

ACOR AGENDA 2019

ACOR's "why" is to improve & grow Australian recycling including recycled content product take-up through policy & projects.

ACOR Unique Value Proposition (UVP)

- The breadth of the Australian recycling industry is represented through ACOR. Our focus is industry advancement of the broader resource recovery and recycling sector, a key part of the circular economy.
 - ACOR fosters greater understanding of: recycling's full social, economic and environmental benefits and contribution; the operational realities and future potential of recycling, and; the industry's role as a **product manufacturer** and solution provider.
 - ACOR is a do-er organisation. It runs tangible **projects** for the industry.
 - ACOR seeks to be the innovator in Australian public policy about waste, resource recovery and recycling. It changes the conversation with new ideas, evidence, and **platforms**.
 - ACOR is agile and activist about the needs of its members and collective the Australian recycling system.
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KEY AGENDA ITEMS

A: Provide Solutions

ACOR will be a positive and practical 'do-er' that delivers solutions and shared value for Australian recycling.

B: Optimise Opportunity & Managing Risk

ACOR will promote public policy innovation that produces improved "circular economy" results and lower risk in Australian recycling.

C: Serve Members

ACOR will: listen to its members; evolve its structure to suit its mission and to reflect the recycling value chain; and diversify its finances.

A. PROVIDE SOLUTIONS

<i>Initiative</i>	<i>Timing</i>	<i>Priority</i>
1. Execute Project YellowSail in NSW and expand it where there is financial support	Q2	Highest
2. Trial industry induction initiative and operational tour for new EPA personnel at Commonwealth, NSW and Victoria levels	Q3	High
3. Scope options for Australian Recycling Commodity Index including future funding pathway (Stage 1)	Q1	High
4. Support development of and partnerships around a Recycled Products Directory and trading platform	Q2	Medium
5. Scope Australian Recycling Industry Accreditation Scheme including future funding pathway (Stage 1)	Q1	Medium
6. Engage with APCO's Project Spirit aimed at increasing recyclate markets	Q1	Medium

B: OPTIMISE OPPORTUNITY & MINIMISE RISK

<i>Initiative</i>	<i>Timing</i>	<i>Priority</i>
1. Promote the ACOR 10 Point Plan through appropriate processes including the development of the National Waste Policy action plan and the NSW Waste Strategy	On-going	High
2. Initiate a Commonwealth Parliamentary Friends of Recycling Group as part of initiative to better engage MPs of all parties.	Q3	Medium
3. Develop evidence base and discussion paper on recycled content incentives and use as basis for “thought leadership”.	Q2	Highest
4. Compile and promote research on: jurisdictional comparison of “waste” definitions; jurisdictional comparison of recyclate to roads specifications; jurisdictional comparison of waste levy reinvestment; location of industry facilities by electorates.	On-going	High
5. Introduce the annual Public Policy Partnership Platform (4P Series) starting with a “Recycled Content Incentives” session.	Q2	High
6. Focus on engagement with policy decision-makers in the context of election cycles and new appointments on basis of ACOR 10 Point Plan (particularly its provisions for recycling incentives)	On-going	Highest
7. Provide strong support and collaboration to public sector and other efforts in waste minimisation and recycling education , such as by Sustainability Victoria, in order to ensure a sound approach to recycling’s technical capacity, logistics, and cost structures.	On-going	Highest

C: SERVE MEMBERS

<i>Initiative</i>	<i>Timing</i>	<i>Priority</i>
1. Implement amalgamation with key aligned industry association as approved by Board	Q2	High
2. Develop and implement a new Membership recruitment marketing plan featuring target numbers (2 Platinum; 2 Gold; 3 Silver; 9 Associate)	Q1	High
3. Introduce new sector-specific Groups and structure in ACOR – container deposit scheme operators, metals sector, plastics reprocessors, and e-waste recyclers	Q1	High
4. Introduce a part-time Coordinator to drive Board Secretariat, on-line platforms, industry communication, and general administration.	Q1	Highest
5. Update design and functionality of website and communications products, including Australian Recycling Industry Prospectus (eg, overview of sector and members).	Q2	Medium
6. Hold an ACOR CEO's Forum to coincide with Parliamentary Friends' launch.	Q3	High
7. Commence ACOR Internship program	Q2	Medium
8. Conduct a Membership Satisfaction Survey , including Net Promoter Score	Q4	High
9. Revise membership fee structure when amalgamation etc processes are bedded down.	Q3	High

WHAT ACOR WILL NOT BE DOING

- Participating in lower-order State-based policy committees
- Competing as a waste industry lobbyist and putting forward long “wish lists” of public policy
- Undertaking activity outside **ACOR Agenda 2019** where there is limited industry advantage
- Investing excess executive time on administrative and operational functions
- Taking negative media stances in relation to specific stakeholders, eg, play the ball not the man
- Acting in an uncoordinated manner across its new Groups