



Australian Packaging Covenant

Smarter packaging, less waste, cleaner environment

Meeting 51 of the Australian Packaging Covenant Council

Communique

18th February 2011

MORE PROGRESS ON KEY PACKAGING ISSUES

The Australian Packaging Covenant Council met yesterday in Canberra to progress key issues of the Packaging Covenant.

The Packaging Covenant is a commitment by governments and industry to the sustainable design, use and recovery of packaging. It encourages improvements in packaging design, higher recycling rates and effective stewardship of packaging.

Litter

Council agreed to commission a study on the most effective methodologies to determine the quantity, distribution and initial impacts of consumer packaging in the litter stream. This is consistent with the APC's strategic priority of reducing litter as, once established, it will enable accurate measurement of the effectiveness of litter reduction investments. A report is to be provided to the May Council meeting.

Projects and the next round of Grants

Council agreed on a new process for identifying, assessing and managing projects. The first round of funding grants under this new process will be initiated by the end of March. There are currently 42 Packaging Covenant projects across Australia with \$9.1 million in joint industry/government funding.

Member sign up to the Australian Packaging Covenant

Council noted that 93% of the previous Packaging Covenant signatories had committed to the APC before the end of January. It was also noted that a small percentage of signatories have been slow to sign their APC commitment forms and the Secretariat was conducting follow-up activities. To assist signatories with their first action plan under the APC (due March 31st), Action Plan workshops have been held in Sydney this month, with other capital cities to follow during the second half of February and early March.

Compliance, Education & Complaints

Council restated the importance of establishing an effective process for consumers and other stakeholders to make complaints about companies not meeting their obligations under the Sustainable Packaging Guidelines. Council will consider a detailed proposal for such a scheme at its next meeting.

National Waste Policy

The Australian Packaging Covenant delivers an important component of the National Waste Policy.

The Covenant deals with resource conservation and litter mitigation and seeks to make recycling easier, to create green jobs, to help drive and support innovation and is considered cost effective. The benefits include water and energy conservation, greenhouse gases abatement and environmental awareness.

A presentation on progress of the National Framework was provided to Council and confirmed that the Packaging Covenant fits under the “taking responsibility key direction” component of Product Stewardship. It was confirmed that the Framework is specifically designed for a national approach.

The Product Stewardship Framework has many different approaches which are able to fit under the proposal and the main categories are to be Voluntary, Co-regulatory and Mandatory. The Packaging Covenant is a co-regulatory model under which the regulation provides a “free-rider” underpinning.

A summary of the consultation papers will be posted on the government’s website soon – www.environment.gov.au/wastepolicy .

Next meeting

Council agreed to meet on Thursday 19th May 2011 in Sydney.

ABOUT THE APC

The Australian Packaging Covenant is an agreement between the Environment protection Heritage Council (EPHC), made up of state and federal Environment Ministers, and industries in the packaging supply chain. The Covenant is a collaborative arrangement with governments and industry working together to deliver its goals and targets.

ABOUT THE APCC

The Australian Packaging Covenant Council has overall responsibility for developing and managing policy, strategy and compliance arrangements for the Covenant and is accountable to the EPHC. The Council is comprised of senior representatives of the jurisdictions that make up EPHC, industry associations, local government associations and community organisations.

ABOUT THE NPCIA

The NPCIA is the legal entity established to coordinate industry’s responsibilities under the Covenant. The NPCIA supplies services to implement the Covenant’s arrangements in accordance with the contract between the NPCIA and the jurisdictions.

For inquiries please contact:

Gayle Villaume, Communication & Events Manager, NPCIA. comms@packagingcovenant.org.au
Mobile: 04 072 352 89

Australian Packaging Covenant PO Box 346 GORDON NSW 2072 AUSTRALIA
Tel: +61 (0)2 9416 0821 Email: apc@packagingcovenant.org.au
www.packagingcovenant.org.au