
Collective Action Group (CAG) Terms of Reference

1 Background

On 27 April 2018, the Commonwealth, State and Territory Ministers and the president of the Australian Local Government Association endorsed a target of 100 percent of Australian packaging being recyclable, compostable or reusable by 2025 or earlier.

On 26 September 2018, the following targets were announced by the Australian government which built on the commitments made in April 2018:

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. 30% 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**).

APCO has been endorsed to lead the implementation of 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 1 (**CAG**) in accordance with the CAG Charter. The CAG shall continue until the date on which Phase 1 is completed.

3 Timeline of Phase

The CAG acknowledges that the first phase of the implementation of the 2025 National Packaging Targets (**Phase 1**) will consist of four (4) stages as follows, to be completed by December 2019:

1. Stage 1 - Stakeholder identification and collaboration strategy;
2. Stage 2 - Definitions for the targets;
3. Stage 3 - Baseline data for the targets; and
4. Stage 4 - Monitoring methodology.

4 Objectives of CAG

The objective of the CAG is to 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 working group:

1. Stage 1:
 - a. comprehensive mapping of the stakeholders identified; and
 - b. definition of collaboration and engagement strategy based on the Integrated Marketing Communications (IMC) principles;
2. Stage 2: establishment of a set of agreed definitions for the key terms used in the 2025 National Packaging Targets (including, but not limited to, the term “problematic and unnecessary”);
3. Stage 3: establishment of baseline metrics for each 2025 National Packaging Targets based on analytic reports prepared and analysis conducted in respect of each 2025 National Packaging Targets;
4. Stage 4:
 - a. preparation of a report (to be made publicly available) detailing the methodology for the annual monitoring and reporting of each 2025 National Packaging Target; and

- b. preparation of an action plan (to be made publicly available) for the implementation of the 2025 National Packaging Targets beyond Phase 1, including the identification of milestones for each 2025 National Packaging Target until the year 2025.

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 4, 332 Kent 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 1** means the first phase of the implementation of the 2025 National Packaging Targets so described in clause 3 of these CAG Terms of Reference.

Date: 17 December 2018