

# Member Value

# the heart of what we do



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### Strong engagement from our Members continued and drove our work plan.

#### A look back on our Member Value achievements for 2022–2023

- We hosted a successful facilitated strategic planning session with the Accord Board of Directors in September 2022, resulting in a refreshed and contemporary Strategic Plan, Vision, Mission and Values, launched in May 2023 – *read more about our new Strategic Plan on page 6!*
- We disseminated frequent and critical information to Member companies—over 100 communications—including Member Updates, Regulatory Bulletins, Policy Alerts and more.
- We delivered a mix of well-received Member-exclusive webinars and face-to-face events, including:
  - > A packed-out Canberra Day 2022
  - > The Packaging Challenge workshop, held in conjunction with the ISSA Oceania Cleaning & Hygiene Expo
  - > Our 2023 Sustainability Seminar
  - > Our 2023 Industry Briefing & AGM
- We increased our direct Member company outreach, hosting 51 one-on-one engagement sessions with individual Member companies.
- We conducted several Member benchmarking surveys, including on the size & scale of Accord's membership and the annual cosmetic salary survey.
- We launched an industry partnership with Asuria Australia, to assist Accord Members in accessing a diverse pool of talented and motivated job candidates in a tightening and competitive labour market.
- During the reporting period, we gained nine new Member companies:
  - > Church & Dwight
  - > Inspired Brands
  - > Native Oils Australia
  - > Ozderm
  - > Ramboll Australia
  - > Sabrands
  - > Skincare Business Foundations
  - > Supergoop!
  - > Unilever Australia & New Zealand

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## Event Highlights

### Insight Hours

First introduced in 2020, our online Insight Hours are a Member-only offering, featuring topical presentations on a range of issues and trends relevant to our Members' business environment. These sessions are also recorded and made available on demand via our Members' website. We hosted many Insight Hours on important topics during the reporting period, including:

- 10 August 2022 | 'Greenwashing: Environmental claims, green credentials and complying with Australian Consumer Law' with HWL Ebsworth
- 27 September 2022 | 'Advertising rules and classifications' with Clear Ads
- 19 October 2022 | 'Cosmetic product stewardship trial outcomes' with Close the Loop and Myer
- 14 March 2023 | 'Secure Jobs, Better Pay: What this means for your business' with the Australian Chamber of Commerce and Industry
- 20 April 2023 | 'A new path for soft plastic packaging in Australia' with the Australian Food & Grocery Council
- 16 May 2023 | 'Authentication of GMP for cosmetic products for registration in China' with the Department of Agriculture, Fisheries and Forestry
- 23 May 2023 | 'Recycle Mate: How AI can help your company achieve its circular packaging goals' with Adaptation Environmental Support

### Canberra Day 2022

Accord returned to the nation's capital for Canberra Day, held in person across 6–7 September 2022. Arguably our most popular event, Canberra Day brings together government and industry for networking, updates and discussions on the economic, advocacy and regulatory reform landscapes. Opportunities for greater collaboration and partnership heralded by the new Albanese Government was the common message across the events and presentations.

The proceedings kicked off with our Industry Leaders' Dinner, hosted by our Board of Directors, at the Boat House Restaurant overlooking the iconic Lake Burley Griffin. The next day was the Canberra Day Seminar, where Accord's Chair Tracey Raso officially opened the event and took the opportunity to launch Accord's 2021–2022 Annual Report, commending it to all Accord Members and government representatives in attendance.

The speaker program included briefings from the Australian Industrial Chemicals Introduction Scheme (AICIS), the Department of Climate Change, Energy, the Environment and Water (DCCEEW) and the Department of Foreign Affairs and Trade (DFAT) on their respective policy priorities impacting Accord Members. EY also shared highlights from the second Accord-EY Economic State of the Industry Report—an important tool enabling our stakeholders to better understand and promote the economic impact of our industry.

Accord's Executive Director, Bronwyn Capanna, concluded the day by highlighting the themes and priorities for Accord's advocacy, and launched another of Accord's new infographic tools on the Australian regulatory landscape and how it could be significantly improved (*see page 13 for more on Accord's Infographics*). She thanked all the attendees, including guests from a range of different government departments who were specifically invited to learn more about the industry and actively engage with Accord—a further testament to our ongoing collaborative approach.



The crowd at Canberra Day 2023



Tracey Raso (Revlon & Elizabeth Arden and Accord Chair) opens Canberra Day



Bronwyn Capanna (Accord) and Graeme Barden (AICIS) at the Industry Leaders' Dinner

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### The Packaging Challenge Workshop

Held as part of the education program of the ISSA Cleaning & Hygiene Expo, Accord's Packaging Challenge Workshop brought together a range of expert speakers to share insights on the rapidly evolving packaging and recycling landscape, the push towards circular economy solutions, effectively communicating sustainability credentials, as well as case studies on initiatives and innovations across the cleaning and hygiene products industry that are helping to drive change in this space.

Thank you to our workshop sponsor, True Brands, for their partnership on this important hygiene industry event.



Brad Macdougall (True Brands) and Bronwyn Capanna (Accord)



Jennifer Semple (Accord)



Ashleigh Burnham (Edge Impact)

### Celebrating Accord's newest Life Members!

On 1 December 2022, industry leaders past and present gathered in Melbourne to celebrate the careers of Gillian Franklin and Peter Keech and their awards of Life Membership of Accord.

Gillian, Founder and former Managing Director of the Heat Group, was a member of the Accord Board of Directors for 15+ years, during which she was a strong and passionate advocate for the cosmetic and fragrance sector and Accord. A trailblazing entrepreneur and a champion of women in business, Gillian epitomises the saying, 'don't say no, say how?'.

Peter, former owner and Managing Director of Tasman Chemicals, was a member of the Accord Board (and its earlier iterations) for 25+ years and was Chair during the crucial time of the merger of the Australian Consumer & Specialty Products Association and the Cosmetic, Toiletry and Fragrance Association. Peter was an integral part of the success and vision of Accord and without his significant contributions and inclusive industry leadership style, Accord would not be where it is today.

Celebrating over dinner and drinks at Bottega Restaurant, our guests of honour and members of the Accord team were joined by current Directors and other industry leaders.



Peter Keech (Life Member), Gillian Franklin (Life Member), Bronwyn Capanna (Accord) and Graeme Howard (Life Member)



Brad Macdougall (True Brands), Peter Keech and Craig Brock (Accord)



Gillian Franklin and David Brown (Panamex)

## Member Value

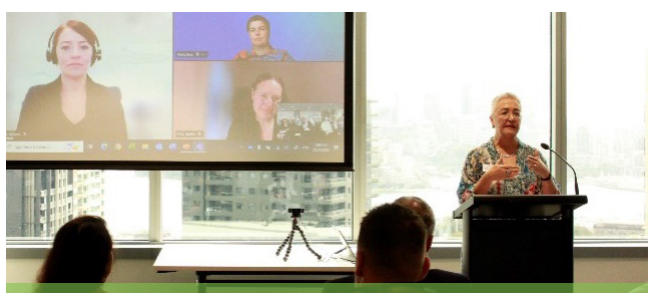
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### Sustainability Seminar

On Thursday 23 March we held our Sustainability Seminar, featuring insightful and discussion-provoking presentations from Tom Robinson (Edelman) on the 2023 Trust Barometer, Ashleigh Burnham and Jordan Stokes (Edge Impact) on sustainability leadership, and Bronwyn, Craig and Jennifer with an update on Accord's social and environmental sustainability priorities. Members of the Australian Competition & Consumer Commission's Sustainability Taskforce also dialled in to the event, to provide a special Q&A on the regulator's recent greenwashing compliance sweep.



Tom Robinson (Edelman)



Members of the ACCC Sustainability Taskforce dial in for a special Q&A



Craig Brock (Accord)

### Dream Ball 2022

On Friday 12 May, over 400 guests from the cosmetic and fragrance industry joined their partners in retailing, media, publishing and supply at The Star, Sydney to celebrate Dream Ball in support of Look Good Feel Better (LGFB).

Thanks to the generosity of supporters in attendance and the wider LGFB community, more than \$300,000 was raised on the night. These funds mean 3000+ Australians can benefit from the Look Good Feel Better program over the next year, free of charge.



Members of the Cancer Patients Foundation Board Directors (from L to R): Uri Ferster (Frostbland), Lucie Juhel (Chanel), Rosi Fernandez (La Prairie & LGFB Chair), Dr Rachel Dear (St Vincent's Hospital), Bronwyn Capanna (Accord), Carol Kavurma (LGFB), Pat Ingram (Fairfax Media), Rajiv Chinniah (Coty)



400+ Dream Ball Attendees

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### Industry Briefing & AGM 2023

On Wednesday 31 May, Accord's Industry Briefing & AGM was generously hosted by EY at their Melbourne CBD offices. The Briefing featured an excellent line-up of expert speakers including Cherelle Murphy, Chief Economist at EY, Professor Mark Patrick Taylor, Chief Environmental Scientist at the Environment Protection Authority Victoria, Marc L'Huillier, Customer Strategy and Insights Practice Leader at EY, and Andrew Davies, CEO of B Lab Australia and Aotearoa New Zealand, the company behind B-Corp certification.

The evening prior, we held an Industry Leaders' Dinner, where a vote of thanks on behalf of the industry was given to special guest Professor John Skerritt, in recognition of his 10+ years leading the Therapeutic Goods Administration (TGA).

Thank you to our event sponsor, Asuria Australia, for their partnership on this important industry event.



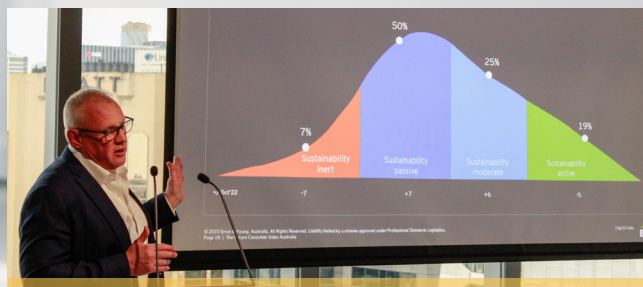
Professor John Skerritt and Associate Professor Greg Whiteley (Whiteley Corporation) at the Industry Leaders' Dinner



Peter Playford (Puig Oceania), Amanda Skerritt, Professor John Skerritt and Bronwyn Capanna (Accord)



Andrew Davies, (B Lab Australia & Aotearoa New Zealand)



Marc L'Huillier (EY Oceania)