



Australian Packaging Covenant Action Plan

January 2011- December 2015

Revised
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1. APC Commitment Overview

As part of the Myer commitment to sustainability, Myer is committed to adopting the Australian Packaging Covenant (APC) Sustainable Packaging Guidelines (SPG) and the principles of product stewardship contained within the APC.

In doing so, it becomes Myer's objective to minimise the amount of packaging used in our operations and the packaging waste that goes to landfill. Myer will achieve this objective by introducing 'hierarchy of waste' considerations into the briefing and design process for packaging of new products. The hierarchy of waste will require Myer to:

- Avoid/eliminate packaging wherever possible
- If packaging is necessary, design packaging that is re-usable
- If not re-usable, use materials that maximise recyclability of packaging
- As a final option, aim to minimise the quantity of packaging that goes to waste.

Myer will adopt the 10-Step review process¹, as detailed within the APC, to help achieve desirable packaging options, without compromising the quality of product and doing so within commercially relevant limitations.

In accordance with guidance provided within Sustainable Packaging Guidelines², Myer has:

- Reviewed each section of the 'Sustainability design strategies'³;
- Determined the most appropriate for Myer's business, being those relevant to the products sold by Myer; and
- Incorporated these into the Myer packaging design and development procedures.

All requests for the creation of new packaging for 'Own Brand' merchandise, and for modifications to existing packaging of 'Own Brand' merchandise, are channelled through the Myer 'Packaging and Labelling Request' (PLR) system. Key SPG questions are built into the PLR template used to submit packaging development requests. Based on responses to SPG questions contained within each PLR, the PLR system escalates requests to the Manager of Product Development for SPG review and approval. This escalation approach allows Myer to consider the merits of each request from a Form-Function-Cost perspective, prior to PLR's being released into the design and development phase.

The PLR process provides traceability and measurability, and is available for audit should it be necessary under the APC.

Where SPG cannot be assessed on a product-by-product basis, eg a commitment to efficient use of water and energy, Myer is committed to creating a 'Packaging Sustainability Commitment'. This commitment would be communicated to all parties involved in the design, production, and/or supply of packaging. Joint commitments will be sought from Myer's key packaging partners.

In 2013, we have revised our Action Plan to better reflect our packaging commitments and performance.



Bernie Brookes
CEO
Myer Holdings Ltd



Anne Marie Baldwin
General Manager- Strategic Planning and Sustainability
Myer Holdings Ltd

¹ Refer to Section 2.1 of the APC Sustainable Packaging Guidelines (1 July 2010)

² Refer to Section 1.2 of the APC Sustainable Packaging Guidelines (1 July 2010)

³ Refer to Section 3.0 through to 3.12 of the APC Sustainable Packaging Guidelines (1 July 2010)

2. Myer Holdings Ltd Profile

The first Myer store opened in Bendigo, Victoria in 1900. The business has since grown to become Australia's largest department store chain with 65 stores nationally, employing more than 14,000 people. Myer offers a range of womenswear, menswear, childrenswear, homewares, cosmetics, footwear, electrical, furniture, toys and a broad range of general merchandise.

Myer stores are located in all Australian states and territories. The National Support Office is located at 800 Collins Street, Docklands, Vic, 3008. Myer has four Regional Distribution Centres located in Victoria, New South Wales, Queensland and Western Australia.

Until 2006, Myer was part of the Coles Myer Group, when it was sold to the Texas Pacific Group, and then became a publicly listed company on the Australian Stock Exchange in November 2009.

Myer sells a range of merchandise of National and International brands, and Myer Exclusive Brands. Myer is therefore classified both as a Retailer and a Brand Owner within the Australian Packaging Covenant.

The following are Myer Exclusive Brands:

Brand	Merchandise Category	Brand	Merchandise Category
Australian House & Garden	Homewares, Furniture	Licorice	Homewares, Entertainment, Furniture
Babyworld	Childrenswear	Lost Highway	Menswear
Basque	Womenswear, Footwear, Handbags, Accessories	Maddox	Menswear
Bauhaus	Menswear, Childrenswear	Material World by Madonna	Miss Shop
BIB	Womenswear	Milk & Honey	Miss Shop
Blaq	Menswear	Milkshake	Childrenswear
Brave by Wayne Cooper	Womenswear, Menswear	Mink Denim	Womenswear
Brooklyn Industry	Childrenswear - Boys	Miss Shop	Miss Shop Apparel, Footwear, Handbags and Accessories
Chloe & Lola	Intimate Apparel	Monsac	Travel Goods
Collection	Womenswear, Accessories, Footwear, Handbags	Mytreats	Food & Confectionery
Cooks Kitchen	Homewares	NF by Nicola Finetti	Womenswear
Cozi by Jennifer Hawkins	Womenswear - Swimwear	Origami	Childrenswear
Delicious	Homewares	Paradise Club	Homewares
Design Studio	Womenswear, Accessories	Piper	Womenswear
Domingo	Menswear	Regatta	Womenswear, Footwear, Handbags
Fluerette by Fleur Wood	Womenswear	Reserve	Menswear
French Star	Miss Shop	sass & bide Intimates	Intimate Apparel
Grab Denim	Womenswear	Soft Soul	Womens Footwear
Heritage	Homewares, Furniture, General Merchandise	Soho	Intimate Apparel

Brand	Merchandise Category	Brand	Merchandise Category
Hi There From Karen Walker	Womenswear	Sprout	Childrenswear
Innovare Mad in Italy	Womens Footwear & Handbags, Mens Footwear	Surf Rider	Menswear
Jack & Milly	Childrenswear	T by Bettina Liano	Miss Shop
Jack Stone	Menswear - 'Big Men'	Tilii	Childrenswear
Jag	Handbags	Tokito	Miss Shop
Jane Lamerton	Womenswear, Sleepwear	Trent Nathan	Womenswear, Menswear, Footwear, Handbags, Accessories
Jane Lamerton Home	Homewares	True:Cosmetics	Cosmetics
Jayson Brundson Black Label	Womenswear	Urban Soul	Womens Footwear, Accessories and Handbags
Jayson Brunsdon Home Collection	Homewares	Urbane	Womenswear
Jeff Banks	Menswear	Urbane Activ	Womenswear
Karen Walker Home	Homewares	Vue	Homewares, Furniture, General Merchandise, Entertainment
Kenji	Menswear	Wayne by Wayne Cooper	Womenswear
La De Da	Miss Shop	Wayne JNR by Wayne Cooper	Childrenswear
Leona Edmiston	Womenswear - Apparel, Sleepwear, Hosiery, Footwear, Handbags, Childrenswear	Zazou	Womens Footwear & Swimwear

3. NPC Achievements

Since first becoming a signatory to the National Packaging Covenant in 2007, Myer has submitted four Annual Reports. The first NPC report captured the baseline data against which progress for subsequent years was compared. Over the four-year period, Myer has reported a significant level of achievement.

A summary of key developments is outlined below:

- The creation of a packaging and labelling request (PLR) system through which all packaging developments are channelled.
- A PLR system that embraced the Environmental Code of Practice for Packaging (EcoPP), and has since commenced transition across to the Sustainable Packaging Guidelines.
- Re-engineering of packaging across a broad spectrum of merchandise, to:
 - Minimise use of non-recyclable packaging materials (eg. foam and polystyrene);
 - Standardise the transport packaging materials used to maximise recyclability at stores and distribution centres (pallets, pallet sheets, shrink wrap, cardboard, paper and film LDPE);
 - Eliminate unnecessary transport packaging, provided there is no negative impact on merchandise quality or presentation standards;
 - Avoid using a mix of packaging materials to minimise cross-contamination of materials recovered for recycling (eg. mix of plastic and paper); and
 - Encourage consumer re-use of packaging made of composite materials where recycling is not possible (eg. plastic/wire/rope composite bags used for bedding)..
- Supply chain initiatives that have sought to optimise flow of merchandise, and as a consequence, generate significant reduction in tertiary distribution packaging materials.
- An in-store focus on recycling that includes:
 - Provision of services for paper, cardboard and film LDPE recycling at all store 'back of house' areas;
 - A performance dashboard for measuring improvements in collection of plastic and paper-based recyclable materials;
 - A collection and reuse system security tags; and
 - A collection and reuse system for hangers.

4. Schedule for Packaging Reviews

Under the definitions within the APC, Myer is a 'Brand Owner'. Myer conducts the sourcing for Myer Exclusive Brands, including design, product evaluation and packaging.

The majority of Myer Exclusive Brands are apparel brands for which there is only minimal packaging, for example, business shirts, giftware boxes for special events. Myer has a smaller number of homeware and kitchenware Myer Exclusive Brands, for which development of packaging is typically required, for example, boxed dinnerware and bedding.

Where Myer is developing packaging for new products, Myer is committed to SPG principles. For existing products, Myer commits to SPG review of packaging by individual SKUs, within 2 years⁴. Reviews will be based on merchandise types as shown in the table below. Typical packaging materials and formats used across the assortment of Myer Exclusive Brand merchandise are outlined in the table below:

Merchandise Type	Typical Packaging Materials & Formats
Dinnerware, Cookware, Servingware (boxed)	Cardboard box, cardboard insert walls/ barriers, tissue paper product wrap
Other homewares (eg. carving boards, oil vinegar sets)	PET plastic covering/wrap (to provide product protection and allow visual identification of product)
Apparel - Non-packaged	Double sided printed cardboard swing-tags
Apparel - Packaged products	Plastic bag with internal tissue-paper/ card (eg. business shirts)
Apparel - Gift/Specialty Packaged products	Variety of boxes/ containers and materials depending on product (eg. Gown gift box at Mother's Day)
Bedlinen (sheets, sheet sets)	Plastic covering, printed and plain cardboard inserts
Bedding Accessories (eg. Quilts)	Wire-framed plastic bag with perimeter zip and rope/ plastic handles, boxes
Jewellery, Fashion Accessories	Assortment of accessory cards &/ or boxes, swing tags
Footwear	Cardboard box, tissue paper wrap
General merchandise (eg. frames, home decorations)	Wide assortment of boxes, with/ without tissue paper wrapping, swing tags, containers etc. dependent upon product type
Xmas Trim & Trees - Small decorations	Poly bag with cardboard header card or swing tag, boxes
Xmas Trim & Trees - Mid sized decorations &/or fragile	Cardboard box or acetate container with/ without internal tissue paper wrapping
Xmas Trim & Trees - Larger items	Heavy duty (re-usable) cardboard box. Components boxed/wrapped - as required
Towels, Cushions, Loose Napery	Double sided printed cardboard swing-tags
Bathroom Accessories (e.g. soap dishes, soap dispensers)	Cardboard box or acetate container with/ without internal tissue paper wrapping
Travel Goods, Large Picnic Accessories	Swing tags
Food	Broad assortment of poly bags, swing tags, boxes, cans, canisters and bottles

⁴ As most Myer products are 'indent lines' (meaning they are supplied just for a single order/season), a significant number of existing products will not be resupplied to Myer, and will therefore not require SPG review.

5. Covenant Contact Officer

For further information about any matters relating to the Myer Australian Packaging Covenant Action Plan, please contact:

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6. APC Action Plan Timetable

The below table contains the Myer APC Action Plan from June 2012- December 2015.

This Action Plan will be used as a template to capture progress, and will be modified on a regular basis to reflect Myer's achievements and any new initiatives.

APC ACTION PLAN

COVENANT PERFORMANCE GOALS AND KPIS	ACTIONS	RESPONSIBILITY	FY12 BASELINE DATA	PERFORMANCE GOAL	Timeline (MM/YY)
1. DESIGN – OPTIMISE PACKAGING TO ACHIEVE RESOURCE EFFICIENCY AND REDUCE ENVIRONMENTAL IMPACT WITHOUT COMPROMISING PRODUCT QUALITY AND SAFETY.	Establish and maintain a cross-business leadership team ('MyPart') to manage packaging stewardship	Sustainability and MyPart workgroup	Workgroup established	Regular bi-monthly meetings	Ongoing
	Build SPC principles and approvals into the Myer Product and Labeling Request process for all MEB products	Quality Assurance and Compliance	614 PLRs	MEB PLRs managed by the QA&C process	Ongoing
	Review product packaging decision process to identify gaps	MyPart workgroup	-	Process reviewed, gaps identified, actions to fill gaps	12/13
KPI 1 Commitment to implementing the SPG for design and procurement of packaging	Incorporate Sustainable Packaging Guideline considerations into Myer 'Floor Ready' standards	Floor Ready team	'Floor Ready' standards include basic packaging requirements	Revised 'Floor Ready' standards addressing any gaps or new packaging issues	07/14
	Explore options for reusable/returnable hang-wear rack bags	Floor Ready team	-	Options explored and decision made	06/14
	Review transport packaging for a minimum of 2 brands annually to identify opportunities	MyPart workgroup	-	Review undertaken and improvement opportunities identified.	Annually
	Review consumer packaging for a minimum of 2 brands annually to identify opportunities	MyPart workgroup	Materials as identified in Section 4 of this Action Plan	Review undertaken and improvement opportunities identified.	Annually
	Review online fulfillment packaging chain to identify gaps	Procurement, Online and Store Operations	-	Review undertaken and improvement opportunities identified.	12/14
	Establish and maintain specifications for hangers to ensure recyclability	Quality Assurance and Compliance	Recyclable and recycled content hangers used for all MEBs	Recyclability maintained	Annually

COVENANT PERFORMANCE GOALS AND KPIS	ACTIONS	RESPONSIBILITY	FY12 BASELINE DATA	PERFORMANCE GOAL	Timeline (MM/YY)
<p>2. RECYCLING – THE EFFICIENT COLLECTION AND RECYCLING OF PACKAGING.</p> <p>KPI 3 On-site recovery systems for recycling of used packaging</p> <p>KPI 4 Formal, documented policy for buying products made from recycled packaging</p>	Establish and maintain specifications for security tags to ensure recyclability	Store Operations	Reusable and Reused security tags used for all MEBs	Recyclability maintained	Annually
	Establish and maintain recycling systems for cardboard and film plastics at stores	Facilities Management	Systems established	>60% recycling rate at stores	10/13
	Undertake recycling education campaign for store staff	Sustainability, Communications	-	Campaign to all stores	10/13
	Establish and maintain recycling systems for film plastics, cardboard, metal fixtures and pallets at Distribution Centres	Distribution Centre management	Systems established	>60% recycling rate at Distribution Centres	Annually
	Establish and maintain recycling systems for hangers at stores	Store Operations	Systems established	80% recycling of hangers for MEBs	Annually
	Establish and maintain recycling systems for security tags at stores and Distribution Centres	Store Operations	Systems established	80% recycling of security tags for MEBs	Annually
	Establish and maintain recycling systems for commingled container recycling, paper and cardboard and organics at Myer Support Office	Building management, Support office	Systems established	>60% recycling rate at Myer Support Office	Annually
	Explore opportunities to include 'recycled material' preferences in Floor Ready standards	Floor Ready team	-	Revised 'Floor Ready' standards	07/14
	Presentation of APC commitments and SPC principles to Buying and QA and Compliance teams	Sustainability	-	Presentation to all relevant teams	07/14
	Work with suppliers to increase Floor Ready packaging compliance	Buying teams	70% compliance for MEBs	>80% compliance for MEBs	Annually
<p>3. PRODUCT STEWARDSHIP – A DEMONSTRATED COMMITMENT TO PRODUCT STEWARDSHIP BY THE SUPPLY CHAIN AND OTHER SIGNATORIES.</p> <p>KPI 7 Implementing formal processes in working with others to improve design and recycling of packaging</p>	Establish and maintain processes and supply chain relationships to support hanger recycling	Quality Assurance and Compliance	Systems established	Relationships active	Annually
	Establish and maintain processes and supply chain relationships to support security tag recycling	Store Operations	Systems established	Relationships active	Annually
	Trial textile recycling program with Salvos Stores to recover and reuse textile products	Sustainability	-	Trial implemented	07/13-11/13

COVENANT PERFORMANCE GOALS AND KPIS	ACTIONS	RESPONSIBILITY	FY12 BASELINE DATA	PERFORMANCE GOAL	Timeline (MM/YY)
KPI 8 Other product stewardship outcomes. (e.g. including Myer suppliers into APC commitments) KPI 9 Reduction in the number of packaging items in the litter stream	Explore opportunities to work with government agencies to support and implement product stewardship programs	Sustainability, Store Operations	'Smarter Choice' Retail Program (NSW OEH and Sustainability Victoria)	Support of relevant schemes to Myer merchandise (such as the National Television and Computer Recycling Scheme)	12/14
	Explore options to include reuse and anti-littering message on retail carry bags	Sustainability and Procurement	No messages	Message on all carry bags	12/14
	Explore opportunities to promote Clean Up Australia Day to Myer staff	Sustainability, Communications	-	Promotion of Clean Up Australia Day	03/14

