

MARKET ADVOCACY

GOALS

- Support and enhance the image of the aerosol as a packaging format.
- Ensure that the Association website is an effective tool to communicate the advantages of the aerosol format, and to articulate the role of the Association to the public, members, potential members and influencers.
- Respond to media enquiries on aerosol issues as required.

- Build relationships with educational institutions, training providers and professional bodies, product specifiers and designers to promote greater understanding about the aerosol package and its advantages and potential.
- Support the member recruitment endeavors of the Association with relevant collateral.

TARGETS 2014-15

- Publish position papers, as needed, to address key industry issues.
- Lobby and follow issues on recycling in conjunction with AFGC and APC.
- Communicate results of Member Survey to members.
- Conduct stakeholder mapping exercise and prepare engagement plan.
- Monitor and respond to issues affecting the industry, e.g. sniffing.
- Improve use of e-Spray, Aerosol News and email to update members on industry issues, Association initiatives, and stakeholder relationships.
- Revamp Aerosol News format to give clearer feedback on the Association's four strategic pillars.



aerosol news

KEY ACHIEVEMENTS IN 2013-14

- PR/Marketing Working Group met five times in the year.
- Produced e-Spray communications on Aerosol Recycling; AS2278.1 and the ADG Code; and *aerosolsydney2014*.
- Produced four issues of member newsletter, *Aerosol News*.
- Supported Association to promote and deliver

2013/14 Training & Events program, including three training events, and the Asia-Pacific industry event *aerosolsydney2014*, which included the Aerosol Industry Forum and Aerosol Industry Awards and Awards Dinner.

- Position papers completed included 'Antiperspirants and Deodorants are Safe'; and 'Aerosols and Warehouse Storage'.

- Lobbied and followed issues on recycling in conjunction with AFGC and APC.
- Developed commemorative logo and series of electronic cards to celebrate Association's 50th Anniversary.
- Kept aerosol.com.au up to date and introduced new pages on the 'Association 50th'; the 'Association Strategy', '*aerosolsydney2014*'; and

major updates to the 'Events & Training' and 'The Association' pages.

- Conducted Member survey.

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