

THE WHY?

- The Containers for Change (WA) brand is one of our most valuable tools.
- A highly recognised brand.
- It tells people who we are and what to expect from us.
- It stays in people's memory, so when they have an empty 10¢ container, they know what to do and what to look for.
- Plus, with over \$4 million spent on advertising and marketing, why wouldn't you take advantage of it?

SITE BRANDING IMPROVEMENTS



SITE OPERATIONAL IMPROVEMENTS



VEHICLE BRANDING



TRADING HOURS AND DIRECTIONAL SIGNAGE



BIN IMPROVEMENTS



LET'S HEAR FROM YOU!

RPO SATISFACTION SURVEY INSIGHTS



How well is WARRRL supporting Refund Point Operators?

- Overall operator satisfaction with the Scheme increased from last year (8 out of 10 satisfied).
- Most operators are not experiencing any issues, a small number wanted more support.
- WARRRL is doing well with communication, support and promotion of the Scheme.
- Operators suggested improvements to accessing customer information, support and training, and IT tech support.



SELF-SERVE KIOSKS

THE WHY?

Addressing barriers - access and convenience

- No additional driving
- Minimal wait times
- Instant reward
- Shopping frequency
- Redemption Partner onsite

CURRENT LOCATIONS



- Madeley (Kingsway City Shopping Centre)
- Greenwood (Greenwood Village Shopping Centre)
- Hillarys (Westfield Whitford City Shopping Centre)
- Mirrabooka (The Square Mirrabooka)
- Waikiki (Waikiki Village Shopping Centre)
- Byford (Byford Village)
- Baldivis (Stockland Baldivis Shopping Centre)
- Caversham (Primewest Caversham Village)
- Canning Vale (Livingston Marketplace)
- Kardinya (Kardinya Park Shopping Centre)

WHO?



31%

New Users



18%

Red Bin

10¢ containers in the
red bin sometimes



1 in 5

Weekly/Fortnightly

31% monthly
65% regular shopping



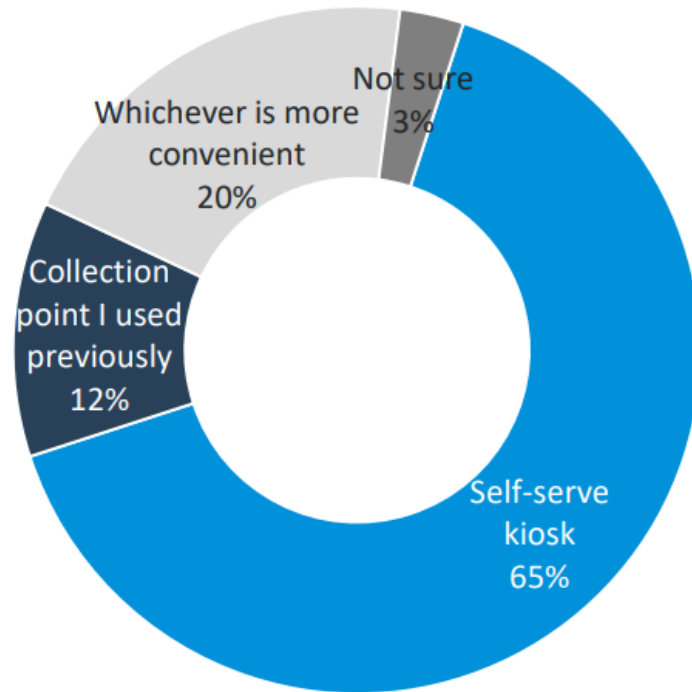
56

Average Transaction

*split glass and
lightweight

EXISTING CUSTOMERS: WHO WILL STAY AND WHO WILL RETURN

EXISTING CONTAINERS FOR CHANGE USERS: WHICH COLLECTION POINT ARE THEY LIKELY TO USE MOST OFTEN IN FUTURE?

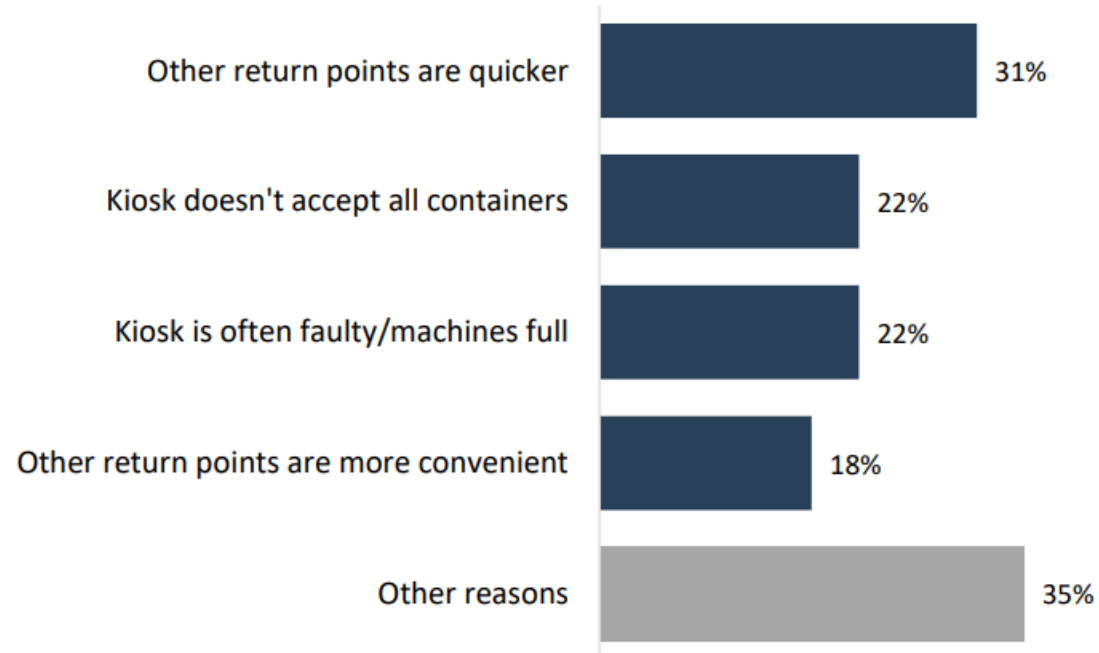


By previous refund point

	Depot where containers are counted by staff	Self-Serve Depot	Drop & Go
I'll use the Self-serve Kiosk	71%	53%	71%
I'll use the collection point I used previously	11%	16%	7%
Whichever is more convenient	18%	25%	14%
Not sure	1%	6%	7%

EXISTING CUSTOMERS: WHO WILL STAY AND WHO WILL RETURN

EXISTING CONTAINERS FOR CHANGE USERS: REASONS THEY'LL USE THEIR PREVIOUS COLLECTION POINT MOST OFTEN IN FUTURE (RATHER THAN THE KIOSK)



"Not enough machines and had to wait too long as there was too many people, not hanging around and then find the machine was full. Had to take all our cans back home. Disappointed." – Byford Village user

Other reasons (each cited by 1-2 people) included:

- Kiosks are not suitable for returning a large number of containers
- Kiosk opening hours do not suit my needs
- Other return points are closer
- Kiosk does not count accurately
- Prefer cash refunds

10 MORE ARE LANDING SOON!



REFUND POINT AGREEMENT CONTRACT EXTENSIONS

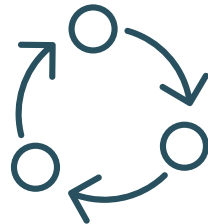
TIMELINE

July 24	Aug 24	Sept 24	Oct 24	Nov 24	Jan 25	Feb 25	Oct 25	Oct 2027
RPOs informed of process	Contract Evaluation Portal closes 30 Aug	WARRRL gathers evidence for evaluations	Contract evaluations performed and approved by committee	WARRRL Board sign-off	WARRRL prepares notices of extension/ expiry	Notices issued to RPOs	Initial contract term ends 1 Oct 2025	Extended 2-year term ends 1 Oct 2027
Regional Manager feedback provided						RPOs have 60 business days to accept extensions	Planning for new RPA	New RPA in effect
Online portal opens to RPOs 30 Jul								

CONTRACT EVALUATION SUBMISSION QUESTIONS



**Customer
service**



**Containers for
Change brand
use**



**Improvement,
innovation and
growth**



**Community
participation**

THANK YOU