

Annual Review

2021/
2022



**WE OFFER A UNIQUE SERVICE
THAT PROVIDES 85% OF THE
AUSTRALIAN POPULATION
WITH CONVENIENT ACCESS.**



CHAIR OF THE BOARD'S REPORT

Paintback continues to make a real difference.

In partnership with local government, we offer a unique service that now provides 85% of the Australian population with convenient access to a safe and integrated disposal path for unwanted paint and packaging.

Every year we keep thousands of tonnes of potentially harmful material out of the waste stream, while our research team looks for new ways to keep improving resource recovery of these valuable materials. This all adds up to a more sustainable outcome for architectural and decorative paint made and consumed in Australia.

Our success – our national impact – is reflected in the numbers, and in the feedback we receive.

I am pleased to present this Annual Review for the year ended June 2022.

Lucia Cade | Independent Chair of the Board

VISIONS & VALUES

At Paintback we are working to ingeniously build a better future with Australia's unwanted paint and packaging.

We do that by working, each day, to a core set of values.

We aim to be Collaborative, Innovative, Responsible, Inspirational and Inclusive.

DRIVING CHANGE

Paintback makes a difference by offering a service that is effective, efficient, flexible and attuned to the needs of industry and the public.

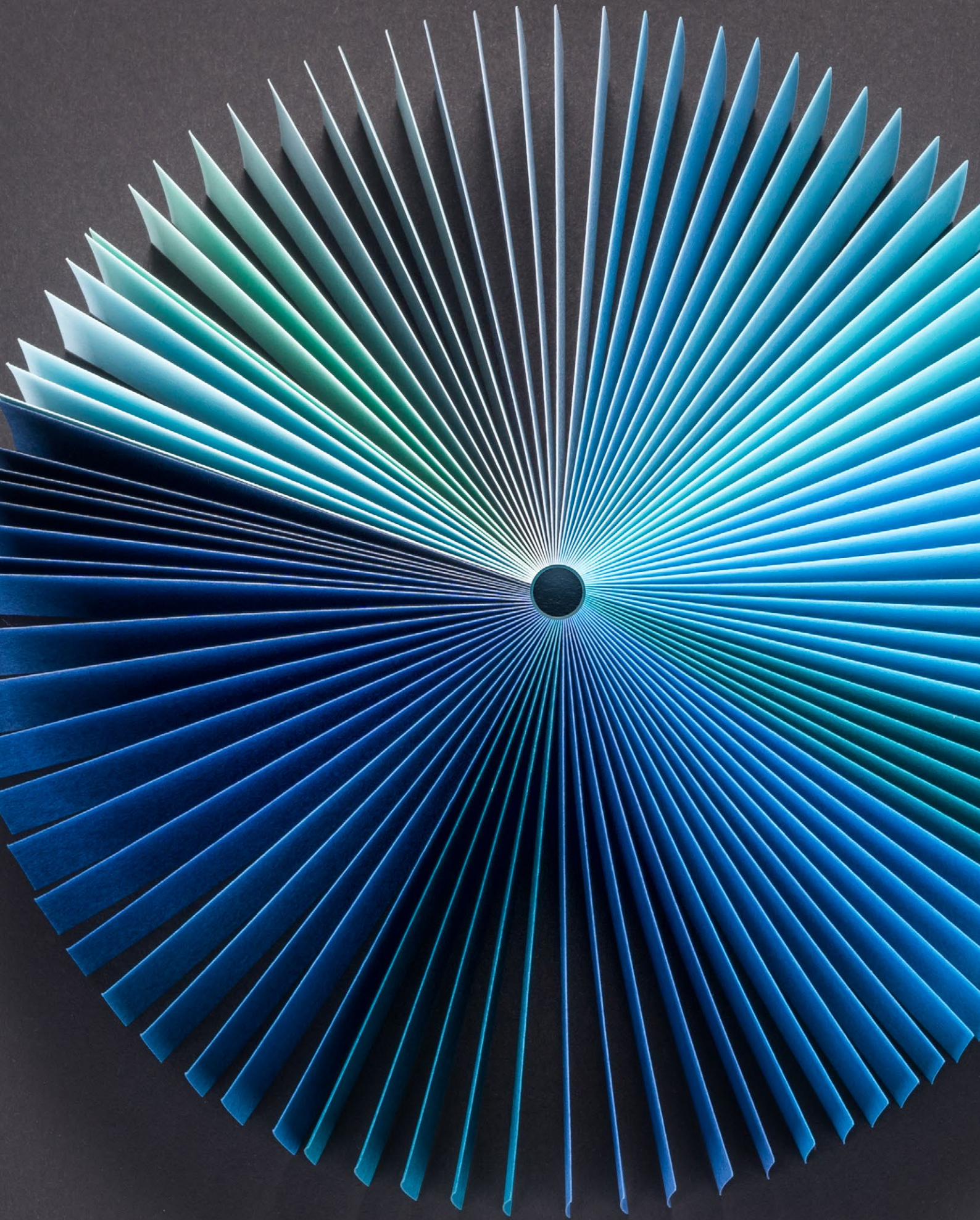
We work with State governments, local councils and waste services providers to find better ways to collect, treat and reuse unwanted paint and packaging.

We run education and awareness programs about the Paintback scheme, and monitor, audit and report on its development.

We administer a substantial program of research into new end-of-life uses for unwanted paint and packaging.

We engage with government about the legal and regulatory frameworks affecting the scheme.

Ultimately, we create a net environmental benefit by reducing the potential damage caused by the inappropriate disposal of paint and packaging.



LOOKING TO THE FUTURE

Research and development are at the heart of achieving our twin goals of keeping waste out of landfill and moving reclaimed used paint up the resource recovery hierarchy.

Our R&D portfolio currently includes nine programs in collaboration with 14 different partners. These focus on our commitment to find new uses for used water-based paint and plastic packaging, with valuable guidance from our expert R&D advisory committee. The programs include:

- Upcycling water-based paint into road infrastructure products with the Australian Road Research Board.
- A titanium dioxide extraction with Monash University. Titanium dioxide is used in industrial and consumer goods applications, including paint, for whiteness and opacity.
- Identifying how used paint can be utilised in polymer modified concrete to replace virgin material additives and improve performance.

We also are establishing a pilot testing and validation facility at Manufactures, an advanced manufacturing incubator in Deakin University's *Future Economy Precinct*. This is the next step towards commercialising water-based paint in concrete and road applications.

9 R&D
PROGRAMS
14 PARTNERS



Paintback testing taking place in the Australian Research Road Board's laboratory.

**RESEARCH AND
DEVELOPMENT ARE
AT THE HEART
OF ACHIEVING
OUR GOALS.**





OUR TARGET
IS TO DIVERT
90%
OF UNWANTED
PAINT & PACKAGING
FROM LANDFILL

The background image shows the interior of a van, likely a collection vehicle, filled with various paint cans and buckets. In the foreground, a stack of several white plastic buckets is prominent. Behind them, there are several paint cans of different colors and sizes, including a blue can labeled 'THE PROFILES CHOICE' and a green can labeled 'ANTIQUE WHITE USA'. A white bucket with 'MAX' written on it is also visible. The van's interior is cluttered with these items, and a metal mesh barrier is visible in the background. The word 'CADDY' is printed on the side of the van's interior panel.

MAKING A DIFFERENCE

Lockdowns and social restrictions continued in 2021/22, directly impacting on our annual collection target.

Around 8.7 million kilograms of paint and packaging were returned to the scheme, down from 9.3 million kilograms the previous year. Against this trend, Queensland recorded its highest ever collection volume at over two million kilograms.

Importantly, the councils that have supported our program over the past six years have committed to continue their partnership with us for another 10 years, in alignment with the ACCC authorisation we obtained last financial year through to 2031.

It is reassuring to know that despite the challenges thrown at the collection network, our partners stand by our stewardship of unwanted paint and will continue to support the community through the responsible pathway we have built.

CONSOLIDATING OUR REACH

Despite the COVID-19 restrictions, we were able to expand our network during the year. Four new permanent collection locations were opened, taking the total to an impressive 169.

We also continued our program of mobile collection events.

In all, 66 such events were held in NSW, working with the NSW Government, Netwaste and the Canberra Regional Joint Organisation. Around 686,000 kilograms of paint and packaging were collected from trade and DIY painters.

We also operated two events in NSW and Queensland in partnership with Bunnings and trialed three events in partnership with the Victorian Government via Sustainability Victoria's *Detox Your Home* program.

Thanks to all our collection partners and suppliers nationally.

Paintback Collection Locations and Population Coverage 2021/22

	Permanent Locations	Events	Population Coverage
Australian Capital Territory	2	0	100%
New South Wales	32	66	86%
Northern Territory	5	0	76%
Queensland	39	1	89%
South Australia	13	0	85%
Tasmania	18	0	87%
Victoria	39	3	94%
Western Australia	21	0	85%

TACKLING CHALLENGES HEAD ON

COVID-19 and climate events weren't the only threats to business as usual during the year. Some of our downstream pathways were affected by fires that closed services.

The supply chain for hazardous materials in Australia is shallow, so there can be ripple effects across states when disruptions occur.

Limited alternatives are available to keep services operating, and they don't always offer the best lifecycle outcome or the same costs. However, they are preferable to not being able to offer collection services at all.

Our target is to divert 90% of unwanted paint and packaging from landfill. In 2021/22 our performance dipped to 83%, reflecting the temporary loss of higher resource recovery treatment pathways in the second half of the year.

We remain committed to improving end-use options through our R&D programs. These will help reduce risks to the supply chain by providing more alternatives for the material we collect, while progressing towards more circular economic outcomes.

Paintback collection volumes, by State and Territory ('000 kilograms)

	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
Australian Capital Territory	8	216	277	231	237	205
New South Wales	372	646	1,200	1,789	2,795	2,126
Northern Territory	36	25	34	48	45	52
Queensland	346	918	1,402	1,595	1,957	2,085
South Australia	107	359	412	565	579	558
Tasmania	19	42	71	169	140	164
Victoria	738	1,501	2,033	2,602	2,455	2,421
Western Australia	264	594	809	1,093	1,080	1,120
	1,890	4,301	6,238	8,092	9,289	8,732



WATER
BASED
PAINT



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OIL
BASED
PAINT



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TOP 10 PAINTBACK COLLECTION LOCATIONS

2021/22 – BY VOLUME

	Site Location	LGA	State	'000 Kilograms
1	Balcatta Recycling Centre	City of Stirling	WA	259
2	Kimbriki Resource Recovery Centre	Northern Beaches Council	NSW	231
3	Monash Waste Transfer and Recycling Station	City of Monash	VIC	226
4	Chandler Resource Recovery Centre	Brisbane City Council	QLD	175
5	Whitehorse Recycling and Waste Centre	Whitehorse City Council	VIC	170
6	Liverpool CRC	City of Liverpool	NSW	156
7	Canada Bay Recycling Centre	City of Canada Bay Council	NSW	154
8	Willawong Resource Recovery Centre	Brisbane City Council	QLD	154
9	Tamala Park Waste Disposal Facility	City of Joondalup	WA	154
10	Frankston Regional Recycling and Recovery Centre	Frankston City Council	VIC	145

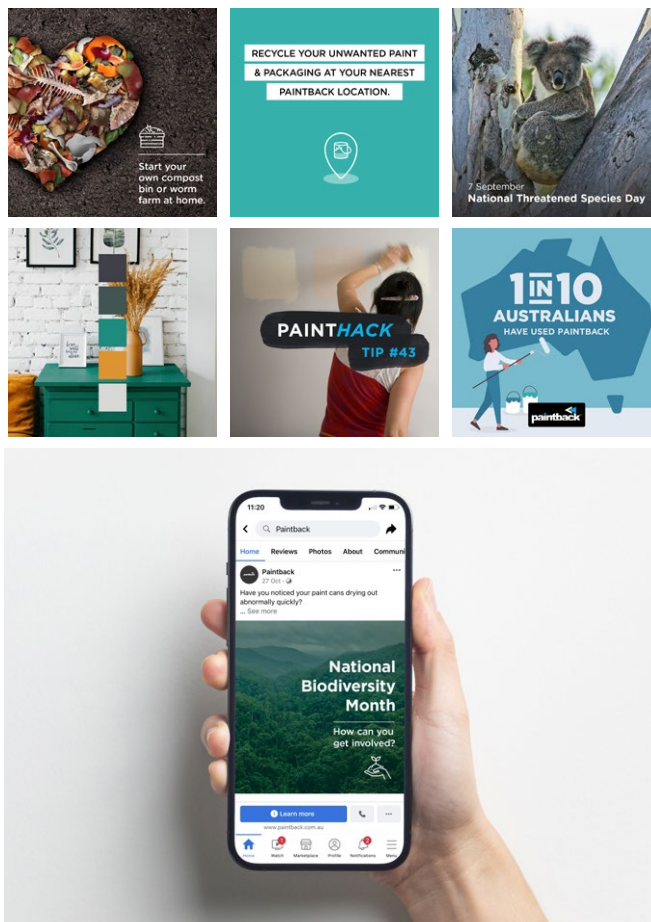
TELLING OUR STORY

During 2021/22 our marketing and communications work focused on increasing our connection with consumers by collaborating even more strongly with paint manufacturers and retailers. This involved advertising and social media partnerships with our member companies and supporting paint retailers and hardware stores.

We increased outreach to participating councils, together educating their householders on the importance of responsible paint disposal. Our continued activity in collection events provided another avenue to communicate about sustainable and responsible behaviour.

Our connection to commercial painters through working with industry bodies such as the Master Painters and the Australian Painters Network continues, ensuring their members are engaged with Paintback.

Over the year, our marketing and communication campaigns were estimated to have reached over nine million Australians. A total of 320,185 website sessions were recorded, and 78% of these were to find a Paintback collection location.





Market research conducted with 2000 Australians highlighted the success of our efforts. Prompted awareness of Paintback rose to 23%, up 4% on the previous year. And this awareness is leading to behaviour change; 1 in 10 households reported using Paintback during the year.

When we asked these people what they thought of Paintback, their responses included that we are “environmentally positive”, “responsible” and “useful”. They also thought we were “innovative”, “industry-leading” and “unique”.

In a special campaign, we promoted our R&D partnership with the Australian Road Research Board across metropolitan Melbourne. This educated audiences about what paint can do and the exciting future we can create together with the unwanted paint returned to the scheme.

Educating Australians and changing behaviour around paint and packaging disposal remained a high priority. We told the Paintback story in an educational animation that helps kids and adults alike to understand the positive impact of disposing of unwanted paint and packaging appropriately. We want to encourage good habits early on.





THE JOURNEY CONTINUES

Paintback’s goal of repurposing the unwanted paint it collects to higher value uses is coming closer to reality.

People increasingly understand the importance of a circular economy and governments are adopting policies to help achieve shared aims and outcomes – decoupling economic growth from the consumption of scarce natural resources.

There is still work to be done, however.

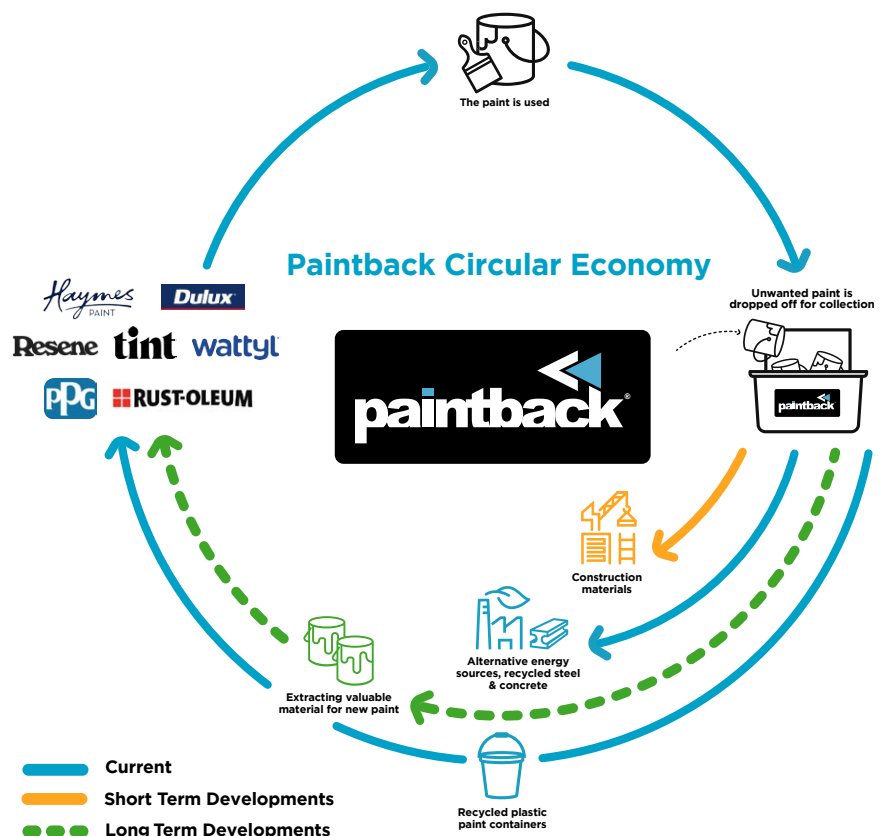
In North America, the re-use of unwanted paint has spawned an industry, supported by product stewardship programs. Generally, acrylic paint is not regulated as hazardous waste, which means it can be transported, stored and processed like virgin paint. This makes a valuable contribution to the viability of recycled paint products.

This is currently not the case in Australia. Unwanted water-based paint is regulated as a hazardous waste and the requirements for transport, storage and treatment are more stringent than for virgin paint.

Exemptions are also needed for it to be used in alternative, higher-value applications. If such exemptions are not available, customers need to hold waste licenses to use or purchase such products. We believe that is a sure recipe for stifling markets and a hand-break on achieving a circular economy.

Paintback has commenced engaging with regulators, with the intent of together creating the pathways for these valuable materials to be used again responsibly, and no longer deemed as waste.

PEOPLE INCREASINGLY UNDERSTAND THE IMPORTANCE OF A CIRCULAR ECONOMY AND GOVERNMENTS ARE ADOPTING POLICIES TO HELP ACHIEVE SHARED AIMS AND OUTCOMES.



A SHARED PURPOSE

Reflecting on another successful year, when many were affected by unpredictable forces, it is the strength of Paintback's relationships, and shared purpose, with many stakeholders that has helped us navigate through volatile times.

We thank all of our friends and partners for their support. Along with the contributions of the Paintback team members and the Board, this gives us continued optimism for shaping a promising future.





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