Media Policy

WA Return Recycle Renew Ltd

ACN 629 983 615

UPDATED February 2022

Under Review

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Table of Contents

1. Purpose and objectives 3

2. Scope 3

3. Definitions 4

4. Network partner obligations 5

5. WARRRL employees 6

6. WARRRL marketing and communications team 6

7. Reactive media enquiries 6

8. Proactive media opportunities 7

9. Social media 7

10. Other public communication material 9

11. Consequences of a Media Policy breach 9

12. Review of the Media Policy 10

Under Review

1. Purpose and objectives

1.1 Positive media coverage is instrumental to ensuring the success of the Scheme in Western Australia by both protecting and enhancing its reputation, as well as raising brand awareness.

1.2 Network partners are encouraged to pursue beneficial media in cooperation with WARRRL.

1.3 It is not the intent of this Media Policy to hinder the pursuit of positive media; the intent is to provide the appropriate supports to Network partners to ensure such efforts are successful.

1.4 This Media Policy sets protocols for dealing with the media and responding to media enquiries about the Scheme in Western Australia.

1.5 The purpose of this Media Policy is to:

(a) ensure consistent, accurate communication is provided to and across all media channels and platforms;

(b) ensure that the reputation of all those involved in the Scheme is maintained or enhanced;

(c) distribute information about the Scheme to media channels and platforms in a timely and transparent manner whenever possible;

(d) ensure that any public statements made are consistent with the objectives of the Scheme; and

(e) ensure refund point operators are provided with appropriate supports to effectively liaise with the media, utilise social media and effectively promote via public communications.

1.6 All entities contracted to WARRRL have obligations under their relevant agreement with WARRRL. It is the responsibility of each contractor to ensure they know and understand these obligations and ensure they are adhered to in relation to this Media Policy.

2. Scope

2.1 This Media Policy applies to all parties contracted to WARRRL including, but not limited to:

(a) refund point operators;

(b) processing providers;

(c) logistics providers;

(d) recyclers; and

(e) all employees and other contractors of WARRRL.

Under Review

2.2 It is the responsibility of the contracted Network partners to ensure that all their staff and representatives act in accordance with this Media Policy.

3. Definitions

3.1 The following terms used in this Media Policy have the meanings set out below:

Board	means the board of Directors of the Company.
CEO	means the Chief Executive Officer of the Company.
Chairperson	means the Chair of the Board.
Company	Means WA Return Recycle Renew Ltd ACN 629 983 615.
Containers for Change	The "Container for Change" trade marks licensed to WARRRL for use in relation to the Scheme.
Director	means a director of the Company.
Head of Marketing and Communications	The individual engaged by WARRRL in the position of that name or an equivalent position.
Media	All forms of print, radio, television, film, online, social and digital media.
Media and Communications Manager/MCM	The individual engaged by WARRRL in the position of that name, or an equivalent position, and who has responsibility for the day-to-day management of this Media Policy.
Media Policy	This media policy.
Network partner	An entity that is party to an agreement with WARRRL as part of the Scheme network, including but not limited to refund point operators, processing providers, logistics providers and recyclers.
Proactive media	A media story/content/enquiry that is generated by the subject reaching out to the media outlet. This includes, but is not limited to, media events and media releases.
Public communication material	Includes, but is not limited to, advertising materials, promotional materials featuring the Containers for Change logo and/or information, editorial and advertorial content, educational information and materials, digital assets that feature the Containers for Change logo or used in relation to the scheme, community information sessions or meetings, customer surveys.
Reactive media	A media story/content/enquiry that is generated by the media outlet reaching out to the subject.
Scheme	The Western Australian Container Deposit Scheme established under the *Waste Avoidance and Resource Recovery Act 2007 (WA)*.
Social media	Includes (but is not limited to) Facebook, Instagram, Snapchat,

Under Review

LinkedIn, Twitter, YouTube

Under Review

WARRRL means WA Return Recycle Renew Ltd ACN 629 983 615.

4. WARRRL marketing and communications

4.1 The WARRRL marketing and communications team is responsible for all internal and external communication relating to the Scheme, including media management.

4.2 The first point of contact for all media related enquiries is the Media and Communications Manager (MCM), who is contactable at media@warrrl.com.au.

4.3 WARRRL will provide such media training or guidance as is deemed necessary by WARRRL, to refund point operators, their nominated staff or WARRRL employees and Directors who may have, from time to time, delegated authority to engage with the media on behalf of the WARRRL.

5. Network partner obligations

5.1 Network partners must not make any public comment that may bring disrepute or negative publicity to the Scheme or WARRRL.

5.2 Network partners must not make comments to any media organisation relating to the Scheme without the prior approval of WARRRL. This includes both written comments and verbal interviews.

5.3 Network partners are able to provide comment to media on behalf of their facility or refund point(s) only.

5.4 If a network partner is not satisfied with a decision of the MCM with respect to the management of this Media Policy, the relevant network partner may escalate their concerns to the Head of Marketing and Communications. Any decision of the Head of Marketing and Communications will be considered final by WARRRL.

Under Review

6. WARRRL employee obligations

6.1 It is the responsibility of WARRRL employees to ensure they understand and abide by this Media Policy in relation to their individual employment contracts.

6.2 WARRRL employees must not make any public comment that may bring disrepute or negative publicity to the Scheme or WARRRL.

6.3 Comments on behalf of WARRRL are only to be made by WARRRL's CEO, or the Chairperson of the Board, or a person with their delegated authority.

6.4 WARRRL employees must not make comments to any media organisation relating to the Scheme or WARRRL without the prior approval of the Media and Communications Manager. This includes both written comments and verbal interviews.

6.5 If a WARRRL employee's personal social media post or interactions is determined by WARRRL to be in direct breach of the purpose and objectives of this Media Policy, impinge obligations under their employment contract, or contain factually incorrect information, the WARRRL marketing and communications team can direct they be removed or amended, and the employee must do so immediately.

6.6 If a WARRRL employee posts about the Scheme, they are encouraged to tag the platform-relevant “Containers for Change WA” account and use the current hashtags.

7. Reactive media enquiries

7.1 If contacted by a journalist or representative of a media organisation regarding the Scheme, or any activity relating to the Scheme, those parties covered by this policy must immediately notify the MCM via email to media@warrrl.com.au, prior to any comments being provided by the network partner.

7.2 The party must provide the name and contact details of the journalist/s, and the media organisation they represent. The party must also provide any information they have about the nature of the reactive media enquiry.

7.3 The MCM will determine whether comments should be provided by a network partner, or by a WARRRL spokesperson on behalf of WARRRL, or both.

7.4 The party may provide draft comments for approval by the MCM or may request assistance in drafting comments in response to the reactive media enquiry.

Under Review

7.5 Final comments will be agreed between the party, if appropriate, and the MCM. If agreement is not able to be reached, the Head of Marketing and Communications, or the chief executive officer of WARRRL will have ultimate authority to approve comments.

8. Proactive media opportunities

8.1 Any parties covered by this policy must submit a proactive media opportunity proposal to the MCM, at media@warrrl.com.au, for any media pitching relating to the Scheme. Wherever possible, this must be provided at least five (5) working days prior to the proposed media activity.

8.2 The proactive media opportunity is not to be organised or finalised without the permission of the MCM.

8.3 Where appropriate as decided by WARRRL, WARRRL staff may attend any media events and/or provide media outlets with additional written comments on behalf of WARRRL.

8.4 Parties included within this policy may also direct that a government representative (including local Members of Parliament or Ministers) are to be invited to participate in the media opportunity.

9. Social media

9.1 Network partners and WARRRL employees are encouraged to promote their operations and engage with their customers and local community via social media.

9.2 All official social media accounts for network partners, including refund point operators, must be made known to WARRRL's marketing and communications team at marketing@warrrl.com.au.

9.3 All social media posts mentioning or relating to the Scheme must include the official Containers for Change hashtags as stated in the Containers for Change brand guidelines, as updated by WARRRL from time to time.

9.4 If a party's social media post or social media interaction is determined by WARRRL to be in breach of the purpose and objectives of this Media Policy or to contain factually incorrect information, the WARRRL marketing and communications team may direct it to be removed or amended and the party must do so immediately. The network partner must also post a correction or apology if directed by WARRRL.

9.5 Network partners and WARRRL employees are responsible for moderating any comments on their own social media channels. When answering comments regarding the operation of the Scheme, all parties are to refer to the FAQ page on the Containers for Change WA website. Where a party is unable to address comments regarding the operation of the Scheme by

Under Review

reference to the information contained on the Containers for Change WA website, the party should contact the MCM.

9.6 Where appropriate, parties may tag the platform-relevant “Containers for Change WA” account to respond to comments or questions about the Scheme that do not relate directly to their operations, following which a WARRRL spokesperson may respond on behalf of WARRRL.

Under Review

10. Other public communication material

10.1 WARRRL has primary responsibility for all public awareness campaigns for the Scheme.

10.2 Parties covered by this policy will be invited to attend Scheme community information sessions or other relevant public engagement events in their local area organised from time to time by WARRRL.

10.3 If any party covered by this policy wishes to host a community engagement event, they must seek approval from WARRRL's marketing and communications team via marketing@warrrl.com.au prior to advertising the event.

10.4 WARRRL must approve all public communication material. This material must be provided to marketing@warrrl.com.au with at least five (5) working days' notice.

10.5 All public communication material must adhere to the WARRRL guidelines with respect to the Containers for Change brand.

11. Consequences of a media policy breach

Subject to this media policy having been notified to the relevant party by WARRRL in accordance with the relevant Scheme contract:

11.1 For refund point operators, failure to comply with this media policy will constitute a breach of the Refund Point Agreement (clause 22.3) and may result in action being taken under the terms of that agreement.

11.2 For logistics providers, failure to comply with this media policy will constitute a breach of the Logistics Services Agreement (clause 21.3) and may result in action being taken under the terms of that agreement.

11.3 For first responsible suppliers, failure to comply with this media policy will constitute a breach of the Supply Agreement (clause 14.3) and may result in action being taken under the terms of that agreement.

11.4 For material recovery facility operators, failure to comply with this media policy will constitute a breach of the Material Recovery Agreement (clause 20.3) and may result in action being taken under the terms of that agreement.

11.5 For processing providers, failure to comply with this media policy will constitute a breach of the Processor Services Agreement (clause 24.3) and may result in action being taken under the terms of that agreement.

11.6 For recyclers, failure to comply with this media policy will constitute a breach of the Recycling Panel Agreement (clause 14.3) and may result in action being taken under the terms of that agreement.

Under Review

12. Review of the media policy

12.1 The Board, or a committee of that Board, will review the media policy every two years. This does not preclude other WARRRL personnel or a relevant committee of the Board recommending changes at any time to ensure compliance with the media policy.

12.2 All amendments to the media policy are to be approved by the WARRRL Board.

Under Review