

# 2017/18

ANNUAL REVIEW



Paint.

## Then Paintback.



Responsibly dispose of your unwanted paint and packaging.





## MARKETING AND COMMUNICATIONS

Getting news out to the public has helped drive our growth and success.

During the year, city and state-wide campaigns advertising our 100 sites and 30 collection events reached an audience of 20 million people, while broader public relations activities reached around five million.

Our website had 190,000 unique visits and we received 6,500 telephone enquiries.

We maintained a high retail profile through the support of specialist paint stores and the big-box hardware chains, including for our pop-up events. These partnerships provide a valuable service for consumers and allow paint distributors to do their part towards a brighter future.

**Importantly, people are responding to what we are doing. Brand awareness among trade painters is at 56% and reported satisfaction among trade and household users is 80%. These are strong results in just two years.**

## IMPACT

It is pleasing that the paint industry's efforts are being recognised more broadly. *Paintback* was selected as an ABA100 Winner for Sustainability in the 2017 Australian Business Awards, which acknowledge high-performing organisations that implement world-class business initiatives and develop innovative products and services.

We were also a finalist in the prestigious Banksia Sustainability Awards presented by the Banksia Foundation, a not-for-profit organisation dedicated to working with government, industry and the community to focus attention on the recognition of excellence in sustainability.

In addition, *Paintback* was used as a case study at the International Product Stewardship Summit and the Infiniti Sprint, a circular economy design event supported by Australia Post, IBM, NAB and RMIT.

## STAKEHOLDERS AND REGULATION

*Paintback* continues to spread the word about the progress of the industry's stewardship program to Federal, State and local government stakeholders. This includes biannual communications to Environment Ministers.

Several regulatory submissions were produced during the year, including those in relation to the ACCC regarding the Cleanaway/Toxfree acquisition, the WA waste strategy and controlled waste regulations, the Product Stewardship Act, and the Victorian plastics review.

We argued strongly for the removal of regulatory duplication, such as the Packaging Covenant, and for exemptions that would maximise participation in *Paintback* and demonstrate the benefits of voluntary product stewardship.





## FUTURE NETWORK DEVELOPMENT

We will continue our ambitious site roll-out strategy in the coming year. Our primary challenge remains in spreading our network more evenly throughout the nation on a population density basis. This is particularly the case where we are limited by local regulation or as discussed earlier, where some States continue to bear the cost of managing waste paint and packaging rather than allowing *Paintback* to do so.

While we will push hard to expand our collections through better access and community awareness, the consolidation of liquid waste providers is expected to present upward pressure on collection costs. R&D investment is expected to grow as tangible options are confirmed to improve the end-of-life uses of paint and packaging.

However, we are confident in these conditions that *Paintback's* well-designed funding mechanism will underwrite our ability to continue to deliver the stewardship outcomes embodied in our objectives and the industry's social licence to operate.

## R&D

*Paintback's* extensive research and development program is in full swing following the appointment of a number of highly credentialed personnel. We also have appointed an Advisory Committee of pre-eminent scientists and industry experts to provide guidance and support in pursuit of early outcomes.

In addition to in-house R&D activities, we have sought to collaborate with leading players in industry, research institutions and universities, both in Australia and internationally.

It is still early days, but we are confident our team is abreast of developments globally and has validated our research program.

## PERSONNEL

*Paintback* remains "lean and agile", with Karen Gomez ably leading a small team of skilled and capable staff, supported as required by external specialists and contractors.

All team members are focused and committed to achieving our objectives and this has been the key ingredient in our early and continued success. Their contribution is acknowledged and appreciated.

## FINANCE

*Paintback* is funded by a levy, set at a level that is planned to allow *Paintback* to break even over the initial term of operation. Our financial position remains solid and in accordance with expectations.

As indicated earlier, in addition to removing millions of kilograms of unwanted paint and packaging from landfill, *Paintback's* activities have saved State and local governments millions of dollars in collection and disposal since its inception.

*Paintback* acknowledges the strong contribution to the Australian community by its founding members, who also fund collection of some unwanted products from "free-riders".

## GOVERNANCE

*Paintback's* Board continues to direct particular attention to maintaining a productive and risk averse culture throughout the organisation. A thorough review of policies and procedures was conducted after the first anniversary of operation, and this will be an annual practice.

The Board recognises that good corporate governance requires a dynamic approach in step with a constantly evolving business and social environment, to ensure best practice.

The Australian Institute of Company Directors was engaged to conduct an independent Board Effectiveness Review. It is pleasing to note that the Board continues to operate in a collegiate and effective manner in promoting the best interests of *Paintback* and its community of stakeholders.



**Jim Liaskos**  
Chairman

