Foreword

In Getting Full Value: The Victorian Waste and Resource Recovery Policy (April 2013), the Victorian Government confirmed its commitment to participating in, developing and leading national product stewardship initiatives, and to continuing to be a signatory to the Australian Packaging Covenant (APC) or its future equivalents.

This document reports on how the Victorian Government delivered against the commitments it made in its APC Action Plan 2011-15 during the 2013 calendar year.

Highlights for 2013 included:

- A commitment of approximately $512,000 of co-funding (to be matched by the National Packaging Covenant Industry Association) for new APC projects that will extend the availability of workplace and public place recycling, and see the expansion of reprocessing technology.

- Approximately $61,000 of expenditure on existing APC projects.

- Moonee Valley City Council receiving the Premier’s 2013 Sustainability Award for their Wingate Public Housing Estate Recycling Program, an APC funded project that resulted in the installation of recycling bins at the Wingate Public Housing Estate.

- The launch of a further phase of the ‘Get it Right on Bin Night’ educational campaign by Sustainability Victoria, in collaboration with Metropolitan Waste Management Group and 30 Melbourne councils, and the strong level of awareness that has followed.

- Our continued support for roadside litter prevention projects.

- A commitment of approximately $600,000 to eight projects that seek to increase source separation of recyclable materials in the commercial and industrial sector, as part of the Smarter Resources, Smarter Business – Recycling program.

In 2014, I look forward to new highlights and to further actions to reduce the environmental impacts of consumer packaging.

Ryan Smith MP
Minister for Environment and Climate Change
March 2014
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 supports the Australian Packaging Covenant (APC) by administering the Victorian Waste Management Policy (Used Packaging Materials), which implements the National Environment Protection (Used Packaging Materials) Measure in Victoria. EPA also coordinates the Victorian Government’s APC Action Plan and Annual Reports, which are published on EPA’s website.

Sustainability Victoria
www.sustainability.vic.gov.au
Sustainability Victoria 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. Sustainability Victoria’s programs seek to maximise value from resources to improve Victoria’s productivity and competitiveness.

Sustainability Victoria is now the lead Victorian Government agency for APC projects.

Department of Environment and Primary Industries
www.depi.vic.gov.au
The Department of Environment and Primary Industries (DEPI) is primarily responsible for policy analysis, development and advice, and coordinates portfolio and government environmental sustainability strategies. DEPI also developed and leads implementation of Getting full value: the Victorian Waste and Resource Recovery Policy.

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 planning 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. In 2013, the Victorian Government committed to strengthening the statutory role and board structure of RWMGs, and to reduce their number from 12 to 6.¹

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.

|-----|----------------------------------------------------------|---------|-------------|
| 1.  | KPI 1.(a) Enforcing the National Environment Protection Measure (Used Packaging Materials) (the NEPM) through the Victorian Waste Management Policy (Used Packaging Materials) (the WMP)³  
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. | Number of non-signatory and non-compliant brand owners approached and number who subsequently sign, or recommit to the Covenant. | The Covenant Secretariat takes lead responsibility for approaching companies identified as potential brand owners to encourage them to become signatories to Australian Packaging Covenant (APC). The Secretariat refers non-responsive companies to the jurisdiction that their registered office is in.  
In 2013, EPA wrote to approximately 80 companies that the Covenant Secretariat had referred to it. As a result, a number of these companies elected to join the APC (rather than comply with the requirements of the WMP).  
As at 31 December 2013, there were 324 |

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2 By June 2015, unless otherwise stated.
3 The NEPM was re-made in September 2011. The WMP was re-made in April 2012.
<table>
<thead>
<tr>
<th><strong>KPI</strong></th>
<th><strong>Victorian Government APC 2011-15 Action Plan Commitments</strong></th>
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<tbody>
<tr>
<td>[Target #2: 70% of Covenant signatories assessing 100% of new packaging and 50% of existing packaging against the SPG.]</td>
<td></td>
<td>Victorian-based signatories to the APC, including 284 brand owners. By comparison, at the start of 2013, there were 299 Victorian-based APC signatories, including 259 brand owners.</td>
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<td><strong>KPI 1.(b) Implementing the Victorian Government’s Environmental Management System</strong></td>
<td><strong>KPI 1.(c) Supporting the delivery of Sustainable Packaging Guidelines capacity building services</strong></td>
<td><strong>Funding contributed to Covenant Secretariat</strong></td>
<td>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).</td>
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| The Victorian Government will support sustainable packaging design through departmental Environmental Management Systems and procurement policies and procedures. | The Victorian Government will contribute funding to the Covenant Secretariat to assist with the delivery of services including:  
- developing the capacity of Covenant signatories to implement the Sustainable Packaging Guidelines  
- auditing and reporting on signatories’ implementation of the Sustainable Packaging Guidelines. | | The Victorian Government has made its annual funding contribution towards the Covenant Secretariat. |
<table>
<thead>
<tr>
<th>KPI [Relevant APC Strategic Plan Target (if any)]</th>
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<tr>
<td>KPI 1.(d) Supporting Covenant-funded packaging design projects</td>
<td>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.4</td>
<td>Number of Covenant packaging design projects supported, and amount of funding committed</td>
<td>The Victorian Government continues to support sustainable packaging design. During 2013, there was a focus on other packaging related project priorities, as set out in this report.</td>
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<tr>
<td>KPI 1. (e) Supporting initiatives that promote good design</td>
<td>The Victorian Government will continue to support initiatives that promote good design in consumer packaging.</td>
<td>Types of initiatives supported</td>
<td></td>
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4 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

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<td>2. National recycling rate for packaging</td>
<td><strong>KPI 2. Supporting data quality improvements</strong>&lt;br&gt;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.²</td>
<td>Actions supported</td>
<td>Not applicable in 2013. In March 2012, the Covenant Council resolved to support a review of the Covenant’s recycling data methodology in 2014.</td>
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<tr>
<td>3. Proportion of signatories with on-site recovery systems for recycling used packaging</td>
<td><strong>KPIs 3. &amp; 4. Implementing the Victorian Government’s Environmental Management System and supporting relevant programs</strong>&lt;br&gt;The Victorian Government will support end markets for post-consumer recycled packaging materials by:&lt;br&gt;1. encouraging their use by Government departments and agencies and outside of government.</td>
<td>Actions taken to encourage the use of recycled packaging materials by Government departments and agencies and outside of government.</td>
<td>The Victorian Government has developed an environmental procurement policy that specifies a preference towards post consumer recycled materials. For details visit <a href="http://www.vgpb.vic.gov.au">www.vgpb.vic.gov.au</a>. Procurement guidelines are also available from this site. Government Departments provide data on an annual basis on their waste produced and waste recycled. In 2012-13 departments and agencies generated on average 92.8 kilograms</td>
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Australian Packaging Covenant  
Victorian Government 2013 Annual Report

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<tr>
<th>KPI [Relevant APC Strategic Plan Target(^5) (if any)]</th>
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<td>[Target: All Covenant signatories will have a formal documented policy of buying recycled products or materials.]</td>
<td>agencies through its Environmental Management System and procurement policies and procedures (2) providing resources to assist organisations – both government agencies and non-government organisations – to develop sustainable purchasing policies and practices.</td>
<td>of office waste per full time equivalent, and recycled approximately 84% of that waste. This data has been published in each department’s annual report (available from each Department’s website) and in the Office of the Commissioner for Environmental Sustainability’s 2012/13 Strategic Audit.(^7) By way of illustration, during 2013 Sustainability Victoria managed waste management practices and recycling systems under its EMS by: • Continuing to operate a five bin waste and recycling system, with bins for organics, comingled items, paper and cardboard, rubbish, and other plastics • Promoting waste minimisation initiatives to staff, such as ‘nude your food’ and Keep Cups • Undertaking staff awareness initiatives including a presentation from Second Bite and waste-themed films Under <em>Getting Full Value: The Victorian Waste &amp; Resource Recovery Policy</em>, departments and agencies will continue to investigate and act on opportunities to improve the efficiency of Victorian Government service delivery through waste reduction and resource efficiency initiatives.(^8)</td>
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<td>5.</td>
<td><strong>KPI 5.(a) Supporting Covenant-funded recycling projects</strong>&lt;br&gt;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 availability of workplace and public place recycling and projects that develop markets for recovered used packaging materials.(^\text{9})</td>
<td>Projects supported</td>
<td>In the mid-2013 Packaging Covenant funding round, the Victorian Government committed approximately $512,000 (ex GST) towards co-funding new projects that will extend the availability of workplace and public place recycling, and see the expansion of reprocessing technology. The new projects include:&lt;br&gt;• City of Yarra – Provision of a cardboard compactor to facilitate and grow the sharing of cardboard collection for effective recycling across several municipalities&lt;br&gt;• Desert Fringe Regional Waste Management Group - Recycling Glass fines&lt;br&gt;• Maribyrnong City Council – Away From Home Behaviour Study&lt;br&gt;• Westfield Shopping Centre Management Co Pty Ltd - Westfield Retailer and Cleaner Education Program including Uniform Signage Package (in docks)&lt;br&gt;• Sanitarium Health &amp; Wellbeing Company - Sanitarium Weet-Bix Kids TRYathon Event Recycling Program&lt;br&gt;• BP Australia Pty Ltd - Expansion of recycling at 200 BP owned and operated retail sites</td>
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\(^{9}\) This aligns with Goal 2, Strategies 1 and 2 in the Covenant’s Strategic Plan 2010-15
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| KPI 5.(b) Funding other programs that support the recycling of used packaging and its reuse | Programs supported | In August 2013, Phase B of the ‘Get it Right on Bin Night’ education campaign, addressing kerbside recycling behaviour, was launched by Sustainability Victoria in collaboration with the Metropolitan Waste Management Group and 30 Melbourne metropolitan Councils. In addition to APC funded activities, Sustainability Victoria expanded ‘Get it Right on
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| | | Bin Night’ to regional Victoria in August 2013. Professional development was provided to Councils on community engagement strategies for culturally and linguistically diverse communities. This seeks to assist councils to implement ‘Get it Right on Bin Night’ locally. The program will continue to be delivered by Sustainability Victoria across the state. Findings from Phase B included:  
  - 15% of people surveyed from metropolitan Melbourne reported seeing the campaign  
  - 30% of people statewide who saw the campaign recalled the key message “do not put recycling in plastic bags”  
  - 10% of metropolitan households reported seeing online ads  
  - 7 percentage point increase of Metropolitan people not putting recycling in plastic bags | | |
| | | In 2013, the Victorian Government also committed approximately $600,000 to eight projects in the Smarter Resources, Smarter Business - Recycling grant round. The fund seeks to increase source separation of recyclable materials in the commercial and industrial sector through support for improved infrastructure, innovative business models and training and education systems. Fund recipients include:  
  - Bass Coast Shire Council | | |
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<tr>
<td>Relevant APC Strategic Plan Target(^5) (if any)</td>
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- Colonial First State Global Asset Management
- Mount Hotham Alpine Resort Management Board
- 101 Collins St with TFM Australia,
- St. John of God Hospital Bendigo
- City of Melbourne\(^10\)

The 2013 Regional Public Place Recycling Grants program closed for applications in October 2013, with the Victorian Government’s funding commitments announced in early March 2014.\(^11\)

The Victorian Government also continued to support the Darebin City Council’s Public Place Recycling project, which will involve the installation of bins at two major shopping centres in the municipality. This project is expected to be completed by June 2014.

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\(^5\) [link to relevant APC Strategic Plan Target]

\(^10\) [link to Victorian Government APC 2011-15 Action Plan Commitments]

\(^11\) [link to Victorian Government’s funding commitments]
# 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

|-----|----------------------------------------------------------|---------|-------------|
| 6.  | Proportion of signatories that have formal processes for working with others to improve packaging design and recycling. **[Target: 70% of Covenant signatories are implementing formal policies and procedures in working with others to improve design, procurement and recovery of packaging.]** | **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.  

**Number of Covenant projects supported that relate to product stewardship and amount of funding committed** | 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.) |
| 7.  | Proportion of signatories demonstrating other product stewardship outcomes for packaging. | **KPI 7. Supporting product stewardship approaches**  
The principle of product stewardship initiatives | In 2013, Victorian Government continued to support various national product stewardship initiatives, in particular: |

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12 By June 2015, unless otherwise stated.
13 This aligns with Goal 3, Strategies 1 - 4 in the Covenant’s Strategic Plan 2010-15
|-----|----------------------------------------------------------|---------|-------------|
| stewrship is embedded in the Environment Protection Act 1970. The Victorian Government will continue to support product stewardship initiatives 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. | undertaken | • Acting as Secretariat for the National Paint Stewardship Scheme  
• As an active member of the National Battery Stewardship Implementation Working Group  
• Providing infrastructure grants to local councils to support participation in the National Television and Computer Recycling Scheme  
• Undertaking policy and market development work to support Victorian tyre recovery to support Tyre Stewardship Australia  
• Providing expert advice and information into other national schemes in development (lighting, refrigerants and air conditioners). |

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: Creating cleaner, safer places – working together to remove litter from Victoria’s environment. The Victorian Government has

Initiatives undertaken to implement the VLAA litter action plan

Key litter projects delivered for 2013 included: Public Place Recycling Grants; Roadside Litter Grants; Tools and Resources for Local Government and Land Managers through VLAA Litter Champion Program; the Award and Volunteer Programs of Keep Australia Beautiful Victoria.

In 2013, nine roadside litter prevention projects were funded, totalling $315,500. A

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14 **Environment Protection Act 1970 (Vic), section 1H**
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<thead>
<tr>
<th>KPI [Relevant APC Strategic Plan Target(^{12}) (if any)]</th>
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<tr>
<td>KPI 8.(b) Supporting Covenant-funded projects relating to litter</td>
<td>committed $6 million of funding to 2014 to implement this strategy.(^{16})</td>
<td>Number of Covenant projects supported that relate to litter and amount of funding committed</td>
<td>majority of these projects focused on reducing the instance of littering from vehicles during the summer and Easter holiday periods and will report their achievements in June 2014.(^{17}) The Victorian Government’s public place recycling grants also contribute to litter reduction, as well as to the increased collection of recyclable materials (see KPI 5(b) for details).</td>
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\(^{18}\) 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.

|---------------------------------------------------------------|---------|-------------|
| **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. | Funding contributed | The Victorian Government has made its annual funding contribution towards the Covenant Secretariat. |
| **Contributing to Covenant Council and to the Covenant Management Committee**  
Victoria will contribute –  
- 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 | Number of Covenant Council meetings attended, Participation in working groups and projects | By agreement, the jurisdictions that are currently members of Covenant Council are Queensland, New South Wales, Western Australia and the Commonwealth. In 2013, Victorian Government representatives attended Covenant Council meetings as observers. |
| **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). | Brand owner survey undertaken | A brand owner survey was undertaken in mid-2013, with the results provided to the Covenant Secretariat for initial follow-up. |
| **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 | Report provided and published on NEPC website | The report on Victoria’s implementation in 2012-13 of the National Environment Protection Measure (Used Packaging Materials) will be published in early 2014 as part of NEPC’s 2012-13 Annual Report. The Victorian |
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.\(^{19}\)

| Local Government Annual Survey results for 2012-13 were published on EPA’s website in early 2014.\(^{20}\) |

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