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ABN 21 638 150 660

Mr Simon Kot  
Director Strategic Projects and Infrastructure  
City of Karratha  
KARRATHA WA 6714

20 July 2020

Dear Simon

#### **Containers for Change Sponsorship Proposal – Option 2**

I write to thank the City of Karratha (CofK) for their support of North West Recycling (NWR) and the introduction of the Containers for Change Scheme (CFC).

The approvals process that supported NWR to secure our premises at Crane Circle and have our refund point established in time for the scheme start date of 1st October 2020 was very much appreciated.

NWR would now like to formally propose a partnership opportunity with the CofK to promote recycling, reduce waste to landfill, reduce contamination of the CofK managed waste streams and create new fundraising opportunities for not for profit (NFP) organisations in the City.

NWR would propose an Australian first innovation to supply those households and businesses who choose to opt into the scheme, a CofK sponsored 'blue bin' (BB) dedicated to redeemable container collection. The provision of this BB will support the existing green and yellow bin kerbside collection by encouraging families and businesses to prioritise container recycling by providing a simple, clean and efficient way to collect, store and redeem eligible containers.

Importantly for the CofK, this blue bin will be both branded and advertised as not a 'kerbside collection' bin. It will be made clear that the BB process is to take it to the NWR Crane Circle facility for processing and redeeming. The BB will be owned and managed by NW Recycling so as no liability or maintenance issues will fall to the CofK. Each Blue Bin will be tracked by barcode to allow NW Recycling to monitor and record usage for R & D purposes. It will also encourage redeemable glass containers to be diverted from 'yellow bins' to reduce broken glass contamination of this recycling stream.

This system will be the first time a process like this has been implemented in Australia and should encourage a very high participation rate in the scheme, and allow the CofK as a major sponsor of the project to profile Karratha as a leader in diverting waste from landfill.

NWR would also like to provide collection cages to businesses and community groups in the CofK to encourage their participation in the scheme. Currently there is limited focus on recycling for this sector of the Karratha

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community and we see the start of the Container for Change scheme as an opportunity to enhance these business and groups participation in the scheme.

NW Recycling would request consideration by the CofK to sponsor this project to provide a BB to households that 'opt in' within the City of Karratha, as well as having collection cages available for businesses and community groups.

NWR has received a quote for 5,000 bins at a cost landed in Karratha of \$197,120.00 and 100 steel cages costing \$76,300.00.

The Lead time for this order is 6 weeks so in order to have the bins and cages available for the start of the scheme an order will need to be placed by the first week in August. NWR is also engaged with the corporate sector and is in detailed discussion and proposal stage with CITIC Pacific Mining to partner with the project.

NWR therefor requests consideration by the CofK to agree a sponsorship amount of \$98,000.00 representing 50% of the procurement cost of 5,000 Blue Bins (\$100,000.00 also requested from CITIC Pacific Mining) and a further sponsorship amount of \$76,000 to procure 100 steel cages for distribution in the CofK. The 'blue bins' will be available for collection from our Crane Circle facility where we can appropriately recognise the sponsorship with banners and leaflets, and NWR will deliver the cages to businesses and community groups on request.

This process will be implemented in the two weeks leading up to the launch of the Containers for Change scheme on the 1st of October 2020 to take advantage of the statewide scheme media campaign and NWR will enhance this with a Karratha wide social and traditional media campaign to ensure CofK households and businesses are aware of the roll out and the system for using the BB.

In summary, NWR thinks this is a very exciting opportunity to turbo charge recycling in the CofK, to become a national leader in Container recycling engagement and would like to implement this project with the City of Karratha as our partner and sponsor.

We look forward to further discussions on the information needed by the City to formally consider our project.

Yours sincerely

Jake and Jodie Swaffer  
North West Recycling

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