

Exchange
FOR CHANGE

scheme
coordinator for



How to Return and Earn for Local Government

12 Oct 2023

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Acknowledgm
ent of Country

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Warrumbungle Shire Coonabarabran Regional (OTC)



How it works

- Launched in December 2017 as a litter reduction initiative.
- Partnership between NSW EPA, TOMRA Cleanaway and Exchange for Change.
- Example of extended producer responsibility, funded by the beverage industry.
- 10c refund for every eligible bottle, can or carton returned.
- 620+ return points across NSW.
- Similar schemes operate in ACT, WA, QLD, NT, SA and Vic (from 1 Nov).

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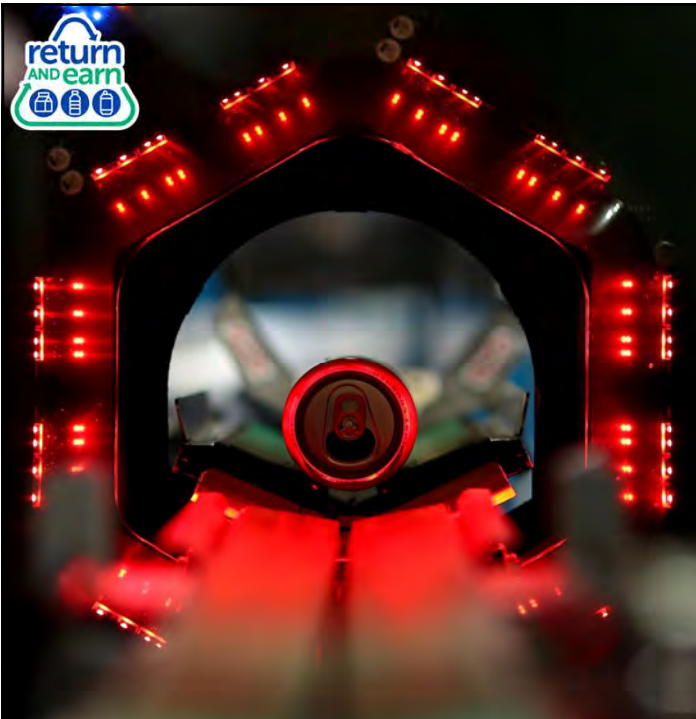
10 BILLION
containers returned in NSW

NSW
GOVERNMENT

Equates to

- 10 billion containers returned via the network only.
- \$1 billion in container refunds back in people's pockets.
- \$47 million raised for charities, schools and community groups through donations and return point hosting fees.
- 67% redemption rate – or 2 in 3 containers supplied are redeemed.
- 923,542 tonnes of material recycled.

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Circular economy in action

- All glass recycled in Australia (in NSW, Qld, SA) – mostly into new bottles and glass jars. Back on the shelf in as little as 4 weeks!
- All aluminium exported for recycling to South Korea and The Netherlands.
- All plastic bottles are recycled into new plastic bottles and food-grade packaging in Albury NSW. Back on the shelf in as little as six weeks!

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Strathfield City Council (RVM)



Narrandella Shire Council (RVM)

Local Government & Return and Earn



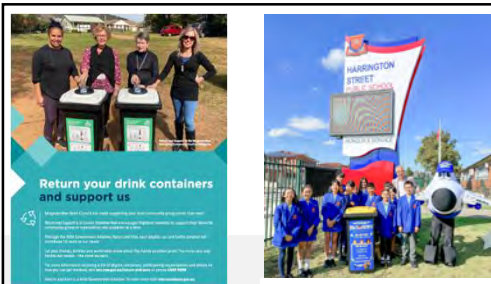
Landlords of return points

11 councils hosting return points in metro and regional NSW.

Benefits

- Provide community access to Return and Earn.
- Employment opportunities for residents.
- Litter reduction in the environment.
- Support to the local economy.
- Contribute to increasing participation and redemption.

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Fairfield City Council – Little Wings



Camden Council - Taste Festival

Local Government & Return and Earn



Support local community groups, schools, and charities

- Branded bins and signs for community groups, charities and schools.
- On-site collection at community events.
- Promoting the scheme through their channels.
- Answering residents' enquiries and complaints about Return and Earn.

Benefits

- Divert valuable resources from landfill and increase redemption.
- Support local fundraising and recycling initiatives.
- Contribute to increasing awareness and participation rates.
- Promotion of LG stories through Return and Earn channels.

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The Bin Chicken – Environmental Citizen of the Year Award, 2022



The Bottle Kids – KAB NSW SC Awards, 2019

Local Government & Return and Earn



Recognise community contributions

- Australia Day Council of NSW Environmental Citizen of the Year and the new Young Environmental Citizen of the Year Awards
- Keep Australia Beautiful NSW Sustainable Cities and Tidy Towns Awards
- Australian Association of Environmental Educators NSW Return and Earn Program Leader Award.

Benefits

- Demonstrate a high level of engagement with communities.
- Provide visibility to regional and rural communities.
- Raise awareness of the environmental benefits of Return and Earn.
- Contribute to increasing community participation and redemption.



Lismore Council Recycling and Recovery Centre (Automated depot)

Local Government & Return and Earn



Sharing the refund from kerbside collections to funnel back into our community

Local councils can negotiate to share the container refunds with the Material Recovery Facility (MRF) that collects and/or sorts household recycling.

Benefits

- Economic benefit for councils, ratepayers, and local community.
- Facilitate downward pressure on waste charges and improve waste services.
- A proportion of CDS revenue may assist councils in their negotiations with MRFs to address broader MRF and recycling viability issues

To find out more please visit the [Office of Local Government](#) website.



Resources for Local Government



Resources

- Return and Earn local council toolkit
- Impact calculator for Local Government
- Six-monthly LGA network volume reports
- Local donation partner reports
- Live scheme performance dashboard

Channels

- Return and Earn website
- Return and Earn social media accounts
- Return and Earn Local Government quarterly newsletters.

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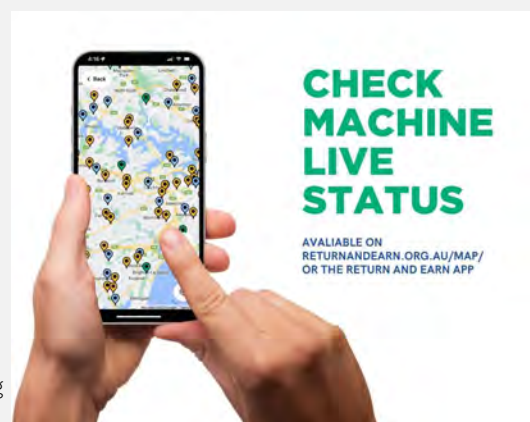


Return and Earn community support and trust

Consumer research in the NSW CDS

- 91% awareness
- 81% participation (2 in 3 NSW residents claim to have participated).
- 57% at least once a month.
- 81% satisfaction
- Financial reward, ease and convenience of participation, ability to help the environment and encouragement to recycle.
- 73% trust
- "Return and Earn is a brand NSW residents can trust in the long run".
- 90% support
- Advocacy: 9 in 10 scheme participants report they are likely to encourage others to participate in the scheme.
- Barriers to participation: difficulty getting containers to return points; not having a return point in the area or travel distance being too far.

Source: Kantar Public, June 2023

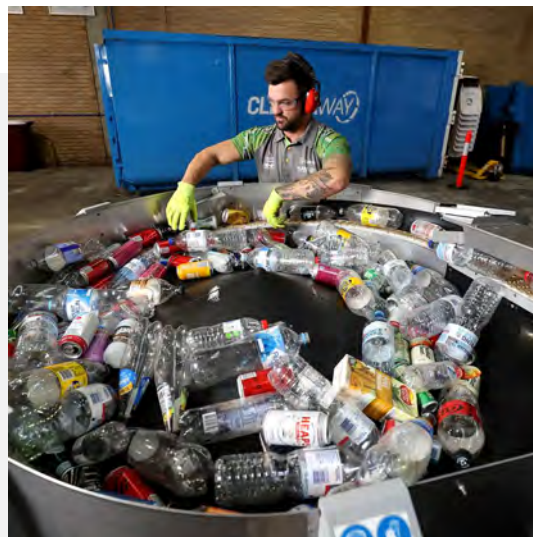


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Next steps and opportunities to collaborate



- Return and Earn webinars in partnership with KAB NSW.
- July – December 2023 LGA network volumes report.
- Return and Earn Local Government roadshow.
- Return and Earn stand at the LG NSW Conference (November)



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An illustration of a man in a white t-shirt and dark pants, holding a young child on his shoulders and a water bottle. The child is also holding a water bottle. The man has a thoughtful expression, with his hand to his chin.

**return
AND earn**

We'd love to hear from you!

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