



Your ref: AA1000536  
Our ref: DWERDG386/21  
Enquiries: Sarah McEvoy, Ph [REDACTED]

Mr Gavin Jones  
Director  
Competition Exemptions  
Australian Competition and Consumer Commission

Email: [exemptions@accc.gov.au](mailto:exemptions@accc.gov.au)

Dear Mr Jones

### **AA1000536 – PAINTBACK LIMITED – SUBMISSION**

The McGowan Government is committed to improving waste and recycling performance in Western Australia.

In 2019, the Government launched the *Waste Avoidance and Resource Recovery Strategy 2030*, which contains objectives to avoid waste, recover more value and resources from waste, and protect the environment by managing waste responsibly. The Strategy includes the principle of shared responsibility and recognises the important role of product stewardship in supporting this principle.

The Western Australian Government supports national product schemes because they have the potential to be more efficient and effective than state-based schemes.

Paintback has demonstrated its effectiveness in providing product stewardship for covered architectural and decorative (A&D) paint products and their packaging. This was shown by the reduction in paint being collected by the Western Australian Household Hazardous Waste (HHW) Program and further amounts collected through Paintback's Western Australian network.

Paintback has worked with service providers and partners to extend scheme coverage to many regions in Western Australia that have less access to waste and recycling opportunities than metropolitan areas.

Paintback also appears to have been effective in maintaining high brand owner participation in the scheme, which minimises competitive disadvantage for those participating in the scheme.

The Paintback scheme has reduced State Government costs for managing HHW, as A&D paints covered by Paintback made up a significant proportion of collection and processing costs for the HHW Program.

I support the work of Paintback in progressing research to improve recovery from A&D paint products, and its associated packaging, to underpin a move to a more circular economy.

Yours sincerely



Mike Rowe  
**DIRECTOR GENERAL**

06 May 2021