

Market Development Partnerships Program: 2025-26 Activity Application and Reporting Guide

Updated February 2026



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Introduction

- The **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, and Aussie Meat Academy** continue to be eligible for co-funding of up to 50%, while **Trade Shows** are eligible for co-funding of up to 25%.
- Funding contributions (as a percentage of total spend) depend 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).
- From 2025-26, activities in the Australian **Domestic Market** will be eligible for inclusion in the MDP Program.

MDP Activity Application & Reporting Flowchart



<p>Australian red meat entity</p> <ol style="list-style-type: none"> 1. Visit the Aussie Meat Trade Hub 2. Register or login to MyMLA 3. Start MDP application 	<p><u>Input into MPD portal</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Activity 1 <input type="checkbox"/> Activity 2 <input type="checkbox"/> Activity 3 <p style="text-align: center;">▼</p> <p>Submit for approval by MLA Regional Manager</p>	<p>MLA Activity Review</p> <p>MLA Regional Managers will review and discuss applications against:</p> <ul style="list-style-type: none"> • Eligibility criteria • Funding availability • Strength of application 	<p>Activity finished</p> <p>Complete Activity Report including KPI/Metrics and supporting documents by due date</p> <p style="text-align: center;">▼</p> <p>Submit for approval by MLA Regional Manager</p>	<p>MLA Report Review</p> <p>MLA Contribution paid</p> <p style="text-align: center;">OR</p> <p>Amends required:</p> <ul style="list-style-type: none"> • Make amendment • Re-submit for approval • MLA contribution paid
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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) and/or a licensed red meat exporter or processor/exporter.

Eligible Activities

- **Trade Shows** - where centralised industry representation by MLA is not established.
- **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 Australian red meat sales – 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 new products.
- Likelihood of success, judged by factors including 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** are crucial for defining clear targets and realistic timelines, ensuring consistent progress toward strategic goals.
- Providing a detailed **activity description** is essential to illustrate the scope, methodology, and expected outcomes comprehensively.
- **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.
- **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. Potential metrics include:

Metrics		
Retail & Foodservice promotions	Aussie Meat Academy	Trade Shows
<ul style="list-style-type: none"> ○ Sales increase attributed to promotion ○ Number of outlets included in the promotion ○ Number of outlets with 'Aussie Beef/Lamb' branding ○ Number of sampling days (retail only) ○ Media reach and media value generated ○ Number of attendees or customers 	<ul style="list-style-type: none"> ○ Number of events ○ Number of attendees ○ Number of commercial customers attending ○ Satisfaction rating ○ Number of media articles ○ Media reach – audience and 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

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

Welcome
Tim Jackson

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

VIEW: Year 2025-26

PLAN: Market Development Application

REPORT: Activity Report

SUMMARY: Budget Summary

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 (?)
02/10/25	Korea, Republic of (South Korea)	Test new activity objectives	Test details of activity	Beef 18,000.00 Goat 10,000.00	Beef 4,000.00 Goat 5,000.00	14/10/25	03/12/25		Approved	MDP10779	0 Unread

Activity Details
Date Submitted: 02/10/25 MDP Number: MDP10779

Country: Korea, Republic of (South Korea)

Objectives: Test new activity objectives

Brands: Goat Brand, GrainBeef Brand

Activity Start Date: 14/10/25 Activity End Date: 12/11/25 Activity Report Due Date: 03/12/25

Details of Activity (?): Test details of activity

Activity Purpose: Aussie Meat Academy (customer education event, seminar, etc)

Key Reporting Metrics

Once the activity is complete, you will be required to report on the outcomes of the metrics listed below:

Metric	Result
Number of attendees	
Number of companies in attendance	
Number of surveys completed	
Number of survey responses classified as 'very highly satisfied'	
Number of survey responses indicating 'very likely' to adopt learnings	

I understand that I am required to report on these metrics.

	Beef	Lamb	Goat	TOTAL
Activity Cost Breakdown AUD (?)	18,000.00	0.00	10,000.00	28,000.00
MLA MDP Contribution AUD (?)	4,000.00	0.00	5,000.00	9,000.00
Activity Cost to Applicant AUD (?)	14,000.00	0.00	5,000.00	19,000.00

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: Approved

Country – Drop down selection

Objective – Business case for activity

Brands – Drop down selection

Activity Start and Finish dates

Activity cost breakdown by species

Acknowledge the terms and conditions, and that funding is available for eligible programs only

Details of activity - include partners, vendors, cost breakdown, how success will be measured, MLA involvement

Activity Purpose - Select from AMA, Food Service Promotion, Retail Promotion, or Trade Show

Submit for MLA funding and approval



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 February 2026
Finish date	30 May 2026
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

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

Result – comment on outcomes achieved, executive summary of any attached report

Key Reporting Metrics

Metrics comments – to add context where needed

Submit for MLA funding and approval

Upload supporting documents - vendor invoices + remittance, exchange rate used, photos/evidence of activity, invoice to MLA

Rate effectiveness - rate against all three criteria

Summarise what went well and what could be improved

Total Activity cost

Welcome
Tim Jackson

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

VIEW

Year: 2025-26

PLAN

Activity Proposal

REPORT

Activity Report

SUMMARY

Budget Summary

Country	MDP Number	Details of Activity	Result (?)	Finish Date	Due Date	MLA MDP Contribution AUD (?)	Supporting Documents (?)	Status	Comments (?)
Korea, Republic of (South Korea)	MDP10779	Test details of activity		12/11/25	03/12/25			To Be Invoiced	

Activity Report Details

Application submitted date: 02/10/25
Activity Report submitted date:

Country: Korea, Republic of (South Korea)

Activity Name: Aussie Meat Academy (customer education event, seminar, etc)

Details of Activity:

Result (?)

Brands: Goat Brand, GrainBeef Brand

Incentives Applied: MDP MLA contribution

Start Date: 14/10/25 Finish Date: 12/11/25 Invoicing Date: 03/12/25

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
Number of attendees	<input type="text"/>
Number of companies in attendance	<input type="text"/>
Number of surveys completed	<input type="text"/>
Number of survey responses classified as 'very highly satisfied'	<input type="text"/>
Number of survey responses indicating 'very likely' to adopt learnings	<input type="text"/>

Metrics comments

APPROVED ACTIVITY APPLICATION FUNDING

	Beef	Lamb	Goat
Cost Breakdown AUD (?)	18,000.00	0.00	10,000.00
MLA MDP Contribution AUD (?)	4,000.00	0.00	5,000.00
Activity Cost to Applicant AUD (?)	14,000.00	0.00	5,000.00

ACTUAL ACTIVITY COSTS

























TOTAL	ACTUAL TOTAL	Beef	Lamb	Goat
28,000.00	0.00	0.00	0.00	0.00
9,000.00	0.00	0.00	0.00	0.00
19,000.00	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
Aussie Meat Academy	0.00	0.00	<input type="checkbox"/>	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 add the GST amount if necessary.

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
 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								

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
United Kingdom & Europe	Richard Sanders	rsanders@mla.com.au	+44 794 6781 840
Middle East and North Africa	Darren Watson	dwatson@mla.com.au	+971 5 0831 4431
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	Paul Da Silva	pdasilva@mla.com.au	+1 202 674 8873
Southeast Asia	Valeska	vvaleska@mla.com.au	+65 8814 2131
Australia (Domestic)	Catherine Golding	cgolding@mla.com.au	+61 498 572 707

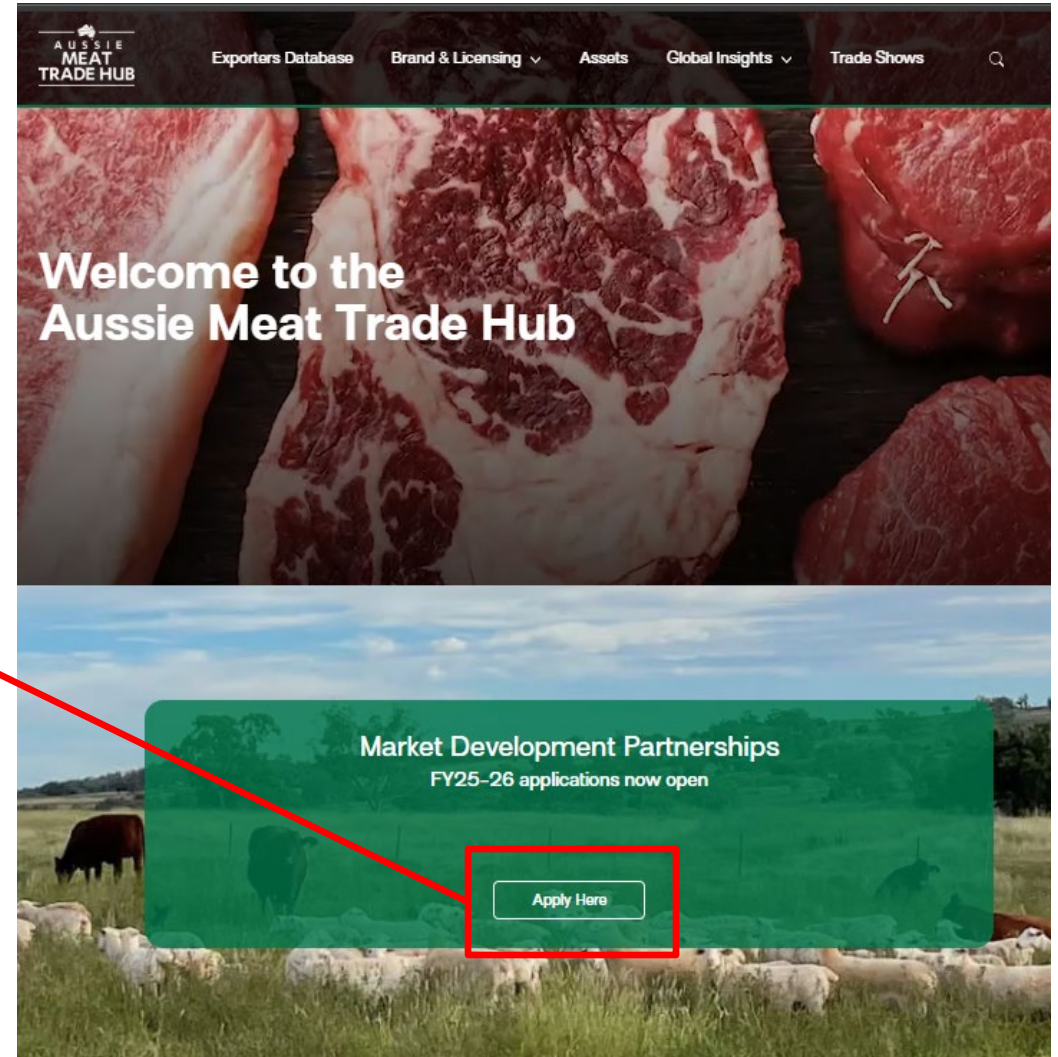
Alternatively, for any queries, please reach out to marketdevelopmentpartnerships@mla.com.au

MDP System User Guide

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Registration for 2025-26 Applications

- Go to www.aussiemeattradehub.com.au
- Scroll down one frame, click on “Apply Here” at the MDP frame.



Registration for 2025-26 Applications

You will be directed to the MDP portal.

- Click on 'myMLA sign up' to **create** an account; or
- Click on 'myMLA log in' to sign in with an **existing** myMLA account



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

Market Development Partnerships

MYMLA SIGN UP

MYMLA LOG IN



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.

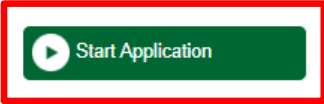
Registration for 2025-26 Applications



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

Hi Tim, welcome to the Market Development Partnerships

[Logout](#)



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

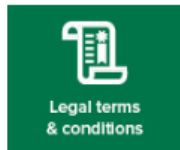


The Market Development Partnerships works with Australian red meat brand owners to build and market brands; and to educate our consumers and trade partners globally.

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.



Other reference materials

- [Aussie Meat Academy – survey template](#)
- [Template for itemised expenses](#)
- [Historical MDP Program Guidelines](#)
- [Historical MDP Program Legal Terms](#)
- [RBA exchange rates](#)

Registration for 2025-26 Applications

Existing users of the 2024-25 MDP program will be given the option to:

- “Apply now” for the 2025-26 program; or
- Go to the 2024-25 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

Market Development Partnerships Program 2024-25

[Apply now](#)

OR

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

Registration (cont.)

Step 1 of 2 - 2025-26 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](#)

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: April 2025

Close

Please read to the end of the Terms & Conditions

I Agree

I Do Not Agree

NOTE: All applicants are to verify that they meet the eligibility criteria for MDP and agree with the terms and conditions.

- Tick on the boxes near the top of the page.
- 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.

Registration (cont.)

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

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”

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	Mobile	Email notifications ?
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	tjackson@mla.com.au	<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			

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

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

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



[Click here to register for the Market Development Partnerships program 2025-26](#)

Logout

Market Development Partnerships

Ensure the application is set to '2025-26'

MARKET DEVELOPMENT APPLICATION

Welcome Tim Jackson Update Company Info, Brands & Contacts for: Company Name	VIEW	PLAN	REPORT	SUMMARY
	Year <input type="text" value="2025-26"/>	Market Development Application	Activity Report	Budget Summary

+ Add New Activity

Click on '+Add New Activity'

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 (?)	Export to PDF
No activities have been entered.													
Total:													



Application (cont.)

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

MARKET DEVELOPMENT APPLICATION

Welcome
Tim Jackson

VIEW PLAN

Update Company Info, Brands & Contacts for: [MDP TEST Company](#) Year: 2025-26

Market Development Application

Date Created	Country	Objectives (?)	Details of Activity (?)	Activity Cost Breakdown AUD (?)	MLA MDP Contribution AUD (?)
--------------	---------	----------------	-------------------------	---------------------------------	------------------------------

Activity Details

MDP Number:

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

Objectives

Brands

Details of Activity (?)

Activity Purpose
Select Activity Categories

Activity Start Date Activity End Date Activity Report Due Date

Key Reporting Metrics
Once the activity is complete, you will be required to report on the outcomes of the metrics listed below:

Metric	Result
There are no metrics available.	

I understand that I am required to report on these metrics

	Beef	Lamb	Goat	TOTAL
Activity Cost Breakdown AUD (?)	0.00	0.00	0.00	0.00
MLA MDP Contribution AUD (?)	0.00	0.00	0.00	0.00
Activity Cost to Applicant AUD (?)	0.00	0.00	0.00	0.00

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

Cancel Save Draft Submit

Select the **Country** the activity will occur in

Provide a summary of the **Objectives** of the activity

Select the **Brand/s** involved

Select the activity **Start, Finish** and **Invoicing** dates

Provide a **budget breakdown** for each of the species associated with the brand/s involved in this specific 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)

Select the **Activity Purpose** from the dropdown box

Once complete:

1. Confirm that you understand your obligation to report on metrics
2. Confirm that you understand funding is available to eligible activities only, and agree to the Terms & Conditions.
3. Either save the application as a draft, or click 'Submit' for MLA's review and approval

Application (cont.)

After submitting or saving your application you will be directed to this page, which provides an overview of all submitted applications.

Click here to edit a draft Activity Application and submit.

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

The "Status" column will indicate the status of the activity. If the status is 'Approved', then you can begin the activity.

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

If there is feedback or questions about the activity, you will receive an email and can retrieve the comments from this section. Update the "Comments" or make the changes required, then re-submit for approval.

MARKET DEVELOPMENT APPLICATION

Welcome Tim Jackson

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

Year: 2025-26

Market Development Application

Activity Report

Budget Summary

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 (?)
	11/09/25	China	Drive engagement and preference for Australian goatmeat among Chinese chefs and foodservice providers, driving up the Australian market share.	30 chefs, foodservice professionals, importers, and retailers. Interactive with butchery and demonstration. Particular focus on showing off the versatility of Australian goatmeat, and it's application in hotpot-style foodservice establishments.	Goat: 5,000.00		11/09/25	04/10/25		Awaiting Approval	MDP10771	 0 Unread

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.


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 APPLICATION

Welcome
Tim Jackson

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

VIEW	PLAN	REPORT	SUMMARY
Year <input type="text" value="2025-26"/>	 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 (?)
	02/10/25	Korea, Republic of (South Korea)	Test new activity objectives	Test details of activity	Beef: 18,000.00 Goat: 10,000.00	Beef: 4,000.00 Goat: 5,000.00	14/10/25	03/12/25		Approved	MDP10779	 0 Unread

Completing an Activity Report

Activity Report Details
 Application submitted date: 02/10/25
 Activity Report submitted date:
 Country:
 Korea, Republic of (South Korea)
 Activity Purpose: Aussie Meat Academy (customer education event, seminar, etc)
 Details of Activity:
 Test details of activity

MDP Number: MDP10779

Brands: Goat Brand, GrainBeef Brand
 Incentives Applied: MDP MLA contribution
 Start Date: 14/10/25 Finish Date: 12/11/25 Invoicing Date: 03/12/25

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
Number of attendees	<input type="text"/>
Number of companies in attendance	<input type="text"/>
Number of surveys completed	<input type="text"/>
Number of survey responses classified as 'very highly satisfied'	<input type="text"/>
Number of survey responses indicating 'very likely' to adopt learnings	<input type="text"/>

Metrics comments

APPROVED ACTIVITY APPLICATION FUNDING	ACTUAL ACTIVITY COSTS				ACTUAL TOTAL	ACTUAL ACTIVITY COSTS		
	Beef	Lamb	Goat	TOTAL		Beef	Lamb	Goat
Cost Breakdown AUD (?)	<input type="text" value="18,000.00"/>	<input type="text" value="0.00"/>	<input type="text" value="10,000.00"/>	<input type="text" value="28,000.00"/>	<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="4,000.00"/>	<input type="text" value="0.00"/>	<input type="text" value="5,000.00"/>	<input type="text" value="9,000.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>
Activity Cost to Applicant AUD (?)	<input type="text" value="14,000.00"/>	<input type="text" value="0.00"/>	<input type="text" value="5,000.00"/>	<input type="text" value="19,000.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>

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
Aussie Meat Academy	<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

Activity result – what outcomes did the activity achieve?

Rate the **effectiveness** of the activity against three criteria areas

Provide a summary of what **went well** and what **could be improved** in future activities

Key Reporting Metrics – the metrics required will adjust based on the type of activity undertaken

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.

NOTE: The “Amount to be invoiced to MLA” section will automatically MLA will cap its contribution to the MLA Contribution value OR percentage approved in the Activity Application – whichever is lower

Completing an Activity Report

Once the fields on the previous page have been completed, click on the “Supporting Documents” button towards the top of the page.


When the “Supporting Documents” button is clicked, an 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 the following supporting documents:


- Invoices from suppliers for goods 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](#)

Once the Activity Report is submitted, you will be asked to check that you understand the terms and conditions and that MDP funding will only be granted for eligible activity expenses. Check these boxes if all criteria has been met and choose “Confirm”.

ACTIVITY REPORT						
VIEW	PLAN	REPORT		SUMMARY		
Year: 2025-26	Activity Proposal	Activity Report		Budget Summary		
Result (?)	Finish Date	Due Date	MLA MDP Contribution AUD (?)	Supporting Documents (?)	Status	Comments (?)
	12/11/25	03/12/25			To Be Invoiced	0 Unread

Upload supporting documents

 Close

Upload:

You can add up to 20 files:

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

Eligible activities

Please tick the box to agree that you have read and understand the Terms and Conditions, and you understand Market Development Partnerships funding will be granted for eligible activity expenses only.

Completing an Activity Report

While an activity is 'Awaiting Approval', or 'Amends Required', amendments can be made. Once the activity is 'Approved', they cannot be amended.

Once the 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"

ACTIVITY REPORT

Welcome Tim Jackson		VIEW	PLAN	REPORT	SUMMARY					
Update Company Info, Brands & Contacts for: MDP TEST Company		Year: 2025-26	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 (?)	Supporting Documents (?)	Status	Comments (?)
	Korea, Republic of (South Korea)	MDP10779	Test details of activity		12/11/25	03/12/25			Awaiting Approval	0 Unread
	China	MDP10780	bhjkbvjhsb	activity results	24/10/25	14/11/25	Beef: 4,791.67 Lamb: 958.33		Approved	0 Unread
Total:							Beef: 4,791.67 Lamb: 958.33			



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

