



Signatory Name: Goodman Fielder 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.	Develop and trial new GFL specific templates and procedures for assessing new packaging against the SPG	Some templates were created and 'gate' process documents were updated. No trials were conducted.
2.	Implement revised policies and procedures following the restructure of the GFL's Australian business into a single operating division	Amendments to the 'Gate' process have been implemented
3.	Conduct a second SPG assessment trial	Not done
4.	Revise templates and procedures based on outcomes from first and second trials	Not done
5.	Review SPG assessment implementation schedule and amend APC Action Plan	This was not done in FY12 and is a major focus for the FY13 Action Plan
6.	Conduct literature review to provide greater understanding of life cycle and carbon impact of packaging materials in Goodman Fielder's supply chain	An assessment was commenced on the Gluten Free bread packaging however this was eventually stopped due to the lack of literature available, both externally and from the supplier.

Describe any constraints or opportunities that affected performance under this KPI

#### Constraints:

1. The restructure of the Goodman Fielder business took longer than anticipated and had a deeper and broader impact upon resources than originally estimated.

#### Opportunities:

1. This is a foundational element of reducing the negative environmental impacts of our packaging  
2. A renewed focus within the environment team as the 'owners' of the governance & stakeholder management should drive some improvements.

## 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.	Implement waste audit recommendations to reduce 'leakage' from existing recycling streams	Sites have addressed 'leakage' on a site by site basis, with varying degrees of success. It is recognised that this is a suboptimal approach and is hoped to be addressed by the deployment of an Environmental Management System, aligned to ISO14001, commencing in July 2012.
2.	Investigate opportunities to standardise waste management and landfill diversion systems across Australian operations	At a corporate level little progress has been made towards this target
3.	Continue the annual program of waste assessments at key landfill waste generating sites in Australia	8 Sites had Waste Audits conducted in FY12. Waste audits will continue through FY13
4.	Develop action plans from waste assessment recommendations	As discussed previously this was addressed on a site by site basis throughout FY12. It is expected that the EMS deployment in FY13 will allow for a more structured approach to achieving waste management targets.

Describe any constraints or opportunities that affected performance under this KPI

#### Constraints:

1. Lack of resources at a site level and low levels of awareness of the hidden costs of waste amongst site management

#### Opportunities:

1. Waste represents hidden costs to the business and is a useful entry point for sites to engage with environmental improvement programs.
2. The EMS deployment is a great opportunity to provide the structure and governance required to elevate waste to the appropriate level of site focus throughout FY13 and beyond

**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.	GFL will incorporate a specific and appropriate “buy recycled” statement in a new policy or by modifying existing policies following the restructure of the Australian business	This did not occur although it should be pointed out that despite the fact it isn’t an official policy the procurement and packaging teams strive to utilise recycled materials wherever practicable and it is a regular element of any procurement decision

Describe any constraints or opportunities that affected performance under this KPI

Constraints: 1. Highlighting the value in formalising, via a policy, the existing culture of taking recycled content into account during the procurement process 2. Perceptions that if policy was implemented it would force us to acquire recycled content when it may, occasionally, be more expensive
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### 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.	External expertise utilised to supplement internal resources for SPG assessments	No SPG assessments were conducted in FY12
2.	Involve packaging suppliers in all SPG assessments undertaken during the reporting period	No SPG assessments were conducted in FY12
3.	Review QBR responses from suppliers to identify improvement opportunities	No QBR responses were reviewed with stewardship improvements in mind
4.	Review GFL labelling policies and procedures to improve consumer awareness	This review was not conducted
5.	Review results of WA drivers re dollie tracking and retention trial and utilise Goodman Fielder's new structure to drive improvements	Due to the unforeseen impacts of the restructure (as previously mentioned) this review was not conducted

Describe any constraints or opportunities that affected performance under this KPI

Constraints:

1. The restructure of the Goodman Fielder business took longer than anticipated and had a deeper and broader impact upon resources than originally estimated.

Opportunities:

1. Focussing on one area of the business and/or one product will allow a more focussed approach and provide a successful case study to gain traction across other parts of the business / product lines.

#### 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 commenced working with the RED group on a flexible packaging down-cycling program due for deployment in FY13. This has the potential to dramatically reduce the volume of flexible packaging sent to landfill and we aim to be key sponsors of the initiative

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.	No specific targets were set in this area for FY12	N/A

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.	Continue to monitor publicly available litter surveys	Based on the relevant Clean Up Australia day report GF products, once again, did not feature as a material source of litter.

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.

Key achievements or good news stories

Whilst our internal restructure slowed progress against our FY12 APC goals it has enabled a more co-ordinated, collaborative and aligned approach moving forward. Goodman Fielder is excited about the initiatives in the pipeline for FY13 and beyond. These are captured in our Action plan for 2013 to 2015.

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

The difficulties encountered in making progress against our plan, Covenant goals or KPI's have been captured in our entries against the various KPI's.