

Australian Packaging Covenant
5 Year Action Plan
For
BUNDABERG BREWED DRINKS
2010 - 2015



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NPC 5 Year Action Plan 2010 - 2015

Introduction

I am pleased to submit the Australian Packaging Covenant (APC) 5 Year Plan (2010-2015) for Bundaberg Brewed Drinks.

This Plan has been developed around the three key areas set down by the Australian Packaging Covenant:

- **Product Design** – Bundaberg Brewed Drinks shall incorporate the Sustainable Packaging Guidelines (SPG) in its New Product Development (NPD) process and commit to assessing 100% of existing packaging against the SPG by June 2015. Bundaberg Brewed Drinks shall focus on process enhancement, environmental impact and ensure when procuring, give preference to covenant signatories. Through engagement of staff and ongoing feedback should deliver a tangible outcome.

- **Recycling** – Bundaberg Brewed Drinks shall continue to focus on reducing recyclable material to landfill, ongoing review to improve disposal processes and liaison with suppliers to improve the content of recycled material in packaging materials purchased. This plan also commits Bundaberg Brewed Drinks to reduce non packaging waste to landfill, engage our customers and staff to encourage more recycling at home and in the workplace and provide feedback to staff on monthly results on waste reduction (i.e. recyclables, landfill, etc) and the environment (ie CO2 Emissions) . BBD shall have a continued focus on the waste hierarchy order of preference in Avoidance, Re-use, Recycling, Energy Recovery and Disposal.

- **Product Stewardship** – Bundaberg Brewed Drinks over the next 5 years shall demonstrate a commitment to waste management, a continuous improvement approach to reduction in litter, implementation of documentation and policies to review packaging against the SPG and review of supply contracts to require take-back and recycling of packaging.

Bundaberg Brewed Drinks remain proud signatories of the Australian Packaging Covenant (APC). Bundaberg Brewed Drinks has a continued membership of the Australian Food and Grocery Council (AFGC) and its Packaging Stewardship Forum, the beverage industry's voluntary product stewardship organisation focussed on increasing "away from home" recycling and reducing litter arising from post consumer beverage packaging.

Bundaberg Brewed Drinks shall link its Corporate Strategies to the APC Action Plan and factor in Covenant values when developing new strategies and initiatives when compiling future plans. With a continuous improvement focus and through consultation with the Australian Food and Grocery Council and its Packaging Stewardship Forum, Bundaberg Brewed Drinks shall create the foundation required to sustain future growth.



**Chief Executive Officer
John McLean**

Background

Bundaberg Brewed Drinks is a family owned business that was established in 1968 and has successfully marketed its Bundaberg Ginger Beer to the Australian market place. Apart from success in the Australian market, its Ginger Beer product has also been successful in many overseas markets. The factory is located on the outskirts of Bundaberg city (in Queensland) & is adjacent to the BBD Tourism Outlet in the “Bundaberg Barrel”.

More than 80% of Australian sales are to the major supermarket chains in Australia and these are considered to be for “in-home” consumption.

This report should be read in the context of the AFGC/PSF Australian Packaging Covenant Action Plan – it is through *Bundaberg Brewed Drinks*’ membership of this industry body that we address post consumer waste/recycling issues. *Bundaberg Brewed Drinks*’ focus in this report is the on-site reduction of waste and recycling of materials from the Bundaberg factory.

While *Bundaberg Brewed Drinks* has gone to every effort to optimise our internal environmental performance, we are not the key drivers of the beverage industry and hence must operate within current market systems utilising packaging materials currently produced in response to prevailing market pressures. Each company through their membership of the AFGC and signatory status to the Australian Packaging Covenant demonstrates a high level of product stewardship and commitment to minimising the impacts their operations and product have on the environment.



Scope

This plan covers the period 1 July 2010 to 30 June 2015 and refers to the manufacturing site at Bundaberg Queensland.

Bundaberg Brewed Drinks has maintained its involvement with the Australian Packaging Covenant and the AFGC's Packaging Stewardship Forum. Through the forum we support national recycling and litter prevention programs that are additional to our on site recycling programs.

For a full description of the AFGC/PSF activities please refer to the current AFGC Action Plan (incorporating the activities of the PSF).

The types of packaging referred to in this report cover the primary packaging used in the manufacture of the end products, ie paper labels, glass bottles, cardboard cartons and steel and aluminium caps. The secondary packaging material refers to the outer packaging that protects the primary packaging ie shrink wrap, shield wrap, pallet strapping and plastic drums used to transport ingredients.

Customers Bundaberg Brewed Drinks Have Exported to in the Last 12 Months

Austria	Australia	Brunei	Denmark
East Timor	Federated States of Micronesia	Fiji	Finland
Greece	Guam	Holland	Hong Kong
India	Malaysia	Maldives	Marshall Islands
Nauru	New Zealand	Norway	Palau
Papua New Guinea	Philippines	Portugal	Romania
Singapore	South Africa	Spain	Tonga
United Arab Emirates	United Kingdom	United States	Vanuatu

Our only manufacturing facility is located in Bundaberg in Queensland, and current employee numbers are 137.

Covenant Contact Details:

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Company Brands

Bundaberg Brewed Drinks owns the following brands of brewed soft drinks and beverages:



- Bundaberg Ginger Beer
- Bundaberg Lemon Lime & Bitters
- Bundaberg Sarsaparilla
- Bundaberg Apple Ale
- Bundaberg Burgundee
- Bundaberg Root Beer
- Bundaberg Guava
- Bundaberg Diet Ginger Beer
- Bundaberg Diet Lemon Lime & Bitters
- Bundaberg Diet Sarsaparilla
- Bundaberg Lemon Ale
- Bundaberg Peachee
- Bundaberg Blood Orange
- Bundaberg Pink Grapefruit

Action Plan Summary Table

Covenant performance goals and KPIs	Actions	Responsibility	Baseline data	Target or performance goal	Timeline or Milestones (MM/YY)
1. Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety	Incorporate SPG into BBD's New Product Development (NPD) Process	Sales/Marketing	Not clearly documented in current process	100% implementation (ie Forms/Procedures/Flow charts etc)	30/6/12
	Commitment to assess existing packaging against the SPG or equivalent	Sales/Marketing	N/A	100% assessment of existing packaging by 2015	30/6/15
	Implementation of policies, procedures and assessment templates based on the SPG	Sales/Marketing	N/A	100% implementation by 2015	30/6/15
	Amend Procurement Policy to affiliate with Packaging Covenant Signatories	Finance/Operations	Not Specified in Current Purchasing Policy	Create separate Policy or amend existing	30/6/12
	Primary Packaging Rationalisation - Reduce Packaging (24pk – 12 pk) - Multi Purpose Packs – Shelf ready - Purchase Wet Strength Board with Higher recyclable content	Sales/Marketing Sales/Marketing Ops	6 x 4pk 24pk CHH (Treated card - Low recyclability)	12pk 6 x 4pk Perforated MWV (Long Grain 100% Recyclable)	30/6/12 30/6/12 30/6/12
	Introduction of New Equipment (Improved Efficiency) Wastage (Carton to Total Packaging Weight)	Engineering	Wastage 6%	5% Improvement	30/6/12
		Production (More product same energy consumption)	OEE 55%	10% Improvement	30/6/12

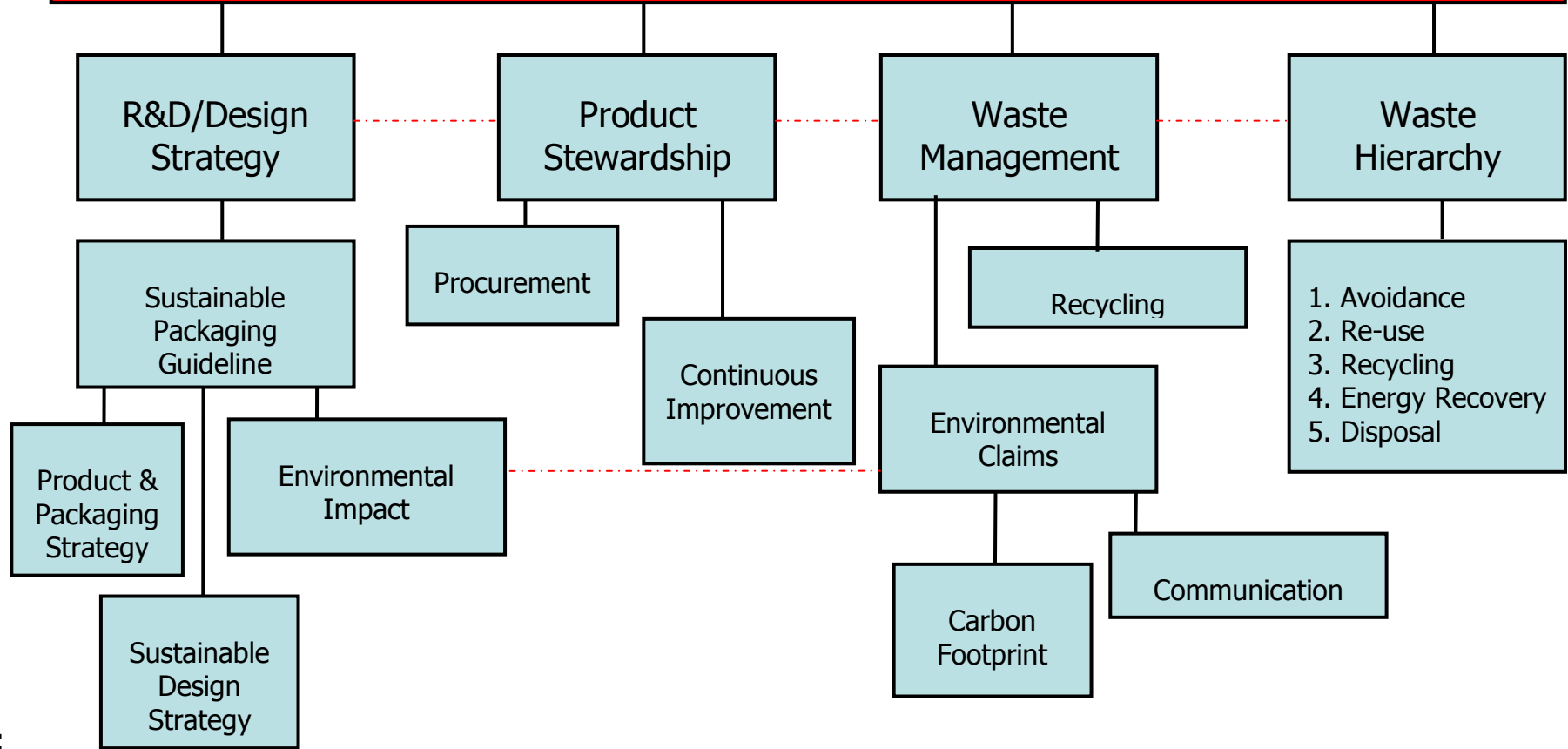
2. Recycling – the efficient collection and recycling of packaging	Review Internal Processes to Reduce Non-Packaging and packaging material to Landfill	Operations (All Dept.)	* 2.93% / 9L Equivalent (000's)		30/6/15
	Review internal production processes to reduce collection of packaging sent to recycling		* 6.84% / 9L Equivalent (000's) <small>Footnote: * (Tonnes/[9L Equivalent/1000])</small>		30/6/15
	Implement Dash Board to Monitor Monthly Results to Focus on Waste Reduction (i.e. Recyclables, Landfill, etc) & Environment (CO2 Emissions)	Operations	N/A	Finalise Board & Info	30/6/12
	Evaluate usage levels for ingredients & raw materials with an aim to reduce Packaging Material from Supplier	Operations	N/A	Process Plan	30/06/15
	World Best Practices (WBP) Comparison with / to other Bottling Companies on Recycling (Both in Australia & Overseas)	Operations	N/A	Process Plan	30/6/15
	Business Plan to Encourage Home Recycling (Both internal and consumers)	Operations	N/A	Process Plan	30/6/12
	Implement office waste management / recycling program.	Operations	N/A	Process Plan	30/6/12
	Amend Procurement Policy to highlight “BBD Preference to purchase products from suppliers with recyclable packaging content”	Finance/Operations	N/A	Create separate Policy or amend existing	30/6/12

APC 5 Year Action Plan 2010 - 2015

<p>3. Product stewardship – a demonstrated commitment to product stewardship by the supply chain and other signatories</p>	<p>Add Purchasing Policy to Company Website to show BBD's preference to Covenant Signatories</p>	<p>Operations</p>	<p>N/A</p>	<p>Apply to Bundaberg Brewed Drinks website HTTP://www.bundaberg.com</p>	<p>30/6/12</p>
	<p>Continue working with Suppliers (Covenant Signatories) to improve recyclable content</p>	<p>Visy/BBD OI/BBD (External Cullet) CHH/BBD/MWV</p>	<p>70% Recycled Content 22% Recycled Content 40% Recycled Content</p>	<p>Maintain 70% >22% MeadWestvaco – 100% Recyclable</p>	<p>30/6/15 30/6/15 30/6/12</p>
	<p>Investigate Carbon Neutral Packaging</p>	<p>Operations</p>	<p>N/A</p>	<p>Develop Process Plan</p>	<p>2015</p>
	<p>Direct Return of Recyclables to Suppliers (i.e. Take Back Commitment)</p>	<p>Operations</p>	<p>3rd Party</p>	<p>Develop Process Plan with Supplier</p>	<p>2015</p>
	<p>Carbon Offset Plan (i.e. School / Environmental Schemes) & Renewable Energy Plan (Solar, etc)</p>	<p>Operations</p>	<p>4,025 GGE(t)</p>	<p>Develop Process Plan</p>	<p>2015</p>
	<p>Commitment to Work Towards ISO14001 Accreditation</p>	<p>Quality / Operations</p>	<p>Not Yet Compliant</p>	<p>Explore & Implement Plans to achieve Accreditation</p>	<p>2015</p>

BBD Strategic Plan 2009 - 2014

BBD 5 Year Action Plan (NPC)



Appendix 1: