



SUPPLEMENTARY ORDER PAPER TO WASTE MINIMISATION (SOLIDS) BILL

ORAL SUBMISSION TO LOCAL GOVERNMENT & ENVIRONMENT SELECT COMMITTEE

When I presented the Packaging Council's submission on the SOP last year, I tabled an embargoed version of the Packaging Accord Year 3 Progress Report. Since then, the report has been formally launched and presented to the Minister for the Environment, Hon Trevor Mallard.

To recap, New Zealanders recycled 20% more packaging in 2006 compared to 2005, achieving a record 57% recovery as a percentage of consumption. To put this in perspective, the increase equates to an annual saving of around 33,000 tonnes of carbon dioxide or taking approximately 8000 cars off the road.

We have already surpassed the five-year recycling targets for paper and steel and are at least 95% of the way to achieving the targets for aluminium, glass and plastic. Each sector has made great progress, both individually and collaboratively.

New Zealand's packaging recycling rate is higher than that of Australia, UK and is on a par with the European average and, with this momentum, all parties are determined that the Accord targets will not just be met but exceeded.

When I presented the Year Three Progress Report to Minister Mallard, I said that the 20% increase in recycling rates was due to three main factors:

- Better data on packaging consumption and recovery
- Various consumer awareness campaigns run by Accord parties

- More councils collecting more material

I would like to illustrate the second point with two recent examples.

The Packaging Council's Christmas Recycling Campaign

Plastic Bags – Make a Difference Campaign

Christmas Recycling Campaign

- One in ten local councils from Invercargill to Manukau actively promoted the Rest & Recycle message and 12 steps to a greener Christmas material to encourage New Zealanders to recycle more this summer.
- Kaikoura promoted the *12 steps to a Greener Christmas* at camp sites; Manukau and Wellington used the material in their general promotions; Invercargill and Westland put it up on their websites and in Rotorua large posters were put up at the recycling facility.
- Foodstuffs New World stores and Progressive Enterprises Foodtown stores supported the campaign via direct mail catalogues, instore radio and POS and advertising over the Christmas/New Year period.
- Liquor King (Lion Nathan) displayed the material in stores and on their website

Plastic Bag – Make a Difference Campaign

When Foodstuffs and Progressive Enterprises launched their Make a Difference campaign in July 2007 they asked people to take one bag less each time they shop. Based on the 1st six months of the campaign, we are now tracking at a phenomenal 115 million fewer plastic bags taken each year which is a **17%** reduction in bag use compared with when we started 4 years ago.

These campaigns and the 57% recycling result, up from 36% when we signed the first Accord in 1996, clearly demonstrate what can be achieved under the voluntary model when the right incentives are put in place.

In summary we are on track to exceed all our targets and industry is passionate about signing a third Packaging Accord.