

Postal Address:
GPO Box 145
Sydney NSW 2001
AUSTRALIA
Telephone: 02-9259 6666
Facsimile: 02-9259 6623

**Submission from Coca-Cola Amatil to Senate Committee
on the Environment, Communications and the Arts**

Inquiry into the Management of Australia's Waste Streams

Introduction

CCA is of course known as the manufacturer and distributor of the world's best-known brand, Coca-Cola. What we are less known for is our commitment to minimising the environmental impact from our operations.

In 1994 CCA was the first company in the world to package a food grade product using recycled content in PET. Initially this was achieved using a layering technique, whereby the recycled PET was inserted in between virgin PET and later CCA was the first business in Australia to blend post consumer resin with virgin resin for a food quality package.

Since 2005, under the banner "Refresh, Recycle, Renew", we have partnered with local authorities and our customers to trial public place recycling in key locations.

CCA Operations

CCA is headquartered in Sydney and has offices in each state as well as sales offices right across the country. CCA's manufacturing facilities including Pacific Beverages, and Peats Ridge are located at:

Location	Address
Northmead (NSW)	128 Briens Road, Northmead 2152
Smithfield (NSW)	1 Sturt St, Smithfield 2164
Richlands (QLD)	260 Orchards Road. Richlands 4077
Thebarton (SA)	33-43 Port Road, Thebarton 5031
Moorabbin (VIC)	16 Levenswell Road, Moorabbin 3189
Melbourne (VIC)	41 Jersey Road, Melbourne 3153
Kewdale (WA)	19 Miles Road. Kewdale 6105
Peats Ridge (NSW)	229 Euloo. Peats Ridge 2250

CCA employs some 4000 Australians and supplies 84,000 retail customers.

Policy position

CCA supports the submission of the Australian Food and Grocery Council and in addition would like to make the following observations:

- Australians have created the most cost effective and inclusive packaging recycling system in the world - kerbside - and consumers and local governments should be congratulated for this.
- The objective of public policy and industry efforts should be to build on the success of that system rather than try and create a parallel system.
- Focus should be on economic and environmental efficiency rather than who pays, in the end the Australian resident pays either through increased costs of goods, rates or specific taxes.
- Front of pipe solutions such as packaging design and consumer education on appropriate disposal will provide greater benefit than end of pipe solutions such as deposits.
- Australian manufacturers are facing an increasingly difficult economic environment and with the complexities associated with the introduction of emissions trading this is not the time to impose additional complex regulatory costs on them
- Australian consumers are facing increased costs across the board and any system that imposes unnecessary additional pressure on food and grocery prices should be avoided
- Australia should be looking forwards to 21st century waste management solution not backwards to the 1970's.