

BROKENWOOD

AUSTRALIAN CRAFT AT ITS FINEST



Brokenwood Wines Pty Ltd
Australian Packaging Covenant – Action Plan
2011 - 2014



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Introduction

Established in 1970, Brokenwood Wines has evolved from a weekend venture for self-professed hobby winemakers into one of Australia's most reputable wine labels.

Iain Riggs, Managing Director & Chief Winemaker, has been passionate about exploring new premium regions to produce single vineyard wines, as each vintage allows, ensuring that quality will never be compromised. Our Single Vineyard Selection typifies Brokenwood's focus on excellence and our passion for making great wine.

The multi-regional blend wines, such as the popular Cricket Pitch range, are sourced from premium regions throughout Australia to create a style that demonstrates balance, elegance and consistency.

While the size of the company has grown, the operation remains deliberately labour intensive, being the only way of assuring the individuality of the wines.

Executive Summary

As a brand owner, Brokenwood Wines is committed to minimising the environmental impact of packaging by supporting the Australian Packaging Covenant & maintaining compliance with the "Sustainable Packaging Guidelines".

Our new Action Plan sets out how Brokenwood Wines will continue to reduce packaging waste as a proportion of our production output & reduce the amount of recyclable waste sent to landfill.

We are committed to consult with all stakeholders to achieve a positive outcome, reduction in packaging and waste and a better understanding of our impact on the environment.

Company Summary & History

Brokenwood Wines Pty Ltd 401-427 McDonalds Road Pokolbin NSW 2320

Nature of Organisation

Brokenwood Wines is a private company which makes and markets premium and ultra- premium wines. Brokenwood has 46 staff members and achieves annual sales of approximately 80,000 cases.

Brands owned by the Organisation

Brokenwood Wines

The Place of the Organisation in the supply chain

Brand Owner

Period covered by the plan

3 years 2011-2014

Contact Details – Covenant contact officer

Title - Kathy Coleman – HR/OHS Manager Address - 401-427 McDonalds Road Pokolbin NSW 2320

Email – kathy@brokenwood.com.au Phone – 02 49931121 Fax – 02 49987534

CEO Endorsement of APC

As Managing Director/Chief Winemaker of Brokenwood Wines, I support the aims and objectives of the APC and encourage all staff to support and actively promote the ideals contained within it.

Iain Riggs – Managing Director Brokenwood Wines 401-427 McDonalds Rd Pokolbin NSW 2320 Ph: 02-49987559

Packaging Materials Review Schedule

Packaging Type	Packaging Item	Time-line for reviews
Glass	Wine bottles	August 2011/2012/2013/2014
Aluminium	Closures	August 2011/ 2012/2013/2014
Cardboard	Cartons Dividers Presentation packs	August 2011/2012/2013/2014
Plastic	Stretch film Bubble wrap Wine skin bags Slip-sheets	August 2011/2012/2013/2014
Paper	Wine labels	August 2011/2012/2013/2014
Adhesives	Packaging tape	August 2011/2012/2013/2014
Hessian	Carry packs	August 2011/2012/2013/2014
Silk	Bottle pack lining	August 2011/2012/2013/2014

Action Plan

Covenant Performance Goals	Actions	Responsibility	Baseline data	Target	Time-line
Goal 1- Design Optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety					
KPI -1 Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging	Review design, volume & weight of current cartons, dividers, presentation packs, carry packs & bottles. Consult with Staff, Management & packaging Suppliers. Develop & Implement Waste Management Policy & Procedure Review production processes to determine current waste levels Review employee's current level of education & training in waste management & provide further training, information & education	HR/OHS Manager HR/OHS Manager HR/OHS Manager HR/OHS Manager	Report on current weight of packaging types used in production & total amounts per financial year Current volumes are: Glass – 156,285kgs Aluminium – 830kgs Cardboard–14,344kg Stretch Film – 144kgs Develop Policy in line with the Sustainable Packaging Guidelines Report on current waste levels = 5% Review current level at performance appraisals June 2011	Reduction in volume & weight each year Clear system in place Reduction in waste % Provide training & Increase employee knowledge	August 2012 then annually March 2011 August 2012 annually June 2011 then annually

Covenant Performance Goals	Actions	Responsibility	Baseline data	Target	Time-line
Goal 3 - Product Stewardship A demonstrated commitment to product stewardship by the supply chain and other signatories					
KPI – 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging KPI – 7 Proportion of signatories demonstrating other product stewardship outcomes KPI – 8 Reduction in the number of packaging items in litter	Approved responsible suppliers to be listed in Waste Management Policy Purchasing officers to consult with suppliers on packaging products that comply with the Waste Management Policy Consider sponsorship of community based litter reduction program and/or education Reduce the number of packaging items in litter	HR/OHS Manager HR/OHS Manager All purchasing officers at BW HR/OHS HR/OHS Manager & Purchasing Officers	Add approved suppliers to policy Implement policy, train purchasing officers, consult with approved suppliers Manager to research in local area Compliance with Waste Management Policy & Procedure Currently – 20%	Compliance with policy Compliance with policy, trained purchasing officers & good relationships with suppliers List of programs available to support Reduction in packaging material litter	March 2011 August 2011 then annually August 2012 then annually August 2012 then annually

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Waste Management Policy & Procedure

Brokenwood Wines is committed to Waste Management and will act responsibly in accordance with Occupational Health & Safety requirements to reduce our impact on the environment whilst maintaining product quality & safety.

The following procedures have been developed to assist staff members achieve the following targets;

- Reduction in waste
- Increased awareness of environmentally friendly & recyclable packaging products when purchasing
- Education in waste recycling & management
- Compliance with the Sustainable Packaging Guidelines

Packaging Purchasing Procedure

Staff who have authorisation to purchase packaging material on behalf of Brokenwood Wines must adhere to the following requirements;

1. Products made from eco-friendly and recyclable materials must be given first priority when purchasing.

Note: Sustainable Packaging is fit-for-purpose, resource-efficient, made from low-impact materials and reusable or recyclable at the end of its useful life.

2. If an eco-friendly/recyclable product is not available, you must try to find an alternative product or use an alternative responsible supplier.
3. You must try not to purchase products that are harmful to the environment or human health. Toxic and hazardous substances can be found in inks, pigments, stabilisers and adhesives. Try to find suitable safe alternatives without compromising quality & brand.
4. You must try to eliminate unnecessary packaging - can two separate items become one?

5. You must try to purchase lightweight packaging materials instead of heavier versions.
6. You must try to re-use packaging items already on-site before ordering new packaging material.
7. You must check with the supplier to ensure that the packaging product clearly displays the applicable environmental label/logo for the consumer.
8. You must not purchase a new item of packaging material without first consulting the HR/OHS Manager to ensure it complies with ohs & the Sustainable Packaging Guidelines.

Packaging to be reviewed against the “Sustainable Packaging Guidelines”

Packaging used at Brokenwood will be reviewed at regular intervals by the HR/OHS Manager to ensure compliance with the “Sustainable Packaging Guidelines”.

Approved Responsible Packaging Suppliers

- RWE Packaging
- Vinkem
- OI
- Cork Supply
- Clear Image
- Mark Colin Packaging
- Stuart & Dunn Office Supplies
- Kauri NZ
- DHL

Recycling & Waste Management

On-site recovery systems are located in the following areas:

Cellar Door / Administration area

Shredder – for sensitive documentation

Small sulo bin for paper waste

Crates for empty glass bottles from the Cellar Door area

Crate for plastic containers & bottles from kitchen area

Winery/Lab/Barrel storage sheds

Baler located in breezeway for cardboard waste

Large holding containers in breezeway for plastic, paper & glass

Vineyard

Large holding containers at end of tractor shed for plastic, glass & paper.

Steel, chemical drums & waste oil are held at the back of the vineyard area for collection away from the main building.