

PROUD PARTNER OF THE AIP



# TOOLS TO HELP YOU MEET THE 2025 NATIONAL PACKAGING TARGETS: PREP & ARL HALF-DAY TRAINING COURSE + MATERIALS RECYCLING FACILITY VISIT WEDNESDAY 7 AUGUST



## OVERVIEW OF THE COURSE :

# NEW COURSE

- ✓ Is your business doing enough to ensure that 100% of your packaging is reusable, recyclable or compostable by 2025?
  - ✓ Have you audited your current packaging for recyclability?
  - ✓ Have you started using the Packaging Recyclability Evaluation Portal (PREP) during your design process?
  - ✓ Are you looking for a way to validate your on-pack recyclability labelling?
  - ✓ If a consumer picked up your product, would they easily understand which bin to put it in?
  - ✓ Are you shifting your packaging design to incorporate the Australasian Recycling Label (ARL)?
- If you answered no to any of these questions, then this training course is for you.**

*So where do you start? This training course will help attendees to better understand what tools are available, how to use them, why they are needed and how they link to the 2025 National Packaging Targets.*



The APCO Packaging Recycling Label Program is a nation-wide labelling program that provides designers and brand owners with the tools to inform responsible packaging design, and helps consumers to understand how to correctly dispose of packaging. Led by the Australian Packaging Covenant (APCO), in collaboration with Planet Ark and PREP Design, the program aims to increase recycling rates, educate consumers and contribute to cleaner recycling streams. The two elements of the program are the Packaging Recyclability Evaluation Portal (PREP) and the Australasian Recycling Label (ARL).

### TOOL 1: PREP



PREP provides a way for brand owners, manufacturers and designers to assess whether an item of packaging could be classified as 'recyclable' through kerbside collection in Australian and New Zealand. PREP produces a report for each 'project' that is evaluated. A project will list the recyclability classification for each 'separable component' plus the user may nominate a scenario where the separable components are joined at the time of disposal (e.g. bottle and cap). Combining technical recyclability and collection coverage, PREP provides the evidence base for applying the Australasian Recycling Label on-pack.

\* = 12.5  
CPP PTS

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## OVERVIEW OF THE COURSE :

## COURSE OBJECTIVES:

## WHO SHOULD ATTEND?

## WHERE:

## TIME:

## OH&S:

## PARKING:

## PRESENTER:



### TOOL 2: ARL



The ARL is an evidence-based, standardised labelling system that provides clear and consistent on-pack recycling information to inform consumers of the correct disposal method. The ARL is designed to be used in conjunction with PREP, which informs the user of the correct on-pack ARL artwork for each 'separable component' of packaging. It is a simple and effective method to improve consumer recycling behaviours.

**This course will help attendees to understand how to more accurately use PREP and the ARL including:**

- How to complete a PREP evaluation
- How to convert PREP outcomes to an ARL artwork
- How to apply the ARL on-pack correctly

Attendees will start the training course by visiting a Materials Recycling Facility to obtain a realistic view of the current recycling capabilities in Australia. Moving then into the classroom, you will learn about the APCO Recycling Label Program and consumer recycling behaviours. Attendees will then deep-dive in to the purpose of PREP, gain an understanding of the governance and data collection process behind PREP, review samples and material templates and work through sample assessment templates. Attendees will be able to undertake a hands-on interactive session using PREP to complete an evaluation, review a report and understand the reasons behind the assessment.

This half-day training course will enable participants to gain a better understanding of how using PREP and applying the ARL can help your business to meet the 2025 National Packaging Targets. The course will also enable participants to have a better and more realistic view of what packaging is truly recyclable and being recycled in Australia. Understanding these tools will enable agencies and marketers to provide verifiable and consistent recyclability information to their consumers.

Packaging Technologists and Designers, Brand Managers, Sustainability Teams, Marketing Teams, Graphic Designers and Agencies that specialise in packaging and brands.

Visy Recycling  
6 Herbert Place, Smithfield NSW 2164

9.00 am for Materials Recycling Facility tour before the training commences  
Training will conclude at approx. 3.30 pm  
Morning tea, lunch and afternoon tea will be provided

All attendees must wear enclosed shoes. No high heels.  
NB: All Attendees will be required to complete an on-line induction before the visit as well.

At the end of Herbert Place turn right and go to Security Gatehouse. Follow instructions to go to Recycled Plastics site. The plant is located immediately to the right of the security gatehouse. Follow the driveway along the side of the factory to the front and there is a carpark. Please then come to reception.

**Ralph Moyle FAIP, CPP**  
Education Coordinator  
Australian Institute of Packaging (AIP)

Ralph Moyle FAIP, CPP is an experienced food-packaging consultant with 40 years in the food processing industry and 20 year's focused on packaging. Through a unique range of senior management experiences in Packaging, Operations, Technical and Quality Assurance in large and medium FMCG businesses, Ralph has brought increased value to many organisations through the value of smarter packaging at less waste. Ralph's packaging knowledge has resulted in successful contemporary designs and material selections, improved shelf life, lower material costs, shorter supply chains and environmentally-friendly selections that have provided greater economic value. Ralph is a past National President of the AIP, a Certified Packaging Professional (CPP) and a Fellow of the AIP.



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**WEDNESDAY 7 AUGUST**



**BOOK ON-LINE, EMAIL, SCAN BACK**

**NB: To reserve your place simply book on-line or scan and email back this form.**

**HOW TO BOOK ?**

**ON-LINE**

To reserve your place **CLICK HERE** to book on-line.

**EMAIL : AIP MEMBERS ONLY**

**AIP Members: Email your confirmation to mark@aipack.com.au**  
**Please indicate in your email if you have any additional guests.**

**SCAN BACK**

**To reserve your place fill in details below, scan and email back to mark@aipack.com.au**  
**If you are an AIP Member simply fill in your name, contact number and dietary requirements.**

Mr/Ms:  Given Name:  Surname:   
 Position:  Company:   
 Address:   
 State:  Post Code:   
 Ph:  Mob:   
 Email address: PRINT CLEARLY   
 Please indicate if you have any allergies or dietary requirements:

Mr/Ms:  Given Name:  Surname:   
 Position:  Company:   
 Email address: PRINT CLEARLY   
 Please indicate if you have any allergies or dietary requirements:

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**REGISTRATION FEES**

- AIP Members     APCO Members                      \$380 inc GST    QTY: x \_\_\_\_\_ \$ \_\_\_\_\_
- AFGC     AIFST     FIAL     SPE                                      \$430 inc GST    QTY: x \_\_\_\_\_ \$ \_\_\_\_\_
- Non-Members    \$480 inc GST    QTY: x \_\_\_\_\_ \$ \_\_\_\_\_

**NB: A Tax Invoice will be sent upon receipt of your booking. The attendance fee includes catering for morning tea, lunch and afternoon tea. Please note, a workbook will be provided to each participant for future reference and use. Due to catering and venue requirements **NO CANCELLATIONS** will be accepted after **31 July 2019**. Replacements will however be accepted. \*CPP points are used to maintain your Certified Packaging Professional (CPP) credential.**

**Mark Kelton**  
**AIP National Office**  
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