

# CoMarketing Program



## Eligible Activities 2019-20

*Updated to include COVID: Additional MLA Support*

*This list may be updated from time to time. The CoMarketing website home page contains the latest version. If you are unsure as to whether a specific brand marketing activity is eligible, please consult with MLA and confirm prior to submitting the application for funding.*

**NOTE:** *MLA must be aware and approve of all activities **PRIOR** to the start of the activity. Activities already underway (that MLA are not aware of, or acknowledged support) will NOT be eligible for co-funding*

This list provides companies with a guide as to the type of brand marketing activities that are eligible, the level of funding, and the activities that MLA will not co-fund.

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## STRATEGY DEVELOPMENT

Brand strategy development		Developing or refining your brand/brand portfolio marketing strategy.
✓		Advice and support from a marketing consultant on the initial development of your brand marketing strategy. Max 3 months.
✓		Use of a consultant or agency to develop new, or refresh existing, brand strategy. Max of 3 months.
	✗	Consultant or agency fees for ongoing support in the implementation of your brand marketing program.
	✗	Development of overall company strategy or business model.
	✗	Product or market feasibility research is not eligible under this program, but may be eligible under other R&D programs. Discuss with MLA.

Market research		Undertaking research to understand market segments, customers or consumers. Depending on what the research is, MLA may require access to the results after an exclusivity period.
✓		Customer research undertaken by a research specialist to better understand what your customers want and how to provide improved marketing support for them to promote your brand.
✓		Consumer research undertaken by a research specialist to better understand the consumer you are targeting, how to meet their needs, and communicate your brand attributes.
	✗	New product development research is not eligible under this program, but may be eligible under other R&D programs. Discuss with MLA.
	✗	Expenses from your company's own staff, or customer staff to undertake research.

## BUSINESS DEVELOPMENT

Delegations and educational tours		To be eligible, on application for these activities, participant must demonstrate that the trip is aligned with the overall business development strategy – to build new business, product education and/or improve brand positioning. The visit itinerary, company and names must be included when submitting the activity proposal.
✓		Domestic economy class air travel for customers, and local transport such as charter flights, rental cars, buses, taxis for your customers whilst in Australia.
✓		Accommodation (room and breakfast only) for your customers.
✓		Translator and Interpreter fees and expenses within Australia.
	✗	International airfares for delegations.
	✗	Delegations (within 6 months of commencement of business with customer) that is deemed by MLA to be targeting or actively taking existing business away from another Australian supplier.
	✗	Miscellaneous expenses such as internet, phone call or mini bar.
	✗	Meals and entertainment.
	✗	Activities not related to inspection of the supply chain, such as entertainment, tourist activities etc.
	✗	Expenses associated with your company representatives or subsidiary company staff members to attend the delegation, such as travel, accommodation, meals.

Seminars or events for customers		Branded promotional event or seminar targeted at customers. Details of seminar and customers must be advised on application. Evidence of brand profile will be required when completing the activity report.
<b>Criteria:</b> True Aussie, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, particularly where country of origin is a key driver in consumer purchasing decisions. Where True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Room hire and food catering expenses for the seminar or event.
✓		External facilitator or technical consultants (butchers/chefs) expenses (fees and economy travel only) to conduct the seminar.
	✗	Cost of your own meat products for use in seminars and events.
	✗	Expenses associated with your company representatives or customers to attend, such as travel, accommodation, meals etc.

Trade shows		Participation in a trade show to develop new business and build brand awareness.
<b>Criteria:</b> Red meat products only True Aussie, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, particularly where country of origin is a key driver in consumer purchasing decisions. Where True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		<b>If participating in a trade show within the MLA industry stand:</b> As MLA will subsidise booth space and build costs, the only eligible items are: <ul style="list-style-type: none"> <li>• Booth components such as wall skins, refrigeration and TV</li> <li>• Interpreter (and/or stand assistant)</li> <li>• Technical consultants such as butcher or chef (fees and economy travel only) for services at the trade show. <i>Own staff or customer staff not eligible.</i></li> </ul>
✓		<b>If participating on your own or with an importer/distributor, separate to the MLA industry stand:</b> Eligible items include: <ul style="list-style-type: none"> <li>• Booth space and build for 1 standard booth size (generally this is 9sqm)</li> <li>• Booth components such as wall skins, refrigeration and TV</li> <li>• Interpreter (and/or stand assistant)</li> <li>• Technical consultants such as butcher or chef (fees and economy travel only) for services at the trade show. <i>Own staff or customer staff not eligible.</i></li> <li>• If other brands or products are promoted at the stand, MLA will only contribute towards the portion that is promoting the Participant's red meat brand(s).</li> <li>• Participant must demonstrate the amount they contributed to the customer's stand is reasonable and provide all evidence (expenses paid, photo of trade show booth)</li> </ul>
	✗	Uniform items for staff, such as caps and shirts.
	✗	Expenses for meat samples at the trade show.
	✗	Entertainment expenses for visitors, such as alcohol.
	✗	Own staff or customer staff costs to attend or perform a service at the trade show, such as travel, accommodation, meals, entry fees etc
	✗	Freight, custom clearance fees etc for meat and/or materials for use at the trade show.
	✗	If competitor proteins or other food products are profiled at the stand, MLA will contribute only towards the red meat component of the stand.
	✗	If attendance includes sale of product where the sale of product is a means of cost recovery, MLA will not co-fund (or will heavily discount the level of support).

## BUSINESS DEVELOPMENT AND/OR BRAND BUILDING

Consultants and experts		Technical, marketing, design, social media or PR expert, consultant or agency. Depending on the project and contribution value, MLA may require details of the contract with the consultant.
✓		Marketing consultants or agencies can be used for a max of 3 months to help with the development of new, or refresh of brand strategies. Fees only are eligible.
✓		External technical consultants (fees and economy travel) for specific activities, such as a trade show or seminars. Detailed itinerary for the consultant is required (max 2 weeks).
✓		Translators for brand marketing documents or Interpreters for use in seminars or events.
	✗	Your company staff, importers, wholesalers, customers, who claim a fee for services are not classified as consultants for claiming under the CoMarketing Program.

Events and sponsorship		Participating /Sponsoring an event that is strategically aligned to your brand strategy.
<b>Criteria:</b> True Aussie, MLA campaigns, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, and align to MLA in-market campaigns to amplify the Australia / True Aussie messaging. If True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		<i>Event:</i> Participation (or hosting) an event that is strategically aligned with your brand strategy (NOTE: MLA contribution maximum: \$25,000). Explanation as to how it is strategically aligned will be required on application. Product brand (not company logo) should be prominently displayed. Please consult with MLA prior, as approval will depend on the strategic fit and type of event.
✓		<i>Sponsorship:</i> Sponsorship of an event or an activity that is strategically aligned with your brand strategy (NOTE: MLA contribution max: \$25,000). Explanation as to how it is strategically aligned will be required on application. Product brand (not company logo) should be prominently displayed. Please consult with MLA prior, as approval will depend on the strategic fit and type of event/activity.
	✗	If the sponsorship includes event tickets (or some other benefit) for company staff or customers as entertainment, the value of those items will be discounted from the amount MLA will be able to support.
	✗	Sponsorship of events or activities that are not strategically aligned to your brand; or are CSR in nature such as support for a local community event/group, sports team or a charity.
	✗	Corporate event sponsorship of Royal Shows (e.g. Ekka). Brand or customer focussed event components may be eligible. Consult with MLA prior to application.
	✗	Sponsorship which is more aligned to the promotion of your company, or support for groups or activities back down the supply chain, rather than targeting your brand's customers.
	✗	Entertainment of customers at events.
	✗	Expenses or fees for your own staff members to attend the event.
	✗	Where sale of product is conducted at an event, the proceeds from those sales must be deducted from the total cost, otherwise MLA will not be able to co-fund.

## BRAND BUILDING

Marketing material		Branded marketing material
<b>Criteria:</b> True Aussie, MLA campaigns, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, and align to MLA in-market campaigns to amplify the Australia / True Aussie messaging. If True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Design of marketing materials such as brochures, banners, posters, recipe leaflets, pamphlets.
✓		Printing of brochures, banners, posters, recipe leaflets, DVDs. Print run numbers need to be included in application. MLA may limit contribution.
✓		Video for use in marketing of brand.
✓		Photography for use in brand marketing materials.
✓		Brand marketing items for customers (not own staff) for the promotion of your brand such as aprons, caps, shirts. Must include product, not company brand.
✓		Translation of marketing and educational materials.
	✗	Corporate or company marketing materials.
	✗	Corporate gifts.
	✗	Distribution/freight costs of materials to customers.
	✗	Excessive reprints of brochures or leaflets
Packaging materials		Branded carton, bags, packaging material for retail (including on pack stickers and labels)
<b>Criteria:</b> True Aussie, MLA campaigns, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, and align to MLA in-market campaigns to amplify the Australia / True Aussie messaging. If True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Design of brand stickers, labels, wraps or sleeves for retail meat packs
✓		Printing brand stickers, labels, wraps or sleeves for retail meat packs (NOTE: MLA contribution maximum: \$25,000).
✓		Design of packaging such as cartons, cryovac bags or other branded packaging materials
	✗	Ongoing or excessive design or printing costs of labels.
	✗	Country compliance labels.
	✗	Retail pack cut labels.
	✗	Printing of retailer private brand or generic brand pack stickers/labels.
	✗	Printing of cartons, bags or packaging materials.
	✗	R&D for new packaging is not eligible under this program, however, may be available through other R&D programs.

Retail promotions		Sampling of branded product, retail brand campaigns, retail brand promotions.
<b>Criteria:</b> True Aussie, MLA campaigns, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, and align to MLA in-market campaigns to amplify the Australia / True Aussie messaging. If True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Promoter fees for sampling in-store or at events for your branded product. <i>*Note MLA may impose a limit on daily sampling costs and/or an annual limit per retail account. Please consult with MLA on such limits.</i>
✓		Retail brand campaigns. If the campaign includes a gift with purchase, the gift cannot be cash or a discount on purchase.
✓		Retail brand promotion featuring your brand, brand attributes.
	✗	Cost of meat for sampling.
	✗	Cash incentives as gifts.
	✗	Price discount promotions.
	✗	Advertising flyers linked to price discounts.

Foodservice promotions		Branded product launch or campaign for food service sector, such as chefs table, chef ambassador events, hotel or QSR menu promotions.
<b>Criteria:</b> True Aussie, MLA campaigns, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, and align to MLA in-market campaigns to amplify the Australia / True Aussie messaging. If True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Menu development fees in collaboration with a food service customer for your branded product.
✓		Menu promotions for your branded product. This may include support towards the menu printing for the section where your brand is promoted.
✓		Chefs table lunch or dinner events. Must include venue details, and name and company details of participants.
✓		Chef talent or food service consultant (fees and economy travel). Itinerary must be provided. Own staff not eligible.
✓		Brand campaigns where consumers purchase your brand and enter a competition to win a gift. Gift cannot be cash or discount on purchase.
	✗	Price discount promotions.
	✗	Cash incentives as gifts.
	✗	Advertising flyers linked to price discounts.

Trade promotions		Promotion of your brand/brand attributes targeting trade customers.
<b>Criteria:</b> True Aussie, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, particularly where country of origin is a key driver in consumer purchasing decisions. Where True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Seminars and events with importers, wholesalers and/or end-users to raise the awareness and educate the trade on your brand's attributes.
	✗	Meat costs for the seminar or event.
	✗	Sales incentive prizes for trade and/or end-users.
	✗	Promotions that do not demonstrate a strong alignment to the brand positioning for the Australian red meat industry.
	✗	Entertainment for trade – such as: lunches, dinners, sporting games.
	✗	Costs associated with own staff to attend seminars or events.

Advertising & PR		Brand advertising and media activities including design, development and media fees for billboards, trucks, magazines, newspapers, online, radio and TV.
<b>Criteria:</b> True Aussie, MLA campaigns, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, and align to MLA in-market campaigns to amplify the Australia / True Aussie messaging. If True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Advertising and media fees, including agency fees. Details of the advertisement and media plan must be uploaded on application. Limits may apply on funding levels.
✓		Design, creative fees and development of the advertisement(s).
✓		PR agency fees (max 3 months per campaign period).
	✗	Advertisements in rural media where the primary target audience are producers to promote your company or brand.
	✗	Advertising of discounts on products is not eligible.

Social media		Branded customer engagement and promotional campaigns via social media. Max 3 months for individual activities.
<b>Criteria:</b> True Aussie, MLA Campaigns, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, and align to MLA in-market campaigns to amplify the Australia / True Aussie messaging. If True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Use of a consultant/agency to develop your brand social media strategy.
✓		Content development for your brand's social media platforms.
✓		Target audience research and reporting metrics to measure effectiveness and impact of social media activities.
	✗	Development costs to build an online/social media sales platform.

Talent fees, celebrity fees, royalties		Engagement of opinion leaders to build awareness and preference for your brand. The talent must strategically align with the overall image of Australian red meat.
<b>Criteria:</b> True Aussie, MLA campaigns, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, and align to MLA in-market campaigns to amplify the Australia / True Aussie messaging. If True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Fees or royalty payments to talent or celebrities to help promote your brand (MLA contribution maximum: \$20,000).

Brand awards, competitions		Brand awards applications to raise awareness of brand quality attributes.
✓		Entry fees for a branded beef/veal/lamb/goat award.
	✗	Entry fees or application fees for a company award.
	✗	Submission preparation fees.
	✗	Branded products and preparation expenses.

Websites/Apps		Development of red meat branded website or web page/s or branded app.
<b>Criteria:</b> True Aussie, Country of Origin, MSA		MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, particularly where country of origin is a key driver in consumer purchasing decisions. Where True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA.
✓		Design and development of the <u>section</u> of the website (or App) where the brand and key messages are being promoted. Where it is a full website design or update to an existing website, only the portion of the branded beef, veal, lamb and/or goat pages will be eligible to be co-funded. A percentage needs to be proposed and agreed to by MLA when submitting the activity proposal.
✓		Search Engine Optimisation
✓		Google adwords or online advertising
	✗	Design and or development of the whole company website.
	✗	Maintenance or general updating of a company website.
	✗	Registration of domain name, or hosting of website.

## \*\*COVID MLA SUPPORT\*\*

### Criteria:

Activities must meet COVID MLA support program objectives and be completed by 31 July 2020.

MLA encourages brand owners to utilise the True Aussie brand (in export markets) to underpin its brand marketing activity, particularly where country of origin is a key driver in consumer purchasing decisions. Where True Aussie is not utilised, the brand marketing activity must clearly identify Australia as the country of origin, and align with the overall quality image for Australian red meat. Where relevant, include MSA quality attributes.

<b>Promotions</b>		Sales promotions or campaigns focussed on higher value cuts eg. Loin cuts
✓		Retail brand promotion featuring your brand, brand attributes
✓		E-commerce/website sales promotions
✓		Promoter fees for sampling in-store or at 'events' for your branded product.
	✗	Meat costs
	✗	Cost of the meat price discounts

<b>Online sales</b>		Development of online sales platform (note: mla contribution maximum: \$25,000).
✓		Development of e-commerce sales platform to enable home delivery of red meat. (NOTE: MLA contribution maximum: \$25,000).
	✗	If the website/platform includes non-red meat products, MLA will co-fund a reduced portion of the total cost.

<b>Technical experts</b>		Using technical experts/brand ambassador to promote higher value cuts
✓		Chef, butcher or other technical expert fees for promotion of higher value cuts
✓		Creation of content prepared by technical expert/ambassador
	✗	Meat costs

<b>Social media/PR</b>		Targeting customers and/or consumers to purchase loin cuts
✓		Content development (videos, photography, design/graphics)
✓		PR agency fees, social media agency fees

<b>Social media/PR</b>		Educating customers and/or consumers about cooking tips /nutritional benefits for loin cuts
✓		Content development (videos, photography, design/graphics)
✓		PR agency fees, social media agency fees

<b>Educational programs</b>		Whole of carcase utilisation or natural fall program for customers to boost the use of higher value cuts
✓		Chef / technical expert fees
✓		Educational content (online/print) development costs
✓		Agency/design costs

<b>Other</b>	Participants may specify other activities for MLA to consider
	Participate to specify details of the activity and how it meets the objectives of the COVID: Additional MLA support for brand owners program – taking into account the list below of items that are NOT eligible.

## ACTIVITIES NOT ELIGIBLE FOR CO-FUNDING

<b>Activities already underway</b>	✘	Activities that have already commenced will not be eligible for co-funding. Approval must be obtained from MLA PRIOR to the start of the activity.
<b>Capital items</b> e.g. BBQ, stands, marquees, cameras	✘	Expenses associated with the purchase or storage of capital items (even if used for brand marketing purposes).
<b>Competitive activities</b>	✘	Any activity (within 6 months of commencement of business) that is deemed by MLA to be targeting or actively taking existing business away from another Australian beef/veal/lamb/goat brand.
<b>Meat price discounts</b>	✘	MLA contribution towards price discounts, or cash prizes post purchase.
<b>Freight / Delivery fees</b>	✘	Freight or delivery fees for meat, samples, marketing materials etc.
<b>Customs clearance</b>	✘	Custom clearance fees for materials or meat samples.
<b>Entertainment</b>	✘	Entertainment, or meals for, or with, customers or staff.
<b>General business expenses</b>	✘	Staff, travel, postage, freight for distribution of materials, business cards, parking, equipment costs, entertainment, conference attendance etc.
<b>Gifts</b>	✘	Gifts for customers.
<b>Sales of product</b>	✘	Where sale of product is conducted at an event, the proceeds from those sales must be deducted from the total cost, otherwise MLA will not be able to provide co-funding.
<b>Matching of funds of other entities</b>	✘	Contributions from customers and other entities are encouraged, however, MLA will not match those funds. MLA will only match the brand owner's contribution.
<b>Meat costs</b>	✘	Cost of meat.
<b>Product standard audit expenses</b>	✘	Expenses associated with the auditing of attributes that underpin your brand, such as organic or other systems.
<b>Registration expenses</b>	✘	Registration or legal fees for brand trademarks, domains, certifications of standards for brands etc.
<b>Staff expenses</b>	✘	Any expense associated with your company staff, such as travel and accommodation etc.