# AUSSIE MEAT TRADE HUB

Global Insights
How-to's

How to: Access the tools and reports

Many of the tools and reports require the user to be 'logged in' to access them*.

If a user is not logged in they will be prompted to do so when they select the tool or report. The user should enter their existing myMLA details (email address and password).

If a user does not have a myMLA account, they can sign up by following the prompts.

Restricted content is available to Australian red meat exporters and MLA members only
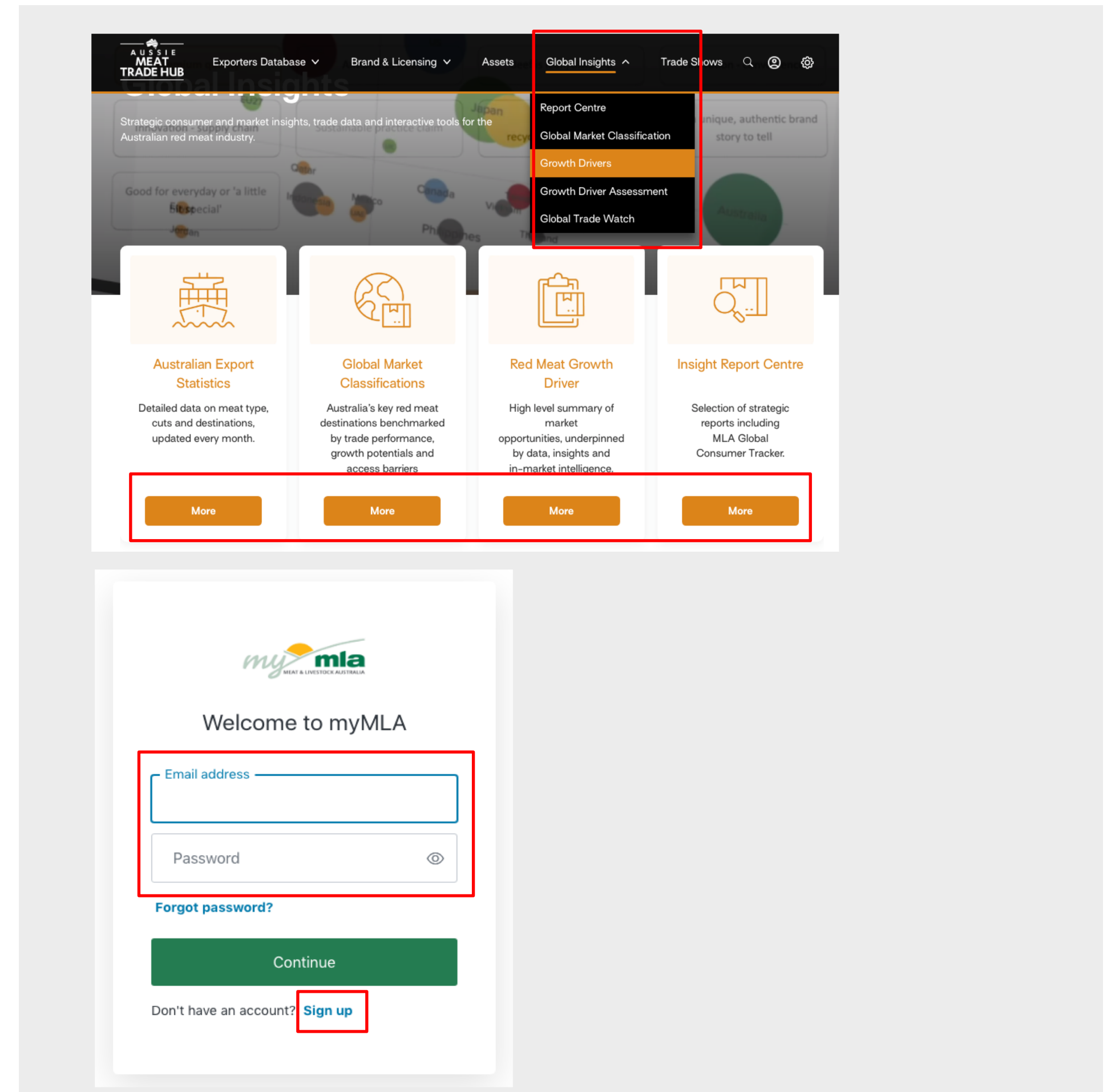
How to use: Insight Report Centre

LOGGED IN USERS

1. Logged in users have access to all the reports available on the site.
2. Users can filter reports by Domestic, International or Global Trackers.
3. Users can also filter reports by Tags and Categories.
4. These reports are available for download on their respective pages.

When selections are chosen they will be highlighted.
To clear or remove a selection, simply click the selection again.
The highlight will be removed.

LOGGED OUT USERS

1. Logged out users will have access ONLY to a limited number of publicly available reports.

How to use: Growth Drivers

1. Users must be logged in to access Red Meat Growth Drivers.

2. Users make their selection from the dropdowns available. Only one selection can be chosen per request.

3. Click on 'Search' button to see the associated data. Selecting 'All markets' (By Framework) will provide an overview of all drivers by market.

4. To preview the drivers (in case of multiple drivers), users can navigate forward or back using the arrow at the bottom.

5. To download the results, click on the 'Download PDF' button, which will print the results into a PDF. It may take a few seconds for the PDF to begin download.

6. Additional videos explaining Growth Drivers, their benefits, and how users can apply them to their business, are available on the page.

How to use: Growth Driver Assessment tool

1. If users are unsure which driver to choose, they can use the Growth Driver Assessment tool to help.

2. Select ONE 'Defining Feature'.

3. Select UP TO FIVE 'Key Attributes'.

4. Click on 'Find Matching Drivers'. The results will appear in a pop-up window.

5. The results can be downloaded as a PDF by clicking on 'Download PDF'. It may take a few seconds for the PDF to begin download.

6. You may repeat the process with different feature and attribution combinations.

7. There is also a video available with more information about why and how to use Growth Drivers.

How to use: Global Market Classifications

1. Users must be logged in to access Global Market Classifications.

2. Select Species AND Meat Type from the drop downs. Click on 'View Results' to see the graph and associated data.

3. Hover over bubbles to view the values. Hover over axis and labels to view the definitions.

4. Click 'Download' to download and view the information in PDF format. It may take a few seconds for the PDF to begin the download.

5. Additional videos explaining Global Market Classifications, their benefits, and how users can apply them to their business, are available on the page.

How to use: Global Trade Watch

1. Users must be logged in to access Global Trade Watch.

2. The latest Export PowerBI dashboard is presented on screen.

3. Click and download the 'Dashboard Basic' PDF for more detailed instructions about how to navigate the dashboard.

4. To download export stats as a PDF, click on the Export Stats tab and select the report you want to download.

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