



## Signatory Name: Keep Australia Beautiful National Association

*The question numbers in this report refer to the numbers in the report template. Not all questions are displayed in this report.*

Status: Completed

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

Yes

**5. 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:

**6. Industry type** (please select 1 only):

**7. Please indicate your organisation's reporting period:**

- Financial Year: 1 July 2012 – 30 June 2013
- Calendar Year: 1 January 2013 – 31 December 2013

**Goal 1: Design**

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

8. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPGs or equivalent?

Yes  No

9. 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?

%

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

Yes  No

11. 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 period?

%

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	We do not produce packaging therefore this KPI is not applicable	We do not produce packaging therefore this KPI is not applicable

13. Describe any constraints or opportunities that affected performance under this KPI

Goal 1: Design

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

Rating

Rating Comments

## Goal 2: Recycling

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

14. 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

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Collect all recycleable materials via co-mingled on-site bins	Since the Action Plan came into effect in October 2013, we have improved our recycling efforts by 70%. We collect, in divided containers, recyclable, organic and waste materials in the office. On average per week, we recycle 50L of plastic, aluminium, paper and paper materials. Approximately 25L of organic waste is collected, which is taken home at the end of each week to a staff member's home compost. 15L of non-recyclable materials is deposited in on site bins per week. These figures were calculated from a weekly audit, which has been compared to previous figures used for reporting in our Action Plan.
2.	Print double sided and when possible re-use paper only used on one side.	Our target was for 99% of our paper to be re-used when only printed on one side. As we are a small team, we are very good in ensuring our printer is used efficiently and sustainably. In addition, one of our staff has started taking home shredded paper for her pet's use.
3.	Waste water for used for office plants	Since acquiring a coffee machine, we have collected all waste water produced and used it on office plants.

16. Describe any constraints or opportunities that affected performance under this KPI

In June 2013 we moved from a shared office space with Keep NSW Beautiful to our present, temporary Parramatta location. As we are in this space for a temporary period it has been difficult to encourage change of behaviour for the entire building's recycling and waste management system. There is a lack of awareness amongst other building inhabitants as to what is recyclable and what is not. We have been able to achieve improvements within our team of four, namely improved management of organic waste and better recycling of paper, but the on-site co-mingled, shared bins are frequently misused. We are currently devising an effective way to engage with other offices in this building on improving recycling practices. Once an approach is decided upon, this will be actioned in the coming month and hopefully some improvements to waste and recycling management across the building will be measured.

Goal 2: Recycling

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

Rating

3

Rating Comments

Well done on having recycling facilities at all sites. Your targets and actuals have been reported effectively. To support further improvement, consider tracking and reporting the total waste generated and proportion recycled.

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

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

- Yes  No

Provide details of policies and procedures (including names of policies/ procedures)

Keep Australia Beautiful Brand Standards Manual

18. Is this policy actively used?

- Yes  No

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	100% of design and print order are on recycled materials	In September 2013 our Brand Standards Manual was updated to incorporate an "Environmental Print Recommendations" Section to help advise all employees and network members to utilise recycled materials for design and print purposes when using our branding. Our target is for 100% of our office's print & design work to be done on recycled materials. We are currently achieving 70% of this.
2.	100% of office furniture and decorations are either up-cycled, second hand or made from recycled materials.	80% of our office furniture/decorations are up-cycled, second hand or made from recycled materials. We have not purchase new office furniture since the Action Plan.
3.	100% of event catering, supplies, stationary and gifts are selected based on the supplier's recycling and sustainability ethos and where possible, these items are local and organic.	In regards to our events, 70% of the products used are sourced from companies which have a triple bottom line. An Events Guideline is to be drafted after our next event, the Australian Tidy Towns Awards, to help us consistently follow through on this action and achieve our goal of 100% selectivity.
4.	100% printer cartridges are recycled	As we are a small team, 100% of our printer cartridges are easily recycled as we produce very little. We take them to a Planet Ark recycling bin when necessary.

20. Describe any constraints or opportunities that affected performance under this KPI

As we are a small team therefore many of the sustainability/ethical product choices for events or for our office, are decided in discussions and are informally acknowledged by our team. Whilst everyone is on the same page, best practice would be to formalise this in a cohesive manual/guidelines document. Our newest team member endeavours to draft an Events Organiser Manual to ensure that future and current staff are guided by Best Practice Sustainable/Ethical Product Purchasing guidelines. This will help ensure we minimise our carbon footprint in this area.

Goal 2: Recycling

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

Rating 4

Rating Comments It is great to know that you have a policy that is actively used. Strong targets and detailed actuals have been reported. Good job!

### Goal 3: Product Stewardship

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

21. 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

Provide details of policies and procedures (including names of policies/ procedures)

Agreed Litter Policy - We have a partnership approach to addressing litter holistically

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Introduce and improve messaging in existing and new programs.	<p>During the reporting period, KAB has strengthened key anti-litter messaging through the Random Acts of Tidiness campaign which achieved 702 airplays across many metro and regional areas around Australia across the Christmas holiday break.</p> <p>In addition, the Communications Officer has introduced the KABnarrator blog, as of July 2013, to share stories and drive more traffic to the principle website. It is a new project and results are not comparable at this stage but the blog views are steadily growing. This is an example of how KAB is diversifying the media to engage with the public.</p> <p>We have engaged a new PR agency to work with us on overall improved messaging for all of KAB and our campaigns.</p>
2.	Increase engagement at events and in programs	Australian Tidy Towns is now a 1.5 day event to increase the networking, engagement and information transfer

23. 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.

Rating

3

Rating Comments

You are engaging with internal as well as external stakeholders which is a great way to approach this KPI. We recommend that in addition to the above, you also consider reviewing the impacts of your supply chain and identifying further impacts that you may be able to address. A reference is available here:  
[http://www.packagingcovenant.org.au/data/Resources/Supply\\_chain\\_value\\_and\\_packaging\\_sustainability.pdf](http://www.packagingcovenant.org.au/data/Resources/Supply_chain_value_and_packaging_sustainability.pdf)

**KPI 7: % signatories showing other Product Stewardship outcomes.**

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Engage with more corporate partners to work with them on reducing their waste and litter impacts. Increase corporate partnerships by 2 per year.	Keep Australia Beautiful National Association has new partnerships with Lion and Wrigley and we are working with them and their staff to continually refine their overall stewardship which includes commitments they have with the APC.
2.	Implement educational program for schools in 2014	Funding has been allocated to the launch of an environmental education program. Eco Schools is set to launch in late May after program resources have been fully established. At present the website is in development and the Programs Manager is in discussion with three states regarding the piloting of the program. School participation is anticipated to increase year on year in line with the business plan.

25. 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

26. Describe any constraints or opportunities that affected performance under this KPI

Goal 3: Product Stewardship

KPI 7: % signatories showing other Product Stewardship outcomes.

Rating

3

Rating Comments

You have identified a good set of product stewardship outcomes. Ensure that the product stewardship actions your organisation is involved in outside of packaging are captured within your action plan and reported against. Some examples are included here: [http://www.packagingcovenant.org.au/data/Resources/Better\\_practice\\_actions\\_and\\_targets-29.08.13.pdf](http://www.packagingcovenant.org.au/data/Resources/Better_practice_actions_and_targets-29.08.13.pdf)

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

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

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Increase by 10% number of participants in the Beverage Container Recycling Program	This year participation remained strong. We didn't achieve our 10% participant increase, however participation remained strong with 71 communities in total receiving grants We will look to maintain high participation in 2014/15 and will strive for the 10% increase.

2.	Increase engagement by 10% in KAB week	<p>KAB Week is a key anti-litter awareness campaign run by Keep Australia Beautiful. It is a fundamental opportunity to engage with the public and corporate spheres and raise awareness on littering.</p> <p>KAB Week's total audience decreased last year from approximately 6,000,000 to 4,192,944, however it is not a fair comparison as social media presence was not measured in relation to KAB Week previously and in the last year our online presence has grown substantially, as per our Communications Report. In addition, last KAB Week the organisation engaged less via television, which resulted in decreased audience.</p> <p>The Communications Officer is endeavouring to factor in social media presence, so that yearly comparisons can be more robust.</p>
3.	Continue the National Litter Index (NLI)	<p>The NLI is on track for reporting in August for the 13/14 year. Last year we saw a further 3.5% reduction in litter items and a 1.8% reduction in volume at a national average.</p>
4.	Recruit a new cohort of members to the LITTLE Committee	<p>Communications Officer is in the process of recruiting a new cohort of enthusiastic, inspired young people to make up this year's LITTLE Committee (Leading Integrated Taskforce Tackling Litter Everywhere). The LITTLE Committee has been running since 2011 and the most notable achievement for this reporting period is LITTLE Committee member, Amelia Warde's presentation at TEDX Manly in February 2014. Her presentation engaged with an entirely new, community (and a mixed demographic) on key littering issues. It was a great opportunity to get key messaging out there.</p>
5.	Increase engagement with communities, business, councils & government with new partnerships.	<p>A new partnership with government has been instituted, which has helped diversify our funding and gives our organisation a new opportunity to work with government to mobilise the community on anti litter programs.</p>

**28. Describe any constraints or opportunities that affected performance under this KPI**

Negative attention on social media has been challenging for branding during this reporting period and as such methods of community engagement have had to diversify. One positive is the creation of a CEO Twitter Account, which has been a great way for the organisation to speak directly and transparently to the public: one tweet from an Australia Day Ambassador Event was re-tweeted by The Wiggles to over 87,000 people, which gave KABNA greater exposure to a completely different audience. Examples such as this and Amelia's speech at TED X are evidence that KABNA are actively seeking out new, more robust ways to engage with the broader community (public, industry and government) on littering and waste management issues.

Goal 3: Product Stewardship

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

Rating

5

Rating Comments

You have been awarded a 4 as you have thought of innovative activities to report under this KPI. It is encouraging to see that you understand the requirements of this KPI well.

## 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.

### 29. Key achievements or good news stories

The Eco Schools Program represents a fantastic achievement for Keep Australia Beautiful. As the only not-for-profit spearheading this international program in Australia, it is a unique opportunity to engage directly with school communities in regards to their sustainability practices and environmental education. This program will be launched in May and will be piloted within New South Wales, Northern Territory and Tasmania to begin with. We anticipate the program participation to grow to 1000 schools by 2016.

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

As stated, recent negative media attention has been challenging for the Keep Australia Beautiful brand and the organisation's engagement with the public. Consequently, the organisation is working with PR to strengthen community engagement methods and thus achieve one of KP8, the reduction in the number of packaging items in litter and a reduction in total litter overall.

## Summary of ratings:

KPI	2014 Rating (0-5)	2013 comparison
KPI 1	n/a	Not rated
KPI 3	3	Not rated
KPI 4	4	Not rated
KPI 6	3	Not rated
KPI 7	3	Not rated
KPI 8	5	Not rated
<b>Average rating for this signatory</b>	<b>3.6</b>	-
<i>Average rating across all signatories</i>	<i>TBC</i>	<i>2.9</i>

Overall, your reporting is strong and detailed. Well done on achieving most of the targets you set. To support further improvement, consider contacting the APC for information on ways to go beyond the basics and work with your peers on achieving improvements in packaging design, sustainability, recycling, and litter reduction.