



CONTAINERS FOR CHANGE COLLECT

Marketing, Customer Service, and Claims.

AGENDA

1. Introductions
2. Acknowledgement of Country
3. Launch Mobilisation
4. Marketing & Communications
5. Customer Service
6. Collect Claims
7. Questions

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.

Launch Mobilisation

- Containers for Change Collect will launch on Thursday the 16th of November!
- This week's launch is a "soft launch", meaning we are not yet advertising or expecting large volumes from day one. Let's get familiar with the new systems, and work on moving existing collection contracts over to the new systems.
- Currently we have 10 service providers that have had their mobilization signed off, and 9 more that are in the process of submitting documents.
- We will have good coverage in Perth, Peel and the South West on day one.

Marketing & Communications

Marketing & Communications | Sub Brand

The service offering is called *Containers for Change Collect*.

Once it has been referenced in full — whether it be a poster, webpage, etc. — it can be shortened to *Collect* on that platform or piece of collateral.

The name should never be shortened to “CFCC”, “C4CC”, “C4C Collect”, or any other unofficial abbreviation/nickname.

Sub Brand | Logo

There are two versions of the Containers for Change Collect logo. Usage of either logo is subjective to the medium and must be complimentary to the situation.

We have a Collect sub-brand style guide that we will supply to you.

Note: any usage of the Containers for Change Collect logo must be approved by marketing@warrri.com.au.



Containers for Change Collect logo - Landscape



Containers for Change Collect logo - Portrait

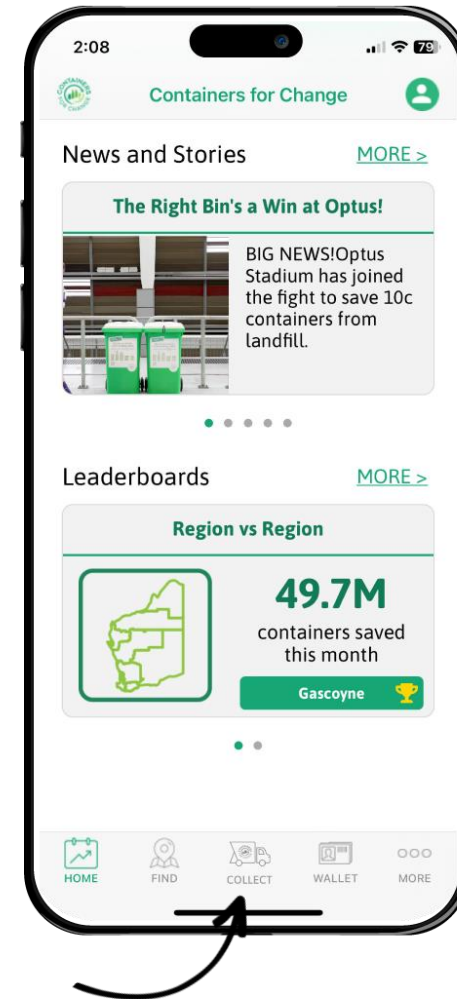
Sub Brand | Favicon



Containers for Change Collect has a specific favicon to help consumers identify the service on consumer-facing Containers for Change digital platforms.

The favicon must never be used in lieu of the *Collect* logo.

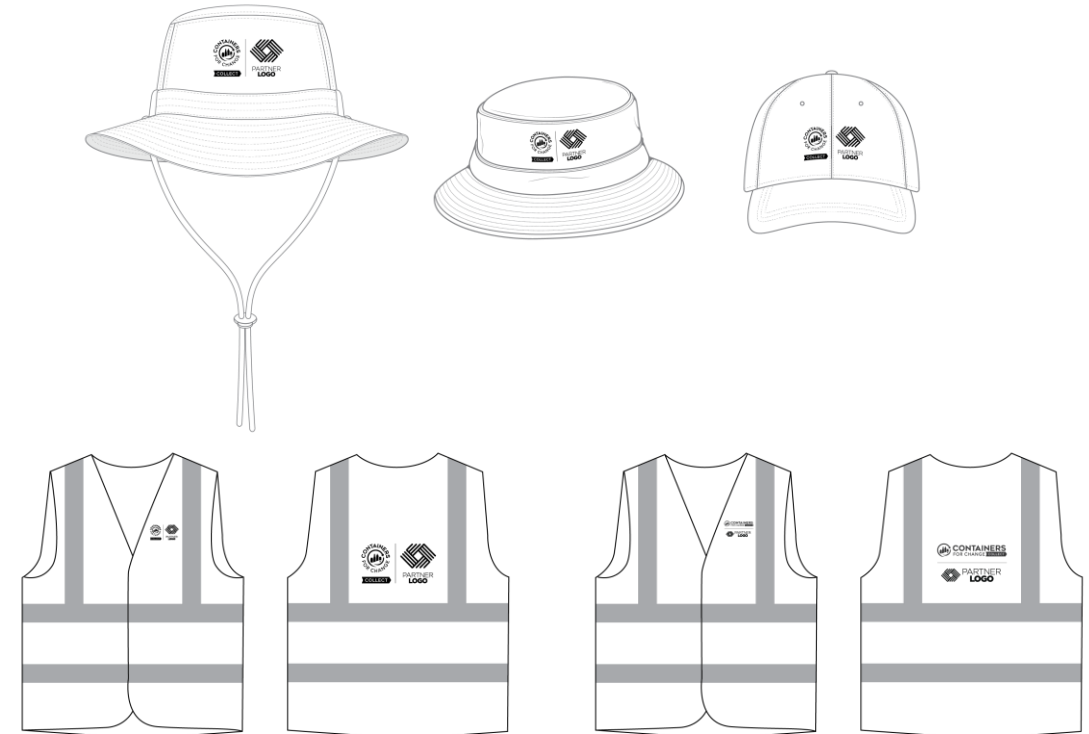
You will see this favicon on the app, on our website, and on the POS.



Co-badged Logo Examples

Any attire displaying the *Containers for Change Collect* logo is to be worn only by Service Providers during their collection duties.

Any applications using the *Collect* logo must be co-badged with the Service Provider logo. The *Collect* logo must never appear by itself when promoting a collection service.



Assets for Collect Service Providers

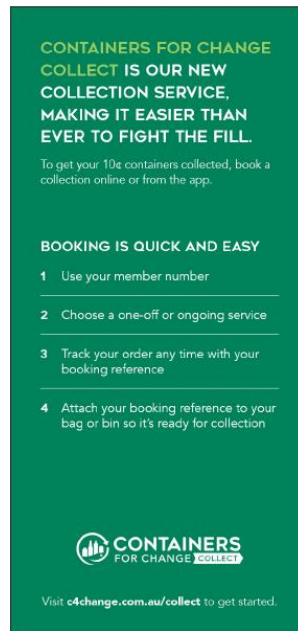
- 10 x co-badged wide brim hats | Bottle green, with *Collect* logo & your logo.
- \$2,000 per provider to spend on an array of branded items for *Collect* vehicles, e.g. car decals, stickers, van wraps.
- Posters to display at your refund points.
- DL flyers, for both new and existing customers.
- Email templates.
- 240 Pop-up Bins.
- FAQs

Example Poster & DL Flyer

PLACEHOLDER IMAGES ONLY



Double Sided DL Flyer



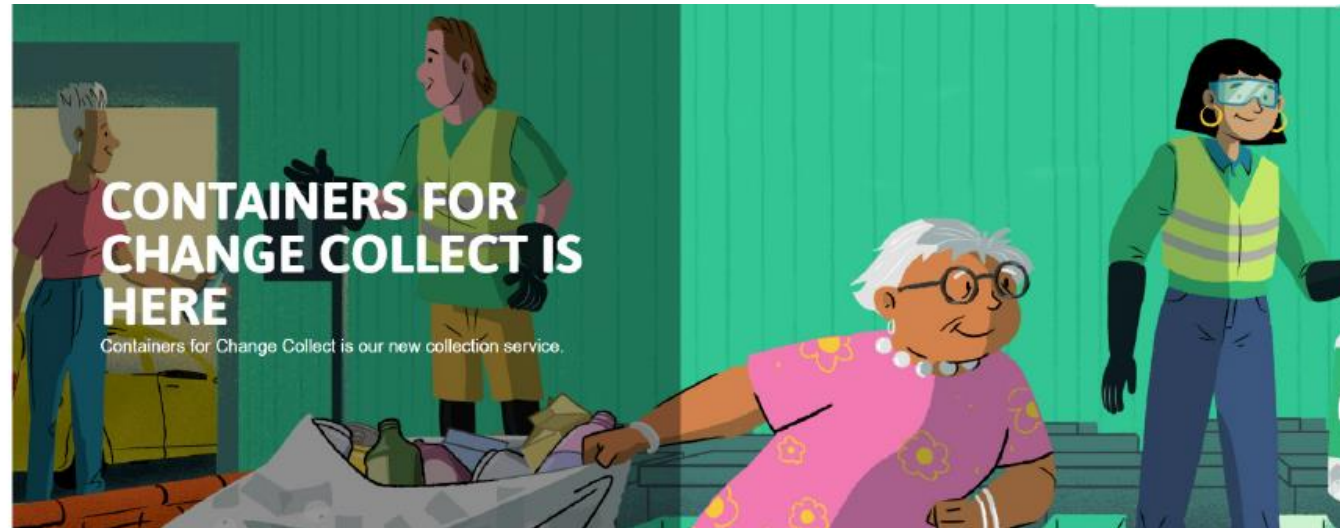
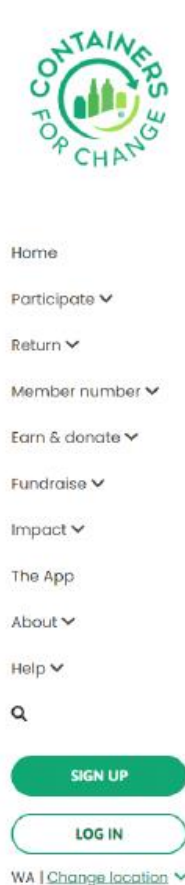
Double Sided DL Flyer



Single Sided DL Flyer



Website



CAN'T COME TO US? WE'LL COLLECT FROM YOU.



Many West Aussies are doing their bit and saving 10¢ containers from landfill. But, with 530 million containers missing every year in WA, we still have a job to do.

You've asked, so we've listened. With our new Collect service, it is now easier than ever for restaurants, bars, cafés and workplaces to fight the fill. Collect is a pick-up-on-demand service that is helping you get on board, wherever you are.

It's easy to get started.

BOOK NOW

HOW DOES COLLECT WORK?

Website

HOW DOES COLLECT WORK?



1. MAKE A BOOKING

Booking your collection is quick and easy. With your member number, you can make a booking online or from the app.

No member number yet? it's easy to [sign up](#).

BOOK NOW

2. FILL IN YOUR DETAILS AND CHOOSE A SERVICE PROVIDER

When booking a collection, you will need to have your address handy, and the number of bags or bins for collection. Choose your preferred service provider from a list available in your area.



3. PREPARE YOUR CONTAINERS FOR PICK-UP

You will receive a booking reference as confirmation. You can use this to track your order. Attach your booking reference to your bag or bin so it's ready for collection.

You'll receive ongoing communications about the status of your collection via email.



BOOK A COLLECT SERVICE NOW

Use your member number to book your collection, either online or from the app.



Make a booking online

BOOK ONLINE



Make a booking from the app

Download on the
App Store

GET IT ON
Google Play

Already got the app?

BOOK ON THE APP

DON'T HAVE A MEMBER NUMBER?

Sign up for member number to unlock your trailblazing superpower today. It's as easy as 1, 2, 3.

Remember, you'll need a member number to book a collection.

SIGN UP



HAVE ANY QUESTIONS?

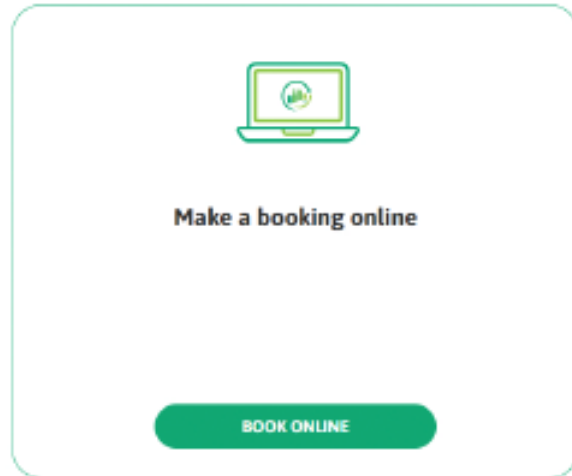
[Search our help section below and we'll try and find an answer](#)

My question is about: 10c containers

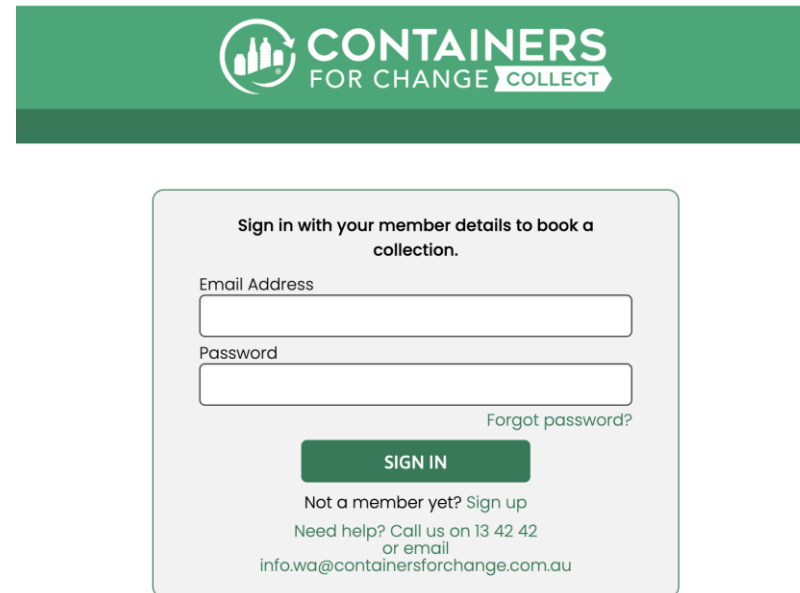
FIND THE ANSWER

Customer Journey | Online Booking

Customer visits Containers for Change website either by search, QR code on poster, or flyer.

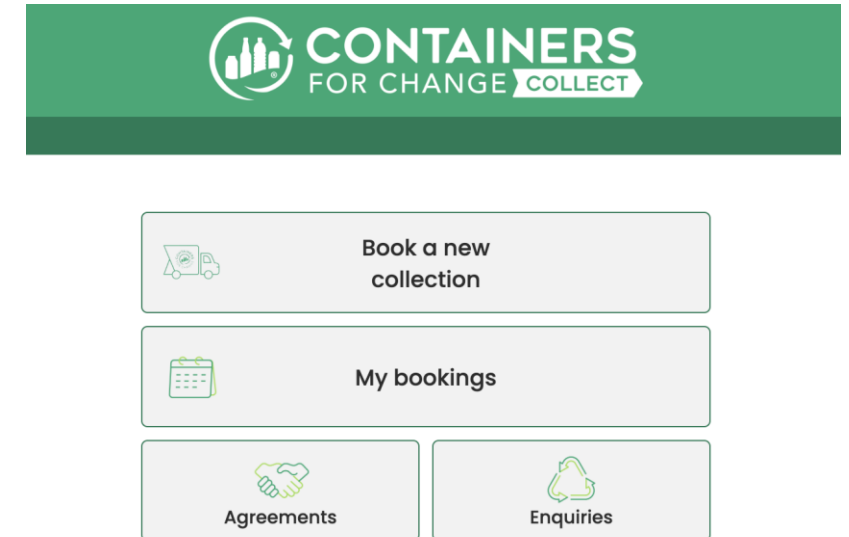


Customer clicks “BOOK ONLINE” on webpage.



Button links to online booking portal – sign in with member number.

collect.containersforchange.com.au/book/



Customer proceeds to book – mirrors app booking process for consistency.

Customer Journey | App Booking

Customer visits Containers for Change website either by search, QR code on poster, or flyer.

The image displays three stages of the customer journey for app booking:

- Webpage:** A section titled "Make a booking from the app" featuring download links for the App Store and Google Play, and a prominent "BOOK ON THE APP" button.
- Sign-In Modal:** A modal window with a "Sign-In" title and a close button. It contains input fields for "Email address" and "Password", a "SIGN-IN" button, and a "Forgot Password" link.
- Mobile App:** A mobile app interface showing a "Back" button, the "Containers for Change Collect" title, and a grid of options: "Book a new collection", "My Bookings", "Agreements", "Enquiries", "FAQ's", and "Feedback".

Customer clicks "BOOK ON THE APP" on webpage
OR one of the download buttons.

If customer has the app, the app will open to the booking page. If customer doesn't have the app, the App or Google Play Stores will open to the download page.

Customer proceeds to book – mirrors online booking process for consistency.

Marketing Support

- **Phase 1** – soft launch, until operationally effective. (Nov to Jan 31)
- **Phase 2** – heavy launch dedicated purely to Collect **Feb 2024** – paid, earned and owned media (digital ads, newspaper features, socials and EDMs) – major activity event with a business focus.
- **Phase 3** – ongoing focus on Collect, and part of a major brand campaign in Ways to Return.

Customer Service

FREQUENTLY ASKED QUESTIONS

1. What is Containers for Change Collect?
2. How do I use Containers for Change Collect?
3. What is a member number?
4. Do I need to sign up for a member number to book a collection?
5. Can my business use Containers for Change Collect?
6. Can I book a collection to my home address?
7. **What happens if I need to change my collection?**
8. **What happens if my containers are stolen?**
9. Can I donate my refund through Containers for Change Collect?
10. Can I change service providers for each collection, or do I need to keep the same service provider?



FREQUENTLY ASKED QUESTIONS

- 11. **Does Containers for Change Collect cost money to use?**
- 12. What is a service fee?
- 13. **How should I put my containers out for collection?**
- 14. Are bags provided for my collection?
- 15. Will collection infrastructure be provided?
- 16. Will I receive replacement bags when my containers are collected?
- 17. What if I hide my bags at work or school?
- 18. Can my refund be paid in cash?
- 19. When will I receive my refund?
- 20. What is a booking reference?



We will provide the FAQ document in the resources section of the SPP and in this chat.

Vehicles and Uniforms

- We expect that any service provider employee that is providing container for change collect services has an appropriate uniform which is co branded with the Containers for Change Collect logo and the service providers logo
- We expect that were practical vehicles that are being used to perform Containers for Change Collect services are co branded with the Containers for Change Collect logo and the service provider logo.
- WARRRL understands that uniforms and vehicles co branding are being worked on currently and may not be available for launch



Service Provider Performance

| Requirement | Target | Further info |
|-----------------------------------|--|--|
| Minimum Missed collections | 95% of collections that are booked through the Platform in each suburb or town are completed on the day of the booking, assessed over a calendar month period. | Continued breach over a 3-month period of this Service Level will lead to a breach of the Agreement and potential removal from Platform, either in a particular suburb or town or overall removal from the Platform. |
| Customer complaints | Two or less Customer complaints per calendar month. | Continued breach over a 3-month period of this Service Level will lead to a breach of the Agreement and potential removal from the Platform. |
| Processing time | Where a Provider is also a Refund Point Operator: Containers are processed within 2 Business Days in a Perth Metro Area and 3 Business Days in a Regional Areas of collection by the Provider. | Continued breach over a 3-month period of this Service Level will lead to a breach of the Agreement and potential removal from the Platform. |
| Response time | Queries need to be responded to within 24 hours of being received. | Continued breach over a 3-month period of this Service Level will lead to a breach of the Agreement and potential removal from the Platform. |



Communicating with Customer

- WARRRL expects that any communication with customers is done in a professional manner and represents the scheme positively
- WARRRL would like to encourage service providers to be as proactive as possible when any delay or issue occurs with the collection service
- If a customer has an issue or complaint that can not be resolved by the service provider this needs to be escalated to the help desk 13 42 42.
- WARRRL has the ability to monitor and remove messages from the platform when it deems it appropriate.



Missed Collections and Rebooking

If a collection has been missed for any reason, there is a simple process that needs to be followed by service providers

1. Record any missed collection on the driver app and be sure to provide notes and photos as to why the collection was missed.
2. Communicate via messaging with the customer that the collection has been missed and you will be requesting them to re book the collection
3. Reject the booking on the service provider portal
4. The customer will then re book the collection for the next available day.

Service providers also have the ability to reject bookings and send back to customer before they are sent to the driver app

If a service provider needs to reallocate multiple collections to a different day or driver we are developing functionality to make this easy for you in the service provider portal without having to send the bookings back to each customer



Collect Claims

Commercial Service Fee

- The commercial service fee (split payment) is where a payment is made based on a commercial agreement or collect booking to both a customer and a service provider such as a refund point operator
- This fee will be paid on a weekly basis to service providers and will be paid into the same account as a refund point operators handling fee
- Service provider will not need to submit their claim, they will be proactively paid the amount based on the details they have entered into the point of sale (POS)
- If a service provider does not believe their weekly payment is accurate they can submit a claim adjustment through the helpdesk



Containers for Change Collect Incentive

The containers for change incentive is a payment to service providers who have met the following conditions:

- Service Provider must be in an executed Service Level Agreement with WARRRL to provide 'collect' services (Collection Services Agreement);
- Service Provider must be registered to offer 'collect' services in the specific suburb(s) that they are wishing to claim the financial incentive for, at the time of the collection;
- Service Provider must utilise the correct 'collect' screen in order to process the transaction through POS; and
- Service Provider must utilise the WARRRL 'Driver' App in order to demonstrate proof of work.

This fee will be paid on a fortnightly basis and will be paid into the same account as the handling fee.

Service provider will not need to submit their claim, they will be proactively paid the amount based on the details they have entered into the point of sale (POS) and Driver App

If a service provider does not believe their weekly payment is accurate they can submit a claim adjustment through the helpdesk



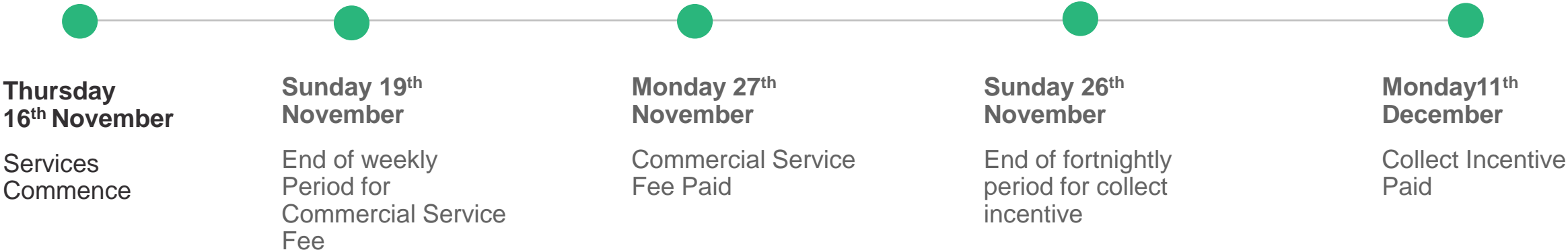
Payment Timeline

Commercial Service Fee

Paid Weekly 8 days from end of period (Mondays)

Collect Incentive

Paid fortnightly 15 days from end of period (Mondays)



Support

- Support during the pilot will be provided by WARRRL. Get in contact with the team at collect@warrml.com.au
- We want to know your feedback so please email collect@warrml.com.au or lodge an issue through the customer app form
- There will be full support provided through the Container for Change help desk and WARRRL once the app goes live



Questions

Thanks for attending our Service
Provider Portal training!



