

Our Mission is...

to improve the economic, societal and environmental contribution of Australian Paint and Coatings manufacturers on behalf of members and for the benefit of the Australian community

Our Primary Functions are to...

<i>Promote</i>	the industry and the contribution it makes to Australia
<i>Represent</i>	members through a collective voice on matters of importance to the industry, members and Australians
<i>Educate</i>	members, consumers, governments, regulators and the community in general on all matters relevant to the sector
<i>Influence</i>	decision-makers and influencers in supporting the pursuit of excellence in the ongoing advancement of the sector

These primary functions will seek to maximise opportunities for and address challenges confronting the Paint and Coatings sector in Australia.

Our Strategic Priorities

<i>Our Members</i>	<p>We will represent and service our Members through:</p> <ul style="list-style-type: none">➤ better understanding of individual and collective member needs;➤ advocating on important issues;➤ ongoing education and collaboration through collective local knowledge sharing;➤ accessing and sharing global knowledge; and➤ providing sound governance and exemplary leadership.
<i>Our Stakeholders</i>	<p>We will build and maintain effective relationships with:</p> <ul style="list-style-type: none">➤ Governments – Federal and State➤ Regulators – Federal and State➤ Non Government Organisations – across Australia➤ Influencers – across Australia➤ The Education System – Universities and students➤ Media – traditional and contemporary
<i>Our Alliances</i>	<p>We will generate mutual value through:</p> <ul style="list-style-type: none">➤ leveraging our relationship with Chemistry Australia; and➤ cultivating more formal relationships with associated Industry bodies
<i>Our Consumers</i>	<p>We will preserve our social license in order to support industry and member sustainability and generate value and benefits for our communities.</p>

2024 - 2027 Initiatives

On going	
<i>Positioning the Federation</i>	<p>Key areas of focus include:</p> <ul style="list-style-type: none">➤ Promoting the industry's contribution to sustainability➤ The circular economy➤ Raw material regulation and availability
<i>Alliances</i>	<p>To attract and retain the best professional staff, establish and nurture a relationship/s with a key University/s to promote opportunities for STEM students and projects in the Paint and Coatings sector</p>
<i>Communication</i>	<p>Develop and implement appropriate strategies to effectively communicate with members, consumers and key stakeholders on an ongoing basis.</p>