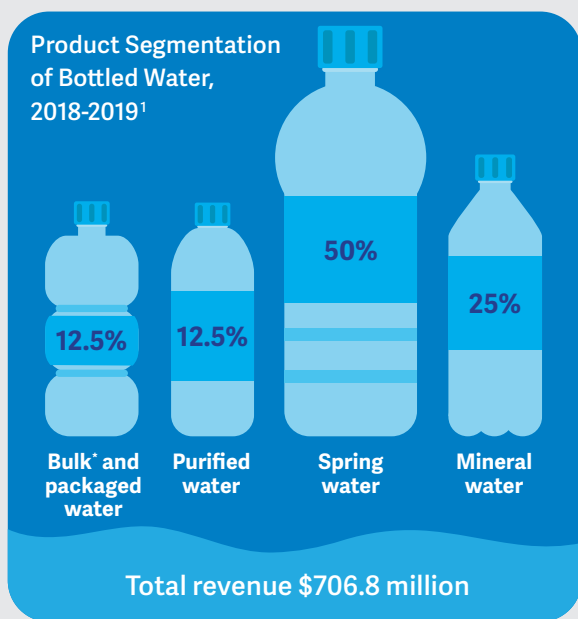


# The Packaged Water Industry

Many consumers across Australia enjoy the convenience of packaged water. In Australia, the most commonly consumed non-dairy, non-alcoholic beverage is water, which includes spring water, purified water and mineral water. This is often packaged in plastic and glass bottles, but also boxes (with a bladder), pouches, cartons and cans. Sparkling and still water are great for both refreshment and hydration.



\*Bulk is defined as packaged water over 3 litres.

## Regulation of Packaged Water

Packaged water must adhere to the requirements of Standard 2.6.2 of the Australia New Zealand Food Standards Code<sup>5</sup>.

The Standard 2.6.2 sets out:

- a definition of mineral or spring water
- the composition for packaged water (including fluoride levels) and
- labelling requirements for the category.

Manufacturers and bottlers are required to adhere to the requirements of the Standard and are not permitted to add substances unless stated and only to certain levels.

### ABWI Model Code

Members of the Australasian Bottled Water Institute [ABWI] must also adhere to the ABWI Model Code. Under this Code water must comply with strict guidelines related to quality, safety and environmental sustainability. Water is required to be tested at both the source and then at regular intervals during processing and bottling. Additionally, water source owners must also maintain ABWI accreditation by participating in regular audits.

## Providing Healthy Hydration

Water is essential for life and the healthiest beverage available to consumers. Drinking plenty of water everyday is vital and one of the Australian Dietary Guidelines<sup>2</sup>. The industry encourages people to consume as much water as they need – from a tap, bubbler or bottle.

### So how much water should we drink?

The National Health and Medical Research Council fluid intake recommendations depend on life stage and gender. Four to eight cups of fluid are recommended for children depending on their age and 8 – 10 cups for adults<sup>3</sup>.

The Australian Beverages Council Limited [ABCL] commissioned the CSIRO to conduct a secondary analysis of the National Nutrition and Physical Activity Survey (2011-12), and found the average amount of water consumed by adults on a daily basis was 1300mL and 971mL for children<sup>4</sup>.

### The consumption of water has increased between 1995 and 2011-12<sup>4</sup>:

Water Consumption 1995 vs 2011-12

\*Range, as data reported for specific ages groups.



<sup>1</sup> IBISWorld. Bottled water manufacturing in Australia, Feb 2019.

<sup>2</sup> NHMRC. Eat for Health Australian dietary guidelines summary, Commonwealth of Australia, 2013.

<sup>3</sup> NHMRC. Nutrient reference values for Australia and New Zealand including recommended dietary intakes, Commonwealth of Australia, 2016.

<sup>4</sup> Australian Beverages Council Ltd. 2014. The role of beverages in the Australian diet: a secondary analysis of the Australian health survey.

<sup>5</sup> National Nutrition and Physical Activity Survey (2011-2012). Available at: <http://www.australianbeverages.org/wp-content/uploads/2018/>

<sup>6</sup> Australia New Zealand Food Standards Code. Standard 2.6.2 Non alcoholic beverages and brewed softdrinks. Accessed 12.6.2019 [www.legislation.gov.au/details/F2017C00721](http://www.legislation.gov.au/details/F2017C00721)

<sup>7</sup> ACIL Allen Consulting, 2015.

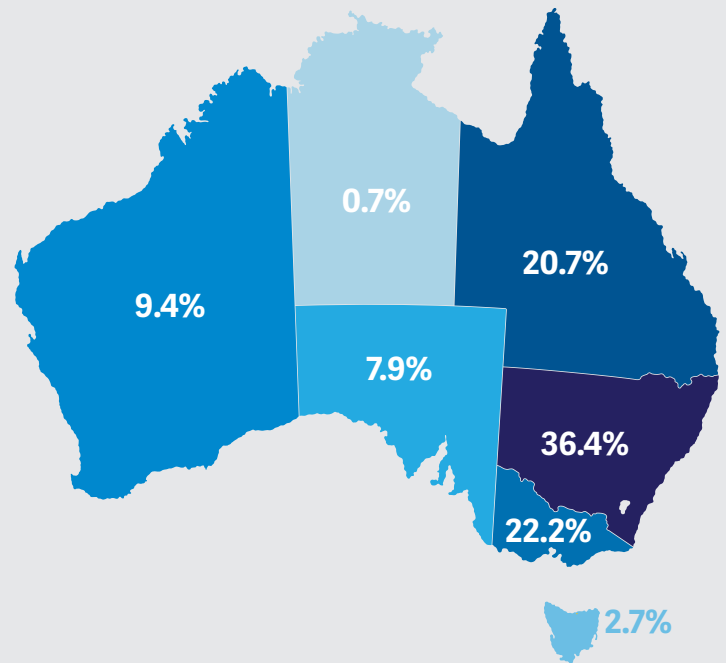
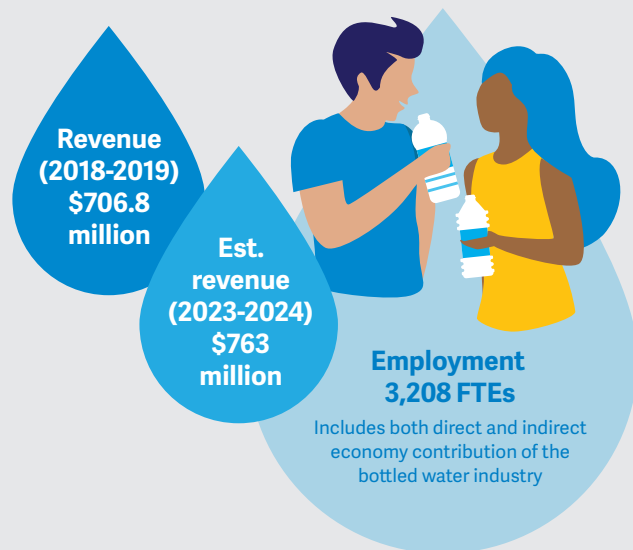
<sup>8</sup> Antea Group. 2018 Water and Energy Use Benchmarking study: executive summary. Accessed 12.6.2019 [www.bottledwater.org/public/IBWA\\_ExecSummary\\_14Nov2018\\_0.pdf](http://www.bottledwater.org/public/IBWA_ExecSummary_14Nov2018_0.pdf)

# The Economics of Water

The packaged water industry contributes to the Australian economy in a variety of ways, including employment generated by the beverages industry in manufacturing, packaging, transport and retail<sup>1,6</sup>.

## Locations of Enterprises in the Industry, 2018 – 19<sup>1</sup>

The packaged water industry has a presence in every state and territory:



## Responsible Packaging

ABWI Members strongly support the use of recycled materials in the manufacturing process.

The ABCL and its Members support convenient recycling programs for consumers and businesses and the development of Container Deposit Schemes across Australia. The objectives of these are to increase recycling and reduce litter from beverages containers.

**Bottled water has one of the lowest environmental footprints of any commercial beverage<sup>7</sup>. Several industry initiatives include:**

- many plastic bottles are 100% recyclable,
- at least 50% recycled PET,
- reduction in level of plastic in bottles and cap,
- onsite blow-filling technology of bottles allowing for savings in carbon dioxide emissions.

## Water Stewardship

The packaged water industry uses groundwater as its main source of water. High-quality, refreshing groundwater is a natural resource that is replenished through the hydrological cycle.

ABWI supports responsible water source management through the continuous and rigorous assessment of source sustainability. ABWI-certified source owners are required to ensure the sustainability of water sources as part of the initial and ongoing accreditation process. Regular reports, including hydrogeological studies, on the quality of each source and adherence to the ABWI Model Code are non-negotiable criteria of ABWI membership.

ABWI Members recognise the value of good water stewardship, and pro-actively support environmental protection and management initiatives. For example, significant efforts have been made to reduce water use through process improvements.

## The Australasian Bottled Water Institute

ABWI is a dedicated division of the Australian Beverages Council. ABWI is the bottled water industry's pre-eminent representative voice, as well as the peak industry association and certification body for bottled water standards covering both bottlers and suppliers in Australia, New Zealand and the South Pacific.

## The Australian Beverages Council

The ABCL is the peak body representing the collective interests of the non-alcoholic beverages industry. The unified voice of the ABCL offers our Members a presence beyond individual representation in order to promote fairness in the standards, regulations, and policies concerning non-alcoholic beverages.

## Further Information

For further information related to the bottled and packaged water industry or any other non-alcoholic beverage category, please visit [australianbeverages.org](http://australianbeverages.org), t +61 2 9698 1122 or e [info@ausbev.org](mailto:info@ausbev.org).