



# Annual Report

2021-2022

**COEX** CONTAINER  
EXCHANGE

### On the cover

Hudson Magee's special headband restricts him sometimes and this means he is unable to join in certain activities with other kids. But until Hudson's family can raise the \$250,000 he needs for surgery, this headband, and the hearing aids attached to it, are the only way Hudson can hear.

Six-year-old Hudson was born with bilateral microtia, a rare congenital condition that has rendered him completely deaf without the use of a hearing aid. His best hope of hearing without aids is to undergo cutting-edge surgery in America. But with the help of his family, his generous community and the Containers for Change scheme, Hudson's dream is well on the way to coming true.

It all started when Hudson began collecting his neighbours' containers in a toy wheelbarrow, and it grew from there. Local people and businesses leapt on board and with their help, and Hudson's family now collects and recycles over 3,500 containers every week. Combined with donations through his Scheme ID, Hudson's team has raised over \$46,000 to date through Containers for Change.

Hudson is one of the stars in our Change Maker video series this year. Scan the QR code below to watch his story.



**You can help Hudson hear via his Scheme ID C10193651.**

*We acknowledge the Traditional Owners of country throughout Australia and recognise their continuing connection to land, waters and culture. We pay respects to their Elders past, present and emerging.*



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# Our 2021-2022 highlights

We are proud of the impacts the Containers for Change scheme has had on Queensland's people and communities this financial year.



56.3 million or 3%

## 1.9b

beverage containers recycled through the scheme this year (6.2 billion since scheme launch)



\$7.1m from FY21

## \$158.5m

returned to customers (including \$2.6m donated to community groups and charities)



36 from FY21

## 815

jobs created for Queensland (Source: reporting of full-time equivalent jobs by scheme participants and COEX)



## 48%

reduction in beverage container litter (Source: Department of Environment and Science litter survey)

52 from FY21

## 361

container refund points (CRPs) across the state



2 from FY21

## 83

independent operators contracted to run CRPs in the scheme



9,503 from FY21

## 79,277

scheme ID sign ups during FY22 (418,510 total scheme ID sign ups since launch)



8% from FY21

## 82%

net promoter score – i.e. likely to recommend the scheme to others

# Chair's message

Welcome to the 2021-2022 Container Exchange (COEX) Annual Report.

COEX is a young company with big aspirations and a strong mandate for driving change and implementing the Government's commitments for recycling and achieving environmental, social and economic outcomes.

COEX are the agents for change tasked with implementing a state-based scheme that has the potential to change our environmental and social landscape for future generations by educating Queenslanders about the importance of recycling and the circular economy.

During COEX's short history, the Containers for Change scheme has created significant and meaningful change for the people of Queensland by cleaning up our environment, creating job opportunities and supporting local communities.

It has been challenging at times; however, it has also been rewarding and COEX has achieved an enormous amount. To date, almost 6.2 billion containers have been returned through the scheme's 361 refund points and material recovery facilities (MRFs) across Queensland. Furthermore, the scheme has successfully reduced beverage container litter by an impressive 48%.

As well as demonstrating a measurable impact on our environment, the scheme has also positively impacted communities across our state. It has generated over \$503 million in container refunds for Queensland residents and raised over \$7.3 million for schools, charities and community groups – including those who were affected by the floods across Queensland this year.

Importantly, the scheme also creates employment and skills development opportunities and provides supplementary income for our residents.

To gain a greater understanding of the environmental, social and economic value of the scheme, COEX engaged an independent social impact advisory firm to conduct its first in-depth impact analysis this year.

The findings highlighted the significant value already created and revealed opportunities for COEX to further enhance the impacts of the scheme and use the results to inform decision making in the future. You can read more about these findings on pages 16 and 17.

I would like to thank my fellow and former Board members for their ongoing leadership and commitment. I would also like to recognise the efforts of the COEX team, who have been instrumental to the success and continual improvement of the scheme.

Our Chief Executive, Ken Noye, who led our organisation since the inception of the container refund scheme here in Queensland, resigned in June 2022. His dedicated work to establish a state-wide network of quality operators and partners was a tremendous achievement.

Under Ken's stewardship, COEX has built a scheme that has delivered significant environmental, social and economic benefit for communities throughout Queensland. COEX's appointment to the Australian Council of Recycling Board represented by Ken reflects his contribution to the national recycling agenda.

Most importantly, Ken's operational knowledge and experience ensured that COEX was well prepared to respond quickly and effectively to the many challenges presented to our business by the COVID-19 pandemic, as well as Queensland's extreme weather and flooding events. The strong operating base he and the team have built will enable the scheme to expand and develop further sustainable recycling initiatives in the coming years.

The Board thanks Ken for his leadership and valued contribution and wishes him and his family well.

Lastly, we would not have been able to build such a robust foundation for the scheme without the help of our government, operators and service providers, beverage manufacturers and recycling industry partners. I would particularly like to thank the Honourable Meaghan Scanlon for her continued support as Minister for the Environment and Great Barrier Reef and Minister for Science and Youth Affairs. The Minister has and continues to strongly support the fundamental principles underpinning this world class scheme.

I look forward to seeing Containers for Change becoming even more impactful as we focus on maximising the scheme's environmental, social and economic impact to increase recycling rates, reduce litter and deliver a positive social impact for all Queenslanders.

Yours sincerely  
**Andrew Clark**  
Interim Board Chair



# CEO's message

As Interim CEO, it is my pleasure to present the 2021-2022 COEX Annual Report and to reflect on the many achievements of Queensland's container refund scheme this financial year.

FY22 has been a challenging year. The state was impacted by the effects of COVID-19, severe weather and the devastating floods in South East Queensland.

However, our network continued to show resilience and container collection volumes continued to grow. A peak redemption rate of 75.2% was achieved in January 2022 and 56.3 million more containers were recycled through the scheme in FY22, representing a year-on-year volume growth of 3%.

Whilst the challenges we faced this year played a role in seeing us fall short of meeting our 85% container recovery rate target, I am heartened by the resolve that was shown and the many achievements made during the reporting period.

Our network has continued to expand, furthering accessibility and convenience for all Queenslanders to participate in recycling. As of 30 June 2022, there were 361 sites operating across the state, which represents an increase of 52 new sites this year.

The support of Queensland's communities has been instrumental to the ongoing success of Containers for Change. Research conducted by Kantar Public shows an overwhelming majority (90%) of residents are satisfied with the scheme. We are also pleased to see customers being scheme advocates, with 82% saying they would recommend it to others.

I am immensely proud of what COEX has delivered in less than four years of operation, but know we have the potential to reach for more. We will continue to foster and drive a circular economy by exploring and supporting further opportunities for scheme materials to be reused or repurposed.

We recently launched our revised strategic plan, which articulates our direction and priorities over the next three years. It is designed to maximise our environmental, social and economic impact and to assist us in creating lasting behaviour change.

At our core, we believe in the scheme's continued contribution to a more sustainable future for all. Our annual sustainability report, included on page 28, demonstrates our ongoing commitment to advancing the UN's Sustainable Development Goals (SDGs).

This year, we have mapped our impact against our selected SDGs and targets, allowing us to measure them more accurately. We have aligned our SDGs to our business goals and activities, so you will see SDG icons incorporated throughout the report.

My thanks go to the people of Queensland for embracing the scheme and making a positive impact on our environment and communities. I would also like to thank the staff and leadership team at COEX for the commitment and energy they bring in helping us achieve our targets.

There is much for us to achieve in the coming years. I hope you will join us on our journey as we continue to amplify our impact, create employment opportunities and increase scheme access for all Queenslanders, including Aboriginal and Torres Strait Islander communities.

Yours sincerely  
**Virginie Marley**  
Interim CEO





## Case study

### Cherbourg Aboriginal Shire Council

Situated 250km north-west of Brisbane, Cherbourg Aboriginal Shire Council has been making a significant impact in their community through Containers for Change.

Its involvement in the scheme has created meaningful employment in an area that was found by 2018 census data to be Australia's most disadvantaged.

By turning waste into a commodity, the scheme has also significantly reduced beverage container litter in the region.

Cherbourg's material recovery facility, which includes an adjacent CRP, was the first-of-its-kind in an Indigenous community in Australia.

The facility currently has 20 employees, one third of whom are Indigenous women. It has also created work experience opportunities with around 10 Indigenous trainees being upskilled through the facility each year.

Noosa's Regional Digital Hub is currently working with Cherbourg Aboriginal Shire Council on an Artificial Intelligence project that will introduce automation to analyse and count the containers that flow through the facility.

The state-of-the-art technology will not only bring efficiencies but will also create additional employment pathways and jobs for Indigenous people in the area.

In October 2019, Cherbourg Aboriginal Shire Council extended its involvement in Containers for Change by opening a new CRP in Kingaroy.

**See Cherbourg's Facility Manager Andrew Beckett explain the impact the scheme has had on his community by scanning the QR code below.**



# Our targets

**1** 

**Total number of container refund points**  
Target = 307+  
**Actual = 361**

**2** 

**Public awareness**  
Target = 80% by 2022  
**Actual = 87%**

**3** 

**On-time payments to operators, processors, logistics, MRFs, councils**  
Target = 98%  
**Actual = 99.8%**

**4** 

**Beverage industry participation**  
(percentage of beverage manufacturers participating in the scheme)  
Target = 95%<sup>1</sup>  
**Actual = 95%<sup>1</sup>**

**5** 

**Regular audits to ensure a safe, fair and reputable scheme**  
Target = 100% conformance to audit plan  
**Actual = 100%<sup>2</sup>**

**6** 

**Eligible containers recycled**  
Target = 85% by 30 June 2022  
**Actual = 75.2%**  
peak collection rate (January 2022)  
62.9% annual collection

<sup>1</sup> of container recovery agreements executed

<sup>2</sup> COEX conducted all audits required during the reporting period and achieved 100% conformance to audit plan



## Case study Substation33

Logan-based social enterprise Substation33 recently expanded its operations to become part of the Containers for Change scheme, helping increase not only our CRP network but also the employment opportunities available to locals.

Substation33 began 10 years ago with two key intentions: to get young people into the workforce and keep waste out of landfill.

Founder Tony Sharp believed recycling waste could be a useful vehicle for helping young people develop the skills they needed to find jobs. He put together a small team and they started recycling e-waste into new products.

Today Substation33 is a thriving social enterprise with 30 paid staff and 600 volunteers. In that time, they have recycled over one million kilograms of waste.

According to Tony, the Containers for Change scheme is a perfect fit for Substation33 – not just for the recycling aspect of the business, but for the growing employment opportunities it offers. As at 30 June 2022 Substation employed 16 people combined across their CRP and scheme material sorting process.

“Some of these young kids have no skills and no role models,” said Tony. “Substation33 gives them the chance to pull things apart, learn some useful tasks, and gain the confidence they need to move on and get good jobs.”

“Containers for Change is a great way for us to train, guide and coach our people to be a better version of themselves,” he said. “And that is a win-win situation for everyone involved.”

**Scan the QR code below to watch Substation33's story and help them make change by donating via Scheme ID C10446953.**





# Who we are

Keeping Queensland beautiful

**Our purpose**  
 To keep Queensland beautiful by operating a world-class beverage container refund scheme.

**Strategic goal 1**  
 Eliminate beverage container waste (see page 20)  
 Relevant SDGs:

**Strategic goal 2**  
 Drive circular economy & minimise scheme costs (see page 22)  
 Relevant SDGs:

**Strategic goal 3**  
 Build a sustainable scheme (see page 24)  
 Relevant SDGs:

**Our values**  
 COEX's organisational values are at the heart of all that we do. These values guide our actions, culture and decision making.

1 TEAMWORK & COLLABORATION	2 ENVIRONMENT & SUSTAINABILITY	3 CUSTOMER & COMMUNITY	4 RESPECT	5 INTEGRITY	6 OWNERSHIP & ACCOUNTABILITY

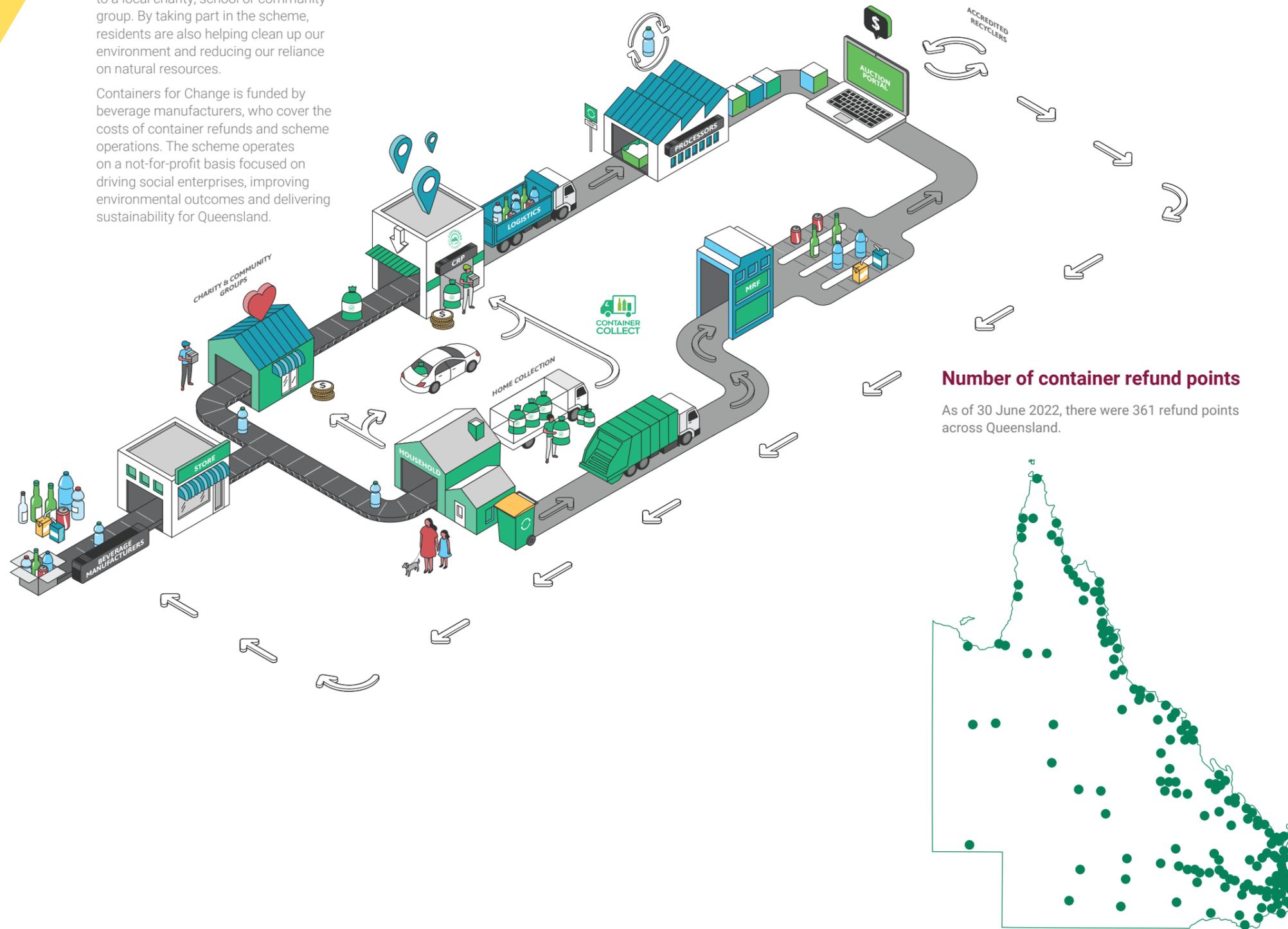
## Scheme snapshot

### How it works

Containers for Change is designed so all Queenslanders can share in its benefits.

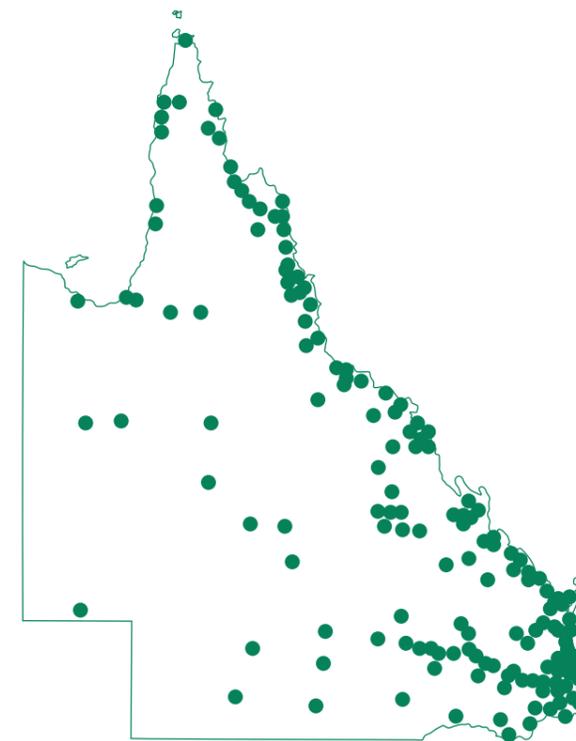
Consumers receive 10 cents for each eligible container returned and can choose to keep their refund or donate it to a local charity, school or community group. By taking part in the scheme, residents are also helping clean up our environment and reducing our reliance on natural resources.

Containers for Change is funded by beverage manufacturers, who cover the costs of container refunds and scheme operations. The scheme operates on a not-for-profit basis focused on driving social enterprises, improving environmental outcomes and delivering sustainability for Queensland.



### Number of container refund points

As of 30 June 2022, there were 361 refund points across Queensland.



### Types of return points

1	Depot	150
2	Reverse vending machine (RVM) kiosk	19
3	Bag drop	121
4	Mobile	71

### Average annual collection rate

62.9%	
Via CRPs	53.1%
Via MRFs	9.8%

### Collections by type

	Volume (millions)	Collection rate
Aluminium	886.9	65.8%
Glass	505.0	78.9%
PET	412.9	53.8%
Liquid paperboard	31.6	23.2%
HDPE	39.6	45.8%
Steel	0.7	26.8%
Other	0.9	49.7%
<b>Total</b>	<b>1,877.6</b>	<b>62.9%</b>

**\$158.5m** (inc GST)  
paid to operators, processors and logistics

**\$28.9m**  
paid to MRFs and Councils (including GST and MRF audit fees)

**8.5m**  
record daily volume of containers returned in FY22

# Enhancing our impact

## Our impact measurement journey

As well as increasing recycling rates and reducing beverage container litter, Containers for Change positively impacts people, schools, charities, community groups and not-for-profit organisations across Queensland. We do this by creating new jobs, increasing fundraising opportunities and administering the scheme in a way that provides opportunities for social enterprises.

This year, COEX partnered with independent social impact consultancy Think Impact to conduct an in-depth impact assessment of the Containers for Change scheme.

The evaluation used internationally recognised social return on investment (SROI) methodology to help measure the scheme's holistic value, focusing on the triple bottom line of environmental, social, and economic impact.

Outcomes of the scheme were mapped and financial proxies were used to quantify their value in monetary terms. This was done by identifying and engaging with key stakeholders as well as using reliable data and other relevant information from the public domain.

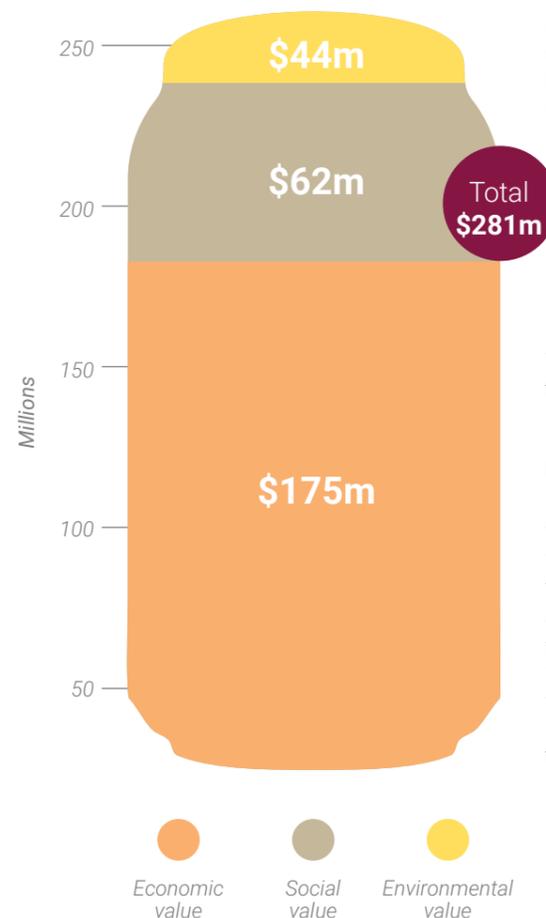
The environmental outcomes identified included a reduction of 151,272 tonnes of carbon dioxide equivalent emissions, 66,094 tonnes

in reduced waste to landfill and 1,369,158 kilolitres of reduced water consumption. Social outcomes included customers' increased ability to meet their basic needs, an increased sense of fulfilment from helping charities and the environment and increased First Nations employment. Economic outcomes included the jobs and skills development opportunities created by the scheme.

Overall, the analysis identified that \$281 million of value was created through Containers for Change in FY22. The majority of this – \$175 million – was economic value, with a further \$62 million of social value and \$44 million of environmental value created.

When compared to the \$383 million that was invested into the scheme during FY22, this gives an overall social return on investment score of 0.73. In other words, for every \$1 invested in the scheme, 73 cents of social, environmental and economic value was created.

These findings indicate there is an opportunity to amplify the value flowing from the scheme. The research provides COEX with a baseline against which we can measure and report on our successes and impacts in future years to ensure continuous improvement.



## Our outlook for the future

COEX's outlook for the future has a strong focus on growing our impact even further through environmental, social and economic outcomes that deliver lasting behaviour change.

Think Impact's evaluation will help us track and measure our progress to generate the greatest possible social impact for Queensland and its communities. We will continue to reference the benchmark it provided to inform decision making and resource allocation going forward.



We made significant achievements that contribute to these priority impact areas during the 2021-2022 financial year.

For example, we have increased participation in the scheme and provided a greater choice of return modes, including collection services, increased return to retail options and out-of-home infrastructure that provides an 'on the go' solution at stadiums, events, schools and offices.

COEX continues to invest in relationships with Aboriginal and Torres Strait Islander councils and communities to increase access and share the benefits of the scheme with First Nations communities, aligning with the Queensland Government's 'Respecting Country: A sustainable waste strategy for First Nation communities'.

# Our performance

COEX saw strong growth and participation in the scheme during FY22 as we continued to invest in improvements, harness opportunities and grow our impact.

## Understanding our customers

We regularly consult with Queenslanders to gain a better understanding of scheme awareness, participation and customer experience.

We use these findings to improve the experience of our customers and help us better meet their needs and priorities.

For example this year, survey participants indicated they would like to see more convenient drop off locations and longer hours of operation. This confirmed that our focus on growing our collection network and offering a variety of return options would help us meet customers' needs and preferences.

 **1,023**

Queenslanders participated in this year's stakeholder survey

 **90%**

of respondents were satisfied with the scheme

 **82%**

were likely to recommend the scheme to others

 **18%**

reported COVID-19 as a barrier to participating in the scheme

## Improving business systems and digital tools

COEX continued to invest in data this year to inform our decisions and enable us to efficiently and proactively manage the scheme. Sophisticated analytics were used to gain insights into areas such as collection volumes, material types and payment types and to assess individual site performance.

FY22 had a particular focus on an improved experience for our customers through a range of initiatives:

- > A simplification of our scheme ID sign-up process resulted in a 33% increase in successful registrations.
- > The addition of a 'donate' option to online payment method choices, allowing customers to find and choose a registered charity, school or community group to donate to when returning using a scheme ID.
- > The introduction of multi-factor authentication to the sign in process to improve security.
- > The addition of functionality to enable customers to find their closest CRP via one click.

## Public engagement and education

Increasing knowledge of the scheme, how it works, and its key benefits is an ongoing focus area for COEX.

Following a successful pilot in FY21, the Wave of Change environmental education program was extended in November 2021 and rolled out to schools across metropolitan, regional and rural areas.

Developed in partnership with Plastic Oceans Australasia, the program is designed to teach primary school-aged children about the impacts of plastic pollution and the importance of recycling.

Registered schools are given free access to curriculum-mapped resources as well as child-friendly wheelie bins, education resources and other infrastructure to reduce container waste. They also receive free collections from their local refund point and ideas to help them raise valuable funds for school equipment and resources.

We also continued to drive awareness and participation through activations at key public events and conferences, including Sustainable Brisbane's Green Heart Fair and the Local Government Association of Queensland's annual waste forum.



## Case study

### Reaching our customers through data-driven campaigns

COEX's approach to creating lasting behaviour change is backed by solid, reliable data to ensure our efforts are directed in the most effective and efficient way.

During FY22, COEX ran marketing campaigns to increase brand awareness, engage customers and encourage active participation in the scheme.

Each campaign was designed to speak to the different motivators people have for participating in the scheme and to achieve a specific strategic objective, such as increasing kerbside yield or removing perceived barriers to participation.

Campaigns such as 'Jerseys' and the Change Maker series aimed to inspire people to use the scheme to create positive social change – whether through donating their containers to a good cause or using it to positively impact their communities.

Highly targeted local area marketing was used to convert awareness into active participation at a grassroots level, driving foot traffic to CRPs. Our media spend methodology helped determine priority regions and localised content provided customers with specific information about their local return points.

As the scheme evolves, COEX will continue to invest in data and business intelligence tools to inform decision making and marketing efforts and help us achieve our organisational goals.



# Strategic goal 1: Eliminate beverage container waste



## Eliminate beverage containers in landfill and the Queensland environment

Making sure customers have convenient and easy-to-access return options has been critical to increasing scheme participation and reducing beverage container litter. The expansion of our refund point network and the introduction of new return modes remains a key focus for COEX.

Customers can now choose the return mode that best suits their needs – full-service drive through depots, contactless bag drops, reverse vending machines (RVMs), or a home collection service. Longer trading hours have been introduced at many facilities and we have increased out-of-home solutions and return options through initiatives such as Partners for Change.

By offering Queenslanders more ways to recycle their containers, COEX is making it easier than ever for people to participate in the scheme and make change.

## Increasing participation and maximising convenience



**56.3m**

increase in collection volumes, representing a year-on-year volume growth of **3%**



**52**

more CRPs at 30 June 2022 compared to 30 June 2021 (**361** total CRPs)



**79,277**

scheme ID sign ups (**14%** increase)



**75.2%**

peak monthly container collection rate (achieved in January)



**98%**

of South East Queensland now have access to our free home collection service, Container Collect



## Case study

### Popper Patrol liquid paperboard campaign



COEX's Popper Patrol campaign was launched in April 2022 to tackle low redemption rates for liquid paperboard (LPB).

Knowing children can play an influential role in behaviour change within the family, a colourful campaign featuring Popper Patrol characters Harry Popper, Dolly Carton, Bruce Juice and Annie Smith was developed.

The Popper Patrol sought to educate Queensland's children, parents and educators that poppers could be returned in exchange for a 10-cent "reward", helping them share in a multi-million-dollar fundraising windfall.

The campaign used radio, cinema,

print, social and billboard advertising to generate broad awareness about the eligibility of poppers in the Containers for Change scheme. This was complemented by a social media influencer strategy to model the behaviour to millions of engaged social media users.

COEX also developed an interactive game called Popper Rescue, which enables children to digitally save poppers from landfill. The campaign has continued into FY23 and early results have shown an increase in both collection volumes and the size of transactions containing LPB.

# Strategic goal 2: Drive circular economy & minimise scheme costs



## Increase participation within the circular economy and minimise scheme costs

### Driving a circular economy

Circularity is at the core of what we do.

Over 338,000 tonnes of recyclables have been diverted from landfill since the inception of Containers for Change in Queensland, becoming part of a stream of material that can be recycled again and again, reducing our reliance on natural resources.

In FY22, around 76% of all scheme glass was recycled into new bottles through COEX's long term partnership with Visy. The demand for recycled PET was also high as more beverage manufacturers adopt a bottle-to-bottle strategy.

### Tonnes of scheme material recycled (FY22)

Aluminium	10,893
Glass	81,218
HDPE	905
Liquid paperboard	620
PET (clear)	9,209
PET (coloured)	555
Steel	27
<b>Total</b>	<b>103,427</b>

> **\$33.2m** revenue from sales of scheme material in FY22, which was reinvested back into the scheme to aid continuous improvement

> **90.1%** of materials purchased by onshore recyclers since scheme commencement



### Case study

#### Cairns Regional Council

Cairns Regional Council has opened a state-of-the-art material recovery facility, allowing glass from drinks consumed in and around Cairns to be processed on-site and used in local construction projects.

In its first year of operation the facility processed over 9,000 tonnes of glass collected through Containers for Change and kerbside recycling – the equivalent of around 45 million glass bottles.

Locally consumed bottles were already able to be returned at the Council's old facility, but had to be packaged and sent to Brisbane for further processing. The new facility means processing happens locally and the resulting aggregate can be used as a substitute for natural and quarried sand in asphalt, earthworks, drainage, bedding and more.

The new facility has created local jobs and is supporting the local construction and infrastructure economies including North Queensland's biggest infrastructure project, the Edmonton to Gordonvale Bruce Highway upgrade.

### Minimising scheme costs

COEX is committed to providing beverage industry participants with an efficient and effective container refund scheme.

As a not-for-profit, COEX sets the scheme price at a level that covers the costs of administering and operating it. Any operating surplus is reinvested to aid continual improvement and ensure the delivery of an effective and efficient scheme.

In addition to maintaining a stable scheme price and identifying cost efficiencies to reduce the cost per container collected, COEX focused on network reach and capabilities expansion during the reporting period.

We review the scheme's performance against scheme costs twice a year.

**12.1 cents\***

FY21 Average scheme price

**12.0 cents\***

FY22 Average scheme price

*\*weighted average*

From 1 August 2022, cost to beverage manufacturers increased on average by approximately 1.3 cent per container sold. The increased pricing will help us further improve redemption rates and amplify our social impact in FY23, including expanding our services to regional and remote areas.



# Strategic goal 3: Build a sustainable scheme



## Build a sustainable scheme for our community

### Investing in our communities

Containers for Change is a valuable way for charities and community groups from all over Queensland to raise funds to support their work. By the end of the reporting period, almost 6,000 charities had registered with the scheme.

Our social impact was also amplified by the employment and training opportunities provided across the state through our CRP network and logistics and processor providers.

There were 5,612 more transactions with social enterprises operating through the network in FY22 compared to FY21. This represents a 21% increase in transactions with social enterprises during the reporting period.

### Charities and community groups registered for scheme IDs

**1,156**

Sign ups this financial year

**5,996**

Scheme to date

### Refunds to community groups and charities via scheme IDs

**\$2.6m**

This financial year

**\$7.3m**

Scheme to date

### Keeping our network safe

The safety of our scheme, staff and customers continues to be a top priority for COEX. We implemented several initiatives to keep our network safe in FY22.

**119**

external safety audits (health checks) conducted in FY22

**849**

monthly safety reports received from network operators

**28**

safety alerts and notices issued to educate and inform scheme participants

**2**

notifiable Workplace Health and Safety incidents reported to COEX by scheme operators during the reporting period

Proactive WHSE measures such as facility inspections, plant and equipment inspections, COVID-19 checks and toolbox meetings were carried out by operators.

COEX developed a series of resources during the reporting period to help facilitate toolbox discussions between operators and their employees. Topics included biological hazards, forklifts, mental health and emergency management and each resource included tips, talking points and other

relevant information to increase awareness and prompt discussion.

We also evaluated key journey management and lone worker risks for COEX staff, which resulted in the introduction of a new and efficient journey management app to replace existing manual processes.

### Our ongoing response to COVID-19

COVID-19 continued to impact the scheme this year. We continued to respond to COVID-19 effectively to mitigate risks and ensure the scheme stayed operational to provide much-needed funds for individuals, charities and community groups.

We introduced more contactless refund options, including 24/7 access bag drops and RVMs, and expanded our Container Collect home collection service. These allowed Queenslanders to continue to return their containers safely and efficiently.

In response to the pandemic, we closed refund points to the public in 11 South East Queensland local government areas from Saturday 31 July to Sunday 8 August 2021 and in the Cairns and Yarrabah local government areas from Sunday 8 August to Wednesday 11 August 2021. We worked closely with operators to ensure social distancing requirements were followed when restrictions eased.



## Case study

### Container Collect expansion

After a successful introduction in FY21, the trial of COEX's free home collection service Container Collect was expanded. At 30 June 2022, it was available to 905 suburbs across the state, including 98% of South East Queensland.

Available for collections of 100 containers or more, Container Collect is designed to improve accessibility and convenience by allowing customers to cash in their containers from the comfort of their homes.

Results of the expanded trial have shown the service is of particular benefit to customers with limited mobility, the elderly and those who otherwise cannot attend a CRP.

Since its commencement, more than 5.5 million containers have been collected through the service, including a record 1.2 million in June 2022.



"Many of us who are elderly, disabled or lack suitable transport but still want to recycle will now be able to be part of this excellent scheme."

Customers voiced their support of the service on social media and in a survey issued by COEX.

"This is a fantastic initiative," said one user. "Many of us who are elderly, disabled or lack suitable transport but still want to recycle will now be able to be part of this excellent scheme."

"Container Collect has made my life and refunding containers much less complicated than before," said another. "I use an electric wheelchair and having someone come out and pick the containers up makes my life easier."

Of the 500 survey respondents, 93% said they would continue to use home collection, rating the booking process an average 9 out of 10.



## Stakeholder collaboration and partnerships

COEX has developed partnerships with stakeholders from various industries to turn Containers for Change into a sustainable scheme that creates lasting behaviour change. This includes working collaboratively with customers, businesses, operators, government, local councils and beverage manufacturers.

During the reporting period, COEX expanded its Partners for Change program to help Queensland businesses participate in the scheme and amplify their environmental and social impact.

The program helps businesses increase recycling and provides them with data on their environmental impact. It also allows them to support local causes as container refunds can be directed to causes that are important to the local communities they operate in.

This year, collection bins were introduced at locations such as shopping centres, food and beverage precincts, venues, stadiums, office towers and multi-unit dwellings.



## Case study Partners for Change

Brisbane's Indooroopilly Shopping Centre joined COEX's Partners for Change program in early 2022.

Specially marked bins, including a reverse vending machine Donation Station and state-of-the-art 'smart bin', were installed in high-traffic areas in the centre, with additional marketing and educational materials strategically placed to help engage shoppers.

Inspired to support its community by making positive environmental and social change, Indooroopilly Shopping Centre pledged to donate every 10-cent refund for each eligible container returned through the scheme to the local charity Community.

Community supports disadvantaged people living in the inner north suburbs of Brisbane through a range of services, including emergency relief, domestic assistance, counselling, mental health services, aged care, family support and childcare.

As at 30 June 2022, more than 62,000 containers had been collected and diverted from landfill, resulting in more than \$6,200 being donated to Community.

**You can support Community using their scheme ID C10532495.**



# Annual sustainability highlights

## Case study

### Thursday Island Animal Support Group

The Containers for Change scheme is having a monumental impact on a remote Queensland community in more ways than one, with a little help from its committed volunteers.

A group of animal-loving residents started the Thursday Island Animal Support Group (TIASG) in March 2021 to improve the health outcomes of local animals, and in turn, its residents.

With no permanent vet service, TIASG works with a clinic in Cairns to provide medical treatment and supplies to dogs, cats and other animals on the island. They also educate pet owners about the importance of desexing, worming and other preventative care.

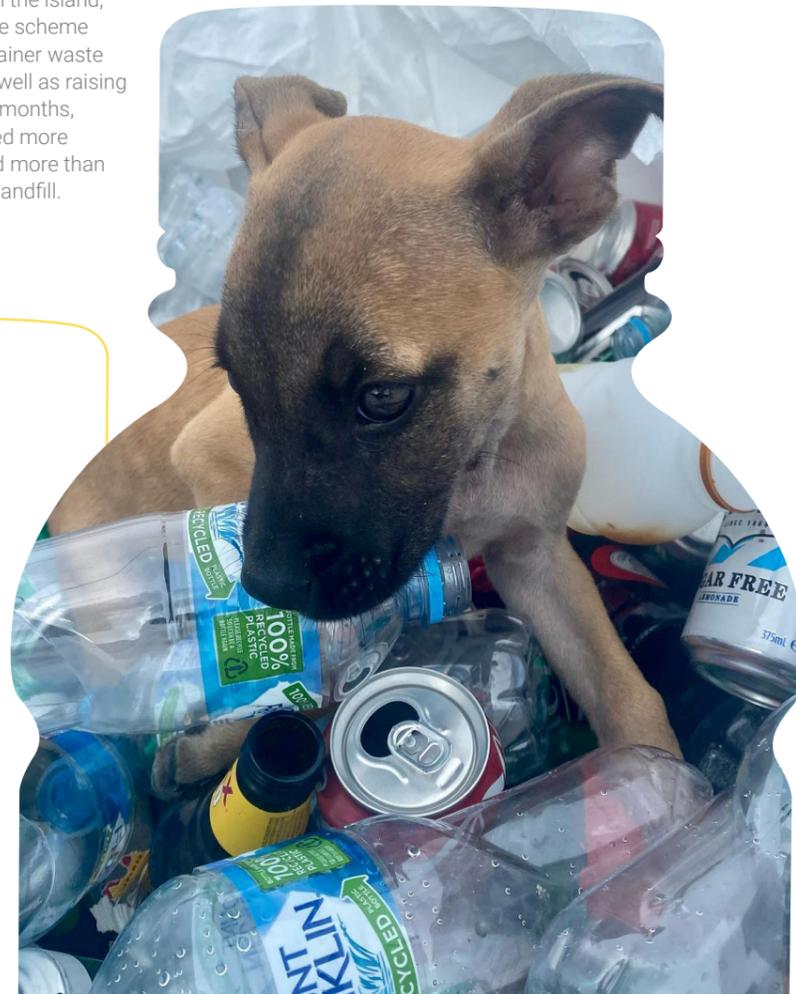
With no other recycling on the island, TIASG's involvement in the scheme is helping to remove container waste from the environment as well as raising valuable funds. In just 15 months, the organisation has raised more than \$11,000 and diverted more than 110,000 containers from landfill.

TIASG volunteers collect containers from local businesses and have placed bins at several locations on the island, which has a population of just 3,500.

Their fundraising efforts have also led to the establishment of a quarterly desexing clinic to reduce the number of street dogs and associated diseases that can impact the health of residents.

They have also helped introduce the scheme to a remote part of Queensland, with Thursday Island schools now also taking part and helping to make their home cleaner and greener.

Donate to the TIASG via its scheme ID C10414562.



## Delivering a sustainable scheme

Sustainability is central to everything we do at COEX. In FY21 we aligned our sustainability approach and reporting to the United Nations' Sustainable Development Goals (SDGs). Due to the nature of our business, we determined we could have the most meaningful impact on goals 5, 8, 11, 12 and 14.

This year we have more comprehensively mapped our selected SDGs and targets to allow us to more accurately measure and report on our contribution to them.



## Sustainability progress



### Goal 5

Achieve gender equality and empower all women and girls



### Goal 8

Promote inclusive and sustainable economic growth, employment and decent work for all



### Goal 11

Make cities and human settlements inclusive, safe, resilient and sustainable



### Goal 12

Ensure sustainable consumption and production patterns



### Goal 14

Conserve and sustainably use the oceans, seas and marine resources for sustainable development



## Goal 5

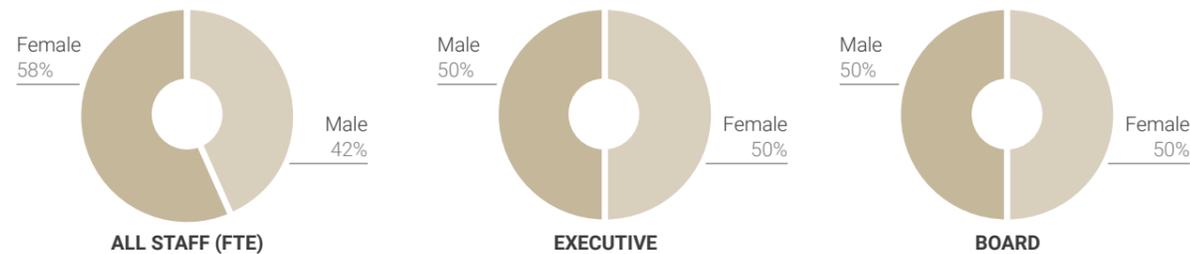
Achieve gender equality and empower all women and girls

### Relevant SDG targets

- > 5.1: End all forms of discrimination against all women and girls everywhere
- > 5.5: Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

### Our progress

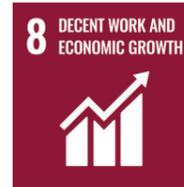
Employee gender profiles as at 30 June 2022:



We're committed to achieving a gender-balanced workforce and ensuring gender equity in the recruitment, development, retention and promotion of our staff.

We are proud to have an equal representation of women and men at both leadership team and Board level and we also saw an increase of female representation across the wider organisation during the reporting period.

COEX offers flexible work arrangements including a hybrid location model and has a paid parental leave policy.



## Goal 8

Promote inclusive and sustainable economic growth, employment and decent work for all

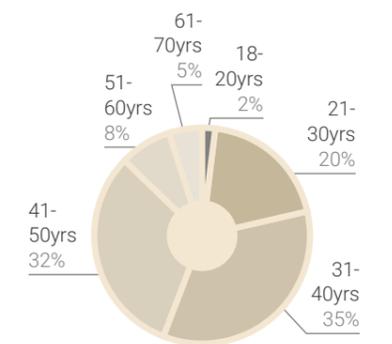
### Relevant SDG targets

- > 8.2: Achieve higher levels of economic productivity through diversification, technological upgrading and innovation
- > 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation
- > 8.5: Achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

### Our progress

Containers for Change creates valuable local employment opportunities and has so far been responsible for the creation of 815 full time equivalent jobs across Queensland.

It also provides Queenslanders, including those who are long-term unemployed or disadvantaged, the chance to learn new skills and more fully participate in their communities.



AGE PROFILE OF FTE COEX EMPLOYEES AS AT 30 JUNE 2022

**35**

new COEX hires during the reporting period

**11**

employees left COEX during the reporting period

**\$52,964**

invested in skills for the future through training and development



## Goal 11

Make cities and human settlements inclusive, safe, resilient and sustainable

### Relevant SDG targets

- > 11.3: Enhance inclusive and sustainable urbanisation and capacity for participatory, integrated and sustainable human settlement planning and management
- > 11.6: Reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

### Our Progress

An impact analysis carried out by independent social impact advisory firm Think Impact revealed that for every dollar invested in scheme activities during the reporting period, 73 cents of social, environmental and economic value is created. We will look to build on these benchmark findings in future years to maximise the social impact the scheme creates for Queensland and its communities.

### Containers diverted from landfill (scheme to date)

Region	Volume
North Queensland	0.8 billion
Central Queensland	0.7 billion
South West Queensland	0.5 billion
Sunshine Coast & Wide Bay	0.9 billion
Brisbane & Gold Coast	3.3 billion
<b>Total</b>	<b>6.2 billion</b>



## Goal 12

Ensure sustainable consumption and production patterns

### Relevant SDG targets

- > 12.5: Substantially reduce waste generation through prevention, reduction, recycling and reuse
- > 12.6: Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

### Our Progress

COEX continues to raise public awareness to encourage waste prevention and increase recycling efforts, and to encourage a shift from reliance on natural resources. COEX's Partners for Change program helps businesses increase their recycling and provides them with data on their environmental impact. By 30 June, 78 partnerships had been made through through the program, almost 850,000 containers diverted from landfill and over \$33,257 raised for various charities across the state.

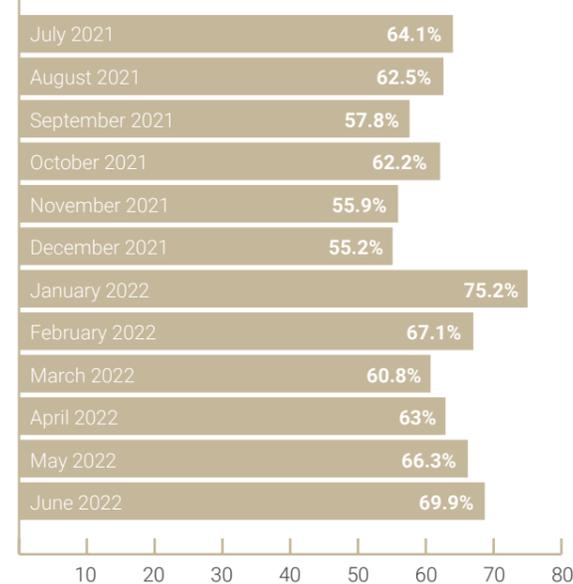
### FY22 progress

**1.9b**  
beverage containers returned through CRPs and MRF during FY22

**75.2%**  
peak monthly collection rate (January)

**62.9%**  
average annual collection rate

### Scheme collection rates by month



## Goal 14

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

### Relevant SDG targets

- > 14.1: Prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

### Our Progress

By turning waste into a valuable commodity, the scheme has helped reduce beverage container litter that would otherwise have ended up in our environment, including our waterways and oceans.

COEX joined forces with Plastic Oceans Australasia to develop Wave of Change, an environmental education program for students from Prep to Year 6. The program educates young Queenslanders about the impacts of plastic pollution on the marine environment and the importance of recycling to create lasting behaviour change from a young age.

**48%**  
beverage container litter reduction



# Governance & finance

## COEX Board

Container Exchange is the Product Responsibility Organisation (PRO) appointed to oversee the Containers for Change scheme.

The Board and Board Committees meet regularly and COEX reports to the Minister for Environment and the Great Barrier Reef and Minister for Science and Youth Affairs on its strategic plan, operations and achievements.

The COEX Board is comprised of directors who are leaders in the fields of business and innovation with representatives from the finance, legal, logistics, beverage manufacturing and community sectors.

The Board would like to thank all former directors who resigned from the Board during the financial year for their valued contribution to COEX and wishes them well in their future endeavours.



**Andrew Clark**  
Interim Chair

Andrew Clark has more than 25 years' experience providing assurance, financial management, consulting, governance and risk management services in the private and public sectors and has held a range of executive finance positions. He currently provides assurance and client engagement services for business digitisation for clients across Australia and New Zealand.

Prior to this Andrew was part of a national consultancy firm providing ERP and digital twin implementation services.



**Richard Ballinger**  
Director

Richard Ballinger is a highly experienced lawyer who has worked with Consumer Goods businesses both as General Counsel and in large private practice law firms, as well as sitting on their management teams.

He is skilled in partnering business leaders to achieve their goals and manage their issues including M&A transactions, regulatory and compliance, joint ventures and brand partnerships, supply and distribution arrangements, product liability issues and dispute resolution. Richard holds a number of director roles and is a graduate of the AICD.



**Ashley Chaley**  
Director

Ashley is a senior policy and public affairs advisor with diverse private and public sector experience.

His previous roles include advising state government and Ministers on international trade (particularly WTO law and policy), and consulting to the banking sector on ethical finance and sustainability policy. Prior to this, as a solicitor in private practice, he advised in the conduct and resolution of large-scale oil and gas infrastructure disputes at two international firms in Melbourne and Perth.

Currently, he leads public policy engagement for Coca-Cola Europacific Partners (Australia) (formerly Amatil).



**Monica Bradley**  
Director

Monica is a non-executive director with sustainability, technology and global investment expertise. In addition to COEX, Monica is the Chair of Circonomy, a director of Enova Renewable Energy and QBDF Venture Fund managed by QIC. She is an impact investor and strong ESG advocate. She was founding director of B Corporation Aust/NZ and has advisory board roles with Investible Climate Fund and the CoralUS debt fund for women-led businesses.

Her expertise accumulated over decades and across continents has its foundations in the industrial sectors of global trade, transportation and logistics, followed by a decade in professional services predominantly in government reform and most recently in sustainability, technology, start-ups, education and venture capital.



**Cathy Cook**  
Director

Cathy Cook is a leading public affairs professional with decades of experience steering regulatory initiatives and advocacy in Australia, the US and India.

As head of Corporate Affairs for the Australian Beverages Council Cathy is leading the industry's efforts in Container Refund Schemes (CRS) across Australia.

Prior to this Cathy spent many years working with business and government in almost 30 countries, including as a diplomat.

Working in the US private sector for 15 of those years with both corporates and trade bodies she managed high impact litigation, crisis response, influence campaigns and advocacy.



**Edward Dowse**  
Director

Edward Dowse is an experienced finance and commercial leader with over 20 years of experience across a range of industries, including fast moving consumer goods, manufacturing and transportation. He has been with Lion for over eight years and currently leads their involvement in container deposit schemes across Australia and New Zealand. Prior to Lion, Ed spent over 10 years at EY advising major lenders, investors and corporates in relation to business performance, strategic options analysis, financial restructures and turnarounds in both Australia and Europe. Ed holds a number of director roles and is a graduate of the Australian Institute of Company Directors.



**Natalie Helm**  
Director

Natalie joined Coca-Cola South Pacific in 2020, and leads public affairs, communication and sustainability for Australia, New Zealand and the Pacific Islands.

Prior to joining Coca-Cola Natalie worked as a consultant in the UK and Australia, advising on communication strategy, public affairs, brand communications and government relations for businesses and brands operating in the retail, food and beverage, alcohol, and energy and environment sectors.

Natalie is a member of the Board of the Australian Beverages Council and Chair of its Packaging Working Group, and is a member of the ANZPAC Plastics Pact Collective Action Group.



**Dominique Tim So**  
Director

Dominique Tim So is a Senior Lawyer for James Cook University, having previously worked in private practice and as General Counsel for an ASX-listed company. She has practised extensively across a broad range of areas including property, corporate, commercial, healthcare, higher education and the not-for-profit sectors.

Dominique has acted on behalf of small to large businesses, high-net-worth individuals, private and public companies, not-for-profit organisations and government corporations across a wide array of industries. Dominique also sits on the Board of national not-for-profit Crohn's & Colitis Australia and has held previous directorships with government-owned corporation Port of Townsville Limited and statutory not-for-profit Townsville Hospital Foundation.





## Governance framework

The scheme operates under the legislative framework of the Waste Reduction and Recycling Act 2011 and is funded by the beverage manufacturing industry through a product stewardship model.

The organisation's governing purpose is to reduce beverage container litter, increase recycling efforts and help the community to benefit through charities, community groups and not-for-profit organisations participating in the scheme.

COEX maintains ongoing membership of a range of peak industry bodies including the Australian Council of Recycling (ACOR), Waste Recycling Industry Queensland (WRIQ) and Waste Management and Resource Recovery Association of Australia (WMRR).

The Board charter can be viewed on the COEX website.



### Board composition

- > Board Chair (independent, non-executive director)
- > Two member representative directors from Lion Pty Ltd
- > Two member representative directors from Coca-Cola Europacific Partners Australia (CCEP)
- > One non-executive director representing small beverage manufacturers
- > Three non-executive directors who are independent from the beverage manufacturer industry and experts in the fields of finance, legal and community



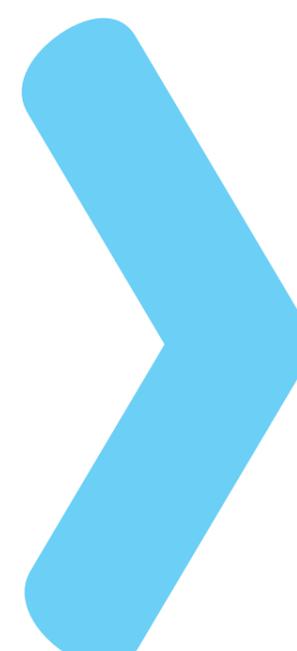
### Audit and Risk Committee composition

- > Members are appointed by the Board.
- > The Committee consists of:
  - > Minimum of two and maximum of four non-executive directors of the Board
  - > Committee members have accounting and financial expertise and possess knowledge of contemporary risk management principles and general accounting practices



### People and Culture Committee composition

- > Members are appointed by the Board.
- > The Committee consists of:
  - > Minimum of two and maximum of four non-executive directors of the Board
  - > Committee members possess knowledge of employment and remuneration practices



# Financial highlights

Although COEX operates one of Australia's newest container refund schemes, the organisation has been swift to evolve and optimise to deliver a strong financial track record.

In FY22, 713 beverage manufacturers actively contributed to the scheme through product sales.

Continued challenges from COVID-19 and the South East Queensland floods had a sizeable impact on collection rates, customer behaviour and network growth in FY22. The business estimates lockdowns and wet weather impacted collection volumes by around 60-70 million containers during the financial year.

Beverage sales were also substantially higher post pandemic, with sales exceeding our expectations by 42 million containers in FY22. This resulted in a higher-than-expected operating surplus during the reporting period. COEX's response was to invest further efforts into our 'Strive for 85' program and a new scheme price of 12.0 cents, effective on 1 August 2021.

In addition, COEX's Business Improvement Program has now implemented \$13.8 million worth of initiatives through to 30 June 2022. COEX made 35 new hires during FY22 to support various initiatives implemented. Cost increases were offset by savings achieved across various operational initiatives, including logistics and processing costs.

COEX continues to actively manage the scheme cashflows and scheme price in the best interests of all stakeholders as we continue to work towards achieving our 85% collection rate target, supported by innovative collection models, partnership programs and a growing CRP network.

Detailed information regarding COEX's financial performance and position for FY22 is outlined on the following pages.

Full financial statements, including the independent Auditor's report and Director's report, can be viewed at [containerexchange.com.au/latest](https://containerexchange.com.au/latest) or by emailing [enquiries@containerexchange.com.au](mailto:enquiries@containerexchange.com.au).

**\$158.5m**

returned to customers via CRP network

\* inc GST  
\*\* inc GST and audit fees

**\$2.6m**

returned to charities and community groups through scheme IDs

**\$28.9m\*\***

paid to MRFs and Councils

**\$158.5m\***

paid to operators, processors and logistics



## Statement of comprehensive income

Container Exchange (QLD) Limited For the year ended 30 June 2022	2022 \$	2021 \$
<b>Income</b>	<b>414,105,784</b>	<b>399,395,762</b>
<b>Expenses</b>		
Container refund expenses	(143,306,416)	(137,807,422)
Container handling expenses	(102,129,108)	(93,802,227)
Logistics expenses	(22,888,228)	(22,242,690)
Container processing expenses	(19,075,369)	(17,619,487)
Material recovery facility expenses	(26,300,380)	(28,149,208)
Container export rebates	(21,762,757)	(21,554,706)
Administration support service fees	(13,929,465)	(11,547,381)
Professional services	(4,385,190)	(6,866,430)
Marketing and communication expenses	(11,016,825)	(4,630,345)
Employee benefits expense	(10,418,572)	(6,830,236)
Other expenses	(5,466,699)	(3,442,071)
Finance costs	(1,013,319)	(988,167)
<b>Total expenses</b>	<b>(381,692,328)</b>	<b>(355,480,370)</b>
<b>Surplus before income tax expense</b>	<b>32,413,456</b>	<b>43,915,392</b>
Income tax expense	--	--
<b>Surplus after income tax expense for the year</b>	<b>32,413,456</b>	<b>43,915,392</b>
Other comprehensive income for the year, net of tax	--	--
<b>Total comprehensive income for the year</b>	<b>32,413,456</b>	<b>43,915,392</b>

\* For the full Annual Financial Report please visit [containerexchange.com.au](http://containerexchange.com.au) or contact us at [enquiries@containerexchange.com.au](mailto:enquiries@containerexchange.com.au)

## Statement of financial position

Container Exchange (QLD) Limited As at 30 June 2022	2022 \$	2021 \$
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	48,920,712	45,755,393
Trade and other receivables	14,762,700	19,121,721
Inventories	2,181,624	1,382,616
Financial asset held at amortised cost	50,000,000	30,000,000
Other assets	29,693,540	32,344,855
<b>Total current assets</b>	<b>145,558,576</b>	<b>128,604,585</b>
<b>Non-current assets</b>		
Property, plant and equipment	196,276	75,575
Intangibles	115,420	152,471
Right-of-use asset	459,783	627,393
<b>Total non-current assets</b>	<b>771,479</b>	<b>855,439</b>
<b>Total assets</b>	<b>146,330,055</b>	<b>129,460,024</b>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Trade and other payables	26,175,467	28,474,566
Financial liabilities	250,422	204,137
<b>Total current liabilities</b>	<b>26,425,889</b>	<b>28,678,703</b>
<b>Non-current liabilities</b>		
Financial liabilities	226,248	13,565,236
Employee benefits	73,397	25,020
<b>Total non-current liabilities</b>	<b>299,645</b>	<b>13,590,256</b>
<b>Total liabilities</b>	<b>26,725,534</b>	<b>42,268,959</b>
<b>Net assets</b>	<b>119,604,521</b>	<b>87,191,065</b>
<b>Equity</b>		
Accumulated funds	119,604,521	87,191,065
<b>Total equity</b>	<b>119,604,521</b>	<b>87,191,065</b>

\* For the full Annual Financial Report please visit [containerexchange.com.au](http://containerexchange.com.au) or contact us at [enquiries@containerexchange.com.au](mailto:enquiries@containerexchange.com.au)

# Glossary of terms, abbreviations and acronyms

<b>CRP</b>	Container refund point
<b>LPB</b>	Liquid paperboard
<b>MRF</b>	Material recovery facility
<b>Network</b>	Container refund points across Queensland, including depots, bag drops, reverse vending machines and mobile sites
<b>PET</b>	Polyethylene terephthalate
<b>PRO</b>	Product responsibility organisation
<b>RVM</b>	Reverse vending machine
<b>Scheme</b>	Queensland's 'Containers for Change' container refund scheme, incorporating containers collected through container refund points and material recovery facilities
<b>SDG</b>	Sustainable Development Goal
<b>SROI</b>	Social return on investment



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