submitted date: 15/11/24 MDP Number: MDP10466

Activity Report submitted date: Country: Japan

Activity Purpose: Retail Promotion

Details of Activity: 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.

Brands: GrainBeef Brand

Incentives Applied: MDP MLA contribution

Start Date: 15/11/24 Finish Date: 18/11/24 Invoicing Date: 09/12/24

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?

Key Reporting Metrics

Complete the metric outcome data below (numeric only). If needed, you may provide further explanation of these metrics in the comments section.

Metric	Result
Value of sales increase attributed to activity (AUD)	<input type="text"/>
Number of stores/ outlets with Aussie branding	<input type="text"/>
Number of sampling days	<input type="text"/>
Media value attributed to activity (AUD)	<input type="text"/>

Metrics comments

APPROVED ACTIVITY APPLICATION FUNDING				ACTUAL ACTIVITY COSTS				
	Beef	Lamb	Goat	TOTAL	ACTUAL TOTAL	Beef	Lamb	Goat
Cost Breakdown AUD (?)	22,500.00	0.00	0.00	22,500.00	0.00	0.00	0.00	0.00
MLA MDP Contribution AUD (?)	11,250.00	0.00	0.00	11,250.00	0.00	0.00	0.00	0.00
Activity Cost to Applicant AUD (?)	11,250.00	0.00	0.00	11,250.00	0.00	0.00	0.00	0.00

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

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
- [Click here for tips on supporting documents](#)

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
 - Complete Key Reporting Metric values – the metrics required will adjust based on the type of activity undertaken
 - Add any metric related comments which may help MLA assess the effectiveness of the investment
- [Click here for guidance on creating a strong activity report](#)

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 the MLA Contribution based on MLA's Contribution percentage approved during the application stage and applied to the total actual activity cost. MLA will cap its contribution to the MLA Contribution value OR percentage 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 Select

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 Year <input type="text" value="2023-24"/>	PLAN  Activity Proposal	REPORT  Activity Report	SUMMARY  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		Awaiting Approval	 <i>0 Unread</i>

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@mia.com.au

