



**ANNUAL REVIEW
2020/21**



TAKING IT TO THE STREETS

No Job Is Finished Without Paintback was the theme of Paintback's fifth anniversary, a milestone celebrated in 2020/21.

In Sydney, Melbourne and Brisbane, we enlisted local graffiti artists to tell our story across murals that celebrated our achievements – and the results were striking.

It was, in many ways, a notable year. Despite the imposition of lockdowns and the uncertainty COVID-19 brought to all aspects and walks of life, we exceeded our annual volume targets, expanded our number of collection points, and ran a series of events across the country.

There was one pandemic-related service issue in Victoria, as described later in this report, but with the support of our collection site partners things were put back on track. And our latest market research indicates satisfaction with using the scheme remains high.

With an eye to the future, we also made important changes to the way we operate, and further expanded our R&D program.

Perhaps most importantly, the ACCC authorised Paintback to apply the levy that underpins our work for another 10 years, reflecting the net public benefit our scheme provides in addressing end-of-life paint.

In a year where so many were challenged, it is reassuring to see that the Australian community continued to do its part and to support our stewardship efforts.

Lucia Cade | Chair of the Board





OUR UNWAVERING COMMITMENT

Paintback has evolved greatly over its first five years, but its vision and mission remain unchanged.

We believe that innovation, ideas and effort, supported by a community that understands the importance of reducing our environmental footprint, can expand and enhance the circular economy for paint and help make it a more sustainable product.

We are guided by the following core objectives.

- Implement the Paintback scheme by receiving the funds raised from the 15 cents per litre levy on eligible paint and engaging with State governments, local councils and waste services providers for the collection, treatment and reuse of unwanted paint and packaging.
- Promote education and awareness about Paintback.
- Monitor, audit and report on the development of the scheme.
- Administer a substantial program of research into new end-of-life uses for unwanted paint and packaging.
- Generate a net environmental benefit by targeting used paint to minimise damage to the environment from inappropriate disposal.
- Engage with government about legal and regulatory frameworks affecting the scheme.

**INNOVATION,
IDEAS AND
EFFORT CAN
EXPAND AND
ENHANCE
THE CIRCULAR
ECONOMY**



GETTING THINGS DONE

Despite the restrictions and frustrations caused by COVID-19, Paintback exceeded its annual volume target by 9% in 2020/21, collecting around 9.3 million kilograms of paint and packaging, up from 8.1 million kilograms the previous year.

We added five new permanent locations during the year, focusing on regional areas, taking our national network to 164 sites. That means 85% of the population lives within 20 kilometres of a collection site.

We also supported 96 mobile collection events in collaboration with the NSW Government, NetWaste in regional NSW, and the Canberra Region Joint Organisation. These events collected 1.1 million kilograms of unwanted paint and packaging.

In addition, 11 events across New South Wales, Victoria, Queensland, and South Australia in partnership with Bunnings and local councils yielded around 50,000 kilograms of used paint material. Hosting events in Western Australia await a review of their Environment Protection (Controlled Waste) Regulations 2004.

WHEN ALL THESE ACTIVITIES ARE COMBINED, OUR POPULATION REACH WAS **88%** EXCEEDING OUR BENCHMARK TARGET OF 85%

Paintback Collection Sites and Population Coverage 2020/21

	Permanent Sites	Events	Population Coverage
Australian Capitol Territory	2	0	100%
New South Wales	32	101	90%
Northern Territory	4	0	72%
Queensland	38	2	82%
South Australia	11	1	82%
Tasmania	18	0	87%
Victoria	38	3	93%
Western Australia	21	0	85%
	164	107	88%

We also restructured our supply chain during the year, bringing on board two logistics firms (providing pick-up and transport services) and four treatment processors. Our previous single supplier model worked in the scheme's early days, but the new structure provides greater flexibility and security and will allow us to better direct used paint to new end uses as our R&D comes to life.

The new approach was tested in late 2020 as Victoria came out of lockdown and transfer stations experienced a large influx of materials. This combined with short-term processing constraints in the Victorian supply chain meant drop-off points could not be cleared as normal. To avoid a build-up, we took the difficult decision to temporarily suspend service to these locations.

Our collection site partners did much to help to minimise the impact and liaised with customers, and we are grateful for their continued support and commitment. Usual service was restored after Paintback was able to configure alternative providers into the supply chain.

Victorian volumes were down on previous years due to these disruptions, but this was offset by New South Wales collecting over 2.7 million kilograms of material, the highest by any State since the scheme commenced.

Success in product stewardship comes when all those who participate in or influence the supply chain play their part. It requires a different way of thinking: the ability to problem solve, to see materials that currently go to waste as being valuable and worth reusing and working together to make the shift away from the take-make-consume and throwaway behaviours that dominate today.

**SUCCESS
IN PRODUCT
STEWARDSHIP
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Paintback collection volumes, by State and Territory (kilograms)

	2016/17	2017/18	2018/19	2019/20	2020/21
Australian Capitol Territory	8,000	216,000	277,000	231,000	237,000
New South Wales	372,000	646,000	1,200,000	1,789,000	2,795,000
Northern Territory	36,000	25,000	34,000	48,000	45,000
Queensland	346,000	918,000	1,402,000	1,595,000	1,957,000
South Australia	107,000	359,000	412,000	565,000	579,000
Tasmania	19,000	42,000	71,000	169,000	140,000
Victoria	738,000	1,501,000	2,033,000	2,602,000	2,455,000
Western Australia	264,000	594,000	809,000	1,093,000	1,080,000
	1,890,000	4,302,000	6,238,000	8,092,000	9,289,000



PRIMED TO INNOVATE



R&D has been central to the Paintback initiative since day one, and 2020/21 brought some exciting developments, with three new strategic programs established.

We are a core partner in the SmartCrete Cooperative Research Centre, which is working to guarantee the long-term viability and sustainability of concrete infrastructure in Australia. Our aim is to develop processes and procedures to upcycle our water-based paint into admixture for concrete in non-structural applications.

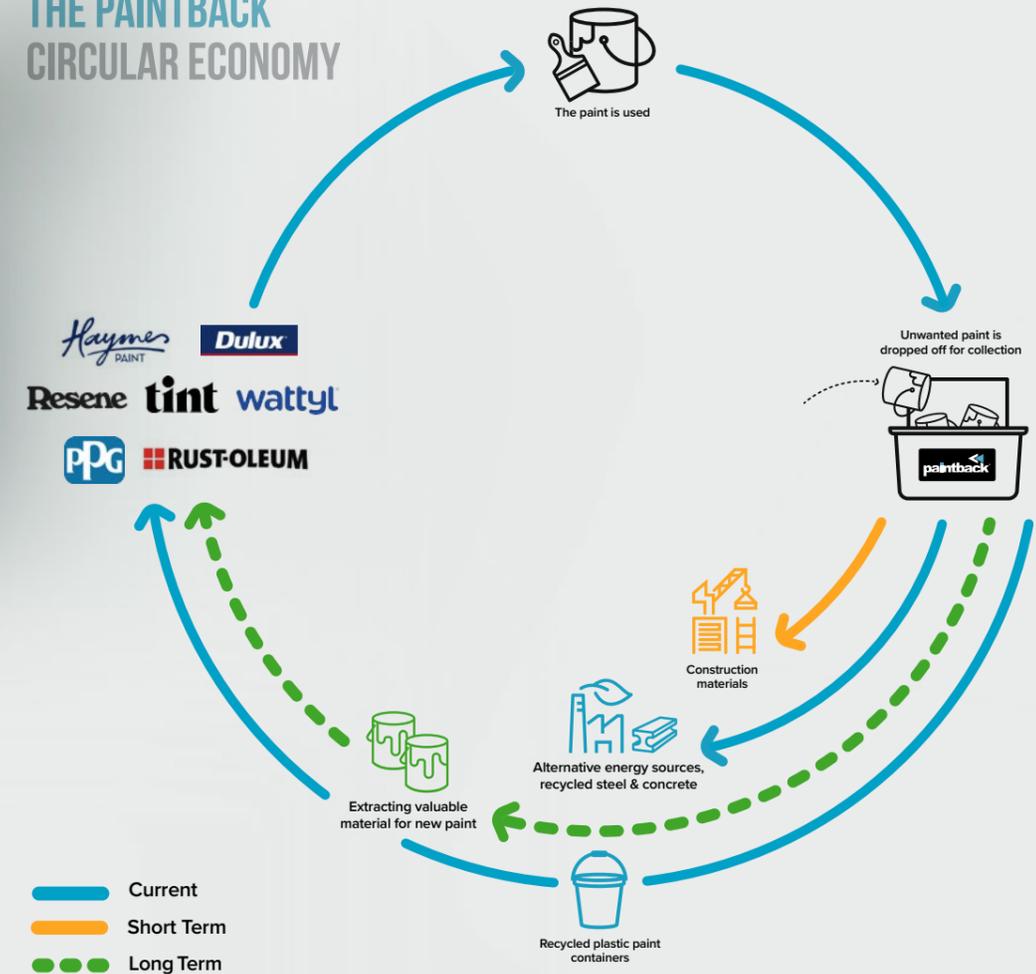
SmartCrete is a great vehicle to help us achieve our objectives by facilitating collaboration with industry and academic experts in the field of concrete materials. It offers a comprehensive approach, from proof of concept to commercialisation, and provides access to this critical infrastructure's supply chain.

The second program is in partnership with the Australian Research Council Industrial Transformation Research Hub for Transformation of Reclaimed Waste Resources to Engineered Materials and Solutions for a Circular Economy. Led by RMIT University, it will look into developing plastic composites from our recycled packaging and will also look into using water-based paint in geopolymer concrete.

The third program is in partnership with the Australian Road Research Board to develop applications for our water-based paint for road infrastructure products.

WITH OUR TARGET TO DIVERT **90%** OF UNWANTED PAINT AND PACKAGING FROM LANDFILL, R&D WILL BE OUR PRODUCT STEWARDSHIP SUCCESS DRIVER.

THE PAINTBACK CIRCULAR ECONOMY



Paintback honed its existing research portfolio, with some early-stage projects stopped because they did not meet our quality or environmental benchmarks. While some programs experienced delays during pandemic challenged times.

Our circular plastic recycling program continues, with the pail prototypes having passed the rigorous standards required of paint packaging. Our focus has turned to Paintback's collection processors' readiness to provide consistent quality output at feasible volumes over time. In addition, our PhD program with Monash University in collaboration with BASF has made great advancements toward extracting titanium dioxide, a valuable chemical in the paint.

With our target to divert 90% or more of unwanted paint and packaging from landfill, while improving the resource recovery to higher value uses, R&D will be our product stewardship success driver.

MAKING AN IMPRESSION



Australians are more aware of Paintback than ever before. Prompted brand awareness of the scheme is now 81% for trade painters and 19% for DIY painters, representing significant growth in just five years.

In recently completed market research that we commissioned, half of the surveyed householders who had completed a paint project within the previous 12 months had used Paintback.

Awareness is greater among this group than among those who have had stored paint for longer, suggesting that paint disposal is becoming front of mind when people begin a project. Around one in five people found out about us through an online search.

We are seen as responsible (68% brand attribute rating in the most recent 2020/21 survey conducted by Paintback) and innovative (58%).

In addition, our research shows that 62% of households consider Paintback to have a positive impact on the environment.

The ACCC also recognised our achievements to date. It announced in May 2021 that it would authorise a 15 cents per litre levy (plus GST) on the wholesale price of eligible architectural and decorative paints to fund Paintback through to 2031.

The competition regulator considered that the scheme was likely to result in environmental benefits through increased collection of used paint and less improper disposal than would be the case if State, Territory and local government collection programs continued to operate without the scheme.

SATISFACTION WITH SERVICE:

DIY
84%
TRADE
90%

LIKELIHOOD TO USE AGAIN:

DIY
80%
TRADE
96%

AND MAKING A SPLASH

Turning five is something to celebrate, so we decided to brighten things up a little during May 2021.

Alongside our regular – and very effective – marketing activities, we took the innovative *No Job Is Finished Without Paintback* campaign to the streets of Sydney, Melbourne and Brisbane.

This was a partnership with Book an Artist (BAA), an innovative Australian start-up now operating globally with the aim of getting street art into homes and businesses. It is a platform for working directly with professional graffiti artists and commissioning murals.

Paintback's creative team worked with the artists on the concepts. BAA also helped us find great locations: La Trobe Street in Melbourne, Annandale in Sydney and Fortitude Valley in Brisbane.

Not only local traffic got to see the results; the images have been picked up and widely used on social media and traditional media digital platforms.

The anniversary campaign was multi-faceted, involving media relations, stakeholder engagement, and digital communications alongside the murals.

Some 120 stories ran nationally across television, radio, digital and print outlets reaching audiences of approximately 7 million people nationally.

This was further supported by some 40 of our local council partners and other industry stakeholders across Australia, who helped recognise this milestone via Facebook and other social media, reaching a total audience of more than 500,000. Another display of the support from our community partners who play a vital role in our ongoing success.

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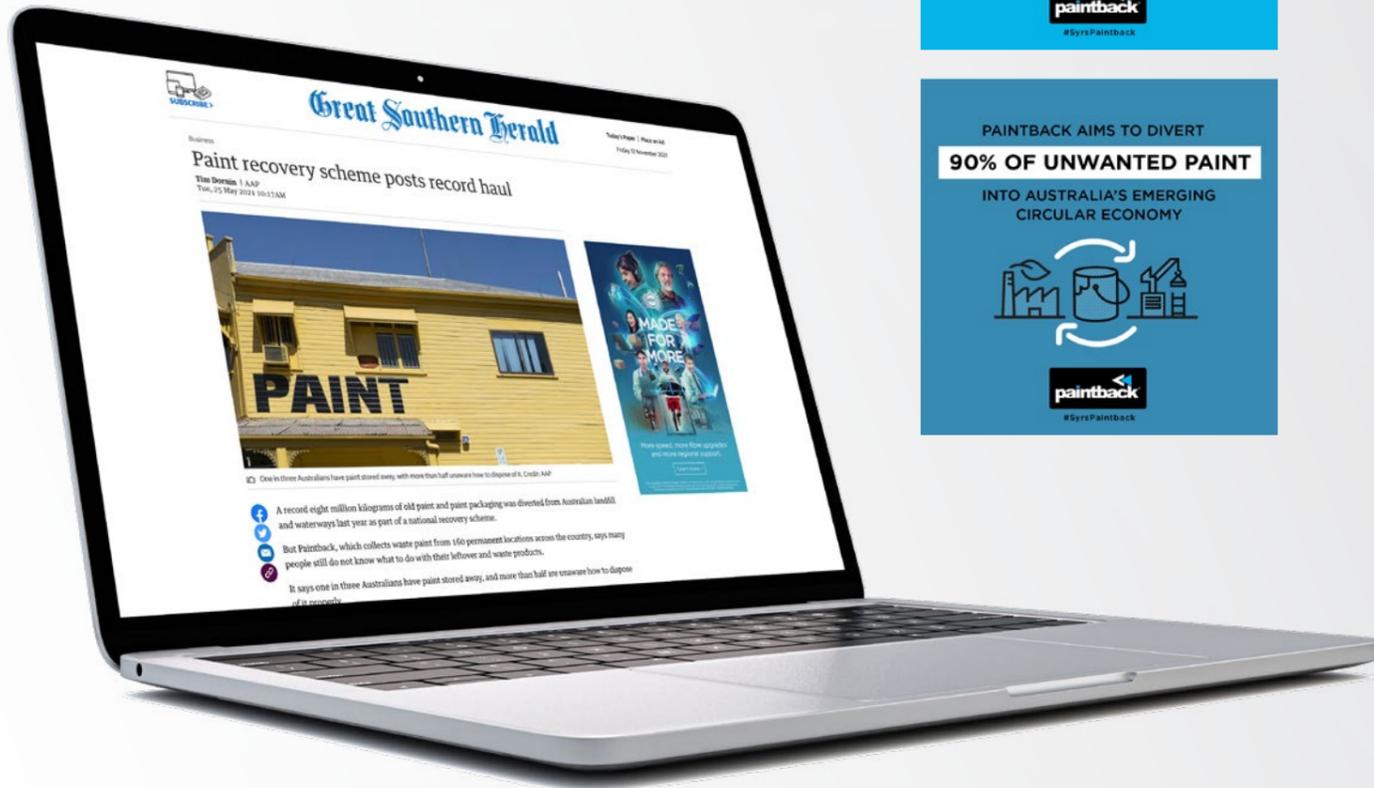
Paintback's top ten collection points since we began
 (Total used paint and packaging received)

Locations	LGA	Total (kilograms)
1. Monash Waste Transfer and Recycling Station	City of Monash	1,530,842
2. Balcatta Recycling Centre	City of Stirling	994,337
3. Liverpool Community Recycling Centre	City of Liverpool	727,179
4. Frankston Regional Recycling and Recovery Centre	Frankston City Council	584,990
5. Tamala Park Waste Disposal Facility	City of Joondalup	525,481
6. Boroondara Transfer Station	City of Boroondara	511,146
7. Mugga Lane Resource Management Centre	ACT	487,221
8. Coldstream Recycling & Waste Transfer Station	Yarra Ranges Council	486,902
9. Mitchell Resource Management Centre	ACT	482,596
10. Darebin Resource Recovery Centre	City of Darebin	464,097

CELEBRATING 5 YEARS

Over the year, our advertising and content was seen more than ever.

Collectively, the Paintback message was seen over 46.5 million times across all our marketing channels during the year, an increase of 4.5 million compared to 2019/20. This is a pleasing result from being smarter, rather than working harder, with our scarce marketing resources.



5th CELEBRATING YEARS OF PAINTBACK

THANK YOU AUSTRALIA

IN 2019/20 AUSTRALIANS RETURNED **8.1 MILLION KG** OF UNWANTED PAINT & PACKAGING TO PAINTBACK

PAINTBACK AIMS TO DIVERT **90% OF UNWANTED PAINT** INTO AUSTRALIA'S EMERGING CIRCULAR ECONOMY

PAINTBACK HAS ESTABLISHED **OVER 155 LOCATIONS** IN JUST 5 YEARS

THANK YOU TO THE **DIY & TRADE PAINTERS** OF AUSTRALIA

PAINTBACK HAS RUN MORE THAN **130 POP-UP COLLECTION EVENTS** IN JUST 5 YEARS



SPLASH OF GREEN
Recycling helps environment

ED BOURKE

A HIGHLY successful waste diversion scheme has seen paint recovered from homes be reused, new homes have been built, and Victorians have embraced the five-year-old national PaintBack recovery program, returning 26 million kilograms of paint to the scheme.

Karen Gomez, said leftover paint had other uses and should be recycled instead of being tossed. "Household paint needs to be disposed of safely, otherwise it can end up in landfill or in our vital waterways," Ms Gomez said. "The best thing is to investigate other uses, with the aim of diverting 90 per cent of all unwanted paint back into the economy. Our success is only possible through support from Australians, and collaboration with..."

Waste Transfer and Recycling Station	City of Monash	PAINTS AND PACKAGING RECYCLED (KG)
Frankston Regional Recycling and Recovery Centre	Frankston City Council	1,144,969
Coldstream Recycling & Waste Transfer Station	Yarra Ranges Council	444,378
Werribee Waste Recovery Centre	City of Werribee	437,638
Maribyrnong Waste Recovery Centre	Byland City Council	388,774
Maribyrnong Resource Recovery Centre	Byland City Council	382,888



A NEW PHASE BEGINS

After five successful years we are ready for the next five and beyond.

By end 2020/21 we have collected 28 million kilograms of unwanted paint and packaging since Paintback began in May 2016 – which is around 10 kilograms a minute.

However, we estimate we could collect between 8.5 and 9.5 million kilograms each year in the future, which would mean that we could push this total past 100 million in the next 10 years.

And there's a lot of work involved in getting the job done.

End-of-life paint materials are complex chemical liquids, designed to withstand Australia's unique environment, in long phase packaging to ensure the valuable contents are shipped and stored safely across our vast land mass.

Safely collecting and diverting these materials present unique challenges compared to kerbside collections, and we currently rely on specialist, large scale, licensed liquid processors to reduce the amount of material going to landfill.

Paintback has a target of diverting a minimum of 90% of what we collect from landfill. Based on data provided from our processing suppliers, it is estimated that approximately 88% was rerouted in 2020/21 through different means. This includes as alternative fuel, thermal reduction and packaging recycling.

Paintback is investing in a future through its R&D that will not only see the recovery rate improve, but also create higher value raw materials that can reduce our reliance on consuming the earth's finite natural resources.

BY END 2021, WE
HAVE COLLECTED

28 MILLION

**KILOGRAMS
OF UNWANTED PAINT
AND PACKAGING.**



OUR THANKS

At Paintback we say our power is in the can. It also comes from our team members' and Board's contribution to a brighter future for the end-of-life paint we are entrusted with.

Hempel Group (formerly Sherwin Williams) executive Glen Mitchell departed the Board during the reporting period, and we welcomed incoming member-nominated director Matt Crossingham, Managing Director of Watty! Australia and New Zealand. Paintback would like to thank Glen for his part in Paintback's journey.



Paintback, brought to you by Australia's leading paint brands:



South West Suite, Level 3, 717 Bourke Street, Docklands, Victoria 3008 | Paintback Ltd ABN: 55 610 171 312

paintback.com.au