



Australian Paint Manufacturers' Federation Inc.

STRATEGIC PLAN

2016-2020

OUR MISSION

We represent and advance the interests of our members to ensure the sustainability of the Australian Paint Industry.

THE APMF'S PRIME FUNCTIONS ARE:

- To advance, encourage and protect the interests of the paint industry and all of its members;
- To promote the development of the manufacturing resources of Australia;
- To provide an interface between the industry and the Government, other industry and non-industry organisations, the media and the general public;
- To improve the business climate in which the industry operates.

THE APMF'S KEY ACTIVITIES ARE:

- To provide a forum for coatings manufacturers to discuss issues.
- To promote public policies that align to members' commitment to the principles of sustainability in terms of economic, environmental and social responsibility and financial viability.
- To encourage industry best practice through the establishment of voluntary standards and programs.
- To monitor and anticipate legislative developments and other focuses on the coatings industry and to set industry priorities and positions.
- To create strong alliances with other key industry organisations and relevant international associations.
- To develop and provide guidance and information to members on legislation and other requirements to assist members achieve their regulatory obligations.
- To arrange the collation of statistical data and other information to assist in the development of the market as may be conducive to the interests of members.
- To promote the benefits of the use of coatings.

OUR PILLARS

ADVOCACY

Respected, Credible and Influential Industry Voice.

COMMUNICATION

Influencing and Connecting.

SUSTAINABILITY

Advance Sustainability, Safety and the Environment.

GOVERNANCE

Transparent and Responsible Outcomes.

KEY OUTCOMES

- Support practical, relevant regulation that is evidence-based.
- A safer, more environmentally friendly, sustainable economy achieved at a more reasonable cost to industry.
- Strong industry alliances and regionally/globally connected.
- Assist members achieve their regulatory obligations.