



Sustainability@CCA

Sustainability Initiatives Employed by a
Leading Beverage and Food Company

Sally Loane, Director of Media & Public Affairs

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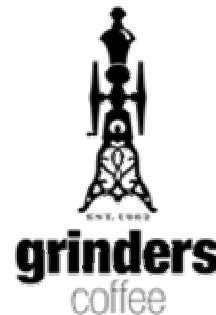
Coca-Cola Amatil - who are we?



- Top 100 company listed on the ASX
- Employees - more than 16,000
- Turnover - AUD4.5 billion
- The Coca-Cola Company has a 30% shareholding in CCA



Coca-Cola Amatil - who are we?



CCA & alcohol commenced in 2007

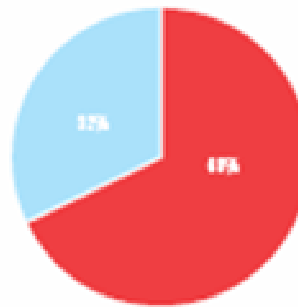


The Future's So Bright Green – Sustainability Conference

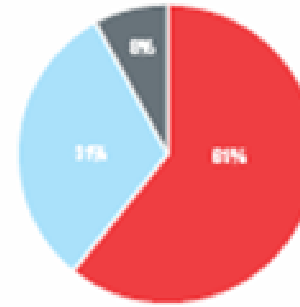
CCA Revenue Split



2001
■ Sparkling beverages
■ Non-carbonated beverages



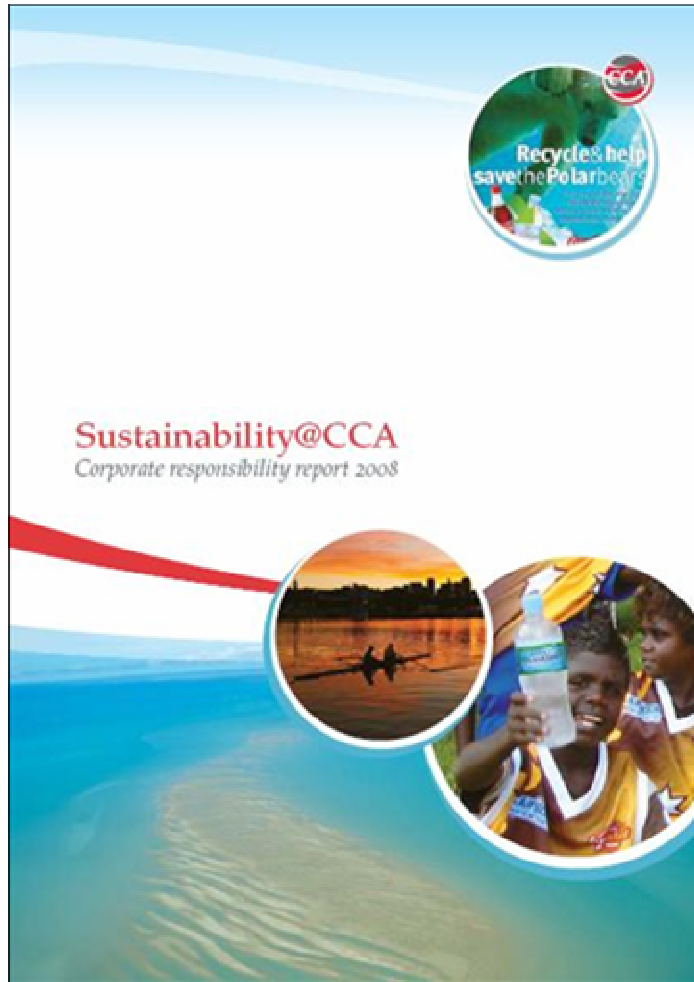
2006
■ Sparkling beverages
■ Non-carbonated beverages & food



2007
■ Sparkling beverages
■ Non-carbonated beverages & food
■ Alcoholic beverages



Sustainability@CCA



4 Pillars

Environment: Water Stewardship
Packaging & Recycling
Energy & Climate

Marketplace

Workplace

Community



The Future's So Bright Green – Sustainability Conference

What is Sustainability?

- The actions we take - environmental, social and financial - to support the quality of life now and for future generations.
- “We are determined that CCA will not only continue to be a great beverage and food company, but that our business, which started in Australia in 1904, will go on creating wealth, improvements and opportunities for our stakeholders and for future generations in a truly sustainable way.” CCA chairman David Gonski.
- It’s the long-term commitment to pursue systemic actions that reduce our negative impacts and create shared value for our business and the communities we serve. - The Coca-Cola System.



Does it generate shareholder value?

- “While doing good doesn’t appear to destroy shareholder value, we found only a small correlation between corporate behaviour and good financial results” - Margoli & Anger Elfenbein 2008 Harvard Business School.
- “Corporate social responsibility is sustainable only if virtue pays off.” - Prof. David Vogel 2005.
- “The business case for CSR is clear. Mining companies that failed to respond to expectations of their communities destroyed shareholder value through the creation of environmental liabilities and constraints on their ability to grow” - Chip Goodyear ex-BHP Billiton CEO.
- “Creating a strong corporate brand, firmly identified with responsible corporate policies and sustainability programs is fully compatible with the interests of shareholders in perpetuity” - Graham Bradley - chairman HSBC and Stockland.



Water is THE issue in Australia



Water achievements & issues in pipeline

CCA has invested approximately \$5.6 million to improve water efficiencies in operations.



Water Efficiency - world's best practice

- 2008 Target: 1.56 L/FBL
- 2007 Performance:



TCCC Worldwide 2.6 L/FBL



CCA National 1.59 L/FBL



Then Premier Beattie and Deputy Premier Bligh at Richlands



South East Water (Vic) flyer

South East Water Case Study

The soft drink company that's saving truckloads.



Now with 25% less water. Over recent years, significant capital expenditure at the Moorabbin carbonated soft drink plant has made a huge impact with cumulative water savings of 25 percent.

Coca-Cola Amatil  SOUTH EAST WATER 

South East Water Case Study

Caps off to Coca-Cola Amatil (CCA) in Victoria.

THE MOORABBIN PLANT

CCA in Melbourne operates two carbonated soft drink plants, a non CSD plant at Bayswater and a Neverfail water bottling plant in Thomastown. South East Water has been working with CCA in implementing water initiatives at the carbonated soft drink plant in Moorabbin.

- In 2006, CCA Moorabbin used 1.47 litres per finished beverage litre (L/fbl)
- In 2007 the CCA Moorabbin Plant's target for water saving is 1.35 L/fbl
- The global Coca-Cola system average is 2.6 L/fbl.

Hard Facts on the water-smart Soft Drink company:

- In 2006, potable water and trade waste water volumes reduced by more than 41ML
- Reclamation of rinse water now saves more than 30ML
- Installation of dry lubrication technology saves 8ML annually
- Water filter backwashing frequency management saves a further 1.4ML per annum
- A waterless urinal system has been installed saving 1ML each year
- Ongoing staff education delivered to all manufacturing employees
- CCA Australia is the most water efficient bottler in The Coca-Cola System.

Water saving initiatives for the future:

- A future 28ML of proposed savings to be gained for the Moorabbin plant in 2007
- CCA operations staff submit annual Water Management Plans to South East Water outlining projects to make plant more water efficient
- Reclamation of can line rinse effluent for reuse to save 130ML of water annually
- Further reclamation of water filter backwash expected to save a further 12ML annually
- Installation of flow restrictors to bathroom taps
- Ongoing training of operations staff on water efficiency practices.



Dry lube application on the Coca-Cola bottling line.

Partnering Industry

As the greater Victorian community come to grips with our driest period on record and stringent water saving controls, many in the community are asking "What is industry doing to help?"

As a part of the State Government's Pathways to Sustainability program, South East Water is partnering its industrial, commercial and institutional customers, to see some genuine water savings initiated into their day to day activities.

For further information: 131 008
 info@sewl.com.au
 www.sewl.com.au/casestudies

SOUTH EAST WATER 



Western Australia

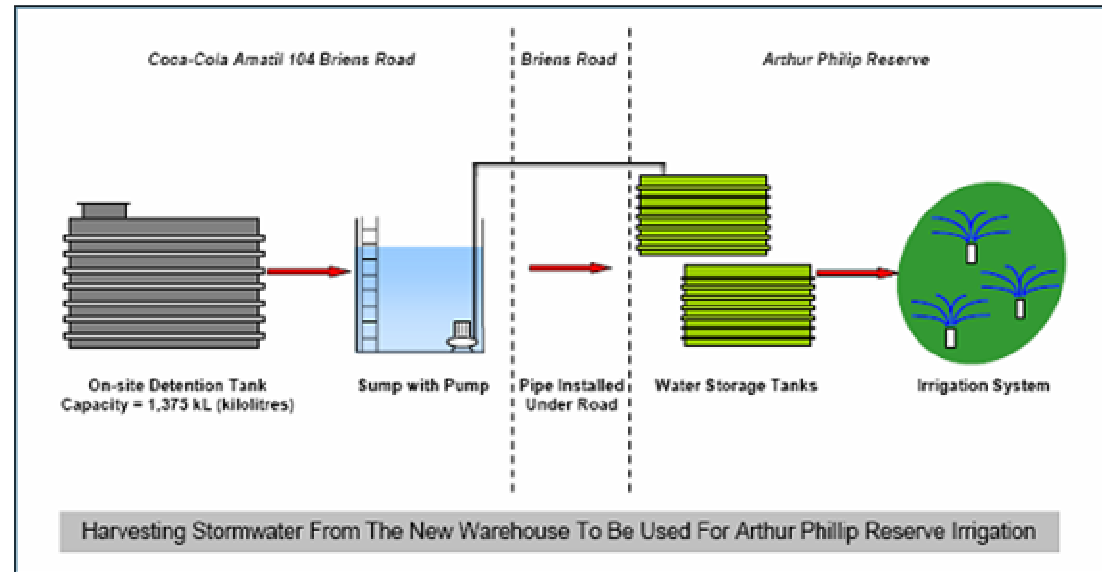
WA Water Corporation has featured CCA on billboards.



Premier Rees at CCA Northmead



Northmead underground water harvesting tanks



CCA in Australia leads the global Coke system in water efficiency

- Sustainability of bottled water - CCA is committed to ensuring the sustainability of all our water sources and in Australia has invested more than \$8 million in technology and expert water scientists to ensure sources are sustainable.
- All bottled water in Australia use just 0.01% of the spring water allocated for use in Australia and New Zealand.



Brewery

- Located at Warnervale on NSW Central Coast.
- 500,000 hectolitre capacity with ability to expand at low cost as required.
- Site works commence November 2008.
- Fully operational by March 2010.



Managing packaging waste

Industry

Company



Packaging & recycling initiatives include:



- In 1994 CCA was the first company in the world to use recycled material in food-grade packaging.
- “light-weighting” has saved 21,000 tonnes of PET, equivalent to 625 million bottles, since 2003.
- All our beverage containers are 100% recyclable.
- We have significantly improved recycling rates at our manufacturing plants, sending between 80-90% of material to recycling, not landfill.
- CCA and the beverage industry funded and initiated the successful national kerbside recycling system we all use.
- CCA funds public place recycling stations.
- We are a founding member of the National Packaging Covenant.



CCA is a leader in the management and disclosure of climate change issues



CDP Report 2008 - Australia & New Zealand

Goldman Sachs JBWere Climate Leadership Index - CCA identified for “leadership in management and disclosure of climate change issues and GHG emissions to the investor community”.



CCA New Zealand - focus on fuel consumption, carbon emissions & packaging



Aligning our suppliers



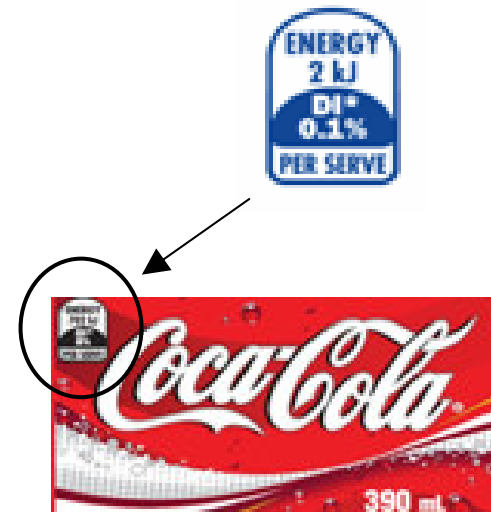
Embracing new technology

- Meridian Energy to supply entire New Zealand business with 100% renewable energy from December 2008.
- Fleet - 200 FWD sales vehicles being transitioned to diesel VW Golfs reducing fuel consumption by 50%.



Marketplace

- A range of choices - water, fortified waters, lightly flavoured waters, fruit juice, flavoured milk, sports drinks, energy drink, and all the Coca-Cola brands.
- For every sugar beverage we make, we also provide a non-sugar option.
- Portion control cans.
- Labelling information.
- Do not market to children under 12.



Remote Communities Strategy



- Increase the range of beverages available in indigenous communities with the aim of increasing the proportion of sales of low-sugar options like water and diet drinks, as well as nutritious choices like fruit juice and flavoured milk.
- Results have been encouraging, with marked increases in the proportion of waters, diet drinks and juices being sold.



Healthy Bodies Healthy Minds

- Funded by the Coca-Cola Australia Foundation.
- Runs in Tennant Creek for 1 week - for 3 years.
- Uses the combined expertise of a number of charities funded by the Foundation: Beyond Empathy, Australian Literacy and Numeracy Foundation, Bluearth.



healthy bodies, healthy minds!

Michael Long/Drink Water campaign



In summary

- We make more beverages using less water than any other non-alcoholic beverage bottler.
- We ensure that all our spring water sources are sustainable and well managed.
- We will continue to use less raw material in our packaging.
- We are a small user and emitter of carbon, but are rolling out a number of energy-saving projects throughout our operations.
- We will continue to offer choice to our consumers.
- We will continue to work with disadvantaged young people through our Foundation.
- We will continue to roll out our Remote Communities Strategy.

