



NATIONAL PACKAGING COVENANT

KPI Report

2007

The report draws on information provided by the signatories and other sources. The National Packaging Covenant Council has relied on this information in making this report.

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INTRODUCTION

In 2005 the National Packaging was reviewed and strengthened to include a range of Goals and Key Performance Indicators (KPIs) that were to be reported against annually by signatories. There are 29 KPIs in total, 6 of these relate directly to industry however they are broken up into sectors eg. some apply to brand owners and others apply to packaging manufacturers. 9 KPIs relate directly to Government, 7 are for all Signatories. For the remaining 7 KPIs data is sourced by the National Packaging Covenant Council.

The goals and KPIs are an important component of the Covenant as they allow signatories to measure their own progress and analyse changes from year to year. Examples of the actions that signatories have taken towards providing better results and making improvements are provided below.

Covenant KPI data is taken from a number of sources;

The industry data aggregation system (IDAS)

Only Covenant signatories contribute to this Industry Data Aggregation System (IDAS) report. The National Packaging Covenant Industry Association (NPCIA) saw the challenge in collecting and aggregating Industry data from all signatories and so IDAS was designed to quickly and efficiently collect and aggregate Covenant KPI data.

Data entered into IDAS by signatories is often still in the development phase. Signatories are improving at data collection each year however, the majority of data entered into IDAS is not yet 100% accurate. Methods for collecting data are still being refined by signatories and those who sign the Covenant and report from hereon in will have to address similar issues their industry colleagues did before them. Implementation of robust data collection and reporting systems is a steep learning curve and it will take time for the uncertainties to be resolved.

IDAS was expanded in 2007 so that non-industry signatories could enter data for 'all signatory' KPIs. For instance governments were able to report whether they were providing on site recycling collect facilities and their buy-recycled efforts.

To provide data for IDAS, each signatory is given a unique user name and password that enables them to access the online system. They must then nominate their position in the supply chain eg. Brand owner, packaging manufacturer and the system then excludes KPIs that are not relevant.

All Covenant KPI data entered is aggregated and a report prepared. Data for the 2007 IDAS report was extracted on 26th November 2006. Any information entered after that date is not included in this report.

The data obtained through IDAS relies on signatories providing accurate and consistent information relative to their specific arrangements and to them meeting the reporting deadline of 31st October each year.

The total number of signatories who had responded to IDAS when it closed for aggregation was 396 compared to 229 in 2006 - an increase of 73%. It's important to note that although there were 507 signatories at the close of 2007 approximately 65 of these signed between January and June and therefore had not implemented an action plan and were not required to report. The increase in the IDAS responses is a very positive outcome for the Covenant as a whole and it is expected this number will continue to increase as more companies implement data collection systems and new signatories come online.

Given both the range of companies and products, data collection for signatories is timely and at times difficult. Many signatories have been slow in establishing data collection systems and are not able to report full data sets. Due to this and to enable data analysis, where IDAS KPIs are

tonne related only those who submitted data in 2006 and 2007 were aggregated and used for analysis. Year on year results therefore need to be considered individually for each KPI and not compared with each other. For other KPI's with yes/no type answers all responses from both 2006 and 2007 were used in the data analysis.

The data submitted has been analysed to identify the extreme outliers for each numerical KPI, and 2007 and 2006 data was compared so as to identify obvious potential errors. This analysis revealed a number of issues that have since been rectified by the relevant signatory. It is possible that there are still small, less obvious errors in the data set.

Information gathering for these KPIs requires relatively sophisticated data management systems which are expected to be still under development for most signatories and therefore subject to improvement over the life of the Covenant. Greater response rates against each KPI will result in increased analytical capability in future annual reports.

NEPM Reporting

NEPM data is reported by Local Governments to their respective State Government through an annual survey. This data is then aggregated by state and in some cases used to report against Covenant KPIs.

In April 2006 the Jurisdictions held a meeting to agree on methodologies for reporting KPIs so that data would be consistent across jurisdictions. As a result changes were made to the wording of some Covenant KPIs. These changes were accepted at the Covenant Council meeting held in May 2006.

Covenant Council Data Reports

To quantify performance measures, help set targets for the Covenant, and obtain better data for debate and progress, the National Packaging Covenant Industry Association (NPCIA) commissioned a Gap Analysis Report in 2005 to set a baseline of data to measure signatories' progress against in the future. This report was commissioned again to report against targets for 2006 and 2007. Information from the 2007 report is taken to report against some of the Covenant KPIs.

In addition Covenant Council also commissioned what's called an 'Omni Access Survey' specifically to report against KPI 19, *'Improvements in consumer knowledge about the functional attributed of packaging, including recyclability/reuse'*.

In this survey members of the public are asked a number of questions developed by Covenant Council. The questions aim to provide information that can be used to report against KPI 19. It is intended that the survey, using the same questions, will be commissioned each year so that comparisons can be made.

KAB National Litter Index

The Keep Australia Beautiful Network (KAB) encourages people around Australia to care for their local environment. One of the undertakings of KAB is to prepare a litter count and National Litter index annually. Results from the KAB report are used by Covenant Council to report against KPIs 17 & 20, *'Amount and type of consumer packaging in the litter stream'* and *'improvements in littering behaviour'* respectively.

Full KAB National Litter Index reports can be found at www.kab.org.au.

KPI RESPONSES

KPI 1 - Weight of consumer packaging sold into the Australian market

Data Source: IDAS

193 Brand Owner signatories responded to KPI 1A or 1B in both 2006 and 2007, representing 61% of Brand Owners.

2007 Gross Aggregated Results

KPI	Result
1A	2,097,658 tonnes total
1B	15,316,834 tonnes total
1C	0.14 (ratio)

Note: KPI 1C is based on a subset of 1A and 1B respondents who responded to both KPI 1A and KPI 1B.

1A. Tonnes of packaging by material type and source (local or imported).

It can be seen from the table below that on a per-weight basis, glass is the most widely used packaging material (by weight) in the NPC in both 2006 and 2007, driven primarily by the beverage industry.

Total tonnage of packaging material increased 6% from 2006 to 2007 (1,598,000 tonnes to 1,692,000 tonnes). This increase of 94,000 tonnes is driven primarily by an increase in the usage of locally sourced glass packaging (59,000 tonnes, a 7% increase). Increases can be observed across all categories except for Waxed Cardboard, High Wet Strength Cardboard and Plastics (Other).

Packaging by material type

Material Type	2006	2007	
	Packaging (1000 tonnes)	Packaging (1000 tonnes)	Packaging (% change)
Paper	45	33	-27%
Cardboard - Standard (inc liquid paper board)	355	383	8%
Cardboard – Waxed	3	2	-33%
Cardboard - High Wet Strength	26	20	-23%
Plastics - Type 1 (PET)	77	82	6%
Plastics - Type 2 (HDPE)	26	45	73%
Plastics - Type 3 (PVC)	6	6	0%
Plastics - Type 4 (LDPE)	29	31	7%
Plastics - Type 5 (PP)	35	42	20%
Plastics - Type 6 (PS)	17	19	12%
Plastics - Type 7 (Other)	23	18	-22%
Glass	809	868	7%
Aluminium	52	56	8%
Steel	60	61	1%
Composites	20	20	0%
Other	15	6	-60%
TOTAL (1000 tonnes)	1598	1692	6%

Note: There is considerable uncertainty about that data provided here by brand owners

Packaging by material type by source (local vs. imported)

Material Type	2006		2007	
	Imported	Local	Imported	Local
Paper	9%	91%	10%	90%
Cardboard - Standard (inc liquid paper board)	13%	87%	13%	87%
Cardboard – Waxed	1%	99%	1%	99%
Cardboard - High Wet Strength	1%	99%	1%	99%
Plastics - Type 1 (PET)	3%	97%	4%	96%
Plastics - Type 2 (HDPE)	1%	99%	4%	96%
Plastics - Type 3 (PVC)	12%	88%	12%	88%
Plastics - Type 4 (LDPE)	12%	88%	12%	88%
Plastics - Type 5 (PP)	9%	91%	10%	90%
Plastics - Type 6 (PS)	15%	85%	9%	91%
Plastics - Type 7 (Other)	24%	76%	16%	84%
Glass	4%	96%	6%	94%
Aluminum	3%	97%	3%	97%
Steel	5%	95%	7%	93%
Composites	22%	78%	21%	79%
Other	15%	85%	31%	69%
TOTAL %	7%	93%	8%	92%

The table above shows the trend of packaging usage by material type.

1B. Tonnes of packaged product sold

The total weight of packaged product entering the market increased by 2.4% in 2007 (12.99 million tonnes in 2007 from 12.69 million tonnes in 2006) for those signatories that responded to this KPI in both years.

1C. Ratio of product to packaging (by weight)

The quantity (by weight) of product sold into the market (KPI 1B) is divided by the amount of packaging associated with that product (KPI 1A) to determine the ratio of product to packaging (by weight). The average ratio was 0.38 (1 tonne of product for 0.38 tonnes of packaging) in 2006 and 0.30 in 2007.

KPI 2 - Resources used to produce packaging

Data Source: IDAS

2A: The amount of energy (MJ/tonne) used to manufacture packaging materials, broken down by packaging type.

2B: The amount of water (kL/tonne) used to manufacture packaging materials, broken down by packaging type.

Due to the high degree of variability in reported results for this KPI results have not been provided here.

It is recommended that the all 2006 and 2007 data reported against this KPI be reviewed in more detail and confirmed with the relevant signatories to improve data quality and increase the potential for time-series analysis in future years.

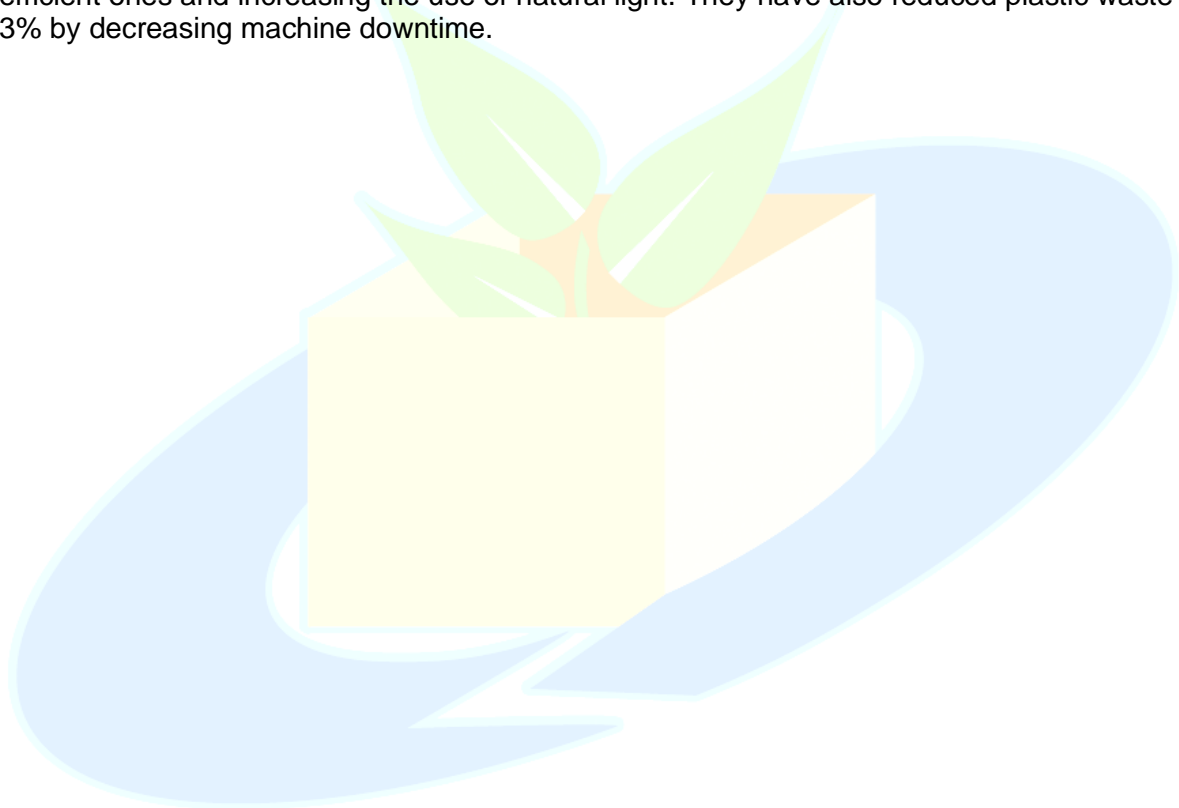
KPI 3 - Improvements in design, manufacturer, marketing and distribution to minimise the environmental impacts of packaging.

and

KPI 4 - Changes to protection, safety, hygiene, shelf-life pr supply chain considerations affecting amount and type of packaging used.

These two KPIs are qualitative however drawing from annual reports submitted by Covenant Industry Signatories the following examples have been provided.

- *Sun Health Foods* reviewed their packaging to include the 'Dispose of thoughtfully symbol' coming in line with Industry expectation and the Environmental Code of Practice for Packaging
- *Madura Tea* continued reviewing their products and packaging with the environment in mind and were able to reduce the amount of thread used on teabags
- *Cormack Packaging* are taking a holistic approach to doing business and have been able to reduce electricity consumption by 24% by replacing less energy efficient machines with more efficient ones and increasing the use of natural light. They have also reduced plastic waste by 3% by decreasing machine downtime.



KPI 5 - The annual average percentage of post-consumer recycled content in packaging manufactured, broken down by packaging type

Data source: IDAS

Note: Data does not include off-cuts during the production process that are returned to production.

Packaging Type	Percentage Recycled Content (%)
Paper	33
Cardboard - Standard	43
Cardboard - Waxed	28
Cardboard - High Wet Strength	17
Plastics - Type 1 (PET)	6
Plastics - Type 2 (HDPE)	4
Plastics - Type 3 (PVC)	0
Plastics - Type 4 (LDPE)	4
Plastics - Type 5 (PP)	0
Plastics - Type 6 (PS)	1
Plastics - Type 7 (Other)	0
Glass	8
Aluminum	9
Steel	13
Composites	0
Other	0

The table above represents the averages of recycled content used to produce packaging for all respondents for this KPI for 2007.

KPI 6 - "Non-recyclable" packaging sold into the Australian market

Data Source: IDAS

"Non-recyclable" packaging under the Covenant means packaging products that cannot reasonably be recovered in Australia through existing collection or drop-off systems and reprocessed to be used as a raw material for the manufacture of a new product.

For Covenant reporting, they have been defined in a number of categories, as given below

- Plastic 4 - LDPE
- Plastic 5 - PP
- Plastic 6 - PS
- Plastic 7 - Other
- "Non-recyclable" paper / cardboard packaging
- Composite Packaging

Composite packaging is consumer packaging comprising two or more different packaging material types fused or joined together in a single medium so that they cannot be separated by the consumer and which therefore inhibits recyclability.

"Non-recyclable" packaging sold to market in 2007

KPI	Results
6A	261,000 tonnes total
6B	12% of total packaging (average)

In total 252 signatories responded to KPI 6A and 6B in both the 2006 and 2007 surveys.

6A. Tonnage of “non-recyclable” packaging sold by material type

The table below presents the total tonnage for each “non-recyclable” packaging type as well as percentage of total non-recyclable packaging for each KPI for 2006 and 2007.

The majority of “non-recyclable” packaging used by Covenant signatories is plastic, with types 4, 5, 6 & 7 cumulatively accounting for the majority of “non-recyclable” packaging sold (70% in 2006, 71% in 2007), with low density polyethylene and polystyrene together accounting for around half of all non-recyclable packaging.

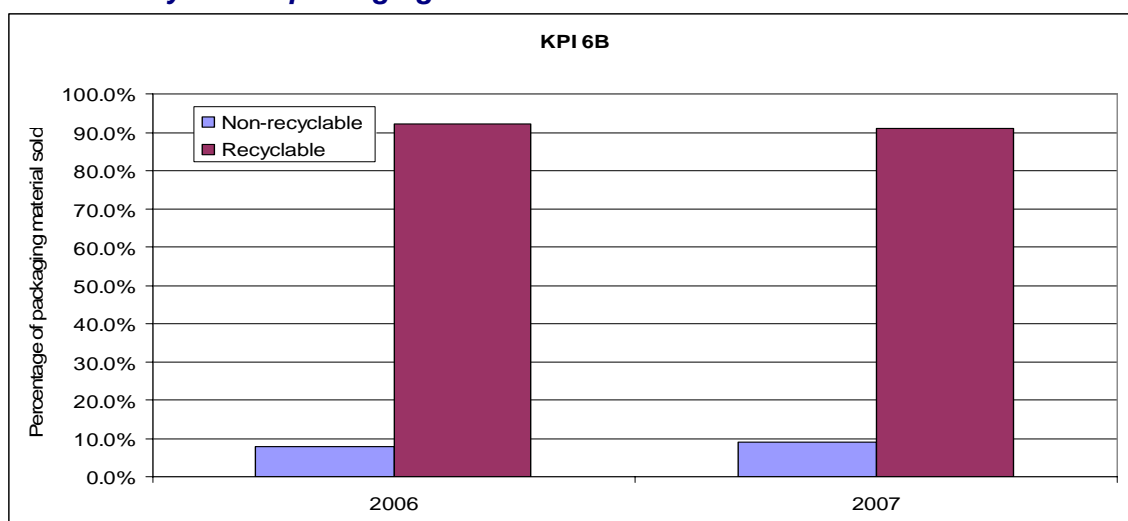
“Non-recyclable” packaging sold into the Australian market

Material Type	2006		2007		Number of responses
	Packaging (1000 tonnes)	Percentage of all “non-recyclable” content (%)	Packaging (1000 tonnes)	Percentage of all “non-recyclable” content (%)	
Plastics - Type 4 (LDPE)	40	26	43	26	158
Plastics - Type 5 (PP)	31	20	39	24	150
Plastics - Type 6 (PS)	14	9	13	8	120
Plastics - Type 7 (Other)	23	15	21	13	145
Non recyclable paper/cardboard (waxed or High wet strength)	21	13	21	13	114
Composites	26	17	27	16	152
Total	155	100	164	100	

6B. “Non – recyclable” packaging as percentage of total packaging sold into the Australian market

Analysis for this KPI is based on signatories who responded to this KPI in *both* the 2006 and 2007 surveys. Based on results from KPI 6B, recyclable packaging makes up 91% of all packaging sold in 2007.

“Non-recyclable” packaging sold into the Australian market in 2006 and 2007



KPI 7 - Consumer packaging disposed of to landfill

Data Source: 2007 Covenant Council Data Report

The total amount of packaging to landfill is 1,880,406.

KPI 8 - Consumer packaging as a percentage by weight of total waste and relative to other waste stream components.

Data Source: Waste audits conducted in respective jurisdictions during the reporting year.

8A. Consumer packaging by weight as a percentage of total household waste and also relative to other household waste stream components. Reported as “packaging” and “other”.

State	Waste Stream	2006 (%)	2007 (%)
ACT	Packaging	25	22
	other	75	78
NSW	Packaging	18	16
	other	82	84
Qld	Packaging		32
	other		68
SA	Packaging	28	31
	other	72	70
Tas	Packaging		7
	Other		93

KPI 8B. Consumer packaging by weight as a percentage of commercial and industrial waste and relative to other commercial and industrial waste stream components

State	Waste Stream	2006 (%)	2007 (%)
ACT		No Audits completed	No Audits completed
NSW	Packaging	22	27
	Other	78	74
Qld	Packaging	N/A	31
	Other	N/A	69
SA	Packaging	8	7
	Other	92	93
Vic		No Audits completed	No Audits completed

KPI 9 - Total weight of consumer packaging recycled, through domestic and away-from-home recovery systems

Data Source - NEPM

	2006 (1000 tonnes)	2007 (1000 tonnes)
Paper	667	633
Glass	359	417
Plastics	86	112
Aluminium	12	16
Steel	42	31
TOTAL	1, 201	1, 209

Note: Data is for local government run recovery systems only

KPI 10 - Recycled consumer packaging sold to end-users.

Data Source: 2007 Covenant Council data report

2,378,111 tonnes of packaging was sent to end users for recycling. This is an increase of 10% points since 2005.

KPI 11 - Number of councils operating according to good-practice kerbside collection principles and state- and territory-based benchmarks

Data Source: NEPM

	2006	2007
ACT	1 Council (100% of all Councils)	1 (100% of all Councils)
NSW		70 Councils (46% of all Councils)*
Qld	23 Councils	55 (35% of all Councils)
SA	26 Councils	36 (53% of all Councils)
Tas		No State benchmark
Vic		54 (69% of all Councils)
WA		No State benchmark, 45 of 143 Councils provide fortnightly recycling collections with 240L MGBs

*Based on the NSW Local Government Performance Payments to assist councils to improve their recycling and resource recovery practices. Councils need to meet specific criteria to qualify for the performance payment. Criteria will be made more stringent each year. This will drive continuous improvement.

KPI 12 - Percentage of households with access to kerbside collection systems

Data Source: NEPM

Of all households in Australia, 90%.

KPI 13 - Percentage of households with access to other domestic collection systems

Data Source: NEPM

This KPI is calculated as the percentage of households who do not have access to kerbside recycling, but have access to another system for the collection of household recyclables.

97.06% of households have access to other domestic collection systems.

KPI 14 - Number of commercial and industrial premises with packaging recycling collection systems.

The National Packaging Covenant Council is still investigating ways to collect data against this KPI.

KPI 15 - Percentage of Councils and government agencies providing public place recycling infrastructure.

Data Source: NEPM

15A. Number of government agencies providing public place recycling facilities as a percentage of government agencies with public place responsibilities.

Note: Government agencies that have a responsibility for public place recycling is defined as any agency which has responsibility for the following: Transport, Parks, Major Venues, incl. museums

	2006 (%)	2007 (%)
ACT		The ACT does not as yet have extensive territory wide public place recycling systems.
NSW	44	43
Qld	100	66
SA		56
WA	2	4

15B. Number of councils providing public place recycling facilities as a percentage of local councils.

	2006 (%)	2007 (%)
NSW	22	26
Qld	14	27
SA	N/A	38
Tas	N/A	55
Vic	28	N/A
WA	17	8

15C. Total number of recycling bins provided by agencies.

	2006 (bins)	2007 (bins)
NSW	580	700
Qld		420
WA	1589	N/A

15D. Total number of recycling bins provided by Councils.

	2006 (bins)	2007 (bins)
NSW	At least 625	1457
Vic	661	N/A
WA	240	N/A

KPI 16 - Recycling collection facilities provided for post-consumer packaging generated on-site

Data Source: IDAS

Purpose: to gather information as to whether or not signatories provide on-site recycling facilities for the collection of post-consumer packaging generated through normal day-to-day operations (for example, offices, canteen, retail outlets etc.).

Note that all respondents in 2006 and 2007 provided an answer to this KPI therefore percentages for each year can be compared.

16A. Do you provide collection facilities for post consumer packaging generated on site?

89% of signatories provided recycling facilities in 2007, which is an increase of 6% from 2006.

16B. What types of onsite collection facilities are provided?

Onsite recycling facility (material type)	Number	% of total respondents
Paper and cardboard	348	88
Plastics	266	67
Metals	200	51
Organics	69	17
Other	124	31

Of note is that the percentage with recycling facilities has increased across all categories. (The percentage with paper and cardboard facilities increased from 89% to 95% and organics from 18% to 22%. The largest growth rates (14%) were in plastics (66% to 75%) and metals (66% to 75%).

KPI 17 - Amount and type of consumer packaging in the litter stream.

Data Source: 2007 KAB National Litter Index report

Material type	Composition of waste stream (based on litter items)	
	2006 %	2007 %
Paper and cardboard	34	34
Glass	4	5
Plastics	40	39
Metals	15	15
Miscellaneous	7	7

Note: Cigarette butts accounted for 47% of the total litter counted. The figures in the table above represent the respective proportions excluding cigarette butts.

The top dozen litter items

	2006	2007
1.	Cigarette butts	Cigarette butts
2.	Other paper (including tissues)	Other paper (including tissues)
3.	Snack bags and confectionery wrappers	All other plastic
4.	All other plastic	Take away containers and cups (plastic)
5.	Metal bottle tops and can ring-pulls	Metal — other
6.	Plastic bottle tops	Miscellaneous
7.	Straws	Cups/take away containers (paper)
8.	Cigarette packs	Non-alcoholic beverage containers (plastic)
9.	Cups/take away containers (paper)	Alcoholic beverage containers (metal)
10.	Other foil	Cigarette packs
11.	Lollipop sticks	Other (glass)
12.	Take away containers and cups (plastic)	Publications (paper)

Note: The complete KAB National Litter Index reports can be found at: <http://www.kab.org.au>.

KPI 18 - Contamination rates in consumer packaging recovery systems (e.g. kerbside, events, venues, public places and workplaces)

Data Source: NEPM

18A. Report percentage contamination from domestic systems

	2006	2007
ACT	13%	13%
NSW	Average 9%, range 2–13%	8%
QLD	8–15%	7–15%
SA	Average rate 13%	12%
TAS	N/A	2% for crate systems 11% for mobile Garbage Bin systems
VIC	11%	10%
WA	N/A	21%

KPI 18B. Report percentage contamination from 'away-from-home' systems (where available)

	2006	2007
Qld	Public places 1-20% Venues up to 20%	Theme Parks 4% Shopping Centres 5-30% CBDs (Toowoomba trial) 2 -20% Parks and Gardens 3 – 40% Venues up to 20%
Vic	N/A	2.1%

KPI 19: Improvements in consumer knowledge about the functional attributes of packaging, including recyclability / reuse.

Data Source: Omni Access Survey 2007

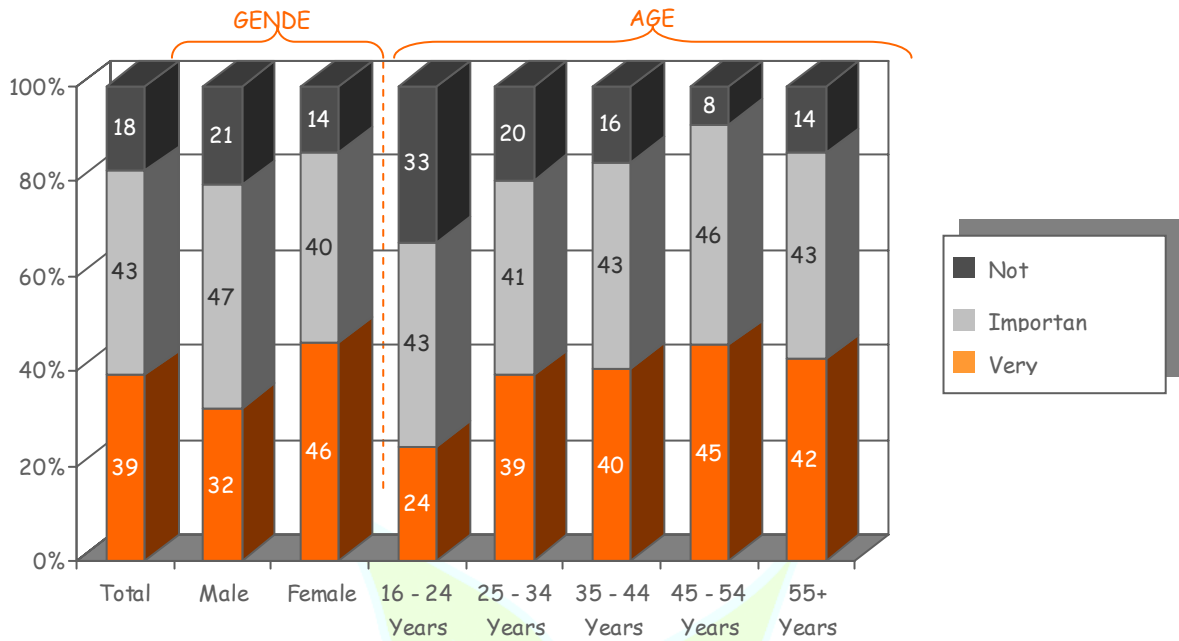
19A. Report details of specific knowledge and trends over time in changes in consumer knowledge

A sample of survey questions and answers is provided below. A full copy of the report is available on the covenant [website](#).

How important would you say [*that the packaging is recyclable*] is, would you say it's very important, important or not important?

NSW & WA respondents are more likely to consider recyclable packaging as 'very important' with 44% and 47% respectively

Females and older age groups are more likely to consider Recyclable packaging as 'Very Important'



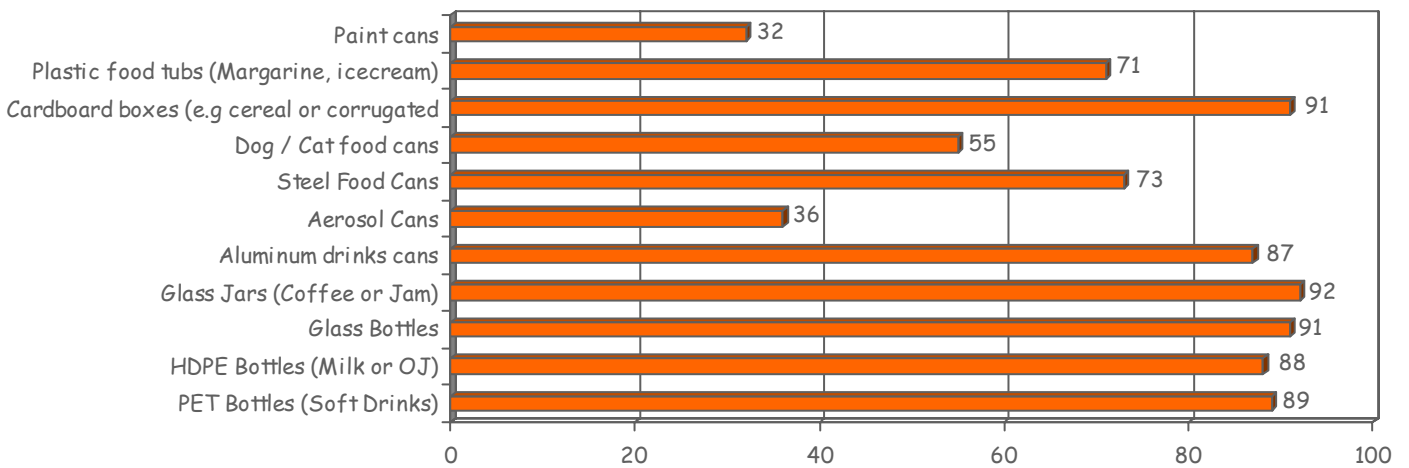
What do you usually do with [INSERT ITEM] when they are empty, do you re-use, recycle or place them in the garbage? And what about [INSERT ITEM].....?

Glass Jars are the packaging item most likely to be re-used

Paint cans and Aerosol cans are the most likely packaging items to be placed in the garbage

Paint cans, Dog/Cat food cans and Aerosol cans are the items least likely to be re-used or recycled

**DEDICATED
RECYCLERS / RE-USERS
ARE MOST LIKELY TO BE:
Male and be 16 - 34 Years of age
live in NSW or SA
working full-time and be married**



KPI 20 - Improvements in littering behaviour.

Data Source: 2007 KAB National Litter Index report

20A. Report details of specific aspects of littering behaviour and trends in behaviour over time

The top three littered sites

	2006	2007
1	Highways 30%	Retail sites 22%
2	Car Parks 19%	Industrial Sites 18%
3	Industrial 15%	Shopping Centers 15%

Note: The complete National Litter Index reports can be found at: <http://www.kab.org.au>.

KPI 21 - Consumer packaging from collection facilities sent for recycling and to landfill

Data Source: IDAS

Results show total reported tonnage of package material collected and sent for landfill and recycled, and percentage recycled. A total of 240 signatories responded to this KPI.

Total number tonnage of package material recycled and sent for landfill in 2007

	Result
Packaging sent to landfill (tonnes)	111,963
Packaging recycled (tonnes)	141,869
Percentage recycled	56%

KPI 22 - Formal adoption of Environmental Code of Practice for Packaging

Data Source: IDAS

KPI 22A. Has the Environmental Code of Practice for Packaging been formally adopted?

	2006 (%)	2007 (%)
Yes	69	77
No	31	23

KPI 23 - Application of Covenant compliance procedures by Covenant Council

Data Source: Secretariat data base

23A. Report total number of signatories assessed by Covenant Council.

The compliance process was in full force for the 2006–07 period. Approximately 27 Show Cause letters were sent to signatories for actions plans and only 4 for annual reports. The Show Cause letter asks signatories to provide adequate reason why they have not met their obligations or they are deemed non-compliant.

23B. Report total number of signatories referred by Covenant Council to jurisdictions, by jurisdiction.

	2006	2007
ACT	No signatories were referred to the Jurisdictions in the 2006 period as the NEPM had not been passed into state legislation.	0
NSW		2
Qld		1
SA		1
Tas		1
Vic		2

KPI 24 - Implementation of NEPM procedures by jurisdictions

Data Source – NEPM

24A. Number of companies contacted in relation to the NEPM

	2006	2007
NSW	105	154
QLD	22	54
SA	92	74
TAS	11	5
VIC	50	280
WA	355	0 (WA's NEPM was gazetted on 27 April 2007, actions for the remainder of the year focused on the initial stages of NEPM procedures)

KPI 25 - Enforcement of NEPM to 'free-riders' and non-compliant Covenant signatories

Data Source: NEPM

	2006	2007
NSW	No formal enforcement actions in any jurisdiction as the NEPM had not been passed into state legislation, and jurisdictions were focusing on the initial stages of NEPM procedures.	12 companies joined the Packaging Covenant or met their obligations after statutory notices were issued under the NSW Regulation
QLD		14 sent compliance notices. All responded to the notice, therefore no further action required
SA		Nil
TAS		Nil
VIC		EPA Vic sent 5 draft Pollution Abatement Notices to non-signatories. Companies responded to the notice therefore formal enforcement actions have not been necessary
WA		Nil (WA's NEPM was gazetted on 27 April 2007, actions for the remainder of the year focused on the initial stages of NEPM procedures)

KPI 26 - Implementation of 'Buy Recycled' purchasing policy or practices

Data Source: IDAS

In total 249 of 315 (79%) of required signatories responded to these KPIs in both 2006 and 2007.

26A. Implementation of Buy Recycled purchasing policy or practices

	2007
Number adopting a buy recycled purchasing policy or practice	210
Total respondents	397
Percentage with a buy recycled purchasing policy or practices	53%

26B. Total amount of product purchased that has recycled content (tonnes)

119 signatories responded to this question in both 2006 and 2007. For those signatories a total of 957 ktonnes of product with recycled content was reportedly purchased in 2007, while 804 ktonnes was purchased in 2006. This is a 19% increase as shown in Table 26.3.

KPI 27 - Establishment of baseline performance data

Data Source: IDAS

This KPI is critical to ongoing progress reporting for the Covenant as a whole and also for individual signatories. Baseline data relates to information reported throughout the report in KPIs (e.g. 1, 2, 5, 6 etc)

All data from both the 2006 and 2007 surveys is used in the analysis of this KPI. All required signatories responded to this KPI in 2007.

27A. Reporting of indicative baseline data (where available), including qualifiers and assumptions, by 31st October 2006

Even with the increase in the total number of respondents in 2007, there is very little change in the proportion reporting an existing baseline in 2007 (58%) compared to 2006 (56%).

27B. Have you reported established baseline data by 31 October 2007?

This shows very little change from 2006 (75%) to 2007 (74%) for respondents under this kpi.

KPI 28 - Annual reporting against action plan

Data Source: IDAS

All data from both the 2006 and 2007 surveys is used in the analysis of this KPI. All required signatories responded to this KPI.

KPI 28 shows a 13% increase in the percentage of respondents lodging annual reports from 2006 (61%) to 2007 (69%). This indicates that new respondents to the survey in 2007 are also completing annual reports, in addition to the 2006 respondents reporting a second time.

KPI 29 - Demonstrated improvement and achievements against individual targets and milestones

Data Source: IDAS

All data from both the 2006 and 2007 surveys is used in the analysis of this KPI. All required signatories responded to this KPI.

KPI 29 shows an 8% decrease in the percentage of respondents demonstrating continuous improvement and performance in annual reports, when comparing 2006 (87%) to 2007 (80%).



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