

## Brokenwood Wines Pty Ltd

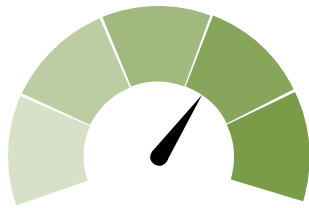
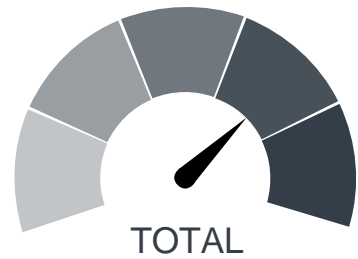
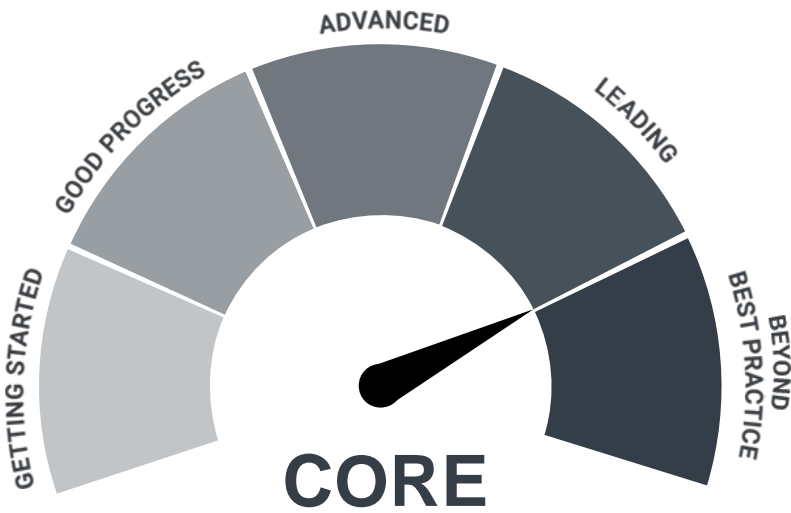
Website  
www.brokenwood.com.au

Primary Industry Sector  
Food and beverage

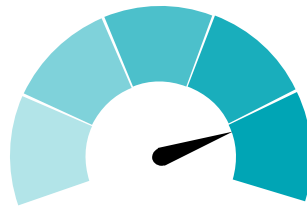
Packaging Supply Chain Position  
Manufacturer

ABN  
14 611 823 425

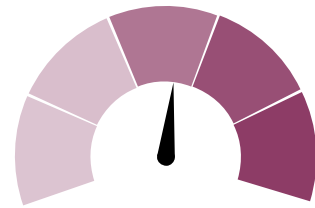
### DASHBOARD



LEADERSHIP



OUTCOMES



OPERATIONS

### SUMMARY

For the 2020 APCO Annual Report, *Brokenwood Wines Pty Ltd* has achieved Level 5 (Beyond Best Practice) for the core criteria. All seven core criteria were answered and five out of six recommended criteria were answered. In addition, *Brokenwood Wines Pty Ltd* has either achieved or put in place ten out of ten relevant packaging sustainability targets, and is publicly reporting progress against eight of these targets.

### INDICATORS

This Annual Report shows the organisation's performance against the APCO Packaging Sustainability Framework.

**CORE:** All core criteria.

**RECOMMENDED:** All answered recommended criteria.

**TOTAL:** Sum of all core and answered recommended criteria.

**LEADERSHIP:** All criteria that defines leadership on packaging sustainability.

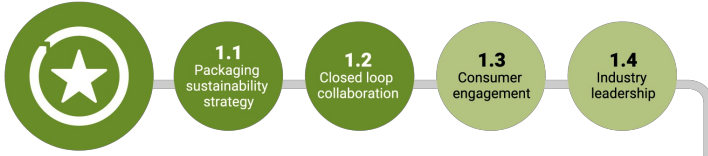
**OUTCOMES:** All criteria that lead to direct improvement in packaging sustainability.

**OPERATIONS:** All criteria related to business operations for improving packaging sustainability.

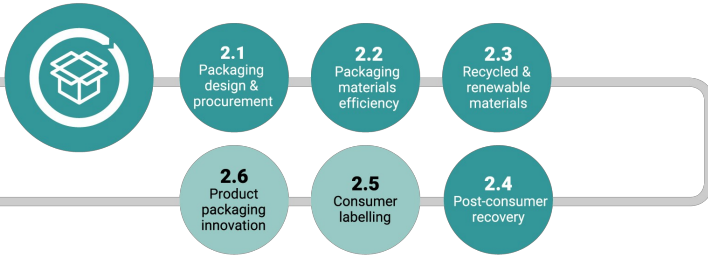
### REPORTING FRAMEWORK

#### OVERVIEW

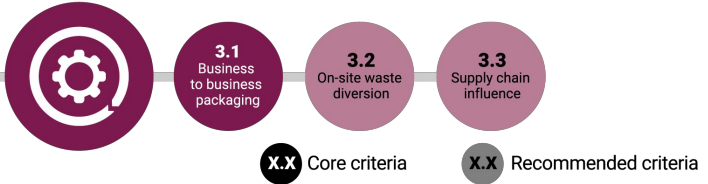
##### 1. LEADERSHIP



##### 2. OUTCOMES



##### 3. OPERATIONS



**X.X** Core criteria

**X.X** Recommended criteria

#### LEVEL DESCRIPTION

##### LEVEL 0

##### NOT YET STARTED

The organisation does not have a plan and has not started investigating options for action under the relevant criteria.

##### LEVEL 1

##### GETTING STARTED

The organisation is developing a plan or is investigating options for action under that criteria (e.g. agreeing on goals and targets).

##### LEVEL 2

##### GOOD PROGRESS

There are documented procedures in place (e.g. to implement the Sustainable Packaging Guidelines) or some progress has been achieved, data tracking shows up to 20% of products have achieved the desired outcome.

##### LEVEL 3

##### ADVANCED

The organisation has specific, measurable targets in place, or data tracking shows that >20% of products have achieved the desired outcome.

##### LEVEL 4

##### LEADING

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. >50% of products have achieved the desired outcome.

##### LEVEL 5

##### BEYOND BEST PRACTICE

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. 100% of products have achieved the desired outcome.

### ABOUT THE APCO FRAMEWORK

The APCO Packaging Sustainability Framework (the Framework) aims to provide a consistent and transparent framework for assessing and tracking packaging sustainability across organisations. The Framework consists of thirteen independent criteria that belong to three separate categories. These categories are (i) Leadership, (ii) Packaging Outcomes and (iii) Operations. The diagram above shows the different criteria included within each of these three categories.

There are two types of criteria within the Framework:

- **Core criteria** are mandatory and must be answered by all Members when completing the Annual Reporting Tool.
- **Recommended criteria** are not mandatory, but Members are encouraged to complete as many recommended criteria as possible.

Each criteria is divided into five levels of performance ranging from 'getting started' to 'beyond best practice'. The diagram above illustrates the key differences between performance levels. Please see [www.packagingcovenant.org.au](http://www.packagingcovenant.org.au) for more information.

### ABOUT APCO

APCO is a co-regulatory, not for profit organisation that partners with government and industry to reduce the harmful impact of packaging on the Australian environment. APCO promotes sustainable design and recycling initiatives, waste to landfill reduction activities and circular economy projects. APCO Annual Reports are a key Membership obligation, providing Member organisations with a transparent method to track their packaging sustainability performance. Annual reporting also supplies APCO with valuable data and information to identify industry trends and advancements.

### FREE FORM QUESTIONS

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability.

1. We have identified further initiatives through participating in the Bin Trim Program. We have applied for a rebate to purchase a cardboard perforator to re-use our cardboard boxes in packaging and replace the use of soft plastics such as bubblewrap. We are not sure this will work yet though and be acceptable for shipment/transport.
2. We participate annually in Business Clean up Australia Day
3. Packaging assessments against the SPG's looking at identifying areas where we can implement improvements.
4. We participate in Planet Ark Recycling programs including printer cartridges, mobile phone muster and batteries.

### CASE STUDIES

Case Study

We have used Lightweight 750mL burgundy wine bottles in our Cricket Pitch White range, which was necessary due to a supply chain issue but also in order to guarantee supply & maintain continuance of the brand. It has resulted in an increase in materials efficiency as well as maintaining supply for the business.

### TARGETS

Do you have specific targets to review new products against the SPGs or equivalent?

100% of new products to be reviewed against the SPG's or equivalent

Do you have specific targets to review existing products against the SPGs or equivalent?

100% of existing products to be reviewed against the SPG's or equivalent

Do you have specific targets to reduce (optimise) the quantity of material used in packaging?

25% of material used in packaging to be reduced (optimised) over the next 3 years

Do you have specific targets to improve recoverability of packaging (e.g. reuse, recycling, recoverability)?

100% of packaging to be able to be reused, recycled or recoverable

Do you have specific targets to use sustainable (e.g. renewable and recyclable) materials in packaging?

100% of materials used in packaging to be sustainable (e.g. renewable and recyclable)

### TARGETS

Do you have specific targets to include on-pack labelling for disposal or recovery?

100% of cartons are labelled, however individual bottles are not for disposal or recovery....however glass is also recyclable.

Do you have specific targets to reduce on-site waste sent to landfill?

55% of on site waste to be diverted from landfill.

Do you have specific targets to improve packaging sustainability through procurement processes?

100% of new & existing packaging to be reviewed against the SPG's.

Do you have specific targets to engage in closed loop collaboration(s) with stakeholders?

Investigate ways to be involved in more than one program or initiative to improve packaging sustainability through collaboration & industry leadership.

Do you have specific targets to reduce (optimise) business-to-business packaging?

Create a database to monitor & review B2B packaging to optimise for efficiency and re-use

### COMMITMENTS

The Action Plan detailed below, is a public commitment to advancing packaging sustainability outcomes as a Member of APCO. Members are encouraged to have a comprehensive internal plan with the steps they will take to fulfill their commitments.

#### Criteria 1.1 PACKAGING SUSTAINABILITY STRATEGY (core)

##### 5. Beyond best practice

**Your organisation is committed to:** Publicly reporting progress towards packaging sustainability.

#### Criteria 1.2 CLOSED-LOOP COLLABORATION (core)

##### 3. Advanced

**Your organisation is committed to:** Ensuring that rigorous processes are implemented to collect data for the purposes of monitoring the performance of the closed loop collaboration.

#### Criteria 1.3 CONSUMER ENGAGEMENT (recommended)

##### Not relevant

**Your organisation has indicated that this criteria is not relevant.**

#### Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

##### 0. Not yet started

**Your organisation has no commitment to this criteria.**

#### Criteria 2.1 PACKAGING DESIGN & PROCUREMENT (core)

##### 5. Beyond best practice

**Your organisation is committed to:** Evaluating all packaging using a rigorous Life Cycle Assessment (LCA) approach.

### COMMITMENTS

#### Criteria 2.2 PACKAGING MATERIALS EFFICIENCY (core)

##### 5. Beyond best practice

**Your organisation is committed to:** Reducing packaging weight or optimising packaging material efficiency in all products.

#### Criteria 2.3 RECYCLED & RENEWABLE MATERIALS (core)

##### 5. Beyond best practice

**Your organisation is committed to:** Incorporating or optimising recycled and/or renewable content in all products.

#### Criteria 2.4 POST-CONSUMER RECOVERY (core)

##### 4. Leading

**Your organisation is committed to:** Having more than 50% of primary packaging be recoverable through existing post-consumer recovery systems and achieving the highest potential environmental value.

#### Criteria 2.5 CONSUMER LABELLING (recommended)

##### 1. Getting started

**Your organisation is committed to:** Investigating opportunities to improve on-pack labelling for disposal or recovery.

#### Criteria 2.6 PRODUCT-PACKAGING INNOVATION (recommended)

##### 0. Not yet started

**Your organisation has no commitment to this criteria.**

#### Criteria 3.1 BUSINESS-TO-BUSINESS PACKAGING (core)

##### 1. Getting started

**Your organisation is committed to:** Developing a plan or investigating opportunities to reduce the amount of single-use business-to-business (B2B) packaging used internally or sent to customers.

### COMMITMENTS

Criteria 3.2 ON-SITE WASTE DIVERSION (recommended)

#### 4. Leading

**Your organisation is committed to:** Investigating opportunities to divert more than 50% of solid waste generated at facilities (factories, warehouses, offices, retail stores etc.) from landfill.

Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

#### 3. Advanced

**Your organisation is committed to engaging its supply chain about packaging sustainability by:** (1) Communicating goals and guidelines. (2) Providing support to suppliers to improve their understanding of goals and strategies. (3) Collaborating with key suppliers to share knowledge.

### SIGN OFF

Candice Crawford

CFO

Monday, 15 June 2020

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