

THE PACKAGING FORUM



A joint board meeting of the Packaging Forum and Packaging New Zealand has agreed that the two organisations merge to form a new entity offering a single representative voice for the New Zealand packaging industry.

The new entity will support its members focus on providing packaging solutions that positively contributes to New Zealand's economy, environment and community. The organisation will affirm the value packaging makes toward the prosperity and well-being of New Zealand. It will work with Government and other interested parties to facilitate the changes that ensure packaging continues to make that contribution.

The value of packaging is highlighted by:

- The New Zealand packaging industry generates NZ\$4 billion of revenue per annum. This is similar to the combined value of kiwifruit and wine exports.
- The value of the annual paper packaging production exceeds the value of New Zealand's annual export of logs.
- Packaging has a role in NZ\$59 billion of goods exported from New Zealand annually . Without packaging we are restricted to exporting bulk commodities
- Packaging supports NZ\$73 billion retail and on-line sales in New Zealand annually.
- Packaging has a critical functional role for consumers of all products; reducing food waste, food safety, product safety and product authentication.

Litter and other costs associated with used packaging to communities are highly visible while the benefits of that packaging is often unseen. The sectors alignment to the United Nations 17 Sustainable Development Goals demonstrates this.

The packaging industry encompasses the value chain, from suppliers of natural inputs through to the brand owners and retailers. All are required to respond to the increasing pace of change and, at times, conflicting community expectations. Our industry is complex and dynamic. We constantly balance the value created for consumers with the wider impact on the community and environment. Changing patterns in consumer behaviour, supporting innovation in packaging product, require us to continually focus on food safety, security and traceability.

These are important issues with challenges. Our analysis highlighted:

“The nature of the packaging industry, which requires significant capital investment for plant, but must respond to extremely rapid changes in customer and consumer needs, is made more challenging by the level of fragmentation and limited scale in New Zealand.”

The intention is for a single representative body capable of shaping the agenda to better serve our membership and New Zealand.

Rob Langford, Independent Chair of the Packaging Forum states that “support from Government is crucial to ensuring that the packaging industry is recognised for the prosperity it brings to New Zealand Inc. and the vital role it plays across all facets of society. We are committed to building a strong working relationship across all agencies and industry associations reliant on packaging and the areas that packaging touches.”

Packaging New Zealand President Harry Burkhardt acknowledged that “The timing is right for a single packaging industry voice. “Factors affecting the industry have significantly changed since the Packaging Accord ceased in 2009. Recent work by the Office of the Prime Minister’s Chief Science Advisor and the work programme underway by the Ministry for the Environment are setting a new and disruptive direction. As a sector we need to be shaping both the direction and detail of regulation to ensure balanced and sustainable outcomes.

An establishment committee has been selected and will provide full details to members in April, in-line with start of the new subscription year.

Queries should be directed to :

Rob Langford, Independent Chair, Packaging Forum chair@packagingforum.org.nz or

Harry Burkhardt, President Packaging New Zealand harry@replassheet.com