

WE ARE . . .



**CITIZENBLUE**

WHAT ABOUT YOU?



## Return & Earn:

Public Places and 'High Streets'  
*Saving The Environment & Money*

October 2017 Dave West // CEO  
P // 0404 093 718  
E // [dave.west@citizenblue.org.au](mailto:dave.west@citizenblue.org.au)

# Impact of the NSW CDS on High Streets and Public Places:



1. The NSW CDS starts on December 1<sup>st</sup>.
2. The price of packaged beverages goes up by 11¢ to 14¢.
3. The CDS covers all beer, RTDs, soft drink, plus water, juice & flavoured milk in sizes of less than 1 litre.
4. Consumers can get 10¢ back by presenting a whole container that is properly labelled. In large events there should be redemption points established at the premises.
5. At events, unless there is a redemption point in the immediate location, A 10¢ refund is enough incentive to motivate a high level of redemption. Typically this activity represents between 5 & 10% of all container recovery in public places.
6. The major benefit of a CDS should be earned by the Public Place Manager. As consumers are unlikely to be inconvenienced by finding a redemption point, if properly managed, the property manager should receive the vast majority of the refunds.
7. CitizenBlue and its sister organisation, the Boomerang Alliance, have spent the past 15 years studying deposit systems around the world. CEO, Dave West, undertook the review of the Northern Territory scheme in 2010 and we developed and managed the deposit systems (pre the legislated CDS) for The Big Day Out, Peats Ridge Sustainability Festival, and most recently trialled the government CDS at the Yours & Owls Festival in Wollongong. We have ran some 20 deposit days to trail how to motivate consumer behaviour.
8. At Yours and Owls (30/9/17 - 1/10/17) we recovered 98.5% of all beverage containers, reduced the rate of litter by 65% and reduced the clean up costs by 72%.
9. We are confident that a well thought out public place policy harnessing the CDS like ours will reduce a public places' waste and recycling costs by some 40%.



CitizenBlue, working in partnership with Boomerang Alliance, Landcare Australia (NSW), Green Connect, and Surfrider Foundation has developed a comprehensive public place program for busy high streets and major places of public congregation like tourist attractions, malls and visitor precincts aimed at ensuring the site is clean and litter free, while maximising the financial benefit to our event partners.

Typically, we would review the current waste management practices and plan a redemption and recovery program that would include the following options for the event manager to choose from. These include:

1. Where the recovery program can be shown to be undertaken for the community benefit and the management systems are maximising resource recovery, we will make applications for the program to receive exemptions from the NSW waste levy on waste residuals and other relevant environmental charges.
2. Where there is sufficient patronage and space, invite Return and Earn Network Operator, TOMRA-Cleanaway, to establish redemption stations and/or use Reverse Vending Machines to allow patrons to redeem their empties.
3. Install, collect and sort tamper proof public place recycling bins (or operate the servicing of those bins as agreed with the property manager).
4. Walking the talk. During peak times, we mobilise staff/volunteers street champions to patrol the area, monitor bins, and capture empties while engaging with patrons about the program. Assist hospitality tenants with their in house redemption of empties.
5. Establish a wide spread public communication about the bins and promote the venues efforts to assist us to make Sydney the cleanest city in the world.
6. Develop processes to maximise the redemption level. Government has suggested to many public place managers that they simply send their bins to a MRF for sorting and redemption, We understand this suggestion to be unlawful – A MRF cannot accept mixed waste into its facility. We can sort and recovery whole containers for a maximum fee (full refund plus a handling fee) and then redirect eligible but damaged containers (which cannot be scanned).



There is a lack of clarity regarding final arrangements which makes it difficult to finalise the details of a partnership but it is also critical to capture the windfall associated with the CDS starting with the peak summer season and spike in beverage sales and consumption.

The following outlines suggested roles and responsibilities of various participants in an effective public place redemption program:

**Coordination:** TOMRA-Cleanaway has offered CitizenBlue a position as the collection point servicing the inner city and coordinating litter recovery aspects of CDS redemption. While the exact responsibilities change from location to location we expected to provide advice regarding redemption, coordinate a strategy across the various stakeholders and undertake the majority of the work to achieve same.

**Establishing a redemption station or RVM.** Where there is sufficient volume and space to establish an RVM or other type of redemption station we would expect the Network Operator TOMRA-Cleanaway to establish them at no cost to the venue as the System Coordinator pays a handling fee to the collection point operator to fund this activity. It is cost neutral to the venue.

**Litter Bins.** CitizenBlue is developing a range of built for purpose litter bins that are tamper proof, approved for security purposes and readily serviced in a busy pedestrian environment or can advise the venue manager on design elements for their own bins.

Bins should be deployed and serviced at no cost (but receive the refunds) or work via a shared revenue model. We suggest undertaking a three month trial before the long term arrangements and service providers are finalised when the various incomes and expenditure are better understood.

**Sorting and Counting.** This can be operated at our own premises, Tomra Cleanaway's clearing houses or councils transfer station. Where possible, we recommend this is undertaken (initially) at the transfer station with CitizenBlue providing high speed counting and sorting machines, so we can achieve the highest refund levels.

A public place manager may also then utilise the services for its other venues and services.

