



Advocate for the Consumer, Cosmetic,
Hygiene and Specialty Products Industry

Annual Report 2009-10

commitment

innovation

Our industry is committed to developing solutions for **healthy living** and a **quality lifestyle**

engagement



partnerships

we represent

a growing industry generating innovative and sustainable products which are essential for healthy living and a quality lifestyle

members

Univar Australia
Whiteley Corporation

Associate Members

Equipment and Packaging Suppliers

HydroNova Australia NZ
Megara (Aust)
SCHÜTZ DSL (Australia)

Graphic Design and Creative Ident

Legal and Business Management

FCB Lawyers
Middletons Lawyers
TressCox Lawyers

Logistics

ParcelDirect Group
Star Track Express

Regulatory and Technical Consultants

Archer Emery & Associates
Competitive Advantage
Engel Hellyer & Partners
Robert Forbes & Associates
Sue Akeroyd & Associates
Toxikos

Specialist Laboratories and Testing

ams Laboratories
Dermatest
Silliker Australia

Life Members

W P Barry
Bruce Brown
Ken Clark
Geoff Harris
W C Monteith
D Phillips
K Scampton

Consumer, Cosmetic and Personal Care Products

Advanced Skin Technology
Alberto Culver Australia
Amway of Australia
Apisant
AVON Products
Beiersdorf Australia
Brandpoint
Chanel Australia
Clorox Australia
Colgate-Palmolive
Combe Asia-Pacific
Cosmax Prestige Brands Australia
Coty Australia
Creative Brands
De Lorenzo Hair & Cosmetic Research
Elizabeth Arden Australia
Emeis Cosmetics
Estée Lauder Australia
Frostbland
GlaxoSmithKline Consumer Healthcare
Helios Health & Beauty
Johnson & Johnson Pacific
Kao (Australia) Marketing
Kao Brands Australia
Keune Australia
Kevin Murphy Business Services
Kimberly-Clark Australia
KPSS Australia
La Biosthetique Australia
La Prairie Group
L'Oreal Australia
LVMH Perfumes and Cosmetics
Mary Kay Cosmetics
Natural Australian Kulture
Nutrimetics Australia
NYX
Procter & Gamble Australia

Pure Products
PZ Cussons Australia
Reckitt Benckiser
Revlon Australia
Sabre Corporation
Scental Pacific
Shiseido (Australia)
The Heat Group
The Purist Company
Three Six Five
Trimex
True Solutions International
Ultracuticals
Unilever Australasia

Hygiene and Specialty Products

Albright & Wilson (Aust)
Applied Australia
BP Castrol Australia
Callington Haven
Campbell Brothers
Castle Chemicals
Chemetall (Australasia)
Clariant (Australia)
Cleveland Cleaning Supplies
Deb Australia
Dominant (Australia)
Ecolab
Huntsman Corporation Australia
Jalco Group
Lab 6
Novozymes Australia
Nowra Chemical Manufacturers
Peerless JAL
Recochem
Rohm and Haas Australia
Solvay Interlox
Sonitron Australasia
Sopura Australia
Tasman Chemicals
Thor Specialties
True Blue Chemicals

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quality products for

healthy living

advocate for the consumer, cosmetic, hygiene and specialty products industry

Every day, whether you are brushing your teeth, washing the dishes, slapping on sunscreen or dabbing on your favourite perfume, you are using one of the many innovative and sustainable products manufactured by our industry.

And that's just the start...

Our industry's products provide many valuable benefits to society.

Personal care and hygiene products play a vital role in maintaining good personal and public health.

It has been estimated that women spend an average of 54 minutes and men 43 minutes per day on personal hygiene. *How Australians Use Their Time, 2006, Australian Bureau of Statistics.*

Soaps, shampoos and deodorants help us to stay healthy and feel good by caring for our appearance, keeping us clean and fresh. Moisturisers and conditioners offer protection from the effects of the elements by helping to protect our skin and hair from dryness. Toothpastes and mouthwashes maintain our oral health. And sunscreens are vital in protecting the skin from the damaging effects of ultra-violet radiation.

Routine handwashing with quality personal hygiene products is essential for minimising the spread of illness and disease in the community, and is especially indispensable for vulnerable members of society, for example in nursing homes, childcare centres, and hospitals.

Household, institutional and industrial cleaning products are used to keep our households, workplaces, schools, hospitals and public places clean, hygienic and comfortable, as well as to maintain the hygienic and sanitary conditions essential for our food, hospitality and agricultural industries. Public hygiene and cleanliness are linked to improvements in public health and living standards, from which arise a wide range of social and economic benefits.

Household cleaning products also enhance quality of life by affording greater personal freedom. Effective detergents provide time and effort saving technologies which minimise time spent on necessary household chores. Specialised products for laundry, kitchen and bathroom help get the job done right, first time.

Beauty treatments, colour cosmetics and fragrances provide opportunities for self-expression and personal pampering, playing a key role in boosting confidence and emotional wellbeing.

Adhesives, sealants and protectants have a wide range of applications in households, industry, institutions and agriculture, and other **specialised products** assist manufacturing to keep the wheels of commerce and industry turning.

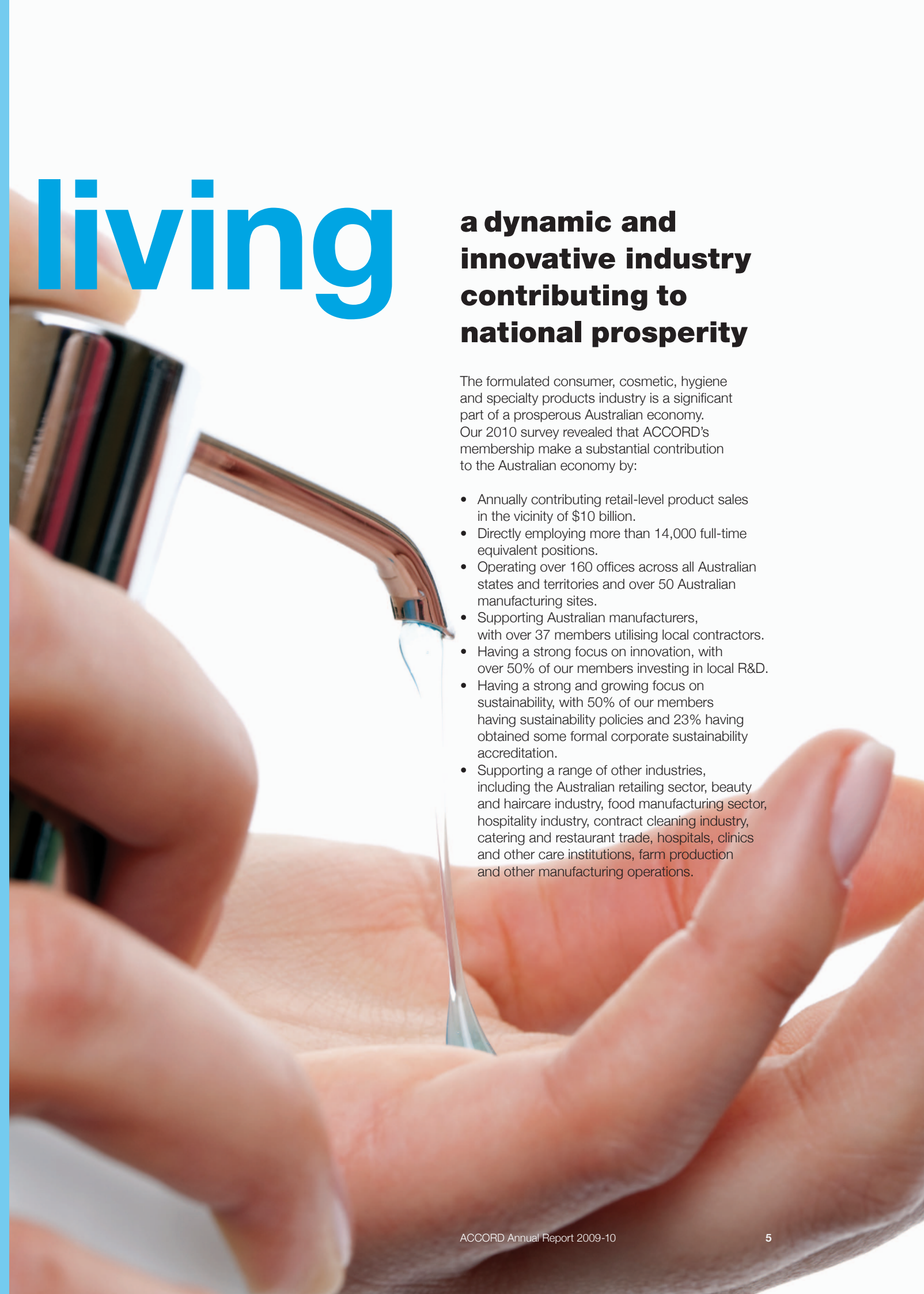
Many of these benefits - safe, healthy living and a quality lifestyle - we take for granted.

But ourselves, our homes and our public places would be very different without the important products supplied by our industry.

a dynamic and innovative industry contributing to national prosperity

The formulated consumer, cosmetic, hygiene and specialty products industry is a significant part of a prosperous Australian economy. Our 2010 survey revealed that ACCORD's membership make a substantial contribution to the Australian economy by:

- Annually contributing retail-level product sales in the vicinity of \$10 billion.
- Directly employing more than 14,000 full-time equivalent positions.
- Operating over 160 offices across all Australian states and territories and over 50 Australian manufacturing sites.
- Supporting Australian manufacturers, with over 37 members utilising local contractors.
- Having a strong focus on innovation, with over 50% of our members investing in local R&D.
- Having a strong and growing focus on sustainability, with 50% of our members having sustainability policies and 23% having obtained some formal corporate sustainability accreditation.
- Supporting a range of other industries, including the Australian retailing sector, beauty and haircare industry, food manufacturing sector, hospitality industry, contract cleaning industry, catering and restaurant trade, hospitals, clinics and other care institutions, farm production and other manufacturing operations.



making the



Message from the Chairman

It is pleasing for my first Chairman's message to report that, for the most part, our industry weathered the recent economic downturn to emerge in better shape than had seemed likely.

An Australian economy that outperformed all other OECD economies to post annual GDP growth for 2009 of 2.7% certainly helped our industry's business performance.

But, in reality, the pace and scale of recovery is still patchy and uncertain. Trading conditions for many of the businesses which comprise ACCORD are depressed. And profitability is being squeezed by a combination of ongoing price discounting to combat flagging demand for products, as well as increasing business input costs.

Despite this, I am proud of the leadership displayed by our industry as we made our contribution to the national economy throughout the last year.

And particularly so, because our industry continues to stand on its own two feet, without the government bailouts or financial support upon which many other sectors have come to rely for their viability.

These, however, remain challenging times for our industry. Critical issues still need to be addressed so that ACCORD member businesses can invest and innovate to the full extent we would like.

Our industry's biggest challenge, and most significant impediment to investment and innovation, remains Australia's complex and fragmented regulatory system.

And this is exacerbated by the unique nature of some local regulatory approaches - especially when compared to other major economies in North America and Europe.

These unique requirements create an expensive - and unjustified - barrier to investment and innovation. One that actually harms Australia's economy and global trade. Unique Australian approaches inhibit the transfer of new technologies and ingredients that are often in safe and effective use in other major economies.

Were Australia a net exporter of technology, with a large domestic market, this would be less of a problem. But, whilst we are no doubt a clever and innovative nation, our domestic market is very small in global terms, meaning we need to keep on top of innovations occurring in other leading global markets. This covers a range of essential products supplied by our industry, including sunscreens, cleaners, disinfectants, adhesives and skincare products.

Companies should not have to reformulate products which have been proven effective via safe use in either Europe, the USA or Canada, simply because of Australia's complex, fragmented and unique regulatory system. Nor should local manufacturers be denied easy access to the full range of innovative ingredients in use overseas.

In contrast, New Zealand has opened itself to freer two-way trade in the types of products our industry produces. It has done this via a pragmatic approach leading to greater acceptance of products already approved by competent regulatory agencies in advanced economies like the EU, Canada and the USA. This approach covers all bases: safety, innovation and strengthening two-way trade.

Having in place unique Australian regulatory requirements, which inhibit innovation, is also detrimental to the effectiveness of other government policies designed to promote innovation via grants or tax credits.

most of the economic recovery:

time now for priority policy action so that Australia can strengthen its innovation leadership

With fiscal reserves under severe pressure, it makes no sense to reduce the value of government expenditure on innovation and R&D incentives by leaving in place unhelpful regulatory barriers.

What is needed to improve this situation is a strengthened set of government policies and priorities that tackle all barriers to innovation, thereby encouraging greater investment by our industry in product innovation. Through this, Australia can strengthen its innovation leadership at a vital time in the recovery of the national and global economies.

Like most of my industry colleagues I remain confident about the future and our industry's place in it. I thank my fellow Board members and all ACCORD members and supporters of our industry for your support and commitment throughout the last year.

And finally a big thank you to the ACCORD secretariat team for the energy and professionalism with which they are tackling the many challenges facing our industry.

Clynton Bartholomeusz

ACCORD Chairman

& Managing Director, Beiersdorf Australia

May 2010

“expert, influential & effective”

ACCORD offers members many benefits.

A strong industry environment with good consumer acceptance provides businesses with the solid platform needed to pursue commercial goals.

Strong and effective advocacy

- Lobbying to simplify the regulation of industry products
- Addressing public concerns through active issues management
- Pushing for reduced red-tape compliance and costs
- Proactively developing industry initiatives to meet consumer needs
- Promoting the positive social, economic and environmental contribution of industry products

Information and expertise to keep ahead of the pack

- Cutting through the daily information overload
- Critical updates on regulatory changes, government policy initiatives, key commercial and industrial developments and breaking media stories
- Up-to-date global awareness through strong international connections

Policy and technical standards representation for products

- Representation on all key regulatory decision-making and consultative bodies
- Active involvement in national policy development

Events to expand company networks, knowledge and influence

- Networking with industry peers, government personnel and other key influencers
- Information seminars, special issues briefings, technical training, conferences and social gatherings
- Opportunities to expand contacts and build your business

As the national voice of the consumer, cosmetic, hygiene and specialty products industry, ACCORD is recognised as the peak representative body by governments and the media.



building international relations

AOSDAC 09

Asia Oceania Soap & Detergent
Association Conference

MELBOURNE



Building strong international connections

ACCORD showcased our industry, and our nation, by hosting the 7th Asia Oceania Soap & Detergent Association Conference (AOSDAC) from 20-21 October 2009.

This was the first occasion of ACCORD hosting the biennial AOSDAC event since joining the Asia-Oceania regional group in 2007, demonstrating our commitment to building relations and working more closely with our regional industry colleagues.

Delegates from major regional trading partners including China, Japan, Malaysia, Taiwan and Thailand attended the event and gave informative presentations on emerging trends in their local economies.

International special guests included Honorary Advisor to the Chemical Industries Council of Malaysia, Datuk Dr Mohamed Al Amin; President of the USA Soap and Detergent Association, Ernie Rosenberg; and President of the Canadian Consumer Specialty Products Association, Shannon Coombs. National experts were also invited to speak on topics relevant to the region.

The conference was opened on behalf of the Victorian Government by the Hon. Luke Donnellan MP, Parliamentary Secretary to Premier Brumby.

ACCORD also capitalised on the presence of senior industry colleagues in Australia to host a meeting of the International Cleaning Products Associations Information Exchange (ICPAIE).

ACCORD National Conference 2009

As ACCORD's major biennial industry event, the 2009 ACCORD National Conference at Melbourne's historic Hotel Windsor was a memorable occasion.

Delegates from a wide industry cross-section as well as international industry association members praised the informative program, quality speakers and networking opportunities.

Speakers included Bernard Salt on demographic trends in Australia; Australian Chamber of Commerce and Industry's CEO Peter Anderson on national policy issues; Reserve Bank senior analyst Ric Deverell's review of the state of the Australian economy; Deputy Chair of the Australian Competition & Consumer Commission Peter Kell, and Productivity Commission Deputy Chairman Mike Woods. Expert presentations on marketing and issues management capped off the day.

“A fantastic day, a great line-up of speakers... I highly commend the program to all of our members.”

Gavin Blackburn, Managing Director, Coty.

ACCORD is holding our second biennial Cosmetic and Personal Care Conference on 30th September 2010 in Sydney. The next ACCORD National Conference will be held in 2011.

our community, our commitment

Look Good...Feel Better

The consumer, cosmetic, hygiene and specialty products industry is committed to playing its part in contributing to the wellbeing of the Australian community.

Look Good...Feel Better (LGFB), an industry-run community initiative of the member companies of ACCORD to support cancer patients throughout Australia, is a program of which our industry is justifiably proud.

This year *LGFB* celebrates its 20th year in Australia! In this time, the charity has helped more than 80,000 cancer patients deal with the appearance-related side effects of chemotherapy and radiotherapy. These side effects - including loss of hair, changes to skin pigmentation, dryness and sensitivity, changes to nail shape, texture and colour - can be devastating to a person's self-image and sense of wellbeing.

This program offers free two-hour workshops in more than 150 locations throughout Australia, in every state and territory. Although attended mainly by women, there are also specific workshops for teenagers and men. In 2009, over 8,000 patients attended a *LGFB* workshop.

"It was the best couple of hours I have spent in a long time...I came home feeling not only revitalised but somehow more ready to face another bout of treatment."

Recent workshop participant

The Australian cosmetics industry makes a substantial social contribution via the *LGFB* program. Each year through ACCORD, cosmetic companies in partnership with major retailers and the beauty and lifestyle media provide support for *LGFB* by:

- providing over \$2m worth of free products
- supporting the involvement of 1600 beauty and hair care volunteers
- raising money through donations and other fundraising activities, primarily the *LGFB* Dream Ball, but also in 2009 through the inaugural Dream Week - 7 days of hope.

Since ACCORD's involvement with the *LGFB* Dream Ball began in 2006, every year has seen the fundraising record set by the previous Dream Ball surpassed. 2009 was no exception: a record \$440,000 was raised. Including the funds raised from Dream Week '09 events, over \$525,000 in total was raised for the charity.

LGFB also received a huge profile boost in 2009 through mainstream media coverage on Channel Nine's *Today Show* and in *The Daily Telegraph*. Last year we were also honoured to announce as *LGFB* patron, the fabulous host of Australia's most watched daytime television program, Kerri-Anne Kennerley.

ACCORD is planning even more fundraising and promotional activities for *LGFB* as part of the 2010 Dream Week - 7 days of hope. Dream Week will be held from September 12-18 and will feature a range of exciting social, media and retail events. The Dream Week blog can be found at www.dreamweek.org.au.

"I refer all of my female patients to Look Good...Feel Better without exception... They are never neutral, always positive, and so is the family."

Dr Paul Harnett, Director of Cancer Services, Westmead Millennium Institute for Medical Research



Look Good...Feel Better.



ACCORD public information websites

ACCORD's public information websites play a key role in promoting the positive social, economic and environmental contribution of our industry and its products.

ACCORD website

www.accord.asn.au

ACCORD has continued to build the ACCORD website as a vital tool for communicating to members and to the public.

The members-only area provides access to key insider information including all ACCORD submissions, newsletters, updates and conference presentations. Reorganisation and enhancement of the members-only and the public sections of the website is an ongoing goal for ACCORD.

Hygiene website

ACCORD is in the process of developing another public information website promoting the enormous contribution of hygiene and cleaning products to promoting and maintaining public health and personal wellbeing.

The website will highlight the importance of hygiene by contrasting today's living standards with conditions of the past. It will also provide specific information on products and practices in the following areas:

- Personal hygiene
 - *Good hygiene begins with you*
- Hygiene in the home
 - *Keeping key areas clean and safe*
- Hygiene out and about
 - *Keeping the places you go clean and safe*
- Industrial and workplace hygiene
 - *Protecting workers and wider society*

It is anticipated that the Hygiene website will be launched in early 2011.

Have you been to the WashWise website?



WashWise website

www.washwise.org.au

ACCORD's WashWise public information website was officially launched on 13 January 2010.

WashWise is an important part of ACCORD's commitment to meeting the social, health and environmental challenges of importance to the overall wellbeing of the community.

WashWise provides consumers with a comprehensive guide to sustainable laundry practices and correct use of industry products to promote a healthy lifestyle, save money and time, and conserve valuable environmental resources.



our community, our commitment

What's
in it?

an initiative of ACCORD

HOUSEHOLD
CLEANING
PRODUCT
INGREDIENT
DISCLOSURE

“What’s in it?”

Part of ACCORD’s commitment to promoting confidence in our industry and its products.

In April 2010, ACCORD launched its Household Cleaning Product Ingredient Disclosure Initiative.

“What’s in it?” Our eye-catching logo gets straight to the point: this initiative is all about providing consumers with ingredient information, aiding consumer choice, and enhancing confidence in industry products.

“What’s in it?” is a voluntary, pro-active industry initiative. Signatory companies commit to making all ingredients in the following categories of household products publicly available by an implementation deadline of 1 July 2011:

- Air care products
- Automotive cleaners
- Household cleaners
- Household floor maintenance products
- Laundry products

Ingredient disclosure can be via the package label, on a website, or by other means. However there are set rules for the format of the ingredients listing.

The ACCORD Initiative is based on the similar Canadian and US schemes, but has been developed by key Australian industry representatives specifically for the Australian context. This Initiative is not a product safety initiative: all ingredients in these products are already regulated by the Australian regulatory system to protect public health and safety.

As of April 2010, signatories to the initiative covered close to 80% of the Australian market across the key product categories. A list of participating companies can be found on the ACCORD website.

ACCORD codes and guidelines

ACCORD members are committed to high standards of safety, quality and performance for their products.

To support this commitment and to complement Australia’s strong system of health, safety and environmental regulation, ACCORD has established a number of codes and guidelines.

These aid our industry’s compliance with key regulations and best practice management approaches.

Scheme for Phosphorus Content and Labelling of Laundry Detergents

Developed 1994, updated 2002 and 2010.



Demonstrates the laundry detergent sector’s commitment to protection of Australia’s precious waterways and the environment.

This voluntary scheme establishes an industry standard for phosphorus content and labelling of household laundry detergents. The standard:

- sets a cap on phosphorus content per wash, designated by the “P” logo; and,
- indicates formulations without added phosphorus, designated by the “NP” logo.

Guideline for Cleaners and Sanitisers that may have Incidental Contact with Food

Developed 2005, updated 2010

Complements existing Australian food legislation by providing guidance for products that may be used on surfaces, equipment or other places where food may be manufactured or prepared.

This Guideline, acknowledged by Food Standards Australia New Zealand:

- assists companies in ensuring the suitability of their products for their intended purpose;
- ensures a common understanding throughout the industry of requirements for cleaners and sanitisers that may have incidental contact with food; and,
- assists with customer enquiries.

The ACCORD Industry Quality Commitment

Developed 2005



ACCORD QUALITY COMMITMENT

Demonstrates the commitment of ACCORD’s industrial and institutional members to doing the right thing by customers and the community.

The Industry Quality Commitment outlines specific undertakings in the following four key quality areas:

- Public and Occupational Health & Safety
- Environmental Values
- Compliance & Continuous Improvement
- Business Ethics & Commercial Practices

ACCORD Sustainability Framework

ACCORD is currently developing our Sustainability Framework to help demonstrate and encourage the culture of sustainability amongst the ACCORD membership.

This framework will provide the ‘umbrella’ under which all of ACCORD’s current sustainability projects fit, and will be the launching pad for future initiatives. It will encompass environmental, social and economic sustainability principles and have a strong focus on awareness and education.

leveraging productivity reforms and international linkages to build a stronger



Bronwyn Capanna

Executive Director's Letter

Two things stood out as highlights for our industry during the last year - one pleasing and the other mixed.

Let's start with the mixed. Progress with streamlining Australia's overly complex and fragmented regulatory system for chemical and cosmetic products continues to be frustratingly slow and inconsistent. For every welcome step forward - such as new national trade measurement rules and national consumer laws - areas remain for which policy seems instead to be going backwards.

Disinfectant reform and last year's disappointing decision to hand chemical product scheduling to the medicines regulator, TGA, stand out in this regard. Add to this ACCORD's frustrating experience with the archaic processes and policy thinking of state government dangerous goods bureaucrats, as we struggled for exemptions for low-risk household goods from dangerous goods rules written for bulk transport of fuels, explosives and poisons.

It is becoming clear that there are two tracks for reform. And, unfortunately, one seems to consistently lead to a dead-end.

Industry welcomes the fact that Prime Minister Rudd, Ministers Tanner and Emerson, and Health Parliamentary Secretary Butler, have committed to delivering much-needed regulatory reform. A large number of COAG regulatory hotspot reforms are in train, and Minister Emerson was applauded at our 2009 Canberra Day for establishing a high-level Standing Committee on Chemicals to oversight reforms relating to our sector.

Reforms travelling on the 'high-road' - those tracking under direct political scrutiny - are most often successfully delivered. In contrast, reforms travelling down the 'low-road' - those like the disinfectant reforms left for development and delivery by officials in departments or agencies - are stalling and languishing.

ACCORD issued a warning about this in a letter to Prime Minister Rudd in mid 2009, in which I stated that "...a culture of reform has not been embraced within most of the federal departments and agencies we deal with", and "...what can only be called the 'policy lethargy' of the states and territories, with the possible exception of Victoria, remains another significant barrier to the success of the COAG 'seamless national economy' reform program."

This warning remains relevant and even more critical in this recovery phase from the GFC and economic downturn. Throughout the last year ACCORD enjoyed good access, on behalf of our sector, to political leaders from all sides of politics. Arising from this I remain confident that, no matter the outcome of the 2010 federal election, priority will continue to be given to much-needed regulatory reforms. Particularly as such reforms will help boost our nation's flagging levels of productivity improvement.

What is needed though is bi-partisan support for pressure on relevant departments and agencies to 'remove the blinkers' and recognise that they also have a key role to play in increasing national productivity by streamlining their regulatory arrangements.

More pleasing throughout 2009-10 have been benefits we are now reaping from increased engagement and linkage with international industry and government networks.

Australian industry into the future

The Australian industry comprises less than 2% of the global industry. We cannot operate sustainably in a vacuum, cut off from the rest of the world. Aside from trade opportunities, global engagement helps with sharing innovation know-how and building collaboration on issues of common interest.

ACCORD was honoured to host the 7th Asia Oceania Soap & Detergent Association Conference in Melbourne, in conjunction with our 2009 National Conference. Delegates from the associations of the Chinese, Japanese, Malaysian, Taiwanese and Thai industries were joined by senior US and Canadian industry visitors at this regional event.

Also attending as a special guest was Datuk Dr Mohamed Al Amin (co-Chair of the APEC Chemical Dialogue) in his capacity as Honorary Advisor to the Chemical Industries Council of Malaysia.

Our ongoing engagement with APEC, via the Chemical Dialogue, continues to foster greater regional collaboration on critical global regulatory issues, such as the relationship of GHS labelling to consumer cleaning products. Building on our leadership role as co-authors of the APEC Trade Minister endorsed Best Practice Regulation Principles, ACCORD staff also participated actively in the inaugural APEC Best Practice Regulation Workshop in Japan in February 2010.

We have also been strengthening our links and collaboration with sister associations in leading

markets in North America and Europe. Four key benefits for Australian industry are secured through this international collaboration:

- Improved issues management for what are increasingly global communication issues; with earlier warning, shared positions and increased access to communication resources about the benefits of industry products
- Greater collaboration on common regulatory approval issues; with a goal of ultimately building a level of understanding and trust that would lead to greater recognition of regulatory decisions made in other advanced economies
- Strengthening trade links and business opportunities for ACCORD member businesses
- Sharing know-how on important developments relating to technical innovation and more environmentally sustainable products and processes, as well as industry stewardship initiatives like the North American household cleaning product ingredient disclosure initiative which ACCORD has launched locally

All the above will help to build a stronger Australian industry. The team and I will continue to work our hardest to strengthen the business environment our members operate in.

Bronwyn Capanna
Executive Director, ACCORD
May 2010

achievements

Membership and the association

Good membership retention in difficult economic times: total membership at publication of 97 companies.

- During 2009/10 ACCORD welcomed new members Brandpoint, Kao Brands Australia, True Solutions and Univar, and the following new Associate members: Ident, Silliker Australia, Megara (Aust) and Parcel Direct Group.
- Offered members an 'early settlement' 5% discount on their 2010 subscription in recognition that prospects for the economy are improving but are still somewhat uncertain.
- Provided relevant information to key industry sectors through ACCORD newsletters Update News, Regulatory Bulletins and Management Briefs.
- Hosted the Asia Oceania Soap and Detergent Association Conference in Melbourne (20-21 October 2009).
- Published a regular column in Esprit beauty industry magazine's "hot off the press" section.
- Successful ACCORD industry events included:
 - Victorian members' networking seminar and lunch in Melbourne (12 May 2009)
 - I&I Executive dinner in Sydney (4 June 2009)
 - AGM and Special Issues Briefing Seminar in Sydney (5 June 2009)
 - Dangerous Goods training workshop in Sydney (6 July 2009)
 - Counterfeit Products Workshop with Australian Customs & Border Protection Service in Canberra (12 August 2009)
 - Regulatory Affairs Committee dinner in Canberra (12 August 2009)
 - Canberra Day 2009 Consumer Policy Issues Briefing, opened by Minister Craig Emerson, and Industry Leaders' Dinner, with reception attended by Parliamentary Secretary Mark Butler (13 August 2009)
 - I&I Executive dinner in Melbourne (9 September 2009)
 - Inaugural *Look Good...Feel Better* Dream Week – 7 days of hope (14-20 September 2009), including 'Girls' Night Out' fundraiser (15 September 2009)
 - *Look Good...Feel Better* Dream Ball at Sydney's Hilton Hotel (18 September 2009)
 - GHS Regional Workshop for consumer products in Melbourne (20 October 2009)
 - ACCORD National Conference in Melbourne (21-22 October 2009)
 - Export masterclass in Melbourne (23 October 2009)
 - ACCORD Golf Day at Woodlands Golf Course, Melbourne (23 October 2009)
 - Dangerous Goods training workshop in Sydney (9 November 2009)
 - End-of-Year Victorian members' dinner in Melbourne (20 November 2009)

- Board meeting with Parliamentary Secretary Mark Butler in Adelaide (18 February 2010)
- Victorian members' networking seminar and dinner in Melbourne (30 April 2010)

Regulatory Reform

- Attracted high-level government attention, reinforcing our industry's profile and importance with key players in the Rudd federal government, including Minister Craig Emerson and Parliamentary Secretary Mark Butler.
- Established productive working relationships with officials of the newly convened COAG Standing Committee on Chemicals (SCOC), maximising opportunities to positively influence the process guiding the Government's chemical regulatory reform agenda arising from the Productivity Commission's (PC) recommendations.
- Intensified political lobbying for key regulatory reform priorities: • sunscreen; • hard surface disinfectants; • transfer of cosmetic ingredients to AICS; and • removal of annual reporting for low volumes of exempt industrial chemicals; essential for building a better business environment, promoting innovation and increasing business opportunities.
- Continued to voice grave concerns with decision-making, performance and cost-recovery by Australian regulatory agencies.
- Provided regular information to members on regulatory developments in key areas of interest.

Major 2009-10 outcomes included:

ADG7:

- Obtained partial exemptions from the unique Australian-only 'limited quantities' provision after initial rejection of our application by the Competent Advisory Panel (CAP).
- Applied to the Australian Maritime Safety Authority seeking to expand the above road/rail exemption to sea freight within Australia and New Zealand.
- Prepared briefing paper for SCOC.

AICS transfer: Continued lobbying for NICNAS' finalisation of long-outstanding 2007 LRCC reform to transfer chemicals listing from ARTG to AICS.

Disinfectants: Continued lobbying NICNAS and TGA about lack of progress on reform for hard surface disinfectants. This issue has been raised with Parliamentary Secretary Mark Butler and with SCOC as a key reform priority.

GHS (National; for International activities see "APEC"):

- Raised concerns with Safe Work Australia (SWA) Council Regulatory Impact Statement (RIS).
- Submitted comments to SWA during public consultation periods expressing concerns with the implementation of GHS in Australia.

Hand Hygiene and Infection control:

- Raised concerns with the Hand Hygiene Australia (HHA) regarding the HHA manual's: • bias for alcohol-based hand rubs (ABHRs) containing chlorhexidine; • bias for solution formulations over gels; • recommendation for ABHRs tested to EN1500 not ASTM E-1174.
- Successfully lobbied against publication of a list of HHA "approved" products.
- Discussed hand disinfectant regulation reform with TGA.
- Raised concerns with the National Health and Medical Research Council's (NHMRC) Draft Australian Infection Control Guidelines.

Scheduling:

- Extensive political lobbying, liaison with other affected bodies and commissioning of independent legal advice regarding the inappropriate, retrograde step of housing chemicals scheduling within the TGA, intensified as a result of passage of the Therapeutic Goods Amendment Bill 2009.
- Testified to the Senate Community Affairs Inquiry into new Scheduling Bill.

Standards Australia (SA) Organic standard:

Strongly opposed inclusion of the 'Cosmetics and Skin Care Products' chapter, developed without suitable cosmetic industry representation, in the now-published AS 6000-2009 Organic and biodynamic products standard.

Sunscreen regulation:

- Continued lobbying for lighter touch regulatory approach for primary sunscreens:
 - harmonisation with international practices;
 - retaining categorisation as therapeutic goods;
 - streamlining regulatory requirements into one regulatory document; and
 - streamlining GMP audit requirements and seeking acceptance of equivalence. These issues have been raised with Parliamentary Secretary Mark Butler.
- Finalised comments on the Draft ARGOM Sunscreen Chapter and on the ISO draft UVA test method.

International activities:

APEC:

- Actively engaged in the APEC Chemical Dialogue (CD) GHS Consumer Working Group and APEC CD Virtual Working Group on GHS.
- Presented at the APEC CD Good Regulatory Practice Workshop a joint paper with NICNAS on LRCC reforms and presented industry's view on GHS implementation for the Australian consumer products and agvet sectors.

MEDSAFE NZ: Progressed reforms for anti-dandruff shampoos and fluoride toothpastes.

New Zealand's Environmental Risk Management Authority (ERMA):

- Following extensive lobbying, obtained removal of the "alternate compliance provision" end-date, above and beyond our application for a 10-year extension.
- Continued lobbying for amendment of Group Standard provisions for child-resistant packaging requirements and 6.1 substance permanent marking requirements.

Other regulatory activity:

- Wrote to Prime Minister Rudd urging greater Government attention to microeconomic and regulatory reform in light of impacts of the GFC on our industry.
- Lobbied APVMA for lighter touch regulation and a reduced fee structure for low risk agricultural and veterinary chemicals.
- Achieved support for lighter touch regulation for dairy sanitisers.
- Continued engagement on review of industrial water treatment chemicals regulation.
- Finalised revision of ACCORD 'Guidelines for Cleaners and Sanitisers that have Incidental Contact with Food'.
- Represented our industry regarding public engagement on policy for nanotechnology via the NICNAS Nanotechnology Advisory Group.
- Active participation in policy development driven by the Attorney-General's Department to address chemicals of security concern.

Engagement with key bodies and personnel:

- Held ACCORD's first 2010 Board meeting (18 February) in Parliamentary Secretary Mark Butler's electorate of Port Adelaide to discuss key regulatory reform priorities.
- Engaged with international colleagues at AOSDAC and associated events (20-23 October 2009).
- Instigated ACCI chemical industry meeting.
- Profiled the benefits of industry products and initiatives at the 2nd International Conference on Chemicals Management for the United Nations' SAICM in Geneva (11-15 May 2009).
- Attended US Personal Care Products Council's (PCPC) International Committee and Legal & Regulatory Conference and International Affairs Committee meeting in Vancouver (16-19 June 2009).

Environmental sustainability and social contribution

- Organised the inaugural Dream Week – 7 Days of Hope, raising over \$525,000 for *Look Good...Feel Better* and including the sell-out 2009 Dream Ball which raised over \$440,000.
- Launched the WashWise public information website, promoting sustainable laundry practices and correct use of industry products.

more achievements

- Developed and launched "What's in it?" Household Cleaning Product Ingredient Disclosure Initiative (launch date 28 April 2010).
- Engaged with the ACCI on the potential impacts of the Carbon Pollution Reduction Scheme on Australian small-to-medium chemical manufacturers.
- Progressed content and design for the industry's Hygiene website, expected to be launched in early 2011.

Public Affairs

- Continued to increase public information content on the ACCORD website.
- Published statement "ACCORD Statement on Friends of the Earth's media misinformation campaign on nanotechnology and cosmetics" (26 November 2009).
- Provided media background on product safety regulation and testing.
- Ongoing monitoring of international issues and increased collaboration with international industry colleagues.
- Represented our industry on Communication Working Party for chemicals of security concern.
- Ongoing liaison with ACCC regarding 'natural', 'organic' and 'chemical-free' claims, product safety & recalls, and nanotechnology.

Commercial Affairs

- Actively engaged with the Australian Customs & Border Protection Service and Federal Police to take action against counterfeit operations.
- Ongoing engagement with the federal Attorney-General's Department on control measures for chemical diversion into illicit drug production.
- Conducted Industry Size & Scale survey for a better picture of our industry's contribution to national employment, manufacturing activity, R&D as well as sustainability initiatives.
- Conducted Performance & Future Priorities survey to inform 2011-2013 Strategic Plan.
- Conducted twice-yearly sales survey and annual salary survey for cosmetics and fragrance companies.
- Reviewed member satisfaction with existing sales survey arrangements and tendered for ongoing sales survey contract.
- Supported Monash University Bachelor of Pharmaceutical Science degree.

Submissions and representations:

Australian Government and Parliament

- Letter to Parliamentary Secretary Mark Butler re NICNAS fees and charges (April 2010)
- Letter to Parliamentary Secretary Mark Butler re ACCORD Board briefing (March 2010)
- Letter to Parliamentary Secretary Mark Butler re ACCORD reform priorities (January 2010)
- Letter to Minister Albanese re concerns with new dangerous goods transport requirements under ADG7 (January 2010)

- Letters to all State and Territory Ministers responsible for dangerous goods transport (October & December 2009)
- Letter to Parliamentary Secretary Mark Butler re scheduling (October 2009)
- Letter to Minister Tony Burke re APVMA's proposed fee increases (October 2009)
- Submission to Senate Community Affairs Legislation Committee Inquiry (July 2009)
- Testified at Senate Community Affairs Legislation Committee Inquiry (July 2009)
- Supplementary submission to Senate re legal opinion on Therapeutic Goods Amendment Bill (July 2009)
- Letter to Prime Minister Rudd regarding his 12 June ACCI Speech and the need for renewed microeconomic reform (June 2009)

Government Departments and Agencies

Australian Competition and Consumer Commission (ACCC)

- Letter re chemical free claims (September 2009)
- Letter re cosmetic labelling (July 2009)
- Letter re draft Organic Standard (July 2009)

Australian Maritime Safety Authority

- Submission on Draft Marine Orders Part 41 Issue 10 (November 2009)

Australian Pesticides and Veterinary Medicines Authority (APVMA)

- Submission regarding vet herbal remedies (July 2009)
- Submission on water sanitisers (June 2009)

Department of Agriculture, Fisheries and Forestry (DAFF)

- Submission on data protection (March 2010)
- Submission to Product Safety & Integrity Committee (PSIC) re agvet review (February 2010)
- Letter to PSIC re agvet review (July 2009)

Department of Health and Ageing (DoHA)

- Letter re funding support for OCSEH participation in APEC Good Regulatory Practices Workshop (November 2009)

Department of Innovation, Industry, Science and Research (DIISR)

- Letter re progress on PC recommendations and establishment of SCOC (November 2009)

National Drugs and Poisons Schedule Committee (NDPSC)

- Pre-February NDPSC meeting submissions on: deltamethrin; sodium lauryl sulfate; lauric acid; and potassium and sodium salts of cocoyl glycinate (January 2010)
- Pre-June NDPSC meeting submissions on arbutin, guanidine and hydroquinone (May 2009)

National Health and Medical Research Council (NHMRC)

- Submission re Draft Australian Infection Control Guidelines (March 2010)

National Industrial Chemicals Notification and Assessment Scheme (NICNAS)

- Submission in response to NICNAS's 'Proposal for regulatory reform of industrial nanomaterials' (February 2010)
- Submission re disinfectant reforms (February 2010)
- Letter re Gazette notice on chemical names (January 2010)

- Letter re outstanding reform issue of chemicals transfer from ARTG to AICS (January 2010)
- Submission on disinfectant reforms (December 2009)
- Letter re ingredient transfer from ARTG to AICS (September 2009)
- Presentation of Draft Framework for managing cosmetic claims (September 2009)
- Submission re the independent consultants' report on NICNAS' implementation of LRCC reforms (August 2009)
- Letter re palmate response (May 2009)

National Transport Commission (NTC)

- Letter re concerns with new dangerous goods transport requirements under ADG7 (January 2010)

Office of Chemical Safety and Environmental Health (OCSEH)

- Submission re GHS for domestic and consumer chemicals (May 2009)

Safe Work Australia (SWA)

- Submission on the Draft Australian Criteria for classification of hazardous chemicals (December 2009)
- Submission on the Draft SDS Code and Draft Labelling Code (September 2009)
- Letter re Regulatory Impact Statement (July 2009)
- Letter to Chair of SWA Council re Risk Impact Statement on workplace claims (July 2009)

Therapeutic Goods Administration

- Submission to TGA re TGO 80 proposed CRP changes (March 2010)
- Submission re Draft CRIS and Draft Regulations (March 2010)
- Letter re lack of progress on early harvest reforms for hard surface disinfectants (January 2010)
- Letter re TGA's ongoing unacceptable consultation and engagement processes (September 2009)

Other Organisations

Environmental Risk Management Authority, New Zealand (ERMA)

- Submission re proposal to amend HS regulations (February 2010)
- Submission re consultation on alternative labelling provision extension (January 2010)
- Letter to Chief Executive Robert Forlong re Codes of Practice (July 2009)

Latin American Cosmetics, Toiletry and Perfumery Association (CASIC)

- Letter to President João Carlos Basilio da Silva re use of INCI nomenclature in Brazil (November 2009)

Medsafe New Zealand

- Submission re proposed Medicines Act 1981 amendments (March 2010)

New Zealand Parliament

- Letter to Minister for Health Tony Ryall re proposed reforms for antidandruff shampoos and fluorinated oral hygiene products (November 2009)

Standards Australia

- Letter to Deputy CEO Colin Blair on Organic and Biodynamic Standard (September 2009)
- Letter to CEO John Tucker on Organic and biodynamic standard (July 2009)
- Letter to Operations GM Adrian O'Connell re Organic and biodynamic standard (July 2009)

Contribution to working and leadership groups

- ACCORD regulatory and technical committees: Regulatory Affairs Committee; Sustainability Working Group; Cosmetic Technical Working Group; Disinfectants Working Group; Environmental Credentials Working Group; GHS Working Group; Joint ACCORD/ASMI Sunscreen Working Group; Laundry Products Steering Committee; Sunscreen Working Group.
- Ongoing contribution to other key regulatory policy committees, including: ACCI Economics & Taxation Committee; ACCI General Council; ACCI OHS & Compensation Working Group; A-G's Communication Working Group; A-G's National Industry Reference Group (Security Sensitive Chemicals) (NIRG); A-G's Technical Working Group; APEC Industry/Government Roundtable; APVMA Industry Liaison Committee (ILC); APVMA Industry Technical Committee (ITC); Australian Industry Group's Trade Remedies Taskforce; Dairy Industry Advisory Group; Intellectual Property Enforcement Consultative Group (IPEGC); IP Awareness Comms Committee; NChem Non-Government Advisory Group; NICNAS Industry Government Consultative Committee (IGCC); NICNAS Cosmetic Advisory Group; NICNAS Existing Chemicals Implementation Steering Group; NICNAS Industry Engagement Group (IEG); NICNAS Nanotechnology Advisory Group (NAG); Standards Australia Sunscreen Committee; TGA Industry Consultative Committee (TICC); Therapeutic Goods Advertising Code Council; WorkCover NSW Chemical Stakeholder Group.
- Ongoing contribution to international policy development and building international relations: APEC Chemical Dialogue; APEC Best Practice Regulatory Workshop; SAICM; AOSDAC Steering Committee; International Cleaning Products Associations Information Exchange (ICPAIE).
- Ongoing collaboration with international industry associations including: American Chemistry Council; Consumer Specialty Products Associations of Canada (CCSPA) and USA (CSPA); Cosmetic, Toiletry & Fragrance Associations of Canada (CCTFA), Korea Cosmetic Association (KCA), New Zealand (NZ CTFA) and South Africa (SA CTFA); Cosmetic, Toiletry & Perfumery Associations of Latin America (CASIC) and UK (UK CTPA); European Cosmetics Association (Colipa); International Association for Soaps, Detergents and Maintenance Products (AISE); Japan Cosmetic Industry Association (JCIA); Korea Cosmetic Association (KCA); Soap & Detergent Associations of Japan (JSDA) and USA (US SDA); US Personal Care Products Council (US PCPC).

Meetings of ACCORD executive:

- Board meetings (5 June 2009, 13 August 2009, 20 October 2009, 18 February 2010)
- CTFA Executive (8 May 2009, 20 August 2009, 10 November 2009, 18 March 2010)
- I&I Executive (9 September 2009, 20 November 2009, 17 February 2010, 30 April 2010)
- Regulatory Affairs Committee meetings (12 August 2009, 20 October 2009, 12 April 2010)



strategy

ACCORD Strategic Plan 2008-10*

Vision

The respected and influential voice of the consumer, cosmetic, hygiene and specialty products industry – a growing industry generating innovative and sustainable products which are essential for healthy living and a quality lifestyle.

Mission

ACCORD Australasia's mission is to:

- Proudly lead and promote the value and contribution of our industry and our products with consistency and integrity
- Act to enhance and improve our industry's business operating environment and its contribution to national prosperity
- Promote the safe, effective and sustainable use of industry products for healthy living and a quality lifestyle
- Promote our industry's social and environmental commitment and strengthen its role in meeting key health and environmental challenges of importance to the wellbeing of the Australian community

Goals

Goal 1: Member Services

An engaged membership with effective communication, networking and feedback mechanisms

Goal 2: Regulation & Regulatory Reform

A sustainable business operating environment that has minimum effective regulation, reducing the compliance burden on industry

Goal 3: Social Contribution & Environmental Sustainability

A responsible industry actively playing its part to meet social, health & environmental challenges of importance to the overall wellbeing of the community

Goal 4: Public Affairs

A positive profile & image for the industry with key influencers and a high level of consumer confidence in industry products

Goal 5: Commercial Affairs

A strong industry committed to quality, supporting fair competition & ethical business practices and contributing to national prosperity

**ACCORD's 2011-2013 Strategic Plan is currently under development, with all members encouraged to provide input via our 'Performance & Future Priorities Survey'.*

Governance, strategy & goal setting



directors

Chairman



Clynton Bartholomeusz
Managing Director
Beiersdorf Australia

Vice-Chairman Finance Director



David Brown
Group General Manager,
Chemical Division
Campbell Brothers

Vice-Chairman



Chris Pedersen
Chief Executive Officer
Colgate-Palmolive

Immediate Past Chairman



Max Johnston
President Johnson &
Johnson Pacific



John Leith
Managing Director
Albright & Wilson
(Aust)



Paul Rowe
General Manager
Applied Australia



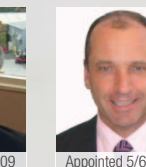
Phill Keefe
President &
Managing Director
Avon Products



Chris Short
Managing Director
Dominant (Australia)



Darrell Brown
VP & General
Manager Pacific
Region Ecolab



Terry Little
Managing Director
Estée Lauder
Companies



Steve Toner
Business Manager
Huntsman
Corporation
Australia



John Tisdale
Group Managing
Director Jalco Group



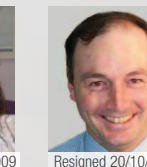
Chris Mejean
Director Corporate
Affairs L'Oreal
Australia



Nimalan Rutnam
Corporate Counsel
& Director (Aust
& NZ) Procter &
Gamble Australia



Janie Heywood
ANZ Regional
Regulatory &
Medical Affairs
Director
Reckitt Benckiser



Gordon Reidy
Director, R&D
Category
Development, Pest
Control Reckitt
Benckiser



David Boxall
Managing Director
Recochem Australia
& Asia Pacific



Peter Keech
Managing Director
Tasman Chemicals



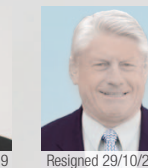
Gillian Franklin
Managing Director
The Heat Group



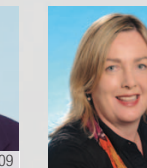
Michel-Henri Carriol
Managing Director
Trimex



Brad Macdougall
Managing Director
True Blue Chemicals



Stuart Macdougall
Managing Director
True Blue Chemicals



Jennifer Moss
Research &
Development
Director Unilever



Bronwyn Capanna
Executive Director
ACCORD

secretariat



Bronwyn Capanna
Executive Director



Craig Brock
Director, Policy &
Public Affairs



Dusanka Sabic
Director, Regulatory
Reform



Catherine Oh
Manager, Science &
Technical



Jennifer Semple
Public Affairs Officer



Eryl Mifsud
Membership
Services &
Administration



Atsushi Nakata
Office Assistant

thank you

Always critical to our success are the great commitment and effort shown by our members and service partners. Of these the following deserve special mention.

The executive members of our board of directors, in particular, dedicated valuable time away from managing their businesses to assist with the sound running of ACCORD. On behalf of all members, thanks go to **Clynton Bartholomeusz** (Beiersdorf and ACCORD Chairman), **Chris Pedersen** (Colgate-Palmolive and ACCORD Vice Chairman), **David Brown** (Campbell Brothers, ACCORD Finance Director and I&I Executive Chair) and **Terry Little** (Estée-Lauder and CTFA Chair).

ACCORD is indebted to the following for their dedicated contributions during 2009-10:

David Blakeley (Chanel) for his ongoing contribution to ensuring the success of the *Look Good...Feel Better* program as Chair of the Cancer Patients Foundation (CPF).

Uri Ferster (Frostbland) for his outstanding commitment to the industry's cancer charity *Look Good...Feel Better* as ACCORD's convener of the Dream Ball.

Chris Mejean (L'Oreal) for his active role in ACCORD and for his important contribution as director-in-charge of the Regulatory Affairs Committee.

Gillian Franklin (The Heat Group) for her pivotal role in obtaining key retail input for ACCORD's ADG7 'limited quantities' exemption application.

Jennifer Moss (Unilever) for her role as Chair of the Sustainability Working Group.

Greg Whiteley (Whiteley Corporation) for his assistance on hygiene and infection control issues.

For specific expert or technical assistance: **Patrick Adele** (Albright & Wilson), **Ian Gamble** (Amway), **Ken Lee** (Beiersdorf), **Tony Rayner** (Campbell Brothers), **Paul Rubenach** (Colgate-Palmolive), **Uma Adhar** (Ecolab), **Graeme Haley** (Engel Hellyer & Partners), **John Koppl** (Estée Lauder), **Ben Brander** (Helios Health & Beauty), **Phillip Tudor** (Huntsman), **Ross Hearne** and **Ross Duggan** (Kimberly Clark), **Megan Ryan** and **Samantha Haas** (L'Oreal), **Ampie Cabangon** (Procter & Gamble), **Kathy Nolan** (Reckitt Benckiser; ACCORD representative on the APVMA Industry Liaison Committee) and **Julie Newlands** (Unilever).

For their contributions to the successful launch of the WashWise website: **Ian Gamble** (Amway), **Pierre Fonsny** (Colgate-Palmolive), **Aoki Kaoru** and **Mark Kemmler** (Kao (Australia) Marketing), **David Bergmann** (PZ Cussons) and **Kerry Lynch** (Unilever).

ACCORD gratefully acknowledges the generous support of our Associate members: **Ident** for designing the *LGFB* Dream Ball collateral, **FCB Lawyers** for their advice and support for ACCORD and the CPF's industrial relations matters, and **TressCox Lawyers** for assistance with the laundry detergent "P" and "NP" Trademark applications. We also thank **Garth Phillips** (Wedding Looks and Event Hire) for his generous donation of time and expertise as Dream Ball Creative Director.

We also acknowledge **Sally Harrold** (National Manager, *LGFB*) and **Jacqui Backer** (Backer Communications) for their tireless work and dedication to successful delivery of the *LGFB* program.

farewell

After two years with ACCORD in Event Management & Membership Services, we farewelled **Karen Kieves** in October 2009.

We also said goodbye and best wishes to a number of valued industry colleagues during 2009-10.

To our retiring board directors, **Max Johnston** (Johnson & Johnson), **Gordon Reidy** (Reckitt Benckiser), **Stuart Macdougall** (True Blue Chemicals) and **John Leith** (Albright & Wilson), our sincere thanks for your many years of active engagement, contribution and support.

Farewell also to other industry colleagues, including **Catrin Thomas** (Alberto Culver), **Paul Fox** (La Prairie) and **Jacques Reiss**, with many thanks for your years of support.

It is with sadness that we note the passing of **Leslie Short**, founder of Dominant Chemicals, and Life Members **Pat Donovan** and **Brian Reidy**.



amazing

Look Good...Feel Better

Dream Ball

Industry's night of fundraising to help Australia's cancer patients.

On Friday 18th September 2009, in the intimate setting of the Sydney Hilton Hotel Ballroom, a sell-out crowd of 550 gathered for the 19th annual Dream Ball. This annual event is the premier social event for the Cosmetic, Fragrance and Personal Care industries, raising funds that will drive industry's charity, *Look Good...Feel Better*, for the next twelve months.

The event drew CEOs and key members from the Australian cosmetic industry. They joined with their retail and media partners, including *Look Good...Feel Better* Patron Kerri-Anne Kennerley, to enjoy an evening of glamour, fun and live entertainment.

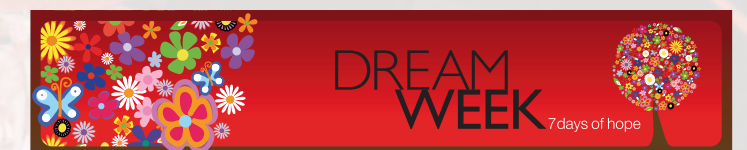
And what a success! With over \$440,000 raised on the night, Dream Ball 2009 again broke the previous record, ensuring that more than 8,000 cancer patients will be helped by *Look Good...Feel Better* in 2010.

We are again indebted to the generous contributions of our many industry partners in the beauty and lifestyle media and Australian retailing who support this event, as well as our many sponsors and volunteers.

"The workshop completely exceeded my expectations and I felt amazing... To say that I felt this way and was buzzing for days in the middle of probably the most terrible time in my life reflects how important programs like these continue to shine light in people's lives when they need it most."

Kirsty Muir, recent cancer patient, addressing the 2009 Dream Ball

Look Good...Feel Better is celebrating its 20th year in Australia in 2010. Efforts are again underway to further increase awareness and fundraising opportunities for this important cancer patients' charity. Building on the success of last year's inaugural Dream Week – 7 Days of Hope, even more events and promotions are being planned for 2010. The highlight of Dream Week will of course again be the annual gala event of Dream Ball.



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