

Attention: Environment Reporter or Chief of Staff - **Media Release** – 06 July 2006

Revealed: Beverage Industry Secret Anti Container Deposit Plan in WA

Despite 92% of West Australian’s supporting the WA government’s decision to introduce deposits on cans and bottles, industry is planning to kill off this important environmental initiative, according to a leaked document from the beverage and packaging industry.

The industry plan, called, ‘Project Jet’ aims to undermine the West Australian Government’s program and neutralise community support.

“It’s certainly a find for us as we now know what the industry is up to. We aren’t going to fall for the industry tactics of stalling and injecting misleading information and are determined to engage in an intelligent debate on the best way to introduce container deposits. Industry is trying to avoid responsibility for the waste it creates and is seeking to sabotage the effective introduction of container deposits. We call on the West Australian government to reject the industry plan,” said Jeff Angel, Director of Total Environment Centre.

“For thirty years the beverage and packaging industry have fought against deposits on cans and bottles being introduced in states beyond South Australia, despite the fact South Australia recycles more than double the amount of containers than any other state and has far less litter,” said Ian Kiernan, Chairman Clean Up Australia.












“WA could have clean parks and waterways and the highest rates of recycling in Australia. The Newspoll shows the community are willing to play their part in achieving this. It’s about time Coca-Cola and other companies in the industry accepted that they and container deposits also have a big role,” said Sue Graham-Taylor, Vice President Conservation Council WA

The Project Jet document outlines a plan to replace a successful container deposit scheme with the failed voluntary approach. It seeks to advance the industry position, including through - pilot programs to slow down implementation; alliances with retailers, waste management providers and some councils; advocacy to senior decision makers; and a ‘time to talk’ strategy to neuter community groups, through the new Packaging Stewardship Forum. (**Copies** of the leaked industry plan available from Total Environment Centre).

The Boomerang Alliance also welcomed the appointment of technical consultant Dave West, with a specific expertise in the environment and economic benefits of waste programs, to be based in WA to assist the community groups and government with its inquiry into a best practice CDL model.

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The Boomerang Alliance:

 Australian Conservation Foundation	 Clean up Australia	 Conservation Council of Western Australia	 FRIENDS OF THE EARTH AUSTRALIA	 TOTAL ENVIRONMENT CENTRE	 Conservation Council	 GREENPEACE	 Tasmanian Conservation Trust
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