

# Annual Report and Action Plan

Company Name: **Paper Australia Pty Ltd**

Trading As: **Opal Packaging**



ABN: **63061583533**

## About APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

## Overall Performance **Leading**

The chart below indicates the overall performance level of this organisation listed above in the 2022 APCO Annual Report. The organisation's reporting period was **January, 2021 - December, 2021**



### Understanding APCO Annual Reporting performance levels:

- 1 Getting Started:** You are at the start of your packaging sustainability journey.
- 2 Good Progress:** You have made some first steps on your packaging sustainability journey.
- 3 Advanced:** You have taken tangible action on your packaging sustainability journey.
- 4 Leading:** You have made significant progress on your packaging sustainability journey.
- 5 Beyond Best Practice:** You have received the highest performance level and have made significant progress on your packaging sustainability journey.

### Contact

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## Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation.

Petuna:

In 2021, Opal and Petuna worked together to develop a more sustainable alternative solution to expanded polystyrene (EPS) for whole fish packaging.

Opal's patented Photo Surefresh process and functionally coated liners resulted in a unique corrugated box solution designed with moisture barrier properties to withstand low temperatures for fresh chilled products, approved for airline transportation for export and suitable for domestic controlled cold chain transportation. As EPS is not accepted through kerbside recycling collection, a major issue is that the vast majority ends up in landfill. Opal's solution, which contains more than 55 per cent recycled paper, as assessed through the Packaging Recyclability Evaluation Portal (PREP), is recyclable in Australia and New Zealand, and widely accepted through council kerbside recycling collections.

The corrugated boxes are delivered flat, significantly reducing transportation and storage costs and they can be flattened for ease of recycling. For Petuna, this means a huge 90% reduction per month in truck movements from their processing facility in Devonport. Reduced storage space, manual handling and fork movements are an additional benefit. This new innovative packaging solution is contributing to the following 2025 National Packaging Targets:

- 100% reusable, recyclable or compostable packaging; and
- The phase out of problematic and unnecessary single-use plastics packaging.

Priestley's Gourmet Delights:

Priestley's Gourmet Delights is a family-owned and operated business in Morningside, QLD and is a long-standing customer of Opal. When it came to improving their sustainability practices, Opal was there to lend a hand.

Priestley's has been producing cakes and desserts for over 25 years. Their goal is to create a sweeter future, improve their overall waste profile and integrate sustainability into their daily business activities.

Priestley's collaborated with Opal's Fibre Packaging team in Rocklea and worked on a brief focused on reducing waste and creating recyclable solutions. Priestley's wanted to move away from single use plastics and introduce paper based corrugated solutions, as well as review the use of plastic wrap across their pallets. Removing single-use plastics was the first on the list for Opal's design team. After trialling designs across various product lines, a number of suitable solutions were implemented.

Opal came up with cardboard corrugated trays to replace the moulded plastic trays that Priestley's had been using for their cakes and desserts. The corrugated trays are 100% recycled board grade and is recyclable as assessed through the Packaging Recyclability Evaluation Portal (PREP).

Opal also developed a solution to replace the plastic wrap from Priestley's pallets of inward goods, which provides a significant reduction in plastic, decreases Priestley's annual plastic waste, and reduces waste management costs.

Opal's corrugated cardboard solutions have helped Priestley's improve their sustainability practices and aligned them more closely to the principles of the circular economy. This new innovative packaging solution is contributing to the following 2025 National Packaging Targets:

- 100% reusable, recyclable or compostable packaging;
- 50% of average recycled content included in packaging; and
- The phase out of problematic and unnecessary single-use plastics packaging.

**Dan Murphy's:**

Dan Murphy's (Part of EDG - Endeavour Drinks Group, the largest liquor retailer in ANZ) selected Opal Speciality Packaging to design and bring "Dan Picked" to market. Dan Picked is a new eCommerce based, home delivery subscription service. This meant that the packaging solution Opal developed needed to be robust enough to survive bulk interstate transport by road and local distribution by couriers, though still provide an engaging and exciting "unboxing experience" when Dan Picked was delivered to the consumer. Opal provided Dan Murphy's with an innovative packaging solution, surpassing their original requirements and criteria in both performance and value-add. The packs are 100 per cent recycled board grades, from papers produced by Opal Paper & Recycling's Botany Mill. Consumers can also feel good about enjoying their purchase with the knowledge that their orders will be delivered safely in sustainable, Australian made, 100 per cent recycled and recyclable packaging. This new innovative packaging solution is contributing to the following 2025 National Packaging Targets:

- 100% reusable, recyclable or compostable packaging; and
- 50% of average recycled content included in packaging.

## APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

**Criteria 1:****Governance & Strategy:**

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to achieving the 2025 National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our business processes.
- Regularly communicate and promote packaging sustainability objectives and targets within our organisation.
- Regularly engage or communicate with our external stakeholders about the environmental impacts of our packaging.
- Actively participate in initiatives to promote packaging sustainability outside of our organisation.

**Criteria 2:****Design & Procurement:**

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Review 55% of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Improve the accuracy of our data regarding reviews of packaging using the Sustainable Packaging Guidelines (or equivalent).
- Consider the following Sustainable Packaging Principles in our packaging reviews:

- Design for recovery
- Optimise material efficiency
- Design to reduce product waste
- Eliminate hazardous materials
- Use recycled materials
- Use of renewable materials
- Design to minimise litter
- Design for transport efficiency
- Design for accessibility
- Provide consumer information on environmental sustainability
- 20% of our packaging to be optimised for material efficiency.
- Improve the accuracy of our data regarding packaging material efficiency.

## Criteria 3:

**Recycled Content:**

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled materials.
- Use recycled content in:
  - Our products
  - Primary packaging that we use to sell our products
  - Secondary packaging that we use to sell our products
  - Tertiary packaging that we use to sell our products
- 93% of our packaging to be made using some level of recycled material
- Improve the accuracy of our data regarding use of recycled materials.
- Provide customers with the option to purchase packaging with the highest level of recycled content technically feasible.

## Criteria 4:

**Recoverability:**

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.

- 94% of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Improve the accuracy of our data regarding recoverability.

## Criteria 5:

**Disposal Labelling:**

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

- Provide customers with information on the recoverability of our packaging to inform correct disposal labelling on-pack.

## Criteria 6:

**On-site Waste:**

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Have recycling programs for the following materials:
  - Paper/cardboard
  - Soft plastics
  - Rigid plastics
  - Timber
  - Glass
  - Metals
- Aim for **68%** of our on-site waste to be diverted from landfill.
- Improve the accuracy of our data regarding on-site waste.

## Criteria 7:

**Problematic Materials:**

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
  - Participating in Business Clean Up Day