



MEDIA RELEASE:

MAKING FAGIN BLUSH

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Ian Kiernan, AO, Founder and Chairman of Clean Up Australia has described alleged profiteering by big beverage companies following the introduction of cash for containers as 'outrageous', declaring this action makes Clean Up and the community even more determined to push governments to introduce an effective and efficient container refund scheme.

According to a Report released by the Boomerang Alliance, three of the largest beverage manufactures in the country, Coca Cola Amatil, Lion Nathan and Schweppes - all multi-nationals - appear to be profiteering from the introduction of a container refund scheme in the NT.

"This is an outrageous practice," said Ian Kiernan AO, founder and Chairman of Clean Up Australia. "Yet another example of the arrogance of an industry that sees an opportunity to flounce consumers. A container refund scheme is not a tax, it is a revolving deposit that delivers an incentive that in turn creates honest profits and environmental benefits.

"To profiteer off the back of this scheme by raising product prices by an average of 20c versus the 10c deposit is pure greed.

"There's no doubt about it – the beverage industry knows how to suck the profits from their consumers. They actively entice us to buy over-packaged products we generally don't need, often in single use containers, the transportation of which is at our cost. The height of their hypocrisy is to then leave us with the dilemma of how to dispose of the packaging when it's empty.

"Furthermore, they are investing millions of dollars into a so called 'public education campaign' to hoodwink we consumers into thinking a 10c deposit on a beverage is going to cost us 20c. This is based on their profiteering from a scheme they have publicly attempted to derail since it was announced."

Beverage containers as a percentage of rubbish removed by volunteers on Clean Up Australia Day continue to increase. In 2011 they represented 48%, an increase of 15% over 2010.

"The industry seems to think the community is ripe for the picking. 'Got-to-pick-a-pocket-or-two?' They make Fagin look like an amateur."

Ends:

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