



**AUSSIE  
MEAT  
TRADE HUB**

# FAQ's

POWERED BY



[aussiemeattradehub.com.au](http://aussiemeattradehub.com.au)

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# FAQ

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## **What is the Aussie Meat Trade Hub?**

It is Meat and Livestock Australia's (MLA) single-source for resources and services to assist with buying, selling, promoting and marketing Australian beef, lamb and goatmeat products internationally across global markets.

## **Why have MLA developed and launched the Aussie Meat Trade Hub?**

Prior to the Hub, MLA partners may have needed to visit multiple websites to access MLA services and resources. This required different log-in details for some sites and often involved logging-in multiple times.

The Hub brings together 5 functional areas into one place with easy access via a single-sign on.

## **How do users access the Aussie Meat Trade Hub?**

The Hub is a web-based application. Users can access it at [\*\*\*aussiemeattradehub.com.au\*\*\*](https://aussiemeattradehub.com.au) Anyone can use the website. Users will need a MyMLA log-in to access some functionality.

## **Who is the Aussie Meat Trade Hub for?**

The Hub is for all MLA partners. Exporters, Importers and End-users (such as retailers, butchers and chefs) will find the Hub the most useful. But there is also relevant content for Producers, Industry partners (e.g., AusTrade and international embassies) and Peak Industry Councils too.

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# FAQ

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## What is available on the Aussie Meat Trade Hub?

The Hub is organised based upon what the user is looking for. The homepage will direct the user to relevant content based upon whether they are wanting to:

- **Buy/sell** Australian beef, lamb and goat
- **Learn** more about Australian beef, lamb & goat
- **Promote** Australian beef, lamb and goat

Visitors can also navigate directly to function-areas. The 5 functional areas within the Hub are:

- **Exporter Database**
- **Brand & Licensing**
- **Assets**
- **Global Insights**
- **Trade Shows**

## What are the benefits for users?

**A one-stop-shop:** The Hub brings together 5 different functional areas within just one, single sign-on.

**Tailored content:** Content is curated and delivered based upon the users needs and requirements.

**Value-adding:** The Hub provides visibility of the full range of tools, products and services offered by MLA.

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# FAQ

## Access and restricted content

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### Why is some content restricted?

The Aussie Meat Trade Hub has a broad range of audiences: Exporters, Importers, Producers, End-users (such as retailers, butchers and chefs), Industry partners and Peak industry councils. Because of the range of products and services on offer via the Hub, and to protect content from being used by competitors, we have placed access restrictions on some content.

### What are the access levels?

Each user will be allocated an access level based upon the information they provide when signing-up:

- **Level 1 access:** No restrictions. These users are generally Exporters, MLA members (producers) and MLA staff.
- **Level 2 access:** Few restrictions. These users are generally International accounts.

- **Guest/Public access:** Most restrictions. These users are either not logged-in, have an unverified email address or have not been associated with a business account.

### After I've logged in for the first-time, will my log-in be remembered for subsequent visits?

Yes. After logging in the first time, log-in details will be remembered for subsequent visits meaning that a user does not need to log-in for every visit.

Users will be encouraged to log-in using their business email address associated with their myMLA log-in.

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# FAQ

## Access and restricted content

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### What happens if I don't log in?

If a user is not logged-in (using their business email address associated with their myMLA account) or they have not verified their email address, access to content will be limited.

To ensure users are receiving the best possible experience, it is strongly advised that all users log in using their business email address associated with their myMLA log in.

### I can't log in what should I do?

If users need help logging in to the Hub using their myMLA, please email [aussiemeattradehub@mla.com.au](mailto:aussiemeattradehub@mla.com.au).

Users should provide as much information as possible about the problems they are experiencing including the email address being used.

### I don't think I have been given the correct level of access, what should I do?

Users should check that they are signing in using the business email address associated with their myMLA account and that they have verified their email address by clicking the link in the verification email sent from MLA.

If a user still thinks that they have the incorrect access, please email:

[aussiemeattradehub@mla.com.au](mailto:aussiemeattradehub@mla.com.au)

and request their access level to be checked. Please include the email address being used to login to the myMLA account.

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# FAQ

## Exporter database

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### What is available within the Exporters database and what's new?

- Importers and international customers can search for suitable exporters.
- **NEW:** Importers and international customers can refine search results based on their product needs and requirements to find the best match.
- **NEW:** Importers and international customers can connect directly with potential exporters using the Enquiry form.
- **NEW:** Exporters will benefit from receiving qualified enquires to respond to.
- **NEW:** Exporters can improve their online presence via the Exporter profile which includes functionality to add business information, videos and images as well as the option to upload documents such as product catalogues and brochures.

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# FAQ

## Brand and Licensing

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### What is available within Brand & Licensing and what's new?

- Learn about MLA's Aussie Beef, Lamb & Goat brand, including how it can help licensee's businesses.
- Apply to become a licensee of the brand which permits companies to use the Aussie Beef, Lamb and Goat trade mark (brand logo) on Australian red meat products in conjunction with their own brand.
- **NEW:** The licensing application form and process have been simplified and translated into multiple languages for global users.
- Approved licensees have access to an exclusive range of marketing assets in the assets section, including: photography (all usage rights covered), icons, logos, images, videos, fact sheets, information guides, posters.

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# FAQ

## Assets

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### What is available within Assets and what's new?

- All users have access to hundreds of photography and video assets. All of these are available free-of-charge for users to download and use in their own promotional material.
- Approved licensees have access to an exclusive range of marketing assets including: photography (all usage rights covered), icons, logos, images, videos, fact sheets, information guides, posters.
- **NEW:** Assets have been curated into topics and collections such as 'sustainability', making it easier to search.



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## Global Insights

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### What is available within Global Insights and what's new?

- Tools to help users with their business strategy and planning.
- Users can identify market attractiveness and match markets to the strengths of their own business and product offering to maximise commercial impact.
- Users can access the most up-to-date statistics such as Australian export statistics.
- **NEW:** The Export statistics have been upgraded to an interactive dashboard.
- **NEW:** Users can visit the self-service report centre to view the latest Global Tracker and various MLA consumer research studies without having to ask MLA staff members for access.

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# FAQ

## Trade Shows

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### What is available within Trade Shows and what's new?

- Review the Calendar of Events to see which Trade Shows are coming up, where and when.
- **NEW:** Exhibitors can self-manage their trade show preparations, reducing the need for information exchange via emails (Most notably: the process for supplying booth artwork (uploading and approval) will occur via the Hub rather than sharing large files via email links).
- **NEW:** The Hub will retain a record of historical trade shows so Exhibitors can retrieve and reuse these assets when attending multiple trade shows making the process more efficient.