

News Release
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COCA-COLA AMATIL STRONGLY SUPPORTS VICTORIA CIRCULAR ECONOMY POLICY

Premier of Victoria and Minister for Environment visit to Coca-Cola Amatil Moorabbin

Coca-Cola Amatil strongly supports circular economy policies including the Victorian Government's decision to introduce a container deposit and refund scheme.

Managing Director for Australia Peter West said Coca-Cola Amatil supports well-run, cost effective container deposit schemes in every state and territory. "We welcome Victoria's decision to use container deposit schemes to improve beverage container recycling rates," he said.

"We are very keen to make this container deposit scheme work. When we sell a bottle, we want it to be a bottle again – and again. Container deposit schemes are the best way to support the recycling industry.

"Coca-Cola Amatil is a major producer of recyclable containers and a major purchaser of recycled materials. In Australia, 7 out of 10 of our plastic bottles are already being made from 100% recycled plastic, and this year recycled PET will make up more than half of the PET used in our bottles.

"We're pro-collection and support a circular economy for packaging materials. We're a market leader in the use of recycled materials, and always looking to do more."

The Victorian Government's policy, together with similar circular economy policies in other states in Australia, helps to create the conditions necessary to make an informed investment decision to recycle in Australia.

The beverages industry has been appointed scheme co-ordinator for each of the currently established schemes in Australia. This reflects the industry's expertise in business operations, demonstrated support for an effective recycling network, and interest in keeping costs low for consumers and customers.

Coca-Cola Amatil has been the scheme coordinator in South Australia for over 40 years and recognises that container deposit schemes improve purity of the material and avoid rubbish contamination, making the material better for recycling.

"We would like to work with the Victorian Government to ensure the container deposit scheme maximises collection rates and recycling and minimises impact on consumers and the industry," Mr West said.

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