Australian Packaging Covenant Organisation

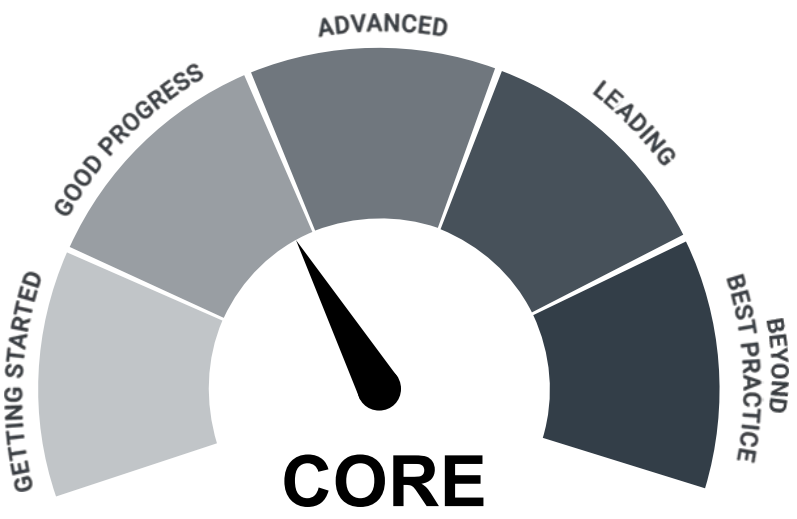
2018 Annual Report & Action Plan

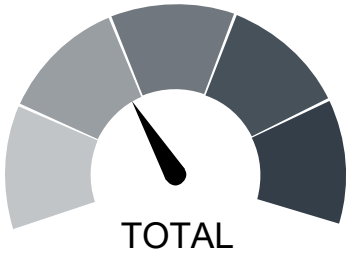
Date printed: 30/06/2018

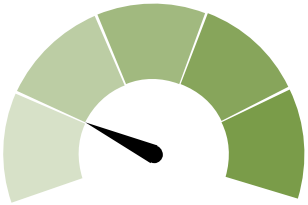
Brown-Forman Australia Pty Ltd

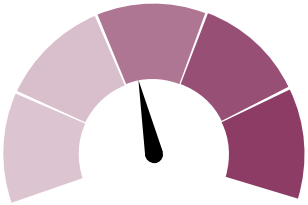
Website	Primary Industry Sector	Packaging Supply Chain Position	ABN
www.brown-forman.com	Food & Beverage	Importer / Supplier	87000064086

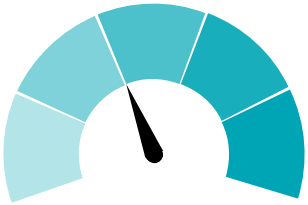
DASHBOARD











SUMMARY

For the 2018 APCO Annual Report, *Brown-Forman Australia Pty Ltd* has achieved Level 2 (Good Progress) for the core criteria. All six core criteria were answered and four out of seven recommended criteria were answered.

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.

Brown-Forman Australia Pty Ltd

REPORTING FRAMEWORK

OVERVIEW

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 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. APCO Members commenced annual reporting against the new Framework in 2018. Please see 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 reporting is a key Membership activity, 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.

Brown-Forman Australia Pty Ltd

FREE FORM QUESTIONS

Describe initiatives, processes or practices that you have implemented over the previous 24 months that have improved packaging sustainability.

The packaging team formed as part of Brown-Forman's Continuous Improvement initiative has created a disciplined process for identifying and prioritizing opportunities to reduce the cost and environmental impact of our product packaging. Each idea is reviewed by the Packaging Department and Production teams to determine the scale of impact, the difficulty of implementation, and the potential risk associated with the identified change. Cost savings estimates are also reviewed and validated by the Financial teams to ensure accurate information is used to assess and rank potential projects. This process has resulted in several packaging reduction projects that will generate significant cost savings and impact reductions in the future.

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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.

COMMITMENTS

Criteria 1.1 PACKAGING SUSTAINABILITY STRATEGY

2. Good progress

Your organisation is committed to: (1) Having a strategy to improve packaging sustainability. (2) Integrating your packaging sustainability strategy into business policies and processes.

Criteria 1.2 CLOSED LOOP COLLABORATION

1. Getting started

Your organisation is committed to: Investigating options to join or start a collaborative initiative to address barriers to the recovery of waste packaging.

Criteria 1.3 CONSUMER ENGAGEMENT

2. Good progress

Your organisation is committed to engaging consumers about packaging sustainability by: (1) Including packaging information on your website or other publications. (2) Designing packaging to reduce the impacts of consumption.

Criteria 1.4 INDUSTRY LEADERSHIP

1. Getting started

Your organisation is committed to: (1) Investigating collaborative or industry leadership actions to improve packaging sustainability.

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COMMITMENTS

Criteria 2.1 PACKAGING DESIGN AND PROCUREMENT

3. Advanced

Your organisation is committed to: Reviewing at least 20% of packaging with reference to the Sustainable Packaging Guidelines (SPG) or equivalent.

Criteria 2.2 PACKAGING MATERIAL EFFICIENCY

2. Good progress

Your organisation is committed to: Reducing packaging weight or optimising packaging material efficiency in up to 20% of products.

Criteria 2.3 RECYCLED AND RENEWABLE MATERIALS

4. Leading

Your organisation is committed to: Incorporating or optimising recycled and/or renewable content in more than 50% of products.

Criteria 2.4 POST-CONSUMER RECOVERY

1. Getting started

Your organisation is committed to: Investigating opportunities to improve recoverability in packaging.

Criteria 2.5 CONSUMER LABELLING

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

1. Getting started

Your organisation is committed to: Investigating opportunities to change the design or delivery of at least one product to improve packaging sustainability.

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COMMITMENTS

Criteria 3.1 BUSINESS TO BUSINESS PACKAGING

2. Good progress

Your organisation is committed to: Reducing consumption of single use business-to-business (B2B) packaging by up to 20% or optimising up to 20% of B2B packaging for efficiency and reuse.

Criteria 3.2 ON-SITE WASTE DIVERSION

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

2. Good progress

Your organisation is committed to engaging its supply chain about packaging sustainability by: (1) Communicating goals and guidelines. (2) Collaborating with key suppliers to share knowledge.

SIGN OFF

Martin Tuma

Finance Director

Saturday, June 30, 2018

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