



Pharmacycle - Australia's Only End-to-End Solution for Medicinal Blister Pack Waste

12 October 2023



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Today

Australia's first and only end to end recycling program for household and commercial medicinal blister pack waste

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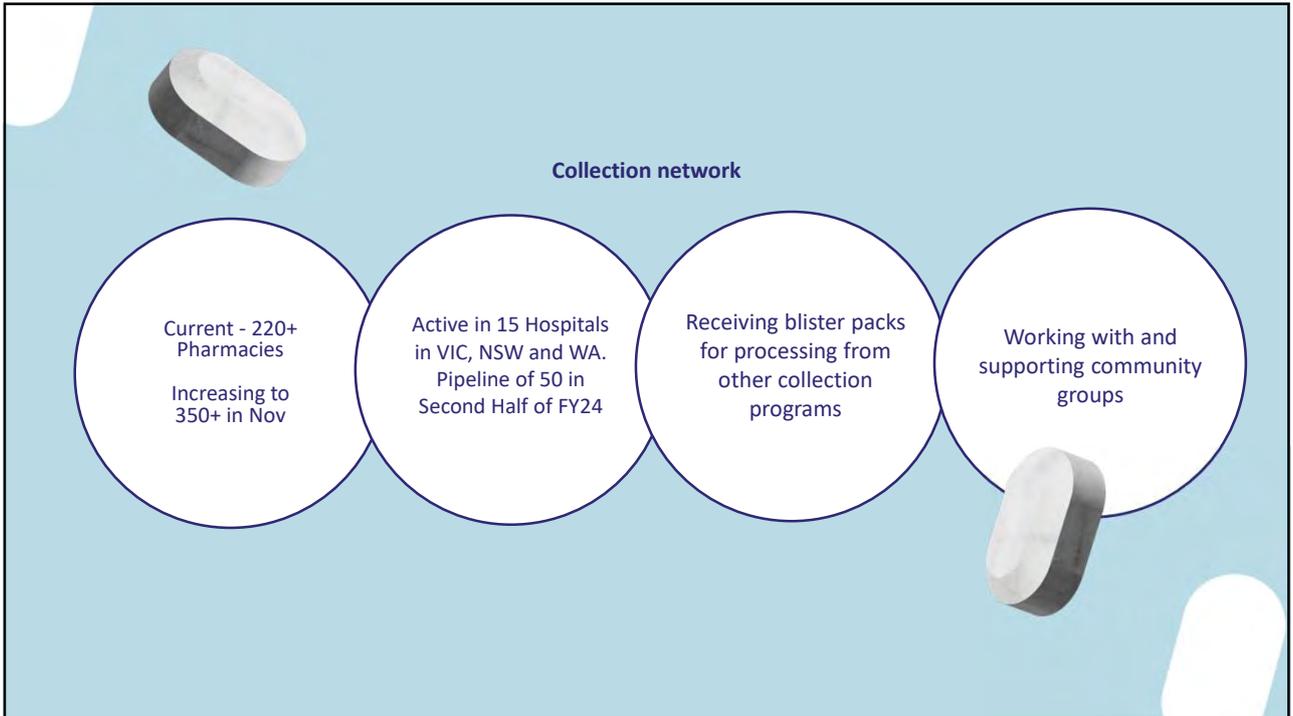
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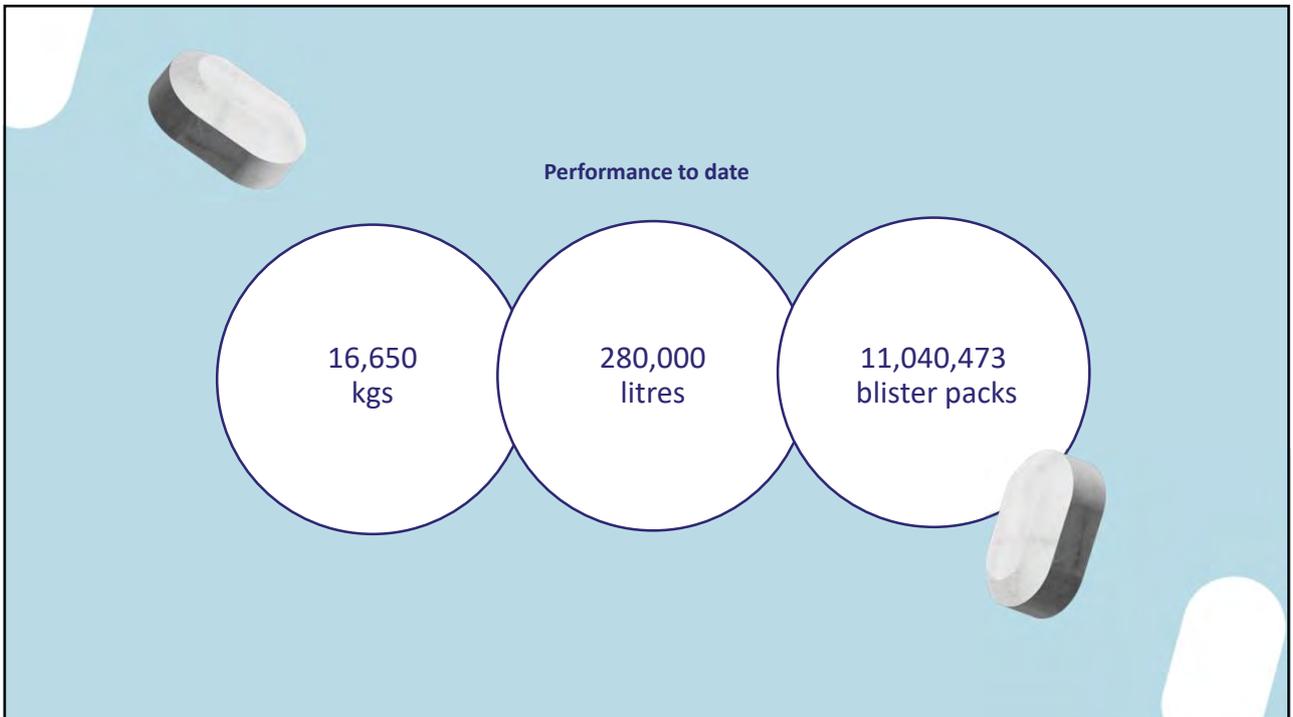
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The opportunity & where we want to get to

- 3000 Drop-off points
 - Drop-off locations geographically located to maximise accessibility and provide maximise service efficiency (Reverse Logistics)
 - Aiming for 80% of population to be within 10kms drop off point
- Multi-stream – collecting and recycling multiple product and materials stream
- Hub and spokes model – aggregation and pre-processing to expand into other states
- Free to consumers
- Home collection service
- Trusted Brand
- Australian Government Accredited
- Aligned with The Australasian Recycling Label (ARL) Program



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How do we get there?



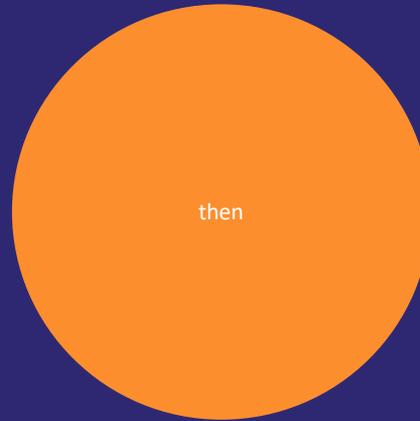
- Pharmacycle operating as an independent business supported by organisations that see value in what we have to offer
- Primarily funded by retailers (end of supply chain)

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How do we get there?

- Three stage process working towards the introduction of an industry led voluntary product stewardship scheme

1. Pharmacycle Expansion – Phase 1
 - >1000 Drop off locations
2. Pharmacycle Expansion – Phase 2
 - >2000 Drop off locations
3. Commencement of Product Stewardship Scheme



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Timeline for change

- Two-year expansion of the Pharmacycle program allowing for key aspects of an industry led product stewardship scheme to be worked through in the meantime.
- Pharmacycle would like to see a scheme design finalised and in place by FY26 Q3.

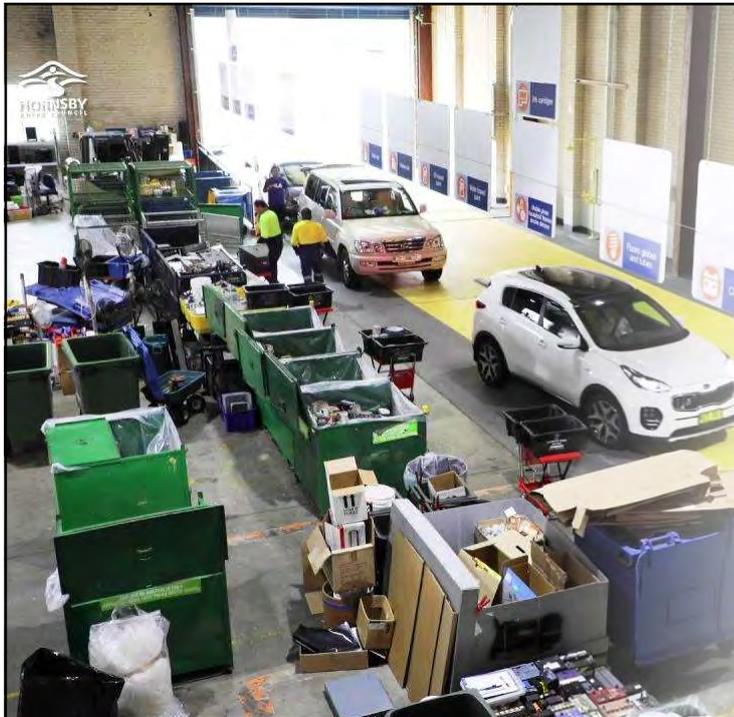


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Proposed Roadmap

Timeframe	Immediate Response	Pharmacy Cycle Expansion – Phase 1	Pharmacy Cycle Expansion – Phase 2	Product Stewardship
	FY24 Q1 & Q2	FY24 Q3 – FY25 Q2	FY25 Q3 – FY26 Q2	FY26 Q3
Number Drop Off Locations	220 (Current) 300	700 (New) 1000 (Total)	1000 (New) 2000 (Total)	Min 3000
Targets	 25 Tonne 16.5 million	 120 Tonne 80 million	 240 Tonne 160 million	 500 Tonne 333 million

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Value of Local Government

- ❑ At the coal face – take a lot of enquiries from the public and therefore can convey accurate and consistent information/messaging about product stewardship programs.
 - ❑ Often if someone doesn't know what to do with a particular waste item, they will contact their local government.
 - ❑ Seen as a trusted source of information.
- ❑ Assets that can make it convenient for the public to participate.
 - ❑ Transfer stations and recycling hubs located at council run facilities.
- ❑ Able to publicly voice support for projects and policies to other levels of government, peak bodies, industry and non-government groups, and community advocacy groups

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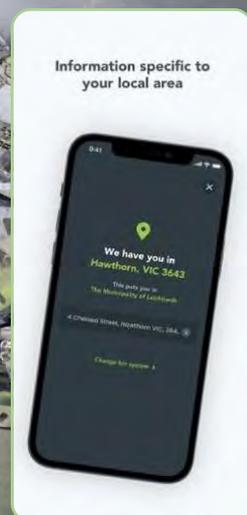
Local Government Involvement in Pharmacycle

Role	Communicator / Educator	Advocator	Enabler	Collector
Core Function	Communicate information and help build awareness of the Pharmacycle program.	Advocate industry to play a more proactive role in the issue.	Provide support & resources to others to introduce blister pack recycling initiatives.	Facilitate the collection of blister packs at Council run facilities (e.g., through recycling hubs)
Resource Input	Low	Low	Moderate	High
Examples	<p>Include information on Council Website about blister pack recycling (Monash)</p> <p>Recycle Mate (Noosa)</p>	Inner Metro Melbourne LGA's	<p>Recycle Smart</p> <p>City of Greater Geelong / Rotary</p> <p>Cowra Shire Council</p>	<p>Blue Mountains Shire Council</p> <p>Hornsby City Council</p> <p>Adelaide City Council</p>

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Role: Communicator / Educator

- Help to raise community awareness.
- List in A-to-Z guides to recycling:
 - List public drop-off locations in your LGA on Council website.
 - Provide a link to Pharmacycle Find a Location.
- Encourage residents to download and use the Recycle Mate app.
- Follow Pharmacycle social media channels and share content.
 - Instagram – @pharmacycle_au
 - [LinkedIn](#)
 - [Facebook](#)



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Role: Advocate

- ❑ If the issue matters to your community:
 - ❑ Actively and transparently advocate industry to play a more proactive role in addressing blister pack waste.
 - ❑ Write to pharmaceutical brands and industry associations asking for change.
 - ❑ Voice your support as an individual council or as a collective.



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Role: Enabler

- ❑ Provide support & resources to others to introduce blister pack recycling initiatives.
 - ❑ Funding Support.
 - ❑ Material handling: storage space at a transfer station for bulk aggregation of material.
 - ❑ Partnership with organisations like Recycle Smart who accept blister packs.



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Role: Collector

- ❑ Facilitate the collection of blister packs at Council run facilities or collaborate with local pharmacies to establish a community collection network.
- ❑ Recycling Hubs and Transfer Stations.
- ❑ Partner with pharmacies and healthcare providers – particularly well suited to regional locations.
- ❑ Primarily funded by Council.



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Local Government - A Valued Partner

- Whatever the role you choose to play, we value the contribution you are making.
- Every bit of support, no matter how big or small helps us on our mission to collect as many blister packs as possible for recycling.



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Contact

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