**Subject:** Support for a Container Deposit Scheme

To whom it may concern,

I just wanted to add my support for having a Container Deposit Scheme. Not only has this been proven effective in SA over many years, but I believe that by getting people to participate in ventures that help the environment - as well as rewarding them with profit - has the potential for a great social impact as well as an environmental one.

As a key opinion leader within the advertising industry, I can assure you that communicating messages to recycle will never be as effective as having people participate in the process. The CDS creates an opportunity for some practical education of children, who get to experience the fruits of their labours. It also gives the opportunity for the poorer segments of our society to put in some effort to receive something back. For all consumers though, it makes them consciously aware of how precious recycled materials are - they are worth something and should not just be thrown in the bin.

These flow on effects are hugely important to not only decrease landfill, but also help the development of social attitudes. I hope this will be taken into consideration when reviewing the regulatory impact statement.

Many thanks,

Carolyn Miller