

Independent report

presentation to AGM

M Worth 6 August 2025



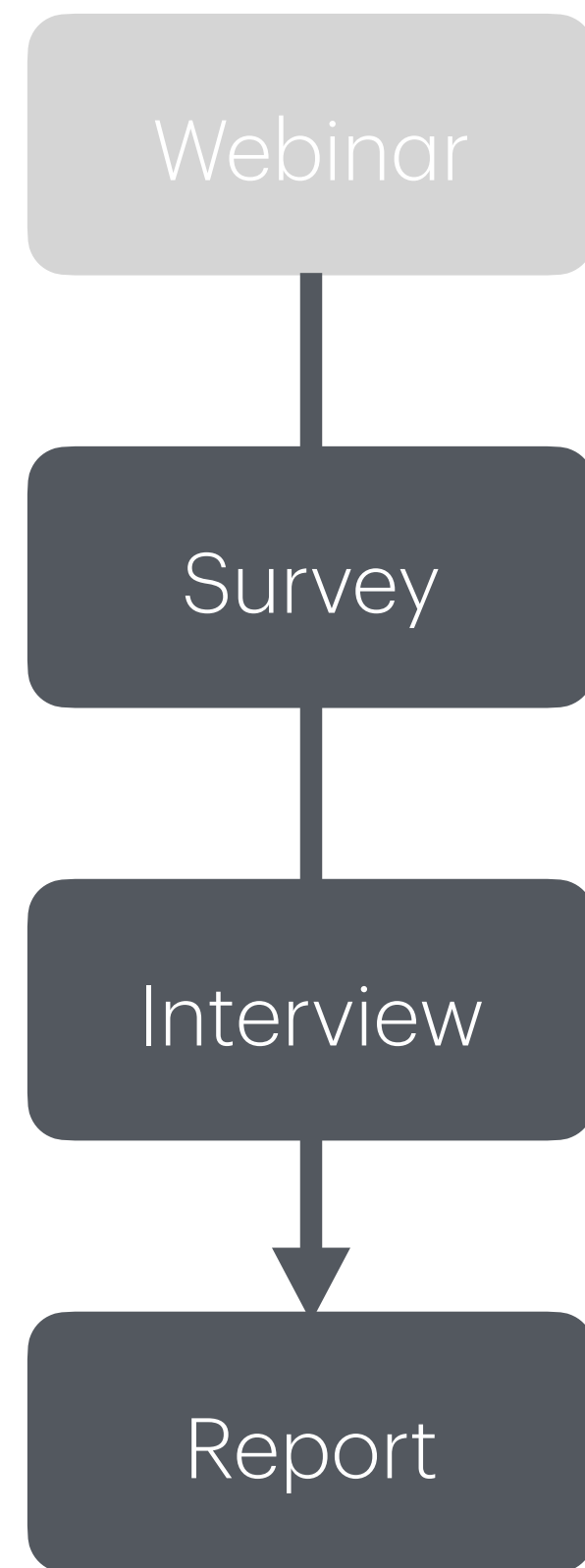
Method

Part of an engagement process in 2025



1. The TPF as we know it today, how we got here and what the future might hold
2. The impact of EPR on the whole packaging landscape and the role of TPF in supporting members to navigate the shift into mandatory EPR
3. How do we prepare for future regulation
4. Q&A

Method



An independent consultant was appointed between webinars 3 & 4 and tasked with producing a report, based on analysis and synthesis of the feedback from members, to be gathered by survey and interview.

Survey and interview questions

1. Current services to members - how are we doing to support you?

- What's currently working well about TPF's membership support and services?
- Where have you felt least supported or most exposed to-date – eg advocacy services, operational support?
- Are you clear on what TPF's role compared to your role is in advocacy and compliance? If not, what would make it clearer?
- How are we doing?

2. What is the gap between what we are doing and what you need?

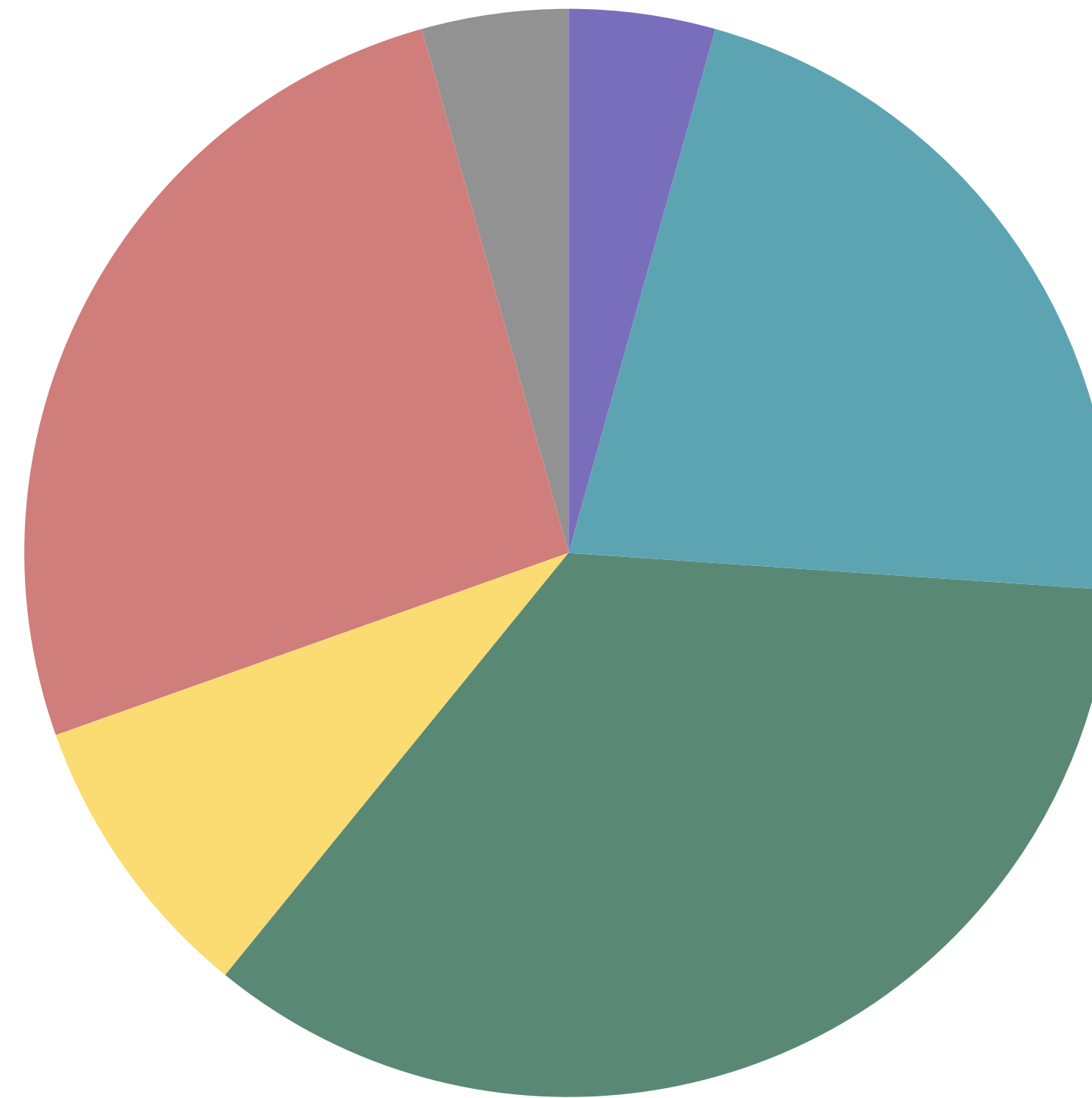
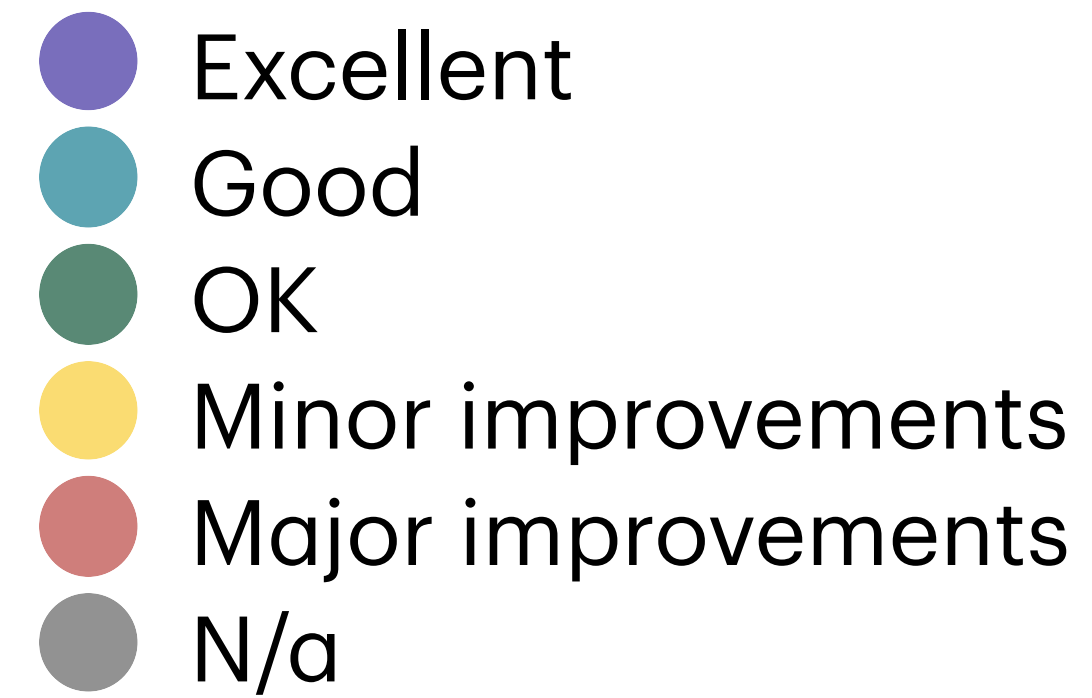
- What capabilities do you believe TPF needs to build or must strengthen to help members adapt to emerging regulatory models? (For example the PPPS being brought into existence, or a perennial issue like data acquisition and reporting).
- Where do you need the most hands-on support as regulation tightens or emerges, as consumer sentiment shifts and the business environment changes? For example, is it in interpretation, coordination, representation or something else?
- How can we better demonstrate TPF's value to your organisation?

3. In the future as EPR for packaging is introduced, how will we need to change

- As more schemes shift towards mandatory models, what role would you like TPF to play?
- How should TPF support you to be more prepared for the next phase of packaging reforms which will set the regulatory framework for EPR?
- Do you think the current structure and governance of TPF fits with the future environment? What changes would you like to see and why?

How is TPF doing?

22 responses



1 Current services to members

Working well

- Communication increases
- Coordination for large projects
- Thought leadership (SP and PPPS)
- Advocacy - advice of upcoming change
- Technical support & knowledge
- Engagement

Least supported

- Communication - want more and more targeted
- Thought leadership - understanding implementation pathways
- Advocacy - split view
- Fee opacity
- Reactive
- Governance and Strategy

2 Gaps

Capabilities TPF needs to build

- Strategic goal and aspiration
- Governance improvement - independence, transparency and proportionality
- Communication - more and more types
- Thought leadership - step in more to shape national conversation
- Technical - increase breadth and depth
- Knowledge base - place to go for curated materials
- Scheme operation
- Data collection & reporting tools

2 Gaps cont..

Demonstrating better value

- Be able to show a clear **Strategy**
- **Show independence** and **proportionality**
- Communications to help them **sell the benefits**
- **More visible and active** in the public policy space
- Funding increase and transparency
- Help to justify fees

3 In an EPR future how will TPF need to change

What role for TPF to play?

- Clear **strategy** and focus on the **most impactful projects** to transition the system
- Governance: **transparency, independence and balance**
- Thought leadership: become the **leader** on packaging sustainability and EPR in NZ
- Advocacy space: **central, credible voice**
- Communication: **ongoing and regular** about changes and lead-times
- Technical: clarity, material design standards
- Scheme operations: **single** source for reporting & fees
- Data and systems: **robust and auditable**

3 In an EPR future how will TPF need to change

Does the structure and governance fit with the future environment?

- Range of views
- Uplift in capability required
- Split on advocacy - either way need to know who's leading what
- Reform of governance
- Strategic review
- Timing is good (new CE and ahead of EPR)

