

Advocacy & Partnerships

Productivity & Innovation

Economic growth, employment
and trade by promoting efficient,
regulation and global regulatory
incentive based on sound science.



Advocacy & Partnerships

Providing a credible, influential
industry voice, visibly engaging
in all relevant fora and with
all relevant stakeholders,
reinforcing the significant
contribution of our industry
to public health and
personal wellbeing.

member
companies

Member Value

Delivering indispensable
services across the breadth
of membership, extending the
resources, reach and capacity
of member businesses by
building
knowledge and connections.



Social & Environmental Sustainability

Scaling positive impacts for people and planet
through industry-led initiatives to foster social
responsibility and environmental stewardship
on material industry issues.



Advocacy & Partnerships

Providing a credible, influential industry voice, visibly engaging in all relevant fora and with all relevant stakeholders, reinforcing the significant contribution of our industry to public health and personal wellbeing.

Some key achievements for 2023–2024

- We developed a new infographic, 'A diverse industry with diverse packaging', outlining the key opportunities and challenges on the road to improved packaging sustainability for our industry's products – *view the infographic on page 12*
- We maintained positive relationships with key Ministers' offices across the Health, Trade, Manufacturing and Industry portfolios.
- We strengthened our relationship with key central agencies, including the Simplified Trade Systems Implementation Taskforce and the Department of Finance via their Regulatory Reform Division and Policy Lab.
- We defended environmentally-safe polyvinyl alcohol (PVOH) film laundry and dishwash detergents, using science-based advocacy.
- We have built an effective and aligned relationship with APCO, having CEO Chris Foley present not once but twice to members over the reporting period.
- We supported the Australian Food & Grocery Council's National Plastics Recycling Scheme for soft plastic recycling via affiliate membership of the scheme.
- 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 continued our engagement in international fora including the International Network of Cleaning Products Associations (INCPA), the International Associations Collaboration (IAC) for cosmetics and the Asia Oceania Soap & Detergent Associations Conference.
- We maintained our relevant media monitoring and issues management, providing useful alerts, insights and guidance to members in areas such as plastics and waste management, ingredient and product category defence, export opportunities, grant funding and advances in manufacturing.
- We continued to strengthen our partnerships with several universities through the ARC Training Centres, the Food Safety Information Council, ISSA, ACTRA, ASCC and relevant trade magazines, further raising the profile of our industry.
- Accord's Executive Director, Bronwyn Capanna, was profiled in INCLEAN Magazine's 2024 Industry Leaders' Forum, discussing the highlights of 2023, Accord's priorities for 2024, and the next big sustainability trends (hint: disclosure and sustainability reporting).

- Our new strategic framework and the Accord team were profiled in the Autumn 2024 edition of Retail Beauty, where we detailed our plans to foster industry growth.
- Our article, 'Compassionate care and good hygiene' was published in Australian Health & Aged Care, emphasising the importance of effective cleaning and hygiene not only for infection control & prevention but also for preserving dignity and mental wellbeing.

During the reporting period the Accord Secretariat met with over 85 government and other external partners

Infographics

As part of our Advocacy & Partnership strategy and to profile Accord and our members to government and other stakeholders, we have developed a series of infographics. Our latest, 'A diverse industry with diverse packaging', outlines the key opportunities and challenges on the road to improved packaging sustainability for our industry's products.

Packaging profile of the hygiene, personal care & specialty products industry



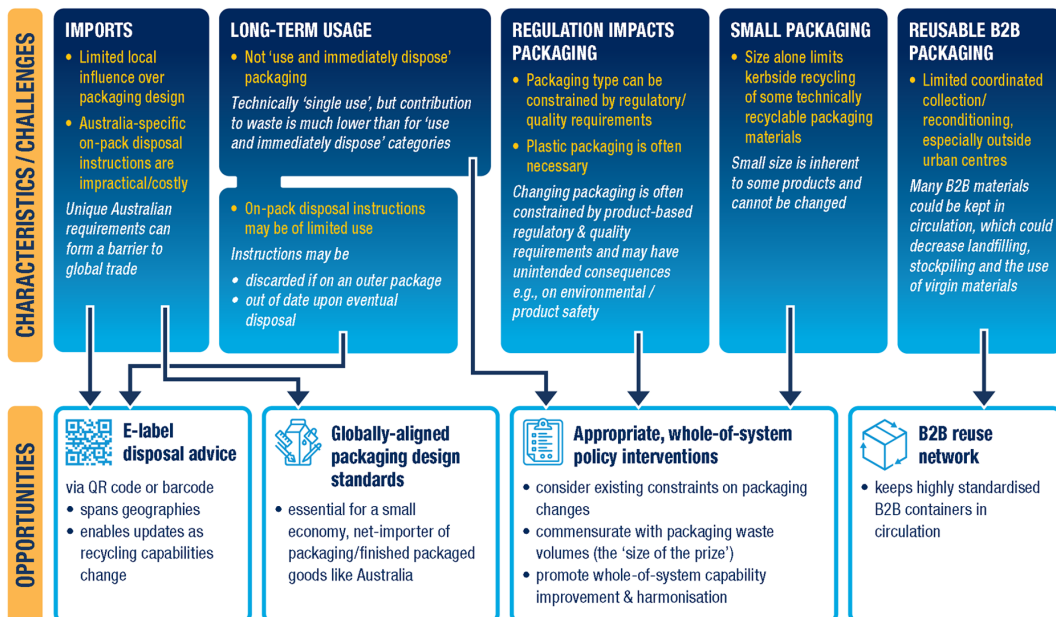
Packaging of our industry's formulated products is essential for product quality, safety and consumer information.

Our industry is committed to decreasing the environmental impacts of its packaging through better design, material efficiency and recoverability.

A diverse industry with diverse packaging...

Supply chain	Business to consumer (B2C)		Business to business (B2B)
Product category	Beauty & fragrance products	Personal hygiene and home-care products	Commercial and institutional hygiene & specialty products
Packaging origin	Mostly imported	Mix of local and imported	Mostly local
Size	Mostly small	Small-medium	Large to very large
Diversity (format, materials, size)	High	Medium	Low (highly standardised)
Recyclability	Medium; often excluded from kerbside recycling based on size	High; many accepted through kerbside recycling	High technical recyclability; fate through C&I collection needs investigation
Reuse	Niche reuse applications being explored	Reuse models mostly based on refills	Very high reuse potential
Usage duration	Typically weeks, months or even years – not 'use and immediately dispose'		
Product regulations	All categories include products where changing the packaging is impacted by regulatory, quality or safety requirements		
Soft plastic use	Low (mostly for transport)		

...which brings both challenges and opportunities



There is no 'one size fits all' approach to packaging waste management, even within our industry.

Accord and its Members are committed to responsible action and leadership in addressing the packaging challenge for our sector in conjunction with concurrent whole-of-system improvements.

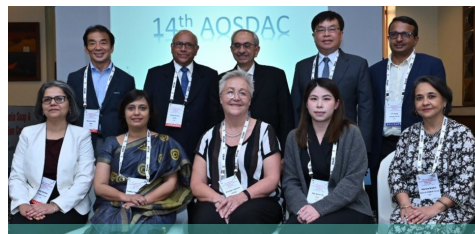
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Accord Members have a seat at the table...

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 can effect change.



Accord Regulatory Affairs Committee Meeting, September 2023



Bronwyn Capanna (Accord) at the 14th AOSDAC Conference in Mumbai, October 2023



Catriona Lowe (Deputy Chair, ACCC) and Bronwyn Capanna (Accord) at the Accord Board Meeting, March 2024



Catherine Oh (Accord) at the INCPA meeting in Brussels, June 2024



Bronwyn Capanna (Accord) and the Hon Ed Husic MP (Minister for Industry and Science) at Business Sydney Luncheon, June 2024



Bronwyn Capanna (Accord) at the IAC Meeting in Florida, February 2024



Bronwyn Capanna (Accord), Senator the Hon Tim Ayres (Assistant Minister for Trade, Assistant Minister for a Future Made in Australia) and Shannon Coombs (President, Canadian Consumer Specialty Products Association) at the Business Sydney Australia Made Breakfast, May 2024



Accord-TGA Bilateral Meeting, November 2023



Martha Van Arts (General Manager, Cosmetics New Zealand), Bronwyn Capanna (Accord) and Angela Buglass (President, Cosmetics New Zealand) at the Cosmetics New Zealand Annual Conference, October 2023