

AN INVITATION
TO JOIN
THE AEROSOL
ASSOCIATION
OF AUSTRALIA



Five good reasons to join the Aerosol Association of Australia – well, that's what members say!

In the Association's last member survey, companies said they were members as it was the best way for them to:

- 1. Keep abreast of changes and advancements in aerosol technology.*
- 2. Understand local and international aerosol industry developments.*
- 3. Get valuable guidance on aerosol quality and safety standards, legislation, technology and technical compliance.*
- 4. Network with the industry, share knowledge, and have access to aerosol training.*
- 5. Have a stronger industry voice, and ensure the Australian aerosol industry remains competitive in the global market.*

OVER 50 YEARS OF SERVICE TO THE INDUSTRY

Established in 1964, the Association has around 40 members involved in the manufacture and marketing of aerosol products, or the supply of aerosol components and ingredients. These companies range from small businesses to large multinationals.

THE ASSOCIATION'S STRUCTURE

The Association is incorporated under the NSW Associations Incorporation Act 2009, and governed by an elected Executive Committee (representing all sectors of the industry). The office, based in Sydney, is managed by a full-time Executive Director, with a part-time PR & Communications Co-ordinator.

The Association is a co-founder and member of the Asian Aerosol Federation. In 2014, the Association was elected to a second three year term as the Federation's Chair, and the Association provides the body's Secretariat.

The Association is a corresponding member of the European Aerosol Federation (FEA), and has links to aerosol associations around the world.



Together, through the Association, members have a stronger, united voice.

THE ASSOCIATION SUPPORTS MEMBERS BY:

- updating them about industry changes through a quarterly newsletter, regular email alerts, seminars and forums
- producing guidance on key issues (such as legislative and regulatory developments)
- lobbying Federal and State government
- fostering high industry standards in safety, manufacturing and environmental responsibility, and encouraging innovation
- holding regular breakfast briefings, seminars and events on key issues



- running a comprehensive aerosol training course with expert speakers from Australia and Japan (members get discounted rates!)
- promoting the aerosol to the consumer and key influencers
- responding to media criticism of the aerosol
- nurturing relationships with other global aerosol associations and key influencers and associations in the Asian region.

HOW TO JOIN

If your company would like to join the Association, please contact Executive Director, Philip Fleming, for more information.

Other achievements, past and present, include:

Promotional campaigns The Association has run campaigns to correct the widespread misconception that aerosols damage the ozone layer and to promote the recyclability of aerosols.

With the Aerosol Association of New Zealand, the Association developed the 'It's OK to Spray' logo, used widely in promotions and on product. This slogan was adopted by the US and South African aerosol industries and was the theme of an International Aerosol Congress held in Maastricht.



In 1999, the Association's radio campaign to spread the No CFC message won a Silver 'WorldMedal™' at the prestigious New York Festivals. While the advertising campaign has now come to a close, the Association's website – www.aerosol.com.au – attracts over 10,000 hits per month, spreading the message of the 'aerosol advantage'.

Recycling The Association funded the establishment of the Cansmart™, Steel Can Recycling Campaign. This campaign, and the Association's own promotions, increased awareness of the recyclability of aerosols.

Standards The Association takes a lead role on the PK/13 Standards Committee, responsible for AS2278 – 'The Aerosol Standard'.

Regulatory The Association has representation on a number of bodies as well as its own Technical Regulatory Working Group, and through these is involved in issues such as Dangerous Goods Storage and Transport; Registration of Pesticides; Poisons Scheduling; and Occupational Health and Safety.

Awards The Association runs the biennial Australasian Aerosol Industry Awards to celebrate excellence and innovation in the industry. The event attracts attendance and support from the aerosol industry throughout the Asian region.

