



Media Coverage
Evaluation for the
New Zealand Packaging Accord

July 2006 - June 2007

IMPACT report for the New Zealand Packaging Accord

In this IMPACT report, we outline the media profile for the New Zealand Packaging Accord in July 2006 - June 2007.

Measurement parameters

The following tables list the various parameters measured during the analysis that form the basis of this report.

Table 1: Organisations

New Zealand Packaging Accord

Table 2: Target Media

Daily newspapers	Local newspapers	Business media
National TV	Regional and National radio	Other media

Table 3: Messages

<i>Voluntary</i>	The Accord is a voluntary, industry-led initiative
<i>Sustainability</i>	The Accord is there to improve the sustainability of New Zealand's packaging and reduce waste to landfill
<i>Consumer role</i>	Consumers have decisions to make about packaging – when they buy and how to discard
<i>Targets</i>	The Accord has set targets for recovery & recycling of key materials & plastic shopping bags
<i>Glass</i>	Glass recovery without finding alternative recycling uses (i.e. in addition to making glass containers) is unsustainable
<i>Metals</i>	Steel and aluminium are 100 per cent recyclable
<i>Paper</i>	New Zealand's paper recovery rate is one of the highest in the world
<i>Plastic</i>	Plastic recovery is outpacing consumption rates
<i>Plastic bags</i>	Accord wants a 20% reduction in plastic bag use by retailers.
<i>Brand Owners & Retailers</i>	Manufacturers of brands and retailers are playing a key role in product stewardship

Table 4: Subjects and Issues				
Corporate				
Secretariat/other corporate	Miscellaneous	Accord Timetable	Accord targets	NZ National Govt
NZ Local Govt Orgs	Consumer behaviour			
Materials & Markets				
Plastic	Glass	Aluminium	Paper	Steel
Other materials	Supermarkets/retail			

Overview

Recycling of plastic bags - and cutting down on usage by consumers – was in the news for much of the period, most of the coverage was positive. However, whilst retailers have good intentions, these may not be carried through. For instance a covert Green Party operation found that the supermarket idea of not offering a plastic bag with three items or less only happened in seven out of 28 times observed. There was also some comparison with the significant reduced plastic bag use seen in Ireland, Italy, South Africa and Australia where the government has initiated campaigns. Women are more likely to use eco-bags than men, a survey finds.

There was concern that the national waste minimisation authority proposed by a Private Member's Bill would be excessively detailed, overly prescriptive and likely to result in high compliance costs, given the success of the voluntary Accord.

Glass recycling centred mainly on alternative use of crushed glass, for instance, for road aggregate, rather than for containers. The Glass Packaging Forum, which is against the new Bill, has raised \$2 million in the last two years to promote sustainable uses for glass reuse rather than prop up inefficient collection.

There were several pieces criticising the Auckland and Manakau city councils new co-mingled recycling scheme as likely to be a recipe for unnecessary waste due to contamination of materials.

Finally, the Christmas season brought several exhortations to recycle more over the festive season, when packaging soars by over 30%.

Volume and namechecks

Volume levels were fairly low over the period, at just over 80,000 words. Local newspapers then daily newspapers contributed almost two thirds of the total coverage, with other media categories the remainder. There was a significant 'other media' presence – mainly trade and online media.

Media visibility for the Accord was low: less than half the items carried a namecheck, although one article with a high namecheck count was The Herald (31/3/07).

Messages

Overview

Consumer role was the most frequently delivered message, followed by *brand owners and retailers*. All other messages were delivered positively, but media coverage rarely got across the more detailed *metals, paper* or *plastic* messages.

In terms of message reach, *voluntary, consumer role* and *targets* all had a reach of over one million, with high *voluntary* and *targets* scores due to news coverage in national media in particular of the proposed new legislation.

Voluntary

Some descriptors of the Accord returned this well. 'The Packaging accord is a five year voluntary agreement between the package good industry, recycling operations, and central and local government' noted Timesonline (19/10/06). The National Business Review noted the voluntary element in a piece clarifying points on the Accord, its reports and statistics (11/5/07). The Accord is 'a joint project between government and industry which aims to reduce the amount of packaging, including plastic bags, going into landfills' noted the Greymouth Evening Star (26/5/07).

A piece in Marlborough Midweek (27/6/07) on the drive to reduce plastic bags noted 'three years on from a voluntary agreement between the Government and the packaging industry...'

New Zealand Herald (27/11/06) noted that the Waste Minimisation Bill threatens voluntary reduction by the 'Packaging Accord – a five year voluntary scheme...' and other pieces along the lines of 'voluntary product stewardship threatened by waste minimisation bill' also scored for voluntary (e.g. National Business Review – 1/12/06; Grocer's Review – 1/12/06).

Sustainability

'The New Zealand Packaging Accord aims to reduce the amount of packaging, including plastic bags, going into landfills' (e.g. Daily News & Gisbourne Herald = 10/5/07; Marlborough Express – 11/5/07).

Pieces on, and in response to, the Waste Minimisation Bill, often got the message across. The Accord 'is a voluntary product stewardship initiative to reduce the proportion of packaging in the total waste stream and recovery trends improved in the first year of the Accord from 51% to 53%' (e.g. Grocers Review – 12/06; Packaging Council – 12/06).

Some coverage of the New Zealand Retail Consortium bag saving campaign also generated the message (e.g. Star Weekly – 20/4).

Consumer role

The message was strongly delivered by the campaigns by retailers to give consumers a choice of whether they have a plastic or paper bag. 'Retailers Association says the key is getting consumers involved' noted Newstalk ZB Wellington News (26/06/07). Individual campaigns included the campaign by Progressive Enterprises: 'Supermarkets shoppers will be increasingly asked if they need a plastic bag when buying a few items' (Star Weekend – 20/4/07). Radio New Zealand's Checkpoint (26/06/07) noted the importance of the consumer in a piece on how the major supermarkets are joining together to reduce plastic bag consumption.

Reduction of plastic bag consumption was a feature of a number of articles. The Timaru Herald (13/06/07) noted that the plastic bag reduction initiative is 'about making it a habit, so people use bags as part of their shopping pattern'. The work of the Waitaki Research Recovery Trust was mentioned (e.g. Oamaru Mail – 24/5/07).

News items about initiatives also returned the consumer role message:

- Queenstown Lakes District Council is supporting 12 days to a greener Christmas initiative of the Packaging Council of NZ (Lakes District & Central Otago News – 14/12/06)
- Other organisations and initiatives were launched, for instance, Zero Waste New Zealand (Waikato Times – 24/5/07)
- News that women were more likely to use eco bag generated this (e.g. Nelson Mail – 20/6/07)

Targets

'The Packaging Accord is to recover 70% of paper, 23% of plastic, 65% of aluminium, 43% of steel and 55% of glass by 2008' noted Times online (19/10/06).

More usually, targets were described in news items about the bag saving initiative:

- Packaging Accord signatories took 12 million bags out of circulation last year with a target to take 130 million in the next two years' (Star Weekend – 20/4/07; The Herald – 14/4/07)
- Consumers are urged to take responsibility over the use of plastic bags: 'The New Zealand Packaging Accord is a voluntary agreement and is targeting eight measures to improve recycling (e.g. Apparel – 4/07; Manakau Courier – 17/4/07)

Glass

The Glass Packing Forum got the message across well:

- Glass recyclers want the government to encourage the use of crushed glass instead of mineral aggregate in base course for roads (Marborough Express, Northern Advocate – 8/12/06)
- Glass Packaging Forum is against the green bill on waste, and has raised \$2m in last two years to promote uses for recycled glass - finding sustainable uses for glass reuse rather than prop up inefficient collection (Dominion Post, Otago Daily Times – 28/4/07)

The cost of sending glass to Auckland for processing is too high' noted the Waikku & District Post (12/12/06) and others.

New Zealand is 'collecting more glass than we have use for' (TV1 Breakfast – 11/10/06).

Metals

Message delivery was rare.

- Auckland City Harbour News (15/6/07) ran a story on the mascot used to highlight recycling uses and noted: '223 million cans can be used to make half a million household fridges'
- Palmerston North City Council is to become self sufficient in energy within three years due to the use of renewable energy sources including transforming the city dump to a state of the art waste minimisation centre with recycling of all materials (Manawatu Standard – 22/2/07)

Paper

The Packaging Accord claimed the county had one of the highest paper recycling rates in the world' (National Business Review – 27/4/07).

'We have one of the highest paper recovery rates in the world noted Asia Pacific Packaging (Nov/Dec 06) in a piece on the container deposit scheme.

A couple of pieces (New Zealand Herald -27/11/06; www.businessstobusiness.co.nz – 3/5) on the Waste Minimisation Bill noted that it threatens voluntary reduction efforts; 'the Accord claims to be achieving results, including the highest rate of paper recovery...'

Plastic

'Plastic packaging has increased by 6% in the past year and is now being recovered at double this rate' (www.scoop.co.nz – 4/10/06)

Plastic bags

There were some good scores for plastic bag reduction (see other scores), including some good headlines (e.g. 'Cutting back on plastic bags' (Star Weekend – 20/4/07), from the launch of the bag reduction initiative. 'The Packaging Accord is set for a 20% reduction in plastic bags by 2009 (e.g. The Wire – 17/4). 'The Warehouse, Progressive Enterprises and Foodstuffs are committed to reduce the use of plastic bags by 20%' (Radio New Zealand Checkpoint – 26/6).

A small negative for a comment made by a listener on National Radio (18/4/07) that 'visitors to New Zealand are shocked by our use of plastic bags', and accused retailers of not doing enough to reduce usage.

Brand owners and retailers

A number of small positives were obtained in coverage of the retailer campaign to reduce plastic bag usage:

- 'Customers buying three items or fewer in Foodtown, Woolworths and countdown stores will be asked if they really need a plastic bag in order to cut use' (e.g. The Herald – 14/4/07; Marlborough Express – 11/5/07)
- Bunnings Warehouse retail chain has decided to charge for plastic bags to reduce their use (Otago Daily Times – 16/5)
- Blenheim supermarkets joins the mission to reduce plastic bags (Marlborough Midweek – 27/6)

Favourability

Around two thirds of the number of media items were favourable to some degree to the Accord, with the remainder, mainly news coverage on local government initiatives, neutral.

There was only one negative score – for the assertion that visitors to New Zealand are shocked by use of plastic bags (Nine to Noon – 18/4/07).

Conclusion and recommendations

Over the year, the Accord did get all messages across, with presence in all media categories anticipated. Media visibility of the Accord itself, however, was much lower.

There are a large number of messages to get across, which variously: describe the Accord; describe the role of consumers; describe the role of brand manufacturers and retailers; give reduction targets; and finally provide information on materials. Some of these are more suited to news and consumer media, whilst others may be more likely to be reproduced in specialist media. More significant PR activity relating to consumer education may be necessary to get these across more frequently in more media.

The *glass* message could be a little confusing. Although coverage of glass recycling often returned favourable scores, the majority of cuttings concerned the purchase of glass crushers that provide chippings for viable use such as road aggregate, with no reference to sustainability.

Overall an effective campaign that succeeded in getting all the key messages across.

14th August 2007

Your IMPACT Charts - Volume and namechecks

Chart 1: Volume

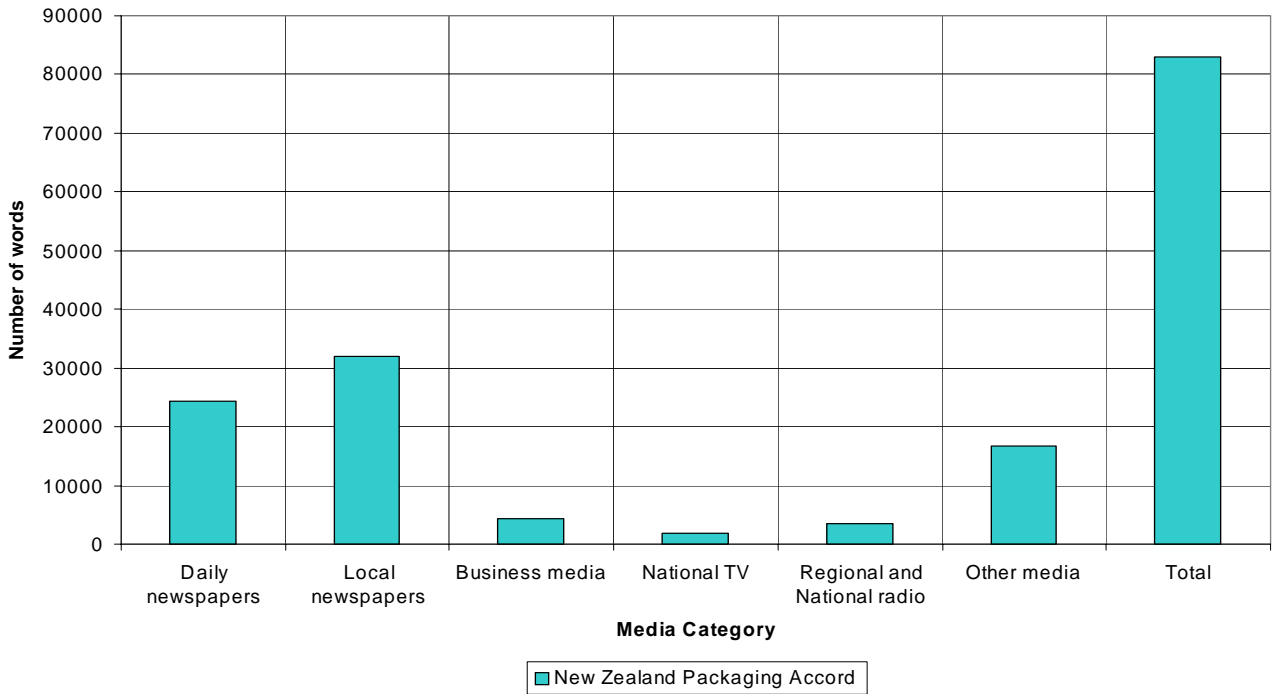
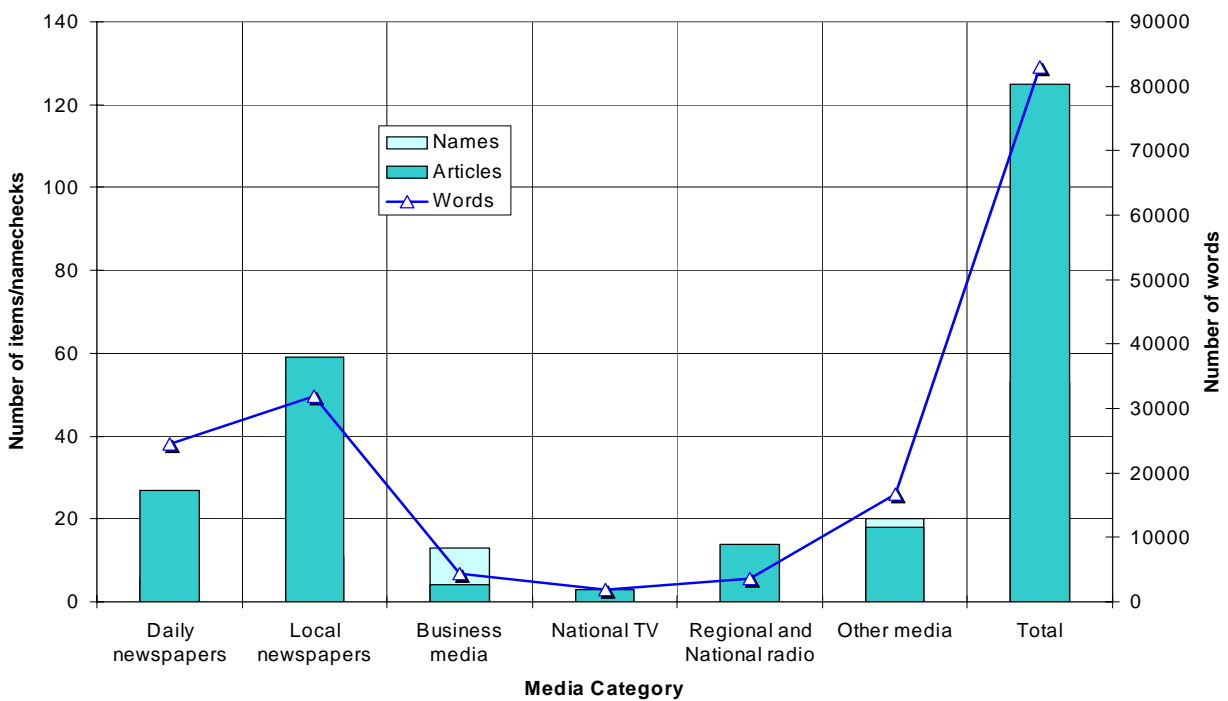


Chart 2: Combined Visibility



Your IMPACT Charts – Messages

Chart 3: Message Delivery (Positive and Negative)

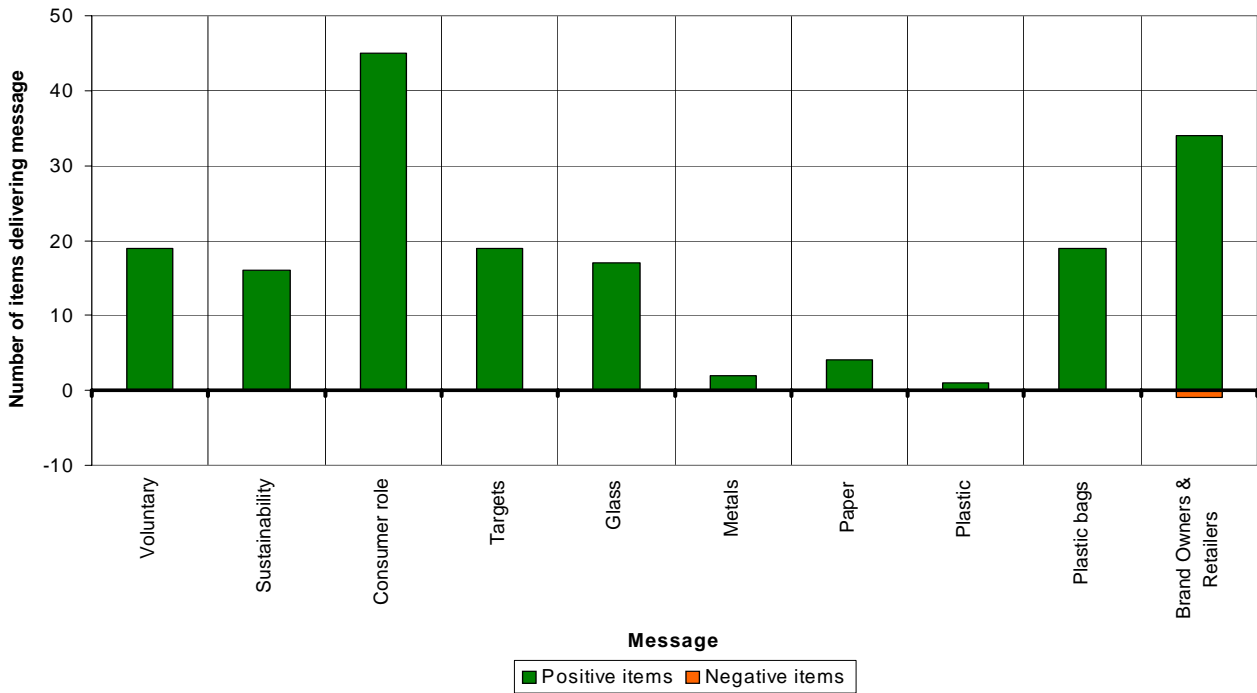
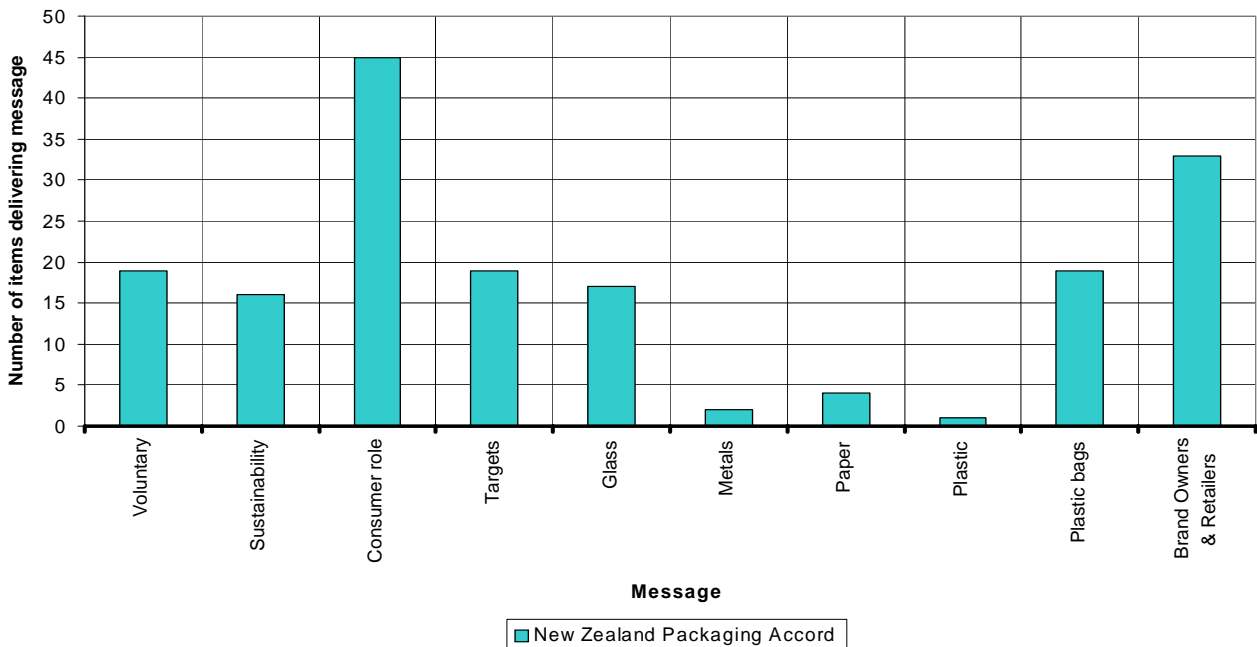


Chart 4: Message Delivery (Net)



Your IMPACT Charts – Messages

Chart 5: Messages by Media Category

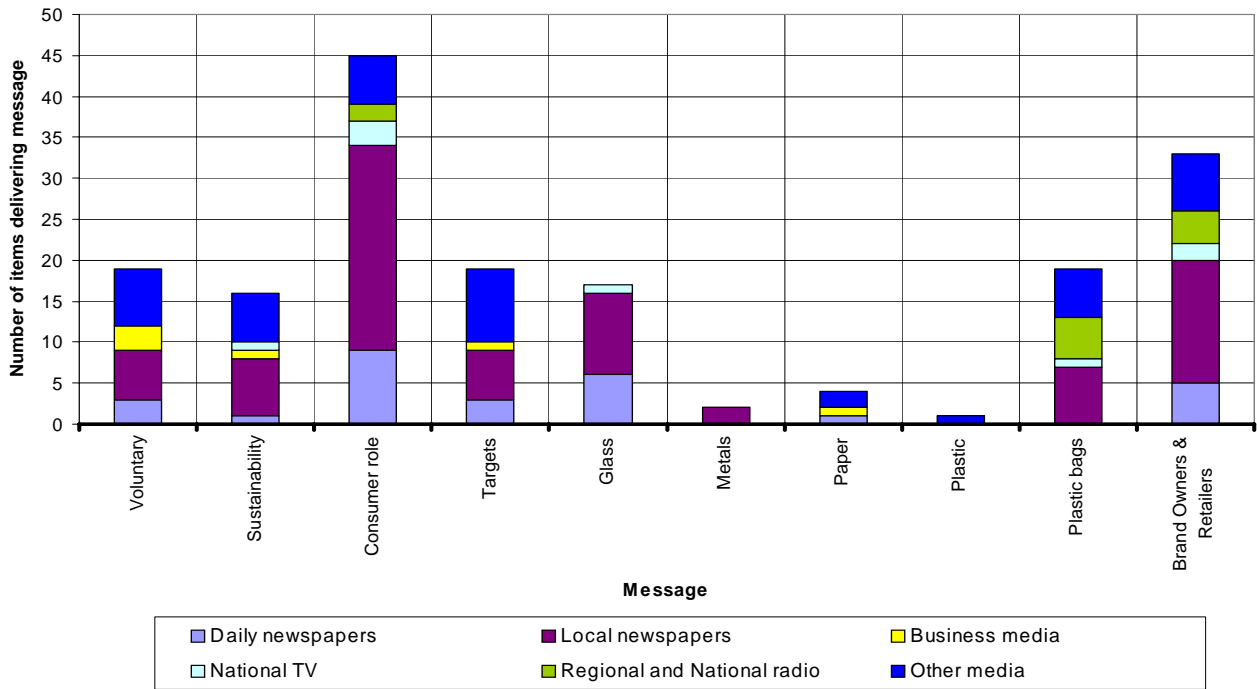
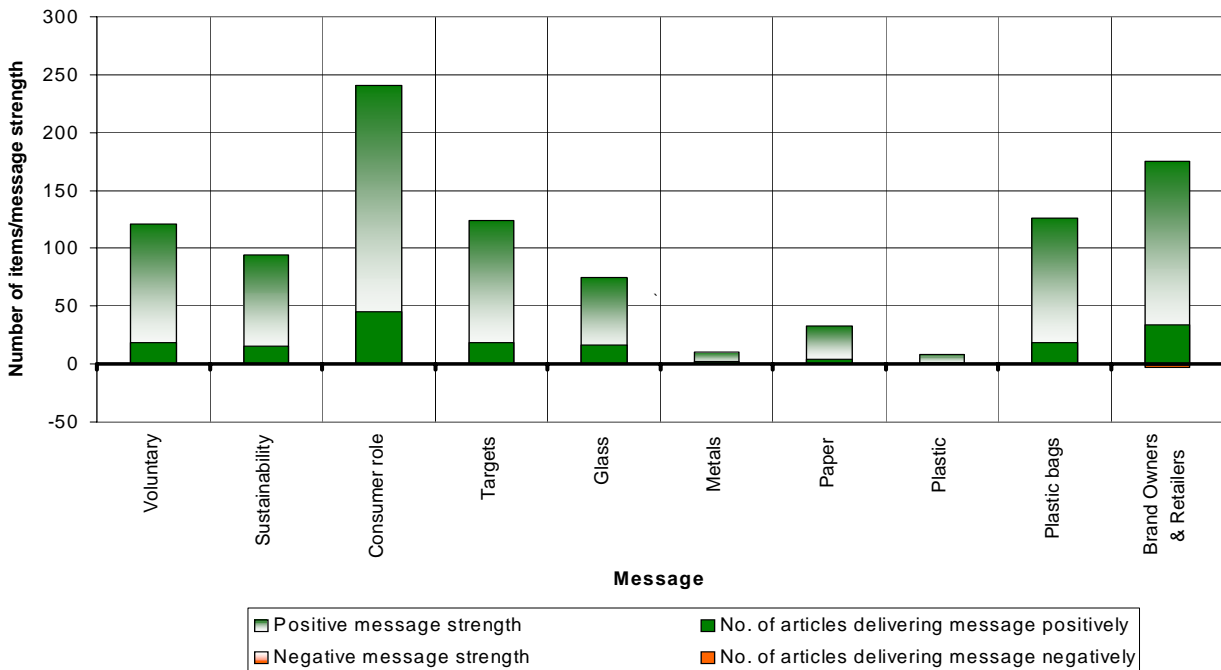
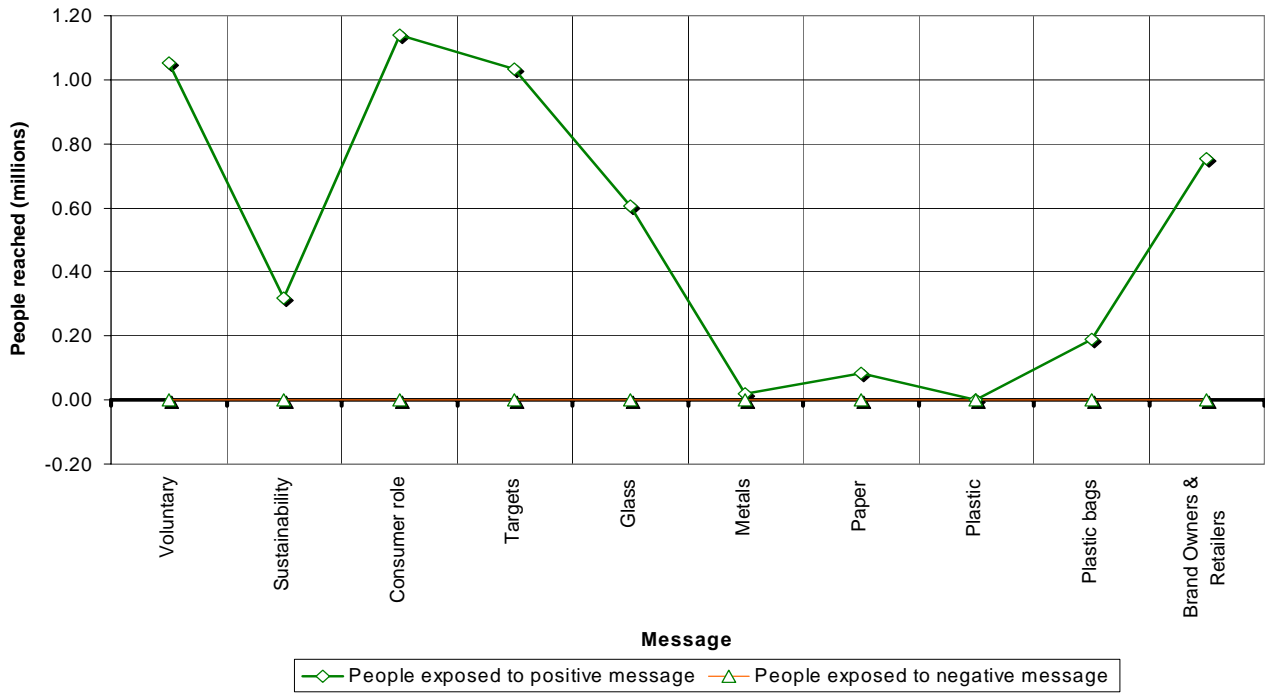


Chart 6a: Combined Message Delivery – items and message strength



Your IMPACT Charts – Messages

Chart 6b: Combined Message Delivery – people reached (millions)



Your IMPACT Data Tables

Data table 1: Volume and namechecks

Media category	Number of namechecks	Number of items	Word count
Daily newspapers	6	27	24461
Local newspapers	11	59	31931
Business media	13	4	4402
National TV	3	3	1887
Regional and National radio	0	14	3550
Other media	20	18	16663
Total	53	125	82894

Data table 2: messages

Message	Positive items	Negative items	Net items
Voluntary	19	0	19
Sustainability	16	0	16
Consumer role	45	0	45
Targets	19	0	19
Glass	17	0	17
Metals	2	0	2
Paper	4	0	4
Plastic	1	0	1
Plastic bags	19	0	19
Brand Owners & Retailers	34	-1	33

Data table 5: Subjects

People reached (OTS – millions)	Positive	Neutral	Negative
Corporate			
Secretariat/other corporate	0.01	0.00	0.00
Miscellaneous	0.00	0.03	0.00
Accord Timetable	0.08	0.00	0.00
Accord targets	0.88	0.00	0.00
NZ National Govt	0.29	0.08	0.00
NZ Local Govt Orgs	1.39	0.25	0.00
Consumer behaviour	0.95	0.00	0.00
Materials & Markets			
Plastic	1.31	0.86	0.00
Glass	1.13	0.87	0.00
Aluminium	0.09	0.00	0.00
Paper	0.38	0.77	0.00
Steel	0.00	0.00	0.00
Other materials	0.28	0.07	0.00
Supermarkets/retail	0.92	0.00	0.00
TOTAL	2.90	1.32	0.00

Methodology

This IMPACT analysis was carried out in the following way. First, the IMPACT team prepares a written brief. This document is used to instruct the analysts unambiguously on the messages being communicated, and the media in which exposure was desired.

The analysts then read the cuttings and transcripts and measure volumes of coverage and the number of namechecks. The analysts also mark the individual cuttings for message delivery and overall favourability. Depending on the brief, a number of subjects, issues and other variables may be associated with each cutting or transcript.

Finally, the analysts prepare a unique numbered form for each cutting and return it to IMPACT - by email - where the data is consolidated and specific publication data added. This consolidated data forms the basis of these charts and tables.

