



Our evolving strategy

COEX will keep Queensland beautiful by operating a world-class beverage container refund scheme

Our strategic goals



1. Eliminate beverage containers in landfill and the Queensland environment

Our Initiatives

- Understand our customers
- Increase participation & maximise convenience
- Maximise accessibility with existing and new network models

Our measures of success

85% of eligible containers recycled

50% Consumer Net Promoter Score (NPS)



2. Increase participation within the circular economy and minimise scheme costs

Our Initiatives

- Drive circular economy participation
- Improve business systems and digital tools
- Minimise scheme costs

Our measures of success

90% Material recycled on-shore

1c Reduction in cost per container collected



3. Build a sustainable scheme for our community

Our Initiatives

- Manage safety and risk
- Invest in the community
- Collaborate with core stakeholders and execute strategic partnerships

Our measures of success

15% Increase in transactions with social enterprise

100% Supplier WHSE compliance

Our operational targets:

80%
public awareness by 2022



307+
continued Container Refund Points



98%
of payments made on time



95%
execution of Container Recovery Agreements



100%
conformance to audit plan



Our values:

Environment and sustainability



Customer and community



Respect



Integrity



Ownership and accountability

