



Terms of Reference

'Meat the Makers' event series

The Meat the Makers event series is an initiative of the Australian Lot Feeders' Association (ALFA) designed to connect the feedlot industry with consumers, influencers, and stakeholders in an engaging dining experience. Participating brands play a central role in shaping the event, showcasing their products and values to a targeted audience.

Purpose

This Terms of Reference document outlines the responsibilities, expectations, and conditions for participating brands delivering an event in collaboration with ALFA.

Objectives

- Showcase the story and value of grain fed beef to consumers, media, and industry influencers.
- Support participating brands to engage audiences and grow their profile.
- Strengthen ALFA's role as the peak industry body for the feedlot industry.
- Deliver high quality events reflecting the professionalism and sustainability of the feedlot sector.

Expression of Interest (EOI)

- Brands must submit an EOI via the dedicated online form on the Grain Fed Beef website to be considered for a Meat the Makers event.
- EOIs outline brand details, event proposals, and commitment to deliver the event in collaboration with ALFA.
- Submissions will be reviewed against defined selection criteria (see selection process below).

Responsibilities of Participating Brand

The participating brand will:

1. **Event Management**
 - Lead planning, coordination, and delivery of the event.
 - Identify and propose a suitable venue (in consultation with ALFA).
 - Manage logistics, catering, menu design, AV, photography, décor, entertainment, and guest experience.
2. **Financial Responsibility**
 - Cover all core event costs, including venue hire, catering, décor, entertainment, AV, and photography.
 - Ensure ALFA is not invoiced for unapproved expenses.
3. **Branding and Promotion**
 - Showcase the brand and products in a way that complements ALFA's objectives.
 - Provide marketing collateral for approval by ALFA (and MLA, where required).
 - Respect ALFA's existing exclusivity agreements.
4. **Risk and Compliance**
 - Collaborate with ALFA to develop contingency plans for crisis management or reputational issues.
5. **Evaluation**
 - Develop post-event summary in collaboration with ALFA, including attendee numbers, audience mix, media/social coverage, and key outcomes.

Responsibilities of ALFA

ALFA will:

1. Provide input and approval on the venue, program format, guest list, and communications.
2. Support event promotion through ALFA's communications channels.
3. Assist with targeted invitations and introductions, as appropriate.
4. Ensure MLA's requirements are met under the ALFA/MLA Service Level Agreement - *MLA to be named as major sponsor on all marketing material for Meat the Makers Function and provided with one complementary MLA registration for the dinner.*
 - Participating brands may assist in meeting MLA branding requirements, including providing collateral and promotional material.
 - ALFA retains final sign-off on all event promotional materials to ensure compliance and consistency.
5. Act in an advisory and supportive capacity but not as the primary event organiser.

ALFA Contributions

- Marketing & communications support via newsletter, social media, and website.
- Guidance on event planning, vendor partnerships, and guest engagement.
- Liaison with MLA regarding sponsorship obligations.
- Co-contribution to costs only in exceptional cases, subject to prior written agreement.

Selection Process

1. EOIs reviewed internally by ALFA Marketing & Communications Coordinator and Community Engagement Committee.
2. Submissions scored using the internal scoring system (see below).
3. Top candidates shortlisted for final approval by ALFA leadership.
4. All applicants receive notification of outcome.

Selection Criteria Scoring Table

Category	Weighting	Selection Criteria
1 Brand story clarity & alignment with objectives	20%	<ul style="list-style-type: none"> • Clear and compelling grain fed beef brand story • Alignment with Meat the Makers purpose: telling the story of grain fed beef, promoting the industry, and connecting with target audiences
2 Venue/vendor strength	15%	<ul style="list-style-type: none"> • Strength of proposed vendor or venue partnership (e.g., chef, restaurant) • Ability of the vendor to deliver a professional and engaging consumer/foodservice event
3 Event feasibility	15%	<ul style="list-style-type: none"> • Practical readiness to deliver the event: timing, availability, and resources
4 Brand promotional capacity	15%	<ul style="list-style-type: none"> • Brand's ability and willingness to promote the event through its own channels (social media, PR, trade/consumer networks) • Agreement to provide product, coordinate with vendor, and lead brand storytelling

Category	Weighting	Selection Criteria
5 Audience engagement potential	15%	<ul style="list-style-type: none"> • Potential to attract an engaged audience (chefs, media, consumers, or other key stakeholders)
6 Diversity & inclusivity	10%	<ul style="list-style-type: none"> • Consideration given to ensuring a diversity of brands and event locations over time, so all ALFA member brand owners have an opportunity to be showcased
7 Collaboration with ALFA	10%	<ul style="list-style-type: none"> • Willingness to work closely with ALFA on planning, promotion, and execution

Guiding Principles

- The series is a collaborative effort, but participating brands must drive execution.
- Events should reflect positively on the feedlot sector and align with ALFA's reputation and values.
- Costs borne by ALFA should remain minimal and need to be approved by ALFA, with brands resourcing the majority of expenses.

Risk Management and Termination

- ALFA reserves the right to withdraw branding, require changes, or terminate the partnership in case of reputational or compliance risks.
- ALFA is not liable for costs incurred by participating brands if events are cancelled due to breaches of this agreement or circumstances beyond ALFA's control.