

VicReturn appoints independent chair to guide continuing CDS Vic rollout

VicReturn has appointed eminent sustainability specialist Freya Marsden as Chair of its Board of Directors.

VicReturn is playing an integral role in building and implementing CDS Vic, as Scheme Co-ordinator appointed by the Victorian Government.

CEO Jim Round said Ms Marsden was appointed Chair after an open competitive selection process and brings a wealth of sustainability, economic and community sector experience to her new role.

“An economist, sustainability specialist and experienced Chair, Freya’s experience includes more than 20 previous board and committee roles across a broad range of sectors,” Mr Round said.

“VicReturn and our network partners are building CDS Vic from the ground up, aiming to have not only the most accessible and convenient scheme in Australia, but a scheme that Victorians can trust.”

“Freya’s vast industry experience across the public, private and community sectors will help us work towards delivering the best container deposit scheme in the country.”

VicReturn’s board currently comprises Ms Marsden as Chair, six directors appointed by VicReturn’s founding members (Asahi Beverages, Coca-Cola Europacific Partners and Lion Pty Ltd), a director representing small beverage suppliers and an independent director with circular economy experience.

Ms Marsden said she was thrilled to be appointed to lead the board, in the important early days of Victoria’s new Container Deposit Scheme.

“I am very excited to be part of driving this crucial initiative for the communities of Victoria,” she said.

“The Victorian Container Deposit Scheme means that all Victorians can be part of improving their environment, and ensuring that Victoria moves towards effective recycling, contributing to community groups, employment, and advancing the circular economy.”

VicReturn is working closely with the scheme’s three zone operators – TOMRA Cleanaway in Victoria’s western region, Visy in the north and Return-It in the east – to build and operate the scheme.

Victorians have enthusiastically embraced CDS Vic in its first 12 weeks, already returning more than 150 million containers and pocketing more than \$15 million.

“It’s fantastic we have seen so many Victorians get behind this scheme and return their containers from day one,” Mr Round said.

“It is now easier than ever for Victorians to recycle containers, to keep them from ending up in our streets, parks and waterways.”

For the full list of VicReturn board members, go to vicreturn.com.au/board-governance



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