

MEDIA RELEASE

DIAGEO

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WA WASTE RECOVERY & RECYCLING INITIATIVE WELCOMED

WA's Environment Minister, Dr Judy Edwards, has today called for "a new recycling vision for Western Australia" and initiated an investigation of a number of different models for container deposit schemes that could be used in WA.

As a major beverage company in Australia, Diageo welcomes Dr Edwards' commitment to significantly reduce and recover post-consumer waste, and would welcome the opportunity to work with the Government and other key stakeholders in researching and designing the most modern, effective, and consumer-friendly scheme.

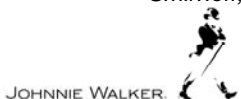
Diageo is a signatory to the National Packaging Covenant and we have a strong interest in ensuring that our beverage containers are recycled wherever possible, and kept out of the waste and litter streams. We are concerned by *Clean Up Australia* data showing that alcohol beverage containers are overrepresented in the litter stream, and welcome any practical and achievable initiatives that can reduce this problem for the good of the community and the environment.

With South Australia already having a long-established container deposit system, and with the possibility that other jurisdictions could follow WA down this path, it makes sense for industry, governments and the community to work together to explore the most effective waste recovery and recycling scheme nationally. As a leading drinks supplier, it would be preferable and cost-effective to operate under one consistent system rather than multiple models, each of which could have different labelling requirements, different collection systems and so on.

Diageo operates in over 180 countries across the world, with a range of recovery and recycling schemes in place - including several varied container deposit schemes - and would welcome the opportunity to bring this knowledge and experience to the WA Government's consideration of the most effective and efficient scheme to recover and recycle these containers.

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Diageo ('dia' – from the Latin for day, 'geo' – from the Greek for world - celebrating life everyday, everywhere, responsibly) is the world's leading premium drinks business, with an outstanding collection of brands across spirits, wine and beer categories. In Australia, Diageo is the leading spirits and ready-to-drink (RTD) company, and the third largest alcohol company, with priority brands including Bundaberg Rum, Johnnie Walker, Guinness, Smirnoff, Baileys and UDL.



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