



EMPTIES DAY FAQ

Empties Day is a day where people are encouraged to visit their local refund point, return their "empties", and opt to donate their refund to one of the over 4,000 local charities and community groups registered with Containers for Change, or their local school or sporting club — doing good for the environment, and their community.

We know it's a busy time of year for you... so we'll be encouraging Western Australians to 'drop and go' on Empties Day, or return in the lead-up to Empties Day!

Why Empties Day?

In WA, this time of year sees an increase in the buying and consumption of drinks that use 10¢ containers. We want to ensure as many of these containers are saved from landfill and returned through our refund points. Empties Day raises awareness of this through a singular message. The social norming aspect of Empties Day encourages people to get involved.

Who is Empties Day targeted at?

Empties Day encourages Western Australians yet to try Containers for Change to jump onboard (and keep that habit for the new year). In the lead up to Empties Day, we will be sharing stories on our owned (social and emails) and earned media on why returning 10¢ containers is so important, both for our environment and the potential for it to help thousands of groups, charities and clubs raise much-needed funds.

What about bags like last Empties Day?

This is under embargo until next Wednesday 7 December 4pm. We can confirm we will be giving away free bags at Coles supermarkets. Our minister, Reece Whitby will be announcing this. **Please do not share this information prior, if this is shared, we could lose our media opportunity, meaning the reach of media to millions would be lost.**

What can you do to celebrate Empties Day?

In our 2022 Empties Day survey, this is what you said...

- Include on socials
- Have more bins available in lead up for people to donate to
- Create more promotion – more goodies as giveaway, get in touch with my local newspaper/radio station or run a free BBQ on the day.
- Promote it more
- Do a letter drop

You also said you would of ordered more bins, if you'd like to order bins, please head to our [online store](#). We also recognise that you would have liked more education on Empties Day, we will be including a toolbox talk for you to explain the importance of Empties Day to your customers in next week's special Empties Day edition of Operator Essentials.

What do we recommend?

- Use the online vouchers to order your Empties Day assets later this week
- From **next Thursday 8 December** start talking about Empties Day on your social media
- Once your posters arrive, set them up, along with your Empties Day vessels/bins for people to drop and go
- Print next week's Toolbox Talk and place it on your staff noticeboard
- Encourage your locals to return in the lead up

Vessels:

You don't need to be a Bag Drop to have 'drop and go', any type of refund point can put out a 'vessels' of some sort to capture containers.

Best practice for Vessels:

- Place your vessel near your entrance so your customers can literally 'drop and go'
- Use the poster to instruct customers on how it works e.g place your container in the vessel and make sure there's a member number on it
- Do a quick traffic management review to ensure that you are not causing traffic issues with the chosen location