

Mr Alec Wagstaff  
External Affairs Manager  
Coca-Cola Amatil Ltd  
GPO Box 145  
Sydney NSW 2001

10 February 2005

Dear Mr Wagstaff,

**Re: ABC 7.30 Report inaccuracies**

I write to point out an inaccurate and misleading statement made by yourself during a recent interview on the ABC 7.30 Report, in the 21 January 2005 story on packaging waste titled, *'Business resists taking on responsibility for recycling'*. You stated that: *"In reality, container deposits have not been introduced outside of Germany in the world since the 1970s, and that's no mistake as to why that's happened."*

The transcript of this story is available at [www.abc.net.au/7.30/content/2005/s1287472.htm](http://www.abc.net.au/7.30/content/2005/s1287472.htm)

The groups associated with the Boomerang Alliance, while at odds with CCA on how to maximise container recycling, have a great respect for yourself and are disturbed at what is a quite serious error on your part. This incorrect statement from CCA requires an immediate correction and public apology.

As the following table describes, since the 1970s a host of jurisdictions have – despite asserted negative campaigns from the beverage industry – successfully implemented new container deposit systems to tackle their packaging waste crises (we have highlighted those jurisdictions with new legislated deposit schemes distinct from those amending existing schemes or that have introduced deposits voluntarily to guarantee return rates for refillable obligations).

Country/State	System implemented
Hawaii	2005
Estonia	2005
Denmark	2002
Israel	2001
Norway	1999
Newfoundland	1997
Finland	1996
Nova Scotia	1996
New Brunswick	1992
California	1987
Quebec	1984
Massachusetts	1983
New York State	1983
Delaware	1983
Sweden	1982
Connecticut	1980

CCA's statement also is misleading in that a raft of jurisdictions (in addition to those highlighted above) have over the past 25 years either chosen to extend existing successful schemes to new materials, have raised the deposit value, or have legislated existing voluntary schemes.

Viewers of the 7.30 Report would have been left with a very inaccurate picture of the reality that successful container take-back and deposit schemes have continued to be extended as well as adopted throughout the developed world. Neither would the public have understood that no state or national jurisdiction has abandoned a deposit scheme once in place, which gives testament to the fact that deposit schemes are popular and that they work.

Incorrect statements of this kind can only hamper the important debate currently running around the National Packaging Covenant (NPC) and all of our efforts to find solutions to the problems of packaging waste.

We are confident that, even with your company's stated dislike of CDL-style approaches, your organisation would not choose to deliberately mislead the public on this important issue and in turn permanently damage CCA's credibility within both the community sector and government departments. With this in mind, the Boomerang Alliance would prefer that CCA immediately makes public a written apology and correction to set the record straight.

It is important that CCA understands that the Alliance cannot allow this incorrect statement to go unchallenged and to become accepted as pseudo-fact, a situation that will hamper our ability to correctly inform ministers, regulators, and the public about the successes of both CDL and other EPR approaches. As such, in addition to your public correction, we also will need to inform state and federal regulators, local government organisations and other key stakeholders about these matters. We urge you to help us ensure that the record is corrected for the 7.30 Report's hundreds of thousands of viewers. We believe it would also be appropriate for the Beverage Industry Environment Council (BIEC) to display CCA's correction on its website.

CCA's continued efforts to block mechanisms like deposit take-back schemes – and its failure to articulate viable alternatives capable of doubling Australia's beverage container recycling rate – seem at odds with its stated global commitments to environmental protection. This stance undermines solid achievements by CCA in other areas such as energy and water use, and leaves you exposed to public concern about your 'branded litter' in waterways, on beaches and on the streets.

The Boomerang Alliance is committed to finding the best (be it regulatory or voluntary) approach to solving the packaging waste crisis. While we strongly advocate for CDL, based on its success internationally, we also champion wider-ranging EPR schemes that will ensure that beverage producers are not unfairly hampered, and we welcome robust alternative propositions from others including industry. Similarly, we believe all actors in this debate should be prepared to move beyond ideological positions and not mislead the public. We urge CCA to take a position of leadership in determining how to operate an effective take-back system for beverage containers (as an important item of packaging waste), and also to use its influence and resources to address the wider packaging waste challenge.

We have copied this letter to the 7.30 Report and others in order that your company's inaccurate proposition stands corrected and truly understood. We look forward to your apology and correction in the hope that it will allow us to work cooperatively and constructively.

Sincerely,



Jeff Angel

Director, Total Environment Centre

On behalf of the Boomerang Alliance:



**CC:**

Mr Terry Davis CEO, Coca-Cola Amatil Ltd	Ms Anthea Tinney Deputy Secretary, Federal Dept of Environment & Heritage	The Hon. Judy Jackson Tas Minister for Environment and Planning
Mr David Gonski AO Chairman, Coca-Cola Amatil Ltd	Mr Tim Rogers Executive Director Sustainability Programs, NSW DEC	The Hon John William Thwaites Vic Minister for Environment
Mr Ed Cordner CEO, National Packaging Covenant Council	Mr Bruce Dawson Executive Director Regional Services, Vic EPA	The Hon. Judy Edwards MLA WA Minister for Environment
Mr Peter Brown Chairman, National Packaging Covenant Council	Dr John Cole Director Sustainable Industries, Vic EPA	Ms Elizabeth Fowler Director Environment Protection, Environment ACT
Ms Maree McKaskill CEO, Beverage Industry Environment Council	Mr Michael Kerr Mgr Waste Management Branch, WA Dept of Environment	Ms Lisa Corbyn Director General, NSW DEC
Gavin Williams CEO, Packaging Council of Australia	Jonathon Harley Reporter, 7.30 Report	Ms Lyn Allen Executive Director Environment & Heritage, NT DIPE
Mr Harris Boulton Deputy Chief Executive, Australian Food and Grocery Council	The Hon. Senator Ian Campbell Federal Minister for Environment and Heritage	Mr James Purtill Director-General, Qld EPA
Mr Peter Bury Plastics Manager, Plastics and Chemicals Industry Association	Mr Jon Stanhope MLA ACT Chief Minister	Dr Paul Vogel Chief Executive Officer, SA EPA
Ms Di Dibley Senior Policy Advisor, Australian Industry Group	The Hon. Robert Debus MP NSW Minister for Environment	Dr Warren Jones Director Environmental Management, Tas DPIWE
Mr Chad Gates Policy Director, Australian Retailers Association	Ms Marion Rose Scrymgeour MLA NT Minister for Environment and Heritage	Mr Mick Bourke Chairman, Vic EPA
Cr Bob Beynon Municipal Association of Victoria	The Hon. Desley Boyle MP Qld Minister for Environment	Mr Derek Carew-Hopkins Acting CEO, WA Dept of Environment
Cr Tony Mooney Queensland Local Government Association	The Hon. John Hill MP SA Minister for Environment and Conservation	