

**Betts Group Pty Ltd**

**Australian  
Packaging Covenant**

**May 2011 to May 2016**

## Company Overview

Name of organisation	Betts Group Pty Ltd
Nature of the organisation	Betts Group is a Footwear Retailer operating around Australia in all states. Its business is built around 98% shoes and 2% Hand Bag sales. Is does not manufacture any of its product . It operates approximately 180 stores which are all company owned and operated.
Brands Owned	Trading as Betts, Betts Kids, ZU, Airflex and Betts Brand Direct
Organisation Place in Supply Chain	The company imports all of its footwear and Hand Bags from overseas Supliers. The business is 100% retail.
Packaging Materials and Formats	All shoes are packed into cardboard shoe boxes by the Supplier. Each pair of shoes is wrapped in tissue paper. All shoe boxes are shipped in cardboard cartons. Hand Bags are individually wrapped in plastic and packed into cardboard cartons for shipment
Period Covered by the Plan	May 2011 to May 2016
Covenant Contact Officer	Brad Same National Operations Manager 08 9209 7707 Email: <a href="mailto:brads@bettsgroup.com.au">brads@bettsgroup.com.au</a> Address: 32 Millrose Drive Malaga 6090
Specific Actions to Support Covenant Objectives	The initiatives that the Betts Group will focus on in this plan are : <ol style="list-style-type: none"> <li>1. Reduction in use of plastic carry bags by customers making footwear purchases</li> <li>2. Influence our supplier of shoe boxes to use recycled material</li> <li>3. Introduction of bio-degradable carry bags</li> <li>4. Commitment to review all new packaging based upon the Sustainable packaging Guidelines</li> </ol>
Managing Director Endorsement	Danny Breckler Managing Director Betts Group
APC Team	Brad Same – Operations Manager Tony Kealy – Warehouse Manager Gino Primici – Marketing Manager Martin Browning – Asst GM Betts

## Action Plan

<b>Performance Goal : Design</b>		Packaging optimised to achieve resource efficiency and reduced environmental impact without compromising product quality and safety			
KPI	Action	Responsibility	Baseline Data	Target or Performance Goal	Timeline/Milestones
KPI 1:Proportion of signatories in the supply chain implementing the Sustainable Packaging Guidelines for design and procurement	Design shoe boxes to enable a cotton shoe lace to be used as a handle. Reduce the need to supply customers with a carry bag	Operations Manager / China Operations Coordinator	Started the process in 2010/11.	70% of shoe boxes with new design	Q1 2012
	Develop a set of standard size shoe boxes so as to reduce the box size for each style of shoe that is required	Operations Manager / China Operations Coordinator	Under way	All boxes produced to new standard	Q4 2013
	Develop a bio-degradable carry bag to replace the plastic carry bag provided to customers	Operations Manager	Completed	Replace all plastic bags	Q1 2011
	Investigate use of recycled material for carry bags. Will need to be price effective and meet company marketing standards	Operations Manager	Planned – initial research has started	Possibility to replace 50% of bio-degradable bags	Q4 2013
	Review our existing and new packaging against the SPG	Operations and Product Development	Have not reviewed any packaging against the SPG	To review 50% of our existing packaging against the SPG and 100% of new packaging	Q2 2015

<b>Performance Goal : Recycling</b>		The efficient collection and recycling of packaging			
KPI	Action	Responsibility	Baseline Data	Target or Performance Goal	Timeline/Milestones
KPI 3: Proportion of signatories with on site recovery systems for recycling used packaging	All cartons supplied to stores can either be returned to the Warehouse for re-use /re-cycling or disposed of in shopping centre recycling bins	Operations Manager / DC Manager	Program in place	75% of cartons	Q1 2012
	Store paper work returned to Head Office for disposal in recycling bin	Operations Manager	Research phase	100% of old paper work managed	Q4 2012
	All Head Office paper work placed in recycle bin managed by contractors	Operations Manager	Contract in place	80% of office paper work	Q1 2012
	Unused Warehouse cartons recycled by recycling contractor	DC manager	Program in place	All un-used cartons re-cycled	Q4 2012
KPI4:Proportion of signatories with a policy to buy products made from recycled packaging	Work with shoe box supplier in China to increase the use of recycled material for shoe boxes	Operations Manager / China Operations Coordinator	To be researched	50% of shoe boxes to be made from recycled material	Q3 2012
	Shrink wrap used by freight company on pallets to be made of recyclable material	Operations Manager / DC Manager	To be researched	100%	Q2 2013
	All materials of shoe box (cardboard box, tissue paper internal) designed for recovery	Operations Manager	Done	All shoe box material can be recovered and recycled	Q1 2011
	Faulty shoes returned to DC and sent to charity organisations overseas where appropriate. Depends on fault.	Operations Manager / DC Manager	Program in place	Where possible – faulty goods to be sent to overseas charity	Q1 2011

<b>Performance Goal : Product Stewardship</b>		A demonstrated commitment to product stewardship by the supply chain and other signatories			
KPI	Action	Responsibility	Baseline Data	Target or Performance Goal	Timeline/Milestones
<b>KPI 6</b> <i>Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging</i>	Establish a process for communicating with our suppliers regarding the design and recyclability of our packaging	Purchasing department	We have no formal process for working with others to improve design and recycling of packaging	To establish a policy for working with our supplies to improve the design and recyclability of our packaging	30 June 2015
<b>KPI 7</b> <i>Proportion of signatories demonstrating other product stewardship outcomes</i>	We will advise our suppliers of our participation in the covenant,	Purchasing Department	We do not formally promote our covenant commitment	To communicate the covenant commitments we have made with our Suppliers where possible	30 June 2015
<b>KPI 8</b> <i>Reduction in the number of packaging items in litter</i>	None of our products form part of the litter problem				