



Advisory Board Meeting Communique

6 August 2021

The fourth meeting of the Australian Circular Economy Hub (ACE Hub) Advisory Board had a strong focus on the ACE Hub's value proposition and positioning amongst the national circular economy (CE) network with a view to securing future funding opportunities. The meeting also touched on how the ACE Hub encourages collaboration and interaction within its growing 'ecosystem' of stakeholders.

Highlights of the meeting included:

- An overview of the current ecosystem of sponsors and supporters of the ACE Hub.
- A presentation on the funding strategy for the ACE Hub, which focused on founding sponsorship, positioning and a precise value proposition.
- Valuable feedback from Board members on the ACE Hub's positioning and value proposition to government, industry, and private organisations.

The board was provided a brief presentation on the various levels of ACE Hub sponsorship and support, demonstrating how the program collaborates with its growing network of stakeholders. This includes [ACE Hub supporters](#), comprised of funding partners, associate sponsors, supporting sponsors, technical supporters and collaboration partners, as well as the [Advisory Board](#), [Working Groups](#) and, finally, the nationwide CE network.

The ACE Hub team then gave their response to previous Advisory Board feedback on the funding strategy for the program. The team outlined an updated funding framework that will allow for more flexibility to meet sponsor needs throughout their circular economy journey. The framework is prefaced by a high impact project specific to each Founding Sponsors' own individual sector. This is supported by five benefit pillars that can be tailored to create maximum impact and benefit for the sponsor in the areas of brand, influence, network, innovation and communication.

Following the presentations, the Board shared this feedback:

- The positioning of the ACE hub to the market is a vital mechanism for how we extol the benefits of founding sponsorship.
- Maintaining the integrity of who the ACE Hub aligns with whilst also being open to opportunities for the transition to a CE is fundamental.
- There is a need to understand and then actively remove commercial and policy barriers to facilitate a transition to a circular economy.

The Board also noted the importance of highlighting the ACE Hub's unique point of difference from other government, industry, and state-based CE organisations, which is the ACE Hub's position as the primary national point of information and action for Australia. Members agreed to allocate more time to this topic in future meetings to provide guidance on how to maximise the program's impact.

Find information on the [ACE Hub Advisory Board members and meeting summaries here](#).