



## FROM A COLOURFUL PAST TO A BRIGHTER FUTURE.

Towards an Industry-led National Paint Stewardship Scheme.

MID-TERM REPORT | APRIL 2019

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### 01 | FOREWORD

On 29 October 2015, the ACCC authorised the Founding Members of Paintback to establish an industry-led paint product stewardship scheme.

On 2 May 2016, Paintback was launched. As we approach our third anniversary, it is timely to report progress on the achievements to date, made possible by the many people and organisations that everyday collaborate and help make the scheme a success.

Paintback in many respects is at the end of the beginning of its journey. The company and its members are here for the long-term and to make lasting improvements. We have come a long way and have made good progress on our targets. We have learned a lot, but still have more to do.

### 02 | INTRODUCTION

It has been a fantastic few years for Paintback! Since 2016, Paintback has successfully established and rolled-out Australia's national scheme for the collection of unwanted paint and packaging.

We are delighted to report on Paintback's achievements so far – from a large and expanding collection site network, growing collection volumes, investments in education and awareness, and the initiation of a significant R&D program. As you'll see in this review, we have much to be proud of.

We also take this opportunity to gratefully acknowledge the invaluable contributions of our many supporters across the industry and in government: from paint manufacturers to retailers, state authorities, local councils and industry bodies.

### O3 | THE PAINTBACK SCHEME | IN A NUTSHELL

Paintback is an industry-led, not-for-profit initiative to divert unwanted paint and packaging from landfill, sewers, stormwater infrastructure and waterways, and to research new ways to reuse unwanted paint and packaging. Paintback is taking unwanted paint and packaging's colourful past to a brighter future of responsible disposal and innovative reuse.

Under the Paintback scheme, consumers and trade painters can take a wide range of unwanted paint products and packaging to a Paintback collection site or mobile collection event. Paintback's waste services contractor then transports the unwanted paint and packaging from the collection point for disposal. In this way, Paintback gives millions of consumers and trade painters an opportunity to responsibly dispose of a wide range of unwanted paint and packaging.

Paintback was established in 2016 by paint industry leaders DuluxGroup, Haymes, PPG, Resene and The Sherwin-Williams Company. Rust-Oleum Australia has since joined the program. Together, these companies supply over 90% of architectural and decorative paint sold in Australia, and Paintback continues to encourage other paint suppliers to get on board.

Paintback is funded through a 15 cents per litre levy on the retail sale of eligible architectural and decorative paint and woodcare products from 1-20 litres (inclusive).

### 04 | GOVERNANCE

### Paintback's corporate objectives are to:

- » implement the Paintback scheme by receiving the funds raised from the 15 cents per litre levy and engaging with State government, local councils and waste services providers for the collection, treatment and re-use of unwanted paint and packaging;
- promote education and awareness about the Paintback scheme;
- » monitor, audit and report on the development of the Paintback scheme;
- administer a substantial program of research into new end-of-life uses for unwanted paint and packaging; and
- engage with government about legal and regulatory frameworks affecting the scheme.

Paintback's management and operations are overseen by a highly experienced board of directors, including an independent Chairman, who together ensure that Paintback meets the highest standards of product stewardship and governance. As of February 2019, Paintback's directors are as follows.

- Jim Liaskos, Independent Chairman Jim's experience is in industrial materials and includes directorships and industry association leadership;
- Murray Scott, Independent Director and Chair of the R&D Committee – Murray holds Directorships, Adjunct Professorships and most recently R&D and commercialisation in advanced composite materials;
- c. Patrick Jones, Director Patrick is Chief Operating Officer, DuluxGroup;
- Richard Meagher, Director Richard is Region President & General Manager, Consumer Brands Group, Asia & ANZ, The Sherwin-Williams Company;
- e. Rod Walton, Director Rod is Chief Executive Officer, Haymes; and
- f. Tim Welsh, Director Tim is Vice President Australia and New Zealand, PPG Industries.

Paintback Ltd is registered with the Australian Charities and Not-for-profit Commission, and the scheme (including the 15 cents per litre levy) is the subject of an Australian Competition and Consumer Commission authorisation.

### 05 | A LARGE AND GROWING COLLECTION NETWORK

Paintback set itself the goal of establishing a system through which 85% of the Australian population have convenient access to a collection site (within 20km in metropolitan areas and 40km in regional areas) by its fourth or fifth year. Paintback has already achieved that goal.

There are now 115 permanent Paintback collection sites across Australia, covering approximately 18 million people, and by the end of the 2018/19 year we expect to have around 140 permanent collection sites covering around 19 million people. The permanent collection network has grown rapidly in some jurisdictions, but less so in others.

Since May 2016, Paintback has also co-ordinated over 50 mobile collection events in areas that don't currently support a permanent site, covering around 9 million people. Looking forward, Paintback expects to co-ordinate 50 further mobile collection events in 2019 alone.

	COLLECTION	2016/17	2017/18	H1 2018/19
	Sites*	Tonnes	Tonnes	Tonnes
ACT	2	8	216	121
NSW	10	372	652	385
NT	3	36	25	9
QLD	36	346	911	667
SA	8	107	359	217
TAS	4	19	42	24
VIC	34	738	1,502	932
WA	18	264	596	373
TOTAL	115	1,890	4,304	2,727

### PAINTBACK COLLECTION VOLUMES BY STATE

\*As at 28 February 2019,

Paintback has been able to pull together this large and growing collection site network with the valued co-operation of state governments and local councils: Paintback now has arrangements with various state and local government bodies (including the Sustainability Victoria, Western Australia Local Government Association **(WALGA)** and NSW EPA), and service agreements with around 80 local councils to facilitate implementation of the scheme at council sites. Paintback has also contracted with its waste services supplier Cleanaway for collection sites to be operated through its depot network.



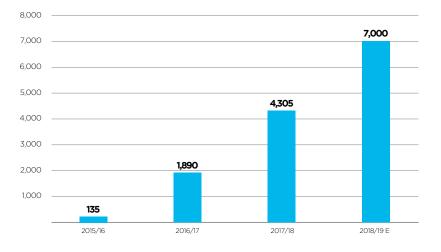
### 06 | GROWING COLLECTION VOLUMES

The fundamental purpose of the Paintback scheme is to collect unwanted paint and packaging, diverting it from landfill and other inappropriate disposal methods. On that front, the scheme represents a major success.

Prior to Paintback there was no uniform approach or national network to collect used paint and its packaging and to ensure recycling and appropriate disposal. While state and local governments have supported good programs available to residents for many years, Paintback is taking it to a whole new level.

For the first two and half years since Paintback commenced in May 2016, over 9,000 tonnes of paint and packaging has been collected from consumers and the trade.

In each year since its inception, Paintback has significantly increased its collections.



These volumes involve significant increases in collections from various pre-existing state-funded household hazardous waste **(HHW)** programs. For example, Sustainability Victoria's Detox Your Home program collected approximately 920 tonnes of paint in 2013/14, which grew to 1,450 tonnes in the financial year of Paintback's launch, 2015/16. In collaboration with Sustainability Victoria, Paintback has integrated with this program and now funds the collection of paint from residents and trade painters. In 2017/18 Paintback's Victorian collections reached 1,500 tonnes and are on track to reach 1,800 tonnes in this current year.

Meanwhile, in the same year Paintback collected approximately 600 tonnes in Western Australia, a 25% increase over the volumes collected in previous years under the WALGA's HHW program.

### **O7 | IMPROVING DISPOSAL PATHWAYS**

Paintback aims to have collected 45,000 tonnes of unwanted paint and packaging by 2021, and to divert all unwanted paint and packaging that it collects from landfill.

To date Paintback has relied on a limited number of service providers to deliver the program. The good progress we have made is a solid foundation for the future. We are still learning - building information and evidence to measure and improve our stewardship outcomes. We continue to develop our understanding of the market and the opportunities and barriers it presents.

For the recovered metal and plastic packaging, recovery and recycling pathways exist. However, Paintback is actively supporting new and improved ways that will increase recovery rates.

Solvent paint has a high calorific value and it is blended to create an alternative fuel used in cement manufacture, replacing carbon-based fuels such as coal.

Unwanted water-based paint is treated to remove water content, which means less residue is landfilled. Because Paintback's objective is to divert all the material we collect from landfill, water-based paint is a priority for our R&D investment. This is explained further later in this report.

### 08 | INVESTMENTS IN EDUCATION AND AWARENESS

A critical component of Paintback's overall strategy to collect increasing volumes of waste paint is effectively communicating the benefits of the scheme to consumers and the trade. To that end, Paintback invests in various marketing and education initiatives to establish the Paintback brand and drive awareness of the scheme and its benefits.

The priority has been to create the Paintback brand as the hallmark of responsibility for the Australian paint industry. Importantly, Paintback participating companies carry the logo on eligible paint packaging. This tells DIY and trade painters that they are purchasing paint from a responsible company.

Paintback has deployed a multi-channel strategy to create a brand that has meaning for and resonates with our target markets, collaborating with paint companies and retailers, to get the message out.

To date, Paintback's communication, marketing and educational initiatives have included:

- A national launch under the **"NOW YOU CAN!"** tagline, which secured widespread coverage across television, radio and print media reaching audiences of around 11 million people;
- Local advertising and media surrounding new collection site openings and mobile collection events, reaching and audience of 25 million in 2017/18;
  - The "Colourful Past, Brighter Future" campaign focusing on cityand state-wide media where collection sites have reached critical mass. This campaign emphasised to consumers and trade painters the purpose behind the Paintback scheme;
- The pop-up collection events in themselves provide experiential marketing opportunities, generating high social media engagement and community involvement to convey what Paintback is about;
- In 2018/19 our first national campaign "Australia's Most Admired Painter"- launched in November 2018 focussing on radio, outdoor and social media. It models responsible behaviour and inspires consumers and trade painters to use Paintback's network of collection sites to properly dispose of waste paint. The first stage of this campaign reached 9 million people; and

- » Training and educational materials for trade painters, hardware retailers and specialist paint retailers.
  - In store material is available in Bunnings stores located within 10 km of a Paintback collection point;
  - An online training module for retailers.

These initiatives are bearing fruit: recent market research conducted on Paintback's behalf shows that awareness of the scheme, particularly amongst trade painters, is growing significantly.

- » Over 40% of surveyed trade painters spontaneously recalled Paintback (up from 19% in 2017), and approximately 56% of trade painters aware of the scheme had disposed of their unwanted paint through Paintback (compared to 48% in 2017). Satisfaction with Scheme is high - 88% were either very satisfied or somewhat satisfied with their Paintback experience.
- In the DIY sector, who paint infrequently compared to trade painters, awareness is increasing markedly off a low base. 20% of those surveyed who have painted in the past 12 to 18 months, knew of Paintback when prompted. In 2017, awareness was only 5%.
  40% of DIY painters aware of Paintback had used the program and satisfaction levels were also above 80%.





### 09 | OUR RESEARCH AND DEVELOPMENT PROGRAM

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A further important aspect of Paintback's work is a significant program of R&D focused on developing solutions to improve paint and packaging resource recovery: whether it's to identify new end end-of-life uses or improve collection efficiencies to achieve Paintback's purpose.

Paintback has established an R&D Committee to advise the Board in implementing of this R&D program.

Seven R&D projects are already underway, collaborating with Australian and international research institutions, universities and commercial organisations. There is a focus on water-based paint and plastic packaging to address the lowest performing material streams from a resource recovery hierarchy perspective. These active projects include studies into:

- recovering water-based paint for use in new products and other materials;
- addressing barriers to increased used packaging re-use or recycling and developing industry specific sustainable packaging guidelines.

In addition to its active R&D projects, Paintback is scoping over 50 additional potential projects for possible further consideration.

Achieving our goals means we must foster and support more innovative solutions and be adaptable to changing market and community demands. The R&D program is an important part of our long-term commitment to lasting improvement.



## 10 | LOOKING TO A BRIGHTER FUTURE

Paintback has achieved significant milestones. It is gaining momentum and is on track to meets its objectives.

While Paintback is in a strong position, we will continue to address key factors such as:

- » Achieving our goals and establishing the evidence base to report progress on our stewardship outcomes;
- » Working further with the Jurisdictions and Local Government;
- » Continued engagement with the community and trade painters to grow awareness and participation; and
- » Focussed R&D to identify new solutions and markets to extend the life of used paint and its packaging.

# 11 | PAINTBACK PERMANENT COLLECTION SITES AS AT 28 FEBRUARY 2019

AREA	SITE NAME	ADDRESS
ACT		
Mitchell	Mitchell Resource Management Centre Transfer Station	Flemington Road Mitchell 2911
Mugga Lane	Mugga Lane Resource Management Centre Transfer Station	Mugga Lane Symonston 2609
NSW		
Albury City	Albury Waste Management Centre	556 Mudge Street Lavington 2640
Blacktown	Cleanaway Glendenning	8 Rayben Street Glendenning 2761
Fairfield	Cleanaway Wetherill Park	6 Davis Road Wetherill Park 2164
Liverpool	Liverpool Community Recycling Centre	99 Rose Street Liverpool 2170
Newcastle	Cleanaway Kooragang Island	Raven Street Kooragang Island 2304
Port Stephens	Salamander Bay Waste Transfer Station	4 Tarrant Road Salamander Bay 2317
St Marys	Toxfree St Marys	40 Christie Street St Marys 2760
Tweed	Stotts Creek Resource Recovery Centre	Leddays Creek Road Stotts Creek 2487
Wagga Wagga	Gregadoo Waste Management Centre	132 Ashfords Road Gregadoo 2650
Wollongong	Cleanaway Unanderra	10-12 Waynote Place Unanderra 2526
NT		
Darwin	NT Recycling Solutions	19 Pruen Road Berrimah 0828
Palmerston	Cleanaway Holtze (Darwin)	875 Stuart Highway Holtze 0829
Shoal Bay	Shoal Bay Waste Management Facility	Shoal Bay, Access Road Karama 0812
QLD		
Brisbane	Chandler Resource Recovery Centre	728 Tilley Road Chandler 4155
Brisbane	Ferny Grove Resource Recovery Centre	101 Upper Kedron Road Ferny Grove 405
Brisbane	Nudgee Resource Recovery Centre	1402 Nudgee Road Nudgee 4014
Brisbane	Willawong Resource Recovery Centre	360 Sherbrooke Road Willawong 4110
Bundaberg Regional (Branyan)	Bundaberg Waste Management Facility	46 University Drive Branyan 4670
Bundaberg Regional (Qunaba)	Qunaba Waste Transfer Station	180 Potters Road Qunaba 4670
Cairns Portsmith	Portsmith Transfer Station	37-51 Lyons Street Portsmith 4870
Cairns Smithfield	Smithfield Transfer Station	Lot 1, Dunne Road Smithfield 4878
Fraser Coast	Fraser Coast Recycling Centre	Aalborg Road North Nikenbah 4655
Fraser Coast Maryborough	Maryborough Waste Facility	Ariadne Street Maryborough 4650
Gladstone	Gladstone Transfer Station	Joe Joseph Drive Gladstone 4680
Gladstone	Benaraby Regional Landfill	48567 Bruce Highway Benaraby 4680
Gold Coast City Helensvale	Helensvale Waste and Recycling Centre	70 Helensvale Road Helensvale 4212
Gold Coast City Merrimac	Merrimac Waste and Recycling Centre	Boowaggan Road Merrimac 4226
Gold Coast City Burleigh Heads	Reedy Creek Community Waste and Recycling Centre	61 Hutchinson Street Burleigh Heads 4220
Gold Coast City Molendinar	Molendinar Waste and Recycling Centre	Cnr Herbertson Drive & Jacobs Road Molendinar 4214
Gympie	Bonnick Road Waste Management Facility	Bonnick Road Gympie 4570
Ipswich	Riverview Recycling and Refuse Centre	81 Riverview Road Riverview 4303
Logan (Beenleigh)	Beenleigh Waste and Recycling Facility	15 Wuraga Road Beenleigh 4207
Logan (Brisbane)	Cleanaway Crestmead	10 Platinum Street Crestmead 4132
Logan (Brisbane)	Browns Plains Waste and Recycling Facility	41 Recycle Way (entry via Bayliss Road) Heritage Park 4118
Logan (Cornubia)	Carbrook Waste and Recycling Facility	1801 Mount Cotton Road Cornubia 4130
Mackay	Paget Waste Transfer Station	Crichtons Road Paget 4740
Moreton Bay	Cleanaway Narangba	26-32 Potassium Street Narangba 4504
Noosa	Eumundi Road Landfill	561 Eumundi Noosa Road Doonan 4562

AREA	SITE NAME	ADDRESS
Redland	Redland Bay Waste Transfer Station	761-789 German Church Road Redland Bay 416
Rockhampton	Lakes Creek Road Landfill	152 Lakes Creek Road Berserker 4701
Scenic Rim (Beaudesert)	Beaudesert Central Waste Management Facility	43 Waste Facility Road Bromelton 4285
Scenic Rim (Canungra)	Canungra Waste Transfer Station	2036 Beaudesert-Nerang Road Canungra 4275
Scenic Rim (Dugandan)	Boonah Waste Disposal Facility	10 Evans Road Dugandan 4310
Sunshine Coast (Beerwah)	Beerwah Resource Recovery Centre	121 Roberts Road Beerwah 4519
Sunshine Coast (Buderim)	Buderim Resource Recovery Centre	Syd Lingard Drive Buderim 4556
Sunshine Coast (Caloundra)	Caloundra Landfill and Resource Recovery Centre	171 Pierce Avenue Caloundra 4551
Sunshine Coast (Nambour)	Nambour Resource and Recovery Centre	Cooney Road Nambour 4560
Toowoomba	Toowoomba - Cleanaway Depot	27-35 Wilkinson Street Toowoomba 4350
Townsville	Cleanaway Bohle	77-97 Enterprise Street Bohle 4818
SA		
Charles Sturt	Beverley Recycling and Waste Centre	2-4 Toogood Avenue Beverley 5009
Hackham	Hackham Recyclers	16 Cottage Lane Hackham 5163
Mount Gambier	City of Mount Gambier Waste Transfer Station	5 Eucalypt Drive Mount Gambier 5290
Murray Bridge	Brinkley Waste and Recycling Transfer Station	527 Brinkley Road Brinkley 5253
Salisbury	Pooraka Waste Transfer Station	61 Research Road Pooraka 5095
Port Adelaide Enfield	Cleanaway Wingfield	George Street Wingfield 5013
Salisbury	NAWMA Resource Recovery Centre	Gate 3, Bellchambers Road Edinburgh North 511
Salisbury	Pooraka Waste Transfer Station	61 Research Road Pooraka 5095
Tea Tree Gully	St Agnes Recreation Park	240 Smart Road St Agnes 5097
TAS		
Devonport	Spreyton Waste Transfer Station	Bay Drive, off Mersey Road Spreyton 7310
Hobart	McRobies Gully Waste Management Centre	35 McRobies Road South Hobart 7004
Kingborough	Barretta Waste Management Facility	1922 Channel Highway Barretta 7054
Launceston	Cleanaway Invermay	29 Churchill Park Drive Invermay 7248
VIC		
Ballarat	Gillies Street Transfer Station	119 Gillies Street South Alfredton 3350
Banyule	Banyule Waste Recovery Centre	307-325 Waterdale Road Bellfield 3081
Bayside	Copper Rock Bayside Waste & Recycling Centre	144 Talinga Rd Cheltenham 3192
Greater Bendigo	Eaglehawk Eco-Centre	189-193 Upper California Gully Rd Eaglehawk 3556
Greater Bendigo	Heathcote Transfer Station	61 Golden Gully Road Heathcote 3523
Greater Bendigo	Strathfieldsaye Transfer Depot	998 Wellington Street Strathfieldsaye 3551
Boroondara	Boroondara Transfer Station	648 Riversdale Road Camberwell 3124
Brimbank	Brimbank Resource Recovery Centre	Stadium Drive Keilor Park 3042
Casey	Hampton Park Resource Recovery Centre	274 Hallam Road Hampton Park 3976
Darebin	Darebin Resource Recovery Centre	30 Kurnai Avenue Reservoir 3073
East Gippsland	Bairnsdale Transfer Station	200 Johnstons Road Forge Creek 3875
Frankston	Frankston Regional Recycling and Recovery Centre	20 Harold Road Skye 3977
Greater Dandenong	Cleanaway Dandenong	76-78 Ordish Road Dandenong South 3175
Greater Dandenong Westall	Westall Road Resource Recovery	12 Westall Road Springvale 3171
Greater Geelong	Cleanaway North Geelong	111 Mornington Street North Geelong 3215
Hobsons Bay	Cleanaway Brooklyn	174 Old Geelong Road Brooklyn 3012
Hume (Campbellfield)	Cleanaway Campbellfield	126 Barry Road Campbellfield 3061

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AREA	SITE NAME	ADDRESS
Hume (Campbellfield)	Bolinda Road Resource Recovery Centre	1 - 71 Bolinda Road Campbellfield 3061
Hume (Sunbury)	Riddell Road Waste and Recycling Transfer Station and Landfill	515 Riddell Road Sunbury 3429
Latrobe	Moe Transfer Station	Haunted Hills Road Newborough 3825
Latrobe	Morwell Transfer Station	Porters Road (off Tramway Road) Morwell 3840
Latrobe	Traralgon Transfer Station	Depot Road (off Liddiard Road) Traralgon 3844
Laverton	Toxfree Laverton	83 Dohertys Road Laverton North 3026
Melton	Melton Recycling Facility	33 Ferris Road (enter via Tree Leaf Lane) Cobblebank 3338
Monash	Monash Waste Transfer & Recycling Station	380 Ferntree Gully Road Notting Hill 3168
Moonee Valley	Moonee Valley Transfer Station	188 Holmes Road Aberfeldie 3039
Mornington Peninsula	Mornington Resource Recovery Centre	134 Watt Road Mornington 3931
Mornington Peninsula	Rye Resource Recovery Centre	280 Truemans Road Fingal 3939
Mornington Peninsula	Tyabb Resource Recovery Centre	21 Mckirdys Road Tyabb 3913
Pakenham	Cardinia Waste and Recyclers	30-32 Exchange Drive Pakenham VIC 3810
Port Phillip	Port Phillip Resource Recovery Centre	78 White Street South Melbourne 3205
Warrnambool	Statewide Recycling Services	355 Koroit Street Warrnambool 3280
Yarra	Yarra Council Recycling Drop-off Centre	168 Roseneath Street Clifton Hill 3068
Yarra Ranges	Coldstream Recycling & Waste Transfer Station	cnr Ingram & Leonard Roads Coldstream 3770
WA		
Armadale	Armadale Landfill and Recycling Facility	145 Hopkinson Road Hilburt 6112
Broome	Toxfree Broome	18 Archer Street Broome 6725
Bunbury	Stanley Road Waste Facility	Lot 45 Stanley Road Australind 6233
Busselton	Busselton Waste Transfer and Recycling Station	39 Rendezvous Road Vasse 6280
Canning	Cleanaway Welshpool	88-92 Radium Street Welshpool 6106
Canning Vale	Canning Landfill and Recycling Facility	Lot 502, Ranford Road Canning Vale 6155
Cockburn	Henderson Waste Recovery Park	920 Rockingham Road Henderson 6166
Dunsborough	Dunsborough Waste Facility	Vidler Road (off Caves Road) Naturaliste 6281
Eastern Metropolitan Regional (Red Hill)	Red Hill Waste Management Facility	1094 Toodyay Road Red Hill 6056
Fremantle	Knutsford Street Recycling Yard	81 Knutsford Street Fremantle 6160
Kalgoorlie	Toxfree Kalgoorlie	31 Vivian Street Boulder 6432
Karratha	Toxfree Karratha	Lot 126, Tom Price Road Karratha 6714
Kwinana	Toxfree Kwinana	Lot 4, Mason Road Kwinana Beach 6167
Mandurah	Mandurah Waste Management Centre	80 Corsican Place Parklands 6180
Mindarie Regional	Tamala Park Waste Management Facility	1700 Marmion Avenue Tamala Park 6030
Port Hedland	Toxfree Port Hedland	20 Schillaman Street Wedgefield 6722
Rockingham	Millar Road Landfill Facility	Millar Road West Baldivis 6171
Stirling	Balcatta Recycling Centre	238 Balcatta Road Balcatta 6021





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