
Collective Action Group (CAG) Terms of Reference

1 Background

APCO has been endorsed to lead the implementation of the 2025 National Packaging Targets;

1. 100% of all Australia's packaging will be reusable, recyclable or compostable by 2025 or earlier;
2. 70% of Australia's plastic packaging will be recycled or composted by 2025;
3. 50% average recycled content will be included across all packaging by 2025;
4. Problematic and unnecessary single-use plastic packaging will be phased out through design, innovation or introduction of alternatives, (together, the **2025 National Packaging Targets**).

2 Establishment of Collective Action Group

With effect from the date of these CAG Terms of Reference, APCO establishes the Collective Action Group – Phase 3 (**CAG**) in accordance with the CAG Charter. The CAG shall continue until the date on which Phase 3 is completed.

3 Timeline of Phase 3

The CAG acknowledges that the third phase of the implementation of the 2025 National Packaging Targets (**Phase 3**) will consist of three (3) stages as follows, to be completed by December 2021:

1. Stage 1 – Identify insights and stakeholder actions to support the development of MRF and Kerbside standards for packaging materials in Australia;
2. Stage 2 – Define a schedule of alternative actions to address the progress of the Strategic Intervention Points identified in the 2025 Monitoring program; and
3. Stage 3 – Mobilisation of the Collective Impact Framework and the mutually reinforcing activities to ensure delivery of Outcomes 1, 2 and 3.

4 Objectives of CAG

The objectives of the CAG include:

- To provide transparency and engagement from the collective packaging value chain to monitor progress towards the achievement of the 2025 National Packaging Targets.
- Provide advice on the implementation of the strategic activities aligned with the strategies detailed in the Collective Impact Framework set out in Our Packaging Future (April 2020).
- Provide advice and assistance as requested by APCO in relation to the following deliverables (**Deliverables**) which APCO has responsibility for developing in consultation with the 2025 National Packaging Targets Implementation working group:
 1. Stage 1:
 - a. comprehensive mapping of the Collective Impact Framework with the National Waste Policy Action Plan, the COAG waste export bans and the National Plastics Plan 2021.
 - b. create an engagement strategy for key stakeholders from across the packaging value chain (as defined in Our Packaging Future)
 2. Stage 2:
 - a. Confirm priority projects for the delivery of Outcomes 1, 2 and 3
 - b. Identify and have input to APCO operational activities that support the delivery of Outcomes 1, 2 and 3

3. Stage 3:
 - a. Identify the collection methodology for baseline progress toward the 2025 Targets
 - b. Establish reporting requirements and data sources
 - c. Develop a schedule of reporting/collection frequency
4. Stage 4:
 - a. Scheduled reviews of the progress of the priority projects and the operational activities for delivery of Outcomes 1, 2 and 3

5 Definitions

In these CAG Terms of Reference:

- (a) **2025 National Packaging Targets** has the meaning given to that term in clause 1 of these CAG Terms of Reference;
- (b) **APCO** means Australian Packaging Covenant Organisation Ltd ABN 99 056 538 480 of Level 11, 55 Clarence Street, Sydney NSW 2000;
- (c) **Deliverables** has the meaning given to that term in clause 4 of these CAG Terms of Reference;
- (d) **CAG** has the meaning given to that term in clause 2 of these CAG Terms of Reference;
- (e) **CAG Charter** means the document of the same name which sets out the composition, responsibilities, operation and authority of the CAG;
and
- (f) **Phase 3** means the third phase of the implementation of the 2025 National Packaging Targets so described in clause 3 of these CAG Terms of Reference.

Date: 08 June 2021