

# **BRAND OWNER WELCOME PACK**

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# INTRODUCTION

## Welcome to APCO!

We would like to wish you a warm welcome to the APCO community. This pack is designed for Brand Owners and contains the information needed to make the most of your APCO journey.

This pack, along with the APCO Member and Signatory Centre, hosts an abundance of resources to help you along the way. You also have access to the APCO team for any day-to-day queries you may have.

Some of the resources linked in this document are exclusive to APCO. You can login to the Member and Signatory Centre to view them.

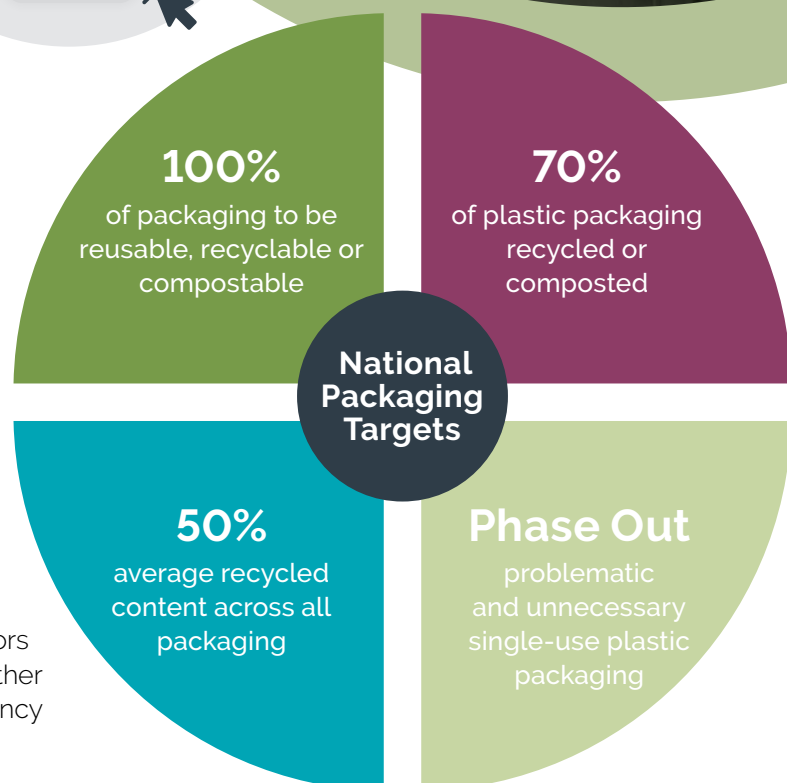
LOG IN

## Who is APCO?

APCO is a not-for-profit organisation leading the development of a circular economy for packaging in Australia. As a co-regulatory body, APCO works with government to develop the insights, resources and programs that are needed to build a better packaging future.

This includes facilitating the delivery of the 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 National Environment Protection Measure (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 in Australia.

The Covenant applies to all businesses in the packaging supply chain (with a turnover greater than \$5 million), including those selling packaging or packaged products to other businesses or individuals.



# INTRODUCTION

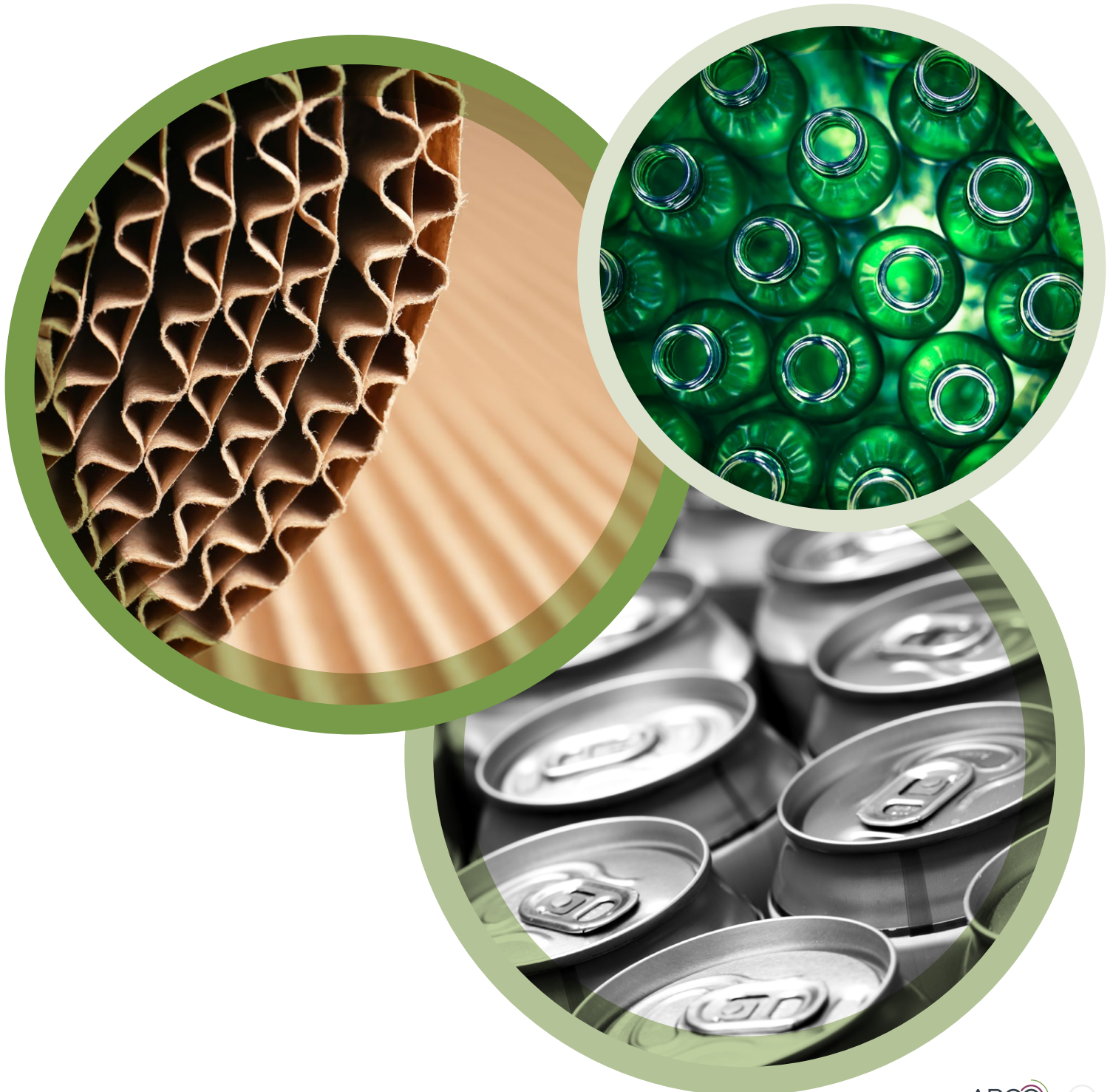
## The National Environment Protection Measure

Australian Brand Owner businesses who operate in the packaging supply chain may be required to meet obligations as set out in the **National Environment Protection (Used Packaging Materials) Measure 2011** (NEPM). To meet these regulatory obligations, businesses have the option to choose between either:

1. Becoming a Signatory to the Covenant and Member of APCO; or
2. Meeting compliance obligations under the NEPM.

*Your organisation has made the decision to become an APCO Member and Signatory to the Covenant.*

APCO, its signatories and members, industry, state and federal governments all agree to comply with the obligations set out within the **Covenant document**. This co-regulatory framework recognises that all sectors and governments have a role to play, working together to find the best possible solutions for packaging efficiency and sustainability in Australia.





# INTRODUCTION



**Over 2,300  
signatories and  
growing!**

## Benefits of joining APCO

APCO has a host of benefits available to your organisation. This includes:

- One streamlined pathway for packaging reporting under the NEPM
- Access to APCO exclusive webinars, resources and packaging technology experts
- Subscription to the Monthly APCO Newsletter which provides you with the latest news and updates regarding packaging, regulation, plastic bans and more
- The opportunity for recognition at the APCO Annual Awards
- Discounted courses from the Australian Institute of Packaging (AIP)
- APCO also has two programs available: The Australasian Recycling Label (ARL) Program and the Australia New Zealand and Pacific Islands Plastic Pact (ANZPAC).

## Monthly APCO Newsletter

APCO also provides a monthly newsletter to keep you informed with the latest news and insights. It features updates on upcoming events, significant news, member highlights, and much more.

## Electronic Direct Emails (EDMs)

As a member and signatory of APCO, you will receive regular communications from us. This includes Electronic Direct Mail (EDM) notifications about upcoming APCO events (such as webinars and awards), new resource launches, important updates, and more.

# INTRODUCTION

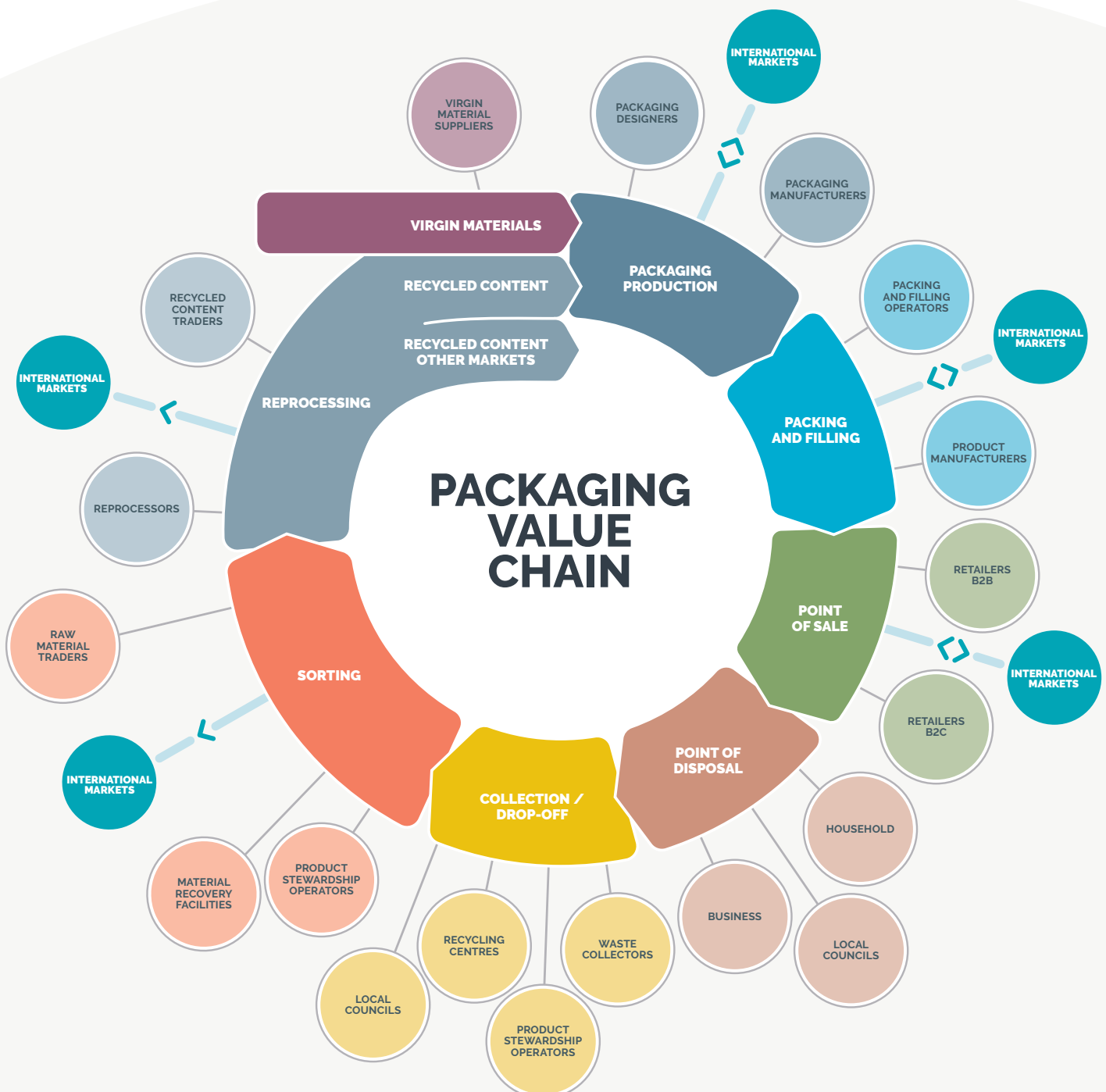
## The Packaging Supply Chain

### The role of packaging

Packaging serves multiple functions throughout its life, including (but not limited to):

- **Protecting the integrity of the product**
- **Providing information**
- **Branding**

The packaging supply chain is a co-ordinated and often complex system that ensures products are contained and protected for their safe, cost-effective and efficient movement from point of manufacture or sourcing, to the end-user. APCO works across the packaging value chain engaging stakeholders throughout.







# COMPLIANCE

## Non-compliance Procedure

The non-compliance procedure commences when an organisation fails to meet one of its Signatory obligations. This procedure can be found in the diagram on the right.

### Withdrawals

If an organisation chooses to withdraw as a signatory to the Covenant they would be required to report directly under the NEPM to each state and territory within which the organisation's products are sold or distributed. Individual NEPM compliance obligations and reporting requirements vary between states and territories.

### SHOW CAUSE NOTICE

Occurs when APCO becomes aware that the Member has failed to meet its obligations as a Signatory to the Covenant.

APCO gives notice to the Signatory asking it to show cause as to why it should not be deemed non-compliant with the Covenant obligations.

Within 30 days, the Signatory is to provide a written response to APCO.

### COVENANT OBLIGATION DUE

Covenant obligations are outlined under Section 10 of the Australian Packaging Covenant. Obligations include such things as payment of an annual Membership Fee, submission of an APCO Annual Report, and submission of an APCO Action Plan.

### NON-COMPLIANCE NOTICE

Occurs 30 days after the Show Cause Notice.

APCO gives a second notice to the Signatory stating that they are now deemed non-compliant and that APCO intends to remove the business as a Signatory to the Covenant.

### INTENT TO REFER NOTICE

**2** Occurs 30 days after the Non-Compliance Notice.

If APCO deems it suitable, APCO will issue a final notice stating it intends to remove the business as a Signatory to the Covenant. Non-compliant Signatories are also provided the chance to appeal the non-compliance status through an Appeals Process.

**3** The Signatory has an additional 30 days to meet the obligation.

**1** The Signatory has 30 days to meet the obligation.

### REFERRAL

Occurs at the conclusion of the noncompliance procedure.

Following the expiry of the period stated in the intent to refer notice to a Brand Owner Signatory, APCO notifies all state or territory governments that the business is no longer a Signatory.



# ACCESS TO APCO

There are four types of contacts that organisations can have.

## 1

### Primary Contact

The key contact from the organisation. The 'primary' contact:

- Receives all communications.
- Is automatically granted access to the APCO Member and Signatory Centre.
- Is automatically granted administrator access in the APCO Annual Reporting Tool (Brand Owners only).
- Receives all levels of compliance notices (if the organisation does not meet a Signatory obligation).
- Must be the one to sign the terms and conditions for the Australasian Recycling Label (ARL) and the Packaging Recyclability Evaluation and Portal (PREP) to gain access to these two resources for the Member organisation.
- Can add new contacts under the 'Edit Profile and Account' tab.

## 3

### Accounts Contact

An additional contact for the organisation. The 'accounts' contact:

- Receives minimal communications.
- Will be the contact who receives the APCO Membership Fee invoice.
- Is automatically granted access to the APCO Member Centre.
- Can be added as a user in the APCO Annual Reporting Tool by the Primary Contact – they can also be an administrator user.

## 2

### Secondary Contact

An additional contact for the organisation. The 'secondary' contact:

- Receives key communications (including the APCO Monthly Newsletter).
- Is automatically granted access to the APCO Member and Signatory Centre.
- Can be added as a user in the APCO Annual Reporting Tool by the Primary Contact – they can also be an administrator user.

## 4

### Executive Contact

An essential contact for the organisation. The 'executive' contact:

- An Executive Contact must have an executive level position within the Member organisation (e.g. CEO, CFO, Director or equivalent).
- Receives minimal communications.
- Receives the Intent to Refer notice (the last notice in the non-compliance procedure) if their organisation has not met a Signatory obligation.
- Is automatically granted access to the APCO Member and Signatory Centre.
- Is required to sign-off on the APCO Annual Report submission and the APCO Action Plan submission each year.

## Updating your APCO contacts

You are able to update your organisations contacts via the APCO Member and Signatory Centre under Edit Profile & Account.

It is your organisation's responsibility to ensure that its contacts and its company details are up-to-date.

**At a minimum, an organisation must have a 'primary' contact, 'accounts' contact and an 'executive' contact.**

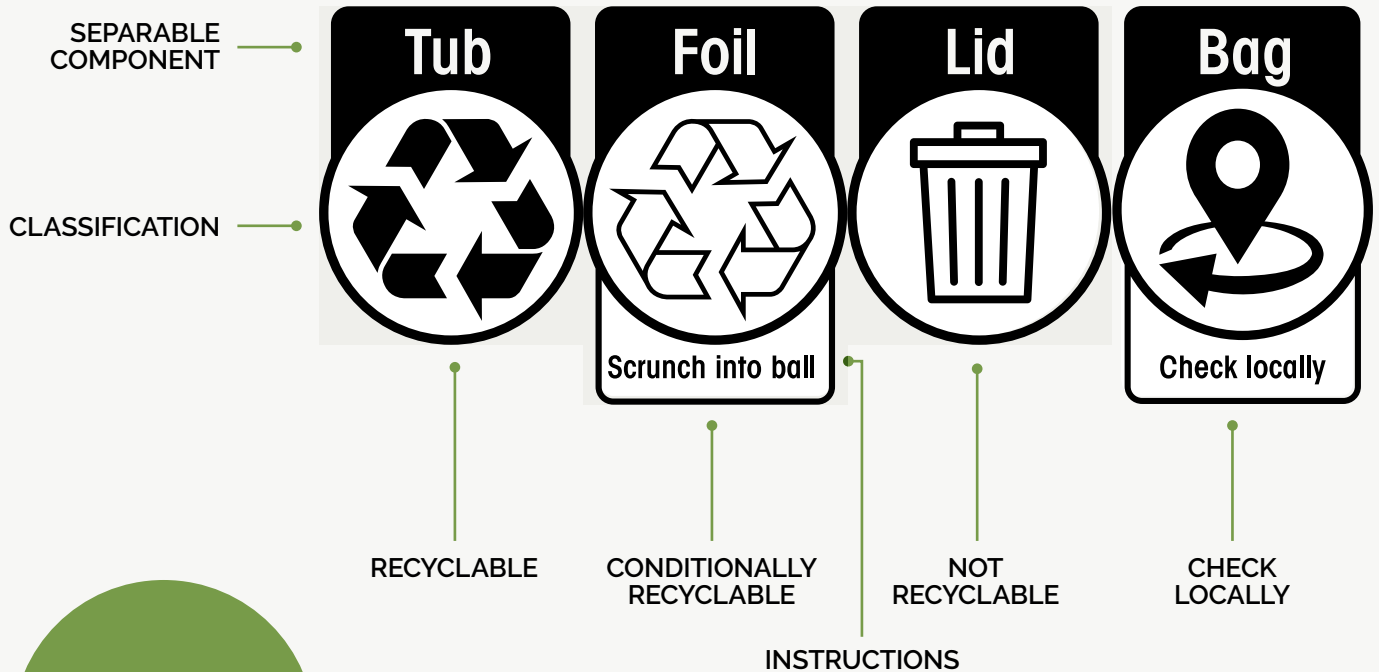


# APCO PROGRAMS

## The Australasian Recycling Label (ARL) Program

The ARL comes as a free benefit when joining APCO. The ARL program is an on-pack labelling scheme that helps consumers to recycle correctly and supports Brand Owners to design packaging that is recyclable at end-of-life.

The ARL is the only evidence-based recycling label available in Australia and New Zealand. It uses the Packaging Recyclability Evaluation Portal (PREP) to evaluate all parts of the packaging (ink, materials used, etc). This provides a way for Brand Owners to assess the recyclability of their packaging.



To find out more about the program visit [arl.org.au](http://arl.org.au)

## How to join

Participation in the ARL program, including access to the Packaging Recyclability Evaluation Portal (PREP) and the ARL is included within APCO membership and covered by APCO membership fees.

- 1. Assess your packaging through PREP:** The ARL is generated using the evidence supplied by PREP, an online tool that allows packaging manufacturers and brand owners to assess how their packaging will perform in the Australian and New Zealand resource recovery systems.
- 2. Get your ARL artwork files:** Download the files from APCO Member and Signatory Centre.



# APCO PROGRAMS

## The Australia New Zealand and Pacific Islands (ANZPAC) Plastics Pact

ANZPAC is a regional Plastics Pact delivered by APCO. The ANZPAC Plastics Pact is part of the Ellen MacArthur Foundation's (EMF) global Plastics Pact Network, an international effort to address plastic pollution. ANZPAC targets Australia, New Zealand and the Pacific Islands. This network provides a consistent

approach for international supply chains to deal with plastic waste traveling across borders. Together, through shared knowledge, investment and industry led innovation we will implement solutions tailored to remote and regional communities in the ANZPAC region.



### How to join ANZPAC

ANZPAC is always open to new Members.

ANZPAC has two Membership categories:

1. **ANZPAC Member** – for brand owners, retailers, manufacturers and businesses throughout the plastics supply chain.
2. **ANZPAC Supporter Member** – for government, academia, community groups, NGOs and industry association organisations.

To find out more  
about membership  
[click here](#)



Thank you for joining APCO and  
working together towards a better  
packaging future.

**Contact us:**

Mon – Fri 9am – 5pm

[memberservices@apco.org.au](mailto:memberservices@apco.org.au)

02 8381 3700

[apco.org.au](http://apco.org.au)

[anzpacplasticspact.org.au](http://anzpacplasticspact.org.au)

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