

MEDIA RELEASE

For immediate release

INDUSTRY EVOLUTION DRIVES APIA REBRAND TO AUSTRALASIAN PAPER AND PACKAGING INDUSTRY ASSOCIATION

The Australasian paper and fibre-based packaging sector is entering a new era, with the Australasian Paper Industry Association (APIA) today announcing its transition to the Australasian Paper and Packaging Industry Association (APPIA).

The change reflects the significant evolution of the sector across Australia and New Zealand, recognising the rapid growth of fibre-based packaging, increasing regulatory obligations and the expanding role of international mills and fibre-board substrate manufacturers within the regional supply chain.

The announcement was made by APPIA Executive Director Kellie Northwood, who said the rebrand represented more than a name change, stating that it marked the recognition of a modern and evolving sector increasingly central to sustainability, circular economy outcomes and sovereign capability.

“The industry we represent today is broader, more sophisticated and more strategically important than at any other point in recent history,” commented Northwood.

“Fibre-based packaging has experienced extraordinary growth across Australia and New Zealand as governments, brands and consumers seek more sustainable packaging solutions. Our Association has evolved alongside that growth, and it is critical our identity reflects the full breadth of the industries we represent.”

Industry research and market analysis indicate fibre-based packaging categories in Australia have experienced growth exceeding 50 per cent over the past decade as demand for recyclable and renewable packaging formats accelerates globally.

Northwood said APPIA’s expanding membership now includes paper manufacturers, international mills, packaging converters, fibre-board substrate suppliers, merchants, recyclers and associated supply chain stakeholders across the ANZ region.

“The packaging landscape today is deeply interconnected with international manufacturing, fibre-board substrates, global pulp markets and circular economy frameworks,” she said.

“International mills and substrate manufacturers play a critical role in ensuring supply continuity, innovation and product advancement for Australian and New Zealand manufacturers. Their voice, alongside domestic industry, must be represented constructively and credibly within government policy discussions.”

Northwood furthered the sector was also navigating increasing complexity across environmental reporting, packaging reform, illegal logging compliance, procurement frameworks and recyclability standards.

“Industry supports strong environmental outcomes and responsible manufacturing practices and regulation must remain focused on delivering the intended environmental or economic outcome rather than creating layers of administrative complexity that undermine productivity, investment and local manufacturing capability,” said Northwood.

The Association has historically played an active role in advocacy and technical consultation, including engagement surrounding the Waste Export Ban framework, where industry secured recognition and operational exceptions for paper products linked to established recycling pathways.

APPIA has also strengthened industry engagement with Responsible Wood and PEFC certification systems, supporting certification expansion beyond pulp and paper production into manufacturing and broader supply chain operations.

Ongoing engagement continues with Australian Packaging Covenant Organisation and Department of Climate Change, Energy, the Environment and Water across consultations relating to kerbside recyclability frameworks, packaging guideline reforms and broader circular economy policy development. Furthermore, APPIA now holds a seat on the APCO Materials Stewardship Committee, providing technical insights into fibre-based packaging reforms for the Australian industry.

“Our approach to lobbying and advocacy is advisory in nature, we want to work collaboratively with federal and state government departments in a consultative manner, sharing practical industry insights and factual assessments from across our sector.”

“The industries we represent operate at every stage of the fibre and packaging supply chain. That operational expertise is valuable in helping governments design practical frameworks that genuinely improve environmental outcomes while maintaining manufacturing viability and investment confidence.”

Chairman of APPIA, Craig Brown, Managing Director, Sappi Australia, also welcomed the transition and said the expanded identity better reflected the modern fibre manufacturing and packaging landscape.

“The industry has transformed significantly over the past decade, particularly through the growth of fibre-based packaging and the increased focus on circularity and responsible resource use,” Brown said.

“The new APPIA identity provides a stronger and more representative platform for advocacy, collaboration and technical leadership across the broader paper and packaging supply chain.”

As part of the transition, APPIA has released a new brandmark and confirmed a new industry website will be launched in the coming quarter, including technical guidance

materials, compliance advisory notes, regulatory updates and industry resources to support members navigating increasingly complex legislative and environmental obligations.

Northwood concluded the Association's future focus would centre on advocacy, technical guidance, environmental stewardship and strengthening sovereign manufacturing capability across the fibre-based paper and packaging sectors.

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