



Dominos Pizza Enterprises Pty Ltd

Australian Packaging Covenant
Action Plan

2011-2015



Australian Packaging Covenant

Executive Summary

As a signatory of the Australian Packaging Covenant Dominos Pizza Enterprises (DPE) has created this action plan with the aim of reducing our impact on the environment.

The plan addresses the strategies adopted in the Sustainable Packaging Guidelines in particular the performance goals – Design, Recycling and Product Stewardship.

As our sales continue to grow it puts renewed pressure on our ability to reduce our packaging requirements. DPE is committed to putting systems in place to measure our baseline packaging consumption and to actively work with our supply partners on reduction programs.

We will continue to monitor our progress and report any updates to the Australian Packaging Covenant throughout the year.

A handwritten signature in black ink, appearing to read 'John Harney', with a stylized flourish extending from the end.

John Harney
General Manager Supply Chain

Introduction

Dominos Pizza Enterprises Pty Ltd (DPE) is a publicly owned Australian company operating as the National Franchisor of the Dominos Pizza worldwide Quick Service Restaurant (QSR) system.

DPE and its Franchisees operate 438 stores across Australia and a single National head office.

As a QSR our business is a high volume, low margin operation and as such we are constantly examining the range of products that we supply, to ensure that costs are kept to the absolute minimum, while at the same time adequately servicing our customers needs.

Dominos Australia History

The first Australian Domino's Pizza store opened in Springwood, Queensland, on 27 December 1983. Domino's Pizza quickly expanded throughout Brisbane, Sydney and Perth.

1993

The Australian and New Zealand Master Franchise was purchased by Silvio's Dial-a-Pizza. From 1993 to 1995 Domino's Pizza and Silvio's Dial-a-Pizza brands were operated separately.

1995

The decision was made to combine both operations and convert Silvio's Dial-a-Pizza stores to Domino's Pizza stores. At this time Silvio's Dial-a-Pizza operated 70 pizza stores across suburban and regional Australia. Starting in 1995 Silvio's Dial-a-Pizza stores were progressively re-branded as Domino's Pizza stores.

2004

300th Australian store opened in Melbourne in August.

2005

Domino's Pizza boosted its store numbers with the acquisition of 16 Big Daddy pizza stores in Melbourne and 30 Pizza Haven stores in New Zealand. Later that year Domino's Pizza opened its 400th store in Aspley, Queensland on 25 August 2005.

Domino's opened a number of internal facilities like the Domino's Pizza Luv Lub, which is the national Domino's Pizza product development kitchen, Domino's Direct, the Company owned direct mail centre and Domino's Pizza College centres to train all staff across Australia.

2006

Domino's Pizza Australia bought the Master Franchise rights for France, Belgium and The Netherlands to now own 5 markets across the world.

Today

Domino's Pizza Enterprises now has over 859 stores across its 5 Markets.

Store Locations - Australia

The table below outlines the number of Corporate and Franchisee owned stores in each state

Store Location Table:

State	Corporate	Franchise	Total
WA	12	34	46
SA	17	10	27
Vic	9	56	65
Tas		11	11
NSW	7	151	158
ACT		8	8
Qld	43	75	118
NT	0	5	5
Total	88	350	438

Head Office

Level 8, 240 Sandgate Road
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Company Contact

The Dominos contact responsible for all aspects of the Australian Packaging Covenant is:

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Supply Chain Coordinator

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Description of Current Dominos Packaging

- | | |
|--------------------|------------------------------|
| • Pizza Box Large | B Flute Corrugated Cardboard |
| • Garlic Bread Box | E Flute Corrugated Cardboard |
| • Garlic Bread Bag | Brown Craft 40 GSM |
| • Small Sides Box | Spectra 700 UM |
| • Pasta Pail | 350g Kraft PE liner |
| • Pizza Box 6.5" | E Flute Corrugated Cardboard |

Key Performance Indicators Covenant Goal 1: Design

KPI	Action	Responsible	Baseline Data	Target	Time line
KPI 1 - Implement SPG into Dominos business practices	Create a policy that incorporates a focus on environmental awareness and aligns with the SPG	Covenant Team	No formal Policy	Create a policy to be 100% implemented	By Dec 2011
KPI 1 - Implement SPG for all new packaging	Review all new packaging against the SPG	Supply Chain Team	No reviews conducted	100% of new packaging to be reviewed post policy implementation	By June 2012
KPI 1 - Implement SPG for all current packaging	Review all current packaging against the SPG	Supply Chain Team	No reviews conducted	100% of existing packaging to be reviewed post policy implementation	By June 2012

Covenant Goal 2: Recycling

KPI	Action	Responsible	Baseline Data	Target	Time line
KPI 3 - Create & implement head office recycling system	Create policy & procedures for recycling of paper and print cartridges in Head office.	Covenant Team	No formal policy but Head Office has recycling in place for paper and print cartridges	Formal policy created and complied with by Head Office	By Dec 2011
KPI 3 - Ensure that all company owned stores have recycle bins	Recycle bins placed at company owned sites where store isn't under centre management and where building access allows	Covenant Team	Currently recycle bins are at 100% of company owned sites where store isn't under centre management and where building access allows	To maintain this KPI	By Dec 2011
KPI 4 - Review Dominos branded packaging for recycled and renewable materials	Create a policy on purchasing recycled materials	Covenant Team	No policy exists	Full implementation of policy	Dec 2011
	Work with our suppliers to ensure that our branded packaging is recycled or comes from a renewable source	Supply Chain Team	Currently Dominos packaging is made from 56% renewable board and 44% recycled board	To have either 100% recycled or renewable packaging	Dec 2012

Covenant Goal 3: Product Stewardship

KPI	Action	Responsible	Baseline Data	Target	Time line
KPI 6 - Dominos to give preference to APC signatories	Confirm to all suppliers this will be a requirement for all future tenders and contract negotiations	Supply Chain Team	Not included at present for tenders and contract negotiations	100% for all future tenders & contract negotiations	June 2012
KPI 7 - Supplier Management	As part of our Supplier relationships we request that suppliers advise of any changes to their packaging	Supply Chain Team	Dominos does not request this information from our Suppliers at the present time	100% Suppliers to advise of these changes	June 2012
KPI 8 - Provide greater information for customers on branded packaging for recycling	Enhance current recycle message on packaging. Ensure that all packaging contains recycle information.	Covenant Team	Currently 44% of Dominos branded packaging contains recycle information.	100% of Dominos branded packaging to contain information	Dec 2012