

## Macro Group Australia

Macro Meats - Gourmet Game Pty Ltd

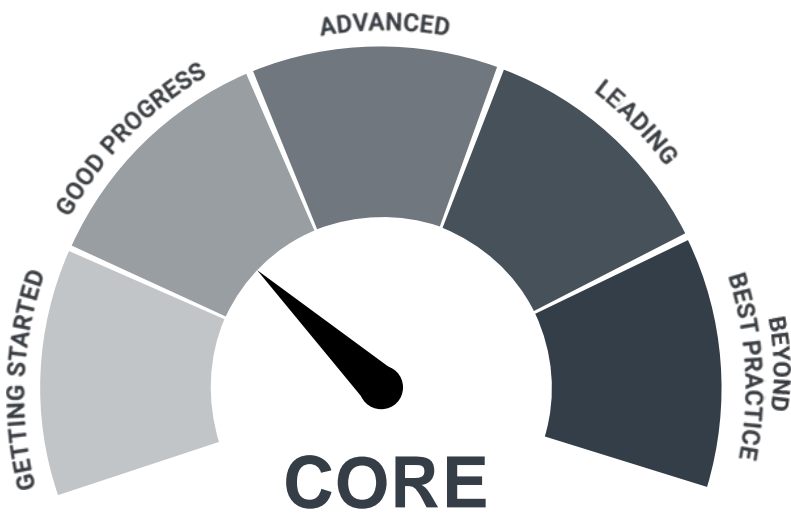
Website  
www.macromeats.com

Primary Industry Sector  
Food & Beverage

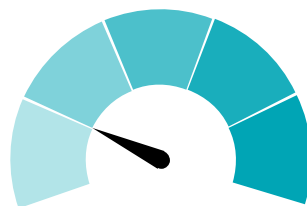
Packaging Supply Chain Position  
Manufacturer

ABN  
39080978972

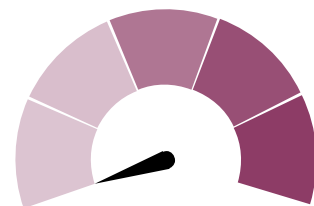
### DASHBOARD



LEADERSHIP



OUTCOMES



OPERATIONS

### SUMMARY

For the 2019 APCO Annual Report, *Macro Meats - Gourmet Game Pty Ltd* has achieved Level 2 (Good Progress) for the core criteria. All seven core criteria were answered and zero out of six recommended criteria were answered.

### INDICATORS

This Annual Report shows the organisation's performance against the APCO Packaging Sustainability Framework.

**CORE:** All core criteria.

**RECOMMENDED:** All answered recommended criteria.

**TOTAL:** Sum of all core and answered recommended criteria.

**LEADERSHIP:** All criteria that defines leadership on packaging sustainability.

**OUTCOMES:** All criteria that lead to direct improvement in packaging sustainability.

**OPERATIONS:** All criteria related to business operations for improving packaging sustainability.

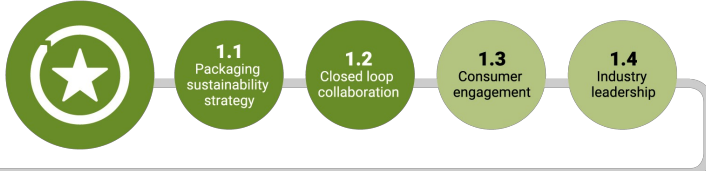
## Macro Group Australia

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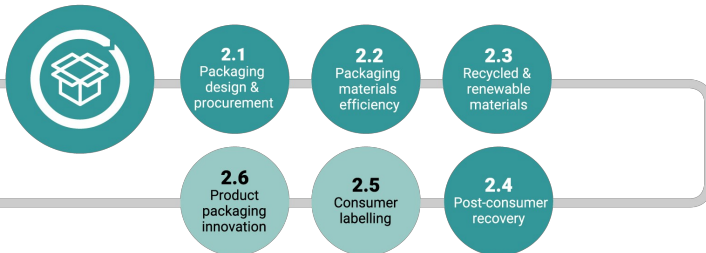
### REPORTING FRAMEWORK

#### OVERVIEW

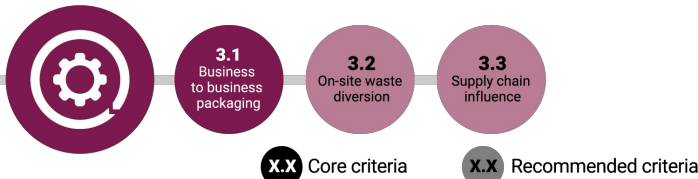
##### 1. LEADERSHIP



##### 2. OUTCOMES



##### 3. OPERATIONS



#### LEVEL DESCRIPTION

##### LEVEL 0

##### NOT YET STARTED

The organisation does not have a plan and has not started investigating options for action under the relevant criteria.

##### LEVEL 1

##### GETTING STARTED

The organisation is developing a plan or is investigating options for action under that criteria (e.g. agreeing on goals and targets).

##### LEVEL 2

##### GOOD PROGRESS

There are documented procedures in place (e.g. to implement the Sustainable Packaging Guidelines) or some progress has been achieved, data tracking shows up to 20% of products have achieved the desired outcome.

##### LEVEL 3

##### ADVANCED

The organisation has specific, measurable targets in place, or data tracking shows that >20% of products have achieved the desired outcome.

##### LEVEL 4

##### LEADING

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. >50% of products have achieved the desired outcome.

##### LEVEL 5

##### BEYOND BEST PRACTICE

The organisation has more rigorous procedures in place, or an ambitious target has been met e.g. 100% of products have achieved the desired outcome.

### ABOUT THE APCO FRAMEWORK

The APCO Packaging Sustainability Framework (the Framework) aims to provide a consistent and transparent framework for assessing and tracking packaging sustainability across organisations. The Framework consists of thirteen independent criteria that belong to three separate categories. These categories are (i) Leadership, (ii) Packaging Outcomes and (iii) Operations. The diagram above shows the different criteria included within each of these three categories.

There are two types of criteria within the Framework:

- **Core criteria** are mandatory and must be answered by all Members when completing the Annual Reporting Tool.
- **Recommended criteria** are not mandatory, but Members are encouraged to complete as many recommended criteria as possible.

Each criteria is divided into five levels of performance ranging from 'getting started' to 'beyond best practice'. The diagram above illustrates the key differences between performance levels. Please see [www.packagingcovenant.org.au](http://www.packagingcovenant.org.au) for more information.

### ABOUT APCO

APCO is a co-regulatory, not for profit organisation that partners with government and industry to reduce the harmful impact of packaging on the Australian environment. APCO promotes sustainable design and recycling initiatives, waste to landfill reduction activities and circular economy projects. APCO Annual Reports are a key Membership obligation, providing Member organisations with a transparent method to track their packaging sustainability performance. Annual reporting also supplies APCO with valuable data and information to identify industry trends and advancements.



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### FREE FORM QUESTIONS

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability.

Through Cleanaway we have introduced a Commingle System which includes a Packaging Waste Management. This was set up in the last month of our reporting period but only implemented at the beginning of the next years reporting period. Cleanaway's packaging waste recycling service collects and sorts the material which can then be sold or used and removes them from general waste streams where they would otherwise go into landfill.

Describe any opportunities or constraints that affected performance within your chosen reporting period.

We have been engaging with customer and suppliers investigating alternative packaging and equipment however we are limited by the advances in technology. Suppliers have reported they are confident they will have solutions available to us in the next reporting year.

### COMMITMENTS

The Action Plan detailed below, is a public commitment to advancing packaging sustainability outcomes as a Member of APCO. Members are encouraged to have a comprehensive internal plan with the steps they will take to fulfill their commitments.

#### Criteria 1.1 PACKAGING SUSTAINABILITY STRATEGY (core)

##### 3. Advanced

**Your organisation is committed to:** Integrating your packaging sustainability strategy into business policies and processes.

#### Criteria 1.2 CLOSED-LOOP COLLABORATION (core)

##### 3. Advanced

**Your organisation is committed to:** Ensuring that rigorous processes are implemented to collect data for the purposes of monitoring the performance of the closed loop collaboration.

#### Criteria 1.3 CONSUMER ENGAGEMENT (recommended)

##### Not relevant

**Your organisation has indicated that this criteria is not relevant.**





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### COMMITMENTS

#### Criteria 1.4 INDUSTRY LEADERSHIP (recommended)

##### Not relevant

Your organisation has indicated that this criteria is not relevant.

#### Criteria 2.1 PACKAGING DESIGN & PROCUREMENT (core)

##### 1. Getting started

**Your organisation is committed to:** Preparing a procedure that requires the use of the Sustainable Packaging Guidelines (SPG) or equivalent to evaluate packaging during design or procurement.

#### Criteria 2.2 PACKAGING MATERIALS EFFICIENCY (core)

##### 1. Getting started

**Your organisation is committed to:** Developing a documented plan to optimise material efficiency.

#### Criteria 2.3 RECYCLED & RENEWABLE MATERIALS (core)

##### 3. Advanced

**Your organisation is committed to:** Incorporating or optimising recycled and/or renewable content in more than 20% of products.

#### Criteria 2.4 POST-CONSUMER RECOVERY (core)

##### 1. Getting started

**Your organisation is committed to:** Investigating opportunities to improve recoverability in packaging.

#### Criteria 2.5 CONSUMER LABELLING (recommended)

##### Not relevant

Your organisation has indicated that this criteria is not relevant.

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### COMMITMENTS

Criteria 2.6 PRODUCT-PACKAGING INNOVATION (recommended)

#### Not relevant

Your organisation has indicated that this criteria is not relevant.

Criteria 3.1 BUSINESS-TO-BUSINESS PACKAGING (core)

#### 1. Getting started

**Your organisation is committed to:** Developing a plan or investigating opportunities to reduce the amount of single-use business-to-business (B2B) packaging used internally or sent to customers.

Criteria 3.2 ON-SITE WASTE DIVERSION (recommended)

#### Not relevant

Your organisation has indicated that this criteria is not relevant.

Criteria 3.3 SUPPLY CHAIN INFLUENCE (recommended)

#### Not relevant

Your organisation has indicated that this criteria is not relevant.

### SIGN OFF

Doug Jobson

CEO

Wednesday, 24 April 2019

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