



Signatory Name: Sheldon & Hammond 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:

Please indicate your organisation's reporting period:

- Financial Year: 1 July 2011 – 30 June 2012
- Calendar Year: 1 January 2012 – 31 December 2012

Goal 1: Design

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

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

Yes No

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?

%

Have any new types of packaging been introduced during the reporting period?

Yes No

If yes, of the **new types of packaging introduced during the reporting period**, what percentage have been reviewed using the Sustainable Packaging Guidelines (SPG) by the end of the reporting

%

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.	Monitor process with suppliers	Our Packaging Materials Policy was sent out to all suppliers on 20/3/12. Development began on our Packaging Sustainability Questionnaire. The intention with this document, is to present the questionnaire to the suppliers of packaging that we have a degree of control over, so that they have to answer a series of questions before they can access the files for artwork and tooling preparation. We anticipate that this will be in place by May 2013.
2.	Personnel training and implementation to be completed	Consultant trained all relevant personnel on what the APC represents, types of businesses involved, our involvement as Brand Owners, our Action Plans, development of policies, procedures and supplier guidelines, the types of packaging involved in our action plans, recycling and potential for re-use, SPG concepts of design, purchasing recycled, renewable packaging, avoiding toxic / hazardous materials, determining supplier capability, customer accessibility and satisfaction, end-use information on packaging, energy and water efficiency, annual reporting and our responsibilities under the APC
3.	Review 50% of existing packaging that is within our control.	We reviewed 55%
4.	Review 4% of existing packaging that is not controlled by us	We reviewed 4% but this is an extremely difficult task.

Describe any constraints or opportunities that affected performance under this KPI

We are considering changing our Action Plans for reviewing existing packaging that is not controlled by us, to 'ranges of existing packaging'. Dealing with individual packs that are frequently changing, is frustrating because tracking the changes is a cost that we can't justify for the return. Regarding point 11, this is not a target for our Action Plans. We may be able to include this aspect in future Action Plans as we have introduced a monitoring system called Packaging Sustainability Questionnaire for packaging that we have some control over. We anticipate that this will be in place by May 2013.

Goal 2: Recycling

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

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

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

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.	A system is in place to recover used corrugated board and other paper, for recycling. Systems are to be developed for recovery of other forms of packaging waste, for recycling if possible	35 x 20ft skips of paper based packaging were picked up by Cardboard King = 1162 cubic metres approximately. 127 bins of plastic waste x 1100 litre per bin were picked up by Cardboard King = 140 cubic meters approximately. Office paper-based waste is collected in dedicated bins and then transferred to the waste paper skips. Confidential office paper waste is collected and shredded by Security Cyclic Shredding.
2.	Develop plans to encourage suppliers to identify the recyclability of packaging materials supplied with the products we purchase	We have had only a few responses to letters sent to suppliers of packaging / products that we have no control over, but those responses were very positive. We are developing the Packaging Sustainability Questionnaire to provide to suppliers of packaging for products that we have control over. The questionnaire is being designed to present focussed questions to the suppliers, that they must answer before they can open the order files

Describe any constraints or opportunities that affected performance under this KPI

Changing to Cardboard King, who send our paper and plastic waste for recycling, has been an environmental benefit, where these materials now do not go to landfill. Also there has been a financial benefit in the cost of removal of these wastes

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

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

Yes No

Is this policy actively used?

Yes No

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.	Development of policies defining processes for buying packaging made from recycled materials, where possible	Policies developed and relevant personnel trained. We are developing a Packaging Sustainability Questionnaire with a feedback form, to help us collect data relevant to this KPI. We anticipate that this will be in place by May 2013.

Describe any constraints or opportunities that affected performance under this KPI

Goal 3: Product Stewardship

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

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

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.	Prepare plans and possible recommendations that can be provided to suppliers and supply chain, for potential future design and other environmental improvements	A procedure for Packaging Design Criteria, with associated guidelines, has been developed and approved, then trained to relevant personnel. Letters introducing these procedures have been sent to all suppliers, whether we have control over the packaging, or not.

Describe any constraints or opportunities that affected performance under this KPI

we received a very poor response to our communications with suppliers of packaging materials that we do not have control over, although the few responses we did receive were very positive.

KPI 7: % signatories showing other Product Stewardship outcomes.

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

Yes No

If yes, please give examples of other product stewardship outcomes

We introduced a logo on the top flap of outer corrugated containers that are produced in Australia for products that we control, to encourage re-use, or to recycle. These outers are eminently suitable for a wide range of re-use by consumers.

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.	Investigate opportunities for other product stewardship actions, to support the Covenant's objectives and goals	The re-use / recycle logo introduced to corrugated containers produced in Australia has been fully introduced. Other packaging is now progressively carrying recycling logos, where applicable

Describe any constraints or opportunities that affected performance under this KPI

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

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.	Investigate whether used packaging is likely to enter the litter stream then, if this is the case, develop processes to minimise this	Our investigation into whether our used packaging is likely to enter the litter stream, has so far shown that there is an extremely low propensity. Our internal waste paper and plastic packaging is now collected and controlled. When we send packed products to retail outlets, they are either unpacked in the store for display, or sold in the original packaging. In both of these cases, packaging waste becoming litter is very limited

Describe any constraints or opportunities that affected performance under this KPI

We can't physically determine whether customers allow packaging waste to become litter.

Your Experiences

This section lets you share with us any achievements, good news stories and areas of difficulties in making progress against your plan and the Covenant goals and KPIs.

Key achievements or good news stories

We introduced a logo to encourage re-use / recycling of outer corrugated containers manufactured in Australia. These containers are eminently suitable for re-use or recycling
We are developing an interactive Packaging Sustainability Questionnaire for suppliers where we have some control over the packaging. We anticipate that this will be in place by May 2013.

Areas of difficulties in making progress against your plan, Covenant goals or KPIs

By far the greatest percentage of our turnover comes from suppliers who we have no control over. So far we have had very limited response from these suppliers.