

OUTDOOR AGENCIES

AUSTRALIAN PACKAGING COVENANT ACTION PLAN

1st January 2014 to 31st December 2015

CONTENTS

- 1. Executive Summary**
- 2. Covenant Contact Person**
- 3. Action Plan Table**
- 4. Executive Authority**

1. Executive Summary

Outdoor Agencies Pty Limited is a privately owned importer and wholesaler of premium quality outdoor lifestyle and height safety products. The company was founded in 1972.

Our business is located at Unit N2, 391 Park Rd, Regents Park NSW 2143.

We employ 22 people.

By definition of the Australian Packaging Covenant, we are classified as Brand Owners within the supply chain.

We import over 20 brands of products, imported from many countries worldwide.

Our brands, in alphabetical order, are as follows:

Atsko, Edelrid, Exofficio, Gear Aid, Hampton, Katadyn, Komperdell, Kong, Light My Fire, Manzella, McNett, Nalgene, Nemo, Optimus, Osprey, Pallin, Paddy Pallin, Princeton Tec, Revivex, Scarpa, Seal Skinz, Toby, Ultralon, Watership, Western Mountaineering, Wigwam.

We do not manufacture any of the brands that we sell.

Import consignments are received into our warehouse, then picked for orders and distributed throughout Australia and in the case of some brands, New Zealand.

Currently we do not have an in-depth understanding of packaging used throughout our range. All products come to us in corrugated fibreboard shippers, with a variety of internal packing, including corrugated board material, paper plastic bags and other plastics.

As we gain a better understanding of the packaging used throughout our business, we will update our Action Plan.

With such a diverse product range, sourced globally, we are a small customer to our suppliers and we have limited influence to drive change with our suppliers.

Outdoors Agencies aims to continually improve our environmental performance, through design improvement strategies, promoting the use of recycled materials where possible, improving on-site recovery of discarded packaging, office waste paper, and promotion of consumer recycling and re-use.

2. Covenant Contact Person

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Our Australian Packaging Covenant management team is made up of a cross-section of management, sales, marketing, warehousing and a technical consultant, including:

Helen Blackstock, General Manager
Mark Bramwell, Warehouse Manager
Ben Salon, Marketing Manager

These personnel are identified within our Action Plan table.

3. Action Plan KPI Summary Table

| Covenant Performance Goals and KPIs | Actions | Responsibility | Baseline Data | Target or Performance Goal | Timeline / Milestones (MM/YY) |
|---|--|--|--|---|-------------------------------|
| Goal 1. Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising quality and safety (Target: 70% of Covenant signatories with documented policies and procedures for evaluating and procuring packaging using the SPG or equivalent Target: 70% of Covenant signatories assessing 100% of new packaging and 50% of existing packaging against the guidelines) | | | | | |
| KPI 1 Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging | Promote packaging design with our suppliers, to comply with SPG guidelines where possible, as well as our requirements, for reduction of environmental impact. | Helen Blackstock Ben Salon | Provided suppliers with our Packaging Design Criteria Guidelines | Review responses from suppliers, then continue to work with suppliers to influence change, where possible | Report annually |
| | Review and define design criteria from SPG guidelines, relevant to our products | Ron Mines (Consultant) Helen Blackstock | Suppliers contacted and responses reviewed | Drive change with suppliers, where possible | Report annually |
| | Monitor and improve procurement processes for packaging materials | Ron Mines Helen Blackstock | Procedures developed and implemented. Personnel trained | Use and review system to determine maximum benefits | Report annually |
| | Continue to review existing packaging, then from data collected, review the types and designs of packaging used, with the aim of ensuring continual improvement. | Ron Mines Helen Blackstock | Completed review of more than 50% of existing packaging brands | Review 70% of existing packaging. | Report annually |
| Goal 2. Recycling – the efficient collection and recycling of packaging | | | | | |
| KPI 3 Proportion of signatories with on-site recovery systems for recycling used packaging | Further develop on-site recovery systems to ensure that we maximise opportunities for improvement | Helen Blackstock Mark Bramwell | Current system found to have opportunities for improvement | Implement opportunities for improvement for on-site waste recovery | Report annually |

| | | | | | |
|---|---|--|---|---|-----------------|
| KPI 4 Proportion of signatories with a policy to buy products made from recycled packaging | Encourage suppliers to identify the recyclability of packaging materials supplied with the products we purchase | Helen Blackstock Ron Mines | Packaging Design Criteria and Purchasing Packaging Materials Procedure implemented | All suppliers contacted to encourage them to mark packaging that can be recycled, in a way that is readily identifiable. | Report annually |
| | Ensure that opportunities for buying packaging made from recycled materials, are maximised where possible | Ron Mines Helen Blackstock Mark Bramwell | Packaging Materials Policy developed and implemented | Monitor and report annually, percentage of recycled content in packaging that we purchase | Report annually |
| Goal 3. Product Stewardship – a demonstrated commitment to product stewardship by the supply chain and other signatories (Target 70% of covenant signatories are implementing formal policies and procedures in working with others to improve design, procurement and recovery of packaging) | | | | | |
| KPI 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging | Prepare plans and possible recommendations that can be provided to all suppliers, for potential future design and other environmental improvements | Ron Mines Helen Blackstock Ben Salon | Packaging Design Criteria Guidelines and Checklist provided to suppliers | Continue to work with suppliers, to attempt to influence change to design and sustainability aspects | Report annually |
| KPI 7 Proportion of signatories demonstrating other product stewardship outcomes | Investigate opportunities for other product stewardship actions, to support the Covenant's objectives and goals | Helen Blackstock Ron Mines | No progress to report so far | Investigating potential of website campaign to engage customers to recycle, re-use or appropriately dispose of packaging materials | Report annually |
| KPI 8 Reduction in number of packaging items in the litter | Investigate whether used packaging is likely to enter the litter stream then, if this is the case, develop processes to minimise this | Helen Blackstock Ron Mines Mark Bramwell | Investigations have shown that our packaging is unlikely to become litter | Continue to monitor the potential of our packaging to become litter | Report annually |
| | Investigate whether other waste from re-packaging or other sources on-site, is likely to enter the litter then, if this is the case, develop processes to minimise this | Helen Blackstock Ron Mines Mark Bramwell | Investigations have shown that packaging waste on site is unlikely to become litter | Ensure that on site litter, including non-packaging materials, are understood and controlled. Lunch room, smoking and other litter are to be provided for | Report annually |

4. Executive Authority

Outdoor Agencies is committed to the principles of the Australian Packaging Covenant and the opportunities presented by participating as a signatory.

To achieve our aims of continual improvement, I will provide appropriate resources and authority to relevant employees listed in our Actions Plans, with responsibility for aspects of our Australian Packaging Covenant project.

Helen Blackstock
General Manager