

# CoMarketing Program



**Guidelines for 2018-19**

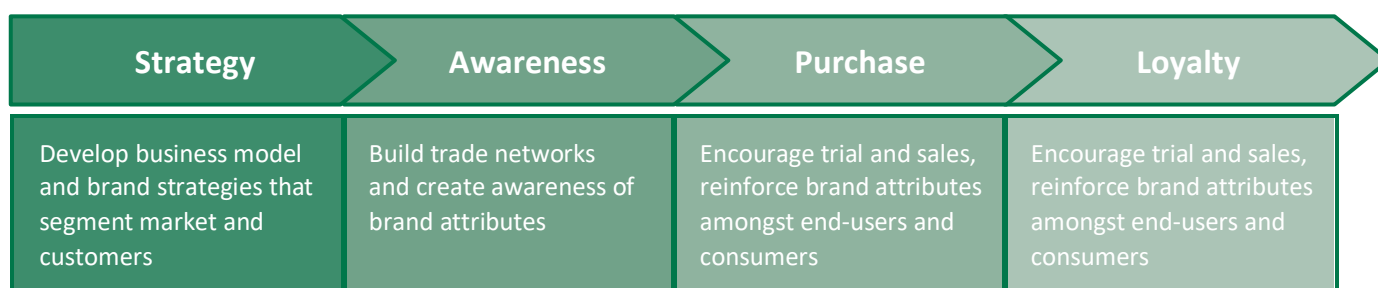
# DESCRIPTION OF THE PROGRAM AND THE APPLICATION PROCESS

## 1. INTRODUCTION

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

The **purpose of the Program** is to build the marketing capability of red meat brand owners 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 brand owners 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 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 [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.*

## MSA

Beef and lamb brand owners are encouraged to underpin their brands with MSA, and to obtain a [MSA Brand Licence](#).

- **Beef brands – Australia:** An MSA Brand Licence is required for beef brands promoted in the Australia market. Exceptions will be considered on a case by case basis for non-MSA branded products that are deemed by MLA as:
  - o Innovative beef products, or
  - o Value added product that is an extension of an existing (MSA) brand.

Please liaise with MLA prior to applying for non-MSA beef brands for marketing in the Australia market.

- **Lamb brands – Australia:** An MSA Brand Licence is desirable for lamb brands promoted in the Australia market, however, exceptions will be considered on a case by case basis for non-MSA branded products that are deemed by MLA as:
  - o MSA eating quality audit confirms the lamb could achieve MSA grade, or
  - o Innovative sheep meat product, or
  - o Value added sheep meat product that is an extension of an existing (MSA) brand.

Please liaise with MLA prior to applying for non-MSA lamb brands for marketing in the Australia market

- **Beef and lamb brands – export:** MSA brands are encouraged for export to underpin consistency in eating quality attributes, however, is not a pre-requisite.
- **Veal and goat brands:** At this stage, MSA is not relevant for veal or goat brands.

## COUNTRY OF ORIGIN

**True Aussie/strategic alignment to Australia as country of origin in export markets:**

- In export markets, MLA encourages participants to have a [True Aussie Brand Licence](#) to underpin their own red meat brands, and to leverage the MLA True Aussie in-market programs.
- Where True Aussie is not utilised to underpin a brand, the brand marketing activities must identify Australia as the country of origin, and align with the overall quality image for Australian red meat.

## GRASSFED BEEF

**Grassfed beef brands underpinned by PCAS or another third party audited verification system:**

- Grassfed beef brands that are underpinned by the [Pasturefed Cattle Assurance System \(PCAS\)](#), or another third party audited verification system for grassfed beef, are eligible for an additional 25% incentive toward eligible activities. Details of the verification system(s) will be required for each grassfed beef brand, uploaded to the CoMarketing site at the time of application.

## 4. FUNDING CATEGORIES

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

**Processor** – the company’s core business is processing of livestock 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 value add processor of branded red meat products.

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

Company category	Verified grassfed beef brands	Non-verified grassfed beef brands Grainfed beef brands Veal brands and Lamb brands	Goat brands
Processor, trader, value add	65%*	40%*	50%*
Producer	75%*	50%*	50%*

\* For each eligible approved activity

## 5. FUNDING CONSIDERATIONS

MLA will review companies' applications for funding. The following are taken into consideration when accessing 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,
- 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, dependant on above criteria

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

A CoMarketing List of Eligible Expenses 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 the type of activities that 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.

Companies are encouraged to leverage customers' (importers/wholesalers/end users) and other organisations to contribute funds towards Australian beef, veal and lamb branded marketing programs, however, these funds will **NOT** be eligible for MLA matching funding. MLA will only match your company's (or in special cases, as determined by MLA, your in-market subsidiary company) contributions.

### Goatmeat brand marketing program

For goatmeat brands only, to encourage and expand the level of targeted, customer specific brand marketing activities, with effect from 1 January 2019, MLA will co-fund upto 50% of the brand owner's **selected customer/s'\* contribution** towards eligible brand marketing activities.

Companies that are relatively new to exporting should apply for [Austrade Export Market Development Grants](#) 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 will be required to complete the online **E-Learning program** prior to submitting an application to participate in the Program.

The [E-Learning program](#) may be accessed via the CoMarketing website homepage, and provides a detailed explanation of the application process and requirements of the CoMarketing Program.

<p><b>Online application</b> (May)</p>	<ul style="list-style-type: none"> <li>• Applications to the CoMarketing Program are to be completed online.</li> <li>• Step1: Participants will need to complete an eligibility assessment and if eligible, read and agree to the terms and conditions the program.</li> <li>• Step2: Enter company details and brands to be marketed under the Program</li> <li>• 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.</li> <li>• Applications for the 2018-19 program should be submitted online by <b>8 June 2018</b>. Applications received after this date risk missing out on budget allocation, and will be waitlisted for consideration if budget is available.</li> <li>• Log in using myMLA or if not yet a user, create a myMLA account</li> </ul>
<p><b>Assessment of application</b> (Jun)</p>	<ul style="list-style-type: none"> <li>• Applications and MLA contribution level will be assessed against the funding guide criteria and the Annual Marketing Strategy to ensure the objectives and budget requests are reasonable.</li> <li>• If application is successful, MLA will provide a budget allocation to enable the participant to start developing Activity Proposals.</li> <li>• If the application requires amendments, MLA will provide guidance as to what amendments are required.</li> </ul>
<p><b>Activity Proposal</b></p>	<ul style="list-style-type: none"> <li>• Once the Annual Marketing Strategy and budget has been approved, companies should submit their individual. MLA must be aware of the planned activity <b>PRIOR</b> to the start of the Activity with Activity Proposals submitted online <b>PRIOR</b> to the start of the activity.</li> <li>• MLA will review and confirm online the activities MLA agrees to co-fund.</li> <li>• 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.</li> <li>• Participants will be reminded by email when <b>activity invoice due date</b> is close. Participants should submit a report and claim expenses on or before the invoice due date.</li> </ul> <p><b>Goatmeat Customer Program:</b></p> <ul style="list-style-type: none"> <li>• Add the words 'CUSTOMER activity' as text before adding the details of the activity proposal.</li> <li>• Upload customer details to Supporting Documents section of the Activity Proposal (name of company, ABN (if Australian), address, contact name, telephone, and email address.</li> <li>• MLA Purchase Order will be raised in the name of the customer not the brand owner</li> </ul>

## 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.

### **Goatmeat Customer Program:**

- The brand owner will upload an invoice from the customer addressed to MLA along with relevant supporting evidence
- When approved, MLA will make payment directly to the customer

If the importer/ wholesaler is owned by the brand owner 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 brand owner. 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.

## 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 from **1-14 April** 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 the Legal Terms and Conditions 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 will 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. 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 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.