



MEDIA RELEASE
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TASRecycle

COCA-COLA AMATIL AND LION TEAM UP TO TACKLE CONTAINER RECYCLING IN TASMANIA

Coca-Cola Amatil and Lion have teamed up to establish a new not-for-profit entity – TasRecycle – to tackle container recycling in Tasmania.

The action is in recognition of their shared responsibility (with other manufacturers and the community) for reducing waste generated by beverage product packaging, and with a view to working with the State Government to deliver a world class Container Recycling Scheme for Tasmania.

“As major beverage manufacturers producing in and selling into Tasmania, we are 100 per cent committed to ensuring that Tasmania has a world-class Container Recycling Scheme”, said Jeff Maguire, Group Head of CDS Implementation at Coca-Cola Amatil.

“The Tasmanian Government has committed to having a CRS in operation in Tasmania in 2022 as part of their Waste Action plan for a circular economy, and we strongly share that goal.

“As producers, we are advocating for the Tasmanian Government to adopt a Producer Responsibility Scheme.

“This model seeks to minimise cost impact on consumers and increase jobs, community participation and commercial opportunities for community organisations, charities, small businesses and councils.

“The Scheme coordinator does not make a profit, but importantly incentivises scheme participants to do so.

“This model operates in the two most recently implemented schemes, QLD and WA, and has been recommended to the Tasmanian Government as the preferred model to deliver the Tasmanian CRS by consultants Marsden Jacob”, Mr Maguire concluded.

PRODUCER RESPONSIBILITY SCHEME

- Promotes a circular economy: increasing recycling and reducing landfill;
- Ensures significantly lower price impacts for the community compared to other schemes;
- Beverage producers take responsibility for their products;
- Complements and grows existing recycling activities;
- Puts in place a Scheme Coordinator that operates as a Not-For-Profit entity, accountable to government, ensuring a robust governance framework;
- Delivers a balanced, open refund point market, so everyone can participate; and
- Delivers real benefits for the community (including charities, community organisations, sporting clubs and councils) – with so many ways to participate there is a participation option to suit all groups and deliver benefits at a time they're needed most.

Coca-Cola Amatil and Lion have been involved in the operation and administration of container deposit or refund schemes for more than 40 years, have been involved in implementing four schemes across Australia in the last six years, and have a unique ability to leverage their experience and resources to deliver a successful scheme.

