

# Sustainability Snapshot 2023



Kimberly-Clark Australia acknowledges the Traditional Owners and Custodians of this nation and their ongoing connection to the land, waters and community. We wish to pay our respects to all Aboriginal communities and their cultures; and to Elders past and present. Kimberly-Clark New Zealand acknowledges the esteemed tangata whenua of Aotearoa, te reo me ōna tikanga. Miki rau.

# Every day our employees strive to provide Better Care for a Better World.



**Belinda Driscoll**  
Vice President and Managing Director, Kimberly-Clark ANZ

By 2030 Kimberly-Clark is aiming to improve the lives and wellbeing of one billion people around the world, whilst reducing our environmental footprint by half. I am incredibly proud to share a few of the ways our teams across Australia and New Zealand contributed to these ambitious goals in 2023.

We know we still have work to do, but with the power of our collective diversity and the support of our fantastic partners, I believe we'll get there.

I invite you to visit [our website](#) for more detail on our strategy, and to follow our progress.

## 2023 Highlights:



**2.85m**  
lives impacted



**Zero**  
waste achieved at our Millicent Mill



**307.6**  
tonnes of new, fossil-fuel based plastic reduced or avoided



**30.5%**  
emissions reduction achieved, towards our 2030 goal of 50%

# Better Products

## Innovating for more sustainable products

Kimberly-Clark has a proud heritage of innovation, and we work every day to deliver products that consumers love. A key part of this is reducing our environmental footprint.

In 2023 we removed **121 tonnes of plastic** from key products including Huggies nappies and nappy pants and expanded our sustainable offerings with the introduction of innovative new reusable products – Depend Men’s Washable Underwear, and U by Kotex reusable overnight underwear. We also continued to reduce the plastic in our packaging, with some exciting wins over the year.

Many products are wrapped in secondary packaging or bundling, to assist with supply chain logistics and customer requirements. To help reduce plastic, the team at our manufacturing facility in South Australia reduced the thickness of bundling wrap on certain products, which adds up over time, equating to a **62 tonne reduction** every year. We also reduced the plastic going into our Kimberly-Clark Professional Scott toilet paper bundles, saving an additional 12.6 tonnes of plastic each year.

Another way we reduced our plastic packaging footprint was by incorporating recycled content. We’re pleased to share that Viva paper towel and Kleenex toilet paper packaging including the products sold through our Professional business, now include 20% recycled content, which helps **save over 100 tonnes of virgin plastic** each year.



Play Depends Men’s Washable TV commercial

Many of our other products also launched recycled plastic packaging in 2023:



The outer bags and inner wraps of U by Kotex period pads now contain 30% recycled plastic content, saving 22.5 tonnes of virgin plastic every year.



Huggies nappy and nappy pant bags now range from 15 – 30% recycled packaging, and we’re aiming to increase that even more by 2025.

# Better Planet

Safeguarding our climate and natural ecosystems

Our sustainable practices support a healthy planet and build stronger communities, to ensure we all thrive for decades to come.



## Over 60 years of sustainable Australian manufacturing

We're proud to be one of the largest manufacturers in regional South Australia, and the largest employer in the South-East. With the value of our outputs exceeding \$400 million, we understand that the Mill is important not only to our business, but also to the local community and the South Australian economy more broadly. And so it has been critical, over the many decades in which we've operated in South Australia, to invest in our people, our productivity, and our sustainability programs at this site.

In November we reached a key milestone at our Millicent Mill, achieving **100% landfill diversion** onsite. After hovering at ~98% for the last couple of years we found a solution, partnering with ResourceCo to turn the last 2-3 per cent of our waste material into energy to help power their plant in Adelaide.

We also continue to work towards our decarbonisation goals onsite and reported a reduction of **30.5% in Scope 1 and 2 in 2023** (against our 2015 baseline). To help us achieve our target of 50% reduction by 2030 we're working to partner with government and industry and continuing to explore new energy sources and upgrades.



## Transforming Nappies to Nutrients



In 2022 we proudly launched the Nappy Loop recycling pilot in South Australia, which uses anaerobic digestion to turn used nappies into nutrient-rich compost. An independent report from Australia's National Science Agency (the CSIRO) was released in early 2023 confirming that the process works; the organic matter is being successfully biodegraded, organic carbon is being converted and captured as biogas, and no microplastics remain at the end of the process. The team are working on next steps, including finalising a study into end-uses for the highly valuable Super Absorbent Polymer, which is a key part of nappies as it draws away and stores liquid.

# Better Workplace

Fostering a culture of integrity and belonging

Our ambition is to create a happy, safe and respectful workplace that enables us to deliver on our purpose of Better Care for a Better World. We actively work towards this through our recruitment practices, and the ways in which we support our people and harness their collective diversity.



## Expanding care

Last year we proudly launched our first **Family and Domestic Violence Policy**, an important expansion of current support systems. We also held a webinar with all employees to help raise awareness of this unfortunately prevalent issue. This enabled us to have an open conversation on the stigma often associated with this silent epidemic, how it might present itself and where to go for support.

## Allies and champions

In 2023 we were once again recognised for the fantastic work our team has done for the Rainbow community. Kimberly-Clark New Zealand received their third Rainbow Tick accreditation, showcasing their strong dedication to creating a safe workplace environment for Rainbow (LGBTQIA+) communities. Through a series of internal measures as well as recruitment policy updates, partnership activations and external promotion, the New Zealand team are driving allyship and a commitment to diversity and inclusion. They also launched a Transgender Toolkit - a first for K-C globally and something that exemplifies the company's dedication to treating all employees with respect and care.



# Better Society



## Helping give all babies the best start

For over 30 years we have proudly partnered with Whānau Āwhina Plunket - Aotearoa New Zealand's largest support service for the health and wellbeing of tamariki (children) under-five and their whānau (families). In 2023 we ran a campaign with our Huggies brand and Woolworths supermarkets to drive donations and raise awareness of their critical support service for mothers, babies, and families. We also continued to support their integral service delivery including 6-week and before school check-ups and reached over 20,000 people with our product donations.

In Australia we partner with the Australian Red Cross to support the Baby Hub in Galiwin'ku on Elcho Island, East Arnhem Land.

Staffed predominantly by First Nations workers, Baby Hub provides a safe space of connection, where Yolgnu mothers and babies can access health and wellbeing services. The Hub also runs holistic educational sessions on nutrition and development milestones, as well as health check-ups, playgroup and parenting classes.

In 2023, we donated a year's worth of period and baby care product, new toys and clothes collected during our office Christmas drive, in addition to our regular annual program donation.

## Partnering with changemakers to uplift our communities

We've been operating in Australia for nearly 100 years and in New Zealand for over 30, and throughout this time we've consistently found new ways to make lives better. From creating new categories to starting new conversations, we are constantly working to care for the ever-changing needs of the people we touch at all life stages.

### 2023 Key Impact Measures

**460**

infants and toddlers supported through the Baby Hub program.

**375**

Women and Carers improved confidence and parenting practices from Yolngu and Balanda knowledge\*, approaches, and perspectives.

\*Non-Indigenous

## Fighting Social Stigmas

*Our purpose-led brands have a proud legacy of social impact, not only through the programs we support and the products we donate, but in how we connect with consumers to inspire change.*

In 2023 our Poise brand launched a new campaign to help break the silence and stigma around women's incontinence - a key issue affecting one in three women across ANZ. By providing tools, physiotherapy-led [resources and clear product information](#), the team empowers women to take action and improve their pelvic floor health, whilst connecting them to the right products for their needs. Through these materials and the conversation we created in the media, we reached almost 50 million consumers.

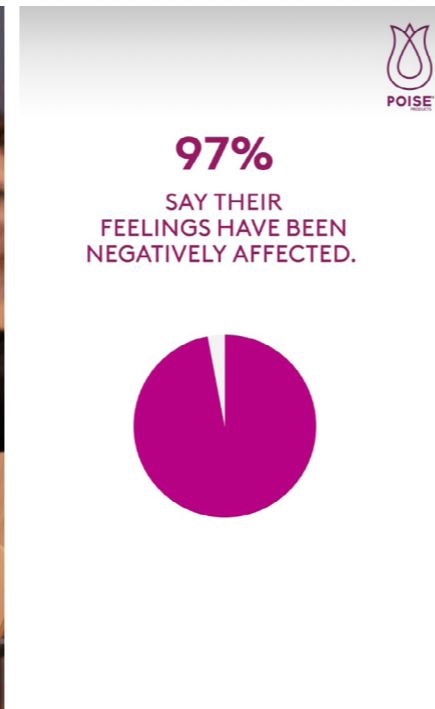
Another critical issue that we have been working on for many years is period poverty, and the taboo that still shrouds menstruation. By partnering with educators and charities such as Share the Dignity, we continue to drive progress in this space.

In 2023 U by Kotex once again supported Share The Dignity's donation drive with Woolworths, which invited shoppers to donate one product pack for every one they bought. Additionally, Woolworths donated 5 cents from every pack sold to Share the Dignity's activities, and U by Kotex Australia matched any \$2 cash donation through Woolworths Online store with a pack donation. **\$175,000 was collected** during the campaign. The New Zealand team also ran the campaign, diverting their support to our long-term partner there - The Period Place.



## Supporting product access in schools

We also continued to support State Government programs that deliver free period products in schools, proudly supplying the Queensland rollout in partnership with Share the Dignity.



## Towards Reconciliation

In 2023 we progressed in our reconciliation journey, launching year one of our Innovate Reconciliation Action Plan (RAP). This RAP sees us detail more specific programs and partnerships for Kimberly-Clark Australia, including the renewal of our long-term partnership with the Galiwin'ku

Baby Hub. In addition to our organisational goals, we're working to get our people more involved in our reconciliation journey, through education sessions, virtual message sharing and cultural immersion opportunities to visit our partners in the Northern Territory.



Find more Kimberly-Clark ANZ sustainability stories on our website

[Read More](#)