



ESR30 2025 IMPACT REPORT





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ESR30 Overview

Overview of the Initiative

What is ESR30?



The Environmental Sustainability Roadmap to 2030 (ESR30) is a new initiative developed by the Australian Beverages Council (ABCL) to assist members of all sizes measure their environmental impact, enact sustainable changes and communicate these wins to their consumers and customers.

ESR30 is a strategic framework built on two foundational pillars designed to reduce the environmental impact of the industry, its operations and its products. This initiative will enable the ABCL to advocate for the industry and showcase quantifiable demonstrable change across several sustainability focus areas.

ESR30 can support businesses of all sizes and will include access to reporting software, webinars, training, supplier discounts and grant support. This is a voluntary commitment made by each signatory to work towards meeting the targets both individually and collectively as an industry.

Why is it Needed?

The World is changing fast

- Consumers are increasingly basing their purchase decisions on sustainability credentials
- Retailers and procurement teams are asking brands to submit their sustainability qualifications to obtain contracts
- Funders and financial institutions are increasingly asking for sustainability information to evaluate resiliency and risk
- Governments are beginning to change laws and rules to ensure a fast transition to net zero and the circular economy

It is one of the ABCL's responsibilities to ensure its members, of all sizes, are equipped to handle these rapid changes in consumer, retail and government expectations. ESR30 is a multi-year journey to help its members make the changes required.

ESR30
Environmental Sustainability
Roadmap to 2030

How is ESR30 Helping the Industry?



Some of the benefits for ESR30 signatories include:

- Industry-tailored training and education resources
- Access to reporting software
- Grant application support
- Brand profiling
- Dedicated member portal with events, resources, and announcements
- Regular check-in meetings with suppliers and answer questions
- Helping members with compliance to future regulations
- Supplier access and discounts
- Supporting members in their sustainability journey

Pillars and Targets

Pillar One: Targets

ESR30 signatories will be required to periodically report against the five focus areas for anonymisation and aggregation into an industry metric. ABCL will host and provide support for a reporting software to non-alcoholic beverage industries. The reporting framework will be aligned to Global Reporting Initiative (GRI) framework which is an international independent standards organisation globally recognised as best practice.

Pillar Two: Refreshingly Sustainable

Data collected from pillar one will enable the ABCL to clearly articulate and communicate participants’ tangible efforts towards the environmental targets. This pillar will support the ABCL in advocating for the industry amongst consumers and government with data driven insights to improve their environmental performance.

Focus Area					
Short Term Target	25% reduction in scope 1 and 2 operational Greenhouse Gas (GHG) emissions*	Reduce overall waste to landfill from manufacturing operations by 50%	10% reduction in operational water footprint**	100% of primary packaging being reusable, recyclable or compostable	50% of tier one suppliers provided with the ABCL’s sustainable supply chain statement or equivalent
Long Term Target	Net zero scope 1 and 2 operational GHG emissions*	Zero manufacturing waste to landfill (with the exception of medical, hazardous, or/and other waste which is legislated or regulated for specific disposal)	20% reduction in operational water footprint	100% of secondary and tertiary packaging being reusable, recyclable or compostable	Majority of tier one suppliers provided the ABCL’s sustainable supply chain statement or equivalent

*As expressed in Carbon Dioxide equivalent (CO2e)

**Operational water footprint is defined as the water used by a business for production or manufacturing purposes and for supporting activities. It does not include the water in the finished beverage

Participants Profiles

Member: Pleass Global Limited

Pleass Global is a dynamic and rapidly expanding publicly owned company headquartered in Fiji, primarily focused on producing and marketing bottled water.

Head Office: Pleass Drive, Namosi Road, Namosi, Fiji Islands

Key Products: Bottled Water (VAIWAI® Natural Artesian Water/AquaSafe® Natural Artesian Water),

Sustainability Initiatives:

- **GREENPLEASS (Sustainability Action Plan):** Ten sustainability principles to apply to all operations.
- **Sustainable facilities:** Bottling facility is designed and built following the environmentally sustainable principles.

Website: <https://pleass.com>



Why did you choose to join ESR30?

- We joined ESR30 to supercharge our Green Pleass Initiative and Sustainability Action Plan (SAP) goals. It boosts our expertise in water quality, compliance, performance monitoring and sustainability and help us align to Global Standards.
- Ultimately, ESR30 allows us to achieve with our goals – **advancing responsible production, protecting natural resources, and supporting a sustainable future for our local communities and environment.**

What have found most valuable so far?

- ESR30 sharpened our ability to assess business impacts – economic, environmental, and social. Tools like the materiality matrix and stakeholder mapping now guide our decisions.
- It's helped us drive water conservation, waste reduction, carbon management, and community engagement – while reinforcing transparency and strategic alignment with SAP and Green Pleass Initiative.

Member: Pleass Global Limited

Pleass Global is a dynamic and rapidly expanding publicly owned company headquartered in Fiji, primarily focused on producing and marketing bottled water.

Actions taken this year in line with ESR30 learnings

This year, we:

- Improved waste segregation and recycling
- Reduced plastic via lighter PET bottles and smaller labels
- Promoted reusable 15L AquaSafe bottles and flake recycling
- Boosted energy efficiency in leased water coolers
- Encouraged carpooling to cut emissions
- Implemented data-driven tracking of waste and recovery streams

All aligned with ESR30 principles for sustainable, transparent operations.



Vision for the future and how ESR30 can support it

Embed sustainability in every operation – delivering safe, high-quality beverages with minimal impact and maximum social value.

ESR30 as a Catalyst:

- Provides technical know-how, best practices, and impact frameworks
- Enhances waste reduction, resource efficiency, and water stewardship
- Strengthens reporting, stakeholder engagement, and data-driven decisions



Member: Eastcoast Beverages

Eastcoast Beverages is an Australian family-owned juice and beverage company, based in Kulnura in the same farm where the first oranges were picked back in 1965.

Head Office: 993 George Downes Dr, Kulnura, New South Wales, Australia

Key Products: Fresh juice, spring, sparkling water, sodas.

Sustainability Initiatives:

- **Climate friendly products:** Juices produced with lower greenhouse gas emissions, marking lower than 70% of all products throughout the production from farm to manufacturing.
- **Sustainability rating:** Products are given ratings by an independent party by assessing their environmental and social impact.
- **Clean label:** Products manufactured with ingredients that are not high-energy processing yields, avoiding negative environmental impact.
- **Return, Regrow and Re-juice:** Initiative to ensure all products are 100% recyclable.

Website: <https://eastcoastbeverages.com.au/>



Why Eastcoast Beverages chose to join ESR30

ESR30 complements our sustainability journey – building on work we are currently doing with an independent party and aligning with **our company's vision and goals**, making a positive impact on the environment. It's a natural fit around ESR30 five focus areas: emissions, packaging, water, waste, and supply chain.

Member: Eastcoast Beverages

Eastcoast Beverages is an Australian family-owned juice and beverage company, based in Kulnura in the same farm where the first oranges were picked back in 1965.

What Eastcoast Beverages have found most valuable so far

Practical insights rooted in manufacturing expertise – education and guidance that drive real change.

Actions taken this year in line with ESR30 learnings

- Appointed a sustainability manager
- Installed solar panels on facility roof
- Established production baseline for progress tracking

Vision for the future and how ESR30 can support it

Become Australia's most sustainable juice company.

ESR30 will help us get there with industry leadership, knowledge sharing, and frameworks for measurable impact.



Member: Bundaberg Brewed Drinks

Bundaberg Brewed Drinks is a private family-owned business specialising in the production of craft-brewed soft drinks.

Head Office: 147 Bargara Road, Bundaberg East, Queensland, Australia

Key Products: Bundaberg Ginger Beer

Sustainability Initiatives:

- **FY24 ESR30 impact report:** Completed its ESR30 impact report.
- **Sustainability and Environmental, Social and Governance (ESG) Management Framework:** Launched a comprehensive Sustainability and ESG Management Framework encompassing all Sustainable Development Goals (SDGs), and embedded sustainability considerations into project planning and reporting workflows.
- **Introduction of digital platforms:** Tried digital platforms for ESG and climate reporting, including tools for automated GHG calculations and roadmap tracking.

Website: <https://www.bundaberg.com>



Why Bundaberg Brewed Drinks chose to join ESR30

- **Align with best practice and compliance:** ESR30 helps us meet industry standards and regulatory expectations on emissions, packaging, and supply chain transparency.
- **Benchmark and collaborate:** A structured framework to measure progress and share insights with ABCL peers.
- **Smart start:** An economical, tech-driven solution for tracking GHG emissions and building sustainability maturity.

Member: Bundaberg Brewed Drinks

Bundaberg Brewed Drinks is a private family-owned business specialising in the production of craft-brewed soft drinks.

What Bundaberg Brewed Drinks have found most valuable so far

- Sharper strategy and reporting: ESR30 refined our sustainability roadmap and prepared us for Australian Accounting Standards Board (AASB) Scope 1 and Scope 2 compliance.
- Peer learning: Collaborative dialogue with ABCL and members gave us practical insights into emerging standards and real-world implementation challenges.

Actions taken this year in line with ESR30 learnings

- Reporting: Completed FY24 ESR30 report and started FY25.
- Framework: Rolled out a comprehensive Sustainability and ESG Management Framework covering all SDGs.
- Tech trials: Tested digital platforms for ESG/climate reporting and explored software for automated GHG calculations and roadmap tracking.
- Integration: Embedded sustainability into project planning, data collection, and reporting workflows – driven by strong internal team contributions.



Vision for the future and how ESR30 can support it

- Audit-ready and scalable: ESR30's education, benchmarking, and tech guidance will help us prepare for limited assurance audits and broader stakeholder engagement under Australian Sustainability Reporting Standards (ASRS).
- Stay ahead: Ongoing updates on regulatory and global changes through ESR30.
- ABCL's role: Act as the hub for tools, skills, and services – proactively demonstrating value to keep members engaged and advancing sustainability.



Next Steps

Next Steps



Increase Specialised Services

- Further industry-tailored education course development
- Integrating the “Social” in ESG within existing initiatives
- Explore increasing supportive ecosystem



Monitor Evolving Landscape

- Ongoing regulatory scans and regular updates to ESR30 participants
- Increase our engagement with retailers
- Ensure ESR30 is adaptable and evolves with the regulation



Increase Market Penetration

- Deepen our engagement with the industry
- Gain notoriety with external stakeholders and develop ESR30 brand
- Assess opportunity for similar categories

Contacts



Geoff Parker

Chief Executive Officer
E: geoff@ausbev.org
P: +61 407 646 195

Shannon Doherty-Andall

Sustainability Manager
E: shannon@ausbev.org
P: + 61 406 239 795

www.australianbeverages.org





Sarah Newman
Partner

T: +61 477 764 074

E: senewman@kpmg.com.au



Sophie Degagny
Director

T: +61 4 5151 3740

E: sdegagny@kpmg.com.au

[KPMG.com.au](https://www.kpmg.com.au)



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