
COMPOST
AUSTRALIA



A Division of the WASTE MANAGEMENT ASSOCIATION OF AUSTRALIA

**MARKET
DEVELOPMENT
ACTION PLAN**

2008 - 2011

ACKNOWLEDGEMENTS

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1 | INTRODUCTION

The Recycled Organics (RO) Industry seeks to build profitable businesses while actively contributing to society by reducing its impact on the environment. This is practical ecologically and economically sustainable development in action. Diverting organic materials from landfill, avoiding the use of mined topsoils, reducing the need for chemical fertilisers, storing carbon in soils, reducing the demand for irrigation water, increasing yield, building attractive urban landscapes – this Industry offers all of these benefits and more. It is in the interests of Australian society as a whole to grow the business and practice of organic recycling in Australia.

Under its *Advancing the Recycled Organics Industry Proposal*, Compost Australia (CA) has called upon all stakeholders involved in organics recycling to join the association and make a financial and time commitment to the growth of the RO Industry. This document is one of a series of Action Plans designed to guide the development of the RO Industry over the three year period July 2008 to June 2011.

1.1 Background

In 2003, the *Compost Industry Supply Chain Roadmap: Translating Recycled Organics into Differentiated Products* was developed with the involvement of a large number of stakeholders from the RO Industry and the Supply Chain. The Roadmap reinforces the importance of communication within the industry and along the Supply Chain, and highlights the need for a more structured and managed approach to communication at all levels. The three core strategies that underpin the Roadmap are:

1. Industry to influence
2. Marketing
3. Education and Research

While the Compost Supply Chain Roadmap identifies the central issues and provides a strategic framework for the industry, it does not provide the detailed actions, resources and timeframes that are essential to achieving the industry's identified vision. Four foundation Action Plans have been developed and documented to guide the implementation of the Roadmap and to support the case for allocation of resources to the organisation. They include a:

- Business Plan (for the Association)
- Communications Plan (including both internal and external stakeholders)
- Market Development Plan (joint market development activities) and
- Research and Development Plan (linked to market development initiatives)

1.2 Scope

This document is the Market Development Plan for CA's joint market development activities and is therefore national in scope. It is designed to guide the marketing of the products and services that the industry sells, in contrast to the Communications Plan which guides the internal and external communications which promote the RO Industry and CA.



This document is also designed to provide a framework and template for market development planning in each state working group. While all groups will use a common set of strategies and performance indicators, some actions will be more effective at a state level (or in a particular state) and others will be more effective at a national level. For this reason the resources allocated to the communications strategies and the subsequent actions, timeframes and responsibilities will vary from state to state and nationally.

1.3 Methodology

In creating this document a number of tools have been used as a basis for its scope, direction and prioritisation. This includes, but is not limited to the development of key performance indicators (KPIs), selection of markets and prioritisation of marketing activities. These tools have been both quantitative and qualitative in nature and have been aimed at capturing the opinions of all the stakeholders in the RO Industry, but more specifically the membership of CA. The tools used have been outlined below:

1.3.1 Consultative Workshop

On the 26th and 27th of July, 2007, CA members met to hear the latest in market research, and workshop the basis of this National Market Development Plan. The 50 participants identified goals, KPIs, barriers to the goals, drivers toward the goals, prioritisation of market development activities and selected priority markets via a series of presentation, brainstorming sessions and participative ranking techniques.

1.3.2 Online Survey

An online survey was sent out to CA members to further clarify the selection of markets and the prioritisation of market development activities.

1.3.3 Committee Meetings

The CA Committee, which meets monthly, initially endorsed the preparation of this plan as an important step in the advancement of the RO Industry. They have been instrumental in the review of the draft plan.

1.3.4 Expert Panel

A committee of experts was nominated to assist in the production of this document. They have provided expert advice and comment through the development of the plan. The members include:

- Eric Love, EC Sustainable Consultants
- Ron Alexander, R Alexander Associates Inc.
- David Hanlon, The Right Mind International
- Angus Johnston, CA

1.3.5 SWOT Analysis

SWOT refers to strengths, weaknesses, opportunities and threats. Both strengths and weaknesses identify internal factors that the industry has relative control over. The opportunities and threats are those external factors that to a large degree are beyond the control of industry. This analysis provides a basis for the development of market strategies.

1.3.6 Current State Market Studies

As discussed, earlier existing market studies and market development plans from each state have been used as a basis for this document.



1.3.7 Other Literature

Other key documents that have been used in the development of this document include the National Processors Survey 06/07, ROU website and the *Introduction to Compost Science and Management for Industry Training*.

For consistency, the definitions in this document have been source from the Recycled Organics Unit Dictionary & Thesaurus.

1.4 Term of the Plan

The Market Development Plan covers a three years period, however, it will require annual review and adjustment as communication processes and procedures mature, and in response to changes in funding and resources allocation. State groups, along with their specific Industry Development Officer, are responsible for the market development issues at a state level, including the development and review of state action plans. At a national level the National Projects Manager and the CA committee will be responsible for the development and annual review of the national plan, as well as a consultation role for state plans. Input from the state groups and Industry Development Officers will also be essential for this national process.

1.5 Relationship to Other Plans

The creation of this plan has relied heavily upon the current state-based marketing plans and market studies (where they exist). It aims to coordinate these existing state-based plans on a national level and does not intend to replace or reinvent them. This will enable a national approach to market development which allows for differing approaches to meet state specific needs. A nationally coordinated plan will assist in identifying areas where states can work together to produce similar outcomes taking advantage of work already completed or working together on similar projects. For those states that do not have current state based market development plans, this will serve as a basis for the creation of such documents.



2 | DIRECTION

The marketing direction of CA and the state working groups is defined by the marketing outcome sought, selected performance indicators and the national strategies adopted to achieve the outcome.

2.1 Outcome

The outcome (or goal) of implementing the Marketing Development Plan is **to increase the use of RO products and related services at a profit.**

2.2 Performance Indicators

Data will be collected and used in measuring and reporting the performance of the Action Plans. The key performance indicators as defined by measure and target are:

	MEASURE	TARGET
1	Increased demand and sales levels (by volume) in target market categories	10% annual increase
2	Average price obtained per unit volume in target market categories	10% annual increase
3	Volume of product sold under the Leaf brand and brand awareness	1,000,000m ³ per year after 3 years
4	Percentage of end users in target markets aware of RO benefits	50% after 3 years
5	Volume of RO in stockpiles at July 1 each year	Less than 50% of a year's production
6	Number of processor members who generate >30% of their income from RO product sales	80% after 3 years
7	Percent reduction in the average tonnes of waste removed from raw materials during decontamination	20% after 3 years

2.3 National Strategies

1. Promote stakeholder awareness of RO products and their triple bottom line benefits (environmental, social and economic).
2. Promote independently certified, quality, application specific, RO product under a common industry-owned brand (Leaf Brand).
3. Provide guidance to end users on the selection and use of RO products that are most appropriate for the intended application
4. Promote widespread adoption of an independently audited quality management system (AS4454 compliance) and the Leaf Brand by RO manufacturers.
5. Improve the quality of waste organics collected by local councils and businesses for processing into RO.
6. Facilitate and promote value adding services that use RO products in target markets.



2.4 Target Markets

There are many market segments that have the potential to generate sales for RO. A small number of target markets (or priority markets) have been selected in each state so that scarce resources can be concentrated rather than spread more thinly across many markets. Market segments and categories are defined in Section 3 and detailed in Appendix A.

Markets have been selected using the consultative techniques presented in Section 1.3. The primary means of selecting target markets utilises 10 weighted criteria to examine the potential of each market. The ten criteria are summarised in the Table 1. A selection of industry experts in each state undertook the evaluation and the results were aggregated on a state by state basis. The criteria approach was supported by a less involved online survey that was open to the wider membership. The two techniques resulted in similar priority markets.

CRITERIA	DESCRIPTION
Market capacity	Is the market capable of absorbing large volumes of RO products?
Development potential	Is there significant capacity left in the market?
Identified need	Has the industry or researchers identified a need for the services RO products can deliver to this market?
Availability of R&D	Is there new or recent research available for commercialisation?
Ability to pay	Does this market have the ability to pay for RO products or is it particularly price sensitive?
Competing products	Are (perceived) competing products reducing the value of RO products?
Distance to market	On average is the market close to urban areas and urban production facilities?
Quality requirements	Does this market require high quality or technical products to meet identified needs?
Availability of application services	Is application equipment techniques and knowledge widely available to end-users?
Regulatory environment	Do current policy, regulations or standards advantage or disadvantage the distribution of RO products to this market?

Table 1: Criteria for market selection.

The target market selection criteria also provide an excellent analysis of the barriers that must be overcome in each market category and suggests strategies for developing individual markets. For example, some agricultural markets tend to score low on the 'competing products' criteria indicating the market development activities need to focus on differentiating RO products from competing products like manures.



3 | CONTEXT

State and federal governments have been interested in developing markets for RO products since the mid-1990s driven largely on waste minimisation policies and targets for diversion of waste from landfill. Market development to improve profits and maintain business viability has also been a central objective of CA since its formation in 2002. For these reasons, numerous market studies, industry surveys, workshops and one national market development plan (prepared for Environment Australia) have already laid the groundwork for market development activities in Australia. All that remains is to agree upon specific actions and resource their implementation.

This section presents the context for market development activities proposed in this Action Plan, including: a SWOT analysis; a summary of the markets for RO products; RO product and service definitions; and finally, a summary of the product certification services available to the industry.

3.1 SWOT Analysis

STRENGTHS
There is an abundance of RO feed stock material available for organic processing (except in WA).
RO provides a solution to the recognised problem of Australia’s low quality soils and degraded lands.
RO provides a solution to the key environmental challenges of climate change and drought.
RO is environmentally and economically more attractive than mining top soil to produce manufactured soils.
A large number of publications have been prepared to assist in the development of markets for RO products.

WEAKNESSES
There is a lack of widespread awareness about the benefits and use of RO products in a wide variety of applications and markets.
End-users have minimal guidance on the selection and use of RO products that are most appropriate for the intended application.
Quality RO products are not effectively differentiated from competing and lower quality RO products in the market place leading to lower sale prices and long term damage to reputation of RO products generally.
There is a lack of efficient spreading equipment for the large scale application of RO products in agriculture, greatly reducing the viability of these markets.
There is a lack of rigorous analysis of supply and potential markets throughout Australia from which to develop effective demand creation and penetration strategies.
Existing fragmented publications and general information on product benefits and use is hard to find and is presented in a wide variety of formats reducing the value and effectiveness of this information.
Difference in regional market requirements (due to soil type, climate etc.) are likely but largely unknown.
Often the largest markets for RO products are at some distance from the source of the raw materials resulting in high transport costs relative to the price of the product.



OPPORTUNITIES

Compost Manufacturers may adopt the CA national product certification scheme, supported by the Australian Standard for Composts, Soil Conditioners and Mulches, and undertake joint market development activities under a trade marked Certified Compost brand.

Due to extended drought conditions (and potentially climate change) growers of perennial crops are seeking solutions that will allow them to maintain their plantings using less water – water is becoming increasingly expensive.

Associations representing potential end-users of RO products may provide an effective pathway for communicating the benefits and uses of RO products.

The Compost for Soils Project (market development) initiated by three compost manufacturers in South Australia, could be expanded to other states and involve a larger group of manufacturers.

Commercially produced RO products could be sold to organic growers, who already use RO products as part of their farm management system, to replace composts made on-farm.

There may be export opportunities for high quality RO products and the IP associated with RO production, product development, marketing and sales.

The push for more sustainable development is increasing the demand for effective erosion, sediment and stormwater control technologies – local and international R&D has developed opportunities for RO products to be used in these applications.

THREATS

Markets for RO products (and price) may be undermined due to inconsistent, poor or negative product performance.

Alternative disposal and resource recovery methods such as bioreactors (landfill) and power stations (use as solid fuel) may compete for and raise the price of raw materials.

The (nearby) urban amenity market segment is not big enough to consume all RO products derived from urban raw materials in each capital city – where other market segments are not developed sufficiently over-supply will push down sale prices.

It is in the interests of some organisations to promote the use of competing products (such as untreated biosolids and manures) in a coordinated and effective manner, thus reducing market potential for quality RO products.

Agricultural production systems have limited productivity and gross margins so can only afford to pay a limited amount of money for farm inputs, even where RO products reduce the requirement for other inputs.

3.2 Market Segments and Categories

RO products are sold into to six broad market segments. The Survey data¹ collected by state governments and the industry uses these market segments to present information on product sales. The market segments are defined below²:

3.2.1 Extensive agriculture

Extensive agriculture is agricultural production in which relatively small amounts of capital and labour are invested per hectare. Activities in this market sector include forestry, farming of sheep, cattle and other livestock and broadacre farming of grain, oilseed and other crops.

¹ Recycled Organics Unit (2007) National Processor Survey 2005/2006, Compost Australia, a Division of the Waste Management Association of Australia

² EC Sustainable Consultants (1999), Environmental Australia Organics Market Development Study Report, Dept. of Environment & Heritage, Canberra.



3.2.2 Intensive agriculture

Intensive agriculture is agricultural production in which comparatively large amounts of capital and labour are invested per hectare. Activities in this market sector include nurseries – production, nurseries – wholesale, fruit & orchid growing, market gardening, mushroom farming, turf grass growing and viticulture. Intensive agriculture generally involves higher income per hectare and consequently greater purchasing power for inputs including RO products.

3.2.3 Rehabilitation

The rehabilitation market segment covers the restoration and preventative maintenance of degraded or potentially degradable landforms. Activities in this market segment included revegetation projects, landfill cover, erosion control, acid soil amelioration and mine reclamation. The rehabilitation segment is characterised by both voluntary works and works as part of regulatory controls such as development consents and legally imposed orders.

3.2.4 Urban amenity

The urban amenities segment is characterised by the activities and situations in which RO products are used, including the beautification of environments such as parks, gardens, playing fields and roadsides, and sport, leisure and recreation situations such as golf, bowling and racing clubs. Unlike agricultural markets, this market segment is not ‘production’ based so customers are not limited by the income they might generate by using RO products. Urban amenity is the largest existing market segment for RO products in Australia and in some states, particularly NSW and SA, it is essentially fully developed or oversupplied.

3.2.5 Bioremediation

Bioremediation refers to the process by which microorganisms are stimulated to rapidly degrade hazardous organic contaminants to environmentally safe levels in soils, sub-surface materials, water, sludges and residues. RO products can be designed to act as a medium for hosting microorganisms that bioremediate soils, water and air. This market segment incorporates contaminated sites and soils, water purification and biofiltration.

3.2.6 Bioenergy

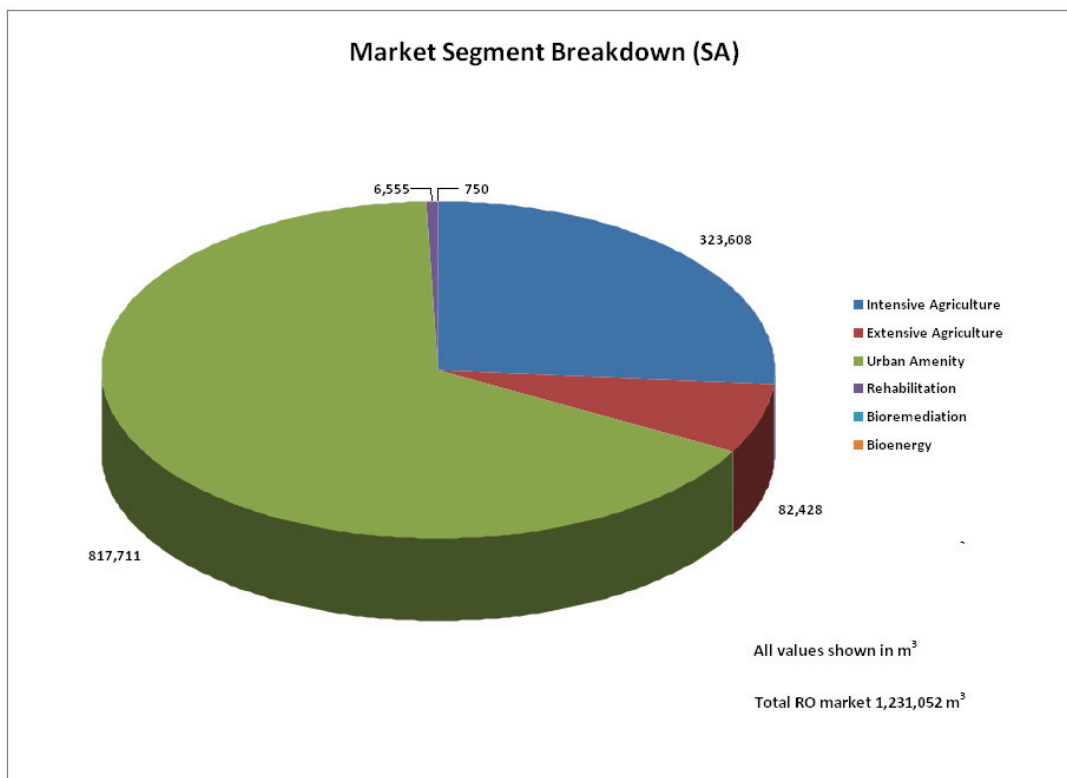
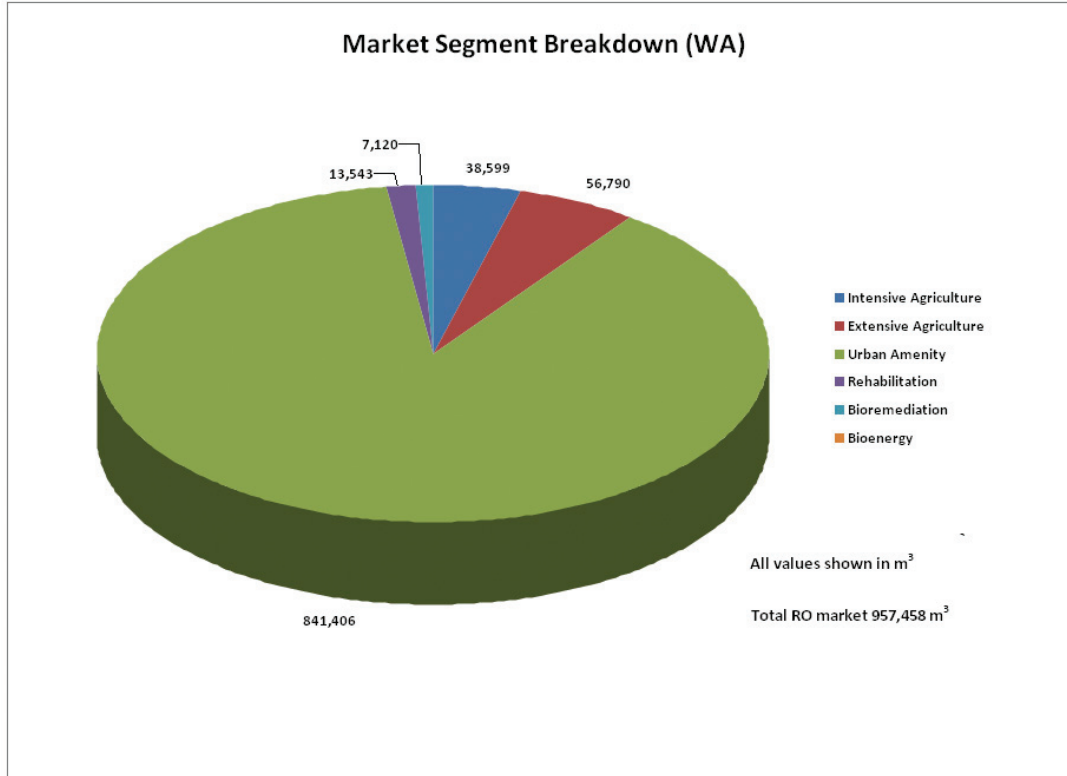
Organic materials with a high calorific value (and relatively low moisture content) can be used to produce renewable energy directly, or be refined to produce solid, liquid or gas fuels. The biofuel market segment includes power stations, gasification, pyrolysis, anaerobic digestion, bio-reactive landfills, ethanol and solid fuel production.

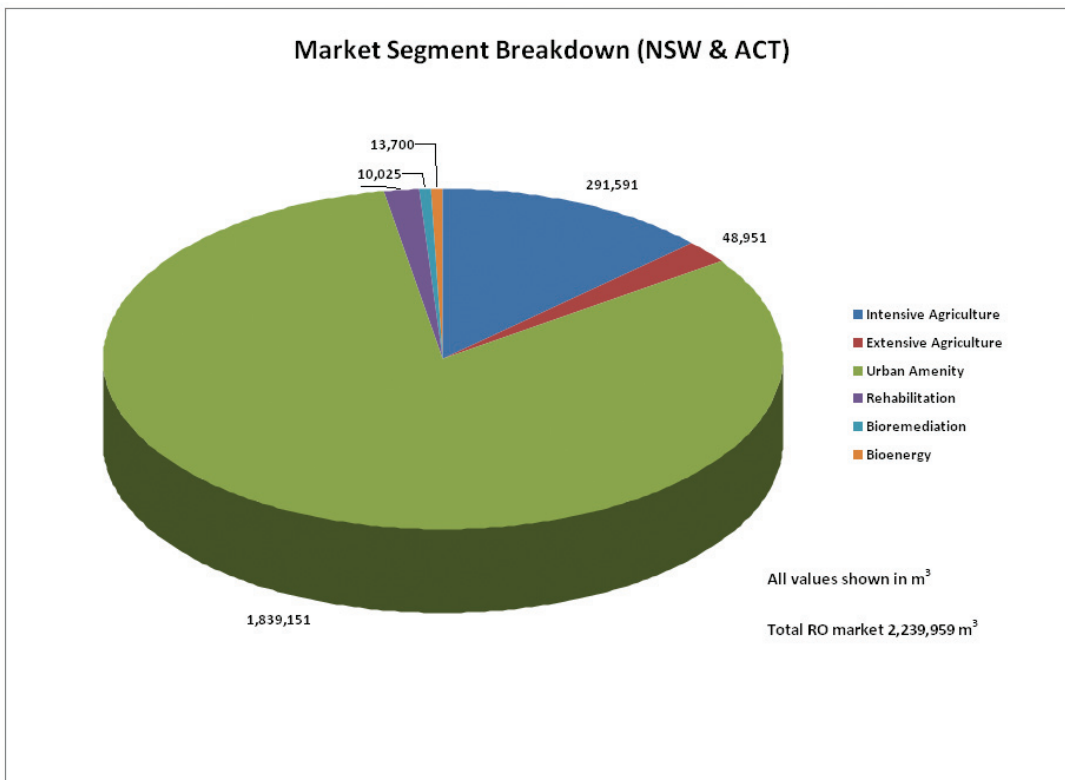
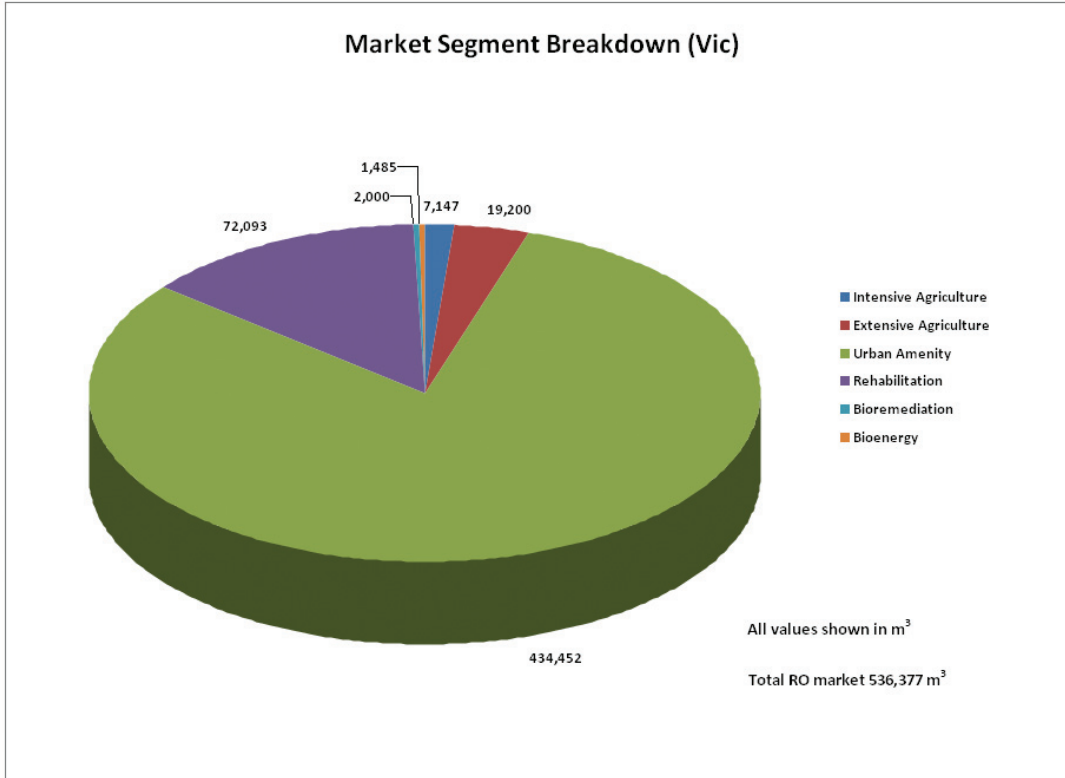
RO products have an unusually large number of applications with a wide variety of potential customers. To facilitate targeted market development activities the market segments discussed above have been further divided into 33 market categories. These market categories have been listed in Appendix A.

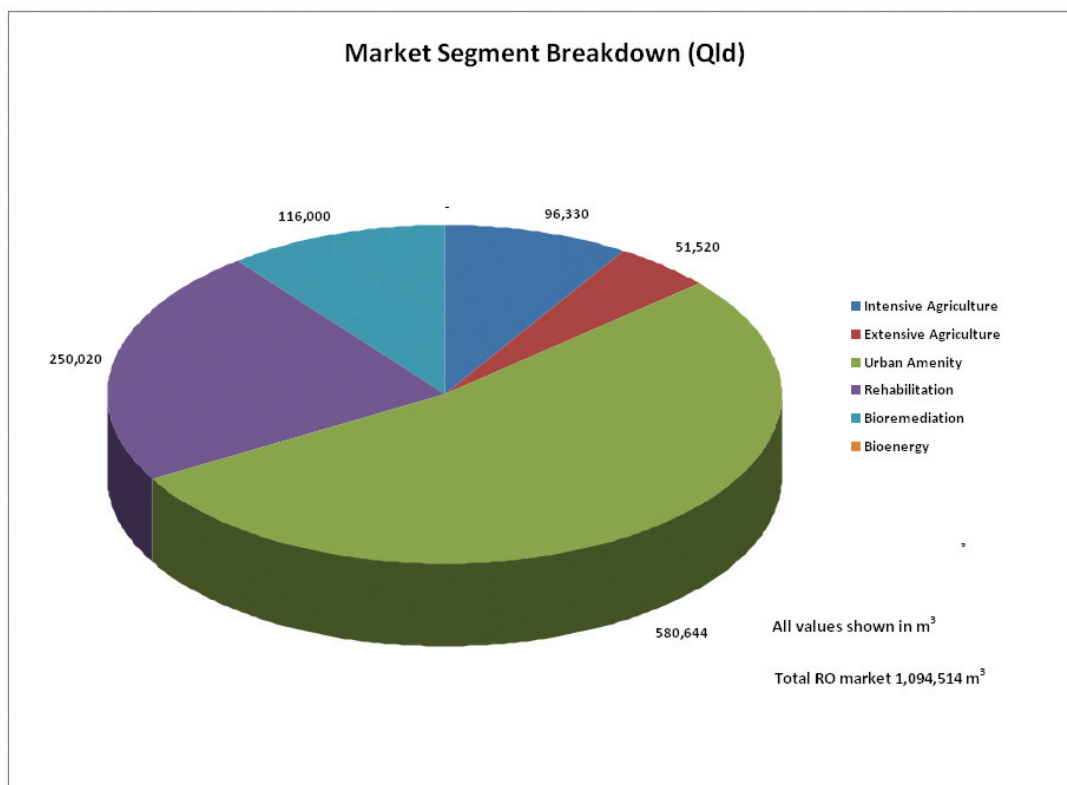


3.3 State By State Profile of Market Segments

The following graphs have used the National Processor Survey results to profile each state and the amount of RO product in each market segment:







Notes: 1) Due to the incompleteness of data for Victoria in the 2006 National Processors Survey 2005 data has been used for Victoria only. 2) 2.1 million litres of aqueous compost extracts sold mainly in SA have not been included in the above charts. 3) Where tonnes were used in the National Processor Survey a multiplier of 1.8 was used to convert this to cubic metres.

3.4 Product & Service Analysis

Manufacturers of RO products and associated businesses provide an extensive range of products and services to each of the market segments listed in Section 3.2. While there is an increasing focus on developing products that are ‘fit-for-purpose’ there is often a need to package the products as a complete service in order to meet the customers stated needs. This section identifies and defines the products and services that fall within the scope of this Market Development Plan.

3.4.1 Recycled Organics Products

RO products are largely defined under the four Australian Standards applicable to the RO Industry. There are no applicable Australian Standards for some RO products, particularly those designed for the bioenergy and bioremediation market segments. Unprocessed materials applied directly to land can also be considered a ‘product’ but cannot be standardised without some form of process control.

The products and any applicable Australian Standards are listed in Table 2. As of June 2007 the majority of products (excluding potting mixes) were not sold as products certified to the relevant standard.

The National Processors Survey has collected information from processors on sales of these products since 2004 in NSW and since 2006 for all mainland states of Australia. By volume composted soil conditioners (1million m³yr), manufactured



soils (1million m³/yr) and composted mulch (0.6million m³) dominate sales.

Raw mulch is also sold in very large volumes exceeding 1 million m³/yr, however this is believed to be a 'pressure release' mechanism associated with lack of demand for fully composted bulk quality products that take more time (cost more) to produce. Selling raw mulch allows processors to increase material throughput and collect more gate fees (where gate fees are charged).

Sales of potting mixes are also high (0.4 million m³/yr), and because they are higher value products, they account for a large portion of income from RO product sales nationally. In Australia the potting mix market is well established and highly competitive. Bagged potting mixes are more brand dependant and, based on their value per unit volume, can be transported large distances including interstate and overseas. In contrast, bulk products are usually transported less than 300 km.

AUSTRALIAN STANDARD	PRODUCTS
Composts, soil conditioners and mulches (AS4454)	Composted soil conditioner Pasteurised soil conditioner Composted mulch Pasteurised mulch Raw mulch Composted manure
Soils for landscaping and garden use (AS4419)	Manufactured soil
Potting mixes (AS3743)	Potting mixes
Playground surfacing (AS4422)	Playground surfacing
No applicable Australian Standards as at January 2008	Filter media Biofuels/biogas Biofuels/solid fuel Raw manure Aqueous Compost Extracts Direct land application

Table 2: RO products and related Australian Standards.

3.4.2 Recycled Organics Services

RO services are those activities that add value to the product by directly addressing end-user needs. Product manufacturers may provide these services directly or they may be delivered by third party service providers. RO service providers are natural partners in the business of increasing sales of RO products.

Services that add value to RO products include:

- Transport and delivery
- Bagging
- Pelletising
- Spreading and top dressing
- Express blowing
- Soil injection
- Installation as a filter media
- Installation as an erosion control device and
- Advisory services and training (RO product benefits and use)

Definitions of these services are provided in Appendix C.



3.5 Product Certification

RO products can be independently certified (or simply produced) to one of the four product standards listed in Table 2, as an organic input or as a biodynamic input. SAI Global certifies manufacturers to the Australian Standards. Biological Farmers of Australia (BFA) and the National Association for Sustainable Agriculture Australia (NASAA) have the most widely adopted organic certification schemes in Australia.

CA and SAI Global have entered into a partnership to certify application specific products using AS4454 as the base product standard. CA and its members can then market these products under the Standards Mark 5-ticks brand and the CA Leaf brand. The distinguishing features of this certification scheme are: the ability to certify products that vary from the standard where they have been designed for specific application; a requirement to use a standardised product development process; and presentation of product information in a standard format.

Building sales through cooperative marketing efforts is CA's central market development strategy and to systematically overcome key weaknesses and threats identified in the SWOT analysis. The Compost Product Certification Scheme, enables RO customers to identify quality products that are specifically designed to meet their requirements. Under the scheme products are independently certified by SAI Global, which involves auditing of compost facilities and certification of compost products. Certified products are represented by the Leaf brand and the Standards Mark.



4 | MARKETING METHODS AND MESSAGES

4.1 Marketing Methods

This table of marketing methods has been developed as a subset of the methods in the Communications Plan. Only those applicable to some external stakeholders (end users, associations and media) have been listed. A full list of internal and external stakeholders, communication methods and messages can be found in the Communications Action Plan.

METHODS	DESCRIPTION	END USERS	ASSOCIATIONS	MEDIA
E-News	Regularly distribute a electronic newsletter to state groups, other WMAA Groups, CA and other stakeholders as required	Y	Y	Y
External Publications	Place articles and advertisements in publications prepared by other organisations	N	Y	Y
Website	Post relevant product information and links (content) online	Y	Y	Y
Seminars and forums	Organise or participate in open-invitation events that are attended by target stakeholders	Y	Y	N
Conferences	Organise, present and/or display at multi-day events that are attended by target stakeholders	Y	Y	N
Exhibitor Stand	Prepare banners, displays and other eye catching media for display at events	Y	Y	N
Workshops & Demonstrations	Facilitate promotional and educational events aimed at attracting targeted stakeholders	Y	Y	N
Fact sheets	Publish brief and eye catching promotional documents designed to meet the information needs of specific external stakeholders	Y	Y	N
Media release & advertisements	Distribute education and marketing material (including paid advertisements) through print media and radio	N	Y	Y
Promotions	Activities such as competitions and discounts that directly promote a particular message to targeted stakeholders	Y	Y	N



4.2 Marketing Messages

This table of messages has been developed as a subset of the methods in the Communications Plan. Only those applicable to the external stakeholders – end-users, associations and media have been listed.

METHODS	DESCRIPTION	END USERS	ASSOCIATIONS	MEDIA
Decisions	Official decisions made by elected representatives and their delegates on behalf of the Association	N	N	Y
Product standards & certification	The product certification process, underlying standards and the implications for the RO Industry	Y	Y	Y
Potential partnerships	Strategic partnerships based on agreed outcomes and resource allocation/funding	N	Y	N
Education & training	Education and training programs developed in-house or with one or more partners	Y	Y	N
Aims and Objectives	What CA is trying to achieve and why?	N	Y	N
Activities & Events	What association is doing at local and national levels, and opportunities for stakeholders to become involved?	Y	Y	Y
RO Processing	How organic materials are processed into useful products, and the environmental, economic and social benefits/impacts of those processes?	Y	Y	Y
RO Use & Application	How and where RO products are used, who's using them and why?	Y	Y	Y
RO Benefits	How RO products work for end users, benefits to individual stakeholders, product substitution and the cost/benefit equation	Y	Y	Y



5 | ACTION PLAN

CA's market development actions are designed to implement the selected strategies and achieve the overall market development outcome documented in Section 2. CA and its working groups have many messages to communicate and many available marketing methods. The challenge is to prioritise those marketing activities based on limited resources, identified strategies and the overall outcome or goal of this plan.

In line with the scope of this Plan only the broad action and resource allocations are presented here. In order to provide some flexibility within the plan, detailed actions and resource allocations will be decided upon by the state and national committees.

1. Promote stakeholder awareness of RO Products and their benefits

ACTION	YR 1	YR 2	YR 3	SUB TOTAL
Develop and distribute publications on product benefits and use	\$30,000	\$10,000	\$10,000	\$50,000
Document and publish case studies	\$10,000	\$10,000	\$10,000	\$30,000
Develop and distribute press releases & articles	\$10,000	\$20,000	\$20,000	\$50,000
Develop and deliver end-user sales promotions and events (e.g. Healthy Gardens)	\$100,000	\$150,000	\$150,000	\$400,000
Develop and maintain a database of key stakeholders related to target markets	\$10,000	\$5,000	\$5,000	\$20,000
Directly engage influential stakeholders such as distribution networks, specifiers and information providers	\$40,000	\$10,000	\$10,000	\$60,000
Identify, review and promote demonstration sites (links to case studies)	\$40,000	\$10,000	\$10,000	\$60,000
TOTAL	\$240,000	\$215,000	\$215,000	\$670,000



2. Promote independently certified, quality, application specific, RO products under a common industry-owned brand.

ACTION	YR 1	YR 2	YR 3	SUB TOTAL
Develop and maintain a (customer facing) Leaf brand website	\$10,000	\$2,500	\$2,500	\$15,000
Develop and maintain relationship with 3rd party product certifier	\$3,000	\$3,500	\$3,500	\$10,000
Exhibit Leaf brand and associated information at target market events	<i>Covered under 3(f)</i>			
Advertise Leaf brand in target market publications	\$20,000	\$15,000	\$15,000	\$50,000
Develop and distribute point of sale materials and signage	\$12,000	\$9,000	\$9,000	\$30,000
Adopt a standard process for product development	<i>Completed as of June 2008</i>			
Develop sales promotions to end user target markets	<i>Covered under 1(d)</i>			
Seek co-branding and value added (products) promotional opportunities	\$10,000	\$20,000	\$20,000	\$50,000
TOTAL	\$55,000	\$50,000	\$50,000	\$155,000

3. Provide guidance to end users on the selection and use of RO products that are most appropriate for the intended application.

ACTION	YR 1	YR 2	YR 3	SUB TOTAL
Adopt a standard format for presenting application information for certified products	<i>Completed as of June 2008</i>			
Make product information available to end-users based on the ROU Product Selector	\$15,000	\$7,500	\$7,500	\$30,000
Providing training & resources to sales and marketing representatives	\$20,000	\$15,000	\$15,000	\$50,000
Place training modules in existing 3rd party training		\$15,000	\$15,000	\$30,000
Promote correct use of products to land managers, contractors, advisors and professionals	<i>Covered in 1(f), 1(g),3(d) and 3(f)</i>			
Promote correct use of materials at events	\$10,000	\$30,000	\$40,000	\$80,000
TOTAL	\$45,000	\$67,500	\$77,500	\$190,000



4. Promote widespread adoption of an independently audited quality management system (AS4454 compliance) and the Leaf Brand by RO manufacturers.

ACTION	YR 1	YR 2	YR 3	SUB TOTAL
Prepare and promote value proposition for product certification and joint marketing	<i>Compete as of June 2008</i>			
Develop marketing resource kit for use in conjunction with the Leaf Brand	\$15,000	\$15,000	\$15,000	\$45,000
Encourage specifiers to make purchasing conditional upon certified products	Covered in 1(f)			
Provide a subsidised support service to small compost manufacturers seeking certification to AS4454 and the Leaf Brand	\$0	\$30,000	\$10,000	\$40,000
List and recommend manufacturers of certified product	<i>Delivered under R&D Action Plan Strategy 4</i>			
Host product development workshops where representatives from key target segments and the RO Industry identify options for product development.	\$10,000	\$10,000	\$10,000	\$30,000
TOTAL	\$25,000	\$55,000	\$35,000	\$115,000

5. Improve the quality of waste organics collected by local councils and businesses for processing into RO products.

ACTION	YR 1	YR 2	YR 3	SUB TOTAL
Provide guidance to councils, their contractors and other stakeholders on best practice collection systems, community education, monitoring and contracts.	\$0	\$20,000	\$10,000	\$30,000
b. Source and/or develop education resources for distribution to councils, contractors and other stakeholders	\$10,000	\$5,000	\$5,000	\$20,000
TOTAL	\$10,000	\$25,000	\$15,000	\$50,000

6. Facilitate and promote value add services that use RO products in target markets.

ACTION	YR 1	YR 2	YR 3	SUB TOTAL
Identify existing service providers that use RO products	\$1,000	\$500	\$500	\$2,000
Identify service providers that could potentially use RO products	\$1,000	\$500	\$500	\$2,000
Select priority service providers to work with and train	\$8,000	\$4,000	\$4,000	\$16,000
Develop training resources to use with priority service providers	\$0	\$15,000	\$5,000	\$20,000
Implement training/information seminars for processors and end-users (e.g. Erosion Control Seminar Series)	\$0	\$20,000	\$50,000	\$70,000
TOTAL	\$10,000	\$40,000	\$60,000	\$110,000

Thank you to the sponsors of the Canberra Forum - *Making a Mark with Recycled Organics* - for supporting the consultation process that led to this Action Plan.





COMPOST AUSTRALIA

The national body for the organics processing and recycling industry

- Promoting the recovery of compostable organic material
- Developing markets for compost products
- Developing and promoting product standards and certification
- Providing a national information network for the organic industry
- Identifying and agreeing upon common organics industry priorities
- Informing and influencing key stakeholders and decision makers
- Coordinating research and development nationally