



Australian Packaging Covenant

Smarter Packaging, Less Waste, Cleaner Environment



Signatory Name: Pixie Ice Cream Pty Ltd

Status: Completed

The content in this APC Annual Report is hereby endorsed by the Chief Executive Officer, or equivalent officer of the organisation.

Yes

Industry sector (please select 1 only):

- Brand Owner / Wholesaler / Retailer
- Packaging Manufacturer
- Waste Management
- Other - Commercial Organisation
- Community Group
- Industry Association
- Government
- Raw Material Supplier
- Other:

Industry type (please select 1 only):

- Food & Beverage
- Pharmaceutical / Personal Care / Medical
- Hardware
- Homewares
- Communications / Electronics
- Clothing / Footwear / Fashion
- Chemicals / Agriculture
- Fuel
- Large Retailer
- Tobacco
- Shipping Company
- Airline
- Other:

PART A – Signatory progress in reaching goals and targets of the Covenant

This section refers to signatory progress against Covenant KPIs. The data from this section will be aggregated across all signatories on an annual basis, and will enable the APC to assess overall progress against Covenant Goals and KPIs, and those of its own Strategic Plan. You can include any particulars relevant to your sector in Part B.

Please indicate your organisation's reporting period:

- Financial Year: 1 July 2010 – 30 June 2011
 Calendar Year: 1 January 2011 – 31 December 2011

Goal 1: Design - optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety.

KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent

1. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent?

Yes No

Definition of Packaging Type

Reporting of the proportion of packaging reviewed using the Sustainable Packaging Guidelines, whether existing or new, need not be individual SKU or products. Signatories can review – and report on their review – by grouping their packaging into different types if this is more effective and efficient. Grouping into 'types' can be by individual products (SKU's), or by related packaging / products, e.g. by type of material used (paper/ cardboard, plastic, glass, metals...), by brands, by packaging manufacturer, or by some other category which makes sense in their own design and production processes. Reporting the number or percentage reviewed should be by 'Type' as defined by each signatory's own practices, and each signatory is free to decide how to do this. A manufacturer with a small number of products might review each package independently, with each considered a unique 'type'. A large manufacturer with many products may group them for review by looking at each material type, or may review each brand or range of products in turn, or may have different packaging suppliers and work with each in order. In both cases, the reporting should simply be by the 'types' of packaging that have been reviewed.

2. Of the types of packaging **existing** at the beginning of the reporting period, what percentage had been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

52 %

3. Of the **new** types of packaging introduced during the reporting period, what percentage has been reviewed using the Sustainable Packaging Guidelines (SPG) by the **end** of the reporting period?

100 %

4. Describe (other?) outcomes achieved using the SPG in regard to:

Please indicate even if you have done nothing in this area

- a) *Avoiding or minimising the use of materials and other resources*

New packaging has been configured on to pallets in the most efficient way possible, while taking into account the requirements of staff packing and picking from the pallets, as well as the most robust stacking style to handle the transport requirements.

- b) *Optimising recyclability and recycled content*

Continue to use recycled cardboard and recyclable plastic film.

- c) *Reducing litter impacts*

Continue to sell bulk packs to customers.

Goal 2: Recycling - efficiently collect and recycle packaging.

KPI 3: % signatories applying on-site recovery systems for used packaging

5. Do you have on-site recovery systems for used packaging?

- Yes at all facilities/ sites
 Yes at some, but not all facilities/ sites
 No

6. Describe what types of packaging materials are collected and recycled on-site

Cardboard, metal and plastic are collected on-site and recycled

7. Actual: Describe what progress (since the beginning of the reporting period), if any, has been made in collecting and recycling materials on-site

The amount of cardboard sent to be recycled (168.9 tonnes) has reduced by 13.6% from the previous year. This is due to two main factors: [1] the amount of packaging to product produced has reduced by 5%. This year our product to packaging ratio is 7.49:1 whereas last year it was 6.96:1. [2] the reduction of factory waste and the reuse of secondary packaging

KPI 4: Signatories implement formal policy of buying packaging made from recycled products

8. Does your company have a formal policy of buying packaging made from recycled products?

- Yes No

9. Is this policy actively used?

- Yes No

10. For audit purposes, what evidence would demonstrate that the policy is actively used? Give examples

Orders and packaging data listing purchases, the amount and type of material

Goal 3: Product Stewardship - demonstrate commitment by all signatories

KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.

11. Does your company have formal processes in place for collaborating with other companies or organisations on improved packaging designs and/or recycling which aims to reduce or eliminate waste?

- Yes No

12. Briefly describe how your company collaborates with other companies or organisations to improve packaging designs and/or recycling

We closely work with our carton and film suppliers to supply the best packaging possible to protect the ice creams, while containing the least amount of packaging material and still running through machines efficiently.

13. Briefly describe what progress, if any, has been made to improve packaging designs and/or recycling

There have been no new developments in new improved packaging design in the last reporting period.

KPI 7: % signatories showing other Product Stewardship outcomes

14. Since the beginning of the reporting period, has your company had any other outcomes related to product stewardship?



Yes



No

15. Briefly describe any other results (not described in previous questions) you have achieved in reducing your packaging impact? (Quantify your answer if possible).

We have changed one of our packaging materials from a waxed cardboard (unrecyclable in most areas) to a coated cardboard (which is recyclable and biodegradable). This has dropped our waxed cardboard usage by 1 tonne in the reporting period. We expect further reductions in the following year when this change will affect the whole reporting period.

KPI 8: Reductions in packaging items in the litter stream

16. Briefly describe what measures, if any, have been implemented to reduce litter.

We recycle factory and depot waste where ever possible. All products have the recycle symbol on the various packaging components which can be recycled, and plastics contain the appropriate plastic coding symbol. The selling of product in bulk packs reduces the amount of possible litter which can be generated.

General

17. Please provide details of any special circumstances or additional information that will help us interpret this report (you may include links to your website showing any case studies or relevant information).

After being involved with the packaging covenant for 10 years it has become harder to find large improvements while still working with the constraints set out by the various packing machines and transport requirements. Currently recyclable cardboard makes up 67.67% of the total packaging, and wax paper (which is unrecyclable in most areas) makes up 1.89% of the total packaging.

PART B – Your annual performance

This section will ask you for additional data on your progress made during this reporting period against the **annual** targets you have set for each of the Covenant KPIs. The data you provide in Part B will be used to determine your performance rating. Here we are looking at your achievements in changes to packaging **outcomes** rather than **processes** (e.g. **15 tonnes** of material diverted from landfill rather than a **process** in place to investigate or actually divert waste from landfill). Please use this section to highlight any particulars that you think are relevant about your industry and sector and we will take this into account in the performance rating.

Goal 1: Design

KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPG's or equivalent.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 1

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Implement Sustainable Packaging Guidelines.	Achieved.
2.	Categorise stock keeping units.	Achieved.
3.	Assess 50% of existing Stock Keeping Units.	52% of existing Stock Keeping Units assessed.
4.	Assess 100% of any new Stock Keeping Units.	Achieved.

Goal 2: Recycling

KPI 3: % signatories applying on-site recovery systems for used packaging.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 3

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Continue to increase packaging recovered onsite for recycling.	Packaging recovered onsite for recycling dropped by 12% from the previous year and this coincided with a 19% drop in packaging waste sent to land fill.

KPI 4: Signatories implement formal policy of buying packaging made from recycled products.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 4

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Continue implementation of factory Packaging Material Purchasing Policy.	All packaging purchased met the conditions set by the Packaging Material Purchasing Policy.

Goal 3: Product Stewardship

KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 6

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Implement the Sustainable Packaging Guidelines and assess 50% of existing SKU and all new SKU.	Achieved. While reviewing the packaging of existing SKU's it appeared that it may be possible to improve the palletisation of the product. Thus increasing the efficiency of the pallet. This will be thoroughly investigated once all the SKU have been reviewed.

KPI 7: % signatories showing other Product Stewardship outcomes.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 7

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Continually working with suppliers looking for new advances in packaging, while offering a cost effective alternative to existing packaging.	No new advances during this period. Changed from a waxed board to a barrier coated board (which is more recyclable). The effects of which will be more evident in the next reporting period. The change gave a 12.5% drop in the waxed board usage.

KPI 8: Reductions in packaging items in the litter stream.

Please enter your targets for this year or milestones in your plan and the extent to which they were achieved.

Please indicate your progress this year towards achieving your annual targets and milestones for KPI 8

	Target: What were your annual targets for the reporting period?	Actual: What did you achieve?
1.	Continue placing all anti-litter symbols or appropriate recycle symbols on any new packaging types ordered.	Achieved.

PART C – Your Experiences

Please use the fields below to share with us any achievements, good new stories or areas of difficulty in making progress against your plan and the Covenant Goals and KPIs. Provide as much detail as you feel is appropriate.

24. Key achievements or good news stories.

25. Areas of difficulty in making progress against Covenant KPIs.

26. Any other comments.