

**From trash to cash:**

**Beverage industry boss hails Queensland's industry-led Container Refund Scheme a sustainable success**

Following months of preparation involving the Queensland Government, industry and communities across the Sunshine State, Queensland has become the latest State in Australia to introduce a Container Refund Scheme (CRS).

*Containers for Change*, which launched today, is the product of beverage industry and government working closely to deliver a low-cost and efficient Scheme for both manufacturers and consumers.

'We congratulate the Queensland Government for working together with beverage industry on the CRS to ensure the configuration of this important program is successful and sustainable from the outset,' said Mr Geoff Parker, Chief Executive Officer, Australian Beverages Council.

The Scheme has launched with more than 230 refund points across the State and it is expected that this number will increase within the first 12 months of operation.

'Queensland's Scheme offers community groups, not for profit organisations, sporting clubs, and schools the opportunity to raise funds for their own projects, and individuals can help by donating their refunds to these organisations,' said Mr Parker.

The CRS will have the challenging task of capturing as many of the 3 billion drink containers sold in Queensland each year as possible.

'Ultimately, the community and the environment will be the main beneficiaries of this Scheme,' added Mr Parker.

Most drink containers between 150 millilitres and 3 litres are eligible for a 10-cent refund under the Scheme.

A not-for-profit organisation, Container Exchange (CoEx), was appointed as the Product Responsibility Organisation (PRO) to administer and run the CRS on behalf of the Queensland Government.

'In appointing CoEx, the Queensland Government has ensured this is a true producer responsibility Scheme, which logically, only the beverage industry could operate,' said Mr Parker.

'Western Australia will be the next State to implement a Container Deposit Scheme, and the beverage industry looks forward to partnering with the Government of Western Australia on this Scheme,' concluded Mr Parker.

Further information about the CRS and local container refund points can be found at [containersforchange.com.au](http://containersforchange.com.au)

**Mr Geoff Parker is available for interview about the significance of industry working with state and territory governments on a range of industry issues, including environmental sustainability and recycling schemes.**

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Australian Beverages Council Ltd

2/2 Allen Street, Waterloo NSW 2017 • Tel: + 61 2 9698 1122 • Fax + 61 2 8399 2255

Email: [info@australianbeverages.org](mailto:info@australianbeverages.org) • [www.australianbeverages.org](http://www.australianbeverages.org)



## **Australian Beverages Council**

The Australian Beverages Council is the peak body representing the collective interests of the non-alcoholic beverages industry. We strive to advance the industry as a whole, as well as successfully represent the range of beverages produced by our members. These include carbonated regular and diet soft drinks, energy drinks, sports and isotonic drinks, bottled and packaged waters, fruit juice and fruit drinks, cordials, iced teas, ready-to-drink coffees, flavoured milk and flavoured plant milk.

The unified voice of the Australian Beverages Council offers our members a presence beyond individual representation in order to promote fairness in the standards, regulations, and policies concerning non-alcoholic beverages.

The Australian Beverages Council introduced a dedicated juice division, **Juice Australia (formerly Fruit Juice Australia)**, in 2009 and a dedicated water division, the **Australasian Bottled Water Institute (ABWI)**, in 2011. Through these, our organisation, and its relevance and impact continue to grow.

**For further information or to interview Geoff Parker, CEO, Australian Beverages Council:**

Shae Courtney  
Australian Beverages Council  
T: 02 8313 7760  
M: 0420 736 136  
E: [Shae@ausbev.org](mailto:Shae@ausbev.org)

