



# STRATEGIC PLAN 2021-2024: Embedding Containers for Change in the lives of Western Australians.

FY24 implementation plan initiatives



# INITIATIVE SUMMARY

## CONSUMER RETURN

Strategic pillar	Initiative FY24	How the initiative supports consumer returns to refund points.	ABILITY	MOTIVATION	PROMPT
<ul style="list-style-type: none"> <li>Convenient access.</li> </ul>	RVM kiosk. Renovate and extend network of bag drops.	Installing small format refund point solutions in areas where there is not the right level of access and convenience. Initially 20 RVMs sites followed by more bag drop locations on the back of the RPO funding initiative. BSF, established primarily to support the RVM expansion, can play a role in enabling the retrieval of commercial volume that has a measure of contamination.	✓	✓	✓
<ul style="list-style-type: none"> <li>Convenient access.</li> </ul>	Renovate and extend network of bag drops.	Refresh bag drop refund point presentation and usability to motivate both customers and RPOs to grow participation. The consumer app will enable real time tracking of a container return transaction by the customer and provide RPOs with new information to provide a more efficient service. Subject to entering a SLA, WARRRL will provide 1c per container to RPOs to incentivise their participation.	✓	✓	✓
<ul style="list-style-type: none"> <li>Convenience access.</li> <li>Landfill avoidance at disposal.</li> <li>Changing recycling behaviour.</li> </ul>	Drive container exchange (CE) deployment.	560 container exchange (CE) baskets and cradles have now been successfully deployed across 29 LGAs. Driving installation far and wide in targeted public spaces where people are gathering in pursuit of their daily life is key development focus. CEs provide a separation at source opportunity in public spaces where that is not currently available. They also play a role as a return point option for people who want to provide a donation to others who retrieve containers from CEs <u>and</u> want to ensure the best recycling outcome.	✓	✓	✓
<ul style="list-style-type: none"> <li>Changing recycling behaviour.</li> <li>Enable and drive active participation.</li> </ul>	infrastructure and tools: - Online store.	The online store offers solutions that can keep collectors involved by making separation of containers easy.	✓	✓	✓
<ul style="list-style-type: none"> <li>Changing recycling behaviour.</li> <li>Enable and drive access participation.</li> </ul>	Audience service.	Drive further uplift audience engagement levels, with lifecycle curated information. A quarter of all transactions are from existing members and their average number of containers returned per transaction has increased by nearly 13% over the past year (9% for cash transactions).		✓	✓
<ul style="list-style-type: none"> <li>Changing recycling behaviour.</li> </ul>	DFTF Evolution – focus on trust and convenience.	Continue to build a trusted Containers for Change brand focusing on mobilising audience segments with targeted communications through key channels. Continue to focus on behaviour change. Evolve DFTF to include key material type focus – PET and LPB. Move to further evolve DFTF to attract wider audience groups through focus on convenience. Continue to drive trust in the Containers for Change brand through content development and partnerships with recyclers.	✓	✓	✓

# INITIATIVE SUMMARY

## RPO RETRIEVAL

Strategic pillar	Initiative FY24	How the initiative supports refund point retrieval	ABILITY	MOTIVATION	PROMPT
<ul style="list-style-type: none"> <li>Convenient access.</li> <li>Enable and drive active participation.</li> </ul>	<p>Next level 'ease and convenience':</p> <ul style="list-style-type: none"> <li>Click and collect to drive container recovery out of home.</li> <li>Bag Drop Renovation</li> </ul>	<p>Facilitate 'next level' ease and convenience by enabling container recovery by RPOs/super collectors/ CCGS from <u>any</u> location. The consumer app will provide the means to simply and easily connect WARRRL approved entities who want containers with those that have them, on commercial terms that are mutually agreed between the parties. Subject to entering a SLA, WARRRL will provide 2c per container to RPOs to incentivise their participation.</p>	✓	✓	✓
<ul style="list-style-type: none"> <li>Changing recycling behaviour.</li> <li>Enable and drive active participation.</li> </ul>	<p>Infrastructure and tools:</p> <ul style="list-style-type: none"> <li>Online store.</li> <li>Toolkits and stakeholder management.</li> </ul>	<p>Increasing access for target audiences (commercial, CCGS and LGAs) to be able to easily produce (subsidised or at cost) physical infrastructure (bins, bags) and resources (flyers, posters). Pop Up bags will add significant ability to deliver tailored container separation solutions in a wide variety of locations and settings.</p> <p>There is a much clearer picture of where containers are located and a targeted 'by channel' approach to retrieve them. This information is critical to identifying where to target 'easy and convenient' solutions that can be tailored to any situation where containers are present but currently not separated and recovered. Toolkits targeted to each channel will be promoted and distributed together a wide array of support information and physical container separation infrastructure, thereby creating demand for an expanded RPO container retrieval service.</p>	✓	✓	✓
<ul style="list-style-type: none"> <li>Changing recycling behaviour.</li> <li>Enable and drive access participation.</li> </ul>	<p>Audience service.</p>	<p>Drive uplift in audience growth and audience engagement levels, with lifecycle curated information. As bag drop and click and collect bring new participants to the Scheme via member number that will secure the data necessary to support an enriched direct communications with an expanded audience.</p>		✓	✓
<ul style="list-style-type: none"> <li>Changing recycling behaviour.</li> </ul>	<p>DFTF Evolution – focus on convenience and trust.</p>	<p>Continue to build a trusted Containers for Change brand focusing on mobilising audience segments with targeted communications through key channels. Continue to focus on behaviour change. Evolve DFTF to include key material type focus – PET and LPB.</p> <p>Move to further evolve DFTF to attract wider audience groups through focus on convenience. Continue to drive trust in the Containers for Change brand through content development and partnerships with recyclers.</p>		✓	✓

