

COVID-19: ADDITIONAL MLA SUPPORT FOR BRAND OWNERS VIA COMARKETING PROGRAM

- ✓ **Additional support for Brand owners dealing with COVID-19 trade disruption**
- ✓ **Participants receive 75% co-contribution for investment in COVID-19 eligible activities implemented by 31 July 2020**
- ✓ **Support demand of high value cuts with new eligible items including online selling platforms**
- ✓ **Apply through CoMarketing with the activity category 'COVID-MLA Support'**
- ✓ **MLA will expedite the approvals process**

INTRODUCTION

To support brand owners during the difficult market trading environment where supply routes to, and demand from, both domestic and international customers has been significantly disrupted, MLA has introduced additional financial support via the CoMarketing program. The additional funding is to support brand owners undertaking specific marketing activities aiming to boost sales of higher value cuts.

OBJECTIVES OF THE COVID RESPONSE BRAND OWNERS SUPPORT:

The additional financial support from MLA aims to support brand owners to:

- Boost sales of loin cuts and other higher value cuts
- Develop direct to consumer sales promotions
- Develop online sales platforms
- Boost key messaging via social media channels
- Boost key messaging around nutrition and home cooking tips of red meat
- Leverage MLA materials in support of above objectives

HOW MUCH WILL MLA CONTRIBUTE?

MLA will contribute 75% towards 'COVID Response Eligible Activities'. See Appendix A.

The total amount Participants will be able to claim will depend on the relative size of the company and the brand volumes to be promoted as part of this COVID response program.

WHICH BRAND OWNERS ARE ELIGIBLE?

- ✓ Current CoMarketing program participants are automatically eligible.
- ✓ Brand owners who can demonstrate that their eligible activities meet the program objectives
- ✓ New brand owners who meet the MLA CoMarketing program criteria may apply [here](#):
 - An Australian red meat company (with an ABN),
 - MLA members, processors, or licensed meat exporters,
 - Responsible for the organisation and payment of red meat brand marketing activities, and
 - Willing to collaborate with MLA to deliver measurable results.
- ✓ The current CoMarketing requirement for brands on the domestic market to be MSA will not be required for this COVID response program.

HOW LONG WILL THE PROGRAM BE AVAILABLE?

The program is open for eligible activities completed by 31 July 2020.

WHAT IS THE PROCESS:

- All activities will be managed via MLA's CoMarketing Program [guidelines](#) and [legal terms](#).
- All activity proposals must be submitted to MLA for review to ensure they meet the objectives of the program
- Current CoMarketing Participants: If additional budget is required on top of your current allocation, please contact Majella Fernando and update your Q4 budget request.
- There are 4 steps to create an activity proposal:
 1. In the Activity Detail section – outline how the activity meets this 'COVID: Additional MLA Support for Brand Owners Program' objectives outlined in this document
 2. For the activity category, select 'COVID MLA support'
 3. From the Expense type drop down list, select the activity
 4. Insert the total cost of the activity – note the MLA contribution amount will automatically calculate what the Participant receives for the 'standard' CoMarketing Program. Submit to MLA.
- MLA will promptly review activity proposals.
- For those activities that MLA deem to meet the program objectives, MLA will manually adjust the MLA contribution amount to 75% and approve the Activity Proposal.
- As per the standard CoMarketing program, participants will need to complete an Activity Report detailing how the activity achieved the program objectives along with all supporting evidence.
- Participants must complete a survey at the end of the program which must include detailed outcomes of the activities, in particular the sales impact for red meat.

APPENDIX A: COVID RESPONSE: ADDITIONAL SUPPORT – ELIGIBLE ACTIVITIES:

For details see [link](#) to the updated list of CoMarketing Eligible Items including the new category COVID MLA Support. This is also available on the CoMarketing website.

- ✓ Sales promotions / campaigns focused on higher value cuts eg: loin cuts
- ✓ Online sales platform development costs (max of \$25,000 MLA contribution)
- ✓ Chef or butcher or other technical expert fees for promotional of higher value cuts
- ✓ Social media and / or PR activities targeting customers and / or consumers to purchase loin cuts
- ✓ Social media and / or PR activities to promote the nutrition / home cooking tips for loin cuts
- ✓ Carcase utilisation programs that will help boost use of the higher value cuts
- ✓ Other – Participant to specify details for MLA to consider

Key items that are not eligible include meat costs, contributions to the cost of discounting meat, freight, delivery expenses, own staff and general business operation costs. Full list of items that are not eligible are on the [CoMarketing Eligible Items list](#) on the MLA website.