

AUSTRALIAN PACKAGING COVENANT

**VICTORIAN GOVERNMENT
2011 ANNUAL REPORT**



Foreword

The Victorian Government is pleased to be a signatory to and continued supporter of the Australian Packaging Covenant.

This document reports on how during the calendar year 2011 the Victorian Government delivered against the commitments made in the Victorian Government Action Plan 2011-15.

Highlights for 2011 included:

- The provision of approximately \$520,000 of funding (matched by the National Packaging Covenant Industry Association) for nine Packaging Covenant projects and committing another \$340,000 of co-funding for eight new Packaging Covenant projects. These projects are helping to improve packaging design, increase public place and workplace recycling, develop markets for recovered used packaging materials and reduce litter.
- The involvement of a significant number of government agencies, tertiary education facilities and healthcare agencies in the Victorian Government's ResourceSmart program.
- The funding of 25 public place recycling grants as part of the Victorian Government's litter strategy.

I look forward to further highlights and achievements in 2012 that will help to reduce the environmental impacts of consumer packaging.

Ryan Smith MP
Minister for Environment and Climate Change
April 2012

Agency Roles

Environment Protection Authority (EPA) Victoria

www.epa.vic.gov.au

EPA is a statutory authority established under the *Environment Protection Act (1970)* (Victoria). EPA establishes environmental standards and assesses against them, regulates against those standards, and works with organisations to meet the standards and go beyond.

EPA leads the Victorian Government's Covenant commitments, including action planning and reporting. EPA is responsible for:

- representing the Victorian Government on Covenant Council and the Covenant Management Committee (as required), and related working groups
- administering funding for Covenant projects and the Covenant Secretariat
- enforcing the National Environment Protection Measure (Used Packaging Materials) through the Victorian Waste Management Policy (Used Packaging Materials).

Sustainability Victoria

www.sustainability.vic.gov.au

Sustainability Victoria (SV) is the Victorian Government agency responsible for state integrated waste management planning and strategy and delivery of government waste management, resource recovery and resource efficiency programs.

Our programs seek to maximise value from resources to improve Victoria's productivity and competitiveness.

Department of Sustainability and Environment

www.dse.vic.gov.au

The Department of Sustainability and Environment (DSE) is primarily responsible for policy analysis, development and advice, and coordinates portfolio and government environmental sustainability strategies.

Metropolitan Waste Management Group (MWMG) and Regional Waste Management Groups (RWMGs)

The MWMG and 12 RWMGs carry primary responsibility for planning for the management of municipal solid waste in metropolitan Melbourne and regional Victoria respectively. This is done through waste management plan and the coordination of waste management activities of their local Councils, and through facilitating best practices in waste management. This includes a key role in planning for infrastructure needs for waste and recycling.

All Government Departments

All government departments, EPA Victoria and Sustainability Victoria, are required to implement an office-based Environmental Management System (EMS), which includes provisions for contributions to the sustainable management of consumer packaging and paper.

PERFORMANCE GOAL 1 - DESIGN

Optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety

Outcomes:

Packaging designed to:

- avoid or minimise the use of materials and other resources
- optimise its recyclability and recycled content
- reduce the impact of litter.

KPI [Relevant APC Strategic Plan Target ¹ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
1. Proportion of signatories in the supply chain implementing the Sustainable Packaging Guidelines (SPG) for design or procurement of packaging [Target #1: 70% of Covenant signatories with documented policies and procedures for evaluating and procuring packaging using the SPG or equivalent.] [Target #2: 70% of Covenant signatories assessing 100% of new	<p>KPI 1.(a) Enforcing the National Environment Protection Measure (Used Packaging Materials) through the Victorian Waste Management Policy (Used Packaging Materials)</p> <p>The Victorian Government will enforce the Waste Management Policy (Used Packaging Materials) against brand owners that do not fulfil their obligations under the Covenant. This will provide both an incentive and a level-playing field for brand owners to effectively implement the Sustainable Packaging Guidelines.</p>	Number of non-signatory and non-compliant brand owners approached and number that subsequently sign or recommit to the Covenant.	<p>In 2010-11, the Covenant Secretariat took lead responsibility for approaching brand owners to encourage them to become signatories to the new version of the Covenant. By 30 June 2011, there were 218 Victorian signatories, including 184 brand owners registered in Victoria.</p> <p>In Victoria, the National Environment Protection Measure (Used Packaging Materials) (the NEPM) is implemented through the Waste Management Policy (WMP) (Used Packaging Materials). Late in 2010, administrative issues were identified that could have called into question the validity of the NEPM. As a result, jurisdictions decided to remake the NEPM. This was completed on 16 September 2011.</p> <p>Victoria’s WMP (Used Packaging Materials) is now being re-made to align with the re-made</p>

¹ By June 2015, unless otherwise stated.

KPI [Relevant APC Strategic Plan Target ¹ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
packaging and 50% of existing packaging against the SPG.]			NEPM. This will be completed in early 2012. The Victorian Government, through EPA, will re-commence approaching brand owners when its WMP (Used Packaging Materials) has been re-made. In the interim, EPA has been answering enquiries from brand owners about their options and obligations.
	<p>KPI 1.(b) Implementing the Victorian Government's Environmental Management System The Victorian Government will support sustainable packaging design through departmental Environmental Management Systems and procurement policies and procedures.</p> <p>KPI 1.(c) Supporting the delivery of Sustainable Packaging Guidelines capacity building services The Victorian Government will contribute funding to the Covenant Secretariat to assist with the delivery of services including:</p> <ul style="list-style-type: none"> ▪ developing the capacity of Covenant signatories to implement the Sustainable Packaging Guidelines ▪ auditing and reporting on signatories' implementation of 	Funding contributed to Covenant Secretariat	<p>The Victorian Government EMS continues to support sustainable packaging design through departmental procurement policies and procedures (see KPIs 3 and 4 below for more details).</p> <p>The Victorian Government has made its annual funding contribution towards the Covenant Secretariat.</p>

KPI [Relevant APC Strategic Plan Target ¹ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
	<p>the Sustainable Packaging Guidelines.</p> <p>KPI 1.(d) Supporting Covenant-funded packaging design projects As a joint funding party on Covenant projects, the Victorian Government will support appropriate capacity building projects to ensure the adoption and use of the Sustainable Packaging Guidelines by Covenant signatories.²</p> <p>KPI 1.(e) Supporting initiatives that promote good design The Victorian Government will continue to support initiatives that promote good design in consumer packaging.</p>	<p>Number of Covenant packaging design projects supported, and amount of funding committed</p> <p>Types of initiatives supported</p>	<p>In the mid-2011 funding round, the Victorian Government committed \$5,500 (ex GST) to the Australian Food and Grocery Council's national project <i>Sustainable packaging e-learning training module for business</i>. The purpose of that project is to develop an e-learning module on sustainable packaging for communications and marketing professionals.</p> <p>From late 2011, SV and EPA provided input (as part of a broader Leadership Group) into the Australian Food and Grocery Council's (AFGC's) development of their industry association White Paper on the future of packaging in the food and grocery industries. The AFGC White Paper addresses the theme of 'Design for packaging sustainability' and envisages several future projects related to that theme.</p>

² This aligns with Goal 1, Strategy 1 in the Covenant's Strategic Plan 2010-15

PERFORMANCE GOAL 2 – RECYCLING

Efficiently collect and recycle packaging

Outcomes:

- Improved recovery of packaging from households and away-from-home sources
- Increased secondary markets for recovered packaging materials

KPI [Relevant APC Strategic Plan Target ³ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
2. National recycling rate for packaging [Target: 70% recycling rate for used packaging materials.]	KPI 2. Supporting data quality improvements The Victorian Government will support actions agreed by the Covenant Council that improve the quality and accuracy of packaging recycling data collected and reported by the Covenant Council. ⁴	Actions supported	Not applicable in 2011.

³ By June 2015, unless otherwise stated.

⁴ This aligns with Goal 2, Strategy 4 in the Covenant’s Strategic Plan 2010-15

KPI [Relevant APC Strategic Plan Target ³ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
3. Proportion of signatories with on-site recovery systems for recycling used packaging 4. Proportion of signatories with a policy to buy products made from recycled packaging [Target: All Covenant signatories will have a formal documented policy of buying recycled products or materials.]	<p>KPIs 3. & 4. Implementing the Victorian Government’s Environmental Management System and supporting relevant programs</p> <p>The Victorian Government will support end markets for post-consumer recycled packaging materials by:</p> <ul style="list-style-type: none"> (1) encouraging their use by Government departments and agencies through its Environmental Management System and procurement policies and procedures (2) providing resources such as the ResourceSmart website⁵ to assist organisations – both government agencies and non-government organisations – to develop sustainable purchasing policies and practices. 	<p>Actions taken to encourage the use of recycled packaging materials by Government departments and agencies and outside of government.</p>	<p>All 11 Victorian Government departments (plus EPA and Sustainability Victoria) are required to continually improve their waste management practices and recycling systems under their Environmental Management System. In addition, 87 government agencies, 27 Tertiary Education Facilities and 65 healthcare agencies have participated in the ResourceSmart program. The program involves:</p> <ul style="list-style-type: none"> • public reporting on key environmental impacts • subsidised membership and training in the Government Sustainable Procurement Program, delivered by ECO-Buy • supporting the development and updating of organisation specific action plans for the reduction of waste and improvement of sustainable procurements • waste management tools, templates and fact sheets • small grants for research, audits and actions to reduce waste • research into procurement practice by government • promotion of good practice. <p>The Victorian Government has developed an environmental procurement policy that specifies a preference towards post consumer recycled materials as part of the Whole of</p>

⁵ For more information see www.resourcesmart.vic.gov.au

KPI [Relevant APC Strategic Plan Target ³ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
			<p>Government Environmental Management System. For details visit www.vgpb.vic.gov.au. Procurement guidelines are also available from this site. All 11 Victorian Government departments (plus EPA and Sustainability Victoria) and the majority of ResourceSmart program participants have recycling systems in place. These systems are in accordance with their Environmental Management System.</p> <p>Government Departments provide data on an annual basis on their waste produced and waste recycled. In 2010-11 departments and agencies generated on average 74 kilograms of office waste per full time equivalent, and recycled approximately 80% of that waste. Further 2010-11 data will be published in each department's annual report (available from each Department's website) and in the Office of the Commissioner for Environmental Sustainability's Strategic Audit.⁶</p>
5. Additional tonnes of material reprocessed in primary and secondary markets as a result of Covenant-funded projects	<p>KPI 5.(a) Supporting Covenant-funded recycling projects As a joint funding party on Covenant projects, the Victorian Government will support appropriate recycling projects that are consistent with the priorities in the Covenant's Strategic Plan 2010-15 and with Victoria's priorities. This includes projects that extend the</p>	Projects supported	<p>In the mid-2011 Packaging Covenant funding round, the Victorian Government committed approximately \$175,000 (ex GST) towards co-funding the following six new projects that will extend the availability of workplace and public place recycling or develop markets for recovered used packaging materials:</p> <ul style="list-style-type: none"> • Ararat Rural City Council – installation of recycling bins

⁶ See http://www.resourcesmart.vic.gov.au/for_government/data_and_reporting_5483.html for further information.

KPI [Relevant APC Strategic Plan Target ³ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
	availability of workplace and public place recycling and projects that develop markets for recovered used packaging materials. ⁷		<ul style="list-style-type: none"> • Australian Council of Recycling – Revised Industry Recycling Materials Specification • Australian Food and Grocery Council (AFGC) – Away from Home Recycling across Colonial Mutual Shopping Centres • City of Kingston – Closing the Loop on Mordialloc Shopping Strip • Coles – Mixed Plastic Recycling Trial (in-store recycling bins) • Crown Melbourne – Public Recycling Scheme. <p>In addition, a number of projects that were approved under the former National Packaging Covenant continued in 2011. Of these, the Victorian Government provided approximately \$455,000 (ex GST) of funding (as project contract milestones were met) to the following seven projects that have increased, or will increase, recycling, mostly in workplace and public place settings:</p> <ul style="list-style-type: none"> • AFGC – Westfield Out and About Recycling • AMCOR – Recyclepak • Bass Coast Shire Council – Public place recycling • Grampians Regional Waste Management Group – Race to Recycle in the Wimmera • Sustainability Victoria – Household Kerbside Systems – Increasing Recovery • Veolia – Recyclepak • YUM! KFC – In-store recycling.

⁷ This aligns with Goal 2, Strategies 1 and 2 in the Covenant’s Strategic Plan 2010-15

KPI [Relevant APC Strategic Plan Target ³ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
	<p>KPI 5.(b) Funding other programs that support the recycling of used packaging and its reuse The Victorian Government will continue to fund a range of programs that support the collection and recycling of used packaging and the development of markets for its reuse.</p>	<p>Programs supported</p>	<p>The Victorian Government, through Sustainability Victoria, provided project funding for the Regional Towards Zero Waste Support Program. Under that program, the following projects were completed in 2011:</p> <ul style="list-style-type: none"> • NevRwaste’s Public place recycling for sporting facilities in north east Victoria project achieved a 33% reduction in litter exceeding their 15% target. The project also achieved increases in recyclables recovered from waste bins at nine sporting facilities across the region. • The Northern Victorian Litter Initiative: Goulburn Valley Regional Waste Management Group (Resource GV) will reduce litter along the Murray River through the findings of their qualitative research in Mildura and Swan Hill with Murray River holiday visitors and campers. This has informed the development of a best practice litter prevention strategy for high volume camping sites. • Recycling in the streets: Improving resource recovery in the Central Murray. The project delivered a public place recycling program in Gannawarra Shire Council and the Swan Hill CBD and a kerbside recycling program in Buloke Shire Council. At completion, the project had recovered 11 tonnes through public place recycling and 38 tonnes of kerbside commingled recycling. <p>Additionally, the Victorian Government, through Sustainability Victoria, provided 25 public place</p>

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KPI [Relevant APC Strategic Plan Target ³ (if any)]	Victorian Government APC 2011- 15 Action Plan Commitments	Measure	2011 Report
			recycling grants. This is part of the implementation of the Victorian litter strategy (see KPI 8(a) below for more details).

PERFORMANCE GOAL 3 - PRODUCT STEWARDSHIP

Demonstrate commitment of all signatories

Outcomes:

- Signatories in the supply chain working with others to improve packaging design and recycling
- Reduction in litter

KPI [Relevant APC Strategic Plan Target ⁸ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
<p>6. Proportion of signatories that have formal processes for working with others to improve packaging design and recycling.</p> <p>[Target: 70% of Covenant signatories are implementing formal policies and procedures in working with others to improve design, procurement and recovery of packaging.]</p>	<p>KPI. 6 Supporting Covenant-funded projects relating to product stewardship As a joint funding party on Covenant projects, the Victorian Government will support appropriate projects relating to product stewardship that are consistent with the priorities in the Covenant's Strategic Plan 2010-15 and with Victoria's priorities. This includes projects that encourage collaboration between participants in the supply and recovery chain.⁹</p>	<p>Number of Covenant projects supported that relate to product stewardship and amount of funding committed</p>	<p>The Packaging Covenant projects co-funded by the Victorian Government involve collaboration between participants in the packaging design, supply, use and recovery chain. (See KPIs 1(d), 5(a) and 8(b) for details.)</p>
<p>7. Proportion of signatories demonstrating other product stewardship outcomes for packaging.</p>	<p>KPI 7. Supporting product stewardship approaches The principle of product</p>	<p>Product stewardship initiatives</p>	<p>The Victorian Government is a member of the Product Stewardship Working Group established under the National Waste Policy. In</p>

⁸ By June 2015, unless otherwise stated.

⁹ This aligns with Goal 3, Strategies 1 - 4 in the Covenant's Strategic Plan 2010-15

KPI [Relevant APC Strategic Plan Target ⁸ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
	stewardship is embedded in the <i>Environment Protection Act 1970</i> . ¹⁰ The Victorian Government will continue to support product stewardship initiatives ¹¹ and to work with other jurisdictions to identify and implement product stewardship programs across sectors. This includes assisting with the development and implementation of the Product Stewardship Framework, which forms part of the National Waste Policy. ¹²	undertaken	that role, the Victorian Government supported various national product stewardship initiatives, in particular: <ul style="list-style-type: none"> • the Product Stewardship Act 2011 • the National Television and Computer Recycling Scheme, the first to be introduced under the new legislation.
8. Reduction in the number of packaging items in litter. [Target: continuous reduction in the number of packaging items in litter.]	KPI 8.(a) Implementing Victoria's litter strategy action plan In August 2009, the former Victorian Government released the Victorian litter strategy: <i>Creating cleaner, safer places – working together to remove litter from Victoria's environment</i> . The Victorian Government has	Initiatives undertaken to implement the VLAA litter action plan	The Victorian Litter Action Alliance Litter Action Plan details actions to be implemented under the Litter strategy. In 2011, Sustainability Victoria funded \$1.24 million towards 25 public place recycling grants ¹⁴ and 7 Roadside Litter grants supported by the Roadside Litter kit. The Victorian Litter Report covering the 2010

¹⁰ *Environment Protection Act 1970* (Vic), section 1H

¹¹ For more information, see <http://www.sustainability.vic.gov.au/www/html/1633-product-stewardship.asp> and http://www.epa.vic.gov.au/waste/product_stewardship.asp.

¹² <http://www.environment.gov.au/wastepolicy/index.html>

KPI [Relevant APC Strategic Plan Target ⁸ (if any)]	Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
	appropriate projects relating to litter that are consistent with the priorities in the Covenant's Strategic Plan 2010-15 and with Victoria's priorities. This includes projects that improve data on litter and projects that mitigate litter issues, including through infrastructure, systems, education, behaviour change and compliance and enforcement activities. ¹⁶		reduction as a result of implementing the recycling program. Additionally, in 2011 the Victorian Government provided funding of \$64,000 to two projects relating to litter reduction that were approved under the former National Packaging Covenant, namely: <ul style="list-style-type: none"> • Barwon Regional Waste Management Group – Victoria's Coast – Too Lovely To Litter, and • Highlands Regional Waste Management Group – Western Highway Roadside Litter. These projects were both completed in 2011.

¹⁶ This aligns with Goal 3, Strategies 1 - 4 in the Covenant's Strategic Plan 2010-15

ADDITIONAL COMMITMENTS

As a jurisdiction, the Victorian Government has further, distinct commitments that demonstrate its commitment to the Covenant.

Additional Victorian Government APC 2011-15 Action Plan Commitments	Measure	2011 Report
<p>Contributing to funding of the Covenant Secretariat This funding will be provided in line with the 2010 Service Agreement between jurisdictions and the National Packaging Covenant Industry Association.</p>	<p>Funding contributed</p>	<p>The Victorian Government has made its annual funding contribution towards the Covenant Secretariat.</p>
<p>Contributing to Covenant Council and to the Covenant Management Committee Victoria will contribute –</p> <ul style="list-style-type: none"> ▪ to Covenant Council as a member, alternate member or observer, as agreed by jurisdictions ▪ to the Covenant Management Committee, as agreed by jurisdictions ▪ to working groups and projects established by Covenant Council and the Covenant Management Committee 	<p>Number of Covenant Council meetings attended</p> <p>Participation in working groups and projects</p>	<p>By agreement, the jurisdictions that are currently members of Covenant Council are Queensland, New South Wales, Western Australia and the Commonwealth. In 2011, a Victorian Government representative attended two of the four Covenant Council meetings as an observer. Victorian Government representatives also participated in the Litter Data Working Group that was established by Covenant Council in August 2011.</p>
<p>Undertaking annual brand owner surveys Victoria will continue to coordinate an annual brand owner survey, as required by the National Environment Protection Measure (Used Packaging Materials) (clause 18) and the Victorian Waste Management Policy (Used Packaging Materials) (clause 19).</p>	<p>Brand owner survey undertaken</p>	<p>A brand owner survey was commenced in May 2011, with Victoria’s results provided to the Covenant Secretariat in August 2011 for initial follow-up.</p>
<p>Reporting to the National Environment Protection Council Victoria will continue to publicly report annually via the National Environment Protection Council (NEPC) on the actions it is taking to implement the National Environment Protection</p>	<p>Report provided and published on NEPC website</p>	<p>The report on Victoria’s implementation in 2010-11 of the National Environment Protection Measure (Used Packaging Materials) was published in early 2012 as part of NEPC’s 2010-11 Annual Report. It includes the</p>

Measure (Used Packaging Materials) through the Victorian Waste Management Policy (Used Packaging Materials). This includes the Victorian Local Government Annual Survey, which measures the amount of recyclables collected from households and dropped off at transfer stations by households. These actions, and NEPC's evaluation of their effectiveness, are noted in reports published on NEPC's website.¹⁷

Victorian Local Government Annual Survey results for 2010-11.¹⁸

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¹⁷ See http://www.nepc.gov.au/annual_report

¹⁸ <http://www.nepc.gov.au/sites/default/files/2010-11%20NEPC%20Annual%20Report.pdf> (approx. 6 MB)