

Purpose

This policy outlines Austral's approach to packaging and establishes principles for selecting and designing packaging with environmental responsibility in mind.

The aim is to reduce the environmental impact of packaging while continuing to protect product quality, maintain food safety standards, and support efficient operations.

This policy aligns with the [Australian Packaging Covenant Organisation Sustainable Packaging Guidelines \(SPGs\)](#) and supports the objectives of the [National Packaging Targets](#).

Scope

This policy applies to all packaging used across Austral's operations, including:

- Retail packaging
- Export packaging
- Shipping and transport packaging
- Secondary and tertiary packaging
- All brands and business divisions

Responsibility for implementing and reviewing this policy sits with teams involved in packaging design, procurement, logistics, and product development, with oversight provided through Austral's sustainability and operational management processes.

Policy Commitment

Austral will prioritise packaging solutions that reduce environmental impact while maintaining product quality, food safety, and supply chain performance.

Because transporting frozen and fresh seafood requires specialised packaging, it may not always be possible to use compostable or reusable materials. In these cases, preference will be given to the most environmentally responsible options available within operational and regulatory requirements.

Where practical, packaging solutions with lower environmental impact will be considered ahead of alternatives that are less sustainable.

Packaging decisions should consider the full life cycle of materials, including sourcing, manufacturing, transport efficiency, use, and end-of-life outcomes.

Sustainable Packaging Principles

The following principles guide packaging design and material selection.

Design for circularity

Where possible, packaging should be reusable, recyclable, or compostable.

Reduce material use

Packaging should use only the amount of material required to protect the product and ensure safe transport.

Prioritise environmentally preferable materials

Where compostable or reusable packaging is not suitable, preference will be given to materials that are recyclable, contain recycled content, or are responsibly sourced.

Avoid problematic materials

Where practical, materials that are difficult to recycle or recover should be reduced or eliminated.

Protect product quality and safety

Packaging must continue to meet the requirements necessary to transport seafood safely and efficiently.

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Reducing Packaging Materials at the Design Stage

Reducing packaging materials is one of the most effective ways to lower environmental impact and should be considered at the earliest stages of packaging design.

Opportunities to minimise material use should be assessed while maintaining product protection, food safety, and operational performance. This may include reducing unnecessary packaging layers, selecting efficient packaging formats, and improving carton and pallet utilisation.

These expectations should be clearly communicated to designers, suppliers, and external partners involved in packaging development.

Targets and Objectives

Austral aims to progressively improve packaging sustainability in line with the Australian Packaging Covenant Organisation National Packaging Targets, focusing on the following areas.

- 1. Improve packaging recyclability**
Packaging will progressively transition toward formats that are reusable, recyclable, or compostable where suitable alternatives exist.
- 2. Reduce packaging materials**
Opportunities will be identified to reduce the amount of packaging used through improved design, material efficiency, and transport optimisation.
- 3. Increase recycled content**
Preference will be given to materials that contain recycled content or are responsibly sourced, where these materials meet product protection and food safety requirements.
- 4. Improve packaging design and recovery outcomes**
Packaging design will consider end-of-life outcomes, with efforts made to improve recyclability and reduce materials that are difficult to recover or recycle.

Implementation

To support this policy, Austral will:

- Consider sustainability criteria when designing or procuring packaging
- Engage with suppliers to identify improved material options
- Periodically review packaging formats used across divisions
- Encourage innovation and continuous improvement in packaging sustainability

Progress against these objectives will be reviewed periodically as part of sustainability and operational reviews.

Continuous Improvement

Packaging technologies and sustainability standards continue to evolve. Packaging practices will be reviewed periodically to ensure they remain aligned with industry guidance, regulatory requirements, and environmental commitments.

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