

## Services

The BRBA delivers the following range of services to its members:

- Education and Information
- Research and Development
- Facilitation
- Networking and Partnering
- Representation
- Marketing Communications
- National Packaging Covenant

### Education and Information

A key activity for the BRBA is to educate members and the broader business community on recycled content products and materials – **why** they should buy, **what** they can buy, and **where** they can buy. This education and information includes:

- Demonstrating the business benefits of “buying recycled”
- Hands-on implementation of “buy recycled” policies and frameworks
- Helping members with market positioning of their RCPs
- Information on the availability, quality and value of RCPs and materials
- RCP market trends and developments, product availability, and stakeholder and public policy action and initiatives
- Tools and resources which assist members to “buy recycled”
- Briefing papers on relevant “buy recycled” issues
- Working with Government and community based organisations to promote the “buy recycled” concept to all stakeholders

### Research and Development

The BRBA undertakes research activities at a variety of levels to examine the state of “buying recycled” in Australia and what can be done to further improve it. Market based research undertaken by BRBA includes:

- Attitudes and perceptions of purchasers to RCP’s and materials, and how more positive choices can be achieved
- How the BRBA can best deliver value to the market, and what strategies will best achieve more traction for “buy recycled”
- Member Surveys to ensure we are attuned to the needs of our members
- Keeping abreast of international trends in “buy recycled” through excellent links with similar organisations in the United States and Europe

This research is an important part of the BRBA’s “knowledge bank”. The BRBA uses research information and input from members as the basis for the development of implementation tools & materials and tailored member activities which will best assist members to progress their “buy recycled” efforts.

## **Facilitation**

The BRBA seeks to work with all Australian recycling stakeholders to foster “buying recycled”. This includes cooperating with Australian Governments at all levels as they seek to implement the appropriate public policy frameworks for “buying recycled” – both in terms of their own practices and with their constituencies.

The BRBA’s facilitation role is also very much about its members. The BRBA seeks to “match” or “marry” its members to achieve business benefits – for example:

- Letting buyers know about RCP opportunities that other members are manufacturing or supplying
- Connecting a member with waste material to another member who can use that waste material as feedstock for a RCP
- Identifying common issues and market development opportunities across members to promote Member Cooperative Projects

## **Networking & Partnerships**

The BRBA and its activities provide a great forum for networking and partnering among:

- BRBA members, including many leading Australian companies
- Key Government and environmental stakeholders
- Management peers across industry

The networking & partnering platform provided by the BRBA is designed to promote the “buy recycled” concept by providing opportunities to:

- Initiate or strengthen business relationships which can deliver business
- Secure supply chain benefits and efficiencies
- Develop new markets
- Strengthen company branding and market profile
- Join with other members to address common issues or opportunities
- Learn from the knowledge and experience of other member companies
- Gain access to and raise profile with Government and environmental stakeholders

## **Representation**

BRBA will continually represent the interests and credentials of members. This will involve services such as:

- Creating opportunities for members to showcase their “buy recycled” action and achievements
- Facilitating member Cooperative Projects
- Stakeholder relations including Government, NGO, industry associations and potential members

## **Marketing Communications**

The BRBA provides a range of marketing communications to promote the “buy recycled” concept. These communications include:

- BRBA website
- Media Releases
- Quarterly Newsletters and Monthly Bulletins
- Sponsorship and involvement in appropriate conferences and events
- Forums to promote member action and achievement
- Case Studies on Coach Programs and Projects
- BRAD (Buy Recycled Advocate)
- Annual Buy Recycled Report

## **National Packaging Covenant**

BRBA goals are closely aligned to those of the National Packaging Covenant (NPC), particularly in terms of:

- Reducing the life cycle environmental impact of packaging
- Improving the financial performance of recycling through demand side pull for collected recyclable materials
- Supporting further education and awareness about resource recovery and packaging waste minimisation

The BRBA will position itself as a vehicle for NPC activity. This will include:

- Actively promoting education and awareness of the NPC amongst members and the business community
- Providing information, advice and support to members on the NPC and related developments
- Marketing BRBA membership as an easy and cost effective way to get practical assistance in achieving demonstrable progress against NPC Action Plans