



KEEPING AUSTRALIA BEAUTIFUL THROUGH PARTNERSHIPS

Introduction

There is one thing that all Australians can agree on - littering is rubbish! At Keep Australia Beautiful (KAB), we have been working to change littering behaviour for over 40 years. We take a quiet, grassroots approach to making Australia a cleaner place through our network of hundreds of community volunteers – many in regional and rural areas - and partner organisations throughout the country. Our flagship programs such as Tidy Towns, Sustainable Cities, Clean Beaches, and anti-litter consumer campaigns have helped to turnaround attitudes to littering over the past four decades.

Since 2005 we have also been monitoring littering rates in Australia through the Keep Australia Beautiful National Litter Index (NLI). The NLI is Australia's only national, annual, quantitative litter study and is independent, audited research that is endorsed by all governments. We use these results to pinpoint what is and isn't working – advocating change and congratulating communities where progress is being made. The good news is that we are continuing to improve, with a 20% reduction in litter by item and 31% reduction by volume recorded nationally over the past 8 years alone. KAB sees this as a great encouragement to all of us to maintain our efforts.

As the litter experts, KAB also advocates our views to governments, industry and the community on the best way to further reduce litter – in fact, we see this as our duty and a core part of our mandate. By 2021, we would like to see a further reduction of all litter by 20%, and this is already on target to occur under current trends.

In recent times, KAB has attracted criticism both for partnering with business and for advocating our views on litter policy to governments and other stakeholders. KAB is explicitly about partnerships across the whole community, including with businesses large and small. We believe we can achieve better outcomes by working with industry than simply criticising it, and we use the funding provided by companies such as Coca Cola Amatil, and recently Hungry Jack's to greatly expand the reach and impact of our programs.

We also see partnerships as an opportunity to influence business, and are proud of the positive impact we've had on many of our industry supporters. For example, Coca Cola Amatil is now making bottles with 25% less plastic, and using more recyclable packaging than when we first partnered with them. Their support for KAB has also allowed us to place recycling bins in airports, shopping centres, stadia and other public places all around Australia, and fund dozens of community groups to tackle litter and recycling locally.

We're encouraged that environment groups are increasingly partnering with business – including, for example, Clean Up Australia, which receives significant support from McDonalds and other companies. We firmly reject the dated view that partnering with business means a lack of legitimacy. Of course, in our case, we have been criticised specifically because KAB's National



organisation does not support the push for a national drink container deposit scheme, which is advocated by some other environment groups. Our view is based on our long-held and transparent preference for mechanisms that:

- Are holistic. Drink containers only comprise a fraction of the litter stream, and we want to see all litter addressed;
- Are based on positive engagement. We prefer flexible, tailored actions and a partnership approach;
- Drive an anti-litter culture. South Australia leads the country in the least drink container litter, which is fantastic, but it has significantly more litter overall than a non-deposit state like Victoria. KAB aims to change littering behaviour across the board, so we're keen on more holistic solutions;
- Do not damage existing recycling and anti-litter schemes. Numerous studies and the views of experts such as VISY Recycling suggest that introducing deposit schemes where kerbside (yellow top bin) recycling already exists would make kerbside more expensive and could threaten its viability. We prefer initiatives that complement rather than potentially detract from what's already working well.

We are not opposed to container schemes per se, we simply believe that if Ministers are considering options for a national policy to improve packaging recycling and litter rates there are better options on the table. Others are fully entitled to disagree with our position – that's the nature of contested policy debates – but not our sincerity nor our right to advocate.

Despite the criticisms, Keep Australia Beautiful National will hold fast to our founding principles and continue to pursue the kind of practical, grassroots and partnership-based measures that have been so successful in revolutionising attitudes to litter in Australia over the past 40 years. The quote from our founder Dame Phyllis Frost at a KAB launch in 1975 is "If the battle against litter pollution is to be won – we must have [industry] working in co-operation with us." We invite everyone to join us – whether as individuals, community groups, governments or business.

Peter McLean, Keep Australia Beautiful National Chief Executive Officer

Updated February 2014

Option 2b - Industry Packaging Stewardship

It is important to remember that there were 10 options being considered by the Council of Australian Governments (COAG) Standing Council on Environment and Water (SCEW). The Council of Australian Governments (COAG) met on Friday 13 December 2013, and agreed that its Council system should be streamlined and refocused on COAG's priorities. COAG decided that there would be a reduced number of Ministerial Councils. The Standing Council on Environment and Water is not included in the list of Councils to continue under COAG. In future, COAG will meet to discuss water and environment issues when relevant issues present themselves.

CDS is being strongly advocated by some other environment groups, whereas KABNA support option 2b - *Industry Packaging Stewardship*:

A co-regulatory partnership between industry, government and the community which is a product stewardship scheme under the *Product Stewardship Act 2011* (PS Act) based on Australia's Litter Action Plan (ALAP). Under the scheme, an industry product stewardship organisation (co-regulatory arrangement) must meet outcome requirements specified in regulations relating to sustainable packaging design, packaging recycling and litter reduction (**all litter**) for packaged consumer products sold into the Australian market. This approach leverages existing recycling successes and litter prevention frameworks and focuses them at a stronger more measurable level to where they need to be, this includes public place recycling and waste/litter education to where it is needed.

The 10 options are briefly summarized in the below table.

Approach	Option	Summary of option
No new regulation	1	National Packaging and Litter Strategy A nationally coordinated government initiative targeting packaging recycling and litter
Product Stewardship	2a	Australian Packaging Covenant replaced by co-regulatory product stewardship under the <i>Product Stewardship Act 2011</i> (PS Act) An industry run co-regulatory product stewardship scheme under the PS Act to replace the existing Covenant
	2b	Industry Packaging Stewardship An industry run co-regulatory product stewardship scheme under the PS Act based on the Australia's Litter Action Plan proposal developed by companies in the packaging and packaged goods industries
	2c	Extended Packaging Stewardship An industry run co-regulatory product stewardship scheme under the PS Act that goes beyond the commitment from industry groups under option 2b
	2d	Beverage Container Stewardship (new option) A co-regulatory product stewardship scheme under the PS Act that makes the beverage industry responsible for achieving an 80 per cent national beverage container recycling rate by 2025 Reflects stakeholder feedback that beverage containers are a key problem area

	2e	Extended Australian Packaging Covenant (new option)	A co-regulatory scheme modelled broadly on the existing Australian Packaging Covenant with a greater financial commitment from industry Reflects stakeholder support for the current Covenant model
Taxation	3	Advance Disposal Fee	An advance disposal fee on all packaging materials that generates revenue to fund packaging recycling and litter programs
Container deposit legislation	4a	Boomerang Alliance container deposit scheme	A national container deposit scheme proposed by Boomerang Alliance with a ten cent upfront deposit (payable by domestic producers and importers of pre-sealed beverages) and a ten cent refund for redeemed containers
	4b	Centralised container refund scheme	A container refund scheme managed by a single national coordinator which allows consumers to receive a ten cent refund when they return their containers to an approved depot
	4c	South Australian container refund scheme (new option)	A national container refund scheme based on the South Australian scheme which allows consumers to receive a ten cent refund for eligible containers they return to approved depots Reflects stakeholder feedback about the strengths of the South Australian scheme

Australia's Litter Action Plan & Container Deposit Legislation Comparison

A Container Deposit Scheme (CDS) places a deposit fee on top of the retail price of specific types of recyclable beverage containers, and refunds this fee when beverage containers are returned to a recycling facility or reverse vending machine (RVM). RVM give shopping credits for every recyclable beverage container returned¹.

Currently in South Australia, where a CDS has been in place since 1977 to reduce litter, the deposit refund is 10 cents². Currently, Australian consumers use kerbside recycling services to recycle these containers, including South Australians who can choose to forfeit their deposit refund through use of kerbside recycling.

Australia's Litter Action Plan (ALAP) aims to decrease litter such as glass, plastic and aluminium containers by 10% and increase recycling rates of drink containers to 70% recovering 250,000 tonnes of recycled material³. In order to do this, ALAP will extend current recycling into **public places** like stadiums and beaches.

The incentive of ALAP is a 'warm glow' reward. Coined by James Andreoni in 1989⁴, the 'warm glow' incentive of ALAP encourages people to recycle because it is the right thing to do and it

¹ Boomerang Alliance, *The Boomerang Recycle Refund Model*, <http://www.boomerangalliance.org.au/cash-for-containers/123-the-boomerang-recycle-refund-model.html> Accessed 09/09/2013

² South Australian EPA, *Container Deposit Legislation*, http://www.epa.sa.gov.au/environmental_info/waste/container_deposit_legislation Accessed 09/09/2013

³ National Bin Network, *National Bin Network Plan 2011*, <http://nationalbinnetwork.com.au/wp-content/uploads/2012/05/NBN.pdf> Accessed 09/09/2013

⁴ Andreoni, J 1989, 'Giving with Impure Altruism: Applications to charity and Ricardian equivalence.'

makes you feel good to do it. 'Warm glow' is integral to Australia's strong recycling culture and has driven the significant advances achieved in recycling across the last 40 years.

You will be able to receive the 10 cent refund through the CDS by returning⁵:

<p>Under 1 litre only:</p> <ul style="list-style-type: none"> • Flavoured milks • Fruit juices 	<p>Up to 3 litres:</p> <ul style="list-style-type: none"> • Water – still and sparkling • Vitamin drinks • Iced teas • Ciders • Spirit-based beverages • Soft drinks • Sport drinks • Beers/ales/stouts • Alcoholic sodas • Some wine based beverages
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Through ALAP you can dispose of⁶:

<p>To increase recycling:</p> <ul style="list-style-type: none"> • PET beverage containers • Aluminium cans • Glass beverage containers • Paper • Cardboard • Liquid paperboard 	<p>To decrease litter:</p> <ul style="list-style-type: none"> • Cigarette butts • Chewing gum • Food wrappers • Restaurant packaging • Plastic shopping bags • Food containers
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The aim of a national CDS is to remove beverage containers from the litter stream. A CDS only targets beverage containers, ignoring other litter. Plastic beverage containers and cans have the highest volume in the litter stream, but cigarette butts are more common⁷.

CDS	ALAP
<ul style="list-style-type: none"> • Increase recycling - Beverage containers only • Decrease litter stream - Beverage containers only 	<ul style="list-style-type: none"> • Increase ALL streams of recycling • Decrease ALL streams of litter <p>Four focus points:</p> <ol style="list-style-type: none"> 1. Away from home recycling 2. Packaging design for the environment 3. At home recycling 4. Reduction of litter

⁵ South Australian EPA, *Container Deposit Legislation*, http://www.epa.sa.gov.au/environmental_info/waste/container_deposit_legislation Accessed 09/09/2013

⁶ National Bin Network, *National Bin Network Plan 2011*, <http://nationalbinnetwork.com.au/wp-content/uploads/2012/05/NBN.pdf> Accessed 09/09/2013

⁷ Keep Australia Beautiful, *National Litter Index Annual Report 2013*, http://kab.org.au/wp-content/uploads/2012/08/8837_KAB_National-Litter-Index__2012-13_detailed_ed_FINAL.pdf Accessed 09/09/2013

ALAP identifies key areas for focus throughout the entire lifecycle of packaging litter. ALAP reduces raw materials used in production. It will move toward environmentally friendly alternatives, and work toward a zero waste packaging production cycle⁸.

Pros and Cons

CDS - Cost: \$2,125 million. Benefits: \$710 million ⁹	
Pros	Cons
<ul style="list-style-type: none"> • A CDS targets beverage containers, that make up the largest volume of the litter stream (2.15L per 1000m²)¹⁰ • In 2010-11 approximately 47,000 tonnes of beverage containers were returned to the depot in South Australia (there are 110 depots in SA)¹¹ • Through a 5-10 cent financial incentive, recycling is encouraged • In South Australia, the CDS is supported by 98% of people¹² • Charity groups and sports clubs can collect beverage containers to raise needed funds 	<ul style="list-style-type: none"> • All barcodes need to be kept legible in order to collect a deposit refund or use reverse vending machines • If effective, CDS will only decrease litter by 12-15%¹³ • Even with the CDS, South Australia's litter count was 53 items per 1000m² (4.62L), considerably higher than Victoria with no CDS (30 items per 1000m², 3.2L)¹⁴ • A CDS neglects other forms of litter including cigarette butts and cardboard • Bottle caps are not included in the CDS and therefore enter the litter stream • Beverages consumed away from home make up 30% of total consumption, but the refund offered for beverage containers is not enough to offset the inconvenience of having to take containers home to be collected¹⁵ • Eligible items are limited and confusing • 1,900 facilities including reverse vending machines and depots will need to be built¹⁶ • Families need to stockpile their cans and bottles to make a trip to the depot worthwhile • Compromises kerbside recycling

⁸ National Bin Network, *National Bin Network Plan 2011*, <http://nationalbinnetwork.com.au/wp-content/uploads/2012/05/NBN.pdf> Accessed 09/09/2013

⁹ Standing Council on Environment and Water, *Attachment C: Cost benefit analysis report 2011*. <http://www.scew.gov.au/sites/www.scew.gov.au/files/consultations/c299407e-3cdf-8fd4-d94d-6181f096abc8/files/att-c-cost-benefit-analysis-report.pdf>. Accessed 09/09/2013

¹⁰ Keep Australia Beautiful, *National Litter Index Annual Report 2012/2013*. http://kab.org.au/wp-content/uploads/2012/08/8837_KAB_National-Litter-Index__2012-

¹¹ South Australian EPA, *Container Deposit Legislation*, http://www.epa.sa.gov.au/environmental_info/waste/container_deposit_legislation Accessed 09/09/2013

¹² Harrison Research, *CDL Awareness & Support Research Report 2012*, Report No. 8498, http://www.epa.sa.gov.au/xstd_files/Container%20deposit/Report/full_CDlrpt.pdf Accessed 09/09/2013

¹³ Boomerang Alliance, *Briefing Note: Container Deposits Legislation 2009*, <http://www.boomerangalliance.org.au/images/pdfs/ba%20briefing.pdf> Accessed 09/09/2013

¹⁴ Keep Australia Beautiful, *National Litter Index Annual Report 2012/2013*. http://kab.org.au/wp-content/uploads/2012/08/8837_KAB_National-Litter-Index__2012-13_detailed_ed_FINAL.pdf Accessed 09/09/2013

¹⁵ EPHC Beverage Container Working Group, *Beverage Container Investigation 28 April 2010*, pg. 10 <http://www.pca.org.au/site/cms/documents/00760.pdf> Accessed 09/09/2013

¹⁶ Standing Council on Environment and Water, *Attachment C: Cost benefit analysis report 2011*. <http://www.scew.gov.au/sites/www.scew.gov.au/files/consultations/c299407e-3cdf-8fd4-d94d-6181f096abc8/files/att-c-cost-benefit-analysis-report.pdf>. Accessed 09/09/2013

Australia's Litter Action Plan (ALAP) – Cost: \$554 million. Benefits: \$503 million¹⁷	
Pros	Cons
<ul style="list-style-type: none"> • ALAP targets all forms of recyclables and litter, not just drink containers • Works off current recycling programs • Additional bins will only be placed where costs and benefits of having them in that area have been evaluated • 30,000 new recycling bins will be placed in targeted public places¹⁸ • Will improve recycling of drink containers to 70%¹⁹ • Has a detailed, four point plan to increase recycling and decrease littering by 2016²⁰ • Pilot projects have already been successful in multiple states • Through convenience, recycling is encouraged • There is no need to store and preserve recyclables • Creates anti-litter culture through positive behaviour change • Is flexible enough to apply to all communities • Ready to introduce now at no cost to government • Doesn't compromise kerbside recycling 	<ul style="list-style-type: none"> • Charity and community groups cannot collect beverage containers for fundraising although community grants will be available to encourage recycling and clean up in litter hot spots • 'Warm glow' incentive not enough for the most careless litterers, but further support will be provided to litter hot spots to target more ingrained litter behaviours • Bins need to be maintained and emptied by usual council staff in centres and venues where installed, maintenance costs are not covered in the ALAP proposal • Risk of contamination of recyclable materials through broken glass and confusion regarding what can and cannot be recycled • Maintains the recycling divide between South Australia, Northern Territory and the rest of Australia • Further education only reaches those willing to listen

The CDS ignores litter other than beverage containers while ALAP directly address the litter stream through their National Litter Plan (NLP). The NLP aims to reduce litter by 10% in volume by 2016 and 20% in 2021. The NLP will invest \$5 million per year in a behaviour change program to create an anti littering culture.²¹

¹⁷ Standing Council on Environment and Water, *Attachment C: Cost benefit analysis report 2011*. <http://www.scew.gov.au/sites/www.scew.gov.au/files/consultations/c299407e-3cdf-8fd4-d94d-6181f096abc8/files/att-c-cost-benefit-analysis-report.pdf>. Accessed 09/09/2013

¹⁸ National Bin Network, *National Bin Network Plan 2011*, <http://nationalbinnetwork.com.au/wp-content/uploads/2012/05/NBN.pdf> Accessed 09/09/2013

¹⁹ National Bin Network, *National Bin Network Plan 2011*, <http://nationalbinnetwork.com.au/wp-content/uploads/2012/05/NBN.pdf>

²⁰ National Bin Network, *National Bin N Accessed 09/09/2013etwork Plan 2011*, <http://nationalbinnetwork.com.au/wp-content/uploads/2012/05/NBN.pdf>

²¹ 21 National Bin Network, *National Bin Network Plan 2011*, <http://nationalbinnetwork.com.au/wp-content/uploads/2012/05/NBN.pdf> Accessed 09/09/2013

ALAP will improve away from home recycling, making it as easy and convenient as at home recycling, while, educating people on what can actually be recycled at home and the risk of recycling contamination.²²

People are deterred from recycling away from home because it is not convenient. Drink consumption away from home is estimated at 30% of total consumption, which is the equivalent of 320,000 tonnes per year.²³

People often look for a place to recycle, but a CDS does not offer a solution.²⁴ ALAP will install 30,000 new recycling bins in Australia by 2016. This will increase the recovery of recyclables to 150,000 tonnes.

Support for CDS in South Australia

In South Australia the CDS is supported by 98% of people.

- 92% of people believe the CDS is effective in reducing recyclable containers going to landfill
- 97% believe it reduces litter in South Australia
- 98% believe the CDS encourages the recycling and reuse of drink containers²⁵ (It's important to note that no current CDS results in containers being reused, this hasn't been the case for 3 decades.)

Support for ALAP

A survey in 2009 found that Australians (excl. SA) embraced the alternatives to a CDS like Australia's Litter Action Plan when they were explained

- 68% preferred alternative recycling schemes such as ALAP
- The inconvenience of collecting drink containers turned people off the idea of a CDS
- The straightforward nature of ALAP appealed to people²⁶
- People were attracted to the idea of extending the tried and trusted kerbside recycling services

Recycling in Australia²⁷

- The overall recycling rate in Australia has increased from 39% in 2003 to 63.1% in 2011
- In 2011 there was 36.4% less packaging waste going to landfill

²² National Bin Network, *National Bin Network Plan 2011*, <http://nationalbinnetwork.com.au/wp-content/uploads/2012/05/NBN.pdf> Accessed 09/09/2013

²³ EPHC Beverage Container Working Group, *Beverage Container Investigation 28 April 2010*, <http://www.pca.org.au/site/cms/documents/00760.pdf> Accessed 09/09/2013

²⁴ Harrison Research, *CDL Awareness & Support Research Report 2012*, Report No. 8498, http://www.epa.sa.gov.au/xstd_files/Container%20deposit/Report/full_CDlrpt.pdf Accessed 09/09/2013

²⁵ Harrison Research, *CDL Awareness & Support Research Report 2012*, Report No. 8498, http://www.epa.sa.gov.au/xstd_files/Container%20deposit/Report/full_CDlrpt.pdf Accessed 28/10/2013

²⁶ UMR Research Pty Ltd. (2009). *Public Perceptions of Container Deposit Legislation and Alternative Recycling Schemes*, <http://www.afgc.org.au/media-releases/1521-when-told-the-facts-the-community-rejects-container-deposits-as-expensive-and-inconvenient.html> Accessed 09/09/2013

²⁷ Planet Ark. (2012). *Second Nature – Recycling in Australia*, <http://recyclingweek.planetark.org/documents/doc-876-second-nature-report-2012-11-07-final.pdf> Accessed 09/09/2013

- 93% of plastic bottles and containers recycled through kerb-side systems
- In 2009, over 91% of Australians used the kerbside recycling services
- Only 58% of people sometimes keep refundable containers when out to take home and recycle
- 95% of Australian households recycled or reused paper products
- 94% recycled plastic bottles
- 93% recycled glass
- 91% recycled cans
- 90% recycled plastic bags
- In 2000, 85% of households recycled paper
- 81% recycled plastic bottles
- 82% recycled glass

Kerbside Recycling

When the CDS started in South Australia, there was no kerbside recycling service.

- 1980s-1990s kerbside recycling was introduced in Sydney and then expanded throughout Australia²⁸
- People in South Australia and states like New South Wales or Victoria think of recycling differently to each other
- Introducing a CDS in Australia would require a complete behaviour change
- Recycling will go from convenient to complicated. With transportation by consumers at their own cost.

To try and combat the number of beverage containers in the litter stream (including plastic, can and glass) a national CDS has been proposed. However, South Australia and the Northern Territory have rates of plastic, glass and metal in their litter streams that are only slightly lower than the national average.²⁹

The expensive infrastructure that would be needed for a CDS in Australia would be excessive³⁰. A financial reward has not encouraged South Australians to recycle at a rate that is better than those recycling for a 'warm glow' reward in other states.

To continue improving rates of recycling and discourage littering, ALAP will use educational tools. Programs like the *Do The Right Thing* campaign from the 80s and 90s is credited as being the most successful behaviour change program in Australian history, with a 70% reduction in litter over that period.³¹ Pilot Project introductions of public recycling bins have used an extended

²⁸ Planet Ark. (2012). *Second Nature – Recycling in Australia*, <http://recyclingweek.planetark.org/documents/doc-876-second-nature-report-2012-11-07-final.pdf> Accessed 09/09/2013

²⁹ Keep Australia Beautiful, *National Litter Index Annual Report 2010/2011/2012/2013*. http://www.kabcnt.org.au/_dbase_upl/110810AnnualReportNLI_01.pdf Accessed 09/09/2013
<http://kab.org.au/wp-content/uploads/2012/08/8837-KAB-NLI-Report-2011-12-Final.pdf> Accessed 09/09/2013

³⁰ Standing Council on Environment and Water, *Attachment C: Cost benefit analysis report 2011*. <http://www.scew.gov.au/sites/www.scew.gov.au/files/consultations/c299407e-3cdf-8fd4-d94d-6181f096abc8/files/att-c-cost-benefit-analysis-report.pdf>. Accessed 09/09/2013

³¹ Hartung, R 2012, 'Forget fines, use peer pressure', *Today*, 14 November, Accessed 23/09/2013, <http://www.todayonline.com/commentary/forget-fines-use-peer-pressure> Accessed 09/09/2013

version of the motto, *Do The Right Thing, Use The Right Bin* to encourage away from home recycling.³²

Away from home recycling Pilots have demonstrated viability of Australia's Litter Action Plan³³

- 75 paper and drink container recycling bins have been installed in Qantas terminals in Sydney, Melbourne, Brisbane and Perth
- These bins are diverting 370 tonnes of bottles and cans from landfill per year
- When RMIT University in Melbourne launched their own away from home recycling system on campus, they saw a 40% increase in the materials that were being recycled
- More than 7,500 new recycling bins have been made available for those visiting public areas. They cover:
 - 98% of airport passengers
 - 55% of higher education staff and students
 - 42% of shopping centre visits
 - 42% of train passengers
 - 69 major sporting stadiums and entertainment venues.

Frequently Asked Questions

Will beverage containers be entirely eliminated from the litter stream?

The CDS only covers beverage containers that are either taken to the depot, or placed in reverse vending machines. Both of these solutions are inconvenient and involve the consumer going out of their way in order to properly dispose of their beverage containers. Therefore there is a risk that the small refund will not be enough of a monetary benefit to discourage the littering of beverage containers. Additionally, a CDS does not include bottle caps, beer cartons or plastic wrapping associated with beverage containers.

To promote overall recycling, not just of beverage containers, ALAP will introduce and extend public recycling bins. This will make away from home recycling easier and more convenient, encouraging people to recycle beverage containers when they are away from home. While there will always be careless people, ALAP makes public recycling as easy as it can be.

What happens to litter not covered by a Container Deposit Scheme?

Litter not included in the Container Deposit Scheme, needs to either be recycled in supplementary recycling schemes such as kerbside systems or will be disposed of as ordinary garbage and not recycled at all. The development of a CDS in Australia would need to be as an additional recycling facility to an already present kerbside recycling system in order to effectively recycle. This would mean that a family's recycling habits would be split between taking cans and beverage containers to a depot, while recycling paper and cardboard at home, or simply putting their container in the kerbside bin and effectively losing their deposit refund.

What happens to litter not covered by Australia's Litter Action Plan?

All forms of recyclables, and all forms of litter are addressed in the ALAP. While Australia's Litter Action Plan focuses mostly on the improvement of recycling rates, it also addresses litter issues

³² Australian Food and Grocery Council, 'Do the Right Thing, Use The Right Bin on the Cairns Esplanade' 9 November 2011, Accessed 23/09/2013, <http://www.afgc.org.au/psf/psf-media-releases/1052-do-the-right-thing-use-the-right-bin-on-the-cairns-esplanade.html> Accessed 09/09/2013.

³³ National Bin Network, *Evidence*, <http://nationalbinnetwork.com.au/evidence/> Accessed 09/09/2013

through the NLP. The NLP targets all forms of packaging litter through education and peer pressure campaigns encouraging people to dispose of litter in the appropriate way.

What about cans and drink bottles you use outside of home?

The proposal for a national CDS includes the concept of reverse vending machines. However these vending machines would most likely be in shopping centre car parks or grocery stores, and would only give vouchers redeemable at a local business. While this is great if you are taking cans from home to the centre to be recycled, the vending machines would not be as available as recycling bins on beaches, sporting stadiums and other public places where rates of drink consumption is high.

Consumers will still need to take these containers home and store them with the barcode intact, until they made a trip to the depot or put them in their kerbside bin and forfeit their deposit refund.

Where will people redeem their 10-cent refund and how far will they have to travel to do so?

To redeem a 10-cent refund on cans and plastic beverage containers, they will need to be taken to a specialised depot for recycling. Sydney and Melbourne are larger than Adelaide, and therefore would need either a proliferation of small depots, or fewer large ones, for example. However, in the city there is little or no space for these depots, they would need to be built outside of the city making the commute to collect the 10-cent refund inconvenient. Setting up CDS redemption infrastructure is very difficult and fraught with practical issues.

How much less litter will there be?

The CDS proposed by the Boomerang Alliance aims to eliminate 11 billion beverage containers from the litter stream³⁴. However, beverage containers make up only 10% of the litter stream.³⁵ A program that only targets this percentage is incomplete and therefore ineffective at decreasing the litter stream.

Who pays for the deposit recycling centres?

The consumer pays for the deposit recycling centres through an increase in the price of beverage containers eligible for the 10 cent refund. Producers of the containers agree to refund that 10 cents if brought to the depot, but the money that isn't claimed, goes into the depot. Even if you are not interested in claiming your 10 cent refund, you are still paying the additional cost.

Who pays for Australia's Litter Action Plan?

The annual \$20 million investment for the National Bin Network is funded by those who create the packaging. It is proposed that the recycling funding of \$15 million per year will be paid by beverage product owners and the \$5 million per year funding for the litter stream will be paid for by brand owners whose products contribute to litter levels.

How do we know it will work?

More than 300 glass and 'away from home' recycling projects have been introduced in VIC, TAS, NSW, WA and QLD. Each program has demonstrated success in increasing awareness of recycling and the rate it occurs.

Who benefits from Australia's Litter Action Plan?

The whole community benefits from Australia's Litter Action Plan through the installation of additional recycling and rubbish bins, the litter stream will decrease, making public spaces

³⁴ Boomerang Alliance, *Container Deposits: FAQs 2009*, <http://www.boomerangalliance.org.au/images/pdfs/container%20deposits%20faqs.pdf> Accessed 09/09/2013

³⁵ Keep Australia Beautiful, *Statement on Litter Reduction Methodologies*, <http://kabnsw.org.au/keep-australia-beautiful-nsw-statement-on-litter-reduction-methodologies/> Accessed 09/09/2013

cleaner and more enjoyable. Due to increases in recycling, landfill demands will decrease, reducing the costs of landfill to governments, which reduces the costs of kerbside recycling services to households. Community groups will have access to funding to clean up local litter hot spots and to introduce necessary education to keep these areas clear of litter.

Does the proposed funding cover maintenance of bins?

The funding proposed covers the initial cost of installing the bins and bins have an expected life span of 10-20 years. While councils and businesses will be required to maintain and empty these bins, the savings in landfill costs should offset the costs of maintaining the additional bins as the cost of recycling is cheaper than landfill.

Why can't we run a CDS side by side with other schemes?

The cost of a CDS alone is extensive and to pair this with another scheme to completely combat litter would be exceptionally expensive. Implementing a cost efficient scheme to singularly address recycling and littering issues is a more effective and economic approach.

I thought SA had the lowest litter in Australia?

Research shows that South Australia does not have the lowest litter by volume or items.³⁶ Victoria has the lowest litter rates.

Is the cost of Beverage Containers in SA more than other states?

Retailers determine the final retail prices of beverages. Increasingly, national retailers are charging more in SA and the NT especially for multipacks. For many years many companies applied national pricing policies, meaning that all Australian consumers were paying the extra cost to run these schemes in the NT and SA.

³⁶ Keep Australia Beautiful, *National Litter Index Annual Report 2012/2013*.
http://kab.org.au/wp-content/uploads/2012/08/8837_KAB_National-Litter-Index__2012-13_detailed_ed_FINAL.pdf Accessed 09/09/2013

Appendix 1:

Option 2b – Industry Packaging Stewardship

Brief description:

Option 2(b) is essentially an industry funded packaging stewardship scheme that builds on progress achieved to date (particularly through the Australian Packaging Covenant), and targets the biggest areas of opportunity for improvement – namely further reducing litter and increasing away from home recycling for all packaging materials. (Away from home recycling covers sports grounds, shopping strips, shopping centres, malls and also small commercial and industrial establishments.)

KAB believes Option 2(b) is a credible recycling and litter reduction approach with great potential and relatively modest costs (with no cost to the community). We see it as an opportunity to build on the current targeted local and regional projects KAB and others have undertaken with much success over the past few decades and apply this practical knowledge on a national scale. It is consistent with the KAB history and culture of acknowledging the shared responsibilities of community, business and government. It also responds to our expectation that industry should lift their product stewardship sights with their products, without shifting large costs to the community. This is based on positive engagement and aims to leverage Australians' 'love of doing the right thing', which is something KAB fully supports.

Option 2b also has an inherently broad and expandable scope, consistent with COAG's stated focus on all packaging material that can be recycled and is in the litter stream, rather than just one narrow type of packaging. KAB sees greater potential for a flexible initiative like Option 2(b) to be potentially adapted in the future to tackle other emerging priority issues and opportunities in the litter and recycling space.

- Industry funded plan, proposed by members of the packaging and beverage industry;
- Additional investment comprising \$20m per year over 5 years, with further funding as necessary to achieve targets;
- Will increase total beverage container recycling to 70% over 5 years and 80% over 10 years, and reduce packaging litter volumes by 10% over 5 years and 20% over 20 years;
- Focused investments on largest improvement opportunities, namely increasing away from home beverage recycling and reducing all packaging litter;
- Funding to be split between a major expansion of public place recycling infrastructure (bins, signage), glass recycling infrastructure supporting education / public engagement (\$15 m per annum) and targeted anti-litter strategies focused on hot spots, education and enforcement (\$5 m per annum);
- COAG's cost/benefit analysis found Option 2(b) would have a net cost of \$51 m compared to the net cost of CDS of \$1,414 - \$1,761 m.
- Option 2(b) would generate 4.264m tonnes of recycling compared to the 4.313m tonnes generated by CDS (i.e generated by CDS (i.e a 52,000 difference) and deliver similar litter benefits to a CDS, at 27 times less cost.