CONTAINERS FOR CHANGE
SOCIAL ENTERPRISE ENGAGEMENT PLAN

AUGUST 2020

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Custodians of the land upon which we live and work, and pay our respects to their Elders past, present and emerging.

We recognise the practice of intergenerational care for Country and its relevance to our work.

We seek to listen, learn and build strong partnerships.

We aim to provide genuine opportunities for Aboriginal and Torres Strait Islander peoples in Western Australia through the container deposit scheme, Containers for Change.

WHO WE ARE

WESTERN AUSTRALIA RETURN RECYCLE RENEW

Western Australia Return Recycle Renew Limited (WARRRL) is the not-for-profit organisation created to establish and operate Western Australia's container deposit scheme (Scheme), Containers for Change.

WARRRL is proud to be the Scheme Coordinator of WA's CDS, Containers for Change. In May 2019, the Western Australian Minister for the Environment appointed WARRRL to the office of Coordinator of the Scheme under s. 47X of the *Waste Avoidance and Resource Recovery Act 2007*.

At WARRRL we believe there is a way to recycle containers that positively impacts individuals, communities, and the environment. Our purpose is to empower Western Australians to recycle more containers, helping build pride in the places we live and the ways we live.

VISION FOR 2023

A Western Australia that recycles, is free from beverage container litter, and empowers community participation in the circular economy.

FUNCTIONS OF THE COORDINATOR

The functions and obligations of the Coordinator are set out in s. 47Z of the *Waste Avoidance and Resource Recovery Act 2007*, corresponding to the Regulations and Reporting Code, the WA Container Deposit Scheme: Scheme Coordinator Deed **(State Deed)** and Letter of Appointment.

OVERVIEW

OVERVIEW

BACKGROUND

The Western Australian container deposit scheme, Containers for Change, is commencing 1 October 2020. Containers for Change will provide an incentive for members of the public to collect and return containers for recycling, in exchange for a 10-cent refund amount.

PURPOSE

The Social Enterprise Engagement Plan (**the Plan**) outlines how WARRRL promotes participation of Social Enterprises in the Scheme and, more specifically, explains how the Scheme will provide these organisations with new enterprise, job creation and fundraising opportunities.

It is the intention of WARRRL that this Plan will be updated on an ongoing basis as the Scheme grows and develops and based on feedback received from Government and Social Enterprise Organisations.

Obtaining the engagement, participation and support of the Social Enterprise sector will be critical to the Scheme's success. Engagement, participation and support will manifest in myriad ways – as contracted network participants; donation locations or Containers for Change scheme ID holders; through partnerships with refund points; fundraising promotional activity and participation in Containers for Change community events.

OVERVIEW

ALIGNMENT WITH THE OBJECTIVES OF THE SCHEME

This Plan's alignment with the achievement of the Objectives of the Scheme that have been adopted by WARRRL is highlighted below.

OBJECTIVE 1
Increase the **recovery** and **recycling** of empty beverage Containers

OBJECTIVE 2
Reduce the number of empty beverage Containers that are **littered** or disposed of to **landfill**

OBJECTIVE 3
Ensure that **first responsible suppliers** of beverage products take product stewardship responsibility in relation to their beverage products

OBJECTIVE 4
Provide opportunities for **social enterprise** and benefits for **community organisations**, through participation in the container deposit scheme

OBJECTIVE 5
Create opportunities for **employment**

OBJECTIVE 6
Complement existing collection and recycling activities for recyclable waste

OVERVIEW

ALIGNMENT WITH SCHEME COORDINATOR FUNCTIONS

How this Plan will contribute to the delivery of the Scheme Coordinator functions is outlined in the table below.

No.	Functions	Performed as part of this Plan
1	Establish a network of Refund Points through contracts and manage those contracts	N/A
2	Establish or operate Refund Points if coverage targets are not met, until an appropriate operator is identified	N/A
3	Ensure all containers collected by Refund Point Operators or recovered by MRFs that claim the Scheme's refunds are reprocessed or recycled, preferably in Australia	N/A
4	Ensure arrangements are in place for collection, transport, sorting, processing, verification and recycling of Containers	N/A
5	Ensure the costs of the the Scheme are paid by Beverage Suppliers	N/A
6	Determine the amounts payable under the Scheme (by Beverage Suppliers and to Refund Point Operators and MRFs)	N/A
7	Provide rebates to Beverage Suppliers of the Scheme charges for the containers exported from Western Australia	N/A
8	Establish and maintain a database of eligible Container approvals and Supply Agreements	N/A
9	**Raise and maintain public awareness of the Scheme before and after Scheme commencement, educate the public on how the Scheme operates and publicise the location of Refund Points**	✓
10	Receive and deal with complaints relating to the Scheme from public and Scheme participants (i.e. Collection Network operators, Beverage Suppliers, Retailers, MRFs and local government)	N/A
11	Obtain accurate data on recycling rates for beverage Containers prior to the commencement of the Scheme and throughout its operation, and report the data to State Government, in order to measure the outcomes of the Scheme	N/A
12	Reporting against key performance indicators and other data as required in the Conditions of Appointment	N/A
13	Any other functions given under the WARR Act, regulations or another Act	N/A

CFC & WARRRL – Social Enterprise Engagement Plan, August 2020

OVERVIEW

ALIGNMENT WITH REPORTING REQUIREMENTS

As scheme coordinator, WARRRL must report against the prescribed Reporting Code. As agreed with scheme regulator, the Department of Water and Environmental Regulation (DWER), this Plan specifically relates to two key reporting code obligations, each to be reported annually in WARRRL's annual report and published on the scheme coordinator website:

- **A13**: Total aggregated payments to social enterprises for CDS services, including a breakdown by region for the reporting period.

- **A14:** The number of customer scheme accounts that are registered to social enterprises. Total aggregated payments to social enterprises through customer scheme accounts for the reporting period.

To meet reporting obligation A13, WARRRL will report on all handling fees and any other relevant payments made to contracted network partners (refund points, processing providers, logistics providers) that are social enterprises. WARRRL will publish these statistics in aggregate and also via region.

To meet reporting obligation A14, WARRRL will report the number of Containers for Change scheme ID accounts registered to social enterprise; and the total dollar amount of donations made to those social enterprise Containers for Change scheme ID accounts. Containers for Change scheme ID account holders self-identify as social enterprise upon registration.

WARRRL will combine its efforts across social enterprise engagement; public awareness and education; refund point operations, procurement and development; and more to ensure the scheme is providing maximum benefit and opportunities for inclusion across the network.

OVERVIEW

KEY ACTIVITIES

WARRRL recognises that effective engagement with Social Enterprise and community organisations will be key to the Scheme's success and, to this end, has undertaken and will continue to undertake a suite of key activities.

WARRRL's engagement pursuits focus on activities that have been either effective in driving participation and engagement in other jurisdictions, and use these learnings to promote Social Enterprise engagement with the WA Scheme, or identified as missed opportunities in other jurisdictions that the WA CDS can innovate and execute.

Ensuring Social Enterprise engagement, participation and support of the Scheme will primarily be achieved through the following key activities:

- Pre-procurement survey of Social Enterprises and Community Groups via peak bodies to determine readiness and barriers to entry that could be addressed by WARRRL to ensure maximum possible participation

- Inclusive procurement process
    - Public access online Registration of Interest portal (registering interest to become a Scheme network participant)
    - Industry Information Sessions held across Western Australia, including through Social Enterprise peak bodies and specific for the non-profit sector
    - Promotion of procurement processes and information sessions:
        - Print
        - Social media
        - Electronic direct mail
        - Via peak bodies
    - Facilitating Containers for Change Queensland site tours for interested potential and contracted network participants
    - Ongoing engagement to encourage participation when 'gaps' in the network appear over the life of the Scheme

- Appointment of Contract Managers whose work, in addition to contract compliance, is to support and remove barriers to Social Enterprise participation in the scheme as a contracted network partner

OVERVIEW

KEY ACTIVITIES

See **Public Education and Awareness Plan** for other applicable key activities, including but not limited to:

- Refund point training and provision of best practice models to
    - provide support and information to assist in mobilisation and 'business as usual' activities
    - encourage and facilitate refund point partnerships with Social Enterprise and community organisations
- Provision of creative asset toolkits for refund points, including community group partnership assets
- Community Organisation fundraising support
    - Fundraising blueprint and toolkit of creative assets to amplify fundraising activities
    - Containers for Change community competition
- Containers for Change scheme ID – enabling fundraising and public awareness of Community Organisation participation
- Community engagement events
- Development and delivery of a customer-centred website that promotes Community Organisations active in the Scheme (refund points and fundraisers)
- A through-the-line advertising campaign including:
    - Television advertising – metropolitan, regional and catch-up;
    - Radio advertising;
    - Online (including social media and search optimisation);
    - Print media; and
    - Culturally and linguistically diverse (CALD) and Aboriginal and Torres Strait Islander media.
- Branding and marketing activities and support, including support for refund point operators and Community Organisations
- Proactive and positive public relations campaign.

SUPPORTING DOCUMENTS

APPENDICES

Appendix A: WARRRL Procurement Report, June 2020

SUPPORTING DOCUMENTS

WARRRL – Strategy 2020-2021

WARRRL – Containers for Change Public Education and Awareness Plan

WARRRL – Aboriginal and Torres Strait Islander Communities and Remote Communities Engagement Plan

DWER – Reporting Code: Reporting requirements for the Coordinator

SOCIAL ENTERPRISES

SOCIAL ENTERPRISES

IDENTIFICATION OF SOCIAL ENTERPRISES

WARRRL views the following organisations as Social Enterprises:

- **Community groups:** Groups with a common interest or passion that promote the welfare of environment or community;

- **Not-for-profit (NFP) organisations and charities:** Organisations that provide services to the community, do not operate to make a profit and reinvest all of their profits into the services they provide. A charity is a type of NFP organisation that collects money or goods from the public for charitable purposes and must follow strict rules and regulations; and

- **Social enterprises:** For-profit businesses with an altruistic social, environmental and cultural mission that benefits the community and reinvests the majority of its profit into fulfilling its mission. Many Aboriginal organisations fall into this category.

The below is a snapshot of some of the types of organisations WARRRL classifies as 'Social Enterprises' for the purpose of this Plan and associated activities.

PARTICIPATION AND ENGAGEMENT OPPORTUNITIES

CFC & WARRRL – Social Enterprise Engagement Plan, August 2020

PARTICIPATION AND ENGAGEMENT OPPORTUNITIES

The Scheme creates significant commercial and fundraising opportunities for Social Enterprises. Headline opportunities are outlined below.

OPPORTUNITY	DESCRIPTION	SUPPORT PROVIDED BY WARRRL
Operate a Refund Point, and/or become a Processing Provider or Logistics Provider	Social Enterprise Organisations may operate Refund Points, become a Processing Provider or Logistics Provider. • This provides the opportunities for social enterprises and community groups to undertake commercial operations that support their organisation, while supporting their social enterprise mission. • The operators will receive a commercial fee for service - i.e. Handling Fee, Processing Fee or Logistics Fee. • When operating Refund Points, Social Enterprise Organisations also have an opportunity to directly seek the gift of Containers from their consumers, providing additional opportunities to generate revenue.	• WARRRL's procurement strategies and activities continue to be inclusive of Social Enterprise, through means such as setting Evaluation Criteria that reflect many Social Enterprise operations, and direct marketing activities • Provide all Refund Point operators with a best in class IT Platform and technical support to remove barriers to participating in the Scheme • Reduce Refund Point Operator working capital imposts (which can be an operational barrier for Social Enterprise), by the Scheme Coordinator making timely payment of Refund Amounts directly to consumers through the IT Platform (Scheme ID).

PARTICIPATION AND ENGAGEMENT OPPORTUNITIES

The Scheme creates significant commercial and fundraising opportunities for Social Enterprises. Headline opportunities are outlined below.

OPPORTUNITY	DESCRIPTION	SUPPORT PROVIDED BY WARRRL
Operating a Donation Point	Donation Points are sites where consumers may return their containers, with the refund amount "gifted" to the Donation Point operator. • Community Organisations will be provided the opportunity to operate Donation Points in the form of either temporary or permanent site or location. • The Donation Point receives the Refund Amount for containers donated – i.e. 10 cents per container.	• Refund Point Operators are encouraged by WARRRL to make donation cages or bins available to Social Enterprise Organisations and Community Groups, together with transport and logistics services, to support the operation of donation points or community collection drives. • Refund Point Operators are encouraged to provide these services for free, or at the most on a cost-recovery only basis. • Refund Point Operators have been trained, and provided collateral, to support Donation Point partners • Donation Points are key to a Refund Point's success as volume equals revenue equals profit. The diversity of WA's Scheme means that Refund Points are in competition for Donation Point partnerships and this competitive market provides Social Enterprise and community groups with superior bargaining power. • WARRRL provides Social Enterprise and community groups with a fundraising toolkit of creative assets (such as posters and social media tiles) and fundraising blueprint to amplify fundraising efforts and a Group's promotional and engagement activities.

PARTICIPATION AND ENGAGEMENT OPPORTUNITIES

The Scheme creates significant commercial and fundraising opportunities for Social Enterprises. Headline opportunities are outlined below.

OPPORTUNITY	DESCRIPTION	SUPPORT PROVIDED BY WARRRL
Receiving donations via the WARRRL point of sale system – the Containers for Change Scheme ID	Social Enterprises and community groups registered with Containers for Change will be able to receive donations from consumers returning containers at Refund Points. • The consumers forfeit their refund amount, and, using the Containers for Change Scheme ID system, direct their refund amount to a listed charity or social enterprise.	• Through the IT Platform point of sale system, WARRRL will provide the opportunity for Social Enterprises and community groups to benefit from consumers participating in the Scheme and donating their refund amount, without the need for any investment. • WARRRL's Containers for Change WA website will allow Social Enterprises and community groups to register to be a partner of the Scheme and be linked to the point of sale system.
Container collection drives	Social Enterprises can organise collection drives at an event or location, such as a fete, community carnival, school, business or church, with the objective of getting the local community to deposit their eligible containers in cages or bins made available at the event.	• Refund Point Operators are encouraged by WARRRL to make donation cages or bins available to Social Enterprise Organisations and Community Groups, together with transport and logistics services, to support the operation of donation points or community collection drives. • WARRRL provides Social Enterprise and community groups with a Containers for Change fundraising toolkit of creative assets (such as posters and social media tiles) and fundraising blueprint to amplify fundraising efforts and a Group's promotional and engagement activities.

PARTICIPATION AND ENGAGEMENT OPPORTUNITIES

The Scheme creates significant commercial and fundraising opportunities for Social Enterprises. Headline opportunities are outlined below.

OPPORTUNITY	DESCRIPTION	SUPPORT PROVIDED BY WARRRL
Corporate partnerships	WARRRL will encourage businesses and their staff to support the container collection (donation) activities of Social Enterprises. This will provide Social Enterprise with another opportunity to fundraise.	• WARRRL provides Social Enterprise and community groups with a Containers for Change fundraising toolkit of creative assets (such as posters and social media tiles) and fundraising blueprint to amplify fundraising efforts and a Group's promotional and engagement activities. • WARRRL will develop and execute a commercial engagement strategy that enables Scheme participation, builds trust and improves the Scheme's commercial and community reach

SCHEME BENEFITS FOR SOCIAL ENTERPRISE

SCHEME BENEFITS

The introduction of the Scheme in Western Australia provides myriad opportunities for Social Enterprise to generate additional funds, improve social licence, generate positive media exposure and more.

Eligible beverage containers will have a redeemable monetary value, creating opportunities for Social Enterprises to collect containers and generate funds.

FUNDRAISING

The Scheme will provide numerous opportunities for Social Enterprise to fundraise for their primary activities or objectives. Eligible beverage containers will have a redeemable monetary value, creating opportunities for Social Enterprise to collect containers and generate funds.

Please see **Public Education and Awareness Plan** for further details pertinent to fundraising through the Scheme:

- Containers for Change website information

- Containers for Change Scheme ID

- Containers for Change community group fundraising blueprint and toolkit

- Containers for Change community competition

- Supporting Refund Point-Community Group partnerships

SCHEME BENEFITS

COMMERCIAL OPPORTUNITIES

The Scheme provides Social Enterprises with the opportunity to diversify their commercial offering, whether existing or new, in order to improve their fiscal viability.

Partnering with WARRRL also means these entities benefit from partnering with a reputable recycling non-profit.

Commercial opportunities provided through the Scheme also result in:

- Job creation
  - The Scheme emphasises creating employment opportunities for specific local demographics, namely, people living with disability, Aboriginal and Torres Strait Islander peoples and the long-term unemployed
  - Refer to WARRRL's Strategy 2020-2021 and the Scheme's Reporting Code for further information

- Training and upskilling opportunities for new and current staff

- Improved marketing and awareness outcomes for network participants through leveraging WARRRL/Containers for Change's extensive public education and awareness campaigns, including advertising

- The revenue received from being a contracted Scheme network participant may be used to offset the costs of a Social Enterprise or Community Organisation's primary operations, which may be unprofitable.

RUNS ON THE BOARD

AUGUST 2020

CFC & WARRRL – Social Enterprise Engagement Plan, August 2020

RUNS ON THE BOARD

WARRRL's procurement and community engagement activities to date have already netted some wins, including:

ACTIVITY	ACCOMPLISHMENTS
Procurement	30 state-wide industry information sessions, with attendees representing various potential operators, including social enterprise. • WARRRL held three specific social enterprise centred industry information sessions – two webinars with the state-wide network of Community Resource Centres (August 2019); and WARRRL also teamed with peak body, Shelter WA, to hold an industry information session for social enterprises in October 2019. • Attendees at the calendar of state-wide in-person industry information sessions comprising: 16% social enterprises, 15% local government and 30% businesses (39% undisclosed). The establishment of the most diversely operated container deposit scheme in Australia: • 36% of refund point sites are set to be operated by social enterprise • 9% of refund point sites are set to be operated by Local Government; and • 55% of refund point sites are set to be operated by commercial business, including a large percentage of small to medium sized entities. All Containers for Change Refund Point Operators in the Kimberley are Aboriginal organisations. WARRRL is working with 12 Aboriginal Corporations to ensure a service to all Wester Australians in rural and remote areas as well as the metropolitan area.

RUNS ON THE BOARD

ACTIVITY	ACCOMPLISHMENTS
Refund Point training, support and communications	**TRAINING** In February 2020, WARRRL hosted a two-day induction event for all Refund Point, covering all training and topics needed to successfully mobilise and operate a refund point, including how to best partner with Social Enterprises and community groups. WARRRL completed additional refund point training across July, August and September 2020 through weekly webinars covering all essential subjects necessary for successful mobilisation and operations, including (but not limited to): • creating connections; commercial and community groups (creating social licence and driving redemption); • best bang for your buck: marketing tips and tricks; • finding strength and stability through staff diversity; • customer creation and retention: minimising effort, maximising reward (customer experience, best practice sites, contact centre, handling complaints); and • Kart Koort Wiern: cultural awareness training; **THE GREEN GUIDE** WARRRL delivered the first ever Green Guide to Refund Point Operators in July 2020. The Green Guide is a handbook on how to become a successful and profitable recycling partner. The Green Guide takes results from significant customer experience research undertaken by the Scheme in the last quarter of 2019, together with learnings from the most successful Containers for Change operators, drawing out best practice and the most useful advice, and distils this knowledge into one comprehensive guide. The Green Guide also comprehensively covers best practice partnership arrangements between a Refund Point and Social Enterprise or community group. **REFUND WRAP** WARRRL also communicates with its network of RPOs through its weekly 'Refund Wrap' e-newsletter, keeping operators up to date with all pertinent mobilisation information and supports.

RUNS ON THE BOARD

ACTIVITY	ACCOMPLISHMENTS
Containers for Change Scheme ID and website	Containers for Change includes a Scheme ID facility which enables individuals and community groups to register and thereby enable a 'virtual donation' capability. In addition to Scheme ID sign-up, the new Containers for Change website features: • A charity look-up facility so the public can search for their favourite charity/community group. If that group has registered for a Scheme ID it will appear in the search results and the customer can donate their container refund to the registered charity via their unique Scheme ID at any refund point across the state
Fundraising Blueprint and Toolkit	Through the new Containers for Change website charities and community groups can access a community group blueprint and toolkit of creative assets to successfully enable fundraising activities.
Community information sessions	At Scheme launch on 1 October, WARRRL will have delivered over 50 in-person and online Containers for Change community information sessions, with total registered attendee figures of well over 3,000. WARRRL will have delivered multiple in-person Containers for Change community information sessions in each region of Western Australia. Approximately 65% of attendees attended on behalf of a Social Enterprise or community group, with strong messaging and information being delivered regarding fundraising opportunities. In addition, a Containers for Change pre-launch fundraising flyer was circulated to attendees and to all 5,000+ Containers for Change WA Facebook followers.

APPENDICES

APPENDIX A

WARRRL PROCUREMENT REPORT
JUNE 2020

CONTAINERS FOR CHANGE

PROCUREMENT ACTIVITIES SUMMARY / 23 JUNE 2020

BACKGROUND

In May 2019, WARRRL was appointed scheme coordinator of Western Australia's new container deposit scheme, later branded Containers for Change.

In order to meet its legislated and regulated obligations, as well as the initial timeframe (2 June 2020 original launch date), WARRRL commenced procurement for network participants in July 2019.

The following is a summary of WARRRL procurement activities, promotion, outreach and results.

TIMELINE

Major milestones prior and during procurement phase

Date	Event	Details
14 May 2019	WA Return Recycle Renew Ltd (WARRRL) appointed by the Minister of Environment as Scheme Coordinator.	WARRRL began to mobilise as an organisation, onboarding its first employees.
14 May – 25 July 2019	WARRRL staff directly contacted hundreds of industry players to inform of the scheme and opportunity to apply to become a Refund Point.	WARRRL had over 440 entities on its contact list for potential network participants. Direct outreach also occurred post 25 July as needed and allowed during probity.
18 July 2019	Scheme launch date of 2 June 2020 and name of scheme, Containers for Change, announced by the Minister.	WARRRL established the procurement project timeframe required to meet the Minimum Network Standards by launch.
26 July 2019	Registration of Interest to become a network participant opened.	WARRRL opened online registrations for those interested in becoming a Refund Point, Logistics Provider and/or Processing Provider on its website.

August – October 2019	Owned and social media spend advertising industry information sessions (procurement) and Refund Point applications timeline.	Metro and regional newspaper ads for all information sessions; Facebook ads for information sessions and application calls to action.
15 August – 29 August 2019	30 Industry Information Sessions (procurement) held across WA.	Information Sessions informing what was involved in becoming a Refund Point, Processing Provider and/or Logistics Provider; expectations; obligations; and how to apply.
3 September 2019	Expressions of Interest closed for Processing and Logistics Providers.	
11-12 September 2019	Tour of Queensland Containers for Change sites.	WARRRL hosted interested parties for an organised tour of Refund Point sites and in Brisbane and surrounds.
23-24 September 2019	Additional Industry Information Sessions in areas where applications were low.	Merredin and Narrogin.
27 September 2019	Original closing date for Refund Point applications.	Application closing date was extended until 21 October in early August 2019.
17 October 2019	Industry Information Session specifically for not-for-profit sector.	WARRRL teamed with Shelter WA to deliver a procurement information session specifically for non-profit and social enterprise sector.
21 October 2019	Closing date for Refund Point applications.	At closing, WARRRL had received applications for 399 Refund Points from 107 applications. The total Minimum Network Standards for launch is at least 172 Refund Points.

INDUSTRY INFORMATION SESSIONS (PROCUREMENT)

Date	Industry Information Session (procurement) location	Approximate attendance.
13-14 August 2019	Community Resource Centres webinars – two sessions	19 (total)
14 August 2019	WALGA webinar – one session	83
15 August 2019	Belmont – two sessions	44 (total)
19 August 2019	Geraldton – two sessions	18 (total)
19 August 2019	Mandurah – two sessions	35 (total)
20 August 2019	Port Hedland – one session	6
20 August 2019	Joondalup – two sessions	41 (total)
20 August 2019	Karratha – one session	10
22 August 2019	Carnarvon – two sessions	3 (total)
22 August 2019	Armadale – two sessions	29 (total)
22 August 2019	Fremantle – one session	4
23 August 2019	Fremantle – one session	47
26 August 2019	Bunbury – two sessions	26 (total)
26 August 2019	Kalgoorlie – two sessions	12 (total)
26 August 2019	Esperance – two sessions	7 (total)
27 August 2019	Busselton – two sessions	19 (total)
28 August 2019	Northam – two sessions	16 (total)
29 August 2019	Albany – two sessions	19 (total)
29 August 2019	Broome – two sessions	23 (total)
23 September 2019	Merredin – one session	8
24 September 2019	Narrogin – one session	6
17 October 2019	Perth (NFP sector) – one session	23
TOTAL ATTENDANCE	Across all sessions and webinars	**498**

The raw breakdown of attendees for the in-person sessions was as follows:

Organisation type	%age attendance in aggregate
Aboriginal organisations	4%
Community organisations & charities	12%
Local Government & Government Agencies	15%
Businesses	30%
Individuals & not disclosed	39%

In addition to the above schedule of Industry Information Sessions WARRRL also made an additional trip to the Kimberley 1-4 October prior to applications closing to meet in-person with Aboriginal organisations, existing businesses and Local Governments that could potentially become Refund Points or Processing/Logistics Providers:

- Lions Club Kimberley
- Cleanaway Kimberley
- Nirrumbuk Aboriginal Corporation
- Ardyaloon community
- Marra Worra Worra Aboriginal Corporation
- Shire of Derby/West Kimberley and Department of Communities
- East Kimberley Job Pathways
- Wunan community

MEDIA SPEND

Newspaper advertising – procurement

To support WARRRL's schedule of industry information sessions (procurement) WARRRL advertised in the following local newspapers, beginning week 19 August 2019. These advertisements were mostly quarter page size.

- Canning Gazette
- Southern Gazette
- Fremantle Gazette
- Cockburn Gazette
- Wanneroo Times
- Joondalup Times
- Coastal Times
- Melville Gazette
- Canning Examiner
- Avon Valley Advocate
- Mandurah Mail
- Broome Advertiser
- Kimberley Echo
- Geraldton Guardian
- Kalgoorlie Miner
- Pilbara News
- Bunbury Herald
- Busselton-Dunsborough Times
- North West Telegraph
- Mid West Times
- Albany Advertiser

Facebook advertising – procurement

WARRRL also invested in a Facebook spend to support both the information sessions and the call to apply to become a Refund Point/expressions of interest.

Campaign	Target	Reach	Impressions
Expressions of Interest: • Register your Interest • Apply to become a Refund Point	All Minimum Network Standards locations. All Industry Information Session regions. All Industry Information Session locations +25 miles. Age: 18-65+. Interests: waste management, fundraising, waste, recycling, community services, non-profit, and more.	43,206	144,421
Industry Information Sessions (procurement) - 1	Custom audiences per Information Session (by session location; audience age and interests as per above)	15,776	52,501
Industry Information Sessions (procurement) – 2 (additional sessions)	Custom audiences per Information Session (by session location; audience age and interests as per above)	17,372	24,462
Applications closing reminder	All Minimum Network Standards locations. All Industry Information Session regions. All Industry Information Session locations +25 miles. Age: 18-65+. Interests: waste management, fundraising, waste, recycling, community services, non-profit, and more. Lead up to October closing date.	20,624	31,736

OTHER PROMOTION AND OUTREACH

Direct outreach

From the time of appointment as scheme coordinator until entering probity during the procurement process, WARRRL directly contacted hundreds of operators within the waste and recycling industry, including scrap metal yards and peak bodies. In addition, WARRRL contacted non-profits and social enterprises as well as peak bodies for all the above, in order to ensure industry and community organisations were informed of the scheme and invited to participate if interested.

Electronic direct mail

In addition to the paid media above, WARRRL sent electronic direct mails (eDM) to the almost 700 industry, non-profit and Aboriginal organisation stakeholders. These included individual newsletters on the following:

- Become a Refund Point / register your interest
- Registration reminder and information
- Applications open
- Information Sessions schedule and event registration
- Containers for Change Queensland site tour
    - o Information and register
    - o Tour logistics
- Reminder – Refund Point applications close 21 October
    - o Three reminders sent in the countdown to closing date

In addition to the above eDMs generated and distributed by WARRRL, WARRRL sent event reminders to registered attendees of its Industry Information Sessions via Eventbrite (the online event registration service utilised for these sessions).

Online portal

During the procurement phase, WARRRL provided an online portal via its WARRRL website (an Agiloft site) as a one-stop shop for interested entities. This portal was promoted in all procurement-phase communications.

The online portal included, but was not limited to, the following information:
- Application process overview and requirements
- Application FAQs (updated as Industry Information Sessions progressed to address any omissions)
- Copy of the Industry Information Sessions presentation
- Planning Approvals guidance
- Pro forma Refund Agreement

The online portal was a valuable repository of information for interested entities. Any entity that had registered their interest in the scheme, or subsequently contacted WARRRL, could create an account for this portal.

WARRRL received over 300 registrations to the online portal during the procurement phase.

Queensland Site Tour

In order for interested parties to grasp the obligations, expectations and opportunities inherent in becoming a Containers for Change Refund Point operator or Processing/Logistics provider, WARRRL hosted a tour of Queensland Containers for Change sites for interested parties over 11 and 12 September 2019. 33 individuals

representing 24 potential network participants attended the tour, the majority of which are now scheme participants.

PROCUREMENT PHASE RESULTS (REFUND POINTS)

Upon the closing of Refund Point applications, WARRRL received applications from 107 entities for 399 Refund Points.

Application details were as follows:

Region	Target number of Refund Points (at Scheme Commencement Date)			Proposed number of Refund Points			Difference		
	Full Time	Flexible	Total	Full Time	Flexible	Total	Full Time	Flexible	Total
1 Kimberley	1	9	10	4	19	23	3	10	13
2 Pilbara	2	6	8	4	6	10	2	0	2
3 Gascoyne	1	3	4	2	1	3	1	-2	-1
4 Mid West	2	5	7	7	3	10	5	-2	3
5 Goldfields - Esperance	3	6	9	4	2	6	1	-4	-3
6 Wheatbelt	1	20	21	4	11	15	3	-9	-6
7 Perth and Peel	72	27	99	236	55	291	164	28	192
8 South West	6	9	15	21	9	30	15	0	15
9 Great Southern	2	5	7	6	3	9	4	-2	2
Total	**90**	**90**	**180**	**288**	**111**	**399**	**198**	**19**	**217**

Applicant Industry	Number of Applicants
Social Enterprise	19
Waste & Recycling	18
Scrap Metal	8
Local Government	21
CDS Operator	10
Other	31
Total	**107**

Legal Entity Type	Number of Applicants
Not-For-Profit	22
Local Government Entity	21
Sole Trader	16
Private / Proprietary Company	36
Trust	7
Partnership	5
Total	**107**

Small business, registered ADE or Aboriginal Business?	Number of Applicants
Small Business	44
Aboriginal Business	7
Australian Disability Enterprise	3
Total	**54**

Number of Refund Points applied for by Applicant	Number of Applicants
0*	21
1	29
2-5	45
6-10	3
11-20	5
21-50	3
50+	1
Total	**107**

Types of Refund Points Proposed	Number of Refund Points Proposed
Over the Counter	237
Drop off	53
RVM	37
Mobile	72
Total	**399**

*There are 6 proposed sites that are Aggregation Point only sites

POST-PROCUREMENT PHASE

After Refund Point applications closed, WARRRL advertised on its website those locations that remained open for Refund Point expressions of interest (EOI) as they had not been 'filled' by the initial procurement process. EOIs were open to any interested party.

Again, WARRRL communicated directly with businesses, social enterprises and community groups in these areas and undertook scores of trips into these areas to participate in one-on-one business meetings or community meetings in order to encourage network participation from existing businesses.

WARRRL also engaged its Aboriginal Advisor to source contacts in these areas amongst Aboriginal communities and organisations to encourage scheme participation.

These areas included:

Region	Location
Mid West	Morawa Northampton
Wheatbelt	Northam Corrigin Lake Grace Cunderdin Narrogin Wundowie
Great Southern	Katanning Kojonup Mount Barker Hopetoun Gnowangerup
Goldfield-Esperance	Coolgardie Kambalda West Leonora Norseman Warburton Ngaanyatjarra-Giles Laverton

WARRRL encourages existing businesses to leverage their commercial efforts into servicing the above 'available' areas with Containers for Change customer refund opportunities, mostly as pop-up/mobile Refund Point operators with a central aggregation point.

RESULTS

WARRRL will launch Containers for Change in Western Australia on 1 October 2020.

WARRRL is on track to deliver against the prescribed Minimum Network Standards for launch to provide at least 172 Refund Points (a mix of full-time and flexible Points) across Western Australia, providing the necessary full-time and flexible Refund Points in all the State's regions. This will provide container deposit scheme access and convenience to all West Australians.

WARRRL's procurement process for Containers for Change WA is set to deliver the most diversely operated container deposit scheme in Australia, meeting the legislated Object to provide opportunities for social enterprise through participation in the scheme:

- 40 percent of Refund Points are set to be operated by social enterprises including charities, disability sector organisations, Aboriginal corporations, and sporting and community groups.
- 10 percent of Refund Points are set to be operated by Local Government.
- 50 percent of Refund Points are set to be operated by commercial business, including a large percentage of small to medium sized entities.

Containers for Change will also meet the other Objects of the Act, including:
- Increasing the recovery and recycling of empty beverage containers
- Reducing the number of empty beverage containers that are disposed of as litter or to landfill
    - It is expected that Containers for Change will result in 6.6 billion more containers being recycled over the next 20 years
- Ensure that first responsible suppliers of beverage products take product stewardship responsibility in relation to their beverage products
    - First responsible suppliers are being managed by WARRRL and will be entering into Supply Agreements that will see them supply eligible beverage containers into the market and be invoiced for them as per their product stewardship responsibilities. The scheme price to be charged has been confirmed and communicated to suppliers.
- Create opportunities for employment
    - It is expected that Containers for Change will create at least 500 new jobs in Western Australia.
- Complement existing collection and recycling activities for recyclable waste
    - WARRRL will enter into Agreements with Western Australian Material Recovery Facilities (MRFs) in order to process eligible materials collected through residential kerbside recycling services and other recycling services through the scheme
    - A range of established recycling entities, including scrap metal yards, have been appointed as Refund Point operators
    - Local Processing and Logistics providers have been contracted to provide Containers for Change services

__ENDS__