

# CoMarketing Program



**Guidelines for 2021-22**

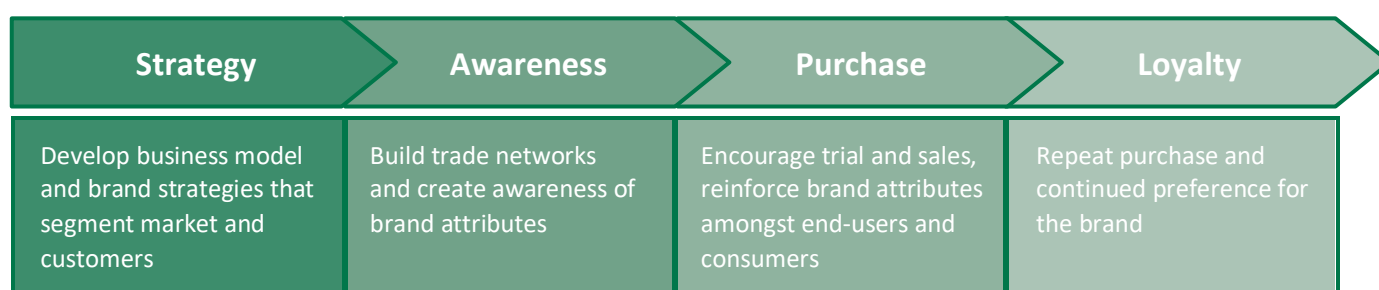
# DESCRIPTION OF THE PROGRAM AND THE APPLICATION PROCESS

## 1. INTRODUCTION

The **CoMarketing Program** is an MLA initiative to collaborate with Australian red meat brand owners (Participant) in the marketing of their brands both on the domestic and export markets. questionnaire

The **purpose of the Program** is to build the marketing capability of the Participant to:

- Develop insights driven brand marketing strategies and effective marketing plans,
- Build awareness and preference to purchase Australian branded red meat products,
- Create customer loyalty and sustainable brand growth, and
- Deliver added value back down the supply chain to producers.



Aligned to the MLA Global Markets Strategy, the CoMarketing Program supports the Participant to develop and implement effective:

- Brand marketing strategies
- Business development activities
- Brand building activities

## 2. ELIGIBILITY

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

- MLA members, processors, or licensed red meat exporters,
- Responsible for the organisation and payment of marketing activities for Australian red meat brands, and
- Willing to collaborate with MLA to deliver measureable results.

## 3. CRITERIA

The following criteria will apply for brands applying for the CoMarketing program:

### ALL BRANDS

All companies that apply must ensure their brands abide by applicable legislation (including labelling regulations), and ensure [beef animal raising claims](#) and [sheepmeat animal raising claims](#)\* can be verified or substantiated.

\*An Animal Raising Claim is defined by AUS-MEAT as follows:

*An Animal Raising Claim is a claim made in the Trade Description or export documentation about the animal or supply chain specifically relating to Animal Husbandry conditions, feeding, handling, drug treatments and/or geographical references.*

## BASE MLA CONTRIBUTION

The introduction of a base MLA contribution level is to leverage red meat industry programs such as MSA and True Aussie. All participants will be entitled to the base contribution and will receive additional MLA incentivised contributions as applicable to each brand.

The base contribution for 2020-21 will be 35% for producer participants and 25% for processor/trader participants (except for goat/veal products which are subject to different base contributions, as set out in Section 4 below).

Additional incentives are described below and are **subject to the MLA contribution maximum per brand**, shown in Section 4.

## MSA

- Participants are encouraged to underpin their brands with MSA. To apply, click here : [MSA brand licence application](#)
- **Beef and lamb MSA licensed brands** are eligible for an additional 25% incentive toward eligible activities to recognise the efforts of brand owners in committing to Australia's world-leading eating quality system and dedication to ensuring the satisfaction of customers of Australian red meat.
- This incentive will only apply to product that is packed under an MSA carton label i.e. stating the cut by cook eating quality outcomes (3, 4 or 5 star).
- The incentive will not apply for value-added products.
- **Veal and goat brands:** At this stage, MSA is not relevant for veal or goat brands.

## TRUE AUSSIE

MLA encourages brand owners to utilise the True Aussie brand in export markets to underpin brand marketing activities; in most export markets, country of origin is one of the first items of decision- making for red meat consumers; therefore, consistent use of the True Aussie brand is of benefit to the Australian red meat industry.

- **True Aussie licensed brands** may be eligible for an additional 25% incentive toward eligible activities, subject to the minimum standards set out below.
- To qualify for the incentive the brand owner must hold a True Aussie brand licence AND have evidence that the logo features clearly in the specific activity being co-funded. The incentive is reviewed on an activity basis.
- The True Aussie brand should be used to underpin your own brand and can be subservient in placement.

Where True Aussie is not utilised to underpin your brand, to be eligible to apply for CoMarketing funding for international marketing activities, the activity must identify Australia as the country of origin and align with the overall quality image for Australian red meat.

*The MLA contribution for such activities will exclude the incentive payment.*

To apply, go to : <https://trueaussielicence.mla.com.au>

## CARBON NEUTRAL BEEF BRANDS

**Certified carbon neutral red meat brands** are eligible for an additional 25% incentive toward eligible activities.

- Evidence of being **carbon neutral certified** will be required prior to confirmation by MLA
- MLA will accept certification from the Australian Government's [Climate Active](#) program as well as other privately owned standards or certification bodies. For other suggested standards, please contact [comarketing@mla.com.au](mailto:comarketing@mla.com.au).

For further information regarding CN30\* refer to the [CN30 overview](#), [the CN30 Roadmap](#) and/or [how to create a carbon account](#) on the MLA website. If you have any questions about the program, please email [CN30@mla.com.au](mailto:CN30@mla.com.au).

\*CN30 = the red meat industry target to be Carbon Neutral by 2030

## YEARLING SHEEP MEAT BRANDS

**Yearling sheep meat brands** will be eligible for an additional 25% incentive toward eligible activities. To be eligible your brand must identify the product as *Yearling Sheep meat* on the carton end label.

- Documents showing evidence that the brand is Yearling Sheep Meat must be uploaded to the CoMarketing site at the time of application (click on the supporting documents icon which is below the list of brands during the registration process).

For the definition of Yearling sheepmeat see [AUSMEAT advice](#).

## VALUE-ADDED PRODUCTS CONTAINING RED MEAT

**Branded value-added red meat products** will be eligible for the base contribution plus applicable incentives (see funding categories on page 5) towards eligible activities and subject to the following criteria:

- A minimum of 80% (30% for pies) of the meat content of the value-added product must be Australian red meat (and not contain any other meat products), and
- Activities must be aligned to MLA's market strategy and criteria for value-added product as determined by MLA, on a market by market basis.

## HYBRID RED MEAT PRODUCTS (Red meat + other proteins)

**Hybrid red meat products** that may be eligible for a contribution of 25% towards eligible activities, subject to the following criteria:

- Core ingredient of product red meat (min. 80%)
- All red meat and by-product inclusions is of Australian origin
- Product must not position red meat as inferior in any manner (environmental, health or nutrition) to plant-based or blended protein (eg. a blended burger that calls out a higher protein claim and a reduced trans-fat level compared to an all-beef variant is unacceptable; but a blended burger containing beef and legumes with reference to beef as a good source of iron and protein with added lupin a good source of dietary fibre and protein boost is acceptable)
- Product must not contain other animal protein (pork, chicken, turkey, kangaroo etc, unless it is added as a non-characterising ingredient eg. *Beef pepperoni with pork backfat* is acceptable but a *Pork and veal bolognese mince* is not.

## 4. FUNDING CATEGORIES

The level of funding (and activity eligibility) will depend on the company classification as determined by MLA and type of product being promoted. Whilst all three categories may have investments along the supply chain, the company will be categorised by MLA based on their core business:

**Producer** – the company's core business is livestock production and marketing their own red meat brands.

**Processor** – the company's core business is processing of cattle, sheep or goats and marketing of branded red meat products

**Trader/Value-add** – the company's core business is trading and marketing of branded red meat product or processing of branded red meat products.

The following levels of MLA contributions will apply (subject to the **MLA contribution maximum per brand**, shown in the last row of the table over the page).

CRITERIA	Beef/lamb	Goat/veal	Value-added products#
<b>BASE</b>			
Producer participant	35%	50%	35%
Processor, trader or value-add participant	25%	40%	25%
<b>TIER 1 INCENTIVES (ADDITIONAL TO BASE %)</b> <i>Select 1 only</i>			
MSA licensed brand OR	25%	n/a	-
True Aussie co-branded activity*	25%	25%	25%
<b>TIER 2 INCENTIVES (ADDITIONAL TO BASE % + TIER 1 %)</b> <i>Select 1 only</i>			
If a yearling sheep meat brand**	25%	n/a	-
If a carbon neutral brand**	25%	25%	25%
<b>MLA contribution maximum per brand ^</b>	<b>75%</b>	<b>75%</b>	<b>75%</b>

\* This incentive is limited to **Brand Building activities** within the eligible activities list and the participant must have evidence that the brand features clearly in the specific activity.

# Value added products across all species. Currently included are: marinated and cooked red meat, cooked red meat, sausages, red meat sauces, meat balls, jerky, pies, broth.

\*\* Evidence or certification about these programs will be required when adding such brands.

^ This is the **maximum contribution** MLA will make per brand, even if the Base and the selected Tier 1 and Tier 2 Incentives for the brand add up to a higher percentage. For example, a beef/lamb producer whose brand is MSA licensed and carbon neutral will receive a maximum contribution from MLA of 75%, not 85%.

#### 4.1 Third party customer co-contributions (limited to Sheepmeat and Goatmeat program)

To encourage and expand the level of targeted, customer specific brand marketing activities **for sheepmeat and goatmeat** brands, MLA will co-fund Participants' selected customer's contribution towards eligible brand marketing activities. Participants who wish to utilize this option, MUST liaise with MLA prior to ensure compliance and eligibility.

The Participant is responsible for the activities conducted by the Participant's customer.

#### 4.2 MLA in-market funded projects

If the brand owner's budget has been fully allocated and MLA is unable to allocate further budget via the CoMarketing program, MLA may at their discretion, partner in a promotion or activity using the following basic criteria:

- The activity must be innovative and/or show evidence of adding value to the Australian red meat industry as a whole
- The project must neatly fit MLA's program strategy for that market (contact MLA Regional Managers to discuss)
- MLA's investment will be limited to 50%, made on a case by case basis, if in-market project funds are available
- A detailed project proposal must be agreed with the relevant MLA manager
- MLA must approve any artwork or material prior to production (default position is True Aussie Beef or Lamb branding to be used in international markets as well as a strong provenance message)
- For administrative purposes, the activity should still be entered into the CoMarketing online portal

For details, contact [MLA Regional Managers](#) or [comarketing@mla.com.au](mailto:comarketing@mla.com.au)

## 5. FUNDING CONSIDERATIONS

MLA will review companies’ applications for funding. The following are taken into consideration when assessing applications and allocating funds:

- The company’s use of market and consumer insights to develop and drive their marketing strategy,
- The strategic content of the SMART marketing objectives,
- Willingness to work with and leverage MLA Global Marketing Strategy and programs,
- The volume of product promoted under each brand and/or product category,
- The number of markets and/or accounts in which the brands will be promoted,
- The number of brands and product categories that are being promoted by the company,

And, if a previous Participant:

- Ability of the company to fully abide by the Program guidelines, in particular, the measurement and reporting on the effectiveness of the brand marketing program, and
- The company’s previous year management and utilisation of the CoMarketing Program.

### Maximum MLA budget allocations for the initial Annual Marketing Plan application:

Beef and veal brands	Lamb brands	Goat brands
\$200,000*	\$200,000*	\$10,000*

\* Maximum MLA contribution amount, dependent on above criteria

## 6. WHAT WILL MLA CO-FUND AS PART OF THE COMARKETING PROGRAM?

The CoMarketing List of Eligible Activities is available via the [CoMarketing Program website](#). The list is not exhaustive and provides companies with a guide as to the type of brand marketing activities that are eligible, and what MLA will not fund.

MLA’s contribution will depend on whether MLA believes the investment in the marketing program delivers value for the brand and the Australian red meat industry.

Activities that are ‘everyday business operational expenses’ and/or more aligned with promotion of the company (as opposed to specific beef, veal, lamb and goat meat brands) will **NOT** be co-funded by MLA.

### Other funding arrangements

Companies that are relatively new to exporting should apply for Austrade Export Market Development Grants ([EMDG](#)) which provides funding for a broad scope of export business and brand development activities.

MLA will NOT match (or co-fund) any activities supported via another program, such as the Austrade or other government programs.

## 7. WHAT IS THE APPLICATION PROCESS FOR THE COMARKETING PROGRAM?

For companies applying for the CoMarketing Program for the first time, a representative responsible for the program should watch the “**How to apply**” video on the home page of the portal prior to submitting an application to participate in the Program. Separate ‘how to’ videos are also available on each page of the portal which explains the process for that page.

### Online application (May - Jun)

- Applications to the CoMarketing Program are to be completed online.
- Log in using myMLA or if not yet a user, create a myMLA account
- Step1: Participants will need to complete an eligibility assessment and if eligible, read and agree to the terms and conditions the program.
- Step2: Enter company details and brands to be marketed under the Program
- Step 3: Complete the Annual Marketing Strategy template online with an estimate of quarterly budgets. Once this is complete, submit for MLA to assess for funding.
- Applications for the 2020-21 program should be submitted online by **4 June 2021**. Applications received after this date risk missing out on budget allocation and will be waitlisted for consideration if budget is available.

### Assessment of application (Jun)

- Applications and MLA contribution level will be assessed against the funding considerations in section 5 of this document and your Annual Marketing Strategy to ensure the objectives and budget requests are reasonable.
- If application is successful and **subject to MLA acceptance of MLA’s modern slavery compliance requirements**, MLA will provide a budget allocation to enable the participant to start developing Activity Proposals.
- If the application is not successful, MLA will reject it online and will inform you of this. MLA may provide guidance as to the adjustments that may be made to your application to increase the likelihood that it will be approved by MLA upon resubmission.

### Activity Proposal

- For successful applicants, once the Annual Marketing Strategy and budget has been approved, companies should submit their individual Activity Proposal. MLA must be aware of the planned activity **PRIOR** to the start of the Activity with Activity Proposals submitted online **PRIOR** to the start of the activity.
  - MLA will review and confirm online the activities MLA agrees to co-fund.
  - Post approval, the completion date or budget may be adjusted online by the Participant. MLA may follow up if an explanation or further adjustment is required.
  - Participants will be reminded by email when **activity invoice due date** is close.
  - Participants should submit a report and claim expenses on or before the invoice due date.
- Sheepmeat/Goatmeat Customer Program:**
- Add the words ‘CUSTOMER activity’ before adding the details of the activity proposal.

## Activity Report

**Claims for completed activities must be submitted online within eight weeks of completion date.** *Exception: May & June activities must be invoiced by 31 July.*

- Each claim for funding **must** include:
  1. Invoice to MLA from the Participant.
  2. Copy of invoice from the companies that provided the goods or services.
  3. Evidence that the Participant has paid the third party invoice for the goods or services\*.
  4. Image evidence of the activity (if not available, provide explanation why), and
  5. Comment on activity outcome.
- Unless MLA has been advised prior, if an approved activity is not claimed within eight weeks of completion date, the proposal's status will change to **expired** and the Participant **will no longer be able** to submit a claim for those activities.
- If the invoice amount to MLA is higher than the amount approved in the activity proposal, you will be allowed to submit, as long as you have sufficient budget in the relative quarter of your **Annual Marketing Strategy**. However if substantially higher, you will be required to add an explanation for the increase in MLA contribution via the **Comments** box related to that activity.
- If the importer/ wholesaler is owned by the Participant or is their designated marketing agent, evidence of payment made by the importer, wholesaler or agent may be accepted by MLA. Payment will be made to the CoMarketing participant. Such arrangements will be reviewed by MLA on a case by case basis, taking into account MLA relationship with, and awareness of the importer, wholesaler or agent and details of the in-market activity. MLA may request evidence of the supply chain relationship.

***Sheepmeat/Goatmeat Customer Program – please upload:***

- An invoice from the Participant to MLA for the MLA contribution
- Invoice from the Participant's customer to the Participant
- Evidence that the activity promoted the Participant's red meat brand/s. If other items are promoted, the portion of the Participant's brands will be estimated.
- When approved, MLA will make payment directly to the Participant.

## Reviews and budget adjustments

- Participant may reallocate budget between objectives and quarters (current and future quarters), by adjusting online.
- Once a quarter has finished, the planned amount in that quarter will be cleared out and revert to the actual amount claimed that quarter.
- Budget allocations will be reviewed in January. Participants will be requested to adjust their budget plans from **1-31 January** for Q3 & Q4 plans. On **1 February**, if the budget plan is **less** than initial budget allocation, the Q3 & Q4 plan will automatically become the new locked budget allocation. If the budget plan is more than initial budget allocation, MLA will consider the request for more budget, if the Program has unallocated funds available.
- Another budget revision will occur in Q4 with a similar process where Participants will be requested to adjust their budget and plans in late March for Q4 plans.

## Annual Report (Jul)

- An Annual Report on the effectiveness of the whole year marketing program is required to complete the program. The report should measure the effectiveness of the marketing program in achieving the Participant's marketing objectives, as outlined in the Participant's initial Annual Marketing Plan.
- Annual Report is **due 31 July**.
- If an adequate Annual Report is not submitted by the due date, Participants will not be able to proceed to participate in the following year's Program.



## 8. AGREEMENT TO THE TERMS AND CONDITIONS OF THE PROGRAM WITH MLA

An Agreement that outlines the Legal Terms and Conditions for participation in the CoMarketing Program is available on the CoMarketing website home page.

During the online registration process to apply for a CoMarketing Program, Participants will be asked to read and agree to the Legal Terms for participation in the Program.

Only those companies that agree to the Terms and Conditions of the program will be able to proceed to submit an application.

## 9. CONFIDENTIALITY AND REPORTING

MLA will not publish, or share outside MLA, information about individual Participants' brand marketing strategies e.g. specific activities, regional allocation or any customer details without consent.

MLA will report on the CoMarketing Program in the MLA Annual Report, which may also be published in other reports, or on the MLA website. MLA's Annual Report may include the following type of information:

- List of all companies with the total amount of MLA funding they received for the fiscal year
- Summary of CoMarketing Program marketing outcomes

## 10. MODERN SLAVERY REQUIREMENT

MLA has zero tolerance approach towards any trafficking, slavery, wage exploitation, involuntary servitude, forced labour and child labour and is required to comply with the Australian Modern Slavery Act 2018 (Cth). Whilst MLA is confident that its business partners adhere to such principles and strive to eliminate any modern slavery practices from its operations and supply chains, it has implemented a due diligence process, including a questionnaire which will need to be completed by the Participant and accepted by MLA. The acceptance will be required *prior* to approval of the CoMarketing annual marketing strategy budget.

Refer to MLA's [Code of Business Conduct and Ethics](#) for more details.

## 11. PRIVATE/PERSONAL INFORMATION

The information a Participant provides to Meat & Livestock Australia Limited ("MLA") during the application process for the CoMarketing Program may be personal information under the Privacy Act.

Participants may access and correct any personal information held by MLA on request. Where a Participant provides the personal information of others to MLA, the Participant must have notified all individuals to whom the personal information relates that you will be disclosing their personal information to MLA for the purposes of:

- the CoMarketing Program; and
- to permit MLA to contact them for an indefinite period about future products and services that may be of interest to them; and

MLA also expects that you have obtained any required consent to such disclosure as well as telling them how to find MLA's privacy policy.

By providing MLA with personal information, the Participant consents to the collection and handling of personal information in accordance with **MLA's privacy policy**, which can be viewed at <http://www.mla.com.au/General/Privacy> or obtained directly from MLA by calling 1800 023 100.