



Government of **Western Australia**
Department of **Environment Regulation**

REPORT

2014 Annual Report to the Australian Packaging Covenant (APC)

For implementation of the Western Australian State Government Action Plan covering the period July 2010 to June 2015

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Introduction

This is the fourth annual report on the implementation of the State Government of Western Australia (WA Government) Action Plan 2010–2015 for the Australian Packaging Covenant (the covenant). The Action Plan was prepared by the Department of Environment Regulation (DER), formerly the Department of Environment and Conservation, as part of its obligations under the covenant.

DER coordinates covenant commitments, including reporting obligations, on behalf of the WA Government. This annual report for 2013–14 outlines how the WA Government is delivering its obligations as a state government signatory to the covenant. The action plan has been developed with reference to the *Key Performance Indicators* (KPI's) developed by the Australian Packaging Covenant Council (APCC).

During the reporting period, the *Environmental Protection (NEPM-UPM) Regulations 2013* were enacted to enforce the National Environment Protection (Used Packaging Materials) Measure in WA. As of 30 June 2014, there were 53 WA covenant signatories. The WA Government contributed \$6,855 to two covenant projects to support packaging recycling recovery and litter reduction. During the period, the Rottneest Island Glass Recycling project was approved which aims to recover 100 tonnes of glass per annum for reuse as aggregate in civil construction.

Nominated contact officer

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Western Australian Government Actions to address covenant commitments

Key Performance Indicator 1

Key Performance Indicator (KPI) 1 looks at the proportion of signatories in the supply chain implementing the Sustainable Packaging Guidelines for design or procurement of packaging materials.

Table 1. Status against KPI 1

Action	Performance indicator	Target	Timing/status
1.1 Encourage brand owners to become signatories to the covenant, including the implementation of the Sustainable Packaging Guidelines (SPG), by ensuring they are aware of, and remain compliant to their obligations under the Environmental Protection (NEPM-UPM) Regulations 2007.	<p>Number of covenant non-signatories contacted.</p> <p>WA covenant signatories:</p> <ul style="list-style-type: none"> number of companies that complied with Regulations / NEPM; and non-complying signatories contacted. 	<ul style="list-style-type: none"> Contact all non-signatories and non-complying signatories referred by the Covenant Secretariat in any given year. 	<p>The National Environment Protection (Used Packaging Materials) Measure is implemented in Western Australia (WA) through the <i>Environmental Protection (NEPM-UPM) Regulations 2013</i> (the Regulations) made under the <i>WA Environmental Protection Act 1986</i>. The Regulations were enacted on 25 September 2013.</p> <ul style="list-style-type: none"> During the reporting period, DER contacted 15 brand owners in relation to the Regulations. These brand owners were referred by the Covenant Secretariat. Of these 15 companies: five were confirmed as exempt; eight became new signatories or compliant signatories; one was referred to another jurisdiction; and one was no longer operating. <p>There were 53 WA signatories as at 30 June 2014,</p>

Table 1. Status against KPI 1

Action	Performance indicator	Target	Timing/status
			one more than reported in the previous year. Of these four were non-compliant signatories, two less than the previous year.
1.2 Undertake an annual brand owner survey by specific industry sectors to identify non-signatories to the covenant.	Number of: <ul style="list-style-type: none"> • industry sector brand owners surveyed; • brand owners referred to the Covenant Secretariat. 	<ul style="list-style-type: none"> • All specified industry sector brand owners surveyed. • All identified non-signatories forwarded to covenant secretariat. 	A brand owner survey was not undertaken during the reporting period. However, the survey was completed in September 2014 to identify brand owners that are not signatories to the covenant. One hundred and thirty-three industry sector brand owners were surveyed and all were forwarded to the Covenant Secretariat. This is in line with requirements under the NEPM.

Table 1. Status against KPI 1

Action	Performance indicator	Target	Timing/status
<p>1.3 Facilitate industry in reviewing and optimising consumer packaging through continued communication with other jurisdictions and industry representatives on policies and strategic frameworks relevant to the covenant.</p>	<p>Continued representation at the following existing channels:</p> <ul style="list-style-type: none"> • the Australian Packaging Covenant Council (APCC); • the Jurisdictional Projects Group (JPG); • Forums of Australian Environment Ministers under their NEPC Act 1994 obligations. 	<p>Achieve attendance at:</p> <ul style="list-style-type: none"> • 100% of APCC meetings; • 100% of JPG meetings; and • 100% of SCEW and Standing Committee meetings. 	<p>In 2013–14 DER attended two of four APCC meetings.</p> <p>DER maintains the Chair and secretariat of the WA Jurisdictional Projects Group, however there were no meetings held during the reporting period.</p> <p>In December 2013 COAG replaced its 22 Standing Councils, Select Councils and governance fora with a set of eight Councils and the decision saw the revocation of the Standing Council on Environment and Water (SCEW). The SCEW was replaced by ad-hoc meetings of Ministers. DER attended the only meeting held during the reporting period in April 2014 in Canberra.</p> <p>The Senior Officials Committee (SOC) has now been replaced with the Senior Officials Group (SOG). WA attended two of the three meetings SOG held during the financial year.</p>
<p>1.4 Develop and implement a Waste Strategy that will influence the framework for waste management and recycling in WA.</p>	<ul style="list-style-type: none"> • Waste Strategy developed by the Waste Authority. 	<ul style="list-style-type: none"> • Approved Waste Strategy publicly available. 	<p>The Waste Strategy was released in March 2012.</p>

Table 1. Status against KPI 1

Action	Performance indicator	Target	Timing/status
<p>1.5 Provide appropriate financial and other support to assist industry and councils to implement recycling services that encompass the SPG.</p>	<ul style="list-style-type: none"> • Number of packaging recycling projects provided with funds by the JPG. • Value of JPG funds allocated to packaging recycling projects. • Where appropriate, match NPCIA funds allocated to WA based and nationally focused projects. 	<ul style="list-style-type: none"> • Four • \$300,000 annually plus GST. • 50:50 ratio government/industry funds. 	<p>Four projects were active during the reporting period:</p> <p>Introduction to Cardboard Recycling <u>Status: Completed</u></p> <p>This project provided funding to the Mid-West Regional Council to purchase infrastructure, including four sheds, two generators and four cardboard balers to increase cardboard recycling. Four tonnes of cardboard were recycled during the financial year.</p> <p>\$157,150/\$58,575 (Project value/WA contribution).</p> <p>Mobile Glass Crusher Regional WA <u>Status: Completed, awaiting final invoice.</u></p> <p>This project funded the purchase of a mobile glass crusher to increase glass recycling amongst ROEROC (Corrigin, Kulin, Kondinin and Narembeen) councils. Nine-hundred tonnes of glass were successfully recycled.</p> <p>\$99,000/\$24,750 (Project value/WA contribution)</p>

Table 1. Status against KPI 1

Action	Performance indicator	Target	Timing/status
			<p>Clean Clubs: a Clean Game's a Good Game <u>Status: Completed</u></p> <p>This project funded Keep Australia Beautiful Council WA to provide infrastructure, including 1,300 collapsible bins and 45,000 litter bags, to assist 42 sports clubs to better manage litter at events, and to educate approximately 20,000 members about litter and recycling. An estimated 5,000 bags of rubbish and 3,000 bags of recyclable materials were collected.</p> <p>\$98,000/\$25,000 (Project value/WA contribution).</p> <p>Increasing Access to Away-from-Home Recycling <u>Status: Completed</u></p> <p>This project funded the installation/upgrade of recycling facilities in 29 Colonial First State Shopping Centres around Australia, including Rockingham. The project included installation of signage and the education of staff, cleaners and consumers about the proper use of the bin system and was launched by the Chairman of the Waste Authority at Midland Gate on 5 June 2014.</p> <p>\$273,948/\$2,000 (Project value/WA contribution).</p>

Table 1. Status against KPI 1

Action	Performance indicator	Target	Timing/status
<p>1.6 Continue the Community Grants Scheme (CGS), aimed at providing support to community organisations to tackle priority waste issues.</p> <p>Continue the Strategic Waste Initiatives Scheme (SWIS), aimed at providing targeted support for resource recovery projects.</p>	<ul style="list-style-type: none"> • Priority areas defined. • Number and value of grants awarded against each priority area. 	<ul style="list-style-type: none"> • Grants awarded in priority areas as appropriate. 	<p>Priority areas were not defined for CGS rounds. Sixteen CGS waste and resource recovery projects totaling \$188,365 were approved and commenced during 2013–14. A further nine projects, totaling \$72,315 were approved but did not commence during the reporting period.</p> <p>The SWIS had one funding round in 2013–14 with a total funding of \$200,000 excluding GST.</p>

Key Performance Indicator 3

KPI 3 looks at the proportion of signatories with on-site recovery systems for recycling used packaging. The status against KPI 3 is outlined in Table 2 below.

Table 2. Status against KPI 2

Action	Performance indicator	Target	Timing/status
<p>2.1 Collect recycling data and NEPM data from WA local government and report to the National Environmental Protection Council (NEPC).</p>	<p>Report packaging data to NEPC.</p>	<p>Data provided to NEPC by 30 November each year.</p>	<p>Data collected and reported to NEPC in March 2014.</p>

Table 2. Status against KPI 2

Action	Performance indicator	Target	Timing/status
<p>2.2 Survey all State Government agencies on their in-house recycling activities and provision of public place recycling infrastructure.</p>	<ul style="list-style-type: none"> • Survey mailed out. • Data collated. • Data reported in Annual Report. 	<ul style="list-style-type: none"> • 100% of agencies approached. 	<p>DER wrote to all 130 state government entities advising of the 2013–14 State Government online survey. Ninety-six entities completed the survey.</p> <p>Ninety-five entities reported in-house recycling at 947 of 1,379 sites across WA.</p> <p>The number of respondents that provide recycling services for packaging materials is as follows:</p> <ul style="list-style-type: none"> • copy paper 94 (99 per cent of respondents) • cardboard 90 (95 per cent) • mixed paper and cardboard 88 (93 per cent) • aluminium cans 86 (90 per cent) • steel cans 81 (85 per cent) • PET plastic bottles 83 (87 per cent) • HDPE plastic bottles 82 (86 per cent) • milk cartons 83 (87 per cent) • mixed plastics 83 (87 per cent). • co-mingled packaging recycling 84 (88 per cent) • glass 85 (89 per cent). <p>Fifteen respondents indicated they provide public place recycling facilities.</p>

Table 2. Status against KPI 2

Action	Performance indicator	Target	Timing/status
2.3 Produce an Annual Report against this Action Plan reporting against covenant KPIs 1, 3, 4, 6, 7 and 8 and including data collected above.	<ul style="list-style-type: none"> Report produced. 	<ul style="list-style-type: none"> 30 October each year. 	The annual reporting date was amended by the SCEW at its June 2011 meeting. Reports are now required to be provided by 31 March in the following year. This report covers the 2013–14 reporting year.

Key Performance Indicator 4

KPI 4 looks at the proportion of signatories with a policy to buy products made from recycled packaging. The status against KPI 4 is outlined in Table 3 below.

Table 3. Status against KPI 2.

Action	Performance indicator	Target	Timing/status
3.1 Facilitate the implementation of purchasing policies for recycled goods by promoting the WA Environmental Procurement Policy and Environmental Purchasing Guide across WA Government agencies.	<ul style="list-style-type: none"> Number of WA Government agencies informed about the WA Environmental Procurement Policy and Environmental Purchasing Guide. 	<ul style="list-style-type: none"> 100% of agencies informed about the policy and guide. 	<p>One-hundred and thirty State Government entities were informed of the following procurement and purchasing documents:</p> <ul style="list-style-type: none"> <i>State Supply Commission's Sustainable Procurement Policy.</i> <i>The Australian and New Zealand Government Framework for Sustainable Procurement.</i> <i>The State Supply Commission's Environmental Purchasing Guide.</i>

Table 3. Status against KPI 2.

Action	Performance indicator	Target	Timing/status
			<ul style="list-style-type: none"> • <i>The Waste Management Association of Australia's Commercial and Industrial Waste Recycling Directory.</i> • <i>Eco Buy "Green" Database.</i>
<p>3.2 Survey all State Government agencies on their awareness and implementation of WA's Environmental Procurement Policy and Environmental Purchasing Guide.</p>	<ul style="list-style-type: none"> • Survey mailed out. • Data collated. • Data reported in Annual Report. 	<ul style="list-style-type: none"> • 100% of agencies approached. 	<p>DER wrote to all 130 State Government entities requesting input to the 2013–2014 on-line survey. Fifty-nine of 94 (63 per cent) respondents advised they apply the State Supply Commission's Sustainable Procurement Policy.</p> <p>Forty-two of 94 (45 per cent) advised they apply the State Supply Commission's Environmental Purchasing Guide.</p> <p>Twenty-three of 94 (25 per cent) advised they applied their own internal sustainability/environmental procurement policy.</p>

Key Performance Indicator 6

KPI 6 looks at the formal processes for working with others. The status against this KPI is outlined in Table 4 below.

Table 4. Status against KPI 6

Action	Performance indicator	Target	Timing/status
4.1 Promote the covenant and the Sustainable Packaging Guidelines via the Waste Authority website.	<ul style="list-style-type: none"> Maintain covenant and Sustainable Packaging Guidelines information, and links to the covenant website, on the Waste Authority website. 	<ul style="list-style-type: none"> Information and links available. 	The Waste Authority website continues to provide information on the covenant and links to the covenant website.
4.2 Provide appropriate financial and other support to assist industry and councils to implement product stewardship focused projects.	<ul style="list-style-type: none"> As per 1.5 above 	<ul style="list-style-type: none"> As per 1.5 above. 	<p>The WA Government contributed \$6,855 (plus GST) to two covenant projects during the period.</p> <p>A further two covenant projects were approved for funding during 2013–14 but did not commence during the reporting period.</p>

Key Performance Indicator 7

KPI 7 looks at other product stewardship actions in WA. The status against this KPI is outlined in Table 5 below.

Table 5. Status against KPI 7

Action	Performance indicator	Target	Timing/status
5.1 Develop and implement a Waste Strategy that will influence the framework for waste management and recycling in WA and, in particular, assist industry associations and local manufacturers to develop product stewardship schemes for priority wastes.	<ul style="list-style-type: none"> Waste Strategy developed by the Waste Authority. 	<ul style="list-style-type: none"> Approved Waste Strategy publicly available. 	The Waste Strategy was released in March 2012 and is available on the Waste Authority website .
5.2 Continue to participate in the Environmental Protection and Heritage Council to progress national product stewardship schemes to address priority wastes.	<ul style="list-style-type: none"> Continued representation at appropriate EPHC meetings. 	<ul style="list-style-type: none"> Achieve attendance at 100% of EPHC and Standing Committee meetings. 	In 2013–14 WA attended the ad hoc meeting of Ministers, which replaced the Standing Council on Environment and Water (SCEW—formerly EPHC) meetings, and two of three of the SOC/SOG meetings.

Key Performance Indicator 8

KPI 8 looks at litter and education 'litter is not waste to landfill, it is waste that has been inappropriately/carelessly discarded'. The status against KPI 8 is outlined in Table 6 below.

Table 6. Status against KPI 8

Action	Performance indicator	Target	Timing/status
6.1 Develop and regularly update litter awareness information materials for councils, schools, community groups and stakeholders to increase awareness of litter disposal.	<ul style="list-style-type: none"> Number of targeted community education and involvement campaigns implemented 	<ul style="list-style-type: none"> 15 per annum 	<p>The 16 litter education and engagement projects delivered were:</p> <ul style="list-style-type: none"> STAR Awards Adopt-a-Spot Clean Clubs Litter Reporter Scheme Outback Packs Local government training program Clean Marine Campaign Tidy Towns – Sustainable Communities Community Beverage Grants KABC resources KAB Week Bin your Butt program Clean Schools KABC website Kevin the Crab Facebook Talking Rubbish newsletter.

Table 6. Status against KPI 8

Action	Performance indicator	Target	Timing/status
6.2 Maintain effective litter data that monitors litter trends, item type and littering locations in WA.	<ul style="list-style-type: none"> Conduct bi-annual counts at 151 sites across WA. 	<ul style="list-style-type: none"> Bi-annual counts reported annually. 	<p>Two litter counts were undertaken during the reporting period.</p> <p>Table 1 below shows annual litter performance of WA compared to other jurisdictions over the period 2008–2014.</p>

Table 1. WA litter count for the period 2008–2014 (number of items per cubic metre)

Jurisdiction	2008–09	2009–10	2010–11	2011–12	2012–13	2013–14
National	63	66	61	58	56	51
ACT	56	51	45	58	55	40
NSW	65	75	69	58	61	57
NT	84	70	34	49	51	52
QLD	59	76	78	70	68	72
SA	57	54	55	57	53	46
TAS	64	86	85	86	83	65
VIC	43	50	39	36	30	28
WA	87	71	75	62	63	54

Table 2. WA litter count for the period 2008–2014 (litres per cubic metre)

Jurisdiction	2008–09	2009–10	2010–11	2011–12	2012–13	2013–14
National	7.73	7.55	6.49	6.24	6.13	5.97
ACT	4.77	3.31	3.73	4.93	4.66	4.52
NSW	12.13	13.43	10.72	8.98	10.15	10.24
NT	6.00	5.09	3.16	3.84	2.61	2.75
QLD	5.60	5.65	5.94	4.88	4.82	5.56
SA	8.02	7.13	5.36	5.53	4.62	4.46
TAS	9.20	9.04	8.23	5.96	6.52	2.99
VIC	2.87	4.91	3.99	3.67	3.2	3.37
WA	11.93	9.44	9.03	10.28	10.46	10.14

Members of the WA Jurisdictional Projects Group (JPG)

- Chantelle Cummins – (Chair) Department of Environment Regulation
- Jennie Anderton – Keep Australia Beautiful Council
- Rebecca Brown – Western Australian Local Government Association
- Kyle Boardman – City of Mandurah
- Klaus Mueller – Shire of Manjimup
- Stephen Fitzpatrick – Eastern Metropolitan Regional Council
- Jamie Young – Amcor Recycling Australia
- Bill Marchbank – Consultant