



National Packaging Covenant

Annual Report 2009/2010

Contents

1 Introduction.....3

1.1 The Sensis Sustainability Report 2009- 20104

1.2 Scope of the Sensis Action Plan.....4

1.3 The Environmental Code of Practice for Packaging4

1.4 More Information4

2 Sensis and the National Packaging Covenant KPIs.....5

3 Print Product Packaging Data7

Core Directories - Yellow Pages™ and White Pages™7

In the Car Directories.....8

4 2009/2010 Progress on Action Plan Commitments.....9



1 Introduction

For Sensis, our ambition is to make all the people we interact with – buyers, sellers, partners, investors and people – choose Sensis above all else. We want to be their **First Choice, Every Time**, and we want to do this in a way that ensures a Sustainable Future.



At Sensis, sustainability is core to our business. How we do things is every bit as important as what we do. We're always looking for new and innovative ways to strengthen the small business sector, reduce our environmental impacts and invest in the local communities we operate in.

The Sensis National Packaging Covenant Action Plan (2008 – 2010) forms part of Sensis' wider commitment to Sustainability.

Sensis Pty Ltd became a signatory to the National Packaging Covenant (the "Covenant") in October 2000. Since signing the Covenant, Sensis has demonstrated continuous improvement in both reducing product and packaging impacts.

This annual report outlines Sensis' action plan in the 2009/2010 financial year against the commitment made in our 2008- 2010 Action Plan.

Bruce Akhurst, CEO



NATIONAL PACKAGING COVENANT
ANNUAL REPORT 2009/ 2010

VERSION 01

1.1 The Sensis Sustainability Report 2009- 2010

The Sensis Sustainability Report covers Sensis' financial, social and environmental performance and includes information about Sensis' operations and packaging commitments and related data. The 2008/2009 report is available at <http://about.sensis.com.au/sustainability>. The 2010 Sensis Sustainability report will be released in early December 2010.

1.2 Scope of the Sensis Action Plan

The Sensis National Packaging Covenant Action Plan (2008 – 2010) addresses Sensis' consumer and freight packaging and associated issues and actions. As new physical products are launched, their packaging will be included in and covered in the Plan.

Sensis is classified under the Covenant as a Brand Owner due to its use of consumer and freight packaging for its print directory and information products.

1.3 The Environmental Code of Practice for Packaging

In co-operation with our supply chain of printers, paper suppliers and distribution contractors, Sensis has continued to make material and design choices for directory packaging according to the environmental principles and waste management hierarchy set out in the Environmental Code of Practise for Packaging.

In the approvals process for new products and changes to existing products, Sensis commits to consideration of the Environmental Code of Practise for Packaging as a key part of the decision making process.

The commitments and targets outlined in the Sensis 2008-2010 Action Plan, and reported on in this Annual Report 2009/10, have been developed with reference to the Environmental Code of Practise for Packaging.

1.4 More Information

For further information concerning the Sensis National Packaging Covenant Action Plan and Sensis sustainability programs, please visit our website <http://about.sensis.com.au/sustainability> or email Jill Riseley, Group Manager Sustainability at jillian.riseley@sensis.com.au



2 Sensis and the National Packaging Covenant KPIs

KPI 1: Packaging optimised to integrate considerations about resource efficiency, maximise resource re-utilisation, product protection, safety and hygiene

In 2009/2010, Sensis Yellow Pages™ and White Pages™ print products were made up of a total of 47,656 tonnes of paper and cardboard products. Limited consumer packaging is utilised in their production and distribution to maintain paper product integrity and thereby save significant wasted paper resources.

Freight packaging plays the important role of maintaining product integrity during transport and protecting the safety of those handling the products during transport.

The limited packaging used for all Sensis print products also facilitates their end of life recycling by reducing the amount of non-paper contamination.

KPI 2: Efficient resource recovery systems for consumer packaging and paper

Established kerbside and commercial recycling collections support the recovery of our print products. However, the light-weight film plastics utilised in consumer packaging, whilst being technically recyclable, are not widely collected through established residential and non-industrial commercial recycling systems.

Waste film plastic and cardboard packaging materials are recycled at Sensis' printing and major distribution sites through dedicated commercial collections.

KPI 3: Consumers able to make informed decisions about consumption, use and disposal of packaging of products

Sensis invests significant resources in educating our consumers on the recycling of our print products by including information on directory covers, on the website and in consultation with recycling service providers.

As Sensis' only consumer packaging materials are not currently accepted in kerbside systems, "recycling" symbols or other messages on this packaging are not appropriate. If and when film plastics become widely accepted in kerbside recycling systems, messages will be included on all packaging or products to educate consumers on how to recycle it.

Sensis also promotes and manages an 'opt'-out' system for residents who not wish to receive Sensis directory products. In addition, all commercial customers are given the choice of how many copies of directory products they wish to receive during each distribution cycle. These processes reduce both product and packaging consumption.

KPI 4: Supply chain members and other signatories are required to demonstrate how their actions contribute to the Covenant Performance Goals (Goals 1 -3)

Sensis works closely with our supply chain partners to implement the National Packaging Covenant Action Plan. As Sensis engages external suppliers for paper supply, printing, freight and distribution of our print products, these relationships within the supply chain are essential.

Sensis has implemented specific requirements in agreements with its supply chain partners that encourages them to meet the Action Plan objectives and commitments, and to report to Sensis on packaging used in print product production and transport.

	NATIONAL PACKAGING COVENANT ANNUAL REPORT 2009/ 2010	VERSION 01
---	---	------------

For more information on Sensis' supply chain initiatives and standards, please refer to the Sensis Sustainability Report 2009/2010.

KPI 5: All signatories demonstrate continuous improvement in their management of packaging through their individual Action Plans and Annual Reports.

The results contained in this Report, and Sensis Action Plan Reports since 2001, clearly demonstrate continuous improvement in Sensis' management of packaging.



NATIONAL PACKAGING COVENANT
ANNUAL REPORT 2009/ 2010

VERSION 01

3 Print Product Packaging Data

Core Directories - Yellow Pages™ and White Pages™.

Packaging Materials	Recycled Content	Recyclable ?	Total tonnes 09/10	Total tonnes 08/09	Total tonnes 07/08
Consumer Packaging					
LDPE Shrink Wrap	0%	No kerbside services	162+	213	214
HDPE Carry Bags	0%	No kerbside services	Tonnage unknown*	Tonnage unknown*	7.8
Compostible bag	0%	No kerbside services, but can be composted in home based systems.	Tonnage unknown**	Not used	Not used
Freight Packaging					
LLDPE Pallet Wrap	0%	Yes, dedicated collection. All freight packaging recycled.	20+	19.5	33
Cardboard Pallet Caps	100%	Yes, dedicated collection. All freight packaging recycled.	Cardboard pallet caps are not used for our core directories.		3.8

Notes on data:

+ Due to the introduction of IGen in 2009, and the outsourcing of printing to commercial printers, total tonnage for this period is incomplete.

* For this period, tonnage for HDPE Carry Bags was not calculated. Instead bag usage was measured in units. For the 09/10 period Sensis has records of 160,000 units of the HDPE bags used, although this figure is incomplete.

** For this period, tonnage for Compostible bags was not calculated. Instead bag usage was measured in units. For the 09/10 period there were 106,000 units of compostable bags used.



NATIONAL PACKAGING COVENANT
ANNUAL REPORT 2009/ 2010

VERSION 01

In the Car Directories

Packaging Materials	Recycled Content	Recyclable ?	Total tonnes 09/10
Consumer Packaging			
LDPE Shrink Wrap	0%	No kerbside services	7.81
Freight Packaging			
LLDPE Stretch Wrap	0%	Yes – dedicated collection. All freight packaging is recycled.	0.389
Cardboard boxes	100%	Yes- dedicated collection. All freight packaging is recycled.	14.286

4 2009/2010 Progress on Action Plan Commitments

Sensis progress in 2009/2010 against commitments in the Sensis 2008 – 2010 Action Plan are shown below:

KPI Focus Area	Action	Target	Timeframe	2009/2010 Progress
Total Weight of Packaging	Monitor total packaging use, and assess weight impact of all decisions involving packaging changes	Maintain total packaging ratios (consumer and freight packaging) for directories and newsprint products below 0.006 and below 0.15 for other products	On-going	Both product and packaging overall weight reductions were achieved.
	Explore and trial options to reduce total consumer packaging used	Reduce use of LDPE shrink wrap consumer packaging in directory production	2007 - 2009	Options will be explored as part of packaging review to be completed in November 2010
	Explore palletising methods to reduce total freight packaging used	Reduction of freight packaging utilised.	2008 – 2009	Options will be explored as part of packaging review to be completed in November 2010.
Design and Manufacture Improvements	Explore potential changes to the design of print product packaging to reduce environmental impacts	Trials of identified improvements carried out, and implemented as appropriate	2007 - 2010	Options will be explored as part of packaging review to be completed in November 2010.



NATIONAL PACKAGING COVENANT
ANNUAL REPORT 2009/ 2010

VERSION 01

		Trials of alternatives to LDPE shrink wrap scoped and trialled	2007 - 2010	Options to be explored as part of packaging review to be completed in November 2010.
	Conduct a full life cycle assessment of directories products	Conduct assessment to understand environmental impact and identify opportunities for packaging improvements	2008 – 2009	Life cycle assessment completed and environmental impacts assessed.
Changes to Product Protection or Supply Chain	Explore alternative options to HDPE plastic carry bags for protecting directory product from water during distribution	Alternative found and implemented which meets product protection requirements	2007 – 2009	Sensis is exploring the introduction of a biodegradable bag for use in the distribution of the directories. This will commence in South Australia, and then will extend nationally.
% Recycled Content in Packaging	Audit current recycled content with suppliers of all packaging materials	Rescope recycled content data for all materials to baseline data	2009	An audit of the recycled content of all packaging materials has been completed.
Non – recyclable Packaging	Through lifecycle assessment processes, monitor all decision making to avoid use of technically non-recyclable packaging	No technically non-recyclable packaging materials used	On-going	No technically non-recyclable packaging has been utilised for Sensis products. This is ensured and maintained through all supplier contracting processes.



NATIONAL PACKAGING COVENANT
ANNUAL REPORT 2009/ 2010

VERSION 01

	Reduce use of recyclable packaging not currently accepted in kerbside or standard commercial systems	Measureable reduction from baseline year on year	On-going	
On-site Collection/ Recycling	Continue and maintain recycling services for all Sensis printing and distribution sites for freight paper and cardboard and film plastic packaging	All sites actively recycling and data being recorded to track progress	On-going	All sites actively recycling.
Baseline Performance Data	Complete baseline data table, including recycled content, for all print product packaging	Re-scope data for baseline table	2008 - 2009	Baseline data is complete.
	Develop template for print site to facilitate reporting on relevant baseline data information	Incorporate reporting requirements into supplier agreements	2008 - 2009	Reporting requirements incorporated into all new supplier agreements. Reporting template is complete.
	Track progress against baseline data	Reduction in packaging rations for all print products	2008 - 2010	Tracking of progress is ongoing.
Annual Reporting	Produce annual Action Plan Report against KPIs	Full report submitted to Covenant Council	Annual	Report submitted within agreed timeframe.
Consumer Education	If and when film plastics become widely accepted in established	Messages on all appropriate product packaging	As required	No changes in this area requiring action.

	recycling systems, messages will be included on packaging or products educating consumers on appropriate disposal for recycling.			
--	--	--	--	--