



**Keep Australia Beautiful National Association**

**Australian Packaging Covenant  
Annual Report on Action Plan**

**March 2012**



## **Keep Australia Beautiful**

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Keep Australia Beautiful's mission is 'to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment'. It does this through its own operations that can act as an example to others and through its programs that have the potential to reach all Australians.

We are a federation of state and territory offices coordinated by a national office, have programs in each state and territory and have been encouraging people all around Australia to care for their local environment since 1968.

Keep Australia Beautiful National Association is a not for profit association registered in the ACT with deductible gift recipient status.

## **Keep Australia Beautiful Activities**

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Keep Australia Beautiful programs are grouped under three categories:

### **Community Research**

- ★ National Litter Index
- ★ Branded Litter Study

### **Community Awareness**

- ★ KAB Week
- ★ KAB 'Do the Right Thing' partnership
- ★ Trash My Ad

### **Community Action**

- ★ Australian Sustainable Communities Awards consisting of Tidy Towns, Sustainable Cities and Clean Beaches Awards
- ★ Beverage Container Recycling Grants

## **Relevance to Packaging**

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Keep Australia Beautiful National Association seeks to work with the community, with industry and with government to prevent and reduce litter and increase resource recovery.



Keep Australia Beautiful National Association (KABNA) coordinates the Keep Australia Beautiful Network and is a signatory to the Australian Packaging Covenant.

KAB does not manufacture or distribute physical products or packaging other than very small quantities of marketing materials for some programs. To ensure this is minimised, the following is undertaken:

- ★ KAB newsletters are distributed by email only.
- ★ Board papers, emailed and a majority of board meetings held by teleconference.
- ★ The KABNA office is based primarily on digital records with a small amount of accounting records held as paper
- ★ Most work is done by phone and email. Travel is generally limited to program delivery.

## Summary of Actions

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|                     | <b>Actions</b>   | <b>APC KPIs</b> | <b>Achievements in previous 12 months</b>   |
|---------------------|--|-----------------|---|
| <b>Design</b>       | N/A  |                 |   |
| <b>Production</b>   | Reducing unnecessary use of materials, energy & water in office & at awards events                   | 26/28/29        | KAB offices all actively reduce unnecessary use of materials, including water, energy and waste. This is also strived for at the various events and activities held throughout the year. KAB also encourages and works with their stakeholders to ensure they employ the same or similar practices. |
| <b>Distribution</b> | N/A  |                 |   |
| <b>Disposal</b>     | Disposing of packaging through re-use or recycling rather than landfill in office & at awards events | 28/29           | KAB offices all reuse and recycle their paper waste and recycle all possible packaging materials. This is also strived for at the various events and activities held throughout the year. KAB also encourages and works with their stakeholders to  |

|                                   |   |          |  |
|-----------------------------------|---|----------|--|
|                                   |   |          | ensure they employ the same or similar practices.  |
| <b>Research</b>                   | National Litter Index & Branded Litter Study results used to educate consumers & lobby industry & government. | 27/28/29 | The 2010/2011 National Litter index was released in August 2011 and highlighted packaging and litter trends. KAB pursued steps to conduct a Branded Litter Study in 2011/2012  |
| <b>Market development</b>         | Promotion of reduce, reuse & recycle messages through awareness programs including KAB Week                   | 28       | KAB Week in August 2011 focused on marine litter and received high media exposure as well as increasing awareness on the damaging impacts of litter. The waste management hierarchy was promoted through all programs. |
| <b>Education</b>                  | KAB Week, Promotion of Awards projects & state/territory education programs for schools                       | 28/29    | Strong education and awareness was raised through KAB Week and KAB programs. This included over 60,000 school students being educated.   |
| <b>Labelling</b>                  | N/A   |          |  |
| <b>Wholesaling and retailing</b>  | N/A   |          |  |
| <b>Recycling and reprocessing</b> | N/A   |          |  |