



**HOWARD PARK WINES**  
MARGARET RIVER & GREAT SOUTHERN

**ACTION PLAN**  
**AUSTRALIAN PACKAGING**  
**COVENANT**  
**2010 – 2015**

**July 2010- June 2015 Action Plan**

**Postal Address**  
**PO Box 283 Cowaramup WA 6284**

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## 1.1 Company Summary

Established in 1986, Howard Park Wines is one of Western Australia's largest family owned wineries, with winery facilities in Denmark and Margaret River.

The Howard Park entity involves the purchased grapes from growers, including the Howard Park Vineyards, & the conversion of grapes to wine. The wine is sold as bulk or processed and packaged for Howard Park &/or contract clients. We process about 4500 tonnes of grapes annually which is sold in both domestic & export markets.

## 1.2 Company Locations

Howard Park has 4 main locations:

- Head Office – Ground Floor, 2 Birksgate Rd, North Fremantle WA 6159
- Margaret River Winery & Leston Vineyard – 543 Miamup Rd, Cowaramup WA 6284. Our main winery site, with finished wine storage & bottling facilities.
- Denmark Winery – Scotsdale Rd, Denmark WA 6333
- Mount Barrow Vineyard – Porongorup Rd, Mount Barker WA 6324

This covenant is relevant to the Margaret River Winery only – as almost all dry goods are here & bottling is completed here. The majority of the wine is processed at Margaret River also.

## 1.3 Brand Ownership

Howard Park owns the following wine brands:

- |                    |                 |
|--------------------|-----------------|
| • Kite Runner      | • Allegory      |
| • MadBay           | • Howard Park   |
| • MadFish          | • Sideways      |
| • Marchand & Burch | • Strait Jacket |

As a brand owner Howard Park is committed to minimising the environmental impact of packaging by supporting the fundamental principles of the Australian Packaging Covenant.

## 1.4 Packaging Materials & Formats

Given the nature of the business as a winery & bottling facility all packaged wine leaving Howard Park is glass bottles, generally sealed in a screwcap, in a cardboard box.

Howard Park's standard finished packaging once palletised includes:

- Glass bottles (appendix 1)
- Aluminium screwcap (appendix 2)
- Cardboard divider & carton (appendix 3)
- Self adhesive wine label
- Self adhesive label on carton
- Plastic stretchwrap – for pallet
- Wooden pallet
- Plastic covering sheet on pallet (topsheet)

Appendices detailing the different types of packaging for each brand are attached.

## 2.1 Covenant Contact & APC Team

Natalie Burch - Operations Manager  
Howard Park Wines  
543 Miamup Rd,  
Cowaramup WA 6284  
[nat@hpw.com.au](mailto:nat@hpw.com.au)  
ph (08) 9756 5200

### 3.1 Summary of Previous Achievements

We at Howard Park Wines believe we have a moral obligation to preserve our rural environment. We believe that a continued focus on good environmental management is positive not only from a sustainability and good business practice point of view but will also help us create a better and a more healthy product.

Howard Park is committed to high standards of environmental performance across all of our business activities with a focus on the Winery & Vineyard sites. As a company, we have:

- Formulated a company environmental policy.
- Been certified by Winemakers Federation of Australia's Entwine initiative
- **Recycling** - A recycling program in place for all paper, cardboard & plastic – with individuals in each department charged with monitoring the staff & collection. We also recycle all our dividers from cellar door for reuse. We have also invested in a press for plastic & paper, so that we can compress our waste for easy collection by the recycling companies.
- **Considered the environment in product creation** – We have moved to lightweight bottles for the majority of our MadFish products – both the original series & Sideways. These bottles are up to 28% lighter & as such provide significant energy, water & freighting efficiencies per bottle. We also use 100% recycled board for the Sideways range.
- **Sheep** – We have fencing running through the middle of the property to house about 500 sheep from the wheatbelt. The sheep are here from Autumn to Spring & help maintain the weeds between the vines in lieu of machinery.
- **Wastewater** - The waste water from the winery is recycled for use in irrigation of trees onsite. We monitor & report our wastewater loading rates on the treelot via irrigation & the soils within the treelot. We are licensed to operate under the Environmental Protection Act 1986 by the Department of Environment & Conservation. Howard Park also estimates & reports emissions to air, land & water as part of the governments National Pollutant Inventory legislation.
- **Rainwater** - All the rainwater off our roof is used to fill our water tanks, when that runs out we have a calcite filter that allows us to alternate to dam water without compromising the site water quality.
- **Marc pit** - All solid waste (marc & sludge) generated by the winery is composted on the marc pad. The compost is then applied onto the vineyard to increase organic matter & soil moisture nutrient retention. It is also used for further composting for Biodynamic preparations.

We see this process as one of continuous improvement with an aim to minimize our environmental impacts.

#### 4.1 Goal 1 – Design

Design – optimise packaging to achieve resource efficiency & reduce environmental impact without compromising product quality & safety

KPI1 Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging.

Target 70% of Covenant signatories with documented policies & procedures for evaluating & procuring packaging using the SPG or equivalent

Target 70% of Covenant signatories assessing 100% of new packaging & 50% of existing packaging against the guidelines.

KPI	Action	Responsibility	Timeframe	Baseline Data	Target	Evidence
KPI1 Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging	Create a workable review document & procedure for packaging procurement in line with SPG for July annual reviews.	Operations Manager & Product Development team	July 2013	No procedure	100% of new packaging being reviewed	Completed review checklists  Procedure based on SPG requiring mandatory reviews against checklist
	Annually review packaging of each HPW brand in July using SPG guidelines.	Operations Manager & Product Development team	15 <sup>th</sup> July, annually *	No review system	100% existing packaging reviews completed by July 2013	Register of all packaging reviews undertaken  SPG based review document completed for each review
	Create a policy for new packaging design based on SPG.	Operations Manager	Dec 2011	No policy	To minimise environmental impact of packaging	SPG based policy in place

\*Howard Park Wines intend on evaluating our packaging by brand. E.g. MadFish Wines all use the same general types of carton, bottles, divider & are generally packaged similarly – therefore it makes sense to evaluate them as a group.

Our schedule for evaluating packaging is below:

15<sup>th</sup> July 2011            Kite Runner, Sideways, Strait Jacket & MadBay product review  
 15<sup>th</sup> July 2012            MadFish & Allegory product review  
 15<sup>th</sup> July 2013            Marchand & Burch & Howard Park product review

## 4.2 Goal 2 – Recycling

Recycling – the efficient collection and recycling of packaging

KPI3 Proportion of signatories with on-site recovery systems for recycling used packaging

KPI4 Proportion of 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

KPI	Action	Responsibility	Timeframe	Baseline Data	Target	Evidence
KPI3 Proportion of signatories with on-site recovery systems for recycling used packaging	Formalise the measurement of waste by consolidating the information.	Ops manager – managing total information Warehouse Manager – managing skip bins & recycled carton & baled plastic numbers	July, annually	Records of bin usage for general waste, cardboard & glass. [Appendix 4]	Formal records of EoFY waste recycled vs general waste. Consolidated the non-bin information.	Records demonstrate a pattern & are accurately kept in an effort to monitor progress.
	Establishment of Recycling & Environmental Impact Committee.	Ops manager & Recycling Committee	October 2011 & ongoing	Informal committee with departmental gaps	Regular meetings & minutes recorded.	Establishing & maintaining an ongoing Recycling Committee. To reduce general waste.
	Continue to educate staff on site Recycling Policy in an aim to reduce general waste.	Recycling Committee	Ongoing	Recycling policy & procedure in place. Both are covered in the induction & displayed on noticeboard.	Flow chart for each recyclable item of waste demonstrating recycling chain of events at HPW & where is recycled & into what. Continue to cover policy & procedure in staff inductions.	A decrease in general waste based on informed staff.
	Decrease general waste by recycling more.	All staff	Ongoing	Onsite recycling system in place for glass, plastic, paper & cardboard. Records showing a decrease in general bin usage [Appendix 4]	Decrease in bins for general use & cardboard. Increase in Glass bin usage.	Records demonstrate a pattern of increased recycling & decrease skip usage then level out. Records are accurately kept in an effort to monitor progress

	Review recycling options available locally.	Recycling Committee & Ops Manager	Ongoing	Combined staff knowledge of what recycling options are available.	A current list of local recycling removal options, updated annually. Review list against what waste we have here that may be able to be recycled.	A current list of local recycling removal options, updated annually.
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<b>KPI</b>	<b>Action</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Baseline Data</b>	<b>Target</b>	<b>Evidence</b>
KPI4 Proportion of 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	Create a policy for new packaging design & procurement based on SPG	Operations Manager	Dec 2011	Informal process in place for creation of each new product. New products e.g. Sideways Brand are in 100% recycled cartons & Lean & Green Bottles.	100% of new packaging	SPG based policy in place
	Create a policy to buy recycled stationary paper – without compromise of printing ability or print quality.	Operations Manager in conjunction with Office Managers in Perth, Denmark & Margaret River.	Dec 2012	No plan in place.	10% of all company stationary purchased will contain recycled content by 2014	Policy in place & active in the 3 HPW offices.

### 4.3 Goal 3 – Product Stewardship

Product stewardship – a demonstrated commitment to product stewardship by the supply chain & other signatories

KPI6 Proportion of signatories that have formal processes for working with others to improve design & recycling of packaging.

Target: 70% of Covenant signatories are implementing formal policies & procedures in working with others to improve design, procurement & recovery of packaging

KPI7 Proportion of signatories demonstrating other product stewardship outcomes.

KPI8 Reduction in the number of packaging items in the little stream.


Target: Continuous reduction in the number of packaging items in litter.

KPI	Action	Responsibility	Timeframe	Baseline Data	Target	Evidence
KPI6 Proportion of signatories that have formal processes for working with others to improve design & recycling of packaging	Formalise the arrangements we have with suppliers & purchasers of our used waste	Operations Manager	July 2013	No formal relationship in place for some recycling. Ad hoc system to record what has been recycled. Only formalised contract with bins.	Written agreements in place for all recycling collection agencies.	Written agreements in place for all recycling collection agencies.
	Review recycling options available locally	Recycling Committee & Ops Manager	Ongoing	Combined staff knowledge of what recycling options are available	A current list of local recycling removal options, updated annually. Review list against what waste we have here that may be able to be recycled.	A current list of local recycling removal options, updated annually.
	Create a policy for new packaging design & procurement based on SPG	Operations Manager	Dec 2011	Informal process in place for creation of each new product. New products e.g. Sideways Brand are in 100% recycled cartons & Lean & Green Bottles.	100% of new packaging	SPG based policy in place
	Annual meeting with suppliers to discuss new packaging options available.	Operations Manager	Annual	Informal meetings – no minutes taken	Up to date information on packaging innovations.	Minutes taken

<b>KPI</b>	<b>Action</b>	<b>Responsibility</b>	<b>Timeframe</b>	<b>Baseline Data</b>	<b>Target</b>	<b>Evidence</b>
KPI7 Proportion of signatories demonstrating other product stewardship outcomes	Inform public on HPW packaging about environmental aspect of packaging they are using (e.g. we use Lightweight bottles which are made with less water & power & weigh 27-28% less when empty, leading to better transport efficiencies.)	Operations Manager	July 2014	No information currently	100% of L&G packaging to have information on bottle label.	Visible sentence on environmentally friendly packaging.
	Incorporate international recycling logos & schemes on packaging where possible	Operations Manager & Product Development team	June 2015	Der Grune Punkt (Green Point) logo used in wines for Germany	100% of branded product when agreed in consultation with international distributors.	Visible logos on environmentally friendly packaging.
	Create a policy for new packaging design & procurement based on SPG	Operations Manager	Dec 2011	Informal process in place for creation of each new product. New products e.g. Sideways Brand are in 100% recycled cartons & Lean & Green bottles.	100% of new packaging	SPG based policy in place

KPI	Action	Responsibility	Timeframe	Baseline Data	Target	Evidence
KPI8 Reduction in the number of packaging items in the little stream.	Use recycling logos where possible & logical on branded product.	Operations Manager & Product Development team	Ongoing 2015 – all cartons & 10% of labels	Logo is on 40% of cartons.	Logo is over 5 years on 100% of cartons & 10% of labels (if possible).	Visible logo on packaging.
	Provide general & recyclable bins for winery events.	Operations Manager & Events team	Ongoing	Most goes in general waste.		

**Authorised By:**

Position	Name	Signature	Date
CEO	Jeff Burch		30/3/2011

*Appendix 1: Glass bottles used by HPW in 2010-2011 Bottling Season*

<u>Bottle Description</u>	<u>HPW Code</u>	<u>Supplier</u>	<u>Supplier Code</u>	<u>Units Per Pallet</u>	<u>Volume</u>
Antique Green Punted Burgundy BVS	AGPBS	O-I	<b>5402 AG</b>	1020	750mL
Antique Green Punted Claret BVS	AGPCS	O-I	<b>30143 AG</b>	1152	750mL
Antique Green Premium Punted Claret BVS	AGPPCS	O-I	30163 AG	1152	750mL
Antique Green Riesling BVS	AGRS	O-I	5403 AG	864	750mL
Antique Green Claret Magnum BVS	AGCMS	O-I	30222 AG	504	1500mL
French Green Punted Burgundy BVS	FGPBS	O-I	<b>5402 FG</b>	1020	750mL
French Green Punted Claret BVS	FGPCS	O-I	30143 FG	1152	750mL
French Green Premium Punted Claret BVS	FGPPCS	O-I	30163 FG	1152	750mL
Flint Premium Punted Claret BVS	FLPPCS	O-I	30163 FL	1152	750mL
Antique Green Sparkling	AGSPAR	O-I	14576 AG	868	750mL
Antique Green Premium Sparkling	AGPSPAR	O-I	5314 AG	868	750mL
French Green L&G Punted Burgundy BVS	FGLGPBS	O-I	30571 FG	1120	750mL
Antique Green L&G Punted Claret BVS	AGLGPCS	O-I	30570 AG	1184	750mL
Antique Green Grand Millesime BVS	AGGMS	Cospak	S 2988 AG	1032	750mL
Flint Baby Futura Muscat BVS	FLTMS	Cospak	Baby Futura	840 & 1260	375mL

*Appendix 2: Screwcaps used by HPW in 2010-2011 Bottling Season*

<b>MadFish Black screwcap</b>	<b>Tesco Finest screwcap</b>	<b>MadBay Screwcap</b>	<b>Howard Park Screwcap</b>	<b>Plain Black Screwcap</b>	<b>Plain Silver Screwcap</b>	<b>Plain Gold Screwcap</b>
<b>CAPMFSC</b>	<b>CAPTESC</b>	<b>CAPMBC</b>	<b>CAPHPSC</b>	<b>CAPSCBL</b>	<b>CAPSCSIL</b>	<b>CAPSCGOLD</b>

*Appendix 3: Cartons & Dividers used by HPW in 2010-2011 Bottling Season*

<b>Brand</b>	<b>Type</b>	<b>Pack</b>	<b>HPW Code</b>	<b>Divider</b>
Marchand&Burch	Grand Milliesime	6	CH1736-136	V452
Howard Park	Burgundy	6	CH1736-89	
Howard Park	Burgundy	12	CH1736-90	
Howard Park	Premium Punted Claret	6	CH1736-97	
Howard Park	Premium Punted Claret - layflat	6	CH1736-106	
Howard Park	'Abercrombie' Premium Punted Claret-layflat	6	CH1736-195	V479
Howard Park	Premium Punted Claret	12	CH1736-91	
Howard Park	HCA - CAB SAUV	6	CH1736-26	V479
Howard Park	HCA - CAB MERLOT	6	CH1736-27	
Howard Park	Riesling	6	CH1736-117	
Howard Park	Riesling	12	CH1736-116	
Scotsdale	Burgundy	6	CH1736-107	
Scotsdale	Premium Punted Claret	6	CH1736-108	
Leston	Burgundy	6	CH1736-109	
Leston	Premium Punted Claret	6	CH1736-110	
MadFish	Burgundy - 5402	6	CH1736-174	
MadFish	Burgundy - 5402	6	CH1736-P4032	
MadFish	Burgundy - L&G	6	CH1736-P7286	
MadFish	Burgundy - L&G	6	CH1736-196	thin
MadFish	Burgundy - Gold Turtle	6	CH1736-134	
MadFish	Burgundy	12	CH1736-P4868	
MadFish	Burgundy - L&G	12	CH1736-P7285	
MadFish	Claret	6	CH1736-122	
MadFish	Claret - L&G	6	CH1736-172	
MadFish	Claret - Gold Turtle	6	CH1736-147	thin
MadFish	Claret	12	CH1736-P4869	
MadFish	Claret - L&G	12	CH1736-190	

MadFish	Premium Punted Claret	6	CH1736-120	
MadFish	Premium Punted Claret	12	CH1736-121	
MadFish	Riesling	6	CH1736-119	
MadFish	Riesling	12	CH1736-118	
MadFish	07MCASCA	12	CH1736-60	
MadFish	07MSHSCA	12	CH1736-57	
MadFish	09MDRSCA	12	CH1736-124	
MadFish	08MSASCA	12	CH1736-58	
MadFish	08MUCHSCA	12	CH1736-59	
MadFish	Sparkling - 5314 (& 14576)	6	CH1736-185	
MadFish	Burgundy - L&G	8	CH1736-191	CH1736-192.P
Tesco	Riesling NV	6	CH1736-132	V453
Mad Bay	L+G Burgundy - Sauv Blanc Sem NV	6	CH1736-198	thin
Mad Bay	L+G Burgundy - Shiraz NV	6	CH1736-184	thin
Mad Bay	Burgundy - Shiraz	12	CH1736-148	thin
Mad Bay	L+G Burgundy - Unwooded Chardonnay NV	6	CH1736-183	thin
Mad Bay	Burgundy - Unwooded Chardonnay	12	CH1736-149	thin
Mad Bay	Burgundy - Generic red 5402	12	CH1736-176	
Mad Bay	Burgundy - Generic red L&G	12	CH1736-167	thin
Mad Bay	Riesling - Riesling	6	CH1736-141	
Mad Bay	Riesling - Riesling	12	CH1736-169	V453
Mad Bay	Burgundy - Sav Blanc Sem	6	CH1736-140	
Mad Bay	Burgundy - Generic white 5402	12	CH1736-175	
Mad Bay	Burgundy - Generic white L&G	12	CH1736-170	
Strait Jacket	Claret	6	CH1736-137	V452
Strait Jacket	L&G Claret	12	CH1736-133	V453
Strait Jacket	L&G Claret	6	CH1736-181	thin
Strait Jacket	L&G Claret	12	CH1736-165	thin
Strait Jacket	Riesling	12	CH1736-139	

TwoFins	Burgundy L&G	6	CH1736-168	thin
Kite Runner	Claret - L&G	6	CH1736-162	thin
Kite Runner	Burgundy - L&G	6	CH1736-160	thin
Kite Runner	Burgundy - 5402	12	CH1736-173	V453
Kite Runner	Burgundy - L&G	12	CH1736-164	thin
Sideways	Claret - L&G	12	CH1736-166	thin
Sideways	Claret - L&G	6	CH1736-197	thin
Allegory	Burgundy - L&G	12	CH1736-193	thin
Plain	Burgundy - L&G	6	CH1736-179	
Plain	Burgundy - L&G	12	CH1736-177	
Plain	Claret - L&G	6	CH1736-178	
Plain	Claret - L&G	12	CH1736-180	
Plain	Burgundy	6	PBCU6 (V905)	
Plain	Burgundy	12	PWBC (V99)	
Plain	Claret	6	PCCU6 (V906)	
Plain	Claret	12	PWCC (V480)	
Plain	Premium Punted Claret	6	PPCU6 (H1736-79)	
Plain	Premium Punted Claret	12	PCPC (V740)	
Plain	Riesling	6	PWRC6 (V904)	
Plain	Riesling	12	PWRC12 (V903)	
Plain	Grand Milliesime	12	PGM12	
Plain	Sparkling	6	V482	V452
Plain	Muscat	12	12CSUH375BVS	
Plain	6 pack Shipper	12	CH1736-129	
Plain	M&B 2x6pk shipper	12	CH1736-186	
Plain	3x2pk shipper	6	CH1736-152	
	egg shell divider for layfats		V479	
Pallet sheet	Slipsheet		CH1736-128	
Divider	12 pack - generic	12	V453	

Divider	6 pack - generic FAT	6	V452	
Divider	Coslock - 6 pack FAT	6	6B220H	
Divider	Muscat	12	12B235H	
Divider	6 pack - thin	6	6B275	
Divider	12 pack - thin	12	12B160	
Divider	8 pack - FAT	8	CH1736-192.P	
Inner	gift pack inners concertina		HP3PI (V86.2)	

*Appendix 4: Graph of HPW Bin usage over last 3 financial years.*

