



SOUTH AUSTRALIAN WINE INDUSTRY
ASSOCIATION INCORPORATED

Australian Packaging Covenant Mentor Action Plan July 2010- June 2015

Prepared March 2011

In association with the Wine Industry Association WA



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EXECUTIVE SUMMARY

The South Australian wine industry is a leading contributor to the economic success of the State, which gives it a high public profile. Accordingly, the South Australian Wine Industry Association (SAWIA) and its members are committed to being proactive and demonstrate leadership in the participation of environmental initiatives such as the Australian Packaging Covenant (APC).

In 2002, SAWIA established a Mentor Program to support members in meeting their packaging waste obligations under the National Packaging Covenant (NPC). The Program has continued to grow and strengthen in line with the Covenants objectives.

While SA is the “production home” of the three major corporate winery businesses, most wineries by numbers are small family operated concerns. The Association has structured its Mentor Program to include small wineries that are not required to sign on to the Covenant, but wish to do so.

Under the new objectives of the APC Strategic Plan, SAWIA will continue to support the Mentor Program and develop a series of tools to assist members in implementing the new Covenant requirements.

SAWIA acknowledge that the benefits for members in the Mentor Program are now strengthened by the Covenant’s strategic plan to demonstrate leadership in sustainable packaging design, share information to further recover and recycle used packaging materials across the industry and to work cooperatively across the supply chain.

In addition, an important process in the Action Plan will be to further expand the Mentor Program to increase the participation of interstate Companies to sign up to the Covenant under the Program. This will strengthen the Industries ability to overcome challenges and make effective changes to achieve the priorities set out in the Covenant Council’s strategic plan.

INTRODUCTION

In November 2002, SAWIA established a Mentor Program to assist members that signed on to the National Packaging Covenant (NPC). The Association developed and submitted one Action Plan for all members of the Mentor Program, developed reporting templates for audits and undertook the required reporting against the Plan. The Mentor Program has received praise from the NPC and state authorities, and won the Action Challenge award in the inaugural Packaging Evolution Awards in 2006.

The Mentor Program was expanded early in 2008, through the negotiation of an agreement with the Wine Industry Association of Western Australia (WIAWA), which facilitated the membership of the SAWIA Mentor Program by members of WIAWA. The agreement also precipitated the further development of the reporting tools, reducing ambiguity and streamlining reporting procedures for participants, as well as the development of data aggregation tools to speed and simplify the reporting undertaken by SAWIA. The financial support of this program of improvement and expansion by the NPC and Zero Waste SA (through the state's jurisdictional project group) is gratefully acknowledged.

Under the new strategic plan of the Australian Packaging Covenant (APC), there has been a positive response and constructive involvement from mentor program members and potential new members. The names, site locations and brand names of the participating companies are included in Attachment 1.

As outlined in the action plan, the Covenant's new phase will be expanded to a wider group within the South Australian, Western Australian and Victorian wine industry. In addition, there will be more formal processes for working as a group to improve packaging design, recycling and reducing materials to landfill. The packaging materials used by the program members across the wine industry are listed in Attachment 2.

MENTOR PROGRAM STRUCTURE

The Association has structured its Mentor Program to include small wineries that are not required to sign on to the APC, but wish to do so.

The Program is structured as follows:

Mentor Program Covenant Signatories

These are companies with an annual domestic turnover of \$5M or greater that have committed to the signing of the APC and the undertakings of the Mentor Program APC Action Plan.

Mentor Program Volunteer Signatories

- Companies with an annual domestic turnover of \$2M but less than \$5M that have committed to continuing their membership of the Mentor Program.
- Companies with an annual domestic turnover of less than \$2M that have committed to continuing their membership of the Mentor Program, despite the fact that they are officially exempt.

Implementing the Sustainable Packaging Guidelines (SPG)

In order to support the mentor members in applying the SPG to their businesses, a workshop was conducted at SAWIA for all participating members. The 12 proposed strategies and associated questions provided in the APC document were discussed and it was agreed that most questions in the SPG template could be included in the review (See Attachment 3). The questions were divided into four categories:

1. Questions which will be answered by the Signatories during a product review.
2. Questions which will be answered by the Suppliers on a separate questionnaire form. This task will be managed by SAWIA to prevent Suppliers receiving multiple questionnaires. All Signatories will all have access to the completed Suppliers questionnaire.
3. Questions which require an answer from both, Signatories and Suppliers.
4. Questions which refer to standard practices across the Wine Industry. These questions will be answered by SAWIA on behalf of Mentor Program members and included in the Annual Report.

ACTION PLAN

Covenant performance goals and KPIs	Actions	Responsibility	Timeline
Goal 1. Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety			
KPI 1 Proportion of signatories in the supply chain implementing the Sustainable Packaging Guidelines (SPG) for design or procurement of packaging	Develop a draft SPG review template for members, in line with the Sustainable Packaging Guidelines.	SAWIA	February 2011. Completed
	Workshop with Industry Representatives to further develop SPG Review Tool.		March 2011 Completed
	Develop a tool for members to use to schedule reviews for existing packaging		April 2011.
	Review SPG tool, implement any necessary improvements.		December 2012.
Goal 2. Recycling – the efficient collection and recycling of packaging			
KPI 3 Proportion of signatories with on-site recovery systems for recycling used packaging	Develop questionnaire to highlight possible onsite recovery system improvements. Include in annual declaration form for members.	SAWIA	April 2011.
KPI 4 Proportion of signatories with a policy to buy products made from recycled packaging	Develop a template for buy recycle policy for members.		April 2011.
Goal 3. Product stewardship – a demonstrated commitment to product stewardship by the supply chain and other signatories			
KPI 6 Proportion of signatories that have formal processes for working with others to improve packaging design and recycling.	Develop templates: Policy to review all packaging against the SPG.	SAWIA	May 2011
	Develop Suppliers questionnaire to assist with SPG review. Review annually		April 2011. Annually

Covenant performance goals and KPIs	Actions	Responsibility	Timeline
KPI 6 Proportion of signatories that have formal processes for working with others to improve packaging design and recycling.	Market and promote mentor program nationally by implementation in at least two new target regions.	SAWIA	December 2011.
	Continue to promote expansion of participation in the APC nationally, in collaboration with stakeholders (e.g. WFA)	SAWIA	Ongoing
KPI 7 Proportion of signatories demonstrating other product stewardship outcomes for packaging	Present the new APC obligations and discuss a proposal to develop industry specific tools for wine industry representatives.	SAWIA	December 2010 Completed
	Workshops/forum for Industry Reps to further develop APC tools, share information and packaging challenges.		Ongoing — Annually
KPI 8 Reduction in the number of packaging items in litter.	Develop materials list and identify materials going to landfill	SAWIA	April 2011 — review annually
	Select high priority material going to landfill and work with stakeholders to investigate alternatives or other options		Ongoing.

APC CONTACTS

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ATTACHMENT 1

MENTOR PROGRAM MEMBERS

Covenant Signatories

Company Name	Site Location	Brand Names
Angoves Pty Ltd	Renmark	Angoves
Australian Vintage Ltd	Diverse	Diverse
Constellation Wines	Reynella	Diverse
d'Arenberg Pty Ltd	McLaren Vale	D'Arenberg
Ferngrove	Western Australia	Diverse
Kingston Estate Wines Pty Ltd	Kingston	Diverse
Peter Lehmann Wines Limited	Tanunda	Peter Lehmann
Tanunda Vintners Pty Ltd	Tanunda	Rockford Wines
Taylors Wines Pty Ltd	Auburn	Taylors Wines
Wirra Wirra Pty Ltd	McLaren Vale	Wirra Wirra
Wingara Wine Group	Diverse	Diverse
Premium Wine Brands	Diverse	Diverse

Volunteer Signatories

Company Name	Site Location	Brand Names
CA Henschke	Keyneton	Henschke
Grant Burge Wines	Tanunda	Grant Burge; Barossa Vines
Sevenhill Cellars	Sevenhill	Sevenhill
Shaw and Smith	Balhannah	Shaw and Smith
Torbreck Vintners Pty Ltd	Tanunda	Torbreck

ATTACHMENT 2

Packaging materials

Packaging Materials			
Primary	Wine Container	Secondary	Carton
	Bag in box		wooden
	pouch		cardboard high gloss
	glass		cardboard
	PET		Divider
	can		Cardboard
	tetrapak		moulded pulp 4 bottle
	Seal		Other Packaging
	crown seal		tin
	fortified stopper cork		jacket wrap (eg: 6-pack holder cardboard)
	cork	Tertiary	Stretchwrap
	synthetic cork		LDPE (polyethylene)
	composite cork		Slipsheet
	plastic screwcap		pvc
	Aluminium screwcap		cardboard
	Zork		wood
	vino-lok		Pallets
	muselet		timber
	Capsule		plastic
	polylaminate		
	PET		
	sparkling hood		
	tin		
	Labels and backing paper		
	paper		
	plastic laminate		
	PET		
	glassine		

ATTACHMENT 3

Sustainable Packaging Guidelines Template

Sustainable Packaging Guidelines (SPG) Template						
		Consumer packaging	Secondary packaging	Tertiary packaging	Opportunities for improvement	Evidence for auditors
Product Packaging description						
Minimise materials (source reduction)						
1	Is the packaging necessary? And Why?					
2	Has the package been designed to use the minimum amount of material necessary to suit the required level of functionality?					
	Does the package have minimum number of separate layers?					
	Minimum packaging weight?					
3	Are there any options to further reduce materials?					
4	What is the likely impact of these options on functionality, product protection and consumer safety?					
5	Does the design of the package allow the product to be completely consumed, i.e. to avoid product wastage?					
Maximise water and energy efficiency						
6	Have you and your suppliers taken steps to optimise the energy efficiency of production processes and distribution?	This question will be answered centrally				
7	Have you and your suppliers taken steps to optimise the water efficiency of production processes?	This question will be answered centrally				
8	Have you considered using renewable energy for manufacturing eg: by purchasing a % of greenpower?	This question will be answered centrally				
Use recycled materials						
9	What is the amount and percentage of recycled material? (Specify source, i.e. pre- or post-consumer)	This question will be answered by Signatories and Suppliers				

Sustainable Packaging Guidelines (SPG) Template						
		Consumer packaging	Secondary packaging	Tertiary packaging	Opportunities for improvement	Evidence for auditors
10	Could alternative formats or materials incorporate recycled material or offer a better environmental impact solution? If so, how much, and why were they not selected?					
11	Is it possible to use more post-consumer recycled material? If no, please explain the rationale.	This question will be included in the Supplier questionnaire				
12	Have you discussed the use of recycled materials with your marketing department and identified any market concerns?					
13	If a recycled content claim is made, is the minimum level of recycled content specified in accordance with AS/NZS 14021?					
Use renewable and/or recyclable materials						
14	What is the potential for and availability of materials derived from a renewable source?	This question will be answered by Signatories and Suppliers				
15	Are the renewable raw materials grown and harvested using sustainable farming or forestry practices?					
16	What is the potential for incorporating recyclable materials?					
17	Describe your understanding on the extent to which the consumer packaging used is collected for recycling in the geographic area(s) where the product will be sold?	This question will be answered centrally				
Minimise hazards associated with potentially toxic and hazardous materials						
18	Have you applied risk management principles in the selection of substances for packaging applications (e.g. inks, pigments, stabilisers and adhesives)? This includes, where possible, elimination of toxic and hazardous substances or minimisation of such substances where their use is necessary	This question will be answered by Signatories and Suppliers				
19	Does the packaging meet Australian and /or international standards in relation to the levels of potentially toxic and harmful substances? For example, the EU Packaging Directive specifies that the combined weight of heavy metals (mercury, lead, cadmium and hexavalent chromium) in a package or any of its components must not exceed 100ppm.	This question will be answered by Signatories and Suppliers				

Sustainable Packaging Guidelines (SPG) Template						
		Consumer packaging	Secondary packaging	Tertiary packaging	Opportunities for improvement	Evidence for auditors
Use materials from responsible suppliers						
20	Are your raw materials sourced from suppliers who have documented environmental management systems?	This question will be included in the Supplier questionnaire				
21	Do you give preference to suppliers that are signatories (if applicable) to the Covenant?					
22	Are you or your suppliers engaged in a sustainability program such as the PACIA / EPA Victoria Sustainability Leadership Framework?	This question will be included in the Supplier questionnaire				
Design for transport						
23	Can the distribution packaging be reduced or eliminated through redesign of the primary or secondary package, or vice versa?					
24	Are you currently using shelf ready/retail ready packaging? Is it being used effectively? If it is not being used effectively has this been communicated to others in the supply chain?					
25	Have you used light weighting (source reduction) strategies in your package design? Have you considered the overall environmental impact of light-weighting, e.g. does your design for transport have a negative impact on the recyclability of the used packaging?					
26	Have you designed your consumer packaging to maximise the efficiency of secondary or tertiary packaging, e.g. for example in pallet configuration?					
27	Are you fully utilising the transport options such as pallet efficiency and truck height? Are there any efficiencies that can be achieved?					
28	Is there an opportunity to switch to more efficient vehicles, hybrid vehicles or renewable energy sources for your distribution fleet?	This question will be answered by Signatories and Suppliers				
29	Do you consider back-loading of used packaging or waste products once deliveries have been made? Can your distribution network aid the recovery of used packaging?					
Design for reuse						
30	Have you considered and compared the environmental benefits of reusable packaging over single-use packaging?	This question will be answered by Signatories and Suppliers				

Sustainable Packaging Guidelines (SPG) Template						
		Consumer packaging	Secondary packaging	Tertiary packaging	Opportunities for improvement	Evidence for auditors
31	Do you have packaging supply chain confirmation that the package is capable of reuse for the intended application under normal conditions, without risk to the product or to the health and safety of packaging supply chain workers and consumers?					
32	Has the product been designed to maximise the number of return trips / reuse?					
33	Is the packaging format applicable for reconditioning once the packaging has fulfilled its designated purpose? If the product cannot be reconditioned, can the reusable packaging be recycled?					
Design for recovery						
34	To what extent are the packaging materials collected for recycling in the geographic area in which the product will be sold?	This question can be answered in Q 17.				
35	How much of the packaging is recyclable?					
36	How many materials are being used in this package? If more than one material is used, are the different materials compatible in the recycling process?					
37	Are any materials bonded together and therefore difficult to recycle? If yes, has an alternative format/system been considered?					
38	Has the packaging been designed to minimise the impacts that any components such as closures, labels, sleeves, carry handles, etc. may have on the recycling process?					
39	Have you consulted with recyclers or composters (depending on the intended recovery process) to find out whether any components will be problematic in the recovery process or in the end-product?	This question will be included in the supplier questionnaire				
40	If compostable materials are being considered, has reference been made to industry standards such as the PACIA's document, Using Degradable Plastics in Australia – A product stewardship guide and commitment? http://www.pacia.org.au/					
41	Is packaging of this type and purpose included in the Australian Council of Recyclers (ACOR) Kerbside recycling specifications? Have these specifications been considered in the packaging design?					

Sustainable Packaging Guidelines (SPG) Template						
		Consumer packaging	Secondary packaging	Tertiary packaging	Opportunities for improvement	Evidence for auditors
42	Have you developed and implemented appropriate labelling on packaging to encourage consumers to recycle or compost?					
43	Is rigid plastic packaging labelled with PACIA's plastics identification code?					
Design for litter reduction						
44	Do you understand where, when and how the product will be used and by whom?					
45	Is the package likely to be consumed away from home and therefore have the propensity to become litter?	This question will be answered centrally				
46	To what extent is this packaging type represented in the litter stream?	This question will be answered centrally				
47	How many separate or easily separable components that could end up as litter does the packaging item have (e.g., screw cap lids, peel off seals), and can they be reduced?	This question will be answered centrally				
48	Has the package been designed to minimise the number of separate or separable components?					
49	Do you provide advice for consumers on the label to encourage appropriate disposal or recovery?					
50	What steps have you undertaken to reduce the occurrence of your packaging in the litter stream?	This question will be answered centrally				
51	Have options been considered for away-from-home recycling as part of an overall littering abatement program?	This question will be answered centrally				
Design for consumer accessibility						
52	Has the consumer's ability to access the product within the packaging been adequately considered in the design process? For example, has a consumer specialist analysed the actions required to interact with the product?	This question will be answered centrally				
53	Have you considered whether the level of information on the packaging ensures the consumer is aware of its contents and how to open the package?					

Sustainable Packaging Guidelines (SPG) Template						
		Consumer packaging	Secondary packaging	Tertiary packaging	Opportunities for improvement	Evidence for auditors
54	Have you considered the demographic of the consumer who will use the product? Are there any limiting factors typically associated with these consumers?					
55	Can changes be made to improve the ability of the consumer to use the product without compromising the safety, security or quality?					
56	To what extent has your company ever received any complaints in relation to accessibility of packaging?					
57	Could an alternative design be used efficiently to minimise the requirement for tools such as a knife or scissors?	This is not considered relevant to our Industry..				
Provide consumer information on sustainability						
58	What environmental issues have been considered during development of the product's marketing strategy, for example use of environmental claims, logos and consumer education?					
59	Will any environmental claims be made about the packaging item?					
60	Has information been used on packaging to encourage recycling, for example the Mobius loop (refer to AS/NZS 14021).					
61	Has plastic packaging been identified with the voluntary Plastics Identification Code which marks plastic containers to identify the plastic resin from which they are made? (Note - The code is not intended to be a guarantee of recycling or to provide companies with a platform for environmental claims. Copies of the Code and Guidelines on its use are available from PACIA).					
62	Has appropriate information in relation to litter prevention been included on all packaging of products likely to be consumed away from home?	This question will be answered centrally				
63	If recycling logos are to be used on the packaging, have you identified existing systems that will be able to recycle the packaging?					