

Labels

Materials Stewardship Committee

Introduction

This APCO Committee Charter is specific to each committee and sets out, in broad terms, **what** the committee will do. It outlines the scope of actions within the remit of each committee. Specific actions undertaken by the committee will be guided by the relevant material roadmap and annual action plans.

The Terms of Reference outlines **how** APCO committees work, including structure, decision making and obligations of committee members. This document is to be read in conjunction with the Terms of Reference and other policies issued by APCO from time to time.

1 Committee purpose

The purpose of the Labels Materials Stewardship Committee (MSC) is to enable the establishment of a thriving domestic circular economy for labels and their labelled packaging. The MSC will play a convening and advisory role, working across the value chain, to identify and deliver legitimate and sustainable pathways to effective label recycling and circularity by:

- facilitating an inclusive labels supply chain dialogue,
- creating a shared understanding of sector challenges and opportunities,
- developing consensus amongst the supply chain on actions to realise APCO and broader sector objectives that work towards the realisation of packaging circularity, and
- delivering on priority actions as identified by the data and mutually agreed through the annual planning process.

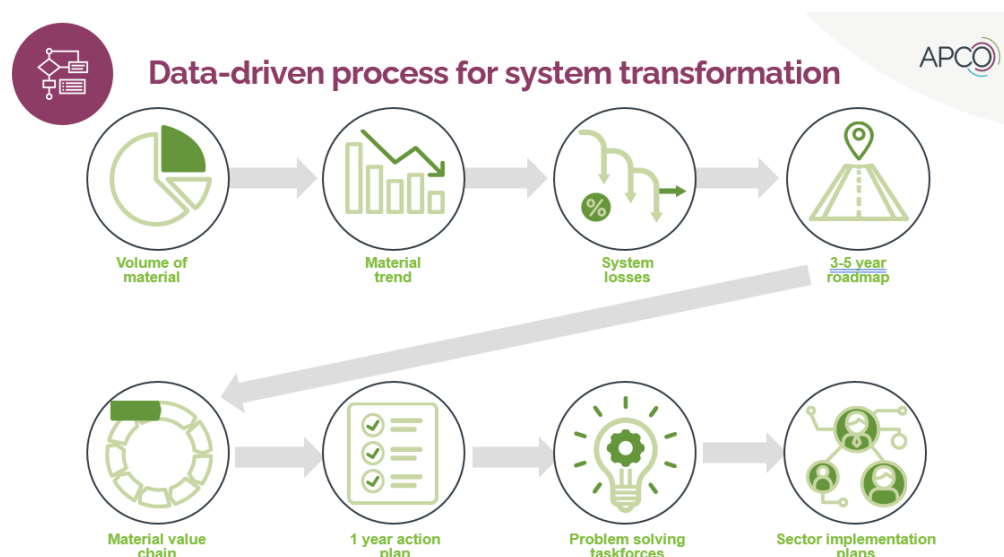
2 Committee functions

The function of this MSC is to:

- 2.1 Develop and implement a 3-5 year material roadmap for labels.
- 2.2 Agree an annual action plan (see Appendix 1 for Draft Action Plan 2023) to deliver or support priority projects identified in the material roadmap.
- 2.3 Reflect identified processes, practices and guidance into their own organisations.
- 2.4 Provide guidance, positioning and/or consensus on related sector topics and issues.
- 2.5 Provide review and advice on technical issues relating to the operation of the [Australasian Recycling Label](#) (ARL) Program.
- 2.6 Undertake all activities in the best interests of the sector for the purpose of delivering timely, robust and sustainable pathways for label recycling and circularity.
- 2.7 Ascertain the willingness of industry and government stakeholders to participate in stewardship/extended producer responsibility.

3 Key Evidence Sources and Priority Planning process

- 3.1 The MSC will oversee development and implementation of a 3-5 year material roadmap, leveraging insights from APCO's Consumption and Recovery Report, material flow analyses, APCO Annual Reporting, the ARL Program, and other technical and best practice reference documentation.



- 3.2 The MSC will agree to a 1-year action plan each year. This action plan will include actions that APCO may lead or support, and actions that it will advocate for others to take. (See Appendix 1 for Draft Action Plan 2023).
- 3.3 The MSC will meet at least twice annually to plan and review action plans and evaluate progress along the material roadmap. It will meet on an as-required basis in between.
- 3.4 Roadmaps and action plans will prioritise and align with:
- (a) best possible industry achievement the 2025 National Packaging Targets (2025 Targets), and
 - (b) Delivery of a shared vision for circularity for labels by 2030.

4 Relationship to other Committees

- 4.1 The Labels MSC is authorised by and accountable to the Collective Action Group (CAG).
- 4.2 The CAG focuses on system enabling actions that will support all material streams to achieve the shared vision.
- 4.3 The MSC may form sub-committees and taskforces to deliver on high priority projects as identified by its material roadmap and annual action plan.
- 4.4 The MSC will be supported by other APCO resources as required including packaging technologists, marketing and engagement experts.

5 Standing Agenda (example only)

- (a) Welcome / Acknowledgement of country (5 mins)
- (b) Roadmap and annual action plan project status updates overview (10 mins)
- (c) Industry insights / Member leadership showcase (10 mins)
- (d) Priority project spotlights and deep dives x 2 (40 mins)
- (e) ARL Technical Advice and recommendations (15 mins)
- (f) Next steps / AOB / Forward agenda planning (10 mins)

5.2 Each member of the MSC is encouraged to propose to the Chair any matter for inclusion on the agenda for any meeting and is free to raise at any meeting any relevant matter that is not on the agenda for that meeting, subject to time available.

5.3 Members are encouraged to come prepared and put forward the perspective of the organisations and stakeholders they represent. However, members will undertake all activities in the best interests of the sector as outlined with the Functions and Purpose sections of this document and will act accordingly in all meetings and activities associated with the Committee.

6 Members

- Daniel Waters, Resource Optimisation Manager, Sanitarium
- KJ Lam, Circular Economy & Sustainability Program Manager, Visy
- Graeme Lang, Technical Manager, Label markers
- Michael Dossor, Group General Manager, Result Packaging Group
- Cath Cornaggia, Commercial Director, Avery Dennison Label and Packaging
- Robert Dvorak, Technical Business Development Manager, Visy
- Petrina Bint, General Manager Labels, Wedderburn
- Carol Kilcullen-Lawrence, Sustainability Consultant, UPM Raflatac
- Nigal Tutty, Technical and Transformation Manager, QLM Label Makers
- Jim Chatzopoulos, General Manager, Reflex Labels & Packaging Asia Pacific
- Daren Hudson, President Australia/New Zealand, MCC Australia

7 Appendix 1: Draft Action Plan 2023

In 2023 the Labels MSC will:

- 7.1 Focus on developing a strategic 3-5 year material roadmap based on a shared vision of delivering the 2025 Targets and working towards a circular economy for packaging. The roadmap will consider:
 - (a) Material flow analyses, modelled and actual market demand, other data insights.
 - (b) Issues and opportunities for collections suited to highest and best end-markets.
 - (c) Emerging and developing technologies to enhance label design and its interaction with the packaging being labelled.
 - (d) Sophisticated options modelling of possible industry interventions to identify best fit.
- 7.2 Engage with key government stakeholders to create a mutual understanding of the challenges and potential solutions using private and public intervention mechanisms.
- 7.3 Provide recommendations based on insights and best practice for establishing large scale, high-quality stewardship pathways as soon as is practical.
- 7.4 Agree and action a 1-year action plan to create a supportive operating context. This will be devised based upon:
 - (a) Agreed problem statement.
 - (b) Interventions required.
 - (c) Willingness to intervene.
- 7.5 Assuming that a stewardship response can be established for labels, it will work to communicate that to consumers and businesses to bring sufficient scale and quality of recovery that meets reprocessing capability and market demand.
- 7.6 Work with packaging design to ensure that label design and composition supports highest and best recovery options without compromising product performance or consumer safety.

