

TOOLBOX

EMPTIES DAY



Who should read this toolbox?

All refund point staff who communicate with customers, this might include, counters, concierge staff and managers.

Why is this toolbox important?

We want to all refund point staff and managers to feel confident promoting Empties Day. There will be significant paid media across video, radio, outdoor, digital, social and national press, so your customers will likely spot the advertising and want to know more.

What is Empties Day?

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.

In WA, this time of year sees an increase in the buying and consumption of drinks that use 10¢ containers. 420 million drink containers will be sold in WA between December and February, meaning there's \$42 million in refunds available to the community. We want to ensure as many of these containers are saved from landfill and returned through our refund points.

What do we tell customers?

- Encourage your customers to **save as many 10¢ containers as possible from landfill** over the summer period.
- Let your customers know they can **return any time** over the summer period.
- Encourage your customers to **tell their friends or family to collect if they're not already**, they could always collect for them.

Do customers need to wait until Empties Day to return?

No! Your customers can return any day over the summer period. We'd recommend asking your customers to return in the days prior or after Empties Day to avoid the rush.