

Introducing a CDS in WA – Key Considerations for Refund Point Options

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metrix

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Scope of engagement

Background and objectives

The overall purpose of this project was to inform the introduction of a Container Deposit Scheme (CDS) in Western Australia (WA), with a particular focus on the type of refund point options which should be offered. While container deposit schemes already operate in other jurisdictions, there was a need to understand the specific considerations which influence consumer preference and feasibility of different return options in WA.

01

Primary objectives

- Attitudes towards a CDS
- Extent to which people understand the different refund point options
- Likelihood to use the different types of refund points in different situations (in-home vs out of home)
- Motivators and barriers to using the different types of refund points (in-home vs out of home)

02

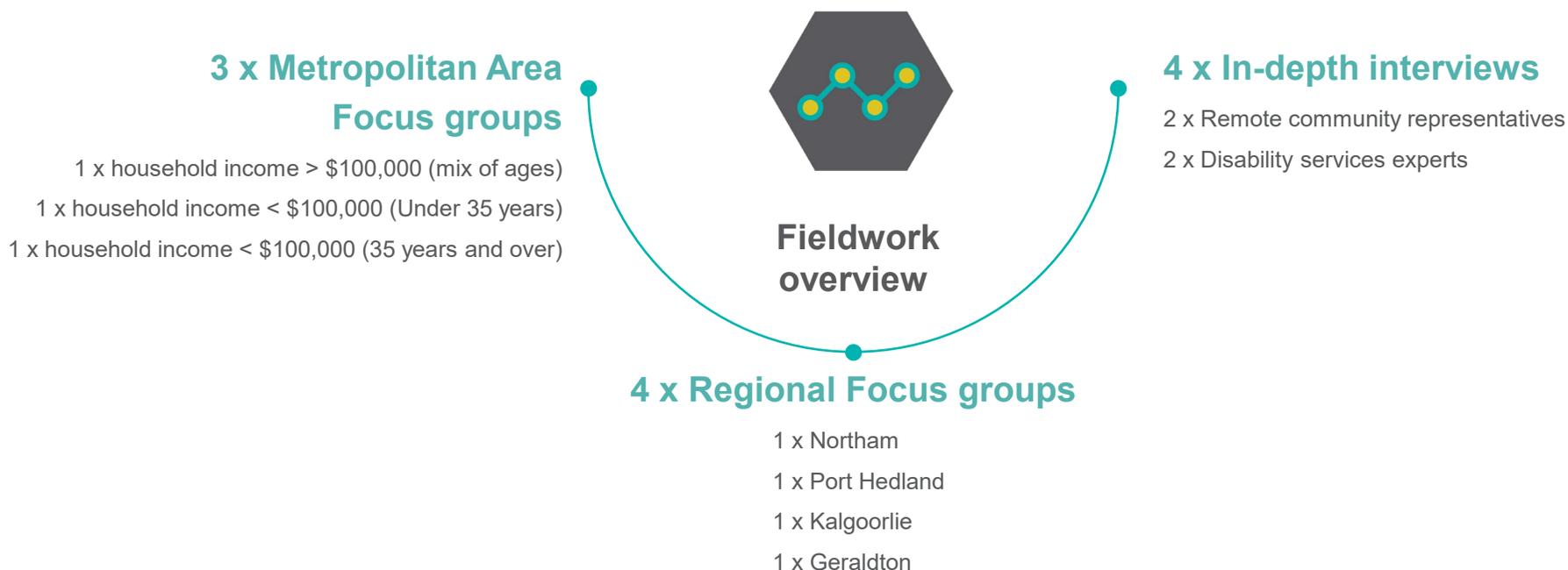
Secondary objectives

- Motivators to donate containers to charity
- Extent to which people are willing to drive to a refund point
- Extent to which people are willing to wait at a refund point

These findings will help to inform decisions by the scheme coordinator about which combination of refund points to offer.

Methodology

A combination of focus groups and in-depth interviews were used to explore community needs, preferences and considerations for introducing a CDS in WA. The research was structured to canvass feedback from the metro area, regional and remote locations, as well as the needs of community members with a disability.



Fieldwork was conducted between 20 November and 14 December 2018. Focus group participants were provided with a \$90 incentive to thank them for their time.

Executive summary

Key Considerations for a CDS Business Model



Although there is a desire to do the right thing when disposing of recyclables, current recycling behaviour and reactions to the potential refund point options reinforce the importance of **convenience as a key motivator** for people to participate in the CDS.

This has implications for all aspects of how the scheme operates - ease of access to refund points, how to return the containers, method of sorting and method of payment.



There is **no one size fits all approach to refund points**; even within the one geographic location. Each refund point option has perceived advantages and disadvantages.

Overall, there is a preference for:

- Refund points being located at or near places that consumers are already visiting on a regular basis (i.e. being able to build a trip to a refund point into an existing trip such as grocery shopping or purchasing fuel)
- Flexibility in the number of containers that can be returned
- An instant refund
- Minimal waiting times to return containers (less than 5 minutes)
- Refund points that are easy to engage with (clear and simple instructions, minimal effort required to prepare and deliver containers for refund).
- A scheme where registration is optional (i.e. for people who would choose cash, retailer vouchers or donations to charity, they don't necessarily see the need to register with the scheme).

Optimising CDS Refund Point Options in WA

Finding

01

The **community supports the introduction of a CDS** in WA, as it is expected to have a positive impact on reducing litter and improve WA's performance in recycling. However, awareness that a scheme is being introduced is still relatively low and the community has a lot of questions about how it will operate in WA.

Implication

A comprehensive communications and education strategy will be required as part of the business model to optimise initial uptake and encourage ongoing engagement.

02

Convenience will ultimately determine whether people participate in the scheme. Current recycling behaviours are largely convenience driven and although the 10c is a motivating factor for many, few are likely to go too far out of their way to interact with the scheme.

Ideally, people would like to return up to 2 shopping bags worth of containers at once and incorporate this into an existing trip such as weekly food shopping or purchasing fuel. This is why the Add-on to Existing Businesses and RVMs[^] located close to supermarkets or high traffic retail outlets were the most preferred options, particularly in the Metropolitan area. Conversely, the reactions to Bag Drop refund points were not as well received because they require more effort and preparation (i.e. specific bag type, paid bags, registration to access scheme).

03

There is also **an expectation that people will have some choice when it comes to refund type and a preference for the refund to be instant**. While cash is considered the most inclusive option, the community recognises that cash is not always viable or secure. Instant refunds in the form of in-store credit or vouchers were also well received as an alternative.

A combination of cash, in-store credit and retailer vouchers should all be offered as refund options (as appropriate by refund point type). This also has implications for the business model in terms of registration and how people interact with the scheme to collect their refund (i.e. a card or app system). The preference for instant refunds lends itself best to a staffed refund point. However RVMs are still considered suitable in high traffic metro locations close to where people are already visiting.

Optimising CDS Refund Point Options in WA

Finding

04

The option to **donate a refund to a chosen charity or local community group** also appealed to many and is considered a key opportunity for the scheme to have a positive and wide reaching community outcome. It was particularly appealing for small volumes of returned containers when people are out and about.

Implication

The business model also needs to consider how the scheme can facilitate these refunds (e.g. when initially registering, options on RVMs).

This also extends to charity groups organising their own designated '240L charity bins' in central locations like schools, sporting clubs and shopping centres or collected direct from the home (i.e. regular charity drives).

05

Remote locations have unique considerations – social, cultural and access issues resulting in a need for immediate refunds, flexibility in the way containers are collected (condition, volume) and consideration for secure storage once they are returned.

Of the options presented, an Add-on to Existing Business with in store credit or credit to welfare card, coupled with a Mobile Refund Point to service smaller surrounding communities is considered the most effective combination of options as the core of the business model. Where there is already infrastructure in place (e.g. Fitzroy Valley) close to town, this was considered the most viable collection point.

06

Ease of access is the key consideration for those with a disability.

Consideration needs to be given to where refund points are located (pathways, proximity to parking bays) and how easy they are to interact with (i.e. height of machines and format of instructions).

Community attitudes towards recycling in WA

Community attitudes towards recycling have direct implications for the CDS



Similar to the feedback captured in the WA Waste Strategy consultation, there is a widely held view that **'WA could be doing so much better'** when it comes to recycling. Many described WA as the 'litter state', driven by a disposable culture. Overall, the community feels the state government has a key role to play in improving the rates of recycling in WA.



Overall reactions to the CDS are largely positive. It is seen as a step in the right direction in encouraging recycling and reducing litter.



Media stories highlighting the **contamination** of kerbside recycling and the volume of materials going to landfill are **creating skepticism** and **undermining trust** in WA's recycling system.



Communication about the container lifecycle once it is returned under the CDS needs to be transparent to facilitate long term engagement with the scheme.



Inconsistency in what can and can't be recycled dependent on LGA causes **confusion** and **frustration**.



The CDS needs to be clear about which container types are accepted, and this needs to be applied consistently across the state.



Higher infrastructure and transport costs as well as the impacts of lower socioeconomic communities are key barriers to recycling in regional and remote areas. While LGAs and organisations operating in these areas recognise the importance of recycling, the costs are often prohibitive. There are also a number of cultural and social factors at play.



Regional and remote locations have unique considerations, which is commonly the situation when implementing government policies and programs – what works for the CDS in the metro area won't necessarily apply statewide.

Although there is a desire to do the right thing when disposing of recyclables, behaviour is driven largely by convenience



Home

When disposing of containers at home, those with recycling bins will aim to use their recycling bin in the first instance. However, if the recycling bin is full they are more likely to place it in the general waste bin than keep it aside for the next round of recycling kerbside collection.

When it is too confusing to determine if a container can be recycled or if someone is unsure, they will typically dispose of it in the general waste bin.



Out of Home (Work / Out and About)

As very few workplaces have separate bins for recycling, recyclables are typically disposed of in general waste bins. Those who retain their containers and dispose of them through their kerbside recycling bins at home are a very small minority.

Similarly, when out and about, few will go out of their way to look for a recycling bin unless it is placed alongside the general waste bin. If a recycling bin is not available, containers will typically be disposed of in general waste bins.

Convenience will be paramount to people's engagement with a CDS and this needs to be considered in all aspects of how the scheme operates – ease of access to refund points, how to return the containers, method of sorting and method of payment.

Attitudes towards a CDS in WA

Overall there is a general lack of awareness that a CDS is being introduced in WA

Even those who were aware were unclear about the timeframe and commonly made assumptions about how the scheme will operate based on their experience with the previous scheme in WA and/or from participating in a CDS in other jurisdictions or countries.

Top-of-mind associations with a CDS:

References to other locations with CDS

Consumers commonly recalled the SA refund stamp on containers they purchase here in WA. Others also recalled schemes in NSW, Portugal and Germany.

“You buy containers here in WA that say you get a refund in SA. I’ve often wondered why you can’t get the refund in WA.”

“I know they have something in Portugal and Germany, and you get a credit on public transport.”

Refund point types

Reverse vending machines and add-ons to existing businesses were the most commonly recalled options.

“I remember we used to take the bottles back to the deli in plastic crates to get money.”

“I’m pretty sure they use those vending machines in NSW where you feed your containers into the machine and get a refund.”

Monetary incentive

Most were aware that returned containers earn a 10c refund in other jurisdictions and expected it would be similar here in WA. However, not everyone made the connection that beverage prices may increase under a CDS scheme.

Some also referred to \$1 can or bottle refunds at music festivals as a type of refund scheme.

“I went to a music festival where you got a dollar for every can you took back. It was great, there was no rubbish because people were picking it up to get free drinks.”

Quality of recyclables

Those who are more engaged with waste and recycling also recognise that recycling quality will be higher for those containers returned through the scheme.

“You get recycling with less contamination than your yellow top bin which avoids issues like the ones with China not buying our recycling anymore. And I think there’s more of a guarantee that what you return is actually going to be recycled.”

There is support and positive sentiment towards implementing a CDS in WA

Implementing a CDS demonstrates that the state government is taking recycling seriously and trying to 'do the right thing'. It aligns with a desire for improved rates of recycling in WA.

However, there is some frustration that the scheme won't be implemented until 2020. This is driven by a lack of awareness of the process required, and news that the scheme has been delayed.

"It's [CDS] good. As a community everyone has a part to play to ensure landfill isn't at maximum capacity."

"I thought it was starting in 2019 – I've been collecting cans all year for it. I'm not sure what to do with them now that it's two years away."

Perceived benefits driving support:

Environmental

- Reduction in litter
- Positive environmental impacts
- Increase the amount of containers being recycled (if labelled for a refund you know the container can be recycled even if not through the scheme)
- Reduction of the manufacture of plastic in the long term

Economic

- Fundraising mechanism for charities and groups
- Income stream for children and low income households
- Job creation opportunities

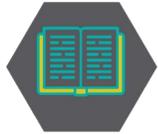
Market Development

- Creates a better quality recycling product
- Market development in WA (recycling processing)
- Making manufacturers take some responsibility

Social

- Increases community care about recycling through incentivisation
- Education mechanism for kids:
 - Importance of recycling
 - How things are made
 - Environmental issues
 - The value of money

However the community has a number of questions about the scheme and how it will operate in WA



Regulatory

- Is the law changing?
- Will all beverage companies comply?
- Will people be fined if they don't use it?



Financial

- Who is paying to set all the refund points up and staff them?
- Is this going to come out of taxpayer money?
- What impact will it have on beverage prices?



Inclusions

- What type of containers will be included?
- Do I need to prepare the containers before they'll be accepted (e.g. washed, crushed)?
- Are there limits/minimum quantities of containers that can be returned?



Processing

- What will happen to the collected containers?
- Can you guarantee they will be processed and won't go to landfill?
- How will all the containers be transported? Will this have a greater negative impact on the environment?



Coverage

- What is the geographical coverage? Are they going to be in every town?
- Where will the refund point locations be in town? Will there only be one?

Communications have a key role to play in addressing these questions, in order to build engagement with the CDS in WA.

There are some broader concerns regarding scheme management which have the potential to cause mistrust and negative sentiment



Waste strategy objective

Although there is support for a CDS, some feel that the scheme doesn't address the broader need for reduced generation of materials. Individuals highlight the need for CDS to be part of a combination of initiatives that address both recovery and reduced generation.



Dumping of materials

There are also concerns that collected containers may be dumped in regional areas as the distance to transport materials back to Perth for processing is too great (a key issue raised in Geraldton and Kalgoorlie).

Using processing facilities in regional/remote areas (in places like Fitzroy Valley where they currently exist) and/or transporting containers to SA or NT rather than Perth were raised as potentially more viable options.



Existing containers

There are questions about how the scheme will deal with containers that were sold before the implementation of CDS. The need for a grace period was commonly mentioned to encourage the initial 'clean up' of litter, particularly in remote communities.

There are also some concerns about other factors which would result in a negative user experience



Cost-benefit analysis

The reward needs to outweigh the investment for an individual to engage with the scheme. The time investment, cost of fuel and any other costs involved in participating with the scheme need to be of lesser value than the return amount.



Vandalism and damage

Unstaffed refund points (particularly RVMs and accessible bag drops) are potentially targets for vandalism. This could result in them being frequently out of order/unable to accept containers and create a negative experience when participating in the scheme. Security of location of these refund points should be a key consideration.



Antisocial behaviour

There is potential for negative behaviours such as kerbside bin scavenging in low socio economic areas or even people trying to access and reclaim containers that have already received a refund. This was specifically raised in remote communities.



User safety

The safety of users at refund points was also discussed as a key consideration, particularly the elderly and people with a disability, if a cash refund is given.

Convenience is the primary consideration which will determine whether people participate in the scheme

Short waiting times

Users don't want to wait when accessing refund points. Most would wait 5 minutes or less when returning containers. Wait times at bulk depots are expected to be longer, though there is a desire for as short a waiting time as possible.

Easy to engage with refund points

Refund points need to be simple to use. Multiple steps or complex instructions to prepare the containers and engage with the refund point will cause individuals to disengage, particularly at unstaffed points.

Location of refund points

A 10-15 minute drive is the maximum distance users will travel in metro and regional hubs. In remote areas individuals are more accepting of distance as this is common – food shopping etc, however not everyone has a reliable vehicle to transport large volumes of containers.

Locations need to be central, and in some low socio economic locations there is a need for walking distance so those without cars can access the scheme.

Most will only visit a refund point if the visit is built into an existing trip such as weekly food shops, fuel stations, etc. Dedicated trips are likely to be limited to community/charity organisations and businesses with bulk returns.

Very few (if any) restrictions on the condition and volume of containers to be refunded is also key

The time investment to collect and prepare containers is also considered when weighing up the cost benefit of engaging with the scheme. If it is easier to dispose of materials through regular recycling, individuals who are not motivated by the monetary refund will most likely revert to their kerbside bins.

Preparation of containers needs to be minimal

Few individuals will invest time and effort to prepare containers (e.g. cleaning and removing lids) as they are already separating and saving containers, and having to take them to another location.

Volume of containers

Most are not willing to save up large numbers of containers to meet minimum refund requirements. Consumers commonly talked about collecting 1 to 2 shopping bags or green reusable bags worth of containers at a time.

Condition of containers

This was a particular concern in remote communities where a proportion of containers are likely to be water damaged, dusty or even burnt.

If an individual has a negative experience interacting with the scheme (e.g. a RVM is out of order, containers not being accepted), future engagement with the scheme is unlikely.

“This could end up creating more work for us if we have to prepare the containers prior. On top of having to collect and return them if you had to wash or prepare them it would deter people.”

“I don’t have the space to collect containers up for a few weeks. We would be returning containers each week when going to the supermarket for shopping so would be looking at maybe 15 containers maximum.”

“There needs to be some flexibility. You can’t not accept certain bottles as this will put people off using the scheme.”

Considerations for scheme implementation vary by location, and are more complex than a simple metro vs regional classification

Current kerbside recycling system

Regional hubs without kerbside recycling in place have a greater desire for recycling and view CDS as a positive solution. Some are already collecting containers to take to scrap metal yards or central recycling points. Alternately, in locations where there is already kerbside recycling, they view CDS as another disposal option.

Communication within remote communities

In the first instance, refund point operators will need to play a key role in educating remote communities about how to engage with the scheme. From here, it is expected that word of mouth will be a key source of information within the communities.

Environmental influences

In locations with high levels of humidity and heat additional consideration needs to be made about the collection, storage and transportation of containers. For example, in northern areas the heat and distance causes greater wear on vehicle tyres compared to metro and southern areas, making scheme implementation more expensive.

When storing containers for longer periods of time before processing there may be the need for additional preparation to avoid health issues such as mould and pests accumulating.

Crime rates

In communities where there are high levels of crime and vandalism, unstaffed refund points are not considered a viable option.

There are concerns for individuals preying on others to claim the refund, and for the vandalism and damage to infrastructure/equipment such as RVMs.

Socioeconomic factors

The scheme is expected to be highly successful in lower socioeconomic areas (assuming implementation of suitable refund point features), where people are more likely to be motivated by the 10c refund.

Mining communities

In communities with a high proportion of shift workers, opening hours of refund points is key. Many will not be able to access staffed refund points if they are only open during typical business hours or if their closest option means accessing a closed mine site (e.g. Telfer).

Consideration for how the scheme will impact mining sites where waste is managed independently is also required. There is a desire for regulations specifying that sites will also have to collect and return eligible containers.

Refund type preferences

Participants expect some choice when it comes to refund type

Preference for refund type varies by individual. However the overall preference is for the refund to be instant which tends towards a preference for staffed refund points. This is particularly important in remote communities where there are often high levels of poverty. An instant financial incentive will work best to optimise their engagement.

Cash

Cash payments are seen as an instant, tangible reward. Cash is also considered a highly inclusive option that everyone can access including:

- Those who are using CDS as a mechanism to teach their children about the value of money.
- The elderly, homeless, and others in the community without bank accounts.

However, there are some concerns for safety in areas where crime is an issue. In these cases other instant refund types are recognised as more appropriate (i.e. in-store credit or retailer vouchers which do not require people to register for the scheme).

Store credit/vouchers

Credit style refunds were generally well liked by the community. Instances where this is seen as applicable are when returning containers during an existing planned visit to a store such as:

- Deli/general store purchase
- Fuel station
- Supermarket (weekly food shop)

In remote communities where people can only spend their money at one or two locations in the nearest town or community store, an in-store credit or EFT into their welfare card account were considered the most suitable options.

“This would work great at the fuel station if it was quick and you got the money off your petrol – like the save 5c per litre.”

Electronic transfer

There are mixed reactions to electronic refunds based on comfort levels with technology and online banking. However, there are many questions that need to be addressed for this option:

- How do you interact with the technology? Do you have to enter your details manually every time or can you just swipe or tap your card?
- Are my details saved in the system or do I need to enter them every time?
- Do I need to register with the system? How difficult will it be? What other details will they collect and how secure will my data be?

Charity donation

Allocating refunds to a charity or local community group was also appealing to many and considered a key opportunity for the scheme. However, most would only do so if they had a small number of containers to deposit such as when they are out and about, or when using a RVM. If the time and effort to collect, store and refund containers is perceived as significant, individuals are less likely to donate the refund amount.

Options for non-monetary and technology driven refund options were also well received



Train and bus tickets

Many saw an opportunity to integrate the refund into public transport ticketing systems. In the context of a ticket to ride public transport, a 10c refund has significant value. Comparisons were made to systems in operation in Sydney which were well regarded.



Container donation bins

As well as being able to allocate a refund amount to charity at a refund point, there was commonly the suggestion for containers to be dropped off in designated '240L charity bins' in central locations like schools, sporting clubs and shopping centres or collected direct from the home (i.e. regular charity drives). This is the preference for many as there is lesser time and effort involved compared to engaging directly with the refund point.

Donation bins are viewed to be the responsibility of each charity rather than the scheme coordinator. However, the scheme coordinator would be expected to promote and encourage this option with charities.

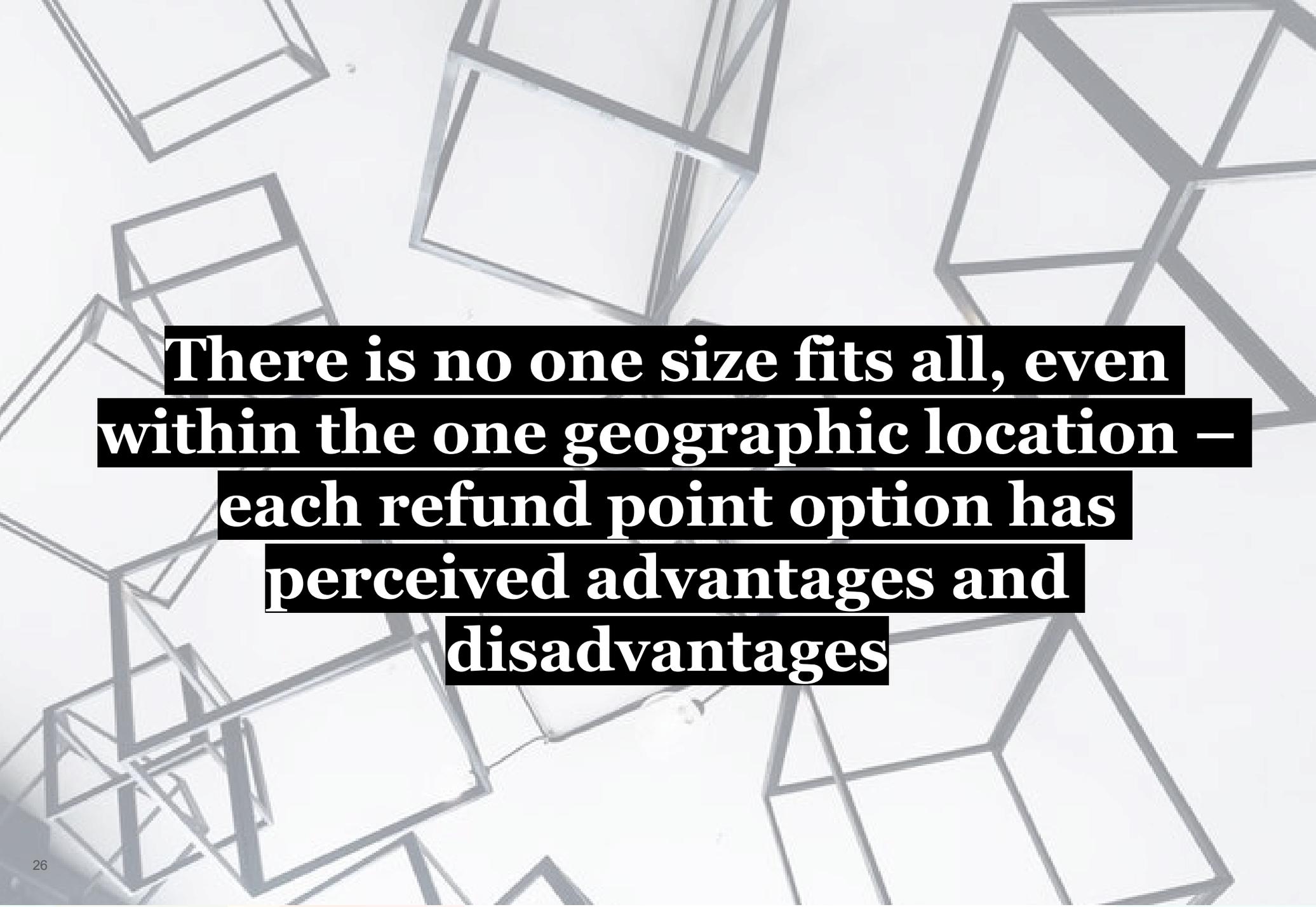


Advanced CDS register technology

When discussing the viability of registering for the scheme the opportunity for an app and dedicated CDS account card was suggested. In this scenario individuals would register for the scheme online or through a downloaded app.

A CDS scheme card would be issued that would be swiped or tapped at refund point, and dollars would accumulate in your account.

Reactions to different refund point options

The background of the slide consists of several overlapping, semi-transparent wireframe cubes. These cubes are rendered in a light gray color and are scattered across the frame, creating a sense of depth and geometric complexity. The text is centered over this background.

There is no one size fits all, even within the one geographic location – each refund point option has perceived advantages and disadvantages

Add on to existing business is considered a familiar and convenient option

Older demographics are familiar with this refund point type due to past experience in WA. The application of this refund point is seen as broader than convenience stores.



Usage Occasions

- When travelling out of home
- Small number of containers (no more than 2 shopping bags)
- Existing trip to business

Positive aspects

- Convenient – can build the refund into an existing trip.
- Staff available to assist.
- Immediate refund/return.
- Damaged containers can be accepted.
- Encourages visitation to stores and increases the opportunity for sales (particularly for small businesses).
- Does not require saving of bulk quantities of containers.
- Low investment to set up by using existing businesses.

“As kids we would take the bottles back and spend the money on lollies in the shop.”

Concerns

- Returns would be restricted to store opening hours.
- Waiting for service to count and receive refund is viewed as inefficient.
- The additional responsibilities of staff may negatively impact customer service.
- Concerns over dirty containers being brought into a store, particularly where there are food and beverages being sold.
- A need for reassurance that it will be financially viable for businesses to be part of the scheme (the costs need to be outweighed by dollars paid by the scheme coordinator).

RVMs are relevant in high traffic areas, particularly if they can be accessed as part of an existing trip

RVMs are not seen as a standalone solution and would need other options for both small and bulk returns. They are not considered suitable for remote areas and regional hubs with crime/vandalism issues.



Usage Occasions

- Very small number of containers when out of home (1-2 individual)
- In-home containers if located close to major supermarkets.

There is an assumption that RVMs could be used without the requirement to register with the scheme if retail vouchers or charity donations are selected for refunds. The majority would donate their refund if using a RVM as only 1-2 containers would be returned at a time.

Positive aspects

- Good for when you are on the go and have just consumed a beverage.
- Potential for widespread distribution.
- Fun for children to use.
- Familiarity of machines – are used elsewhere.
- Easy and instant to get a refund.
- An option for big events.

“These would be great for when you’re at the stadium. But you need lots of them there. People wouldn’t walk from one side to the other just to return one container and get 10c.”

Concerns

- Potential for lines and long wait times to use the machine.
- That the volume/capacity is too small and they would fill up quickly.
- Technology reliability and maintenance costs (especially in regional and remote areas).
- Damaged containers are not accepted (there needs to be a bin next to the RVM for any containers that can’t be returned or people are likely to leave them on the floor).
- Outdoor options would pose safety concerns and potential for vandalism.
- Cost to purchase and maintain machines may be too high to be a feasible option.

Mobile refund points are seen to have a key role to play but their application varies by geography

Metro and regional hubs see value in using mobile points at events, while rural centres see the application as key to servicing smaller remote and indigenous communities where fixed point options are not viable.



Usage Occasions

- Events
- Smaller remote communities

Positive aspects

- Inclusive option which allows the broader community to access the scheme.
- Immediate refund option.
- Staff available to assist.

Concerns

- Restrictions on where and when vehicles will service communities – e.g. not being able to access if it visits during business hours when people are at work.
- Potential for large lines for refunds if all are accessing at a specified time (needs a tap and go refund option).
- Cost to operate and maintain vehicles in remote areas.

Bulk depots have a role to service local businesses and charity/community groups.

Depots are also where individuals would expect processing to be conducted before transporting or selling recycled materials.



Usage Occasions

- Businesses (restaurants, cafes, pubs)
- Charities and community/sporting group fundraising
- Small number of the general community with the ability to store and transport large volumes of containers

Positive aspects

- Appropriate option for businesses and clubs.
- Staff available to assist.
- Immediate refund.
- No requirement for specialised bag or vessel to carry containers.

Concerns

- Specifying a minimum quantity of 500 containers is not viable for the general population.
- Most are not able to, or want to store containers for long periods of time due to concerns over cleanliness.
- Assume the location would not be central and travel would be required.

The bag drop system was less appealing because it requires more effort



Usage Occasions

- Moderate number of containers (1-2 shopping sized bags)
- Existing trip to business

Positive aspects

- Quick and easy – drop and run option.
- Can return a small to moderate number of containers (particularly for those who consume a large number of beverages each week).
- Good for shift workers if it is open 24/7 (unmanned).
- Good for donations if you can nominate at point of drop off or choose as part of your registration.

“My daughters refuse to drink anything but bottled water so we fill up our recycling bin in less than a week. I had to get a second one from the council. So this would be good for me, even if it was just for the water bottles.”

Concerns

Increased effort

- Requirement to register for the scheme.
- Requirement to use specialised bags (plastic bags, even if they are recyclable, were considered inappropriate).
- Having to pay for specialised bags.

Accuracy and safety concerns

- Potential for others to tamper with the bags when unattended.
- Stickers falling off and not receiving refund.
- Accuracy of counting and refund amount.

Volume

- Those who consume a low number of containers per week would need to collect for a time period to fill a full bag.

Preferred refund point option varies by location based on key local considerations

There is a preference for instant refund which lends itself best to a staffed refund point. However RVMs are still considered suitable in high traffic metro locations close to where people are already visiting.

	Perth metro	Northam	Kalgoorlie	Geraldton	Port Hedland
PREFERRED OPTIONS	<ul style="list-style-type: none"> RVMs Add-on to Existing Business Bulk Return for businesses and groups Mobile Refund Point at events 	<ul style="list-style-type: none"> Add-on to Existing Business Mobile Refund Point at events 	<ul style="list-style-type: none"> Bulk Depot with a bag drop facility included (Staffed facility) 	<ul style="list-style-type: none"> Bulk deposit centre with RVM available to return smaller amounts. Add-on to Existing Business 	<ul style="list-style-type: none"> Add-on to Existing Business Bag Drop Mobile Refund Points to service outskirts/remote communities
LESS PREFERRED OPTIONS	<ul style="list-style-type: none"> Would use bag drop if this was the only option available, though not preferred due to restrictions compared to other options. 	<ul style="list-style-type: none"> Bag drop has more restrictions and requires more effort. 	<ul style="list-style-type: none"> RVM cannot be used as they will be vandalised and damaged. 	<ul style="list-style-type: none"> Bag drop has more restrictions and requires more effort. 	<ul style="list-style-type: none"> RVM could work in some indoor locations, though Add-on to Existing Business is preferred.
KEY CONSIDERATIONS	<ul style="list-style-type: none"> Broad coverage through a large number of refund points. Options must be easy to scale up/increase coverage. Minimal travel distance. Ability to service small to medium number of containers (1-2 shopping bags). 	<ul style="list-style-type: none"> Existing kerbside collection system has recycling bin. Large number of local sporting groups /organisations who would benefit. Community members commonly donate recyclables to Men's Shed and containers to Bunch of Dreams (bulk food store). 	<ul style="list-style-type: none"> Crime and vandalism. Large number of businesses with bulk containers for refund (pubs). Availability of large building for refund point in centre of town. 	<ul style="list-style-type: none"> Are used to collecting larger amounts for return due to no kerbside recycling. 	<ul style="list-style-type: none"> Crime and vandalism. Environmental conditions. High shift work/mining population.

Remote communities have additional unique considerations

An add on to existing business with in store credit or credit to welfare card, coupled with a mobile vehicle to service smaller surrounding communities is considered the most effective combination of options.

Refund types offered

Refunds need to be immediate rather than using deferred options. There is a high degree of poverty within remote communities so the 10c refund is expected to be the key motivator to participate.

Cash is not necessary as many would use direct credit to welfare cards or in store credit at the local Roadhouse or community store.

Refund points need to be as simple as possible. Having to learn how to use technology or a machine is not conducive to this environment.

Security of refund point

Vandalism and damage is anticipated if RVMs were installed. The cost and time for repairs in these areas further diminishes viability.

The storage area for collected containers needs to be well considered and made secure – such as a large cage with locks. There is a risk that individuals would scavenge containers and try to get an additional refund.

“There are only 2 stores that people can buy things from within a 2 hour drive so you can take the containers back there and get a store credit for your shopping.”

Container types accepted

Consideration for the type of containers most common in these areas may also impact refund point type. Large volumes of cans from soft drinks are particularly common in dry communities.

To drive engagement and encourage litter collection, restrictions on the number and types of containers returned are discouraged. Remote community representatives anticipate individuals collecting containers from the land, meaning that damaged and unstamped containers would be returned. Refusing these containers would cause frustration and distrust of CDS.

Collection and Processing

Although travelling to access refund points is more accepted in remote communities, a single fixed refund point will not provide enough coverage. Mobile vehicles are needed to service small remote surrounding townships.

It may also be more efficient to return containers to SA or NT for those communities along the border rather than transporting them back to Perth.

Suggested locations for refund points vary by refund point type, with an emphasis on being convenient for users

Add-on to Existing Business	Reverse Vending Machine	Mobile Refund Point	Bulk Depot	Bag Drop
<ul style="list-style-type: none"> • Supermarkets e.g. Coles <i>(Seen as a good PR exercise for big businesses. However, there is an expectation that all Coles stores would participate)</i> • Liquor stores • Fuel stations • Bunnings • Deli/convenience stores • Roadhouses/community stores in remote locations 	<ul style="list-style-type: none"> • Shopping centres (close to major supermarkets) • Train stations/bus stations • In convenience stores and fuel stations • Food courts or high density restaurant areas • Sporting arenas/stadiums • Universities 	<ul style="list-style-type: none"> • Easily accessible and familiar point 	<ul style="list-style-type: none"> • Close to town – cannot be a long distance • Opportunity to use existing infrastructure such as warehouses no longer in operation 	<ul style="list-style-type: none"> • Shopping centres • Option within add on to existing business (for larger stores and supermarkets)

Additional considerations

A comprehensive communications and education strategy will be required to maximise uptake and encourage ongoing engagement

Channel

Communications need to be delivered through multiple channels, and cover both push (e.g. TV advertising) and pull (e.g. website and social media) strategies.

Messages need to be simple and effective, with detailed content available online and in print format (e.g. brochure).

Education

As well as a campaign to build awareness, education through schools and universities is seen as a key opportunity to drive engagement with the scheme in the long term.

Aboriginal community consultation and engagement is also required to understand how best to engage and get the most positive outcome.

Content

Messaging needs to address all the concerns/questions raised by the community, as well as highlight the personal and general benefits of using the scheme. Primary messaging should increase awareness, with supporting messages to keep people motivated.

Primary message

- What is CDS? How does it work?

Supporting messages

- What does it mean for recycling?
- The positive outcomes the scheme will generate.
- The personal benefits to the individual.

An accessible version of all messaging and content is required to ensure it reaches the whole community.

Easy to read English

Multiple languages

Video with subtitles

Audio

Braille

Design of refund points is key to ensure accessibility

To ensure the scheme meets disability inclusion requirements, flexibility and offering options is key. The most important considerations are to ensure the refund locations and mechanisms are accessible.



Access to the refund locations

When choosing refund locations there are three key points to ensure accessibility:

- Clear pathways with no obstacles to move around
- Wide pathways
- Short distance to ACROD bays
- Ramp or lift access



Machines or counters

Within the refund point design there is also a need to ensure:

- The height of refund slots, counters and keypads is accessible
- There is clear signage written in easy to read English
- Inclusion of braille and audio for unmanned refund points



Staff

Staffed refund points are preferred as there is someone available to provide assistance to users, particularly in high traffic and population locations.

However, staff need to be trained in assisting those with disabilities.

There are also specific disability inclusion recommendations for each type of refund point

Add-on to Existing Business	Reverse Vending Machine	Mobile Refund Point	Bulk Depot	Bag Drop
<ul style="list-style-type: none"> • Stores need to be accessible and have a ramp or lift if elevated from ground level. • Larger stores are generally more accessible such as supermarkets. 	<ul style="list-style-type: none"> • Clear signage in easy to read English with braille and audio options are needed. The height of return slot and keypad also need to be considered and made accessible for all. 	<ul style="list-style-type: none"> • A drop down tray or ramp will be required for individuals to access. 	<ul style="list-style-type: none"> • There is a need for a clear way of communicating the minimum quantity of containers beyond numeric total. Examples include: <ul style="list-style-type: none"> • 1 x trailer load • 5 x household waste bins • 20 x shopping bags 	<ul style="list-style-type: none"> • The size of mandatory use bags is a key factor as individuals who cannot lift or carry bags will not be able to use it if the bag is too large. • The height of the counter/chute also needs to be at the correct level.

Those who are not mobile require additional support to engage with CDS



Many within the community feel there is scope for an at home pick up service for those with limited mobility.

Without this, individuals such as the elderly, injured or those with a disability who are either unable to leave their homes, or carry a bag of containers to a refund point will not be able to use CDS.

An opt in service provided by the scheme coordinator or partnership with not for profit organisation/charity are suggested solutions.

Learning from other jurisdictions and countries with CDS is expected



There is an expectation that this community research will be coupled with consultation with key personnel operating CDS in other jurisdictions and countries.

Conversations here would focus on understanding how to ensure the scheme is viable, and technical refund point considerations within a WA context.

Building a scheme that is based on case studies from other locations and has clear proof points will increase trust and confidence in CDS.

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