



First Coat

Our first year, our “first coat”
of many in creating a brighter future
for unwanted paint & packaging.



AUSTRALIA'S WORLD LEADING INDUSTRY-LED SCHEME FOR COLLECTING AND TREATING END-OF-LIFE PAINT AND PACKAGING

What a year it's been for *Paintback*! The past twelve months have seen the incorporation, launch and roll-out of Australia's first national scheme to allow households and trade painters to responsibly dispose of their unwanted paint and packaging.

Having launched *Paintback* in May 2016, I am pleased to report that in this short time we have established 47 collection sites spanning every state and territory of Australia, and located within 20km of 60% of the Australian population. This is a great result so far, with the number of collection sites and the amount of unwanted paint and packaging we divert from landfill continuing to rapidly grow.

Our achievements to date are a testament to the collaboration between paint manufacturers, hardware and specialist retailers, government, industry representatives and our partners across the supply chain.

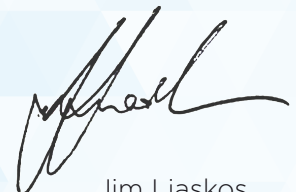
It's a great demonstration of the good that can come about when an industry and its stakeholders share the vision and commitment to do the right thing to benefit the community and the environment.

On behalf of the Board I'd like to acknowledge the significant efforts of the management team, who have worked tirelessly, and done an outstanding job to take *Paintback* from an idea into a successful reality.

I'd also like to recognise the efforts and energy devoted by the Australian Paint Manufacturers' Federation over many years, which inspired and laid the foundation for the scheme we have today.

The financial position of *Paintback* remains solid. It has sufficient funds to maintain the rapidly growing collection and processing network, the public education and awareness campaigns and to create a significant Research & Development program.

While we can look back on the year with a sense of great accomplishment, we remain focussed on the period ahead. We have robust plans in place to expand the reach and coverage of our collection network geographically and to service a much greater proportion of the Australian population in the next stage of *Paintback's* development. We look forward to a busy and productive second twelve months of operation.

A stylized, handwritten signature in black ink, appearing to read 'Jim Liaskos'.

Jim Liaskos
Chairman

COLLECTION RESULTS

Since commencing operations in May 2016, *Paintback* has established 47 permanent collection sites, with representation in every state and the Northern Territory. We have held three mobile collection events in Western Australia collecting over 36,000 kilograms.

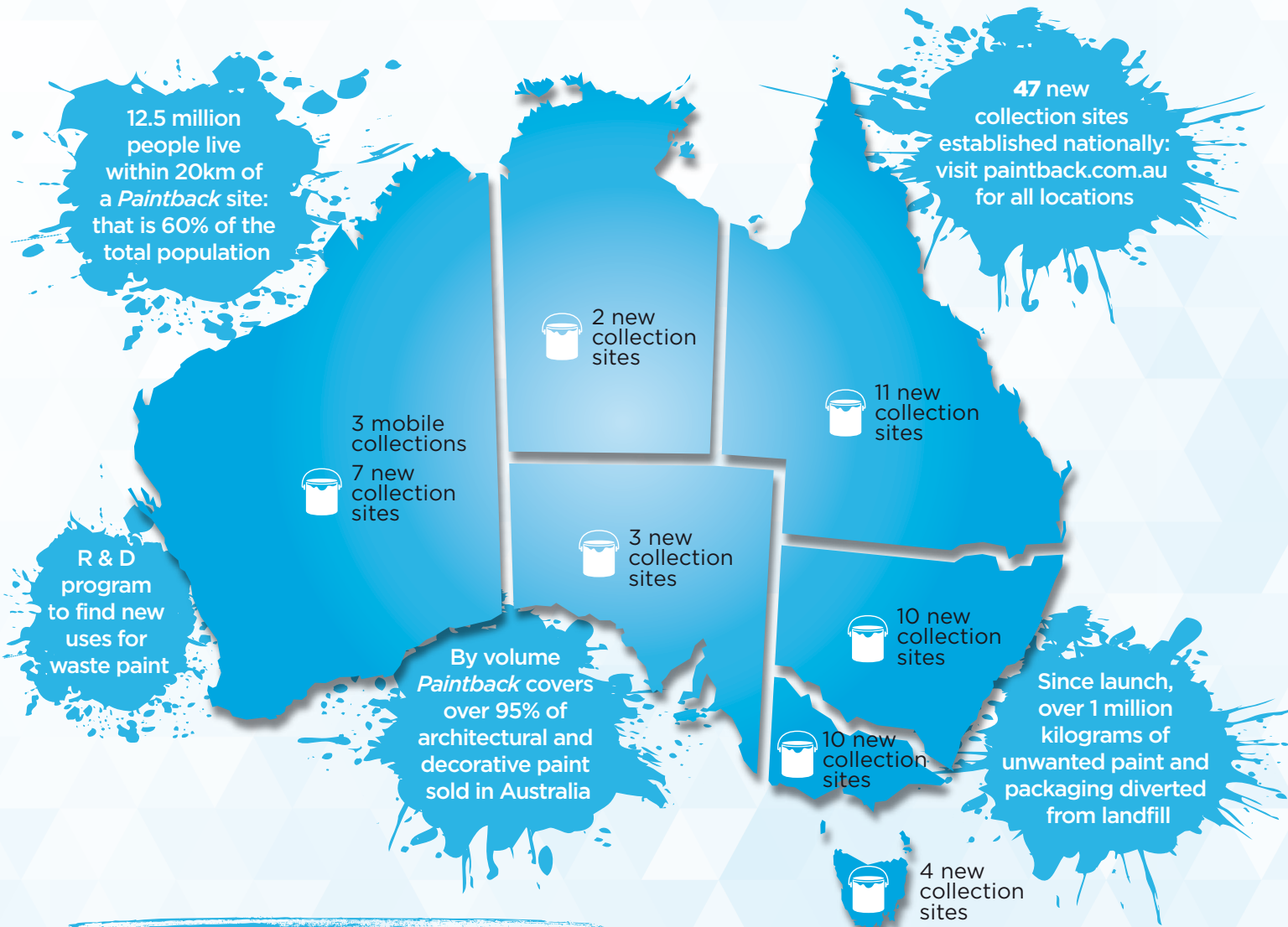
Thus far we have collected over 1 million kilograms of unwanted paint and packaging across Australia. By 2021, it is *Paintback's* goal to collect and treat 45 million kilograms of unwanted paint and packaging. That's enough to paint the Sydney Harbour Bridge more than 165 times.



Pictured : Launching the *Paintback* truck and stillage.

COLLABORATION

Paintback has been - and still is - a team effort. We acknowledge the great support we've had from federal, state and local government, the Australian Paint Manufacturers' Federation, the Master Painters Association, hardware stores, specialty paint retailers, and individual backers along the way. Without the collective efforts of many people, *Paintback* would still be just an idea. We look forward to continuing and strengthening our stakeholder collaborations in the years ahead.



NOW YOU CAN!

To meet our collection targets, we need to make sure people know about *Paintback* and are motivated to use it.

So we're investing in communication and education to drive awareness and change behaviour. Our goal is to make it normal for people to want to take their paint back, rather than stockpile it or throw it away into the environment.

Our national launch secured widespread coverage across TV, radio and print media with the message: "Now you can!" We followed that up with training and educational materials to professional painters, hardware and specialist paint retailers.

The roll-out of each new collection site is supported with local advertising and media. Once the network reaches a critical mass, we'll expand our marketing to target broader audiences in major cities and regional areas.

Our outreach also extends to innovative partnerships. For example, we are proud to work with Outlook Environmental (OE), a social enterprise that provides jobs for people with disabilities and those from a disadvantaged background. OE which operates the Hampton Park Resource Recovery Centre in conjunction with its contract partner Suez, means they can fully include people with disability into the life of the community. It's a win for both organisations.

"We were proud to be included as an initial collection point when *Paintback* commenced. Since then we have seen a significant increase in waste paint being dropped off at our facility for treatment and recycling", said Outlook Environmental CEO Sam Sondhi.



Pictured : Craig Hovey who enjoys working with *Paintback* at Outlook Environmental.



“Driving” the message home

Paintback is also helping school kids learn about sustainability.

When they heard about *Paintback*, teachers, parents and the students at Lloyd Street Primary in Malvern, Victoria decided to rescue unwanted paint from our Monash collection site and put it to good use. The ‘recycled billy cart’ project for the RACV Energy Challenge wouldn’t be complete without a fresh coat of *Paintback* ‘blue’!



Pictured: The Octopush kids from Lloyd Street Primary and Chief Executive of *Paintback*, Karen Gomez.

LOOKING AHEAD

Paintback has ambitious targets. By 2021 we aim to divert over 45 million kilograms of unwanted paint and packaging from Australian landfills. In the next two to three years we will continue to establish permanent collection sites across Australia, providing service to within 20km of 85% of the population and 40km in regional areas. We’ll run mobile collection events in areas that don’t have the infrastructure to support a permanent site.

But our aspirations don’t stop there: we want to find better ways to make use of the paint we collect. We’re investing in research to identify technologies that will better capture valuable resources from unwanted paint, reduce its environmental impact or turn it into something new and useful, such as building material. Our aim is to recover 90% (by volume) of all unwanted paint and packaging collected.

***Paintback* is proud to acknowledge our founding members, whose eligible products’ end-of-life are managed through *Paintback*.**



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