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# APCO Names Sarah Cook as CEO to Drive Packaging Sustainability

12 November 2026 | News

**Sarah brings deep experience in packaging sustainability, circular economy transformation and industry collaboration**



The Board of the Australian Packaging Covenant Organisation (APCO) 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," 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," 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 ensuring that APCO continues to support industry, drive practical solutions, and deliver meaningful environmental outcomes.”