

The National Packaging Covenant Industry Association is the organisation that provides the management and administration of the Australian Packaging Covenant.

The Keep Australia Beautiful National Litter Index is a useful tool to measure the long-term trend in littering.

There is expected to be variability in the short term year versus year data however importantly, the long-term trend is the key determinant for assessing the impact of litter mitigation measures. The National Litter Index confirms there is a long-term trend in the reduction of littering.

While the trend is a reduction in littering, litter mitigation is a work in progress to achieve the goal of significant reduction. Continuous improvement and learning from past experience will be a key focus of the new Australian Packaging Covenant as it pursues one of the key priority areas identified in the Australian Packaging Covenant Council's Strategic Plan which was approved by the Environment Protection and Heritage Council.

Apart from litter reduction, the new Australian Packaging Covenant will also be focusing on 'Away from Home' recycling and recovery of resources and this is expected to not only increase recycling but assist in reducing littering.

The Australian Packaging Covenant Council's Product Stewardship approach will be an integrated one of building on past lessons and applying the three pillars of litter mitigation – Education, Enforcement & Infrastructure – to achieve the goal of a significant reduction in littering.

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