

Certificate of MEMBERSHIP

This is to certify that

New Directions Australia Pty Ltd

is a **Member of the Australian Packaging Covenant Organisation**

By becoming a Member of APCO and therefore a Signatory to the Australian Packaging Covenant, Members agree to shared commitments and joint responsibilities. Working with Government and Industry to achieve sustainable packaging through material reduction, design, targeted recycling rates, reduced waste to landfill, alternative materials and circular economy activities.

Signatory to the Covenant since:

Date 1 June 2016

A handwritten signature in black ink, appearing to read 'Brooke Donnelly', with a horizontal line drawn underneath it.

Brooke Donnelly, CEO
Australian Packaging Covenant Organisation



New Directions Australia Pty Ltd

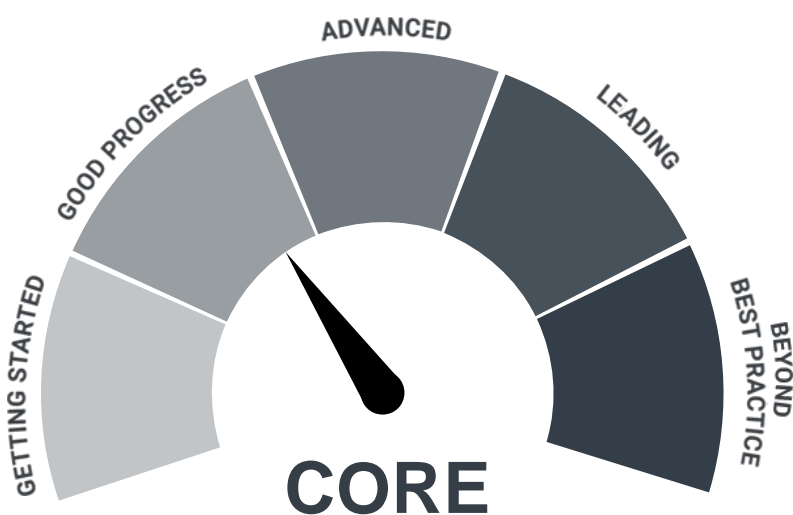
Website
www.newdirections.com.au

Primary Industry Sector
Healthcare and scientific

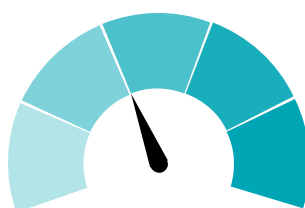
Packaging Supply Chain Position
Importer / Supplier

ABN
78 052 973 743

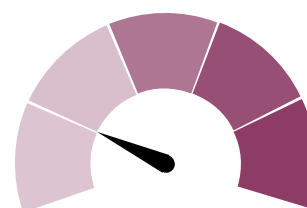
DASHBOARD



LEADERSHIP



OUTCOMES



OPERATIONS

SUMMARY

For the 2020 APCO Annual Report, *New Directions Australia Pty Ltd* has achieved Level 2 (Good Progress) for the core criteria. All seven core criteria were answered and zero out of six 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.

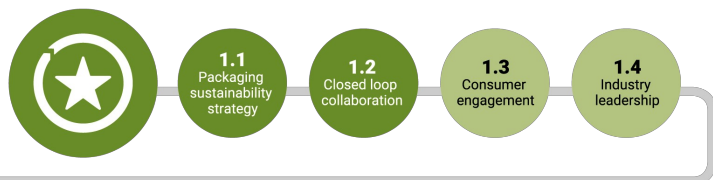
OUTCOMES: All criteria that lead to direct improvement in packaging sustainability.

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

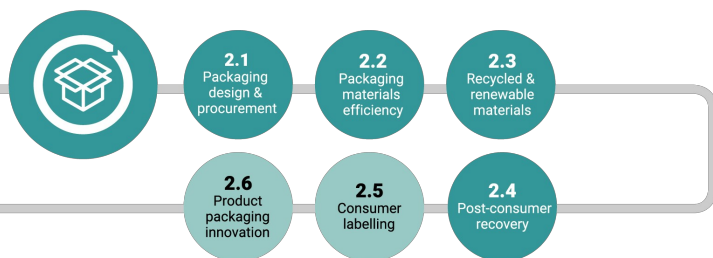
REPORTING FRAMEWORK

OVERVIEW

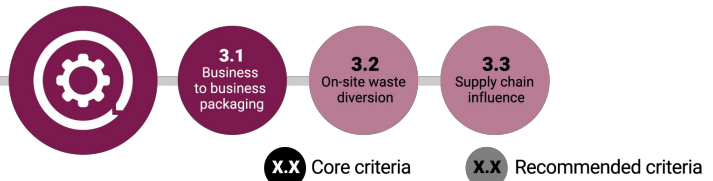
1. LEADERSHIP



2. OUTCOMES



3. OPERATIONS



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 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.

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)

2. Good progress

Your organisation is committed to: Integrating your packaging sustainability strategy into business policies and processes.

Criteria 1.2 CLOSED-LOOP COLLABORATION (core)

2. Good progress

Your organisation is committed to: Joining a collaborative initiative to address a shared packaging sustainability problem, or working with others to set one up.

Criteria 1.3 CONSUMER ENGAGEMENT (recommended)

Not relevant

Your organisation has indicated that this criteria is not relevant.

Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

1. Getting started

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

Criteria 2.1 PACKAGING DESIGN & PROCUREMENT (core)

3. Advanced

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

COMMITMENTS

Criteria 2.2 PACKAGING MATERIALS EFFICIENCY (core)

3. Advanced

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

Criteria 2.3 RECYCLED & RENEWABLE MATERIALS (core)

3. Advanced

Your organisation is committed to: Incorporating or optimising recycled and/or renewable content in more than 20% of products.

Criteria 2.4 POST-CONSUMER RECOVERY (core)

1. Getting started

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

Criteria 2.5 CONSUMER LABELLING (recommended)

Not relevant

Your organisation has indicated that this criteria is not relevant.

Criteria 2.6 PRODUCT-PACKAGING INNOVATION (recommended)

Not relevant

Your organisation has indicated that this criteria is not relevant.

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)

Not relevant

Your organisation has indicated that this criteria is not relevant.

Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

Not relevant

Your organisation has indicated that this criteria is not relevant.

SIGN OFF

Domenic Ardino

Director

Wednesday, 10 June 2020

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