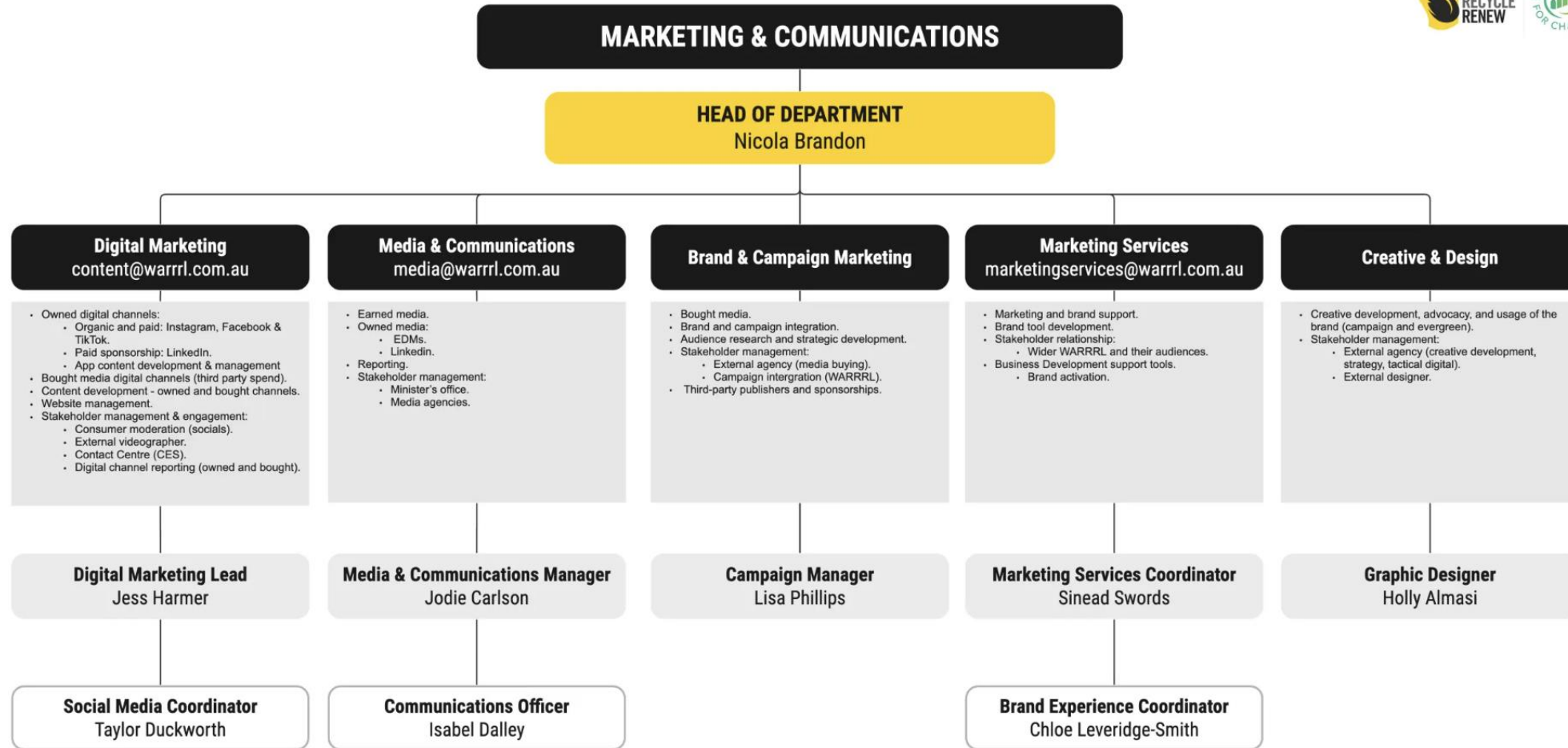




## **YOUR MARKETING UPDATE**

# SAY HELLO TO YOUR TEAM



# OUR TEAM'S TOP TEN

1. Don't Feed the Fill to Ways to Return
2. Behaviour science
3. Brand health
4. Brand development
5. Research insights
6. Branding success stories
7. Customer experience teasers
8. Social media
9. Paid media and sponsorship
10. Take home tips

**DON'T FEED THE FILL  
TO WAYS TO RETURN**

# CAPTURE ATTENTION IN EVERY SETTING





# AUDIO




# OUT OF HOME: RETAIL SITES

 CONTAINERS FOR CHANGE

**WE NOW COLLECT FROM CAFÉS, OFFICES AND MORE.**


BOOK NOW




 CONTAINERS FOR CHANGE

**NEW SELF-SERVE KIOSKS, RETURN ON THE GO.**


FIND YOUR CLOSEST KIOSK



 CONTAINERS FOR CHANGE

**OUR DROP & GO STATIONS ARE EASY AND QUICK.**

FIND LOCATIONS



 CONTAINERS FOR CHANGE

**GIVE YOUR 10¢ CONTAINERS ANOTHER LIFE AT YOUR NEAREST DEPOT.**

FIND LOCATIONS





# PRESS



## START YOUR 10c CONTAINER RETURN JOURNEY ONLINE

Are you looking to start collecting 10c containers in your workplace or community?

Pop-up bins, stickers, bags, posters and more, all your container return must-haves can be found in our online shop.



## HEADING TO WAIKIKI VILLAGE? DON'T FORGET YOUR 10c CONTAINERS.

A new Self-serve Kiosk at Waikiki Village is now open for your convenience. So, you can get your shopping and container return done in one.

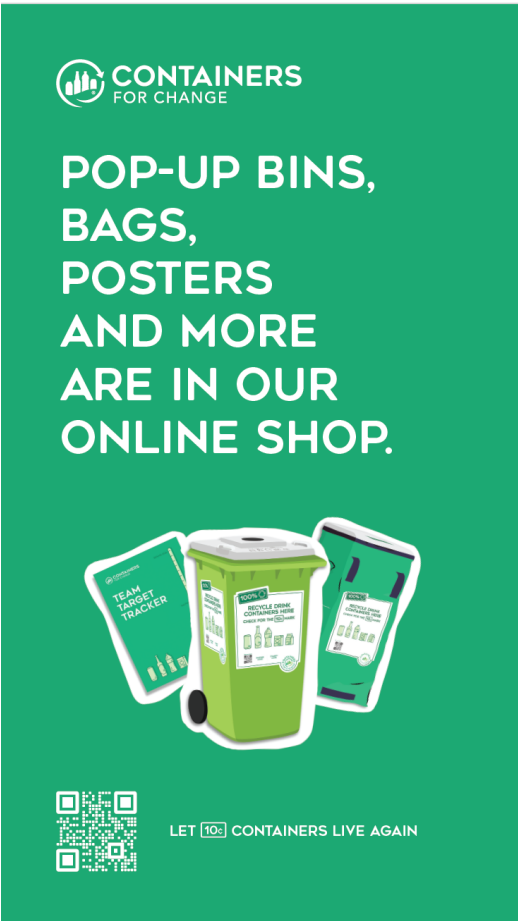
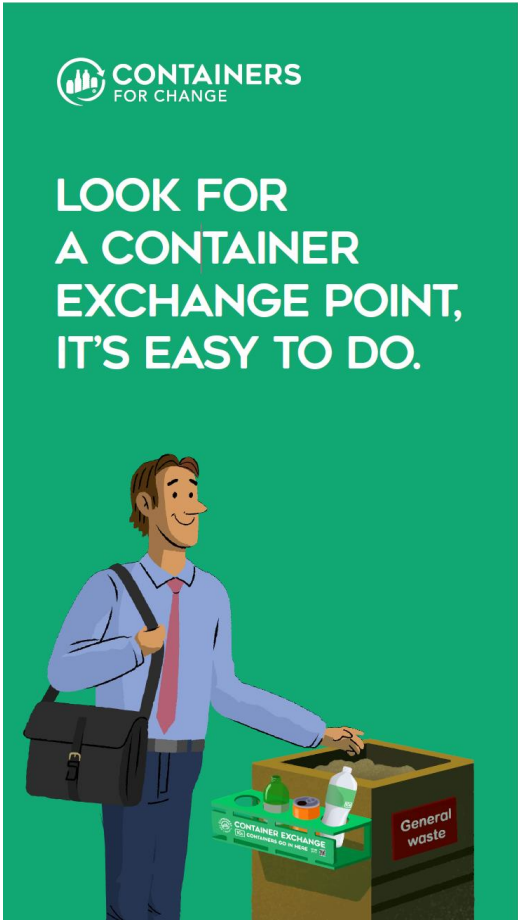
CONTAINERS FOR CHANGE



# BUS BACKS



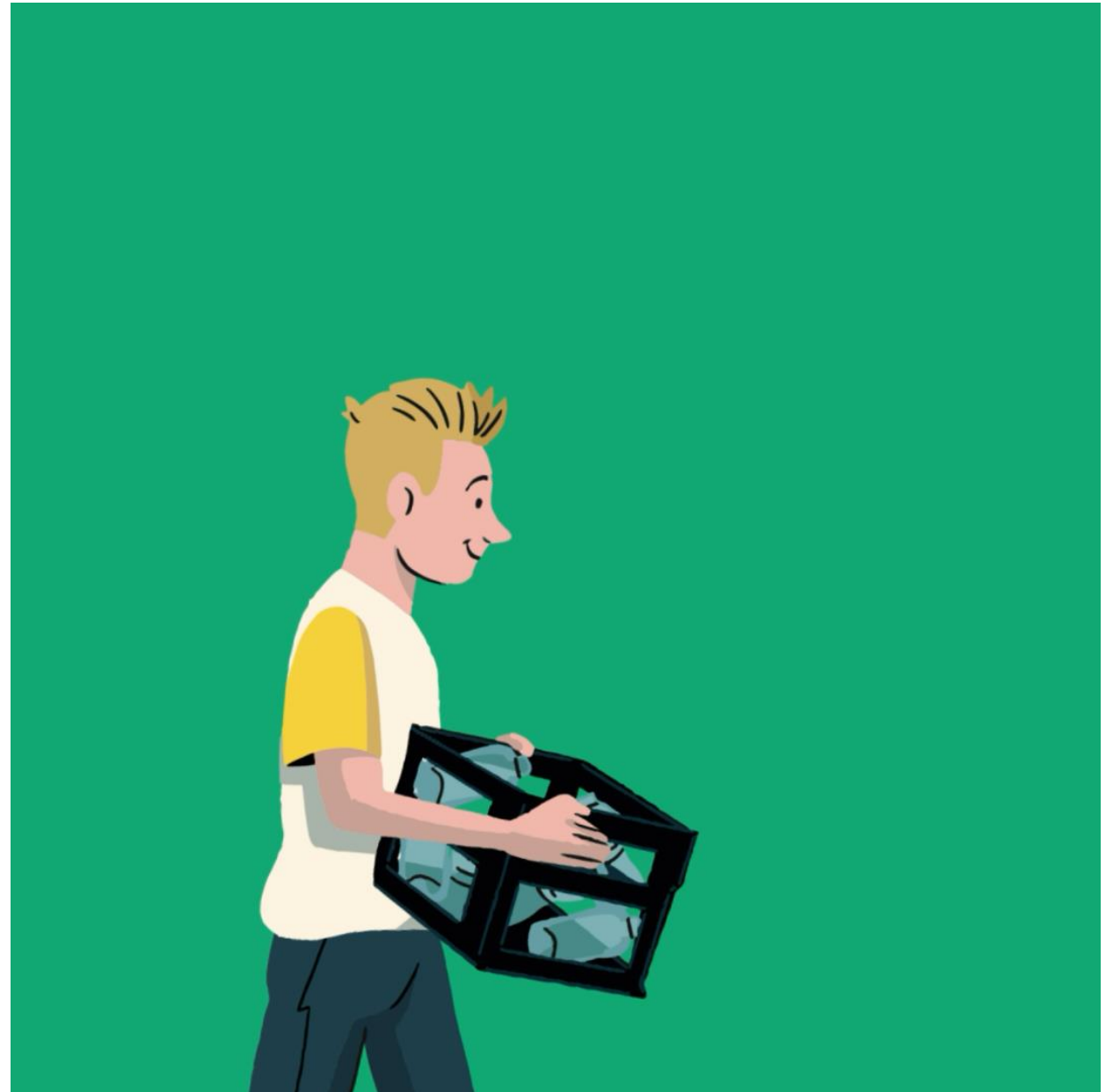
# OUT OF HOME: BILLBOARDS



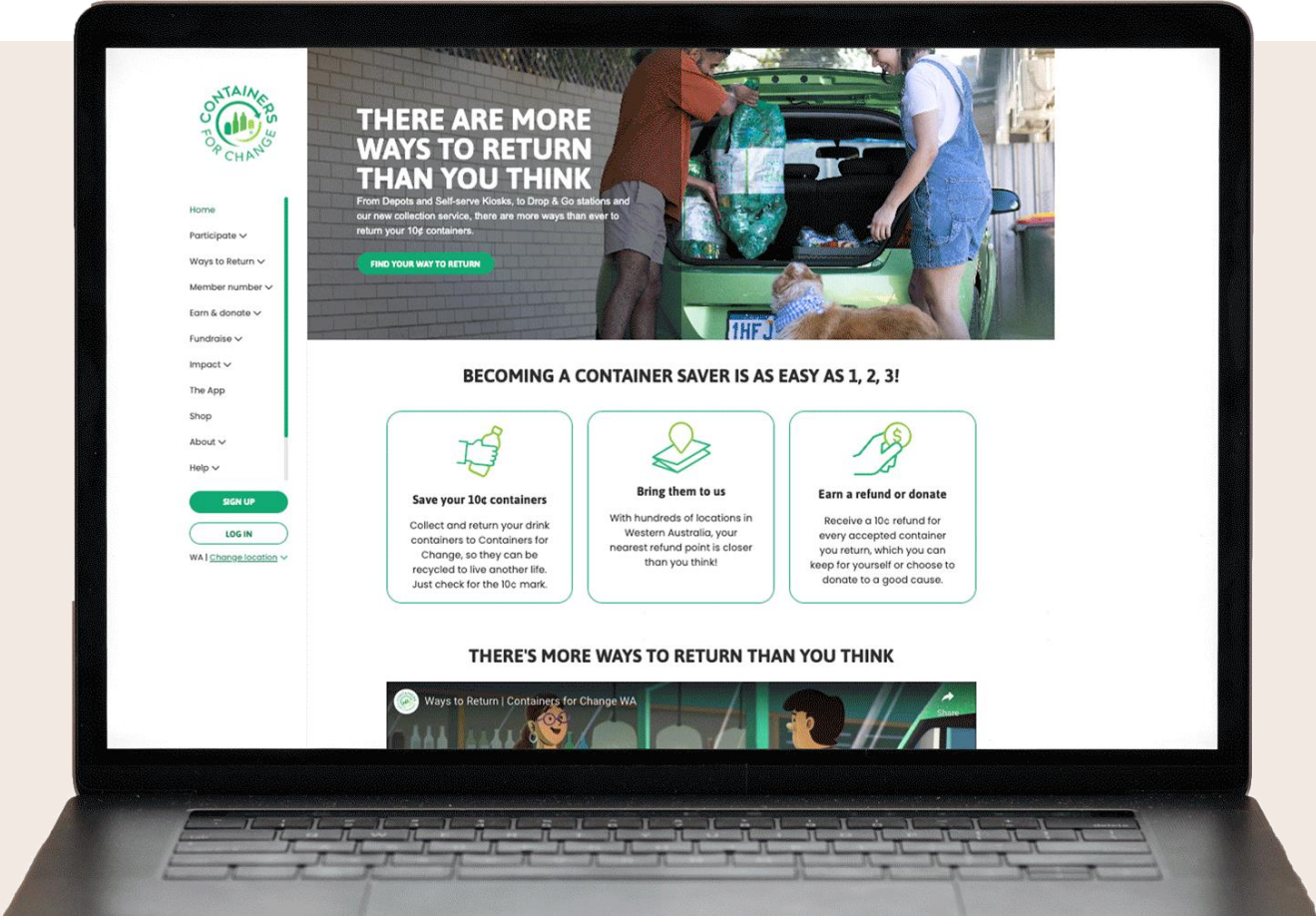
# SOCIAL: STATIC CAROUSEL



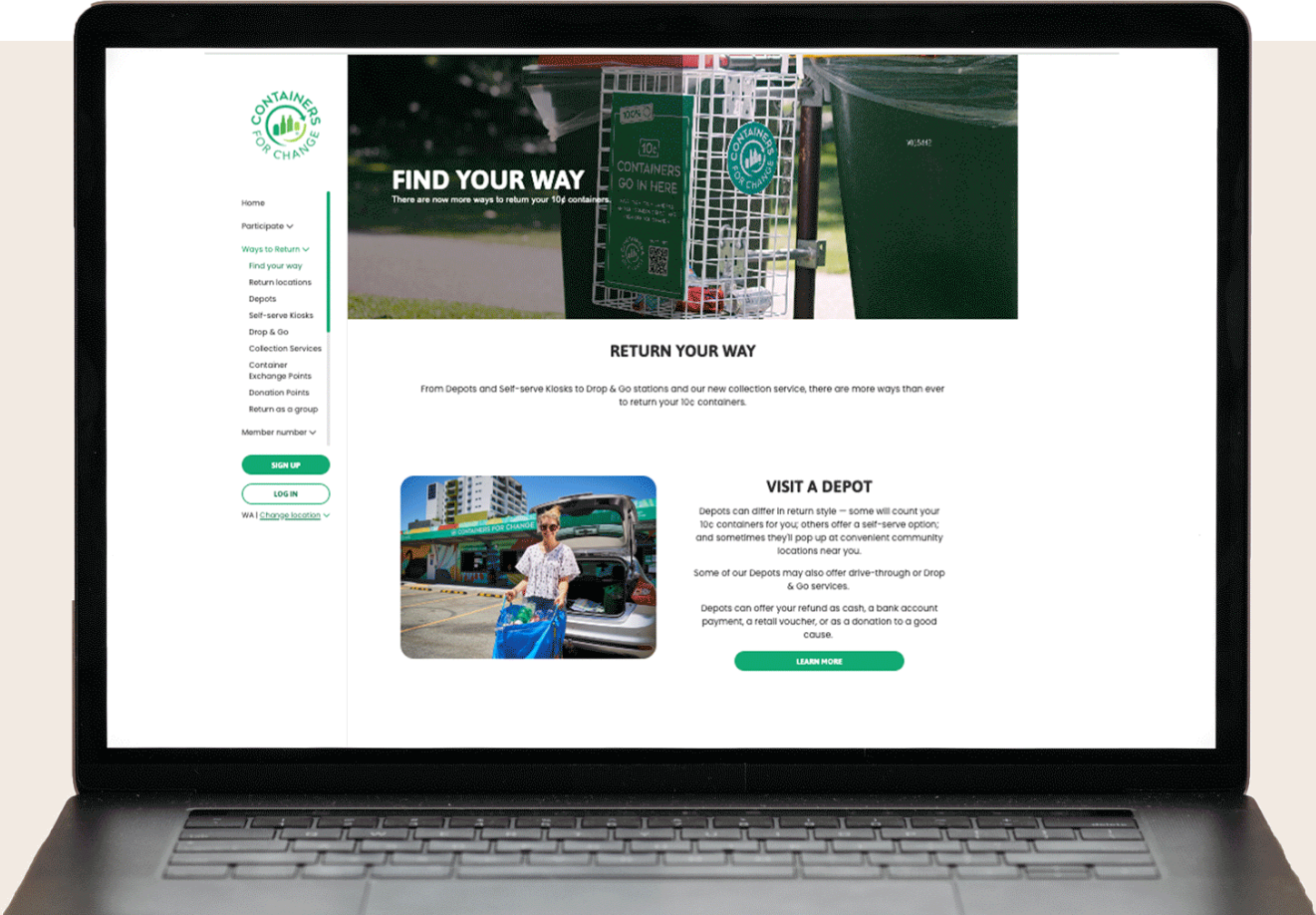
# DIGITAL DISPLAY



# WEBSITE: HOMEPAGE



# WEBSITE: RETURN YOUR WAY



# EMAIL NEWSLETTER

- New and improved
- Relatable and simplified
- Includes recycling outcomes



Hey << Test First Name >>,

Now that you have signed up for a Containers for Change member number, let's talk returns.

It's as easy as 1,2,3

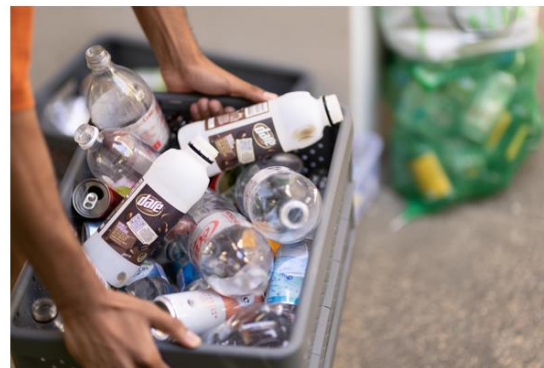
### 1. Check for the 10¢ mark

It's really easy, all you have to do is check for the 10¢ mark. Most cartons, bottles and cans that are between 150ml and 3L can be returned. Still unsure? Find out if your container is accepted by using our [container eligibility checker](#).



### 2. Collect and store your containers

Tubs? Bags? Whatever you have on hand, you can find a creative way to store your 10¢ containers. Creating a designated storage spot is a convenient and easy way to stay on your container-saving journey. Whether you're returning at home, work or school, start collecting today!



How to collect

### 3. Return your way

From Depots and Self-serve Kiosks to Drop & Go stations and our collection service, there are more ways than ever to return your 10¢ containers.



Find your way

Want to know what happens to your containers?



Follow us on social media to find out more!



WARRR NETWORK PARTNERS CONFERENCE

# **BEHAVIOUR SCIENCE OVERALL SCHEME REVIEW**



# REVIEW SUMMARY

- Monash University (BehaviourWorks) approach to identify strengths, alignments and opportunities.
- Reviewed hundreds of plans, campaigns, interventions and tools.
- Overall, WARRRL has made excellent progress in establishing the Scheme.
- Identified a plan for further success across WARRRL.
- Brand and marketing efforts have created strong engagement and trust. A critical foundation for all other behaviour change efforts and are essential to maintain.



# SUMMARY OF OPPORTUNITIES

- Shift from an ‘establishment’ to ‘optimisation’ mindset.
- Develop a comprehensive behaviour science process.
- Develop a framework to articulate particular target audiences and behaviours to chase down the gaps.
- Use behavioural journey mapping to understand and improve refund point experiences for at home consumers.
- Continue to expand Container Exchange Points – they work.
- Continue to focus on convenience and addressing any conception of difficulty.
- Opportunity to overtly focus on out of home settings and look to expand from B2C to B2B and C2B.

# EXAMPLE: A SIMPLE LEARNING IN ACTION



**CONTAINERS FOR CHANGE**

## HEY CONTAINER SAVER!

MEMBER NUMBER IS YOUR TRAILBLAZER SUPERPOWER THAT MAKES RETURNING 10c CONTAINERS EASY.

It's a personal account that comes with a range of simple and smart features, including quick and easy refunds.

Set bank transfer, PayPal, donation, or cash as your preferred payment method and next time you make a return, use your member number to get your refund — just the way you like it.

**SOUNDS EASY? IT IS.**

Set up your member number (scheme ID) today. Scan QR code or visit [c4change.info/signup](https://c4change.info/signup)



Change headline to benefit and offer solution in copy.

**Want a quicker return?**

# PHOTOGRAPHY: SOCIAL NORMING



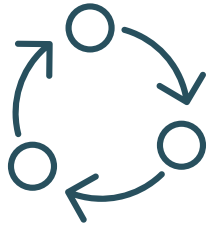
# **CONTAINERS FOR CHANGE BRAND HEALTH**

# ALL SIGNS ARE GOOD



**100%**

Of the WA population has used a container in the last 12 months



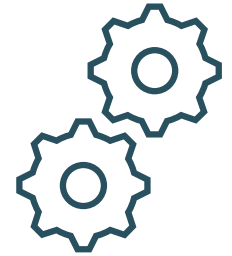
**91%**

Awareness at an all-time high (increase young adults)



**87%**

Usage at an all-time high  
84% metro  
91% regional



**94%**

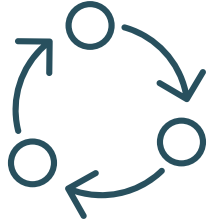
Aware of at least one way to return (88% LY)

# SOME CHALLENGES



**64%**

Do it for money  
But 45% also for  
the environment



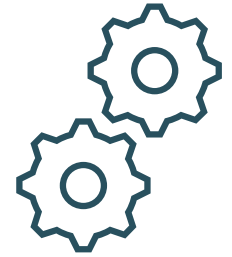
**13%**

Never used (more  
likely older, male,  
lower income, living  
with disability)



**25%**

18-29 most likely to  
use general waste  
for containers but  
also recycle most of  
the time



**66%**

Of those using do not  
have a solution at  
work  
  
33% do and have  
used

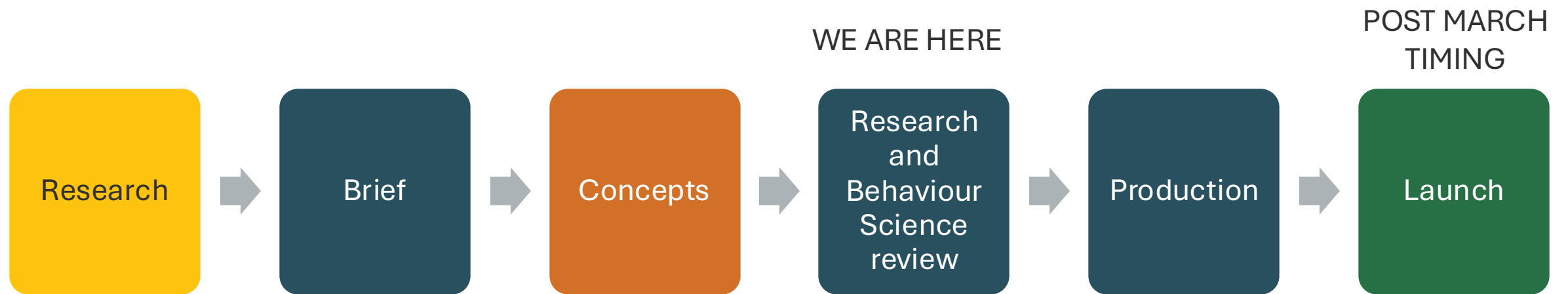
# RESEARCH RECOMMENDATIONS

1. Remind young adults to return all of the time – not just some of the time.
2. Clearly model the desired behaviour of doing the right thing.
3. Show people using Containers for Change relevant to their demographic.
4. Get Containers for Change into the workplace – it will have a significant impact.



# **BRAND DEVELOPMENT WHAT'S NEXT?**

# THE PROCESS



# **BRANDING SUCCESS STORIES**

# POWER OF THE BRAND

- 91% of all West Australians recognise the Containers for Change brand, an increase from 87%.
- Over 70% of West Australians know what types of containers are accepted.
- Awareness of almost all types of collection points have increased significantly since late last year.

# MORE WAYS TO RETURN

- Research shows that there is a significantly higher agreement that it is easy to return containers and there are lots of convenient ways to do so.
- 31% of people using one of the ten Self-serve Kiosks are new users of Containers for Change.
- More Ways to Return increases visibility and convenience – and that’s a win for everyone.

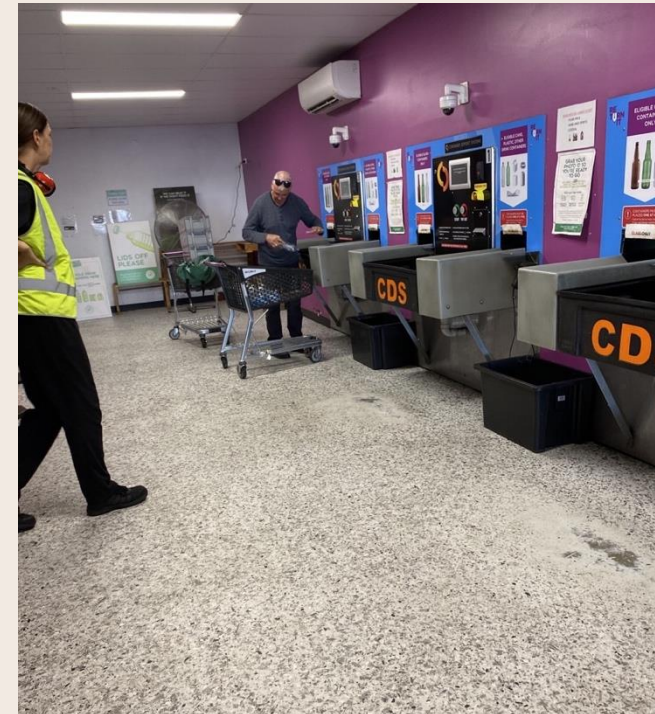
# BEFORE: U CAN RECYCLE WA (KELMSCOTT)



# AFTER: U CAN RECYCLE WA (KELMSCOTT)

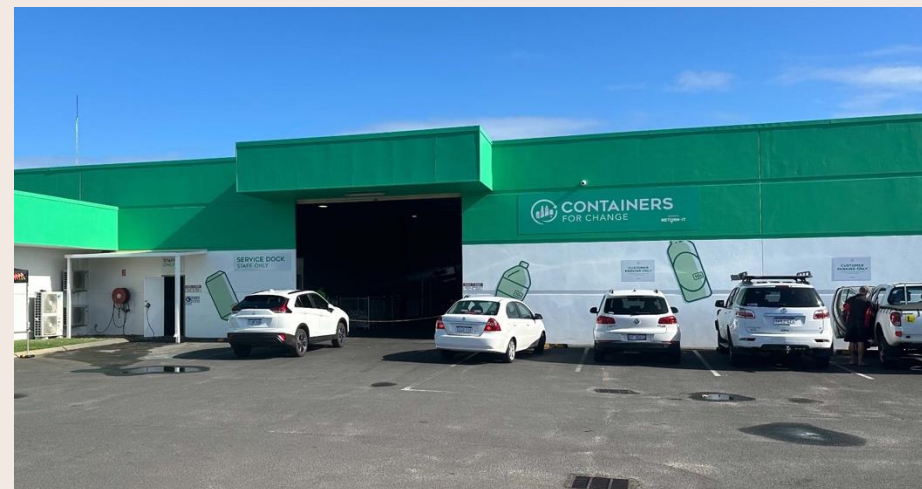


# BEFORE: RETURN-IT (EAST BUNBURY)





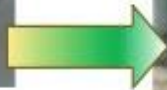
# AFTER: RETURN-IT (EAST BUNBURY)



# SELF-SERVE KIOSKS



# DROP & GO



# LEVERAGE THE BRAND

- We have a trusted and recognisable brand in Western Australia, and we want you to make the most of it.
- The value and strength of a brand are aided by consistency, customer experiences, and positive associations.
- Keep it recognisable and simple.
- Reach out to your Regional Manager and see what is possible for your depot.

# **MORE RESEARCH INSIGHTS**

# **CUSTOMER SATISFACTION: HOW YOU RATED**

- Satisfaction in the most recent survey remains high, with slight growth to 66%.
- Significantly more customers said their most recent experience was quick and easy 42% (33% LY).
- Reduced wait times overall.

# **CUSTOMER SATISFACTION: OPPORTUNITY**

- Continue to focus on reducing wait times.
- Keep your refund points clean and tidy – containers can smell!
- Keep working on your customer service focus with staff.
- Continue to focus on counting accuracy.
- Keep machines serviced and operational.

# RESEARCH INSIGHTS: RED BIN AT HOME

## 140M MISSED CAPTURE

### WHY DO THEY USE IT?

- Confusion about recycling is a real barrier.
- If they have to think about it too much, they don't recycle it.
- Belief by some they had to wash containers before they could be recycled.
- Confusion about which containers are accepted due to mixed messaging.
- Confusion about what is allowed to go in the recycling is augmented by fear of doing the wrong thing.
- *This was all reinforced in focus groups.*
- *Be aware of unintentional consequences.*

“The red bin is safe”

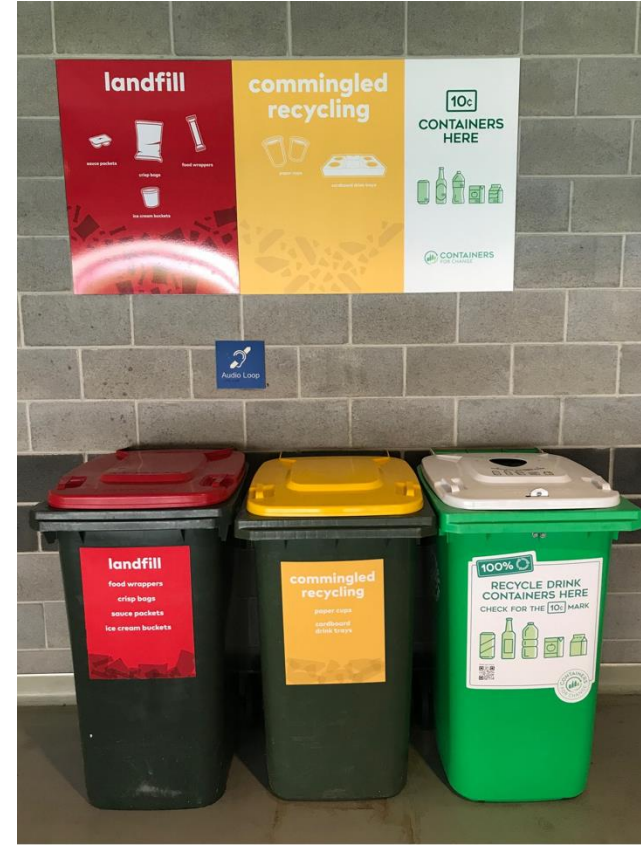




# AND WHILE WE ARE ON BINS...



# A SIMPLE SOLUTION TO MAKE A BIG IMPACT



# **SOCIAL MEDIA**

# I'M BUSY, WHY DO SOCIALS MATTER?

You play an important part in our social ecosystem. While we're working to increase **overall** awareness, opinion, and motivation to participate in Containers for Change, you can provide targeted updates to your audiences, share local stories, and cement yourselves as pillars in your communities.

Brand socials  RP socials



# TOP TIPS

- **Speak our language.** Leverage the +\$4 million media budget.
- **Know what motivates your customers.** 64% money, 45% environmental. Tailor content to this.
- **Share your wins.** Men's Shed who have fundraised for a good cause? Customer bought a car with their refunds?
- **Attention spans are shorter than ever.** Eight seconds. Short videos, short captions.
- **Be tactical.** Post about new partnerships with businesses.
- **Promote your services.** Drop & Go option onsite? Do you collect?
- **Promote yourself.** Your customers follow you for a reason – they want to get to know you and hear updates.
- **Safety first.** You never know who will be filming you, and where that content will end up.
- **Let us do the work** (and dress up in the mascot costume). Reshare, reshare, reshare.
- **Reach out.** Confused by social media, need content ideas, or need a hand creating content? We can help.

# GOOGLE BUSINESS PROFILES

# HEY GOOGLE, WHERE IS MY CLOSEST CONTAINERS FOR CHANGE?

- Out and about 98% of mobile searches are via Google.
- 11 million Australians rely on Google Maps every day.
- Most used internet search tool worldwide – 4.3 billion users.
- Let customers find you, at home or on holiday.

Read this!






# Optimise your profile

- *Gold star listing: 'Containers for Change WA – Depot operated by \_\_\_\_\_'.*



 91% brand awareness – what people are searching for.

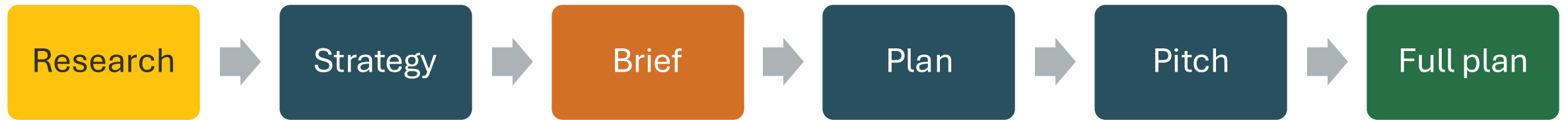
 Customer experience.

 Your business name.

- If you have multiple Depots, each needs its own separate listing (don't merge!)
- Update naming conventions in descriptions (e.g. Bag Drop → Drop & Go).
- Use the templates provided.
- Ask for help – it's a process but it's worth it!

# **PAID MEDIA AND SPONSORSHIP SNAPSHOT FY24/25**

# PROCESS HEAVY RELIANCE ON DATA AND INSIGHTS



# Media focus

**32%** increase on media spend to support **increased proliferation** of audience and media consumption. \$4.45 million. Comparable with other states.

Video – Audio – Print – Out of Home – Digital – Social

## **Metro and regional**

Targeting regional specific.

## **+ Aboriginal audience**

Continued focus on growth of engagement and participation.

## **+ Regional mining**

Targeted campaigns focused on regional areas.

## **CALD audience**

Indian, Chinese and Vietnamese. Review of behaviour science tactics.

# REGIONAL SUPPORT: MINING TRIAL

Regional mining  
Targeted  
campaigns  
focused on  
regional areas.

- Regional radio advertising directly into Pilbara Towns (*Karratha/Port Hedland*)
- Podcasting and Streaming into Pilbara region
- Out of Home advertising in FIFO Regional Airport Terminals
- LinkedIn
- Digital
- Print Pilbara News/Mine Site Tour in May (*Parabadoo/Tom Price/Newman*)

# AT THE BOX OFFICE



# GOING FOR GOLD



# HOWZAT?

## THE #1 SUMMER SPORT

Reaching your audience at scale & influencing communities to make change through the connection with sport

Tactic – Contextual  
Partner – SWM  
Indicative Budget - \$400k



SOLUS  
BREAKS

POP UP

YOUR HOME OF  
**CRICKET**



INTEGRATED HIGH REACHING  
TVC SPOT SCHEDULE



CONTAINERS  
FOR CHANGE

BBL and TEST are where the 'Containers For Change' demo are - over indexing (ix155 BBL) providing a big opportunity across the Summer of Cricket also provides an opportunity to reach mass audiences eg families, business owners and FIFO workers alike.



# SLAM DUNK



# **YOUR TAKE HOME TIPS**

# MAKE YOUR REFUND POINT...

1. **Easy to spot.** Ensure your refund point is relatable and recognisable.
2. **Easy to find.** Create and optimise your Google Business Profile.
3. **Easy on the eye.** Look at your refund point through the eyes of your customer. Reduce confusing rules, posters and old materials.
4. **Easy to participate.** Online Shop, website, use the tools!
5. **Easy to engage with.** Focus on customer service, use your socials.
6. **Easy to understand.** Keep it simple.
7. **Easy for workplaces.** Target with toolkits, guides, online Shop, Collect.
8. **Easy outside.** Container Exchange Points work. Talk to your LGA.
9. **Easy to dispose.** If you don't have a Containers for Change bin, you can't win.
10. **Easy to do business with.**

# KEEP IN TOUCH WITH YOUR TEAM

## MEDIA & COMMS

media@warrri.com.au



**Jodie Carlson**  
Media & Comms  
Manager



**Isabel Dalley**  
Comms Officer



**BRAND  
& CAMPAIGN**  
Lisa Phillips

## MARKETING SERVICES

marketingservices@warrri.com.au



**Sinead Swords**  
Marketing Services  
Coordinator



**Chloe Leveridge-Smith**  
Brand Experience  
Coordinator



**CREATIVE  
& DESIGN**  
Holly Almasi

## DIGITAL MARKETING

content@warrri.com.au



**Jess Harmer**  
Digital Marketing  
Lead



**Taylor Duckworth**  
Social Media  
Coordinator