

APCO BRAND OWNER MEMBERSHIP

INTRODUCTION

This document has been designed to provide an overview of Brand Owner **Membership** with the Australian Packaging Covenant Organisation (APCO). It demonstrates how Membership can support your organisation as Australia works towards a packaging value chain that collaborates to keep packaging materials out of landfill while retaining the maximum value of the materials, energy, and labour within the local economy.

APCO Membership can provide your organisation with support to meet regulatory requirements under the National Environment Protection (Used Packaging Materials) Measure 2011 (NEPM), and help drive packaging sustainability to work collectively towards Australia's 2025 National Packaging Targets (2025 Targets).

If you are considering APCO Membership, this document will provide you with a closer look at APCO and the NEPM, the benefits of APCO Membership, and key Member obligations.

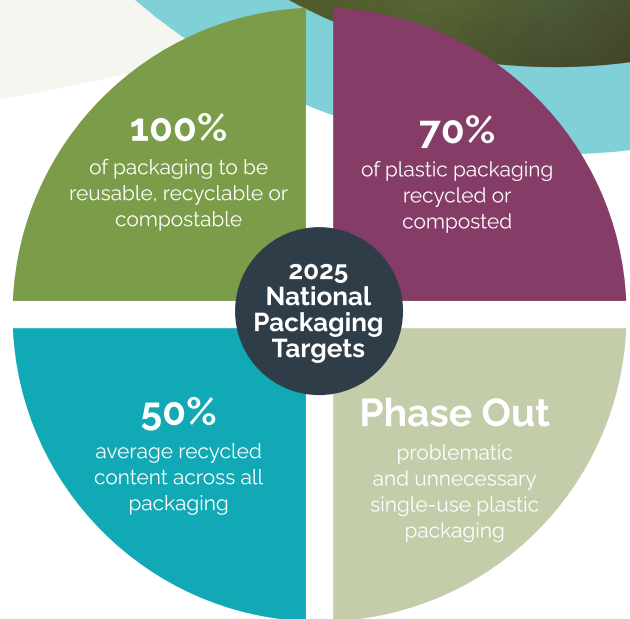


What is APCO?

APCO is a not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO works with governments, businesses, and other organisations from across Australia's large and complex packaging value chain to develop the insights, resources and programs that are needed to build a sustainable national packaging ecosystem. This includes facilitating the delivery of the 2025 Targets (as shown on the right), which is an important step on the pathway to a circular economy.

The **Australian Packaging Covenant**, administered by APCO, supports an industry-led component of a co-regulatory arrangement underpinned by the NEPM. This co-regulatory framework recognises that all sectors and governments have a role to play, by working together to find the best possible solutions for packaging efficiency and sustainability in Australia.

The Covenant applies to businesses in the packaging supply chain that are consumers of packaging or packaged products, with an annual turnover of AUD\$5 million or more. To meet obligations under the NEPM, these businesses can choose between becoming a Signatory to the Covenant (and an APCO Member), or reporting directly to the state and territory government within which they sell or distribute products.



You can find out more about Covenant obligations on page 6

APCO MEMBERSHIP

Hear from some of our Members

APCO Membership can provide you with the tools and resources to support you on your packaging sustainability journey. Hear from some of our Members on how APCO Membership has supported them.

Being Members of APCO provides credibility of our ongoing commitment to sustainable packaging advancements in our business for both internal and external stakeholders. The APCO team has continually helped support our business by providing guidance, including important clarifications and insight, when we have navigated changes and progressions within our reporting. In addition, the available online resources provide key information for both those just starting their reporting journey, and those who need a quick refresher of a definition or process during the reporting period.

- lululemon Australia



Essity is a global leader in sustainable solutions for hygiene and health, dedicated to improving well-being through our products and services, essential for everyday life. Sustainability is an integral part of our business, focusing on value creation for people, nature and society. Essity's collaboration with APCO aligns strongly with our business model and mission to contribute to a sustainable and circular society. The collaboration also broadens Essity's ability to network with like-minded organisations and industry professionals to further improve our packaging sustainability.

- Essity Australia

As a startup, navigating through the world of packaging can be incredibly complex. Being an APCO Member has really helped to simplify this journey for us, thanks to the tools, guidelines and support offered by the team. The Membership has also presented a series of wonderful opportunities for our business, from being featured as a case study to attending workshops and meeting like-minded businesses.

- Unpackaged Eco



APCO MEMBERSHIP



Member Benefits

APCO Member benefits include:



Meeting
compliance
regulations



Accessing
networks and
resources



Driving
sustainability

Compliance and collective action

APCO Membership provides you with a guided pathway to meeting regulatory obligations under the NEPM, including access to the Sustainable Packaging Guidelines (SPGs), a government-supported, national resource for packaging best practice.

Membership provides you with support as Australia works towards the 2025 Targets, and allows you to work collectively, as we progress to deliver 11 key actions under the [2019 National Waste Policy Action Plan](#) - Australia's national approach to building a circular economy.

Access to exclusive resources, events and case studies

APCO offers a number of resources, events, case studies, and educational tools to assist Members via an online Member Centre. The Member Centre is a Member-exclusive portal found on the APCO website, and is a Member's gateway to achieving packaging sustainability.

APCO [resources](#) provide support to Members in key packaging areas, including:

- The development and implementation of a sustainable packaging strategy.
- Design guidance on improving recoverability, incorporating recycled content and information on certain packaging materials.
- Guidance on compostable packaging and single-use, problematic and unnecessary plastics.
- Access to case studies to show industry best practice.

Members also gain exclusive access to [APCO events and webinars](#). These events offer Members the chance to network, learn and engage with like-minded industry professionals working collectively towards achieving the 2025 Targets.

As an APCO Member, you also gain access to APCO [Working and Advisory Groups](#). These programs give your organisation the chance to contribute to and become industry leaders in packaging sustainability developments.

APCO MEMBERSHIP

Australasian Recycling Label (ARL) Program

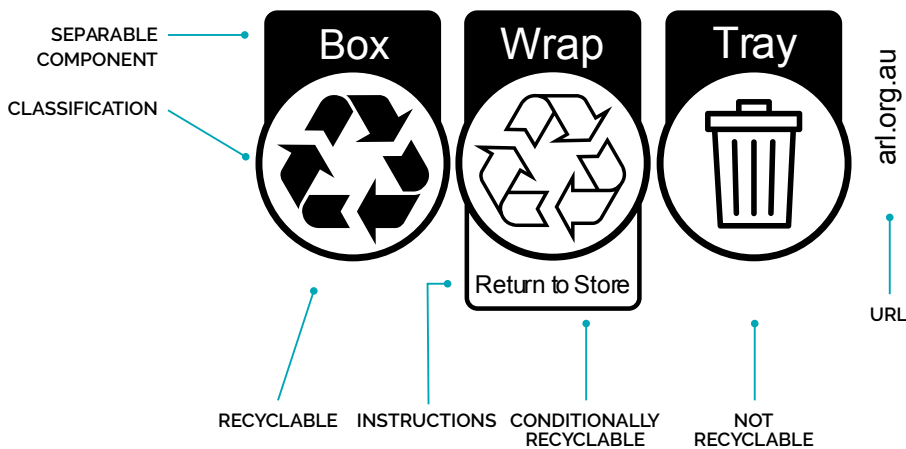
Led by APCO, in collaboration with Planet Ark and PREP Design, the [Australasian Recycling Label Program](#) (the ARL Program) is an on-pack labelling scheme that is educating consumers on the correct disposal methods of their packaged goods, and supports Brand Owners to design packaging that is recyclable at its end-of-life. There are two elements to this program:

Packaging Recyclability Evaluation Portal (PREP)

- PREP provides a way for Brand Owners, manufacturers, and designers to assess the recoverability of packaging through kerbside collection. This includes defining whether an item of packaging is classified as 'recyclable', 'conditionally recyclable' or 'not recyclable' through kerbside collection systems.

Australasian Recycling Label (ARL)

- The ARL is an evidence-based labelling system that provides clear and consistent on-pack recycling information to educate consumers of the correct disposal method.



To see how the ARL program works, watch this video

Or this video

The ARL Program is exclusive to APCO Members and is included within Membership.

APCO MEMBERSHIP

Member Obligations

Should you choose to become an APCO Brand Owner Member, you will also become a Signatory to the Covenant. Section 10 Part C of the Covenant sets out a series of obligations that Signatories are required to meet. This includes such things as annually reporting to APCO, setting yearly commitments through action plans, and payment of an APCO Membership fee.

Membership provides support to meet these obligations, including access to the APCO Member Services Team who can answer your Membership questions, and provide you with the tools and resources to comply.

Find out more about some of these obligations below.

APCO Annual Report and APCO Action Plan

All Brand Owner Members must complete an APCO Annual Report by 31 March each year, and an APCO Action Plan by 31 May each year. Both obligations are completed online via APCO's Reporting Tool.

This Reporting Tool allows Members to monitor and track their packaging sustainability over time, providing them with an online platform to report progress, and set targets for future action.

Membership fees

Membership fees are determined based on an organisation's total annual turnover. As APCO is a not-for-profit organisation, Membership funds are used to support the administration of the Covenant, services to Members, and projects or activities that support the delivery of the Covenant. Membership fees must be paid prior to gaining access to APCO platforms and programs, including the ARL Program.

You can find the cost associated with APCO Membership [here](#).



APCO MEMBERSHIP

Sustainable Packaging Guidelines (SPGs)

The **SPGs** are a comprehensive, publicly available resource used to assist in the sustainable design and manufacture of packaging in Australia, and are a central part of APCO's co-regulatory framework established by the NEPM and the Covenant.

Signatories are obligated to review their packaging against the SPGs to optimise their packaging for the

efficient use of resources and reduced environmental impact, without compromising the product's integrity.

The purpose of the SPGs is to assist Australian organisations to integrate the following ten Sustainable Packaging Principles into their operations. By reviewing packaging against these Principles, Members can identify opportunities for improvement.



Design for recovery



Optimise material efficiency



Design to reduce product waste



Eliminate hazardous materials



Use recycled materials



Use of renewable materials



Design to minimise litter



Design for transport efficiency



Design for accessibility



Provide consumer information on sustainability

Why is it important to track my progress on packaging sustainability on an annual basis?

Some of the benefits of tracking your packaging sustainability include:

- Creating cost savings, improving supply chain relationships and developing business efficiencies and opportunities.
- Being part of a problem solving collective, working in collaboration with local and global sustainability leaders in government, industry, community groups and academia.
- Demonstrating tangible efforts to meet the 2025 Targets.
- Enhancing brand reputation, engaging staff and customers through alignment of corporate social responsibility and values, attracting talent and promoting innovation.
- Receiving recognition for progress through APCO's communication platforms, consumer education partnerships, events and annual awards.

APCO MEMBERSHIP

Steps to Join

If you are ready to become an [APCO Member](#) and join the 1,500+ existing Members demonstrating genuine commitment to supporting positive environmental outcomes, head to the APCO [website](#) to begin the sign-up process.

There are three main stages of the sign-up process:

1

Submit an [online application form](#). For this you will need:

- Your Australian Business Number (ABN) and associated entity name.
- The name, email, contact number and position title for those to be nominated as your Primary, Accounts and Executive Contacts.

Note: Upon completion of the first page of the application, you can save your progress and finish the remainder of application at a later date, should you wish to do so. You can do this by [logging in](#) with the initial credentials used.

2

Once your completed application form has been submitted, APCO will send two forms – a DocuSign to be signed by the Executive Contact, and an invoice for your Membership fee.

3

Once both have been actioned, APCO will officially welcome your organisation as an APCO Member.

We look forward to working with you towards a circular economy for packaging in Australia!

Questions?

Should you have any questions, please contact the APCO Team.

Website www.apco.org.au

Email apco@apco.org.au

Phone 02 8381 3700 (Monday – Friday, 9am – 5pm)