Media release

APCO Board announces appointment of Sarah Cook as Chief Executive Officer

Published 4 November 2026

The Board of the Australian Packaging Covenant Organisation (APCO) today announced the appointment of Sarah Cook as its new Chief Executive Officer, following an extensive global search.

Sarah Cook will commence in the role on November 9, succeeding Chris Foley, who has led APCO since 2022.

Sarah brings deep experience in packaging sustainability, circular economy transformation and industry collaboration, with a background in major fast-moving consumer goods organisations and emerging circular economy ventures, including Samsara Eco, Coca-Cola and Nestlé.

APCO Chair Sam Andersen said the Board was delighted to appoint a leader with Sarah's commercial, procurement and business transformation experience to the position, as APCO's role in the broader packaging system is strengthened.

"Her experience, strategic capability and commitment to partnership across industry, government and the community make her the right leader for APCO as we continue to collaborate with members and stakeholders across the value chain," Ms Andersen said.

"We also thank Chris Foley for his leadership and contribution to APCO and the packaging sector over the past four years."

Incoming CEO Sarah Cook said she was honoured to take on the role at a pivotal moment for Australia's packaging system.

"I'm excited to join APCO and work with its members, government and broader industry partners to accelerate Australia's transition to a more circular packaging future," Ms Cook said.

"APCO has a critical role in shaping the future for packaging, and I look forward to building on the strong foundations already in place."

She added: "There is enormous opportunity for continued innovation, collaboration and impact across the packaging value chain. I'm committed to ensure that APCO continues to support industry, drive practical solutions, and deliver meaningful environmental outcomes."

Sarah has held executive roles at Samsara Eco where, as Chief Commercial Officer, she helped scale AI-enabled recycling technology and contributed to global policy development, and at Coca-Cola, where she led major packaging investments and was instrumental in the creation of the Circular Plastics Australia joint venture.

Her experience across Australia's packaging value chain includes driving practical circular-economy and recycling initiatives over the past decade, and expertise in leading multi-country teams through transformation. Sarah is recognised as a purpose-driven leader who builds trust, navigates regulated systems and delivers strong commercial and environmental outcomes.

The **Australian Packaging Covenant Organisation** (APCO) manages and administers the national regulatory framework for minimising the environmental impact of packaging, the Australian Packaging Covenant. The Covenant defines the collective responsibility of governments and businesses across Australia, with APCO bringing together businesses along the packaging supply chain with Commonwealth, state and territory governments, as endorsed by environment ministers.

APCO is driven by a vision for an Australia where all packaging stays in the economy and out of the environment through a trusted, efficient national stewardship system.