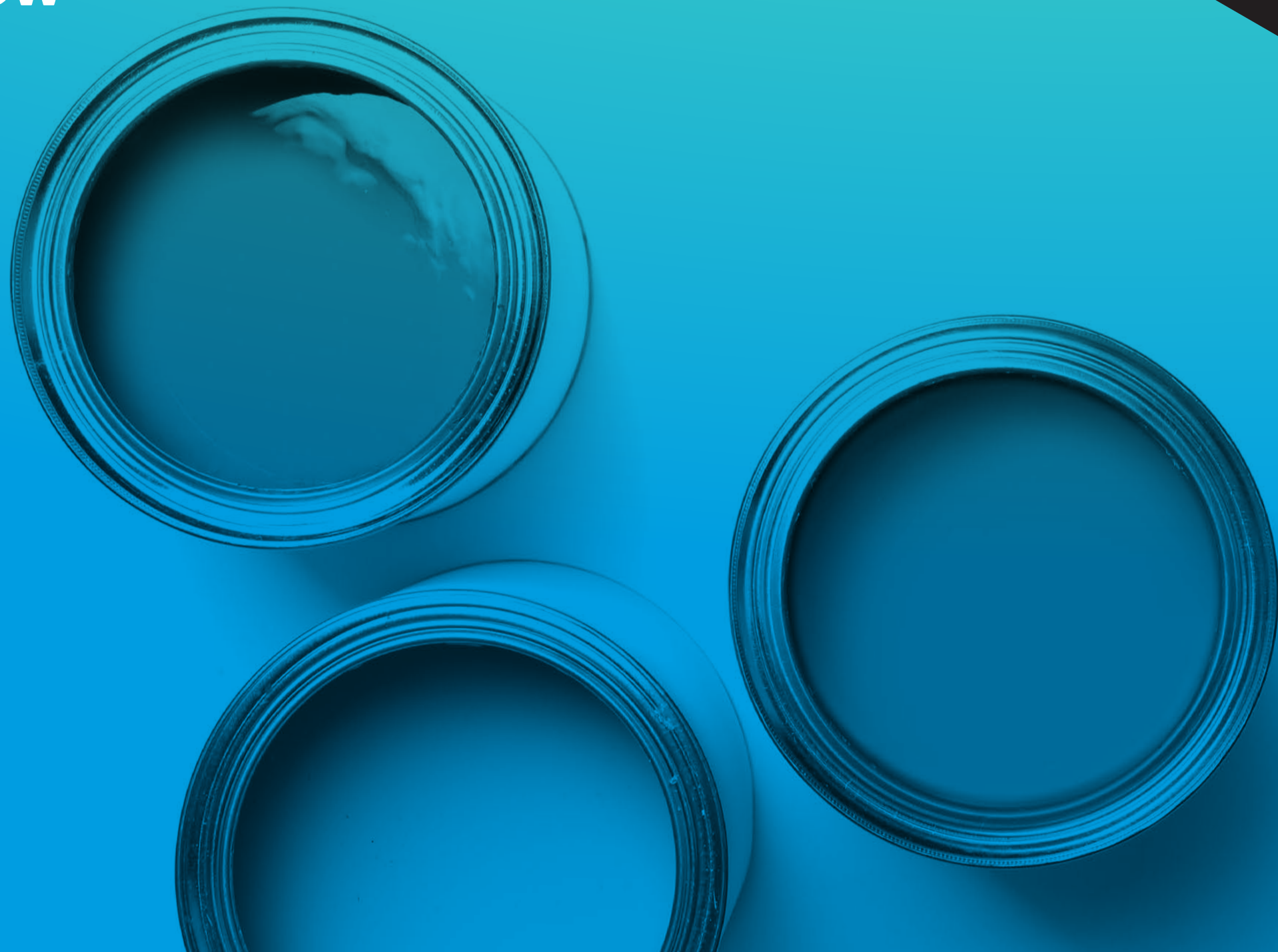


Annual Review

For the year ended
30 June 2024





An industry-led initiative to divert unwanted paint from landfill, Paintback is dedicated to creating opportunities for sustainable growth



From the Chair

Paintback made significant strides in Research and Development (R&D) activities aimed at advancing our mission to create a more sustainable future for Australia's unwanted paint and packaging. As a leader in environmental stewardship, we remain at the forefront of creating options for resource recovery, demonstrating how strategic investments in sustainability can deliver both environmental and economic benefits. We are driving innovative solutions in the recycling industry.

A major focus this year has been progressing the developments of our Paint Circular Economy Headquarters (PaCE HQ) that we announced last year. A facility dedicated to recycling and reusing unwanted paint and packaging. We've made significant progress in securing a site in Victoria, with an announcement coming soon. Beyond its positive environmental impact, this facility will also support local economic growth by creating jobs and strengthening Australia's circular economy.

We understand our responsibility in shaping waste management policies and advocating for regulatory frameworks that foster innovation. Our collaboration with government agencies and regulatory bodies have been pivotal in laying the groundwork for industry success, ensuring compliance, and unlocking opportunities for grants and funding to advance sustainable initiatives. Paintback remains a leader in product stewardship, pushing boundaries to meet the sustainability challenges of today and tomorrow.

Lucia Cade
Independent Chair of the Board

Since our inception in 2016, we've overseen the responsible collection and disposal of more than 56 million kilograms of unwanted paint and packaging across Australia.



Our values



Inclusive

We embrace uniqueness to foster openness and build a sense of belonging.



Collaborative

Together we work as a team and engage broadly to design shared outcomes.



Inspirational

We thrive on creating energetic and inspiring solutions for positive change.



Innovative

We constantly apply our creativity and learnings to maximise success and make a difference in whatever we do.



Responsible

We are accountable to each other and to the community, which trusts us to create a brighter, sustainable future.

CEO Report

As CEO of Paintback, I am pleased to report that we continued our commitment to responsible resource recovery in FY2023-2024. Since our inception in 2016, we've overseen the responsible collection and disposal of more than 56 million kilograms of unwanted paint and packaging across Australia, a testament to the strength of our partnerships with collection sites and local communities.

Our broad, Australia-wide collection network and range of pop-up community events serve the Australian population, supporting waste collection efforts. These achievements highlight the tireless efforts of our team and partners in ensuring that we offer convenient, sustainable solutions for unwanted paint and packaging disposal.

In the past year, we have focused on reducing the return of ineligible scheme materials, working closely with our council drop-off location partners to improve service delivery and maintain high safety standards. I am excited about PaCE HQ and the pivotal role it will play in Australia's circular paint economy.

Our Research and Development efforts have been a key focus this year. We've made significant advancements in finding new uses for water-based paints. Our partnerships with research institutions are helping us unlock new possibilities for unwanted paint, and field trials are already underway to test the viability of these innovations. These achievements reflect Paintback's commitment to finding creative, impactful solutions for resource recovery and our ongoing efforts to create a more sustainable future for the paint industry.

John Ferraro
Chief Executive Officer

Our purpose

Ingeniously building a better Australia with unwanted paint and packaging.



Innovation, ideas and impact

Paintback's R&D program successfully concluded several key projects this year. The research focus shifted toward prioritising innovative recycling methods that align with the principles of the waste hierarchy. New projects are aimed at unlocking higher order re-use for the collected materials, especially those difficult to recycle such as heavily contaminated plastics and paint residue. A major achievement was the development of a plastic preparation process that facilitates the sustainable recycling of polypropylene, addressing a long-standing challenge in the paint recycling industry.

Another standout R&D project, co-funded by Sustainability Victoria under the Circular Economy Market Fund and conducted in partnership with Deakin University, identified new potential applications for highly contaminated plastics that are typically rejected by conventional recycling systems. These findings have informed Paintback's strategy for processing such materials, allowing us to repurpose even more plastic waste into valuable products diverting it from landfill.

Paintback's pilot plant at Deakin's Manufactures incubator in Waurin Ponds, Victoria, has been a vital asset in our shift in focus. The facility has enabled us to design, test, and refine processes for converting collected paint into feedstock for new applications. As a result, field trials with industry partners are now underway, testing the commercial viability of using water-based paint in new, sustainable products.

These trials are exploring applications across industries, further driving our mission to close the loop on paint waste. This year, we made significant strides in creating a refined process for producing a value-added product that is gaining traction in the Australian market.

Environmental testing is a cornerstone of Paintback's R&D initiatives, ensuring that all new products meet stringent regulatory standards. In collaboration with Australian state and territory environmental regulators, we have conducted thorough evaluations to confirm that these new paint-based products perform within acceptable environmental thresholds. We are currently exploring the use of water-based paint in geopolymer concrete - a low-carbon alternative to traditional concrete - providing a sustainable building material with a reduced environmental impact.

Looking forward, Paintback's R&D efforts will continue to focus on incorporating collected materials into composite plastics, exploring how we can integrate paint packaging, including plastic pails, with other waste streams like textiles and wood to create durable, circular products. We are committed to partnering with research institutions, government and industry stakeholders to push the boundaries of what is possible with paint and packaging waste, ensuring that our efforts contribute to a sustainable future for the paint industry and beyond.

These initiatives, in line with Paintback's broader circular economy objectives, represent our ongoing dedication to finding innovative and impactful solutions for resource recovery.

A major achievement was the development of a plastic preparation process that facilitates the sustainable recycling of polypropylene, addressing a long-standing challenge in the paint recycling industry.



Collections annual report

Paintback, in partnership with our collection and drop-off site partners, collected over 8.8 million kilograms of unwanted paint and packaging across Australia this financial year.

Our collection network is currently operating throughout all states and territories, with 86% of the general population having convenient access to a Paintback drop-off location (169 collection sites). Additionally, 74 pop-up

collection events were held in collaboration with local governments and waste diversion programs.

We continue to engage with our drop-off partners to improve service delivery, ensure safety standards are met, and to consult on key equipment design. This collaboration has been facilitated through site visits, newsletters, and online platforms.

Paintback collection volumes, by State and Territory ('000 kilograms)

	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24
Australian Capital Territory	8	216	277	231	237	205	242	202
New South Wales	372	646	1,200	1,789	2,795	2,126	2,424	2,366
Northern Territory	36	25	34	48	45	52	41	34
Queensland	346	918	1,402	1,595	1,957	2,085	1,699	2,064
South Australia	107	359	412	565	579	558	583	588
Tasmania	19	42	71	169	140	164	159	182
Victoria	738	1,501	2,033	2,602	2,455	2,421	2,610	2,286
Western Australia	264	594	809	1,093	1,080	1,120	1,083	1,105
	1,890	4,301	6,238	8,092	9,288	8,731	8,841	8,827

Top 10 Paintback Collection Locations 2023-2024 – By Mass ('000 kilograms)

State	Site Name	'000 Kg
WA	Balcatta Recycling Centre	277
NSW	Kimbriki Resource Recovery Centre	226
NSW	Canada Bay Recycling Centre	192
VIC	Whitehorse Recycling and Waste Centre	184
VIC	Monash Waste Transfer and Recycling Station	178
NSW	Liverpool CRC	173
QLD	Chandler Resource Recovery Centre	162
QLD	Willawong Resource Recovery Centre	157
WA	Tamala Park Waste Disposal Facility	153
NSW	Thornleigh Community Recycling Centre	152



Current responsible pathways and the future outlook

Of the 8.8 million kilograms of unwanted paint and packaging collected this financial year, 1.3 million kilograms consisted of flammable solvent-based paints. This resource serves as a valuable source of alternative fuel, importantly 100% of this material was successfully used as an energy source.

3.6 million kilograms of collected water-based paints was treated, with the water being extracted for reuse in industrial processes. Lastly, 2.7 million kilograms of packaging was collected by Paintback. This packaging was separated, cleaned and then recycled.

To make further progress towards our ambitious goal of 90% landfill diversion, Paintback will launch PaCE HQ in 2025, a game changing facility for the circular economy of paint and packaging.





Setting the PaCE: Planning for a dedicated processing facility

Our learnings over the past eight years shows current national industry processing methods, which co-mingle paint materials with other waste streams, have proven inefficient and limit the potential for higher-value recovery. Existing waste processors struggle to separate unwanted paint from its packaging and to provide a homogenous clean stream of paint for reuse.

Paintback is investing in PaCE HQ, a facility that will provide dedicated end-to-end processes, establishing a new standard for sustainable waste management. Informed through discovery and design phases, PaCe HQ will be equipped to process both water and solvent based paints, optimising resource recovery. Paintback's purpose is to create a net environmental benefit, PaCE HQ will be the catalyst to circular materials by repurposing unwanted paint and packaging.

Once operational, PaCE HQ will enable the complete cleaning, sorting, and separation of paint from packaging with the goal to divert from landfill over 90% of the materials we collect, reducing reliance on virgin resources across multiple industries. Additionally, PaCE HQ will feature research facilities aimed at fostering innovations in the circular economy. This initiative positions Paintback well in Australia's circular paint economy and highlights its commitment to paving the way for future advancements in sustainability and addressing waste processing challenges.





Activity, achievement and awareness

Our marketing and communications strategy focused on engaging key audiences—DIY and trade painters—at the critical moments when they needed Paintback’s services most. By closely observing and understanding our customers’ preferences and behaviours, we were able to streamline our processes and improve overall efficiency. This alignment ensures that our services and messages reach the right people at the right time, making it easier for them to engage with us. As a result, we enhance our visibility in the market and provide a better experience for our customers.

We also moved forward with phase two of our “Unwanted Paint Can Do More” campaign, targeting audiences through tailored messaging, emphasising the potential value of returned resources.

We strengthened relationships with member paint companies, local councils, retailers, and industry stakeholders, helping guide consumers toward their nearest drop-off points. We supported these efforts with marketing packs and branded collateral that integrated Paintback messaging across both online and in-store environments.

Key partnerships with organisations like Planet Ark, Sustainable Choice, and the Master Painters Association further solidified our commitment to helping communities and businesses embrace sustainable practices.





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