



GOVERNMENT OF  
WESTERN AUSTRALIA

# Government of Western Australia

## Australian Packaging Covenant

### Action Plan

July 2010 to June 2015



Waste Authority



Western Australia.  
*Too good to waste.*

[www.zerowaste.wa.gov.au](http://www.zerowaste.wa.gov.au)

## Background

This document forms the Government of Western Australia's (WA Government) first Action Plan under the Australian Packaging Covenant (Covenant). The WA Government has made significant advances under previous National Packaging Covenant Action Plans, including the achievement of a number of significant milestones that complement the principles of the Covenant. Specifically, the WA Government:

- Passed new waste legislation in the form of the *Waste Avoidance and Resource Recovery Act 2007*. The legislation gave effect to the Waste Authority on 6 May 2008. It also provides powers for pursuing extended producer responsibility, focusing on preventing the creation of waste in the first place, and the recovery and recycling of waste materials as useful and valuable resources.
- Drafted and passed the *Environmental Protection (NEPM-UPM) Regulations 2007* (Regulations) allowing the Government to enforce the *National Environment Protection Measure for Used Packaging Materials* (Measure) on non-signatories and non-compliant brand owners based in Western Australia.
- Prepared compliance guidelines to ensure the consistent and transparent implementation of the Regulations and, from late 2008, actively contacted non-signatory, Western Australia-based brand owners under the Regulations, resulting in state signatory numbers increasing from 32 to 48 by the end of the 2009-2010 financial year.
- Undertook investigations and feasibility studies seeking local solutions for glass recycling in WA, and partnered the Packaging Stewardship Forum (PSF) in calling for expressions of interest to develop local business solutions and infrastructure for glass recycling leading to a new glass reprocessing plant being jointly funded by the WA Government and the National Packaging Covenant.
- Developed and launched the Department of Environment and Conservation's (DEC) *DECcrease* program whereby DEC will lead by example in the application of sustainable practices in the workplace.
- Reviewed kerbside collection systems and drop-off facilities for recyclables and developed preferred service models for Local Government.
- Lifted the landfill levy on both putrescible and inert waste by 300%, thereby encouraging the increased recovery of packaging by increasing the cost of disposal to landfill.
- Introduced electronic reporting systems for reporting and analysing local and State government recycling data to improve the accuracy and timeliness of reporting against Covenant key performance indicator's (KPI's).
- Introduced Environmental Sustainable Procurement as a new category in the Treasurer's Awards for Innovation in Procurement, demonstrating Government commitment to procurement with sound environmental outcomes such as reduced greenhouse emissions, improved energy efficiency and support for the use of recycled and recyclable goods.
- Actively engaged industry and local government through information seminars, workshops and conferences to promote the Covenant.

This Action Plan aims to enhance delivery and performance against the core State Government commitments of the Covenant from 2010 through to 2015. The WA Government aims to escalate its pursuit of brand owners identified as non-signatories to the Covenant, in addition to meeting its data collection and reporting obligations under the Covenant's KPI's.

The Waste Authority on came into being on 6 May 2008. The key role of the Waste Authority is to develop a waste strategy for Western Australia. The Strategy will help guide the development of a range of key documents that will form part of the integrated framework of policies, strategies and

plans for waste management activities in Western Australia. The final version of the Waste Strategy is currently with the Western Australian Minister for Environment for approval. This Action Plan will be reviewed once the Waste Strategy has been released to identify synergies.

DEC and the Waste Authority are charged with implementing the Covenant on behalf of the WA Government.

### **Western Australian Government Covenant Commitments**

The WA Government has committed to, and actively participated in, the development and implementation of Packaging Covenants since the inception of the first model in 1999. This has included contributing to the evolution and strengthening of the Covenant from Mark I to Mark II, comprehensive independent mid-term review of the Covenant and more recently the move to the Australian Packaging Covenant.

The WA Government acknowledges that its core commitments are as follows:-

- Amend the *Environmental Protection (NEPM-UPM) Regulations 2007* (Regulations) to reflect the amended NEPM for Used Packaging Materials.
- Implement the NEPM for Used Packaging Materials, incorporating a regulatory safety net and enforcing the legislation giving effect to the NEPM in WA.
- Promote Covenant principles, undertakings and signatory benefits, and work with signatories to achieve priorities and targets identified in the Covenant Councils' strategic plan.
- Apply the principles of the Covenant throughout the WA Government's own internal operations.
- Work in cooperation with Covenant signatories and other stakeholders to develop consistent and harmonious policies and systems for the management of used packaging by:-
  - a) developing best practice systems;
  - b) establishing/developing end markets for used packaging materials;
  - c) promoting, supporting and funding market development initiatives;
  - d) providing resource recovery community education and;
  - e) establishing a communications framework to facilitate information sharing and coordinate education and promotion.
- Facilitate the development of programs that optimise the value of recycled materials.
- Provide appropriate financial and other support to optimise materials recovery systems.
- Cooperate with other jurisdictions and industry members to produce reliable data on the performance of disposal and materials recovery systems for paper and post consumer packaging, to assist the Covenant Council to report against its Covenant goals and targets.

As a signatory to the Covenant, the WA Government will incorporate applicable Covenant principles within its operations through:-

- the use of packaging materials and paper that seek to minimise waste and can be recovered for recycling;
- the provision of recycling collection facilities for post-consumer packaging generated on-site; and,
- the implementation of sustainable purchasing policies and practices.

## **The Western Australian Government**

The WA Government has:

- 133 agencies and state owned organisations employing approximately 14,685 people; and
- an annual purchasing budget of approximately \$22.3 billion.

### **Packaging Chain Roles**

The primary roles of the WA Government in the packaging supply chain are those as a consumer of packaging, and a regulator of the supply chain and waste management operations.

The WA Government has a regulatory responsibility to apply the National Environment Protection Measure (Used Packaging Materials) at State level. The WA Government has the capacity to influence the supply chain through the implementation of waste policy and licences under State law. It uses an economic instrument, in the form of a waste levy, to encourage the increased recovery of packaging by increasing the cost of disposal to landfill.

The WA Government's significant expenditure in goods and services give it the potential to influence and stimulate the sustainable use of resources. Purchasing quality products, with recycled content, increases market demand for recovered material. This stimulates market and business development and reduces the consumption of virgin materials.

The WA Government is a facilitator bringing parties together to achieve mutual Covenant goals. It also maintains focus and management of processes through representation on various Covenant working bodies.

### **Contact Officer**

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## Western Australian Government Actions to address Covenant Commitments

1. Key Performance Indicator 1			
Action	Performance Indicator	Target	Timing/Status
1.1 Encourage brand owners to become signatories to the Covenant, including the implementation of the Sustainable Packaging Guidelines (SPG), by ensuring they are aware of and remain compliant to their obligations under the <i>Environmental Protection (NEPM-UPM) Regulations 2007</i> .	Number of: <ul style="list-style-type: none"> <li>• Covenant non-signatories contacted;</li> <li>• WA Covenant signatories;</li> <li>• Number of companies that complied with Regulations/NEPM;</li> <li>• Non-complying signatories contacted.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact all non-signatories and non-complying signatories referred by the Covenant Secretariat in any given year.</li> </ul>	Ongoing for life of Covenant, reported annually.
1.2 Undertake an annual brand owner survey by specific industry sectors to identify non-signatories to the Covenant.	Number of: <ul style="list-style-type: none"> <li>• Industry sector brand owners surveyed;</li> <li>• Brand owners referred to the Covenant Secretariat.</li> </ul>	<ul style="list-style-type: none"> <li>• All specified industry sector brand owners surveyed</li> <li>• All identified non-signatories forwarded to Covenant Secretariat.</li> </ul>	Ongoing for life of Covenant, reported annually.
1.3 Facilitate industry in reviewing and optimising consumer packaging through continued communication with other jurisdictions and industry representatives on policies and strategic frameworks relevant to the Covenant.	Continued representation at the following existing channels: <ul style="list-style-type: none"> <li>• the Australian Packaging Covenant Council (APCC);</li> <li>• the Jurisdictional Projects Group (JPG);</li> <li>• the EPHC and its Standing Committee.</li> </ul>	Achieve attendance at: <ul style="list-style-type: none"> <li>• 100% of APCC meetings;</li> <li>• 100% of JPG meetings;</li> <li>• 100% of EPHC and Standing Committee meetings.</li> </ul>	Ongoing, reported against annually.

<b>1. Key Performance Indicator 1</b>			
Action	Performance Indicator	Target	Timing/Status
1.4 Develop and implement a Waste Strategy that will influence the framework for waste management and recycling in WA.	<ul style="list-style-type: none"> <li>Waste Strategy developed by the Waste Authority.</li> </ul>	<ul style="list-style-type: none"> <li>Approved Waste Strategy publicly available.</li> </ul>	2011
1.5 Provide appropriate financial and other support to assist industry and councils to implement recycling services that encompass the SPG.	<ul style="list-style-type: none"> <li>Number of packaging recycling projects provided with funds by the JPG.</li> <li>Value of JPG funds allocated to packaging recycling projects.</li> <li>Where appropriate, match NPCIA funds allocated to WA based and nationally focused projects.</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> <li>\$300,000 annually plus GST.</li> <li>50:50 ratio government/industry funds.</li> </ul>	Reported on an annual basis and consolidated over the life of the Covenant.
1.6 Continue the Community Grant Scheme, aimed at providing support to community organisations to tackle priority waste issues.	<ul style="list-style-type: none"> <li>Priority areas defined.</li> <li>Number and value of grants awarded against each priority area.</li> </ul>	<ul style="list-style-type: none"> <li>Grants awarded in priority areas as appropriate.</li> </ul>	Ongoing, reported annually.

<b>2. Key Performance Indicator 3</b>			
Action	Performance Indicator	Target	Timing/Status
2.1 Collect recycling data and NEPM data from WA local government and report to the NEPC.	<ul style="list-style-type: none"> <li>Report packaging data to NEPC.</li> </ul>	<ul style="list-style-type: none"> <li>Data provided to NEPC by 30 November each year.</li> </ul>	Ongoing for life of NEPM for Used Packaging Materials, reported annually.

2.2 Survey all State Government agencies on their in-house recycling activities and provision of public place recycling infrastructure.	<ul style="list-style-type: none"> <li>• Survey mailed out.</li> <li>• Data collated.</li> <li>• Data reported in Annual Report.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of Agencies approached.</li> </ul>	Ongoing for life of Covenant, reported annually.
2.3 Produce an Annual Report against this Action Plan reporting against Covenant KPIs 1, 3, 4, 6, 7 and 8 and including data collected above.	<ul style="list-style-type: none"> <li>• Report produced.</li> </ul>	<ul style="list-style-type: none"> <li>• 30 October each year.</li> </ul>	Ongoing for life of Covenant, reported annually.

### 3. Key Performance Indicator 4

Action	Performance Indicator	Target	Timing/Status
3.1 Facilitate the implementation of purchasing policies for recycled goods by promoting the WA Environmental Procurement Policy and Environmental Purchasing Guide across WA Government Agencies.	<ul style="list-style-type: none"> <li>• Number of WA Government Agencies informed about the WA Environmental Procurement Policy and Environmental Purchasing Guide.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of agencies informed about the policy and guide.</li> </ul>	Ongoing for life of Covenant, reported annually.
3.2 Survey all State Government agencies on their awareness and implementation of WA's Environmental Procurement Policy and Environmental Purchasing Guide.	<ul style="list-style-type: none"> <li>• Survey mailed out.</li> <li>• Data collated.</li> <li>• Data reported in Annual Report.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of Agencies approached.</li> </ul>	Ongoing for life of Covenant, reported annually.

<b>4. Key Performance Indicator 6</b>			
Action	Performance Indicator	Target	Timing/Status
4.1 Promote the Covenant and the SPG's via the Zero Waste WA website.	<ul style="list-style-type: none"> <li>Maintain Covenant and SPG information, and links to the Covenant website, on the Zero Waste WA website.</li> </ul>	<ul style="list-style-type: none"> <li>Information and links available.</li> </ul>	Ongoing for life of Covenant.
4.2 Provide appropriate financial and other support to assist industry and councils to implement product stewardship focused projects.	<ul style="list-style-type: none"> <li>As per 1.5 above</li> </ul>	<ul style="list-style-type: none"> <li>As per 1.5 above</li> </ul>	Reported on an annual basis and consolidated over the life of the Covenant.

<b>5. Key Performance Indicator 7</b>			
Action	Performance Indicator	Target	Timing/Status
5.1 Develop and implement a Waste Strategy that will influence the framework for waste management and recycling in WA and in particular assist industry associations and local manufacturers to develop product stewardship schemes for priority wastes.	<ul style="list-style-type: none"> <li>Waste Strategy developed by the Waste Authority.</li> </ul>	<ul style="list-style-type: none"> <li>Approved Waste Strategy publicly available.</li> </ul>	2011

<p>5.2 Continue to participate in the Environmental Protection and Heritage Council to progress national product stewardship schemes to address priority wastes.</p>	<ul style="list-style-type: none"> <li>Continued representation at appropriate EPHC meetings.</li> </ul>	<ul style="list-style-type: none"> <li>Achieve attendance at 100% of EPHC and Standing Committee meetings.</li> </ul>	<p>Ongoing, reported against annually.</p>
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<b>6. Key Performance Indicator 8</b>			
Action	Performance Indicator	Target	Timing/Status
<p>6.1 Develop and regularly update litter awareness information materials for councils, schools, community groups and stakeholders to increase awareness of litter disposal.</p>	<ul style="list-style-type: none"> <li>Number of targeted community education and involvement campaigns implemented.</li> </ul>	<ul style="list-style-type: none"> <li>15 per annum</li> </ul>	<p>Reported annually.</p>
<p>6.2 Maintain effective litter data that monitors litter trends, item type and littering locations in WA.</p>	<ul style="list-style-type: none"> <li>Conduct quarterly counts at 151 sites across WA.</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly counts reported annually.</li> </ul>	<p>Ongoing for life of Covenant, reported annually.</p>

## **Organisations referred to in the Plan**

Waste Authority  
Department of Environment and Conservation (DEC)  
DECrease program (a sustainable action program within DEC)  
Environment Protection and Heritage Council (EPHC)  
Jurisdictional Projects Group (JPG)  
Covenant Management Committee (CMC)  
National Packaging Covenant Industry Association (NPCIA)  
Australian Packaging Covenant Council (APCC)  
National Environment Protection Council (NEPC)

## **Members of the Jurisdictional Projects Group (Western Australia)**

Jill Lethlean – (Chair) Department of Environment and Conservation  
Jennie Anderton – Keep Australia Beautiful Council  
Rebecca Brown – Western Australian Local Government Association  
Kyle Boardman – City of Mandurah  
Klaus Mueller – Shire of Manjimup  
Stephen Fitzpatrick – Eastern Metropolitan Regional Council  
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