



GOOD ENVIRONMENTAL
CHOICE AUSTRALIA

Annual Review 2013-2014



The GECA team

Barry Gordon

Chief Operating Officer

Bobby Ali-Khan

National Business Development Manager

Shaila Divakarla

Standards and Technical Manager

Emma Lloyd

Communications Officer

GECA Board Members

Gordon Renouf

GECA Chair

Stephen Humphries

Chair of Finance and Risk Committee

Sue Holliday

Chair of Standards Development Committee

Patrick Walker

Chair of Business Development Committee

Tom Godfrey

GECA Director

Lorraine Stephenson

GECA Director



From the GECA Chair

There's growing awareness of the need to make environmentally sustainable decisions and the importance of organisations such as Good Environmental Choice Australia.

Third-party certification plays a vital role in backing up the claims of manufacturers when it comes to their products' environmental, health and ethical credentials. Certification is of particular importance within the green building industry, especially where a project is seeking a Green Star rating from the Green Building Council of Australia.

2013-14 has been a busy year for GECA. We have implemented more streamlined processes for the development and revision of standards and for the assessment of products against those standards. We've welcomed new licensees, new staff members, and even a new conformity assessment body to audit products for certification. We have increased our communications

output and GECA has been well represented at industry events.

A particular highlight of the year was achieving GENICES recognition with the Global Ecolabelling Network. This allows mutual recognition on an international scale between GECA and other ecolabel schemes with GENICES accreditation. The GECA team put a significant amount of work into our application for GENICES and the efforts of all involved made the final accreditation one of the high points of the year.

The GECA scheme is looking stronger than ever, with a greater capacity to deliver value to licensees, their customers, and other stakeholders. We are well placed to follow through with our mission to substantially increase the sustainability of consumption into 2015 and beyond.

Gordon Renouf

What we've been up to

At the start of 2014, DLCS International became the second JAZ-ANZ accredited company to conduct GECA audits. DLCSI joined BSI in ensuring that products going through GECA certification meet all the criteria outlined in our standards.

In May, GECA updated the Certification Scheme Rules to ensure the scheme remains as efficient and cost effective as possible, while maintaining its position as the most credible and robust ecolabel in Australia. The updates included international recognition for products certified under GENICES accredited ecolabel schemes overseas, changes to the way products are assessed by introducing an "in transition" period when a new or revised standard is released, and changes to the frequency of surveillance audits for licensees.

GECA was awarded GENICES accreditation with the Global Ecolabelling Network in November this year. This takes GECA to a truly international level, allowing us to recognise products that have already achieved certification overseas under a different GEN-member ecolabelling scheme. It also means

that GECA products will be mutually recognised by other GENICES member green building schemes in other countries, so architects will find it easier to specify GECA certified products and manufacturers will find it easier to have their products recognised internationally.

GENICES accreditation means the GECA certification process is simpler, faster, and more cost-effective for imported ecolabelled products, and it opens up a range of new opportunities for GECA products to be used in Asian, European and North American markets.

2014 saw a few staff changes in the GECA office. We welcomed Bobby Ali-Khan as new National Business Development Manager and thank her for over six years of advocacy and contribution as a GECA Director. Dr. Shaila Divakarla joined the team as our new Standards and Technical Manager, and Emma Lloyd came on board as our new Communications Officer. We farewelled CEO Rupert Posner, who led GECA since October 2012 and significantly transformed the organisation during that time.

There were also some changes to the GECA board, with the departure of three Directors since November 2013 and one new Director joining the board. Stephen Humphries joined as Chair of the Finance and Risk Committee in March.

At the time of this review, GECA is set to hire an entrepreneur to further expand the organisation in line with our vision and mission.

GECA would like to thank Rupert Posner, Ingrid Cornander, Katrin Thommes, Alexandra Longstaff, Sue Holliday, and Anna Cullinane for their invaluable contributions to the organisation, and we wish them all the best for the future.



Where we're at

GECA has **127** current licensees, including **9 new** licensees since November 2013.

Over **2,000** products are currently certified under **22** current standards.

Several licensees have products certified under multiple different standards.

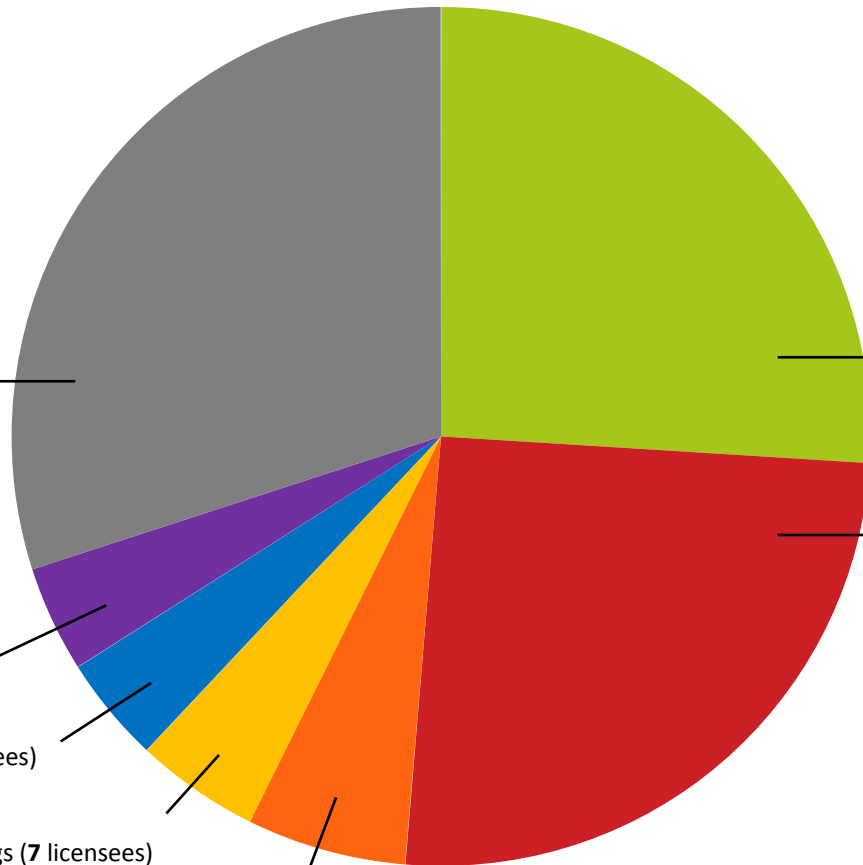
All standards with 5 licensees or less, combined (**46** licensees)

Personal Care Products (**6** licensees)

Cleaning Products (**6** licensees)

Floor Coverings (**7** licensees)

Panel Boards (**9** licensees)



Our most popular standard is **Furniture, Fittings and Foam (Level A)**, with a total of **39** current licensees

Furniture and Fittings (Level B) comes in second with **38** current licensees

Standards released since November 2013

Machine Dishwashing (December 2013)

International Ecolabelled Products (May 2014)

Textiles and Leather (June 2014)

Adhesives, Fillers and Sealants (September 2014)

Paper and Stationery Products; Sanitary Paper Products; and Recycled Products (all due for release)

Refrigerants (out for public comment)

Financials

For the 2013-14 financial year, GECA achieved a surplus of **\$106,957** and total revenue of **\$670,448**.

Total expenditure was significantly lower compared to previous years.

Getting the message out

This year GECA sought to increase our level of engagement with architects and specifiers working in the green building industry. Green Star is one of the biggest drivers for GECA certification, with both specifiers and manufacturers seeking an easier way to have recognised products count towards points for green building projects.

To make GECA standards easier to understand, we developed a series of Info Sheets. These help explain the criteria behind our standards in a consumer-friendly and accessible manner. Currently there are eight Info Sheets available, with more on the way.

GECA in the media

We focussed on increasing the quantity of editorial coverage promoting GECA, particularly across print media.

Feature stories were published in Green Lifestyle, Facility Perspectives, The Executive Housekeeper, EcoTextile News, Hardware Journal, and Flooring magazines, often achieving coverage in more than one issue.

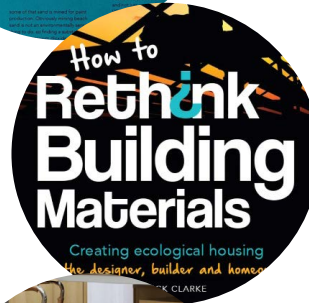
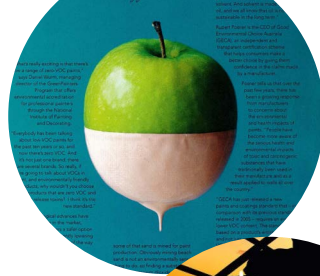
As well as our regular monthly contributions to Sourceable, we achieved online coverage in The Fifth Estate, The Interiors Addict, My Green Australia, and a range of other websites.

GECA achieved widespread coverage of our new Textiles and Leather standard when it was released in June this year, including then-CEO Rupert Posner giving radio interviews for ABC Brisbane and ABC Newcastle.

GECA was featured in four book publications this year: *How to Rethink Building Materials*, *The Smart Living Handbook*, *The Australian Local Government Yearbook*, and *Your Home* (5th ed.).

GECA has maintained our presence on the web through our social media channels, including Facebook, Twitter, LinkedIn and Google Plus. We have also continued to develop our Pinterest account, which functions as an easy-to-browse visual database of GECA certified products.

The monthly GECA eNewsletter is sent to over 5000 subscribers.



GECA event highlights

GECA has continued to stay involved in industry events and seminars throughout 2014.

In February, Rupert Posner spoke at the United Nations Association of Australia's seminar on Natural Capital and Supply Chain Sustainability: Measuring and Managing Environmental Impacts and Risks.

In March, GECA was a part of Green Cities, an annual conference and exhibition hosted by the Green Building Council of Australia and Property Council of Australia to explore sustainability in the built environment. Rupert spoke at Materials Matter, a session devoted to how sustainability is about more than just design.

GECA played an important role as a partner for April's DesignBuild exhibition in Melbourne. As well as exhibiting in the middle of the space as part of the Project Next display, GECA's CEO joined an industry panel on ecolabelling. The well-attended event provided an opportunity to explain how GECA's scheme works and the benefits of purchasing products that have been third party certified.

Our former Standards and Technical Manager, Ingrid Cornander, presented at designEX at the end of May. Ingrid's talk focussed on the benefits of certification, the

steps involved, and the range of benefits afforded to manufacturers and suppliers.

In October Bobby Ali-Khan joined the judging panel of the 2014 Banksia Awards in the category of Product Sustainability through Design Manufacture and Use, culminating in November presentations in Sydney across many worthy awards.

November will see the final workshop for Sustainable Housing facilitated by the Office of Environment and Heritage.

GECA continues as a member of the Australian Sustainable Built Environment Council (ASBEC) and supports advocacy regarding many areas such as the Commercial Building Disclosure Programme.



The future for GECA

GECA is moving from strength to strength. We're working hard to bring more manufacturers on board with the GECA scheme and ensure we continue to provide excellent value to our existing licensees. Our team is continually working with stakeholders and the industry to enhance GECA's reputation and keep the scheme in demand.

We're currently in the process of hiring an entrepreneur to work with the GECA board to explore additional ways to fulfil our mission. We expect to have reached a decision by December 2014 and we hope this will lead to some fresh ideas and renewed growth for the organisation.

GECA is always working to provide a range of standards against which products and services can be certified. Our refrigerants standard is out for public comment until 26 December 2014 and will be due for release in early 2015. Our thermal insulation standard is due for review, and we are considering developing a standard for cement and concrete products.



1. Bliss chair by Mark Perry Commercial Furniture 2. ecolour paints 3. EcoWorx Carpet Tile by Shaw Contract Group 4. Team range by Arper 5. Lodge by Koskela 6. Alpha by Camatic 7. ROCKCOTE paints 8. Sustainable Living Fabrics 9. Pebble ottoman by Zenith Interiors 10. Tutti workstation by Haworth 11. Coma stool by KE-ZU 12. ARChitectural Invibe panel by James Hardie 13. Healthclean range 14. F3 workstation by Australian Workstation Manufacturers 15. Workbay by Unifor Australia

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