

Advocacy

profiling and tools:



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A trusted and influential partner, visibly communicating in all relevant fora and engaged with all relevant stakeholders, reinforcing the essential role industry's products play in public health, personal wellbeing and quality of life

A look back on our Advocacy achievements for 2021-2022

- A significant win during the reporting period was the incorporation of Accord's recommendations into the Federal Government's Regulator Performance Guide for benchmarking regulator performance through an independent survey of businesses and the community. Accord was also involved in further discussions with the consultants engaged to develop and undertake the survey.
- A significant piece of advocacy work during the reporting period was the successful delivery and launch of final Voluntary Industry Code supporting the ban of animal testing for cosmetic ingredients – read more about the Code and Launch on page 15.
- We ramped up our Plastics & Packaging Waste Strategy, including:
 - > An update to our Plastics Information Paper.
 - > Membership surveys and subsequent reports on our Members' plastic packaging use.
 - > Formed the Accord Plastics & Waste Steering Group, made up of a cross section of Accord Member company representatives.
 - > Successful completion of the voluntary industry phase-out of solid plastic microbeads via our BeadRecede Campaign.
- > Engaged with relevant plastics and waste stakeholders, including APCO, ACOR, Terracycle, RecycleMate, Close the Loop, Sustainable Salons and Labelmakers.
- > Aided the development of a global personal care products industry position supporting a UN treaty on plastic waste.
- We successfully pushed for cost-recovery reviews of AICIS and APVMA, as part of the Federal Government's Deregulation Agenda.
- We continued our active participation in the Department of Industry, Science and Resources' Supply Chain Roundtable and multi-association collaboration, enabling continued direct identification of critical Member issues to Government.
- We strengthened our partnerships with several universities through the ARC Training Centres, with the Food Safety Information Council, ISSA and relevant trade magazines—raising the important profile of our industry.
- We had a successful first year as the Secretariat for the International Associations Collaboration (IAC), representing the global cosmetic industry. We also continued our participation in the International Network of Cleaning Products Associations (INCPA).
- We commenced the development of a series of infographics, profiling Accord and our Members – view the first two in the series on page 13 & 14.
- On 20 May 2022 the Australian/New Zealand Flushable Products Standard was published. Accord was an active member of the Joint Technical Committee for this Standard, and the final product is the result of successful collaboration between manufacturers, water utilities and peak bodies like Accord.
- We developed the FitForFood website, aimed at strengthening food safety across the nation's millions of commercial food premises.



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Sustainability & CSR Leadership

Accord and our Member Companies have an important and valuable role to play in creating positive social and environmental impacts through our products, practices and performance.

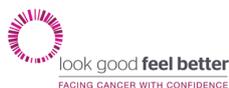
Accord's sustainability leadership in social responsibility and environmental stewardship is showcased through many proactive initiatives.



1990

Look Good Feel Better

Cancer patient support program to boost self-esteem and wellbeing.



1994

Phosphorus Standard

Phosphorus content and labelling requirements for household laundry detergents.

(Updated 2002, 2010)



2005

Accord Quality Commitment

Assurance that Accord Members take seriously their responsibility for quality, safety and the environment.



2010

WashWise® (Relaunched 2019)

Consumer information on sustainable laundry practices and product use.



What's in it?

Ingredient information to aid choice and enhance confidence in household products.



2011

Hygiene for Health

Information on the vital role of hygiene in preventing the spread of infection and illness.

(Relaunched 2020)



2012

Sustainability Charter

Fostering social responsibility and environmental stewardship on key industry-related issues.

(Relaunched 2019)

Furphies

Clarifying myths and misconceptions relating to cosmetics, personal care and cleaning products.



Recognised®

Third-party assessed ecolabel for commercial cleaning & hygiene products.



2016

Sunsible®

Promoting effective sun protection through correct use of sunscreen and other sun safety measures.



2017

BeadRecede

Industry-led voluntary phase-out of plastic microbeads in rinse-off cosmetics, personal care and cleaning products.



2019

WipeSmart

Promoting better use and disposal of wet wipes.



2021

Animal Test Ban Voluntary Code of Practice

Assisting industry to meet its animal test ban obligations & communicate with consumers with greater transparency and consistency.



2022

FitForFood

Guiding decision-making on the suitability of cleaning and sanitising products for use in food premises.



These are Accord's major sustainability initiatives. For additional Industry Codes, Industry Guidelines and information initiatives see accord.asn.au/sustainability or accord.asn.au/sustainability/accord-sustainability-charter

Accord was established in 2005 by the merger of the Australian Consumer and Specialty Products Association (ACSPA) and the Australian Cosmetic Toiletry and Fragrance Association (CTFA). Formerly, ACSPA was the Australian Chemical Specialties Manufacturers Association (ACSMA).

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BeadRecede: Protecting Precious Aquatic Environments



Rinse-off personal care & cosmetic products sold in Australia are effectively microbead-free. To help protect our precious natural waters from potential microplastic contamination, personal care and hygiene companies have reformulated their rinse-off products so they no longer contain solid plastic microbeads.

Progress towards zero microbeads

Progress towards zero microbeads in Australia was coordinated through Accord's **BeadRecede** campaign.

Industry acted quickly to remove and replace microbeads with non-plastic ingredients.

What is a microbead?

- Solid plastic
- Insoluble in water
- Spherical or irregular



- Extensive outreach to companies
- Ongoing monitoring
- Reporting to Environment Ministers



- Data collection & analysis
- Industry surveys
- Collaborative engagement with Environment Departments

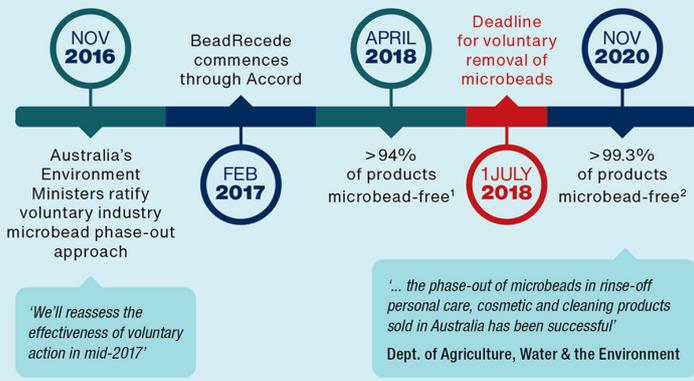
Success! Every little bit helps...

Microbeads from personal care and beauty products, globally, were estimated to contribute approximately 0.3% of the plastics entering the marine environment.³

Most marine plastics come from the breakdown of larger plastics in the environment, such as plastic bags and water bottles (secondary plastics).

Australia's successful industry phase-out has been matched by phase-outs in other nations including the USA and New Zealand.

Timeline towards zero microbeads

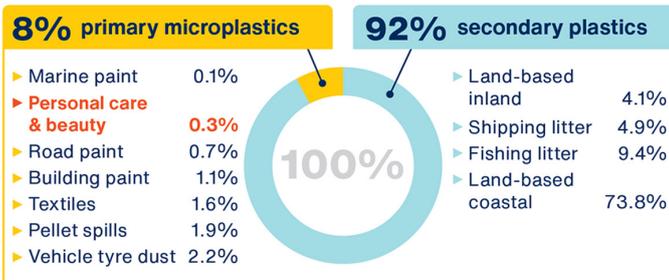


All other marine plastic sources



Personal care & beauty

Sources of plastic entering the marine environment³



What now?

The personal care, cosmetic and cleaning products industry in Australia has done its part.

Action on other, much more significant sources of microplastic in the marine environment should now be the focus, such as controlling land-based litter sources, shipping/fishing litter and significant sources of primary microplastics.

Accord supports the development of a UN Plastics Treaty and has joined with 36 sister associations to release a new global industry statement, *The Beauty and Personal Care Industry Supports a Global Agreement to Address Plastics Pollution*.

¹ According to independent on-shell survey commissioned by Federal Environment Dept. (included out-of-scope products, including leave-on cosmetics such as blush and eye make-up)
² According to independent on-shell survey commissioned by Federal Environment Dept.
³ <https://www.eunomia.co.uk/reports-tools/plastics-in-the-marine-environment/>

Accord contributes to solving potential environmental issues relating to our industry in collaboration with our member businesses, policymakers, NGOs and other stakeholders. See our Sustainability Charter for other key focus areas in Environmental Stewardship.

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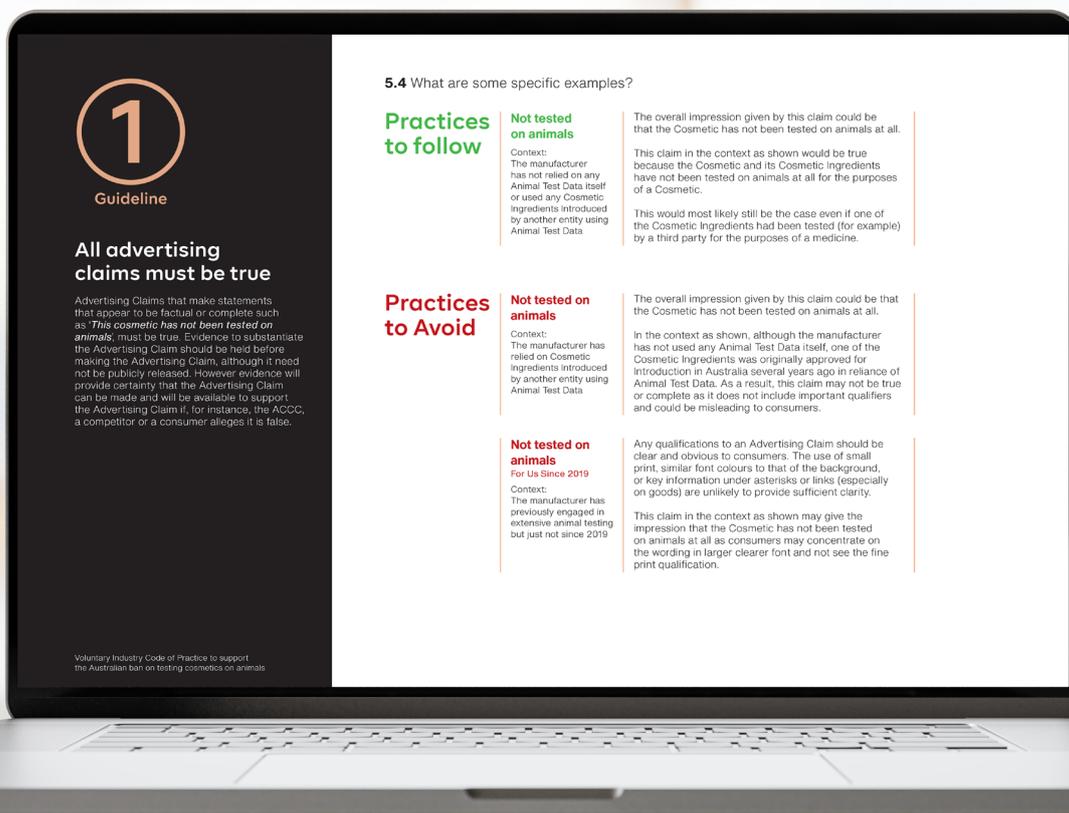
Launch of the Voluntary Industry Code of Practice to Support the Australian Ban on Testing Cosmetics on Animals

On the 28 May 2021, Accord officially launched the *Voluntary Industry Code to Support the Australian Ban on Testing Cosmetics on Animals*.

The aim of the Code is to inform both consumers and industry about the details of the ban, and to provide good practice guidance on the making of 'not tested on animals' advertising claims for cosmetics.

The Code was launched with a joint media release from the Hon Mark Coulton MP, then-Minister responsible for the Australian Industrial Chemicals Introduction Scheme, and the Hon Jason Wood MP, then-Assistant Minister for Customs, Community Safety and Multicultural Affairs, and was followed by an education campaign led by Accord and the National Retail Association which included online 'explainer' videos and Member training.

The Code was developed with input and assistance from across industry, animal welfare organisations (in particular RSPCA Australia), and relevant government departments and agencies. Our thanks to all who engaged in the process of developing the Code. Thanks also to the expert legal team at HWL Ebsworth Lawyers for steering the research and drafting phase for the Code's development and final guidance. And thank you to Ident Design for their professional graphics work and layout of the final document.



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Accord's strategic approach has established our prominent profile with stakeholders and influencers in government, opposition, bureaucracy and other trade associations. Through Accord, our Members—regardless of size—are afforded a seat at the table. This ensures their concerns are communicated directly, effectively and backed by the considerable weight of our expanding membership base and profile, to those who matter.



From L-R: Marcus Warner (former Ecolab), Bronwyn Capanna (Accord), the Hon Josh Frydenberg MP (then-Treasurer), and Craig Brock (Accord) at ACCI & Business NSW's Federal Budget Breakfast Briefing, May 2021



From L-R: Kumar Venkatasubramanian (Procter & Gamble), the Hon Michael McCormack MP (then-Deputy Prime Minister), and Emmerentia Wilding at an ACCI Breakfast Briefing, March 2021



From L-R: Hon Dr Jim Chalmers MP (then-Shadow Treasurer, now-Treasurer) and Bronwyn at ACCI's 2021 Federal Budget Briefing & Labor's Budget Response, May 2021

Accord Members have a seat at the table



Bronwyn as part of a panel discussion 'Is the marketing of cosmetic products a pseudoscience?' at the Australian Society of Cosmetic Conference, May 2022



From L-R: Rod Sims (former ACCC) and Bronwyn at an ACCI Reception, April 2021



From L-R: Senator Jane Hume, Bronwyn and Nola Watson (President, ACCI) at the ACCI International Women's Day Morning Tea, March 2022



From L-R: Andrew McKellar (CEO, ACCI) and Bronwyn at the ACCI General Council Meeting, November 2021