



## Signatory Name: ABC Sales & Marketing

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

Status: Complete

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):

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

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

- Financial Year: 1 July 2014 – 30 June 2015
- Calendar Year: 1 January 2015 – 31 December 2015

## Goal 1: Design

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

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

Yes  No

Provide details of policies and procedures

As products are imported we need to strike a balance between maximum shelf life, maximising container quantities and safe stacking practises in container and palletisation  
We are also subject to retail requests for SFP which also impacts on the quantity of packaging required  
We have developed an SPG 'Suitable Packaging Guidelines Check List" that all current and proposed new products are measured against  
This procedure also forms part of any new line requests on the manufacturer

10. 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?

47 %

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

Yes  No

12. 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

100 %

13. 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.	<p>Design a suitable SPG check list format</p> <p>Review current Mamee Snack range against the Principals and Strategies for sustainable packaging</p> <p>Review all NPD and new packaging against the Principals and Strategies for sustainable packaging</p>	<p>SPG check list completed in December but continually refined to be user friendly</p> <p>Snack range available at the beginning of 2015 has been assessed</p> <p>3 new snack products were developed in 2015. One already on shelf and the others due in April. All 3 were developed in conjunction with the SPG checklist</p>

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

Information requested from the manufacture revealed that we could place further recycling logos on cartons and retail multi-packs. The information is being confirmed but if all correct we can make changes

## Goal 2: Recycling

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

15. 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

16. 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.	<p>Continue with office recycling as is</p> <p>Communicate ABCSM's commitment to APC in regard to recycling and influence our suppliers of the possible benefits at their warehouses and manufacturing sites</p>	<p>We continue to use "The Green Team" for secure document recycling The use of kerbside recycling continues and clean paper towel waste is now also recycled Office clean-up day saw us also use bulk recycling bin. Old electronic equipment was also recycled</p> <p>We have little influence with our contract warehouse but they have ample recycling activity from rainwater collection to recycle bins We have discussed our commitment to the APC principals with the manufacturer and requested they investigate avenues to improve packaging where practical</p>

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

Being the importer, we have little influence on the manufacturing side where cost is a major factor in achieving the pricing we require

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

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

Yes  No

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

Copy of email to all staff. Filed in Ron's Public Australian Packaging Covenant

**From:** Ron Rodda  
**Sent:** Wednesday, 25 March 2015 4:19 PM  
**To:** Carolyn McCall <CMcCall@abcsm.com.au>; Rose Sleep <rsleep@abcsm.com.au>  
**Cc:** Chris Watson <CWatson@abcsm.com.au>; Joe Galea <JGalea@abcsm.com.au>; Matthew Parry <MParry@abcsm.com.au>  
**Subject:** Australian Packaging Covenant

Hi all

The completed the Action Plan submitted to the APC has been accepted and we are now obligated as a company to meet certain targets over the next 3 years in relation to...

- Recyclable and sustainable packaging
- On-site recycling

Whilst we are able to have some influence with our Mamee partners some things will not be possible but we can control our own back yard so to speak

We have committed to look for ways to recycle in the office and where possible / practical buy recycled product for our use

We currently use the Green Team and use scrap paper in the photo copier

Are there any other areas we could use recycled goods?

- Recycled photo copy paper for non-presentation material
- Recycled toilet paper, hand towels and tissues

Rose & Carolyn, would you come up with some suggestions and where possible get us a cost to see if there's any benefit for making changes

I need this info by 8 April so I can mark off the first action on the plan

Thanks

**Ron Rodda - Director**  
**ABC Sales & Marketing**

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19. Is this policy actively used?

Yes  No

20. 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.	<p>1/To review our current status and then formulate a “Buy Recycled Policy”</p> <p>2/Investigate the reuse of single sided printed paper for internal use in photocopier and other possible uses</p> <p>3/Communicate ABCSM’s commitment to APC in regard to the use of recycled content, especially cartons and influence our suppliers of the possible benefits at their warehouses and manufacturing sites</p> <p>4/Investigate the use of recycled material for any future marketing material if practical</p>	<p>1/An email was sent to all staff (4) requesting that all office supply purchases be made with consideration to recycling, use of environmental packaging etc. Some examples Recycled copy paper was rejected on the basis of 55% premium price Dish washing liquid was swapped from Morning Fresh to Earth Choice (plant based, 100% recyclable bottle)</p> <p>2/Reuse of single sided printed paper continues at all times. Photo copying of internal documents and used as note paper</p> <p>3/Has been discussed informally with our Mamee supplier during 2015 and was added to the agenda for discussion at our January meeting</p> <p>4/ internal marketing documents are not on recycled paper due to excessive cost</p>

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

All staff and management are more aware of the benefits of recycling in th office and rubbish has been reduced to 1/2 bin on council pick up days. Recycle bin is now full on pick up days

**Goal 3: Product Stewardship**

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

22. 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

23. 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.	<p>Communicate our commitment as a signatory of the APC to all our retail and supply partners</p> <p>Utilise our SPG checklist to influence our Malaysian supplier of the benefits of adopting environmental practises</p>	<p>We have discussed our APC commitment with the Mamee supplier but there have been no formal additions to the agenda in 2015 We have not advised retail buyers other than to include the APC logo on all email communication</p> <p>This was done but any ensuring NPD was measured against the criteria of our SPG</p>

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

Whilst we use the SPG we are restricted in a greater sense by the capabilities of the manufacturer to meet the shelf life criteria we require and the quality of cartons that we require for Shipping and SFP's where applicable

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

25. 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.	<p>Inform our supplier of ABCSM's ongoing commitment to the Australian Market to only supplying products using sustainable Palm Oil or other suitable cooking ingredients by incorporating this point into our SPG check list</p> <p>To communicate our commitment to the APC to the general public by adding the APC Logo to the ABCSM website</p> <p>Add the finalised action plan to the ABCSM website</p> <p>Include the APC logo to ABCSM email communications</p>	<p>We've incorporated this requirement into our SPG and placed great pressure on the manufacturer to meet the RSPO guidelines The factory will be certified RSPO compliant by April 2016</p> <p>The APC logo appears and links to ABCSM's action plan on our website <a href="http://www.mamee.com.au">www.mamee.com.au</a></p>

26. 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

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

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

28. 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.	<p>Investigate with our supplier...</p> <ul style="list-style-type: none"> <li>• The Integration of the recycle symbol on all packaging where appropriate</li> <li>• Ensure a "Don't Litter" message is applied to all non-recyclable packaging</li> <li>• Ensure that our immediate office surrounds are kept free of litter</li> </ul>	<p>After requests for information from the supplier regarding packaging properties, we believe we are able to add the recycle symbol to the outer multi pack packaging on some products We still need clarification as to what product these are before we can determine a time frame to add this in the next cylinder change We currently have no recycle symbol on cartons but that can be rectified fairly quickly, again, at the next print run. We can determine the time frames when we receive the quantities and estimated run out dates</p> <p>The immediate office surrounds are checked weekly at the time of council pick up and any rubbish disposed of accordingly. Any obvious rubbish is disposed of as sighted</p>

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

## 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.

### 30. Key achievements or good news stories

All achievements are noted in the results of the KPI's.

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

2015 was a significant year for ABCSM.

We were preparing our product launch into the USA and the time and effort pushed many things including the focus on KPI's to the background

The absence of a significant staff member in the latter part of the year also shifted focus to other areas as well  
We were still able to meet the majority of the action plan objectives but not in the planned time frames