



## **TasRecycle appoints inaugural CEO to deliver Tasmania's container refund scheme**

*TasRecycle, a not-for-profit entity comprising Asahi Beverages, Coca-Cola Europacific Partners and Lion, is Scheme Co-ordinator for Tasmania's new container refund scheme*

**10 October 2024, Tasmania** - TasRecycle, the Scheme Coordinator of the new Tasmanian container refund scheme, has made a significant appointment by engaging experienced business transformation professional Ken Roughley as its inaugural CEO.

Mr Roughley brings a broad range of project, program, and senior operational experience to TasRecycle, spanning over 25 years in the private and public sectors. This includes working on successful, high profile public transport projects in New South Wales and, more recently, working with the Tasmanian Government as the Motorola Transition Lead for Tasmanian Government Radio.

TasRecycle was recently announced by the Tasmanian Government as the Scheme Coordinator of the Tasmanian container refund scheme, Recycle Rewards, which is expected to begin mid next year.

TasRecycle is a not-for-profit entity with members comprising some of Australia's leading beverage companies: Lion, Coca-Cola Europacific Partners and Asahi Beverages.

As Scheme Coordinator, TasRecycle will be responsible for managing the marketing, running the financial operations, and ensuring the smooth operation of Tasmania's container refund scheme.

The introduction of Recycle Rewards will be a major milestone for recycling in Australia. Once it is live, there will be container refund schemes in all Australian states and territories.

Consumers can get a ten-cent refund for each approved eligible container returned in states and territories with a container refund scheme. This creates an incentive to return the containers, giving them the best possible chance of being recycled into a new container.

Ben Kearney, Chair, TasRecycle, said: "After a careful recruitment process with a number of excellent applicants, Ken was the successful candidate."

"We are thrilled he has chosen to join TasRecycle and look forward to benefitting from his extensive experience in delivering complex private and public sector projects."

"His demonstrated leadership acumen and proven ability to create value for the community make Ken the ideal person to ensure TasRecycle delivers a high performing container recycling scheme that will work for the community and the environment."

Ken Roughley, CEO, TasRecycle, said: "I am looking forward to helming TasRecycle as it establishes a container refund scheme which will create opportunities for all Tasmanians while reducing litter and supporting the environment."

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## **ABOUT TasRecycle**

TasRecycle Limited is a not-for-profit entity established by Asahi Holdings (Australia) Pty Ltd, Coca-Cola Europacific Partners Australia Pty Ltd and Lion Pty Ltd. TasRecycle has been established to work with the Tasmanian Government to deliver the Scheme Coordinator role for the Tasmanian Container Refund Scheme.

Asahi Beverages, Coca-Cola Europacific Partners and Lion have extensive experience in managing container deposit schemes across Australia, with one or more of the companies involved in every Australian jurisdiction with a container deposit scheme.

## **ABOUT ASAHI BEVERAGES**

Asahi Beverages operates across Australia and New Zealand with three Business Divisions: Asahi Lifestyle Beverages (non-alcohol in Australia), Carlton & United Breweries (alcohol in Australia) and Asahi Beverages NZ (alcohol and non-alcohol in NZ). We have manufacturing plants in all Australian states and make and distribute some of Australia's most loved drinks.

Cascade Brewery, which this year celebrated its 200<sup>th</sup> anniversary, is Australia's oldest brewery and proudly part of Asahi Beverages.

In Australia, our diverse range of drinks includes leading non-alcohol brands such as Schweppes, Solo, Cottee's, Cool Ridge water, Spring Valley and Charlie's juices and Strangelove premium adult soft drinks and mixers. We also own premium coffee brand Allpress Espresso. In addition, we proudly manufacture and distribute under licence Pepsi, Gatorade, Mountain Dew, Sunkist and Lipton Iced Tea.

Our leading alcohol range in Australia includes Carlton Draught, Asahi Super Dry, Victoria Bitter, Great Northern, Carlton Dry, Pure Blonde, Cascade, Peroni, 4 Pines, Mountain Goat, Pirate Life, Balter, Green Beacon, Good Tides seltzer, Somersby Cider, Riot Wine, Hard Rated, Vodka Cruiser and Hausmix cocktails. We also proudly import and distribute under licence Corona beer.

## **ABOUT COCA-COLA EUROPACIFIC PARTNERS**

Coca-Cola Europacific Partners is one of the world's leading consumer goods companies. We make, move and sell some of the world's most loved brands – serving 600 million consumers and helping 1.75 million customers across 31 countries grow. As one of the largest bottlers and distributors of non-alcoholic and alcoholic ready-to-drink beverages in Australia we have a portfolio that offers a beverage for every occasion.

## **ABOUT LION**



Lion is a leading beverage company headquartered in Sydney, Australia. With origins dating back more than 180 years, Lion is known for its commitment to quality, craftsmanship, community and sustainability, and recently became Australasia's first large-scale carbon neutral brewer. Lion is a pioneer in brewing and continues to innovate across a range of adult beverages. Its core beer portfolio includes many locally loved brands in Australia and New Zealand such as Hahn, XXXX, Tooheys, Little Creatures, James Squire, Stone & Wood, James Boag's, Emerson's, Speights and Panhead, and a growing craft beer presence in the US, having brought New Belgium and Bell's Brewery into the fold. Lion also has an enviable portfolio of NZ wine brands, a premium fine wine business in North America, a craft spirits distribution arm in Australia in Vanguard Luxury Brands, and recently fully brought world-class distillery Four Pillars Gin into the fold. Lion employs more than 4,000 people across its markets. [www.lionco.com](http://www.lionco.com)