

NATIONAL PACKAGING COVENANT

**GOVERNMENT OF VICTORIA  
Action Plan**

**February 2007 To June 2009**



The Government of Victoria, as a signatory to the National Packaging Covenant (2005), reiterates that it:

- recognises that a cooperative approach between industry and all spheres of government is essential to achieve a nationally consistent approach to the lifecycle management of consumer packaging and paper including its recovery, utilisation and ultimate disposal.
- recognises that it is essential to devise Australian solutions to the management of consumer packaging and paper throughout its lifecycle and the implementation of sustainable materials recovery systems and the development of sustainable markets.
- subscribes to the objectives of the Covenant to reduce environmental degradation arising from the disposal of used consumer packaging and conserve resources through:
  - better product design;
  - increased reduction, re-use and recycling of used packaging materials;
  - reduced use of non-recyclable materials;
  - reduced amount of used packaging materials going to landfill; and
  - reduced incidence of packaging being littered.
- subscribes to the overarching targets set out in the Covenant:
  - Signatories will work together to increase the amount of post consumer packaging recycled from 48% (2003 baseline data) to 65% by 2010;
  - Increase recycling rate of packaging manufactured using 'non-recyclable' packaging from 10% (2003 baseline data) to 25% by 2010;
  - No increase in the amount of packaging disposed of to landfill (against 2003 baseline data).
- recognises and embraces the forces of change set out in the Covenant and supports the principle of product stewardship, which means the ethic of shared responsibility through the lifecycle of products including the environmental impact of the product through to and including its ultimate disposal.
- accepts responsibility for the environmental impacts associated with the sphere of its own activities.

This Victorian Government Action Plan is for the period February 2007 to June 2009.

**John Thwaites MP**  
Minister for Environment  
February 2007

## Introduction and Executive Summary

The Government of Victoria has given a policy commitment to use resources more efficiently through:

- Implementation of Government policies: *The Sustainable State*, the *Environmental Sustainability Framework: Our Environment Our Future* and *Sustainability in Action: Towards Zero Waste Strategy*;
- Promoting reductions in Victoria's demand for energy, water and raw materials;
- Leading by example with respect to its own activities;
- Smarter and more efficient means of production and consumption;
- Innovation and better technology to produce more resource efficient products and services; and
- Direction of savings from more efficient resource use towards more productive and sustainable investments.

*The Sustainable State* sets out the Government's plan to develop Victoria as a world leader in environmental sustainability by promoting changes to the ways we use energy, water and other resources central to modern lifestyles. In relation to the goals of cleaner production and waste minimisation set out in *The Sustainable State*, the Victorian Government has committed to:

- Continue to work in partnership with industry and provide incentives through the Sustainability Fund to encourage new ways to reduce waste and consumption of resources and to produce recyclable products.
- Encourage innovation in cleaner production, resource efficiency and waste reduction and aim to move away from landfill by 2020.

Victoria's *Environmental Sustainability Framework: Our Environment Our Future* provides direction for government, business and the community to build environmental considerations into the way we work and live. The Framework establishes three strategic directions, including 'using our resources more efficiently' which requires reductions in the quantity of solid waste generated and increases in the amount of post consumer materials recovered for reuse, recycling and energy generation. *Our Environment Our Future* includes the additional directions of 'reducing our everyday environmental impacts' and 'Government Leadership'.

*Sustainability in Action: Towards Zero Waste Strategy* (Towards Zero Waste) establishes the goals and directions for Victoria's solid waste management and resource recovery framework. The strategy's vision is for Victoria to be well advanced along the pathway of becoming a low waste society by 2014.

The targets and strategies of *Towards Zero Waste* cover all aspects of solid waste management in Victoria, ranging from households to businesses and schools, and are aligned with the objectives of the *Environmental Sustainability Framework: Our Environment Our Future*. *Towards Zero Waste*, together with Melbourne 2030, the Victorian Greenhouse Strategy and *Our Water, Our Future*, help to achieve the States environmental sustainability goals.

Since the establishment of kerbside recycling services in the mid 1980s, Victoria now has one of the best recycling systems in Australia, with 96% of all households having access to a kerbside recycling system. As at 30 June 2006, 40 Victorian Councils had

best practice kerbside systems in place. As a result of high public participation rates, there has been a steady increase in recycling rates for beverage containers and other reusable materials such as newspapers.

Increasing the recovery of resources from kerbside recycling collection systems was the primary focus of the original Covenant. The strengthened Covenant also focuses on the establishment of additional collection infrastructure in away from home venues, such as shopping centres, streets, major events and institutions.

The State Government is leading by example by requiring Victorian Government Departments to adopt environmental management systems that minimise environmental impacts. The Government's requirements for its departments include reporting on waste disposed to landfill and waste recycled, energy and water consumption in government buildings, paper consumption, and optimising transport use.

This Action Plan sets out details of Victorian Government actions that will contribute to the objectives and overarching targets set out in the strengthened National Packaging Covenant. While the Action Plan extends until June 2009, amendments may be submitted following the mid term review to be conducted in 2008. Governments are responsible for committing actions and reporting against KPIs 8, 11, 15-18, 20, 21, and 24-29. In addition, the Victorian Government will commit to actions that support progress towards KPIs 2, 3, 5-7, 9, and 12-15. A summary of the actions included in the plan is presented below.

Leading by Example:

- Expanding implementation of Government Environment Management Systems (EMS) to all Government agencies with greater than 200 staff, including maximising recycling and minimising disposal to landfill of post-consumer packaging.

Data Monitoring and Reporting:

- Establishing baseline data for future annual reporting against Key Performance Indicators (KPIs);
- Assisting with the development of national methodologies for monitoring and reporting against KPIs.

Kerbside Recycling:

- Providing financial support to increase the number of councils providing best practice kerbside recycling systems;
- Maintaining and improving other domestic collection systems (eg. drop off centers).

Away from Home Recycling:

- Establishing additional resource recovery collection infrastructure in the away from home sector, including public places, sporting venues and hotels/restaurants;
- Enhancing the recovery of resources from existing collection infrastructure in the 'away from home' sector.

Increases in the use of recycled content and reductions in the use of non-recyclable materials in packaging manufactured:

- Ensuring that procurement specifications and procurement practices for appropriate government goods and services are designed to avoid the purchase of 'non-recyclable' consumer packaging;

Education and Awareness:

- Providing on-going information and guidance to businesses to assist them in using their resources more efficiently;
- Providing education and awareness programs to governments, schools and the broader community relating to waste minimisation;
- Providing education and awareness campaigns in relation to litter reduction;

Litter Prevention and Control:

- Facilitating a comprehensive strategy of litter reduction in consultation with local government, the packaging industry, other industry sectors, non-government organisations and the community;
- Ongoing implementation of the best practice litter kit and marketing to relevant agencies through the 'Victorian Litter Action Alliance (VLAA) Litter Champion';
- Employment of a dedicated Litter Enforcement Program Officer to enhance the litter enforcement capabilities of partner agencies, particularly Local Government, through providing enhanced training.

Enforcing the National Environment Protection Measure (Used Packaging Materials) (NEPM):

- Identifying non-signatories to the Covenant and enforcing the NEPM through Victoria's Waste Management Policy (Used Packaging Materials)

Contributions to National Packaging Covenant Arrangements:

- Contributions to funding;
- Government representation on National Packaging Covenant forums, including the Covenant Council, National Projects Group, Victorian Jurisdictional Projects Group.

**Agency Roles in Delivery of Victorian Government's Obligations**

Environment Protection Authority (EPA) Victoria

EPA is a statutory authority established under the *Environment Protection Act (1970)* (Victoria). EPA consists of approximately 395 staff, with its head office located in Melbourne and a number of other offices in regional Victoria.

EPA's primary role in delivery of the Victorian Government's obligations under the National Packaging Covenant is:

- To enforce the National Environment Protection Measure (Used Packaging Materials) through the Waste Management Policy (Used Packaging Materials);

- To provide guidance to stakeholders about their obligations under the Waste Management Policy (Used Packaging Materials) and the Covenant;
- To co-ordinate preparation and submission of Annual Reports and Action Plans to Covenant Council on behalf of the Victorian Government;
- To represent the Victorian Government on the National Packaging Covenant Council (NPCC);

For further information about EPA, refer to: [www.epa.vic.gov.au](http://www.epa.vic.gov.au).

#### Sustainability Victoria

On 1 October 2005, the former Ecorecycle Victoria and Sustainable Energy Authority of Victoria (SEAV) joined forces to become Sustainability Victoria. Sustainability Victoria consists of approximately 120 staff and its offices are located in Melbourne.

The objectives of Sustainability Victoria are to:

- Change the behaviour of all Victorians to live within our sustainable limits; and
- Stimulate innovation in technologies to deliver sustainable outcomes.

With a focus on delivering sustainable outcomes across:

- Energy by reducing our consumption through energy efficiency improvements and accelerating the uptake of renewable energy, leading to reduced greenhouse gas emissions;
- Materials by reducing the amount of waste we generate, reducing litter and increasing recycling; and
- Water by reducing consumption and improving water use efficiency

Sustainability Victoria's primary role in the delivery of the Victorian Government's obligations under the National Packaging Covenant is:

- To undertake an annual recycling survey of local governments in Victoria;
- To undertake an annual survey of the performance of the recycling industry in Victoria;
- To provide education and awareness programs for schools, businesses and government that are designed to minimise waste and optimise resource efficiency;
- To facilitate programs designed to increase recycling and to increase the market for recyclable materials;
- To administer and co-ordinate implementation of JPG projects;
- To represent the Victorian government on the National Projects Group (NPG);
- To assist EPA with preparation of Victorian Government Annual Reports and Action Plans for submission to the Covenant Council.

For further information about Sustainability Victoria, refer to:  
[www.sustainability.vic.gov.au](http://www.sustainability.vic.gov.au)

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All Government Departments

All government departments, including EPA Victoria and Sustainability Victoria, are responsible for implementation of the Victorian Government's Environmental Management System (EMS), which includes provisions for contributions to the sustainable management of consumer packaging and paper.

<b>GOAL 1 – PACKAGING OPTIMISED TO INTEGRATE CONSIDERATIONS ABOUT RESOURCE EFFICIENCY, MAXIMUM RESOURCE RE-UTILISATION, PRODUCT PROTECTION, SAFETY AND HYGIENE.</b>			
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<b>KPI 1</b>  Total weight of consumer packaging (domestic & imported) sold per annum into the Australian market and the total weight of products packaged.	Not applicable to governments.		
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>

<p><b>KPI 2</b></p> <p>Resources used to produce packaging, by material type:          - energy (mega joules).          - water (kilolitres).</p>	<p><i>(Individual Packaging Manufacturers are required to report against this KPI)</i></p> <p>Not applicable to governments, however the Victorian Government will contribute to this KPI by delivering programs and resources to assist companies in the packaging supply chain to minimise the consumption of energy and water, including:</p> <p>a) Resource Smart Business (RSB) program designed to support innovative sustainable business practices for companies including those in the packaging supply chain.</p> <p>b) EPA Resource Efficiency Programs:          The EPA Industry Greenhouse Program has proved successful in delivering economic and greenhouse benefits to licensed sites. As an ongoing requirement of this program, companies must:</p> <ul style="list-style-type: none"> <li>o Report energy consumption and direct/indirect greenhouse gas emissions;</li> <li>o Pursue continuous improvement in the management of energy and greenhouse gas emissions;</li> <li>o Conduct regular reviews of operations;</li> <li>o Implement best practices.</li> </ul> <p>The Environmental and Resource Efficiency Plans (EREPS) program will require Victoria’s largest industrial and commercial users of water and energy to assess energy, water and waste flows, and to identify and implement cost effective opportunities for reducing these flows. In addition, there will be voluntary programs for other businesses through industry associations and targeted programs for key areas such as smaller commercial and industrial resource users.</p>	<p>Ongoing implementation of program.</p> <p>Ongoing implementation of program with licence holders</p> <p>Develop EREPS regulations, commence program implementation</p>	<p>Sustainability Victoria</p> <p>EPA Victoria</p> <p>EPA Victoria</p>
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	<p>c) Water Management Plans: As part of the Government's <i>'Our Water Our Future'</i> white paper, water authorities will work with their non-residential water consumers to develop water management plans which address water conservation and improvements to the quality of discharges including trade waste and sewerage. Resources including access to support materials, specialist advice, funding assistance and education materials will be provided to eligible businesses.</p>	<p>Program implementation</p>	<p>Water Authorities</p>
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>



	<p>Australia's) major design awards, to promote sustainability criteria across all award categories. NB - Awards often include packaging components and categories.</p> <p>e) Promoting <i>Design for Sustainability</i> (DfS) to Victorian design professionals to assist them to incorporate sustainability criteria and considerations into product design and client liaison.</p>	<p>and award criteria supported</p> <p>Continued support for DfS and number of design professionals contacted</p>	<p>Victoria</p> <p>Sustainability Victoria</p>
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<p><b>KPI 4</b></p> <p>Changes to protection, safety, hygiene, shelf life or supply chain considerations affecting amount &amp; type of packaging used.</p>	<p>Not applicable to governments.</p>		
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>

<p><b>KPI 5</b></p> <p>Average % per annum, of post-consumer recycled content in packaging manufactured.</p>	<p><i>(Individual packaging manufactures required to report against this KPI)</i></p> <p>Not applicable to governments, however the Victorian Government will support this KPI through the Whole of Victorian Government Environmental Management System and through the delivery of programs and grants. The Victorian Government will:</p> <p>a) Work towards the development of procurement guidelines that specify a preference towards post consumer recycled materials as part of the Whole of Victorian Government Environmental Management System.</p> <p>b) Provide ongoing support for the Sustainable Packaging Alliance, including the promotion of post consumer packaging materials across the packaging supply chain. (see KPI 3a for further detail)</p>	<p>Procurement guidelines included in EMS</p> <p>Refer KPI 3a</p>	<p>Government EMS</p> <p>Sustainability Victoria</p>
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>

<p><b>KPI 6</b></p> <p>Total weight, by type, of “non-recyclable” packaging sold per annum into the Australian market.</p>	<p><i>(Individual Brand Owners required to report against this KPI)</i></p> <p>Not applicable to governments, however the Victorian Government will support this KPI through the Whole of Victorian Government Environmental Management System and through the delivery of programs and grants. The Victorian Government will:</p> <p>a) Ensure that procurement specifications are designed to avoid the purchase of goods that contain ‘non-recyclable’ materials and packaging. (For example, remanufactured toner cartridges and toner recycling services are available as part of the whole of government State Purchasing Contract for stationary.)</p> <p>b) Provide ongoing support for the Sustainable Packaging Alliance, including promoting the avoidance of “non-recyclable” packaging used in the design and production of packaging products. (see KPI 3a for further detail)</p>	<p>Procurement guidelines included in EMS</p> <p>Refer KPI 3a</p>	<p>Government EMS</p> <p>Sustainability Victoria</p>
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>

<p><b>KPI 7</b></p> <p>Total weight of consumer packaging disposed to landfill.</p>	<p><i>(National Packaging Covenant Council is required to report against this KPI)</i></p> <p>Not applicable to governments, however the Victorian Government is committed to assisting the NPCC to report against this KPI by:</p> <ul style="list-style-type: none"> <li>a. Participating in, and contributing to projects and methodologies that will identify the total weight of consumer packaging disposed to landfill.</li> <li>b. Providing data on waste sent to landfill from government departments that are required to demonstrate compliance with the waste component of the Whole of Government Environmental Management System.</li> </ul>	<p>Methodology developed / project delivered</p> <p>Data collected and reported</p>	<p>EPA Victoria</p> <p>Government EMS</p>
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>
<p><b>KPI 8</b></p> <p>Consumer packaging as a % by weight of total waste and relative to other waste stream components.</p>	<p>The Victorian Government is committed to:</p> <ul style="list-style-type: none"> <li>a) Working with the NPCC and other jurisdictions to develop consistent methodologies to report against this KPI.</li> <li>b) Coordinating and implementing Victorian component of survey as per agreed methodology, and reporting to NPCC.</li> <li>c) Coordinating Local Government Data Collection to calculate kerbside recycling rates.</li> </ul>	<p>Methodology developed</p> <p>Project delivered and reported</p> <p>Data collected and reported</p>	<p>EPA Victoria</p> <p>EPA Victoria</p> <p>Sustainability Victoria</p>

<b>GOAL 2 – EFFICIENT RESOURCE RECOVERY SYSTEMS FOR CONSUMER PACKAGING AND PAPER</b>			
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<p><b>KPI 9</b></p> <p>Total weight of consumer packaging recycled, through:            (a) Domestic and            (b) Away from Home recovery systems respectively.</p>	<p><i>(Local Governments and individual recyclers &amp; re-processors to report against this KPI)</i></p> <p>Not applicable to state governments, however the Victorian Government is committed to the following actions designed to increase recycling rates and improve reporting against this KPI:</p> <p><u>Investment in Infrastructure</u></p> <ul style="list-style-type: none"> <li>▪ The Municipal Resource Recovery Infrastructure Investment Grants Program assists with the development of best practice facilities and tools to deliver the <i>Towards Zero Waste</i> target of a 65% recovery rate (by weight) of municipal and household waste for reuse, recycling or energy generation by 2014. Funding will be provided for municipal resource recovery infrastructure to increase resource recovery from the municipal waste stream. <i>(NB: Funding will assist in the recovery of all recyclable materials, not just consumer packaging materials.)</i></li> </ul> <ul style="list-style-type: none"> <li>➢ 2006-07 financial year           <ul style="list-style-type: none"> <li>▪ \$1.9 million funding allocated</li> <li>▪ 12 Projects to be completed (anticipated)</li> </ul> </li> <li>➢ 2007-08 financial year           <ul style="list-style-type: none"> <li>▪ \$1.6 million funding allocated</li> <li>▪ 18 Projects to be completed (anticipated)</li> </ul> </li> </ul>	<p>Funding expended,            Projects delivered</p> <p>Funding expended,            Projects delivered</p>	<p>Sustainability            Victoria</p> <p>Sustainability            Victoria</p>

	<p><u>Reporting</u></p> <p>a) Continue to conduct the annual Local Government Data Collection survey as part of annual NEPM reporting obligations to establish kerbside collection data</p> <p>b) Following on from work conducted in 2006 and 2007, continue to work other jurisdictions on a national data collection project (MRF project).</p> <p><u>Programs</u></p> <p>c) Continue to deliver the Waste Wise program (aimed at increasing 'away from home' recycling rates) to business, schools, events, networks, local government and community (including small to medium businesses)</p> <p>d) Promote 'away from home' resource recovery projects and take back systems, including public place recycling and commercial and industrial recycling, as a key priority area for the Victorian JPG.</p> <p><u>Improved Systems</u></p> <p>e) Target an additional 10 councils taking up the Best Practice Kerbside Recycling Program by mid 2007.</p>	<p>Data collected and reported</p> <p>Methodology reviewed, project implemented.</p> <p>Number of Waste Wise programs delivered</p> <p>Number of projects funded by the National Projects Group</p> <p>Number of councils with Best Practice Kerbside Recycling systems. Recyclables yield of best practice systems.</p>	<p>Sustainability Victoria</p> <p>EPA Victoria</p> <p>Sustainability Victoria</p> <p>Sustainability Victoria / EPA Victoria</p> <p>Sustainability Victoria</p>
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>

<b>KPI 10</b>			
Total weight of recycled consumer packaging sold to end-users.	Not applicable to governments.		
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<b>KPI 11</b>			
Number of Councils operating according to good practice collection principles and state-based benchmarks.	<p>The Best Practice Kerbside Program has been a key initiative to increase the recovery of recyclable materials from the kerbside system. The Victorian Government will continue to provide financial support for local governments that introduce a Best Practice Kerbside Recycling System. Key targets include:</p> <p>a) Ten additional Councils taking up the Best Practice Kerbside Recycling Program;</p> <p>b) Five councils committed to expanding their kerbside collection to include organics.</p>	<p>Number of councils</p> <p>Number of councils</p>	<p>Sustainability Victoria</p> <p>Sustainability Victoria</p>
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<b>KPI 12</b>	<i>(Local Governments to report against this KPI)</i>		
Percentage of households with access to kerbside collection systems.	The Victorian Government will continue to support kerbside collection systems as a key recycling strategy and will maintain systems for collecting data from Victorian councils to report against this KPI.	Percentage of households	Sustainability Victoria
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<b>KPI 13</b>	<i>(Local Governments to report against this KPI)</i>		
Percentage of households with access	The Victorian Government will maintain systems for collecting data from Victorian local councils for annual reporting against	Percentage of households	Sustainability Victoria

to other domestic collection systems.	this KPI.		
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<b>KPI 14</b>  Number of commercial and industrial premises with packaging recycling collection systems.	<i>(National Packaging Covenant Council is required to report against this KPI)</i>  Not applicable to governments, however the Victorian Government will support this KPI through the Commercial & Industrial Infrastructure grants program (approximately \$1.5 per annum) designed to assist with the development of infrastructure to recover resources (including packaging materials) from the commercial and industrial (C&I) and construction and demolition (C&D) waste streams.	Funding expended, Projects delivered	Sustainability Victoria
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>

<p><b>KPI 15</b></p> <p>Percentage of Councils and government agencies providing public place recycling infrastructure.</p>	<p>The Victorian Government will undertake the following actions to contribute to this KPI:</p> <p>a) Collect data on the number of recycling bins installed and the tonnages collected;</p> <p>b) Invest \$290,000 in Public Place Recycling projects including:</p> <ul style="list-style-type: none"> <li>▪ Updating Public Place Recycling guidelines;</li> <li>▪ Promoting national retail project guidelines;</li> <li>▪ Providing Public Place Recycling grants;</li> <li>▪ Supporting guidelines, case studies and sustainability assessments in major venues;</li> <li>▪ Supporting 'Resource Smart' signage guidelines</li> </ul> <p>c) Through the Victorian Jurisdictional Projects Group, encourage and support projects that increases public place recycling rates through improved infrastructure.</p>	<p>Data collected</p> <p>Projects delivered</p> <p>Number of Public Place Recycling projects</p>	<p>Sustainability Victoria</p> <p>Sustainability Victoria</p> <p>Sustainability Victoria / EPA Victoria</p>
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>
<p><b>KPI 16</b></p> <p>Percentage of signatories providing recycling collection facilities for post-consumer packaging generated on-site.</p>	<p>The Victorian Government is committed to the following actions related to this KPI:</p> <p>a) Continually expand and improve recycling collection facilities in Victorian Government Departments and agencies involved in the Whole of Victorian Government EMS;</p> <p>b) Obtaining data and reporting the number Victorian Government Departments providing recycling collection facilities for post-consumer packaging generated on-site</p>	<p>Government Departments with recycling facilities</p> <p>Data reported</p>	<p>Government EMS</p> <p>Government EMS</p>

<b>GOAL 3 – CONSUMERS ABLE TO MAKE INFORMED DECISIONS ABOUT CONSUMPTION, USE AND DISPOSAL OF PACKAGING OF PRODUCTS.</b>			
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<b>KPI 17</b>  Amount and type of consumer packaging in the litter stream.	The Victorian Government is committed to the following action to assist with reporting against this KPI:  a) Providing \$33,090 per annum towards the National Litter Index (NLI) conducted by Keep Australia Beautiful. The NLI identifies the type of items in the litter stream by material type, and provides information on litter volumes at the survey sites.	Funding provided, NLI Reports delivered	EPA Victoria
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>

<p><b>KPI 18</b></p> <p>Contamination rates in consumer packaging recovery systems (eg. kerbside, events, venues, public places, workplaces).</p>	<p>The Victorian Government will undertake the following actions to contribute to this KPI:</p> <ul style="list-style-type: none"> <li>a) Conduct the Local Government Recycling Survey to monitor contamination rates in kerbside recycling.</li> <li>b) Work with other jurisdictions to develop a national methodology for reporting against this KPI;</li> <li>c) Streamline the reporting process for Waste Wise events to provide information on tonnages collected and contamination rates in consumer packaging recovery systems.</li> <li>d) Deliver the Waste Wise program to communicate the benefits of recycling and the negative impacts of contamination in the recycling stream. (see KPI 9)</li> </ul>	<p>Data collected and reported</p> <p>Methodology developed</p> <p>Data collected and reported</p> <p>See KPI 9</p>	<p>Sustainability Victoria</p> <p>EPA Victoria</p> <p>Sustainability Victoria</p> <p>Sustainability Victoria</p>
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>
<p><b>KPI 19</b></p> <p>Improvements in consumer knowledge about the functional attributes of packaging, including recyclability/reuse.</p>	<p>Not applicable to governments.</p>		
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>

<p><b>KPI 20</b></p> <p>Improvements in littering behaviour.</p>	<p>The Victorian Government will contribute to this KPI by:</p> <ul style="list-style-type: none"> <li>a) Providing grants (\$200,000 for 2006/07) to local councils, regional waste management groups and other community groups for litter prevention initiatives with a particular focus towards cigarette butts which constitute over half of the Victorian litter stream.</li> <li>b) Funding a campaign targeting cigarette butt littering which is expected to rise when smoking bans in licensed premises come into effect in July 2007.</li> <li>c) Continuing to fund a position in Sustainability Victoria to review the 1995 litter strategy for the state. The strategy aims to provide clear direction for Victoria in preventing litter and reaching the Towards Zero Waste targets of a 25% reduction in littering behaviour and litter.</li> <li>d) Managing the role of the Litter Champion (funded through the Victorian Litter Action Alliance) to provide a coordinated approach to litter management and prevention across government, industry and community sectors.        NB: The following organisations are members of the Victorian Litter Action Alliance: <i>Melbourne Water, EPA Victoria, Sustainability Victoria, Parks Victoria, Vic Roads, Plastics and Chemicals Industry Association (PACIA), Product Stewardship Forum, Victorian Local Governance Association (VLGA), Victorian Waste Management Association (VWMA), Keep Australia Beautiful, City Of Melbourne, Municipal Association of Victoria (MAV), Association of Regional Waste Management Groups (AVRWGMG).</i></li> <li>e) Supporting local authorities with litter management and</li> </ul>	<p>Grant funds expended, projects delivered</p> <p>Campaign delivered</p> <p>Position funded</p> <p>Role managed</p>	<p>Sustainability Victoria</p> <p>Sustainability Victoria</p> <p>Sustainability Victoria</p> <p>Sustainability Victoria</p>
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	<p>enforcement through:</p> <ul style="list-style-type: none"><li>▪ The development of a Litter Enforcement Toolkit and accompanying workshops;</li><li>▪ The delivery of Illegal Dumping Forums to reduce and manage illegal dumping.</li></ul>		
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<b>GOAL 4 – SUPPLY CHAIN MEMBERS AND OTHER SIGNATORIES ABLE TO DEMONSTRATE HOW THEIR ACTIONS CONTRIBUTE TO GOALS (1)–(3) ABOVE.</b>			
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<p><b>KPI 21</b></p> <p>Estimated tonnage of consumer packaging recycled and sent to landfill respectively, from on-site collection facilities.</p>	<p>The Victorian Government is committed to reporting against this KPI as part of the 'Financial Reporting Direction 24A – Reporting of Office Based Environmental Impacts by Government Departments' including:</p> <p>a) Units of Waste produced per Full Time Equivalent (including recyclable materials)</p> <p>b) Total units of waste recycled (kgs)</p>	<p>Data collected and reported</p> <p>Data collected and reported</p>	<p>Government EMS</p> <p>Government EMS</p>
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<p><b>KPI 22</b></p> <p>Number of signatories who have formally adopted the ECoPP and developed systems for its implementation.</p>	<p><i>(National Packaging Covenant Council is required to report against this KPI)</i></p> <p>Not applicable to governments.</p>		
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>

<p><b>KPI 23</b></p> <p>Application of Covenant compliance procedures by NPCC to identify non-complying signatories.</p>	<p><i>(National Packaging Covenant Council is required to report against this KPI)</i></p> <p>Not applicable to governments.</p>		
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<p><b>KPI 24</b></p> <p>Implementation of NEPM procedures by jurisdictions.</p>	<p>The Victorian Government will undertake the following actions to contribute to, and report against this KPI:</p> <ul style="list-style-type: none"> <li>a) Maintain internal records of signatories and known non-signatories;</li> <li>b) Apply a nationally agreed methodology to conduct an audit of records kept by Victorian brand owners who are not signatories to the National Packaging Covenant (as per Cl. 16(4) of the NEPM);</li> <li>c) Apply a nationally agreed methodology to conduct a survey of packaged products sold by retailers and/or surveys of brand owners represented in materials recovery systems in Victoria (as per Cl. 18 of NEPM);</li> <li>d) Submit an annual report on NEPM implementation to the National Environment Protection Council (NEPC);</li> <li>e) Liaise with other jurisdictions regarding implementation of the NEPM, as required.</li> </ul>	<p>Records maintained/reported</p> <p>Number of audits conducted</p> <p>Report delivered</p> <p>Report delivered</p> <p>Level of coordination</p>	<p>EPA Victoria</p> <p>EPA Victoria</p> <p>EPA Victoria</p> <p>EPA Victoria</p> <p>EPA Victoria</p>
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>

<p><b>KPI 25</b></p> <p>Enforcement of the NEPM to 'free-riders' and non-complying Covenant signatories.</p>	<p>The Victorian Government is committed to:</p> <ul style="list-style-type: none"> <li>a) Maintaining internal records (including correspondence details) of known non-signatories that are 'free riders' to the Covenant;</li> <li>b) Enforcing the NEPM under the <i>Waste Management Policy</i> (Used Packaging Materials);</li> <li>c) Report the number of formal enforcement actions taken.</li> </ul>	<p>Records maintained/reported</p> <p>Enforcement actions</p> <p>Records maintained/reported</p>	<p>EPA Victoria</p> <p>EPA Victoria</p> <p>EPA Victoria</p>
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>

<p><b>KPI 26</b></p> <p>Implementation of Buy Recycled purchasing policy or practices.</p>	<p>The Victorian Government will contribute to this KPI by:</p> <ul style="list-style-type: none"> <li>a) Ensuring that under the environmental purchasing policy of the Victorian Government Purchasing Board (VGPB), entities are required to:           <ul style="list-style-type: none"> <li>o Incorporate environmental purchasing in procurement, planning and tender procedures, and</li> <li>o Consider the environmental impact in the selection of goods and services.</li> </ul> </li> <li>b) Revising its procurement policy and developing appropriate metrics.</li> <li>c) Delivering environmental purchasing considerations into PACCER training for Victorian Government procurement officers.</li> <li>d) Proving funding and support for the ECO-Buy environmental purchasing program.</li> </ul>	<p>Environmental guidelines included</p> <p>Metrics included</p> <p>Training sessions delivered</p> <p>Level of support delivered</p>	<p>Government EMS</p> <p>Government EMS</p> <p>Government EMS</p> <p>Sustainability Victoria</p>
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<b>GOAL 5 – ALL SIGNATORIES DEMONSTRATE CONTINUOUS IMPROVEMENT IN THEIR MANAGEMENT OF PACKAGING THROUGH THEIR INDIVIDUAL ACTION PLANS AND ANNUAL REPORTS.</b>			
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<b>KPI 27</b>  Establishment of baseline performance data.	The Victorian Government will implement this KPI by:  a) Maintaining records and data collection systems to report against all relevant KPIs in this Action Plan  b) Working with other jurisdictions and the NPCC to improve methodologies and reporting systems for jurisdictional KPIs	Data collection systems maintained and reported  Number of methodologies reviewed/updated	EPA Victoria  EPA Victoria
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>
<b>KPI 28</b>  Annual Reporting against Action Plan.	The Victorian Government will prepare an annual report against this action plan by 31 October each year.	Annual report delivered	EPA Victoria
<b>KPI</b>	<b>Commitment</b>	<b>Measure</b>	<b>Responsibility</b>

<p><b>KPI 29</b></p> <p>Demonstrated improvement and achievements against individual targets &amp; milestones.</p>	<p>The Victorian Government is committed to:</p> <ul style="list-style-type: none"> <li>a) Maintaining internal records and arranging external data collecting strategies</li> <li>b) Implementing continuous improvement processes for its programs and the Whole of Victorian Government Environmental Management System.</li> </ul>	<p>Data collection systems maintained and reported</p> <p>Improvements against jurisdictional KPIs</p>	<p>EPA Victoria</p> <p>EPA Victoria, Sustainability Victoria, Government EMS</p>
<p><b>KPI</b></p>	<p><b>Commitment</b></p>	<p><b>Measure</b></p>	<p><b>Responsibility</b></p>

<p><b>KPI 30</b></p> <p>Additional Actions - Whole of Victorian Government EMS</p>	<p>The Victorian Government is committed to implementing actions as part of the Whole of Victorian Government Environmental Management System. These commitments will help to better manage and reduce the environmental impact of government operations, and contribute towards Covenant targets. Government Departments will:</p> <ul style="list-style-type: none"> <li>a) Include information relating to waste management and environmental performance in their Annual Reports, reported in accordance with <i>FRD24A Reporting of Office-Based Environmental Impacts by Government Departments</i>.</li> <li>b) Implement an EMS to reduce their office-based environmental impact of waste production, paper consumption, energy use, transportation and water consumption.</li> <li>c) Comply with the Victorian Government’s Green Purchasing policy.</li> <li>d) Commission an independent environmental auditor to audit implementation of their EMS.</li> <li>e) As per KPI 21, commence development of consistent methodology for waste audits (including consumer packaging and paper) of Government premises.</li> <li>f) Ensuring that EMS co-ordinators meet on a regular basis to identify opportunities to apply Covenant principles across departments and agencies. A representative from EPA /Sustainability Victoria will attend these meetings at least twice a year to provide guidance in relation to Covenant signatory obligation and relevant Covenant</li> </ul>	<p>Environmental performance reported</p> <p>EMS implemented</p> <p>Compliance demonstrated</p> <p>Independent audit conducted</p> <p>Methodology commenced, data reported</p> <p>Number of meetings attended, opportunities identified</p>	<p>Government EMS</p> <p>Government EMS</p> <p>Government EMS</p> <p>Government EMS</p> <p>Government EMS</p> <p>Government EMS</p>
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KPI	Commitment	Measure	Responsibility
<p><b>KPI 31</b></p> <p>Additional Actions – Participation and contribution to regular forums regarding the National Packaging Covenant:</p>	<p>developments.</p> <p>Victorian Government representatives will participate and contribute to the following regular multi-stakeholder forums regarding implementation and progress of the National Packaging Covenant:</p> <ul style="list-style-type: none"> <li>• Victorian Jurisdictional Projects Group (JPG)</li> <li>• National Projects Group (NPG)</li> <li>• National Packaging Covenant Council (NPCC).</li> </ul>	<p>Meetings attended</p>	<p>EPA Victoria / Sustainability Victoria</p>

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