

SUBMISSION

by



PACKAGING COUNCIL
OF NEW ZEALAND (INC)
(PAC.NZ)

to the

Royal Commission on Auckland Governance



Introduction

This submission is from:

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The Packaging Council of New Zealand is industry's voice on policies affecting packaging and packaging waste. We are the focal point for providing impartial, factual information on packaging and the impact of packaging on the environment.

We are committed to minimising the environmental impact of packaging and increasing packaging recovery rates by advocating cost effective, sustainable solutions and championing product stewardship.

The Packaging Council represents the whole packaging supply chain, including raw material suppliers, packaging manufacturers, brand owners, retailers and recycling operators.

The Packaging Council has approximately 135 members, representing more than 80% of the packaging industry by turnover. The New Zealand packaging industry is valued at NZ\$2 billion. 75% of New Zealand's top 100 food and grocery brands are manufactured by Packaging Council members, contributing NZ\$17 billion to the New Zealand economy.

The Packaging Council of New Zealand welcomes the opportunity to make a submission on the Royal Commission on Auckland Governance on behalf of its financial members.



The Packaging Council has been intimately involved in the development of waste policy since at least 1996 when it signed the 1996 Packaging Accord. The organisation was involved in developing the 2002 Waste Strategy, provided data for the 2006 review of targets and assisted with the research behind the Parliamentary Commissioner for the Environment's 2006 report 'Changing behaviour: Economic instruments in the management of waste'.

The Packaging Council is passionate about voluntary product stewardship and is proud of its achievements under the 2004 Packaging Accord. **New Zealand has one of the highest packaging recycling rates in the world at 57%**, which is higher than both Australia (56%) and the UK (55%) and is on a par with the European Union aggregated packaging recycling rate (60%).

The organisation's broad membership base provides it with a unique understanding of waste management and product stewardship best practice in New Zealand and we would welcome the opportunity to present our comments and recommendations to the Royal Commission.

1.0 Submission

- 1.1 This submission is limited to issues dealing with the management of solid waste only.
- 1.2 We support the 'One Auckland' proposal to provide for a fully integrated regional waste structure which would control all major infrastructure assets and development whilst maintaining a strong community component.
- 1.3 We advocate a regional approach to waste management decisions which should be consistent, but not limited in scope, by national decisions.
- 1.4 We believe that a clearly identified strategic regional vision to waste minimisation and resource recovery has a greater chance of achieving effective waste management solutions than the current fragmented local approach.
- 1.5 The economics of waste management services, particularly with regards to the recovery of recyclables, is best handled on a regional scale. Without volume recovery operations can be uneconomically viable which potentially compromises the range of materials which can be recovered – this is a situation which is occurring across the Auckland region today.
- 1.6 We are strongly supportive of the decision taken by Auckland and Manukau City Councils in their joint venture with Visy Recycling to provide for a state-of-the-art materials recovery facility (MRF) to recover recyclables collected through kerbside collection. The scale and cost of this facility, an investment of circa \$24 million, is testament to how effective waste minimisation and resource recovery policies can be implemented when a strategic regional focus is applied rather than a local solution.
- 1.7 A regional consolidation of waste management funding ensures that the funding is maximised to full effect.



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- 1.8 We believe that consolidation of funding with rigorously applied cost/benefit analysis has the opportunity to produce exceptional results in establishing and effectively dealing with known problematic waste, such as organic waste, which may prove too costly to be dealt with at a local level prolonging the continuing practice of this material going to landfill and all the inherent problems it creates.
- 1.9 It is the Packaging Council's position that a fully integrated regional approach to waste minimisation and resource recovery would strongly enhance Auckland's position as a World Class city.