



## McPherson's Consumer Products Pty Ltd

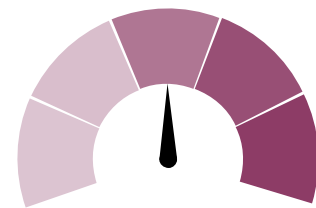
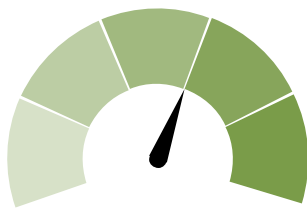
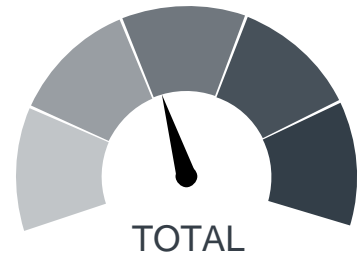
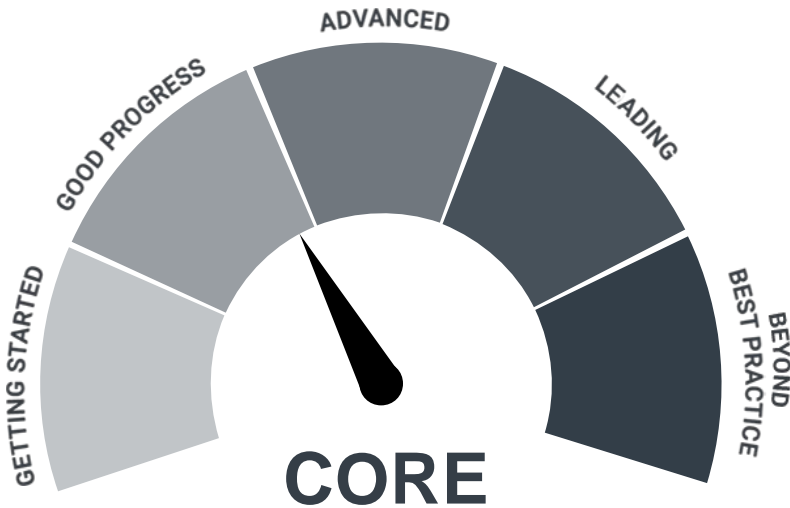
Website  
www.mcpher.com.au

Primary Industry Sector  
Personal Care

Packaging Supply Chain Position  
Importer / Supplier

ABN  
36000020495

### DASHBOARD



### SUMMARY

For the 2019 APCO Annual Report, *McPherson's Consumer Products Pty Ltd* has achieved Level 2 (Good Progress) for the core criteria. All seven core criteria were answered and one out of six recommended criteria were answered. In addition, *McPherson's Consumer Products Pty Ltd* has either achieved or put in place four out of ten relevant packaging sustainability targets, and is publicly reporting progress against one 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.

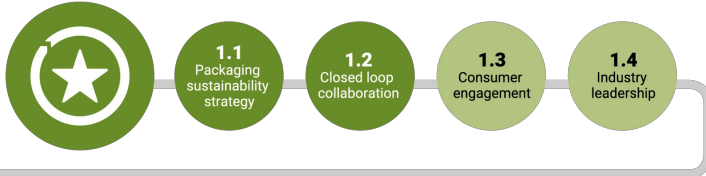
**OPERATIONS:** All criteria related to business operations for improving packaging sustainability.

## McPherson's Consumer Products Pty Ltd

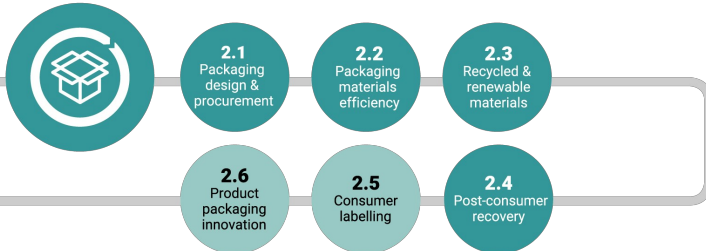
### REPORTING FRAMEWORK

#### OVERVIEW

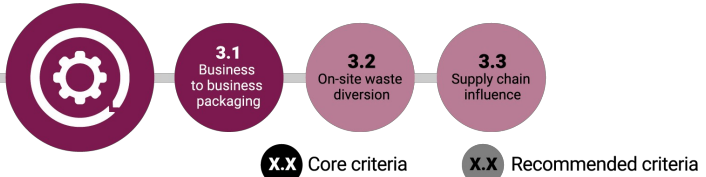
##### 1. LEADERSHIP



##### 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.

## McPherson's Consumer Products Pty Ltd

### FREE FORM QUESTIONS

Describe any opportunities or constraints that affected performance within your chosen reporting period.

Not answered.

### TARGETS

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

20% of NPD projects to have packaging reviewed against SPG during development.

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

50% of existing of all A class skus to be reviewed against SPG.

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

None provided.

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

None provided.

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

None provided.

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

100% of NPD to include on pack labeling for disposal or recovery where applicable.

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

100% of total of packaging purchased on site used included in recycling program

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

None provided.

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

None provided.



## McPherson's Consumer Products Pty Ltd

### TARGETS

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

None provided.

### 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)

##### 4. Leading

**Your organisation is committed to:** Having targets that are specific, measureable and time-based.

#### 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)

##### 3. Advanced

**Your organisation is committed to engaging consumers about packaging sustainability by:** (1) Including packaging information on your website or other publications. (2) Applying on-pack claims or labels. (3) Applying labels that encourages active consumer engagement.

#### Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

##### 2. Good progress

**Your organisation is committed to:** (1) Investigating collaborative or industry leadership actions to improve packaging sustainability. (2) Having at least one leadership initiative externally recognised through an award or other formal process.

## McPherson's Consumer Products Pty Ltd

### COMMITMENTS

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

##### 2. Good progress

**Your organisation is committed to:** Reviewing or starting to review your packaging with reference to the Sustainable Packaging Guidelines (SPG) or equivalent to identify any improvement opportunities.

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

##### 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 & RENEWABLE MATERIALS (core)

##### 2. Good progress

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

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

##### 2. Good progress

**Your organisation is committed to:** Having up to 20% of primary packaging be recoverable through existing post-consumer recovery systems.

#### Criteria 2.5 CONSUMER LABELLING (recommended)

##### 2. Good progress

**Your organisation is committed to:** Labelling up to 20% of products with disposal or recovery information.

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

##### 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.

## McPherson's Consumer Products Pty Ltd

### COMMITMENTS

#### 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.

#### 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)

##### 1. Getting started

**Your organisation is committed to engaging its supply chain about packaging sustainability by:** (1)  
Communicating goals and guidelines.

### SIGN OFF

Laurence McAllister

Managing Director

Thursday, 27 June 2019

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