



Rain Bird (Australia) Pty Ltd

Australian Packaging Covenant

Action Plan

July 2013 – December 2017



Australian Packaging Covenant

Executive Summary

Rain Bird Australia (RBA) has been an Australian Packaging Covenant signatory since April 2013.

This document represents our first Action Plan since becoming a signatory.

Our main focus for the initial plan is to ensure that as far as practical we incorporate the principals espoused under the Covenant and at the same time ensure that we meet all obligations required as a Signatory.

Many of the actions detailed within this document build upon existing strategies already adopted within the RBA business including the minimisation of packaging, the use of materials that are easily recyclable and the re-use of cartonised packaging to protect standalone product during its transportation to customers' premises.

Other actions within the business include recycling of waste at its offices and facilities as well as communications on the need for effective waste management and recycling by its customers.

Full details are attached.

Company Summary

A privately held company founded in 1933, Rain Bird Corporation is the leading manufacturer and provider of irrigation products and services. Since its beginnings, Rain Bird has offered the industry's broadest range of irrigation products for farms, golf courses, sports arenas, commercial developments and homes in more than 130 countries around the world.

Rain Bird has been awarded more than 130 patents, including the first in 1935 for the original horizontal action impact drive sprinkler (U.S. Patent #1,997,901), which revolutionized the food production industry and ushered in a new era in irrigation, worldwide. The original impact sprinkler was designated a historic landmark in 1990 by the American Society of Agricultural Engineers. Today, Rain Bird offers over 4,000 irrigation products and services.

Rain Bird is committed to The Intelligent Use of Water™. It is our legacy to design and manufacture only those products of the highest value and quality. We work for long-term, responsible partnerships with our customers and our vendors. This is who we are, and this is how we wish to be perceived in the irrigation industry and our communities.

Rain Bird in Australia

Rain Bird has been established in Australia for almost 50 years and has been based at its current Head Office premises in Tullamarine since 2003. Rain Bird Australia supplies irrigation products and services to a diverse range of ultimate end-users ranging across the landscape, golf, commercial/councils, sports fields and agricultural sectors.

As the Australian “brand owner” for Rain Bird Corporation, Rain Bird Australia is an important but relatively minor part of the Rain Bird global business and as such, has little direct influence on the overall packing design of the product purchased from its parent company.

However, Rain Bird Australia is committed to the principles of sustainable packaging and minimising its impact on the environment. We believe that the principles and strategies that are behind the Australian Packaging Covenant are in alignment with our own and therefore are comfortable with becoming a signatory.

The major packaging format used on nearly all products supplied to the Australian market by Rain Bird is standard cardboard cartons

Further company details are available via the following internet sites:

- www.rainbird.com.au
- www.rainbird.com

Covenant Contact Officer

Mr Tony Irvine
General Manager
10 Mareno Road Tullamarine Victoria 3043
Ph. 03 8336 6777
Email: tirvine@rainbird.com.au

Action Plan Endorsement



Tony Irvine
General Manager – Rain Bird (Australia) Pty Ltd

Dated: 12th July 2013

Rain Bird (Australia) Pty Ltd Action Plan KPI Table – July 2013 to December 2016

Performance Goals & KP's	Actions	Responsibility	Baseline Data	Target	Milestones
1. Design - optimise packaging to achieve resource efficiency and reduce environmental impact					
KPI 1 – Proportion of signatories in the supply chain implementing the SPGs for design or procurement of packaging	Establish APC team to review existing packaging against SPG. All APC Team meetings to be minuted with clear actions and accountabilities.	GM	No team in place	Team to be established & to meet on a regular basis	Established by December 2013
KPI 1A Signatories with documented policies and procedures for evaluating and procuring packaging using the SPGs or equivalent.	Finalise policy and procedure for evaluating and procuring packaging using the SPGs or equivalent.	APC team	No documented policy in place	Policy & Procedure documented, agreed and communicated	Q1 2014
KPI 1B - Signatories assessing 100% of new packaging and 50% of existing packaging against the guidelines	Complete packaging register of all existing APC applicable packaging so that 66% of existing packaging is reviewed by December 2015.	APC team	No review system in place	33% of existing packaging to be reviewed annually	Refer Appendix 1 for schedule
	Implement a process to review 100% of all new packaging via a checklist consistent with SPG. Where possible, the SPG principles will be incorporated into our Purchasing policies and Procedures. Any product or packaging development and design done within the Rain Bird Australia business will also incorporate these principles.	APC Team	We do not have any new packaging at present, but will review if and when applicable	100% of new packing assessed prior to procurement	From Q3 2014, to be reported annually

Performance Goals & KP's	Actions	Responsibility	Baseline Data	Target	Milestones
2. Recycling - the efficient collection and recycling of packaging					
KPI 3 – Signatories with on-site recovery systems for recycling used packaging	Provide on-site recycling of all packaging which includes re-use of empty cartons and segregation of office waste into recyclable and non-recyclable material.	Operations Manager	No baseline data.	Waste audit to confirm baseline proportion of waste that is recycled and the target 5% YOY improvement.	Q2 2014 and ongoing
	Annual waste audits to ensure on-site recycling is increasing in line with targets	APC Team	No existing audits	Annual audits indicating 5% YOY improvement	Reported annually
KPI 4 – Signatories with a policy to buy products made from recycled packaging. All Covenant signatories will have a formal, documented policy of buying recycled products or materials	Formalise and implement “buy recycled” policy and document in Purchasing procedure in the quality system.	APC team	No documented policy in place	Policy & Procedure documented and incorporated into Purchasing procedures.	Q2 2014
	Initial assessment of recycled content of materials purchased within or office facilities, and then subsequent reporting annually.			% Recycled content measure in place and reported annually	From December 2014

Performance Goals & KP's	Actions	Responsibility	Baseline Data	Target	Milestones
3. Product Stewardship - demonstrated commitment to product stewardship					
KPI 6 – Signatories to have formal processes for working with others to improve design and recycling of packaging	6.1 Write contracts with Cleaners and waste management providers to incorporate recycling as a key focus;	APC Team	No baseline data	Actions complete	Q2 2014 and ongoing
	6.2 Work with global Rain Bird Corporation to influence the packaging design as far as possible to be consistent with SPG guidelines.	Operations Manager	No documented policy in place	Policy & Procedure documented, agreed and communicated	Q1 2014 and reported annually
	6.3 Consult with manufacturers and suppliers to identify options for improvement of packaging from a sustainability perspective				
KPI 7 – Proportion of signatories demonstrating other product stewardship outcomes	<p>7.1 Upload Rain Bird's APC action plan on the company's website;</p> <p>7.2 Display APC Certificate of Registration in Office Foyer</p> <p>7.3 Liaise with packaging suppliers that are APC signatories to assist in SPG review</p> <p>7.4 Continue monitoring of performance against baseline data</p> <p>7.5 Annual waste audits to ensure on-site recycling is increasing in line with targets</p>	GM & APC Team	No baseline data. To be commenced.	<p>Actions 7.1 & 7.2 complete.</p> <p>Actions 7.3,7.4 & 7.5 – annual review and reporting</p>	<p>End Q4 2013 and ongoing</p> <p>From December 2014</p>
KPI 8 – Reduction in the number of packaging items in litter	Include appropriate disposal or recycling information on all Rainbird packaging.	APC Team	No baseline data	All packaging to include "Recycling Logo" where applicable	Q1 2014
	Support RBA Staff to participate in annual Clean Up Australia Day or related activities	GM & APC team	No baseline data	Note and report staff participation	December 2013

Appendix 1 - Packaging groups and schedule for packaging reviews:

With only a few exceptions, all products supplied by RBA are shipped in cardboard cartons. Pallets are secured with the use of pallet wrap/stretch film and the actual labelling of products is at a minimum.

The product packaging thus falls into three major groups, and the proposed review schedules are shown below:.

Group	Products Included in this group	Assessment Scheduled
Shipper corrugated cartons	Brown Board shippers, partitions	3 rd Quarter 2014
Plastic Film	Pallet wrap, stretch film for cartons	2 nd Quarter 2015
Labels	Paper, PET and PP labels	2 nd Quarter 2016