



For Immediate Release  
29 May 2009

## No plastic shopping bags from Monday

As of next Monday 1 June Target will no longer offer plastic shopping bags to customers at the checkouts in any of the 286 Target and Target Country stores nationally.

Launa Inman, Target's Managing Director, said that over the past month since the decision was announced the company had been educating its customers about the change and encouraging them to bring their own reusable bags.

"Our staff members at the checkouts, supported by instore customer signage and a dedicated education campaign have been encouraging customers to make a choice – don't use a bag, bring your own bag or if you wish to purchase one, we will have a range available including reusable bags from \$1 and compostable bags from 10 cents.

"We all have a role to play in reducing our impact on the environment. One way is to reduce the use of plastic shopping bags in our business. Target stores currently issue over 100 million plastic shopping bags each year to customers and from next Monday this will stop," Ms Inman said.

"Target has been actively involved for some time in programs to reduce the use of plastic shopping bags, such as the National Packaging Covenant and 'Say no to plastic bags' campaign, however we still hand out far too many. So for Target it wasn't a matter of if we stop issuing plastic shopping bags, it was a matter of when, and the when for Target is now," she said.

The key component of Target's bag range is the reusable 'Red Bag' that comes in three sizes with all profits from the sale of these bags going to Target's national community partner, The Alannah and Madeline Foundation.

"Since the 1 May when we announced the decision to remove plastic shopping bags nationally we've sold over 80,000 Red Bags. To us this is very encouraging and a great indication that customers understand our decision and are already getting prepared for the change," Ms Inman said.

Customers are encouraged to bring their own reusable bag, however if they do forget or make an unexpected purchase and find they need a bag, Target stores will have a range on offer including the Red Bag and single use compostable bags.

"We believe the fee on compostable bags will encourage customers to stop and think whether they need a bag, only buy the bags they really need and drive the change to reusable bags," said Ms Inman.

For more information on Target's National Bag Strategy visit [www.target.com.au](http://www.target.com.au)

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## Target Australia National Bag Strategy

### Media Fact Sheet

- From 1 June 2009 Target will no longer provide plastic shopping bags at its checkouts in any of the 283 Target and Target Country stores across Australia.
- Customers will have a choice:
  - To not use a bag
  - To bring their own bag
  - Or to choose from Target's range of available bags if they wish to purchase one.  
Stores will have on offer:

▪ Medium reusable Red Bag		\$1.00
▪ Fold up reusable Red Bag		\$1.50
▪ Large reusable Red Bag		\$2.00
▪ Fashion reusable bags	from	\$2.99
▪ Compostable bag regular		\$0.10c
▪ Compostable bag large		\$0.20c
- Target has been working to reduce its plastic shopping bag use over the past four years, however over 100 million bags per year continue to be issued through its stores.
- This national decision was a natural progression following the successful implementation of a similar change in South Australian stores in December 2008.
- To educate customers about the change Target will have a strong instore customer information program with team members at the checkouts, supported by instore leaflets and signage encouraging customers to switch to reusable bags. In addition, an extensive external media program will include catalogue baseplates, radio and press ads, and a television commercial in the lead up to and beyond 1 June.
- All profits from the sale of Target's reusable Red Bags go to The Alannah and Madeline Foundation's Buddy Bags Program; so far over \$102,000 has been raised nationally since the bags were launched in November 2008.
- Target believes the small fee per compostable bag will encourage customers to stop and think whether they really need a bag, only purchase the bags they need and drive the change to using reusable bags.
- The compostable bag fee goes towards the additional cost of supplying compostable bags, which are up to five times more expensive than the current plastic shopping bags.
- Target's compostable bag:
  - Utilises cornstarch in its ingredients and is compostable, biodegradable and non-toxic.
  - Is fully compliant with Australian Standard AS 4736-2006. This is Australia's standard for bag biodegradability.
  - Is compostable at industrial composting facilities used by councils offering a kerbside greenwaste collection service.
  - Will start to break down within 7 days and be broken down within 45 days in a professionally run industrial organic composting facility.
  - For further details on our compostable bag visit [www.becausewecare.com.au](http://www.becausewecare.com.au)
- Target's national bag strategy forms part of an overall sustainable approach to doing business. For full details on Target's environmental policy visit [www.target.com.au](http://www.target.com.au)



**Our vision is  
that every child  
will live in a safe  
and supportive  
environment.**

The Alannah and Madeline Foundation is a national charity protecting children from violence and its devastating impact. The Foundation was set up in memory of Alannah and Madeline Mikac, aged 6 and 3, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on 28 April 1996.

*We care for children who experience or witness serious violence.*

Our **Intensive Support Program** helps children by focusing on what they need to recover from traumatic events or violent circumstances. We work collaboratively with relevant agencies to make sure children who are suffering the effects of violence, and their families, have the community connections needed for immediate and long term support.

In Australia, tens of thousands of children are placed in emergency foster care or domestic violence refuges each year, often with nothing but the clothes they are wearing. Through our **Buddy Bags Program** these children receive a back pack full of essential items including toiletries, pyjamas, socks, underwear, a teddy bear, photo frame and pillow slip. Our Buddy Bags provide personal belongings and help restore a sense of security in these children's lives.



Our **Refuge Therapeutic Support Program** funds psychotherapy plus art, pet and music therapy to help children who are residing in refuges and are distressed or traumatised by their experience of serious violence.

*We develop programs which help prevent violence in the lives of children.*

Our **Better Buddies Framework** is a whole-school initiative designed to create friendly and caring primary school communities where bullying is reduced. In Better Buddies, older children buddy up with younger children and learn the values: *caring for others, friendliness, respect, valuing difference, including others and responsibility* through formal and informal activities, and the mascot **Buddy Bear**. Better Buddies enables younger students to feel safe and cared for while older students feel valued and respected.



Our **Cybersafety Initiative** helps children and young people embrace the benefits of technology and reduce their exposure to cyberspace risks, such as cyberbullying, online sexual predation, identity theft and fraud. The initiative includes an accreditation system which guides schools to introduce the right policies and practices to ensure their teachers, students, and families are equipped to be smart and responsible users of the technology.



*We play an advocacy role and we're a voice against childhood violence.*

Our **National Centre Against Bullying (NCAB)** is a peak body made up of experts and is chaired by Alastair Nicholson AO RFD QC, former Chief Justice of the Family Court of Australia. NCAB works with school communities, government, media and industry to reduce bullying and minimise its harm on young people.

The Foundation relies on the generous support of our dedicated volunteers, as well as donations and gifts-in-kind from the community and our corporate friends. We run a number of fundraising events including the renowned Starry Starry Night gala every November and our biennial NAB Half Time Wrap corporate footy and finance lunch in July.

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