

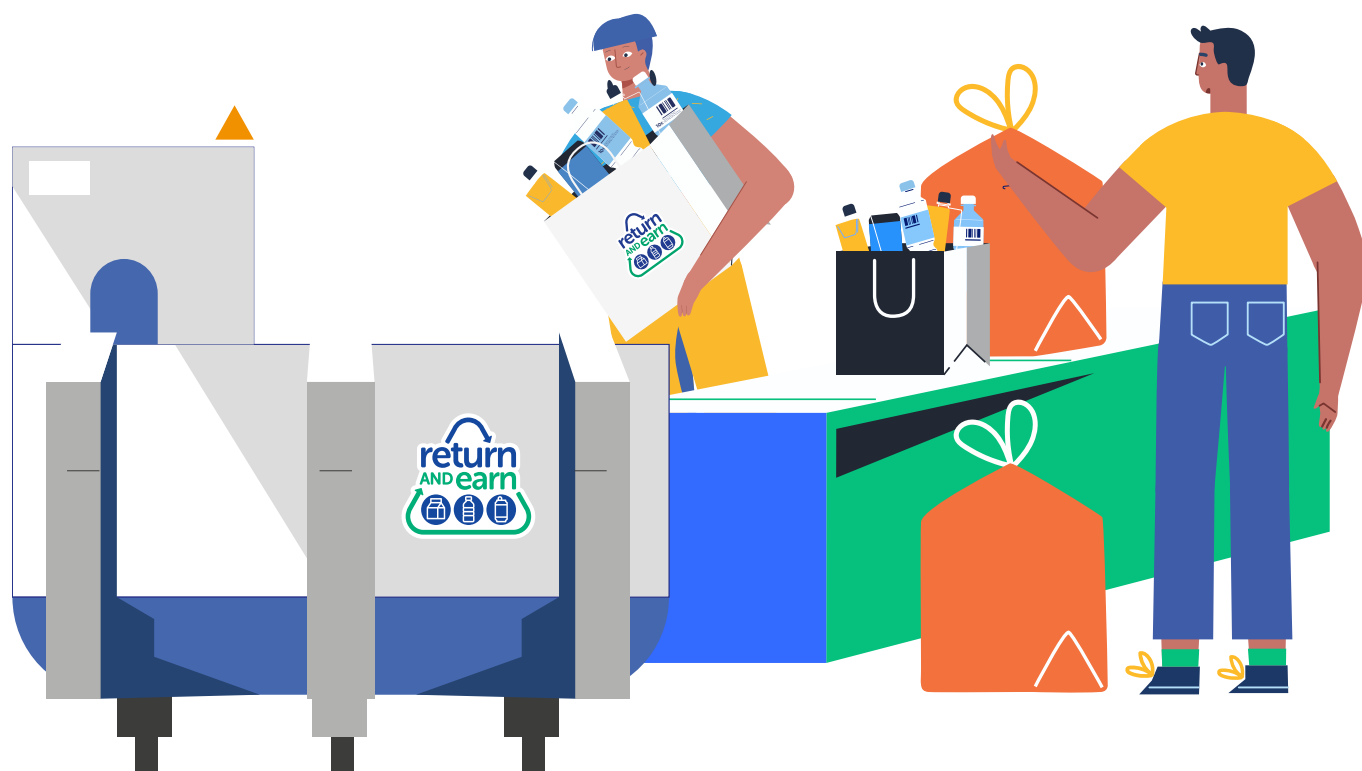


Depot operator guide

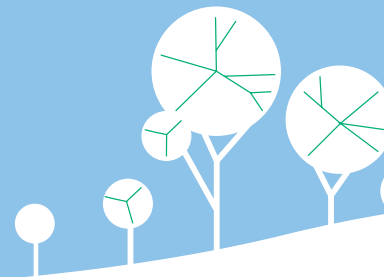
Thank you, we appreciate the hard work you do champion recycling in New South Wales. As a depot operator, you play a vital role, connecting Return and Earn with your local community. We prepared this guide and toolkit to help you promote your business.

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Make use of the Return and Earn brand



The Return and Earn Brand

Return and Earn is the official brand for the NSW container deposit scheme. The Return and Earn name, logo and associated branding are well-recognised and trusted across NSW. Your customers will be familiar with it, as it's the primary brand you will see in advertising, the scheme website, app and on signage. Don't waste the opportunity to leverage high awareness and goodwill for Return and Earn, by stamping the scheme brand across your depot as an

Who owns the Return and Earn brand

The NSW Environment Protection Authority (EPA) owns the trademark for Return and Earn and sublicenses to scheme partners, Exchange for Change (EfC) and TOMRA Cleanaway (TC).

You must obtain written approval from the scheme partners before using or applying the Return and Earn brand. Approval must be obtained before production commences.

So what do I need approval for?

In a nutshell, if it has not been produced and provided to you by the scheme partners, it requires approval. The scheme partners will ensure anything you submit is reviewed and cleared for compliance with the mandatory brand and communication requirements for the scheme. See page 6 for more information on approvals and page 4 for an overview of pre-approved assets that scheme partners can provide to you.



Return and Earn depot logo

<Location>



EfC provides site specific logos for Return and Earn depots, which must be used in all promotional materials. EfC will supply these logos upon request via TC.

Depot operators are not permitted to use the standalone Return and Earn logo. You can use your individual depot logo provided you follow the below logo rules.

Logo rules

- Maintain clear space around the logo that is equal to the height of the 'r' in 'return'.
- Print production of the logo should be 13mm high or larger.
- Do not: alter, redraw, recolour, distort, apply effect (eg. drop shadow), use as a watermark or reduce the opacity.

Make your depot a Return and Earn landmark

Depot signage

Leverage the Return and Earn brand and make your return point a recognisable landmark in the community.

Roles and responsibilities

EfC provides all signage designs, standard design templates and physical assets.

TC manages partnership with depot operators, to support you to adopt scheme branding at your depot.

For signage requests, please contact your TOMRA Cleanaway account manager.



Naming conventions

The public name of a depot must use the name convention: <Location> Return and Earn Depot. For the location, it is recommended to use the suburb or local government area name to capture online search requests from local residents.

External signage and livery

To maintain clean, consistent and compliant branding, all external signage must be reviewed and approved by EfC. EfC will supply designs upon request.

If permitted by the landlord, apply brand green and blue paint to the building exterior to improve recognition as a return point.

C 80 M 3 Y 72 K 0

R 0 G 174 B 119

HEX 00AE77

PMS 2416 CP

Paint Taybmann's Killarney

C 100 M 84 Y 0 K 0

R 20 G 72 B 159

HEX 14489F

PMS 2388 CP

Paint Dulux True Blue



What assets are included in this toolkit

Toolkit assets

EfC has developed a [suite of assets](#) that depot operators can use to promote their return point and it's key features, while leveraging the Return and Earn brand.

Posters



Stickers



Other assets



Teardrop flags



Bollard sleeves

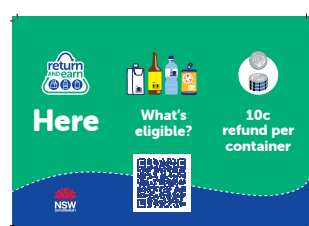


Table top sign



Welcome mat



Opening hours sign

Make some noise

Advertising

As depot operators, you are permitted to run advertising to promote your return point, although any design, ad or document that features any variation of the Return and Earn logo must be submitted for review and approval by EfC before being published.

Rules

- Advertising, including paid tv, radio, newspaper, sponsored social media or Google Ads is not permitted to commence until the official media release announcing the opening of your return point has been shared. TC will notify when advertising is permitted to commence.
- The disclaimer "Return and Earn is a NSW Government initiative" must be featured on all advertising published by third parties, along the bottom centre of the design in minimum 12pt font.
- Return point operators are not permitted to use the standalone Return and Earn logo.

Visual tips

- Use solid, block colours, minimal elements and clear space to draw attention to the ad's key messages.
- Ensure colours used for fonts or graphics and backgrounds provide sufficient contrast to be legible.
- 'Return and Earn' when written should remain on one line.
- Use clear photos to show the exterior of the building as well as what recycling at your return point looks like.
- Use brand elements and colours to draw a stronger connection and association with the Return and Earn brand.

Key Messages

Highlight the benefits of returning at a depot, without disparaging other return point types. Key messages for depots should include:

- Bulk container returns
- All eligible containers can be processed together
- Staffed return point
- Container collection services available (if applicable)

Tag and Drop

Promote the tag and drop service, which allows customers to save time by dropping off containers, and leave while they are being processed. The customer will then receive their refund later, via the Return and Earn app.



Highlight how to participate at your return point. Including messaging about how to:

- Return containers at your depot
- Book a collection from home, school or work
- Receive your refund at your depot
- Donate your refund
- Use the tag and drop service

Get approval before you get going



Here's a quick guide for when and how to seek approval for a design or asset that features the Return and Earn brand.

What am I permitted to do and when?

	Pre-launch	Launch	On-going
Scheme	✓ Supply suite of collateral. ✓ Supply bespoke depot logo. ✓ Produce signage designs. ✗ Run advertising.	✓ Produce and share the official media release. ✓ Run local area marketing during your first month of operation.	✓ Provide brand guidance and review any assets you produce. ✓ Provide design support upon request. ✗ Run on-going local area marketing for your depot. ✓ Share depot customer success stories on scheme channels and with media.
Depot operator	✗ Run advertising. ✗ Share media release. ✓ Install approved signage. ✓ Set up social media accounts for <location> Return and Earn Depot. ✓ Promote via organic (unpaid) social media.	✓ Arrange official return point opening event. ✓ Run advertising* ✓ Promote via organic (unpaid) social media. *After official media release and approval of all assets receive from the scheme.	✓ Run advertising* ✓ Share customer success stories with us for a chance to be featured on official scheme channels and in media. ✓ Share milestone media releases with local media outlets.* *After receiving approval from the scheme via TC.

What assets do I need approval on?

If the asset has not been provided to you by the scheme, and features any variation of the Return and Earn logo - it requires approval.

This includes but is not limited to: advertising, signage, collateral and documents.

When am I allowed to do a local media release

Depot operators can draft a media release. All media releases must be approved by the Scheme via TC. Templates for milestones including volume and anniversaries are available upon request from TC

What is the timeline for approvals?

Allow a minimum of 10 business days for all requests.

For requests

Please reach out to your TOMRA Cleanaway account manager.

Connect with your community and chase volume

To chase on-going high volume, try engaging with these groups in your community.

Schools, community groups, businesses and venues

- Approach groups and businesses where high volumes of drink containers are consumed and disposed of.
- If feasible, offer bins and regular collection services.



Donation Partners

- Donation is a motivating factor for participation.
- Partner with a local charity or community group that your customers can have the opportunity to donate their refunds to.
- Promote the option to donate to hundreds of donation partners on the Return and Earn app, when using the tag and drop service.

Local Council

- Your local council will be able to facilitate local business and community introductions.
- Support you to boost awareness of your depot in the community.

Events

- Partner with event waste management businesses, your local council and other event organisers to facilitate drink container collections.
- If feasible, offer bins and regular collection services.
- Share the [Return and Earn Event Guide](#) with event organisers.



Apartment buildings

- Apartment buildings offer opportunity for high volumes of containers in one location.
- Approach strata and building managers in your area.
- If feasible, offer bins and regular collection services.

Contact us:

For more information or any questions please reach out to TOMRA Cleanaway.