



Australian Beverages Council Membership Benefits

*The proud voice of Australia's \$7 billion
non-alcoholic drinks industry for more than 70 years*

A message from the CEO

Thank you for your interest in the Australian Beverages Council Limited (ABCL).

For more than 70 years, the ABCL has been the proud voice of the dynamic, innovative and fascinating non-alcoholic drinks industry.

Now more than ever, a strong voice for the industry is paramount to ensuring companies can operate on a level playing field free from unnecessary regulations. In addition, we have a suite of new advocacy programs and initiatives to steer the industry through these challenges times while continuing to deliver on our commitment to exceptional levels of service for all Members.

Within the ABCL, we have a number of important committees and working groups in which your company and staff can get involved and receive the tangible benefits of being an ABCL Member. Whether it's our Small Manufacturers' Forum, our Suppliers' Support Program or one of our other committees, the ABCL is continually increasing its service offering and value proposition to Members so that they can deliver the best results for their customers.

Our work across Australia – from government consultations to leading the conversation in environmental sustainability – with a range of stakeholders is incredibly diverse. We cannot achieve our goals and deliver for the industry without the unwavering support of our Members. I am confident that through this united voice, the drinks industry will continue to flourish in the next 12 months and beyond.

On behalf of the Board of Directors, thank you for considering the ABCL as a prospective partner for your organisation. We hope you will join our growing membership and we look forward to delivering real results through a long-term association with your company, and all our Members well into the future.



Geoff Parker
Chief Executive Officer

About the ABCL

The Australian Beverages Council Limited (ABCL) is the only truly representative body for non-alcoholic beverages in Australia. Everyday for the last 70+ years, we have proudly represented the collective interests of our diverse \$7 billion industry, including manufacturers, bottlers, franchisers and distributors of beverages and their suppliers.

Our Members produce all kinds of refreshing, innovative and new non-alcoholic drinks, including carbonated diet and regular soft drinks, energy drinks, sports and isotonic drinks, formulated beverages, brewed drinks, bottled and packaged waters, fruit and vegetable juice and juice drinks, cordials, iced tea, ready to drink coffee, flavoured milk and plant milks.

The ABCL provides a single, united industry voice to a range of stakeholders including governments, non-government organisations (NGOs), media and consumers.

ABCL Members enjoy a range of insightful business services which offer demonstrable value, improve ways of working, deliver efficiencies and provide a high return on investment.

By joining the ABCL, you are contributing to the strength and long-term sustainability of Australia's drinks industry.

Our services

- **Regulatory Updates:** get across the latest regulatory changes from government that can have a very real impact on the products or services you provide to the market.
- **Technical Guidance:** dedicated 'Tech Support' line for the latest advice and assistance, industry information and a wealth of industry experience and knowledge through our Technical, Scientific and Regulatory Affairs Committee (TSRAC).
- **Intelligence Tools:** gain access to the latest domestic and international industry information, reports, market updates, trends data, consumer insights and more!
- **Policy Updates and Reform:** participate in the development of detailed industry submissions, responses to government discussion papers and regulatory review processes, and access to the latest information direct from parliament.
- **Specialist Briefings and Webinars:** get access to a number of specialist ABCL-led webinars throughout the year, presentations from global experts, industry specific workshops and conferences.
- **International Connections:** benefit from a global network of beverage affiliates through the International Council of Beverage Associations (ICBA) in both developed and developing markets.
- **Networking:** join an extensive network of industry professionals at every level of multi-national and Australian companies.





Our priorities

The ABCL is proudly committed to an evolving non-alcoholic drinks industry which offers freedom of choice on every drinking occasion. To achieve this, the Board of the ABCL has identified five strategic priority action areas:



1 Support people to better understand their drink choices



2 Provide smarter stewardship of the planet's resources



3 Deliver on our promises to Australians



4 Better collaborate with key partners to make a difference



5 Extend our presence for greater influence

Our operations

The ABCL is administered by an elected Board of Directors. The structure of the Board reflects the diverse membership of the ABCL and comprises representatives from small, medium and large companies.

The ABCL is a not-for-profit company limited by guarantee, and is governed by a constitution that complies with the provisions of the Corporations Act. The ABCL maintains full compliance with all relevant state and federal legislation at all times.

Our forums

Australasian Bottled Water Institute (ABWI)

ABWI represents the unique interests of the nation's world-class water bottlers. It also manages the ABWI Model Code, a best practice self-regulatory framework and accreditation process on quality, safety and environmental sustainability for water bottlers and source owners.

Beverage Industry Environmental Committee (BIEC)

BIEC provides responsive and agile leadership on environmental sustainability matters of the drinks industry, and is a forum to discuss product stewardship, responses to government submissions, partnerships with NGOs and water source sustainability and tackling post-consumer waste. It also has two working groups – the Water Working Group and the Packaging Working Group – which jointly address specific industry issues related to their respective group.

Technical, Scientific & Regulatory Affairs Committee (TSRAC)

TSRAC leads the conversation on technical matters and is comprised of industry experts from Member companies. The committee provides high-level technical advice and guidance on industry issues including technical and regulatory submissions and research.

Public Affairs Committee (PAC)

PAC directs the ABCL's public affairs agenda including strategic guidance on issues management, crisis communications, government relations and health stakeholder communications.

Juice Australia Committee (JAC)

JAC is actively involved in driving the health and regulatory affairs agenda on behalf of the nation's fruit and vegetable juice manufacturers.

Working groups

From time-to-time, small working groups are formed to cover individual issues or projects that are best handled in smaller settings.

Small Manufacturers' Forum

In recognition of the unique contribution to the industry made by small manufacturers, this forum provides a platform covering issues including availability and supply of cost-effective ingredients and packaging inputs, labelling compliance, WH&S regulations and much more!

Suppliers' Support Program

Our Associate Members provide a vast array of goods and services to the industry, including ingredients, flavours, sweeteners, packaging materials, plant and machinery and supply chain support services, among others. Suppliers provide a unique perspective, including new product ideas and service offerings. The Suppliers' Support Program offers a forum for Associate Members to engage with bottlers and distributors.



Membership categories



Ordinary Member

(Bottler, Franchiser or Distributor)

Bottlers, franchisers or distributors of all categories in the non-alcoholic drinks industry are encouraged to apply for membership. Overseas Members are welcome to join and all Members are entitled to all membership rights including voting for, and election to, the Board of Directors and full participation in any division or committee.

Associate Member

(Suppliers and Associations)

Any current or potential supplier of goods or services to the industry along with other associations can join as an Associate Member.

Associate Members are entitled to attend all meetings of the ABCL and suppliers are encouraged to participate in the Suppliers' Support Program in particular.



We'd love to hear from you!

To arrange a discussion about becoming a Member of the ABCL:

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