

VICTORIA'S CONTAINER DEPOSIT SCHEME **FUNDRAISING GUIDE** **FOR CRICKET CLUBS**



CRICKET VICTORIA



Introducing Victoria's Container Deposit Scheme

A new way to recycle and earn

Victoria's Container Deposit Scheme (CDS Vic) is proud to partner with Cricket Victoria to deliver credible climate action at the local community level.

The first of its kind, the partnership aims to support your cricket club to drive fundraising activities through the scheme, so that you can continue to provide opportunities for cricket to play an important role in the lives of all Victorians.

Why CDS Vic?

CDS Vic is a recycling program that provides a 10 cent refund for every eligible drink container returned. Victorians can choose to either keep or donate the refund to your club or other participating charities.

Billions of drink containers have been returned since the scheme launched in November 2023. That's millions of dollars back into Victorian pockets - including funds that have helped clubs purchase new uniforms, replace equipment and everything in between.

From setting your fundraising goal to choosing your fundraising model, this guide provides your cricket club with all you need to generate funds with CDS Vic.



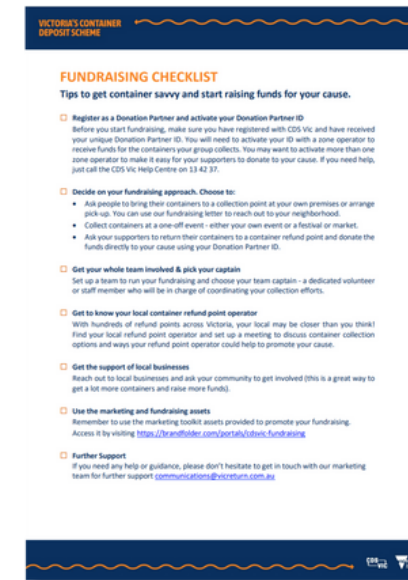
How to use this guide with supporting resources



[CLICK HERE TO DOWNLOAD](#)

Setting Up Your Club to Collect is an operational guide to CDS Vic that provides you with information on how to sign up as a Donation Partner, CDS Vic apps, eligible drink containers, refund points, tips to reduce bin contamination and contacts for support.

If your club is new to CDS Vic, learn more about how you can set your club up to collect drink containers in this guide.

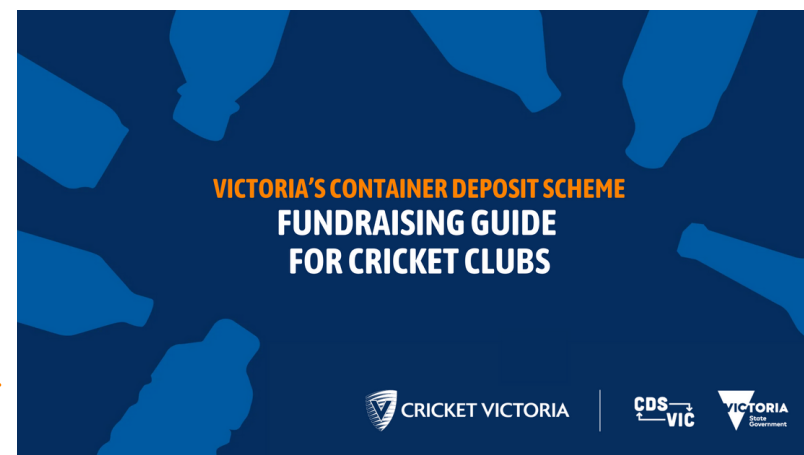


Nominate your Club Champions

To successfully fundraise with the scheme, your club will need scheme champions to lead your collection efforts. Ask your members who would like to be involved.

Champions can refer to the handy *Fundraising Checklist* to help get them started and share the load amongst the team.

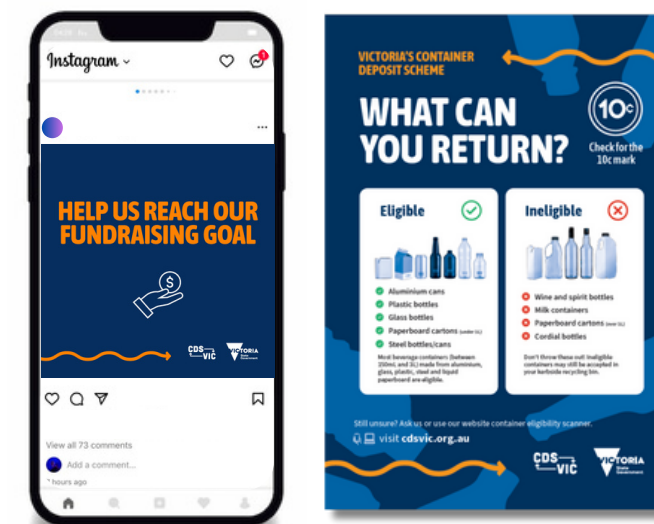
[CLICK HERE TO DOWNLOAD](#)



YOU'RE HERE!

Fundraising Guide provides practical guidance on how your club can mobilise volunteers and supporters to generate funds.

There are a few ways your club can go about fundraising with CDS Vic. This guide provides your club with three models that you can trial and adopt to achieve your fundraising goals.



Social media tiles, customisable posters and more

To help spread the word, we have created downloadable assets you can use to boost your fundraising efforts. These include social media tiles, bin stickers and customisable posters.

[CLICK HERE TO DOWNLOAD](#)

Your fundraising checklist

- ☐ **Activate your Donation Partner ID**
to start receiving funds from your community

- ☐ **Set your fundraising goal**
Think about what your club is raising funds for. Is it new kits? Replacing equipment?

- ☐ **Choose your CDS Vic Fundraising Coordinator**
to lead and coordinate your collection efforts

- ☐ **Pick your fundraising model**
There are a few ways you can about fundraising with CDS Vic. What's your model?
 - 1 Engaging supporters to receive donations
 - 2 Partnering with club sponsors and local businesses
 - 3 Becoming a donation point

- ☐ **Get started and download social media tiles, posters and more assets**
to promote your collection efforts and boost your fundraising



Getting started

Activating your Donation Partner ID

To fundraise with CDS Vic, you will need to make sure your club is fully set up as a 'Donation Partner'. This will ensure your supporters can donate their refunds to your club at CDS Vic refund points.

STEP 1

REGISTER



Obtain your Donation Partner ID by completing our registration form. You will require a valid ABN.

If you are not registered with an ABN, you may need to provide a statutory declaration.

[Click here to register](#)

STEP 2

ACTIVATE



You will need your club's bank details handy to complete the activation process.

Completing the activation process will allow your supporters to choose your club in the respective CDS Vic apps and donate their refunds to you at a refund point.

What is a Zone Operator?

CDS Vic is made up of **three zones**.

Zone Operators are responsible for managing the refund points & payments, and ensuring returned drink containers are recycled within their dedicated area.

Who are the Zone Operators?

To find out more about your local Zone Operator, visit their websites by clicking the links below.

[North Zone – operated by Visy.](#)

[East Zone – operated by Return-It](#)

[West Zone – operated by TOMRA Cleanway.](#)

Getting started

What are you raising funds for?

Deciding what you would like to raise funds for is an important part of your fundraising journey.

To get started, bring your committee together to identify your goals and select your club's CDS Vic fundraising champion.



Set your goal

Consider selecting a small target to get started. This will help you build momentum and enthusiasm amongst your club - and who doesn't like achieving a goal!

Some ideas to get you thinking:

- Replacing equipment
- Purchasing a new BBQ
- New uniforms
- Contributions to facility upgrades



Team Selection

Select who will lead the fundraising effort and who will be involved to support them.

Pro tip: This doesn't have to be a Committee Member. A great opportunity to get other club members involved in volunteering.

Ways to fundraise with CDS Vic

Receiving donations from your supporters

The best thing about fundraising with CDS Vic is that everyone can get involved! Here are some tips on how to prompt your supporters to donate their refunds to your club through the CDS Vic app or by using your Donation Partner ID.

1 Spread the word

Promote your Donation Partner status and fundraising goal with your club's members, sponsors and the wider community.

Use our customisable posters and social media tiles to get the word out in your community and share your story.

2 Download the CDS Vic app

Tell your supporters which CDS Vic app to download.

Let them know how they can find your club on the CDS Vic app, and choose your club as their preferred payout to donate their refunds to your club.

3 Make it easy for your supporters to collect, return and donate

Educate your supporters on eligible drink containers and nearest refund points in your shared area.

4 Share your progress

Regularly remind your supporters to collect and donate their drink containers to you. Share with them where you are in your fundraising journey and how close to your goal you are.

5 Never forget a 'thank you'

You've reached your first goal! Remember to thank your supporters for their time. Show them how the donated funds have helped your club before you start your next fundraising campaign with a new goal.

Ways to fundraise with CDS Vic

Partnering with club sponsors and local businesses

Local businesses, cafes and pubs are all venues that see a high volume of eligible drink containers. It's also likely that they're already sponsors of your club. Reach out to them to get their support!



Decide your partnership approach with your club sponsors or local businesses

There are so many ways you could go about this:

- 1 You could ask them to collect eligible drink containers at their premises and organise a volunteer to collect them every week.
- 2 You could ask them to collect and return eligible drink containers and donate the refunds to your club.
- 3 You could ask them to drop off their collected eligible drink containers to your clubhouse if you have the space.



Display posters with your fundraising goal

Consider asking your club sponsors or local businesses to display a poster highlighting their support for your club. Did you know that you can easily customise posters that are available on our Fundraising portal?



Promote your partnership on social media and at your clubhouse

This is a good way to not only thank your sponsors for their support but also attract more businesses to show support for your club and your fundraising goal.



Ways to fundraise with CDS Vic

Collect at your club

Match days and tournaments are perfect opportunities to collect additional eligible drink containers! Consider how you would collect eligible drink containers (separate from general rubbish) to be able to turn them into cash.

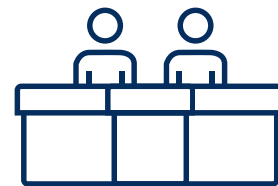
If you have the space, consider using your club as a space to collect drink containers. This may be particularly helpful to regional clubs without a collection point in town. You can set up your club so that your community can drop off their collected drink containers.



Start with your canteen

Consider the drink containers that you sell in your canteen. Can you only stock eligible drink containers that have the 10c mark?

Pro tip: Only stocking eligible drink containers will help you with sorting.



Recruit volunteers within your club

You might be surprised by how many members of your club are passionate change makers.

Volunteers can collect portable bins around the venue, collect any discarded drink containers during events or educate spectators on your fundraising goal and where to dispose eligible drink containers to help you minimise bin contamination.

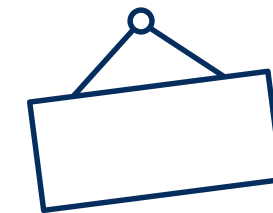


Perfecting bin placements

People are more likely to return their drink containers when bins are easy to access.

Look for exits or other high traffic areas. Try not to place the bins in one area.

Putting your CDS Vic collection bin next to co-mingled or landfill bins will help reduce contamination.



Display clear signage for collection

Make sure people know your club is collecting eligible drink containers and where the drop off points in your club are.

Clear signage will remind them of which drink containers are eligible.

Consider placing posters that remind them of your fundraising goal and how close you are to achieving them!

How to customise available resources

Did you know that you can **customise free promotional material** on our Brand Hub? Follow the steps below to make your own custom promotional materials today.

STEP 1

Once you're on the [Fundraising portal](#), click on **'Customisable Templates'**. You will see a few design options to choose from. **Click on your preferred template** to start customising.

STEP 2

Depending on your chosen template, you will see options to **add your club's name, what you're fundraising for and other details**.

STEP 3

To choose your Zone Operator logo i.e. Visy, TOMRA Cleanaway or Return-It, **click 'Select from Brandfolder'**.

STEP 4

Once you've added the logo and other details, **remember to click 'Refresh Preview'** to see a preview of your asset.

STEP 5

Then **click 'Finish'** which will lead you to a page that will allow you to download your customised asset in your desired format.

The screenshot displays the customisation interface for a fundraising poster. It includes a form with the following fields and elements:

- Field 1:** "Add charity name here" with the text "OUR CLUB". An orange arrow labeled "2" points to this field.
- Field 2:** "Raising funds for (delete text if you would like to handwrite this section)" with the text "Uniforms". An orange arrow labeled "3" points to this field.
- Field 3:** A placeholder image for a logo with the text "RETURN-IT" and "aspect ratio: 1.83". An orange arrow labeled "4" points to the "Select from Brandfolder" button next to it.
- Preview:** A large preview of the final poster. The poster text includes "VICTORIA'S CONTAINER DEPOSIT SCHEME", "DONATE YOUR DRINK CONTAINERS TO OUR CLUB", "EVERY CONTAINER YOU RECYCLE CAN EARN 10c FOR OUR CAUSE", and "We are raising funds for: Uniforms". An orange arrow labeled "5" points to the "Fit To Screen" button above the preview.
- Buttons:** "Refresh Preview", "Share Link", and "Finish" are located at the top right of the interface.

Get in touch

We are here to help!

If you have any questions or need more information,

Visit: www.cdsvic.org.au/fundraising

or send us an email via tboyle@cricketvictoria.com.au

General enquiries: Please reach out to your local Cricket Manager for support.

Marketing support and approvals: cdsvicapprovals@vicreturn.com.au

If you're participating in CDS Vic, we'd love to see it! Tag us @cdsvic on **Facebook** and **Instagram**.



Call 134 237

For general enquires about CDS Vic.
9am-5pm AEST, Monday - Friday (except public holidays)

Connect with your local Zone Operator

North Zone – Visy:

Email: cdsvic@visy.com

Website: www.visy.com.au/donation-partners

East Zone – Return- It:

Email: vic@returnit.com.au

Website: www.returnit.com.au/vic/

West Zone – TOMRA Cleanaway:

Email: enquiries@tomracleanaway.com.au

Website: <https://mytomra.com.au/locations/vic-container-deposit-scheme/>

VICTORIA'S CONTAINER DEPOSIT SCHEME

cdsvic.org.au



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