

LAUNDRY ASSOCIATION OF AUSTRALIA

# CLEAN

Commitment to Low-impact, Eco-friendly and Accountable Laundering Now

Expression of Interest - Committee Membership 2026–2028

## About the LAA CLEAN Initiative

The Laundry Association of Australia (LAA) is proud to launch the CLEAN Initiative - Commitment to Low-impact, Eco-friendly and Accountable Laundering Now - a dedicated committee established to lead the commercial laundry sector's transition to more sustainable, environmentally responsible and ESG-accountable operations.

As Australia accelerates its commitments under the Paris Agreement, as ESG reporting requirements expand to more businesses, and as customers increasingly demand environmental credentials from their service providers, the laundry sector faces both risk and opportunity.

The CLEAN Committee will be the LAA's authoritative voice on sustainability - developing environmental benchmarks, supporting members to set and achieve energy and water targets, guiding businesses through green certification pathways, and building the ESG reporting frameworks that will define the sector's social licence to operate into the future.

## Our Vision, Mission & Purpose

### VISION

A commercial laundry sector in Australia that is recognised as a leader in industrial sustainability - reducing its environmental footprint while remaining commercially viable and globally competitive.

### MISSION

To equip every LAA member with the environmental benchmarks, targets, certification pathways and ESG reporting tools they need to operate sustainably and demonstrate their commitment to a cleaner Australia.

### PURPOSE

To transform sustainability from a cost burden into a commercial advantage for Australian laundry businesses - through practical guidance, measurable targets and industry-wide collective action.

## What the CLEAN Committee Will Do

The CLEAN Committee will develop a comprehensive sustainability framework for the Australian commercial laundry sector. Key programs and deliverables will include:

- Water Reduction Targets & Benchmarks**

Establishing sector-wide water consumption benchmarks (litres per kilogram of processed linen) and publishing annual targets aligned with Australia's National Water Initiative and state-based water reduction commitments.
- Energy Efficiency Targets & Reporting**

Developing energy intensity benchmarks (kWh per kg processed) for laundries of different sizes and customer segments, and supporting members to measure, report and reduce energy consumption and cost year-on-year.
- Green Certification Guidance**

Producing a plain-language guide to relevant green certification pathways for Australian laundry businesses that may include NABERS, Green Star, Responsible Business Alliance (RBA), Carbon Neutral Certification and relevant ISO 14001 environmental management standards.
- LAA ESG Reporting Framework**

Developing the LAA Sustainability Reporting Template - a sector-specific ESG reporting framework that allows laundry businesses of all sizes to measure and communicate their environmental, social and governance performance to customers, financiers and regulators.
- Renewable Energy & Carbon Reduction**

Providing guidance on solar installation, renewable energy procurement, carbon offset schemes, and pathways to net zero for commercial laundry operations - including case studies from early-adopter LAA members.
- Chemical & Detergent Impact**

Reviewing the environmental impact of laundry chemicals and detergents and developing guidance on lower-impact formulations, dosing optimisation, chemical recycling and trade waste compliance.
- Linen Lifecycle & Circular Economy**

Developing guidance on extending linen lifecycle, reducing linen loss, textile recycling pathways and circular economy principles for commercial laundry operators and their linen supply chains.
- Chemical & Detergent Impact**

Reviewing the environmental impact of laundry chemicals and detergents and developing guidance on lower-impact formulations, dosing optimisation, chemical recycling and trade waste compliance.

## Key Environmental Metrics - Benchmark Focus Areas

The CLEAN Committee will focus on developing industry benchmarks across the following key environmental metrics in its inaugural term. These will form the foundation of the LAA Annual Sustainability Report.

| Metric                    | Benchmark Unit                   | Why It Matters  |
|---------------------------|----------------------------------|---|
| <b>Water Consumption</b>  | Litres per kg of processed linen | Australia's most water-intensive industrial sector per kg output - critical for water stewardship reporting |
| <b>Energy Consumption</b> | kWh per kg of processed linen    | Energy costs represent 15–25% of laundry operating costs; key input for carbon footprint calculations       |

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| <b>Gas Consumption</b>                    | MJ per kg of processed linen                    | Natural gas used for steam and drying is a major Scope 1 emission source for commercial laundries        |
| <b>Carbon Emissions (Scope 1 &amp; 2)</b> | kg CO <sub>2</sub> -e per kg of processed linen | Required for ESG reporting, customer sustainability questionnaires and future carbon tax compliance      |
| <b>Chemical Usage</b>                     | Grams of active chemical per kg linen           | Chemical load affects trade waste compliance, downstream water quality and environmental certification   |
| <b>Linen Loss Rate</b>                    | % of linen items lost per wash cycle            | Linen manufacture is resource-intensive; reducing loss reduces embodied carbon and cost                  |
| <b>Waste to Landfill</b>                  | kg of waste per tonne of linen processed        | ESG and circular economy reporting; relevant to green certification and customer sustainability criteria |
| <b>Renewable Energy %</b>                 | % of total energy from renewable sources        | Key indicator for net zero pathway reporting and green certification schemes                             |

## Committee Structure & Commitment

The inaugural LAA CLEAN Committee will comprise up to 12 members drawn from across the LAA membership - including laundry operators, equipment and chemical suppliers, sustainability consultants, energy advisors and allied trade professionals from all states and territories of Australia.

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| <b>Committee Size</b>  | Up to 12 members for the inaugural 2026–2028 term  |
| <b>Term Length</b>     | 2 years (2026–2028), renewable by mutual agreement   |
| <b>Meetings</b>        | Quarterly (minimum) - held online via video conference; in-person at the LAA National Conference annually                      |
| <b>Time Commitment</b> | Approximately 4–6 hours per quarter (meetings, benchmarking data review, working group contributions)                          |
| <b>Roles Available</b> | Chair (1 position)<br>Deputy Chair (1 position)<br>General Committee Members (up to 10 positions)                              |
| <b>Working Groups</b>  | Sub-groups will be formed for Water & Energy, Carbon & Renewables, ESG Reporting, Certification Pathways, and Circular Economy |
| <b>Key Deliverable</b> | Publication of the LAA Sustainability Benchmarking Report by 1 <sup>st</sup> November of 2027                                  |
| <b>Remuneration</b>    | Voluntary (unremunerated)  |

## Who We Are Looking For

We are seeking passionate, forward-thinking individuals who understand that sustainability is not just good for the environment - it is good for business. We want people who can help translate complex environmental requirements into practical actions that laundry businesses of every size can implement.

Strong candidates will demonstrate one or more of the following:

- Current or recent experience in the commercial laundry sector - as an operator, equipment supplier, chemical supplier, service provider or allied professional
- Experience with or strong interest in environmental sustainability, energy management, water efficiency, carbon accounting or ESG reporting
- Knowledge of relevant Australian environmental frameworks including NABERS, National Greenhouse and Energy Reporting (NGER), Clean Energy Finance Corporation (CEFC) programs, or state-based water efficiency schemes
- Experience with ISO 14001, Green Star, Carbon Neutral Certification, Responsible Business Alliance or similar environmental management or certification frameworks
- Ability to interpret environmental data and communicate it clearly to a diverse business audience
- Passion for circular economy, linen lifecycle management, chemical reduction or sustainable procurement
- Emerging sustainability professionals and next-generation industry leaders are strongly encouraged to apply

Open to: The CLEAN Committee is open to all LAA members. We actively seek representation from businesses of all sizes and geographic locations across Australia, as sustainability challenges and opportunities differ significantly by region and business scale.

## EXPRESSION OF INTEREST FORM

LAA CLEAN Initiative - Committee Membership 2026–2028  
Commitment to Low-impact, Eco-friendly and Accountable Laundering Now

Please complete all sections of this Expression of Interest form and return it to the LAA via email at [admin@laundryassociationaustralia.com.au](mailto:admin@laundryassociationaustralia.com.au) by the closing date. All EOIs will be reviewed by the LAA Board and applicants will be notified of the outcome within four weeks of the closing date.

**🕒 EOI Closing Date: Friday, 31 July 2025 | Submit to:**  
[admin@laundryassociationaustralia.com.au](mailto:admin@laundryassociationaustralia.com.au)

**SECTION A - Personal Details**

|                               |  |
|-------------------------------|--|
| <b>Full Name</b>              |  |
| <b>Preferred Name</b>         |  |
| <b>Job Title / Role</b>       |  |
| <b>Organisation / Company</b> |  |
| <b>State / Territory</b>      |  |
| <b>Email Address</b>          |  |
| <b>Phone Number</b>           |  |
| <b>LinkedIn Profile URL</b>   | Optional   |
| <b>Membership Type</b>        | <input type="checkbox"/> Laundry Operator Member<br><input type="checkbox"/> Allied Trader / Supplier Member<br><input type="checkbox"/> Equipment / Chemical Supplier Member<br><input type="checkbox"/> Other LAA Member |

**SECTION B - Role Preference**

Please indicate the role(s) you are expressing interest in. Chair and Deputy Chair roles will be determined by the LAA Board in consultation with applicants.

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| <b>Role Preference</b> | <input type="checkbox"/> Chair - I am interested in leading the CLEAN Committee as Chair<br><input type="checkbox"/> Deputy Chair - I am interested in the Deputy Chair role<br><input type="checkbox"/> General Committee Member - I wish to contribute as a committee member |
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| <b>Working Group Interest (select all that apply)</b> | <input type="checkbox"/> Working Group Lead - I am interested in leading a specific sustainability topic sub-group<br><input type="checkbox"/> I am open to any role and happy to be directed by the Board   |
|   | <input type="checkbox"/> Water Efficiency & Reduction Targets<br><input type="checkbox"/> Energy Efficiency & Renewables<br><input type="checkbox"/> Carbon Accounting & Net Zero Pathways<br><input type="checkbox"/> ESG Reporting Framework Development<br><input type="checkbox"/> Green Certification Guidance (NABERS, Green Star, ISO 14001)<br><input type="checkbox"/> Chemical Impact & Sustainable Detergents<br><input type="checkbox"/> Circular Economy & Linen Lifecycle<br><input type="checkbox"/> Sustainability Recognition & Awards Program<br><input type="checkbox"/> Government Grants & Incentive Programs |

**SECTION C - Your Background & Experience**

|   |   |
|---|---|
| <b>How long have you been involved in the commercial laundry sector or sustainability / environmental field?</b>                              |   |
| <b>Please briefly describe your current role and organisation</b>   | Approx. 3–5 sentences   |
| <b>Describe your experience with environmental sustainability, energy or water management, carbon accounting or ESG reporting</b>             | Approx. 100–200 words   |
| <b>What sustainability initiatives, certifications or programs has your organisation already implemented or is currently working towards?</b> | e.g. solar panels, water recycling, NABERS rating, ESG reporting, carbon offset purchasing  |
| <b>Areas of Expertise (select all that apply)</b>   | <input type="checkbox"/> Water efficiency & conservation<br><input type="checkbox"/> Energy efficiency & management<br><input type="checkbox"/> Renewable energy procurement & solar<br><input type="checkbox"/> Carbon accounting & emissions reporting<br><input type="checkbox"/> ESG reporting (GRI, SASB, TCFD or similar)<br><input type="checkbox"/> ISO 14001 environmental management<br><input type="checkbox"/> Green certification (NABERS, Green Star, Carbon Neutral)<br><input type="checkbox"/> Chemical management & environmental impact<br><input type="checkbox"/> Circular economy & waste reduction<br><input type="checkbox"/> Government grants & green finance<br><input type="checkbox"/> Sustainability communications & stakeholder engagement<br><input type="checkbox"/> Other (please specify below) |

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| <b>Other areas of expertise (if applicable)</b> |  |
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**SECTION D - Motivation & Goals**

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| <b>Why are you applying to join the LAA CLEAN Committee? What motivates you?</b>   | Approx. 150–250 words  |
| <b>What do you see as the most significant environmental challenge or opportunity for the Australian commercial laundry sector in the next 5 years?</b>          | Approx. 100–200 words  |
| <b>What specific sustainability benchmark, certification guide or ESG resource would you most like to see the CLEAN Committee develop?</b>                       | e.g. sector water benchmark, net zero roadmap, LAA ESG reporting template, green certification guide |
| <b>Has your business or a business you have worked with undertaken a significant sustainability initiative? If so, briefly describe it and what was learned.</b> | Optional - approx. 50–150 words  |

**SECTION E - Availability & Commitment**

|  |   |
|--|---|
| <b>Can you commit to quarterly meetings (online) for a 2-year term (2026–2028)?</b>  | <input type="checkbox"/> Yes - I can commit to the full 2-year term<br><input type="checkbox"/> Yes - subject to employer / business approval<br><input type="checkbox"/> I would like to discuss the commitment further before confirming  |
| <b>Are you able to attend the LAA National Conference in person annually?</b>  | <input type="checkbox"/> Yes<br><input type="checkbox"/> Most years - travel dependent<br><input type="checkbox"/> No - I would attend virtually  |
| <b>Are you willing to contribute benchmarking data from your business to the LAA Annual Sustainability Report (anonymised and aggregated)?</b> | <input type="checkbox"/> Yes - I am happy to contribute environmental data from my business<br><input type="checkbox"/> Yes - subject to anonymisation and data security confirmation<br><input type="checkbox"/> Not applicable - I am a supplier / allied trade member<br><input type="checkbox"/> I would prefer not to contribute business data at this stage |
| <b>Are there any constraints on your availability we should be aware of?</b>   | Optional  |

**SECTION F - Sustainability Snapshot (Optional but Encouraged)**

This section is optional. We invite applicants to share current environmental metrics from their business or a business they work with. This data will be treated in strict confidence and will not be published individually - it helps the CLEAN Committee understand the current state of sustainability performance across the membership.

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| <b>Approximate water consumption (litres per kg of linen processed)</b>                   | Optional - if known   |
| <b>Approximate energy consumption (kWh per kg of linen processed)</b>                     | Optional - if known   |
| <b>Does your business currently measure or report its carbon emissions?</b>               | Optional - Yes / No / In progress                             |
| <b>Does your business hold any environmental certification or rating?</b>                 | Optional - e.g. NABERS, Green Star, ISO 14001, Carbon Neutral |
| <b>What is the single biggest sustainability challenge your business currently faces?</b> | Optional - approx. 50-100 words                               |

**SECTION G - Professional Reference**

Please provide one professional referee who can speak to your suitability for committee membership. Referees will only be contacted for shortlisted applicants.

|   |   |
|---|---|
| <b>Referee Full Name</b>                |   |
| <b>Referee Job Title / Organisation</b> |   |
| <b>Referee Email Address</b>            |   |
| <b>Referee Phone Number</b>             |   |
| <b>Relationship to Applicant</b>        | e.g. employer, industry colleague, LAA member, sustainability advisor |

**SECTION H - Declaration & Privacy Consent**

By submitting this Expression of Interest, I confirm that:

- The information provided in this form is true and accurate to the best of my knowledge
- I am a current financial member of the Laundry Association of Australia (LAA), or am applying on behalf of a current LAA member organisation
- I have read and understood the CLEAN Committee commitment requirements outlined in this EOI document
- I consent to the LAA storing and using the personal information provided in this form for the purposes of assessing my EOI and, if appointed, administering my committee membership
- I understand that personal information will be handled in accordance with the LAA's Privacy Policy and will not be disclosed to third parties without my consent
- I understand that submission of this EOI does not guarantee appointment to the CLEAN Committee

|                  |  |
|------------------|--|
| <b>Full Name</b> |  |
| <b>Signature</b> | Sign above (printed copy) or type full name as digital signature |
| <b>Date</b>      |  |

**HOW TO SUBMIT YOUR EOI**

**Email:** [admin@laundryassociationaustralia.com.au](mailto:admin@laundryassociationaustralia.com.au)  
**Subject Line:** LAA CLEAN Committee EOI - [Your Full Name]

**Closing Date:** Friday, 31 July 2025 (5:00pm AEST)

**More Information:** [laundryassociationaustralia.com.au](http://laundryassociationaustralia.com.au)

**Enquiries:** 0460 793 779

Attachments welcome: You are encouraged to attach a brief CV or professional profile (maximum 2 pages) to support your application.

**Thank you for your interest in the LAA CLEAN Initiative.**

Together, we are building a more sustainable commercial laundry industry for Australia and the planet.