



Media and Branding Policy

for

**Container Refund Point
Operators Logistics Providers
and Processors**

18 October 2023

Pursuant to the Container Collection Agreement, this Policy has been provided to the Operator and it is to have contractual force.

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1 Background

The Queensland Government established the Containers for Change scheme to reduce the number of empty beverage containers being littered or going to landfill and increase the recycling of eligible containers in Queensland. The scheme is designed to encourage people to return eligible empty drink containers to Container Refund Points (CRPs) for recycling.

The scheme is administered by COEX – the ‘Product Responsibility Organisation’ under the *Waste Reduction and Recycling Act 2017*. COEX has entered into agreements with operators, logistics providers and processors to make sure eligible empty drink containers are efficiently and effectively collected, sorted and recycled under the scheme.

This policy sets media and branding guidelines, protocols and procedures which all scheme participants must comply with, including operators, logistic providers and processors.

Defined terms used in this policy have the meaning given in the glossary in Schedule A.

1.1 Why do we need a Media and Branding Policy?

All companies or businesses need to control how their organisation is presented publicly, including information about their services and people. It is in the interest of the scheme for all participants to be clear about how the logos and branding should be used so the scheme is viewed positively by other participants, key stakeholders, customers and members of the community. A company’s logo or brand is a unique identifier which people associate with that business. It is critical to ensure that it is always presented appropriately and professionally.

To achieve this, all external communication in the media and in public forums must be accurate, consistent and positive so it benefits the scheme, its participants and COEX. This includes the correct use of the COEX and Containers for Change logos and ensuring any promotional materials created are consistent with the Branding Identity Guidelines.

2 Media Communication

Before communicating, distributing, publishing or announcing any information about the scheme in any media, you must ensure the communication is permitted under this policy.

If the media asks you to discuss the scheme, COEX or any scheme topic for purposes of publication, you must (and before responding to the media or providing any information):

- **Immediately** refer them to COEX's Media Advisor Benjamin Mulcahy (p.0437 370 139)) and let them know that a spokesperson from COEX will assist them, and
- **Immediately** notify your Regional Manager, and call COEX Media Advisor Benjamin Mulcahy (p.0437 370 139) who will provide the required support and assets for your interview or media opportunity.

Information that can be released to the media without COEX's approval is any uncontroversial operational information, including:

- recycling volumes and operator specific information for individual CRPs;
- customers' positive reactions to refunds or the scheme's aims;
- accurate background information about why and when the scheme was established, and its aim (this is available on the COEX and Containers for Change websites – media can be referred to the site for background information); and
- clear, specific information about eligible and ineligible containers.

It's important not to make misrepresentations or mislead or deceive or distribute false information in any communication, whether for TV, radio, print, online, or via social media like Facebook, X (Twitter), Instagram, YouTube, TikTok or SnapChat.

Critically, **you must not bring the scheme into disrepute** by misleading or deceiving, making misrepresentations, distributing false information, or making negative comments about:

- your role in the scheme;
- COEX or the Queensland Government, or their roles in the scheme;
- any other person, eg. volunteers, employees, or other participants/operators, or their roles in the scheme;
- your affiliation with COEX or the Queensland Government;
- the affiliation of anyone else with COEX or the Queensland Government; or
- the operation of the scheme.

You MUST NOT:

- Communicate, distribute, publish or announce anything relating to the scheme on behalf of COEX or the Queensland Government;
- provide your own evaluation of the scheme's performance, COEX's performance or the performance of any other participant or officer, employee, agent, contractor or vendor of COEX or other participants;
- criticise or complain about the scheme, COEX, any other participant or officer, employee, agent, contractor or vendor of COEX or other participants;
- say or do anything that will bring the scheme, COEX, or any other participant into disrepute, or bring any officer, employee, agent, contractor or vendor of COEX or other participants into disrepute;

- say or do anything that will damage the brand, reputation or goodwill of the scheme or COEX or damage the brand or reputation of any other participant, any officer, employee, agent, contractor or vendor of COEX or other participants;
- say or do anything that is inconsistent with the scheme's objectives or achieving them;
- keep promotional material on display relating to completed competitions or campaigns that have ended including posters, signage or social media assets;
- make any announcements about the opening of new sites, closures of existing sites, or site relocations without prior written permission from COEX's Customer & Community team (call 3041 3290 or email media@containerexchange.com.au); or
- disclose this policy or any other policy issued by COEX unless authorised or if it has already been made publicly available by COEX.

You MUST:

- immediately contact COEX's Media Advisor Benjamin Mulcahy (p.0437 370 139 or email media@containerexchange.com.au) if you receive a request for an interview from the media, or request to film/photograph vision at your site in relation to the scheme. COEX's aim is to support you in any media opportunity you generate and will assist with advice;
- communicate all requests from Members of Parliament, local councilors or government departments for public engagements or events to COEX so that we can provide assistance to you to manage the event or engagement, ensuring consistency of message;
- ensure any marketing, advertising or public relations agency or person you engage to do work on your behalf has read, understood and fully complies with this policy;
- act responsibly and appropriately when you or any agency you engage has been given permission by COEX to communicate, distribute, publish or announce anything in relation to the scheme or any topic related to the scheme, including news and information about COEX, the scheme, its policies and processes;
- advise marketing@containerexchange.com.au of the names and links to your business social media channels;
- follow Containers for Change on [Facebook](#) and [Instagram](#) and tag these accounts and the hashtags #ContainersforChange and #QLDContainerrefundscheme on your social media posts;
- ensure promotional assets that display the COEX or Containers for Change branding are maintained in a legible, neat condition and not unduly damaged. Contact COEX Customer and Community to replace any destroyed or damaged assets – e.g. damaged posters, signage or any other item containing branding that are to be flagged for replacement;
- accurately, openly, and prominently disclose your identity and affiliation with the scheme and COEX; and

- ensure that any agency you engage accurately, openly, and prominently discloses its identity and affiliation with you, and your identity and affiliation with the scheme and COEX.

3 Branding

3.1 What is a Brand?

Branding is a way of identifying a business. It is how customers recognise and experience our offering. A strong brand is reflected in everything from customer service to staff uniforms, stationery, signage, business cards, the premises, and especially promotional materials and advertising.

The scheme's trademarked brand sets it apart from similar businesses and expresses the qualities and 'personality' of our business.

A strong brand identifies a business, attracts people to it and gives them confidence in its services. Customers are loyal to brands they trust.

The brand should be protected from criticism or negative associations which can reduce its value, damage the reputation of your business and the reputation of related businesses and agencies like COEX and the Queensland Government.

You must not:

- register any trademark, business name, company name, domain name or social media account that uses or contains the brand name Containers for Change or any variation of it, anywhere in the world, without COEXs prior written permission;
- solely use the official Containers for Change logo as a profile picture on social media pages (eg. Facebook, Instagram, X (Twitter) etc.). This is to ensure there are no communication issues or confusion involved when the Containers for Change Contact Centre – which uses the logo as its profile picture – is commenting on or addressing complaints from customers;
- choose, purchase or bid for the brand name in Google AdWords or any similar advertising or search engine optimisation service anywhere in the world;
- modify or abbreviate the brand name or translate it into a different language using non- English characters.

When you have permission from COEX to use an element of the scheme brand, **you must:**

- Containers for Change logo must be clearly and prominently displayed with signage on the front of your premises. COEX encourages strong and approved use of the scheme brand, logo and master green colour per Container Collection Agreement.

- always comply with the [Brand Identity Guidelines](#) – they will show you how to use the logo, the colours to be used for any materials produced, etc.;
- only use the scheme brand to refer to the scheme as a whole, not a particular location or element, eg. a container. Do not use the name of the scheme in a descriptive sense, for example:

Allowed	Not allowed
'We are participants in the Containers for Change scheme'	'You can exchange Containers for Change at our collection point'
'Please deposit your containers at our Containers for Change collection point'	'Container for Change's collection points are available here'

- always capitalise the brand name, for example:

Allowed	Not allowed
'We are taking part in the <u>C</u> ontainers for <u>C</u> hange scheme'	'We are participants in the containers for change scheme'

4 Marketing activity approvals and the 'Toolkit'

As part of the Container for Change scheme's marketing activity, a style guide has been developed to help those involved promote the scheme. This can be found in the [Marketing Toolkit Guide](#).

The document provides guidelines so that the scheme identity is consistent.

Please be aware that all marketing activities/campaigns, including the use of the Containers for Change logo must be approved by COEX before they appear in market.

If you are developing a marketing campaign for your business, we recommend that you engage COEX at the concept development stage to assist with creating the campaign. This is to ensure that all material is in line with the brand guidelines.

To seek marketing approval or advice, please email marketing@containerexchange.com.au. Please copy your Regional Manager on each email, so they are aware of the activity.

We will endeavour to do our best to reply to your enquiry within the following timeframes:

- Smaller marketing approvals – three business days
- Marketing campaign approvals – seven business days

A toolkit containing scheme artwork is also available with its files able to be adapted for use at Container Refund Points, as public relations material or for local advertising. It includes high resolution images.

To access the toolkit and assets as well as the [Green Guide](#), please visit the [Operator Resources Page](#)

If you need more information or clarification on the use of the Containers for Change brand, please contact the Marketing team at marketing@containerexchange.com.au with queries or for assistance.

5 Events and Sponsorship

The [Green Guide](#) provides information on Business Growth Opportunities including participating at local events.

For all events and sponsorship requests please contact events@containerexchange.com.au

6 General

- You must not authorise, direct, aid, abet, counsel, procure or induce anyone (or any corporation, trust, partnership, unincorporated body or other entity) to act in a way that breaches this policy.
- If you know or suspect that any person or entity is acting in a way that breaches this policy, you must immediately notify COEX by contacting COEX's Media Advisor Benjamin Mulcahy (p.0437 370 139) or at media@containerexchange.com.au.
- You can only act outside this policy with the prior written consent of COEX.

7 For more information

If you need more information about anything mentioned in this policy, please speak to COEX's Customer & Community team (email media@containerexchange.com.au).

If the matter is urgent, please contact COEX Media Advisor, Benjamin Mulcahy on 0437 370 139.

Schedule A

Glossary and interpretation

The following definitions apply in this policy.

Act means the *Waste Reduction and Recycling Act 2011* (Qld).

agency means any agency, contractor or vendor, such as a marketing agency or public relations firm.

agreement means your Container Collection Agreement, your Processing Services Agreement and/or your Logistics Services Agreement with COEX, as applicable.

Brand Identity Guidelines means the guidelines dated June 2022 that can be found [here](#).

brand name means 'Containers for Change' and any similar wording, such as 'Container for Change', 'Containers 4 Change', 'Containers for Change Australia' and 'Containers for Change Queensland', 'Container Exchange' and 'COEX'.

COEX means Container Exchange (Qld) Limited (ACN 622 570 209).

intellectual property has the meaning given in participants' agreements and includes the scheme brand.

media communication means any communication by any method and through any channel, including television advertisements, radio advertisements, print advertisements, outdoor advertisements, online advertisements, cinema advertisements, webcasts, emails, press releases, public announcements, public comments, social media posts, status updates, blog posts, blog comments, text messages, audio recordings, podcasts, video recordings, hyperlinks or other references to official content, comments to journalists, newspapers or other publications, and communications through journalists, newspapers or other publications.

official content means content that COEX has made publicly available, including on its website and through its social media accounts.

participant means a party to an agreement other than COEX.

person means any natural person, corporation, trust, partnership, unincorporated body or other entity, whether or not it comprises a separate legal entity.

scheme means the beverage container refund scheme under Part 3B of Chapter 4 of the Act.

scheme brand means the brand name, the brand elements set out in the Brand Identity Guidelines and any other branding that comprises or contains the brand name, the trade marks the subject of Australian Trade Marks No. 1936665, 1936666, 1936667 and 1947450, and any branding similar to those trademarks.

social media means all platforms, channels, websites and other internet resources that enable any person (or corporation, trust, partnership, unincorporated body or other entity) to upload or post user-generated content, including but not limited to Facebook, Instagram, YouTube, X (Twitter), TikTok and SnapChat.

Mentioning anything in the policy after the words 'includes', 'including' or 'for example' does not limit what else might be included.

Application

This policy applies to all participants, and they must follow it under their agreement with COEX.

Any breach of this policy will be considered serious, and failure to follow it may result in action against the person responsible. This may include issuing notice of a breach of contract against the contractor responsible.

From the date this policy is issued, it replaces the Media and Branding Policy issued on 27 April 2021. Policies previously issued apply as follows:

Policy	Commenced on:	Applies to:
Interim Branding Policy	21 August 2018	27 April 2021
Media and Branding Policy	27 April 2021	6 June 2022
Media and Branding Policy	6 June 2022	5 August 2022
Media and Branding Policy	5 August 2022	18 October 2023
Media and Branding Policy	18 October 2023	Current

COEX may amend, withdraw, or replace this policy from time to time with prior written notice to the participants.

Nothing in this policy limits your contractual obligations or any part of your agreement with COEX.

Intellectual Property

COEX markets the Containers for Change scheme using the scheme brand. It has registered the scheme brand under Australian Trademark No's. 1936665, 1936666, 1936667 and 1947450.

Nothing in this policy licences participants of the scheme to use the brand or any other intellectual property of COEX. It does not provide consent or the rights to any element of the brand.

Participants are bound by all provisions of their agreement with COEX, including provisions relating to intellectual property and its use.

If COEX grants participants a licence or consent to use the scheme brand, it will be subject to any licence conditions.

Confidentiality

This policy is confidential material under your agreement with COEX.