



## Boomerang Alliance launches 'Recycle right Victoria' CDS campaign

*2/3 of Victorians want recycling companies to manage Container Deposit Scheme*

**MELBOURNE, Victoria, 11 November 2020:** Container Deposit Scheme (CDS) champion Boomerang Alliance, comprising of 53 member groups, has chosen National Recycling Week 2020 to launch a new campaign: '[Recycle right Victoria – say yes to a clean CDS](#)'.

The campaign aims to secure the best CDS for the Victorian community and local environment, fighting efforts by big drinks companies Coca-Cola and Lion Dairy & Drinks to control the scheme.

*Recycle right Victoria* urges all Victorians to [participate in the public consultation process and voice their support for a clean 'split responsibility' CDS model as recommended by](#) Victoria's Department of Environment, Land, Water and Planning in a consultation discussion paper [released on 2 November](#).

A new survey commissioned by Boomerang Alliance, researched by Ipsos, reveals that **almost double** of those surveyed supported a CDS managed by recycling companies (66%), rather than beverage companies (34%). The findings demonstrate strong support for the 'split responsibility' model, whereby governance is split between a Network Operator focussed on recycling and Scheme Coordinator consisting of industry, community and environmental experts.

In addition, the [Change.org Recycle right Victoria campaign petition](#) in support of a 'split responsibility' approach for Victoria's container deposit scheme already has nearly 45,000 signatures.

"Victoria can have the best scheme in Australia. Our campaign is aimed at thwarting the many hundreds of thousands of dollars spent on lobbying efforts by big beverage producers Coca-Cola Company and Lion Dairy & Drinks.

They are fighting to take control of the Victorian CDS scheme by advocating for an alternative 'producer' governance model, despite having intensively campaigned against the introduction of the CDS in Victoria in the first place," said Jeff Angel, Director of Boomerang Alliance.

He added "The evidence is they won't do a good enough job. We want the best type of CDS for all Victorians, so that they can conveniently get their refund, while also enjoying clear accountability and maximum community and environmental benefits.

We know from the communities in Western Australia and Queensland that the 'producer responsibility' model doesn't best serve the public or the environment. It doesn't prevent beverage producers from minimising their costs by offering fewer refund points and limited opening hours.



Critical environmental and accessibility standards must be met. The government of Victoria needs to take heed of the poor results in these states.”

The Ipsos survey also found that 71% of those asked preferred container retail refund points in supermarkets or shopping centres. To date, the ‘producer responsibility’ model has failed to provide this in other states.

Clean Up Australia’s Chairman, Pip Kiernan, said: “We know that Australians want to recycle, but convenience is crucial. As the last mainland state to implement a CDS, Victoria has a chance to learn from the experiences of the other states, and a ‘split responsibility’ model virtually guarantees more refund points in accessible locations that are open longer for the public. We need to work together to implement a CDS that is run by the community, for the community.”

The *Recycle right Victoria* petition can be found [here](#) and more information on the campaign can be [accessed here](#).

To access the Victorian government’s consultation website, follow [this link](#).

## ENDS

### **What is a container deposit scheme (CDS)?**

The CDS will allow Victorians to deposit cans and bottles at collection points in exchange for a cash refund. Beverage producers, such as The Coca-Cola Company and Lion Dairy & Drinks, are expected to be responsible for funding refunds and associated scheme costs.

Collection points may include reverse vending machines as well as local shops, depot sites and recycling centres. Local organisations will be able to seek donations of empty containers and redeem them for a refund. Collectors, including not-for-profits and community groups, run refund points and generate income through receipt of a handling fee for each container.

The scheme is already implemented in all other Australian mainland states, operating under various models with varying degrees of success.

### **About the Boomerang Alliance:**

The Boomerang Alliance was founded by a group of passionate individuals wanting to implement a container deposit system across Australia. Including surfers, recyclers and clean up groups, supporters banded together to form a movement of thousands of people to give communities power over their waste solutions.

Today, the Boomerang Alliance is comprised of over 53 environment and charity organisations that are committed to achieving zero waste in Australia.



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