

The future of plastic is circular

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August 2024



OFFICIAL





Acknowledgement of Country

I acknowledge the Traditional Owners of the lands upon which I am based today, the Wurundjeri people of the Kulin Nations, and pay my respect to their Elders past, present and emerging.

I also pay my respects to the Traditional Custodians of the lands from which you are joining us today.

I acknowledge that we live and work on the lands of the world's oldest and most sustainable culture.

I acknowledge the deep connection to Earth of our First Nations peoples over the past 60,000 years and their invaluable contributions to our understanding of climate change and the environment.

<https://aboriginal-map.melbourne.vic.gov.au/>

Our purpose

Accelerating Victoria's transition
to a circular, climate-resilient
clean economy



SV2030: Targets

We are working towards the Victorian Government's 2030 targets



Investment & innovation

Behaviour change & education

Community action



15%

reduction in waste generation per capita



80%

of waste diverted from landfill



50%

reduction in organic materials sent to landfill

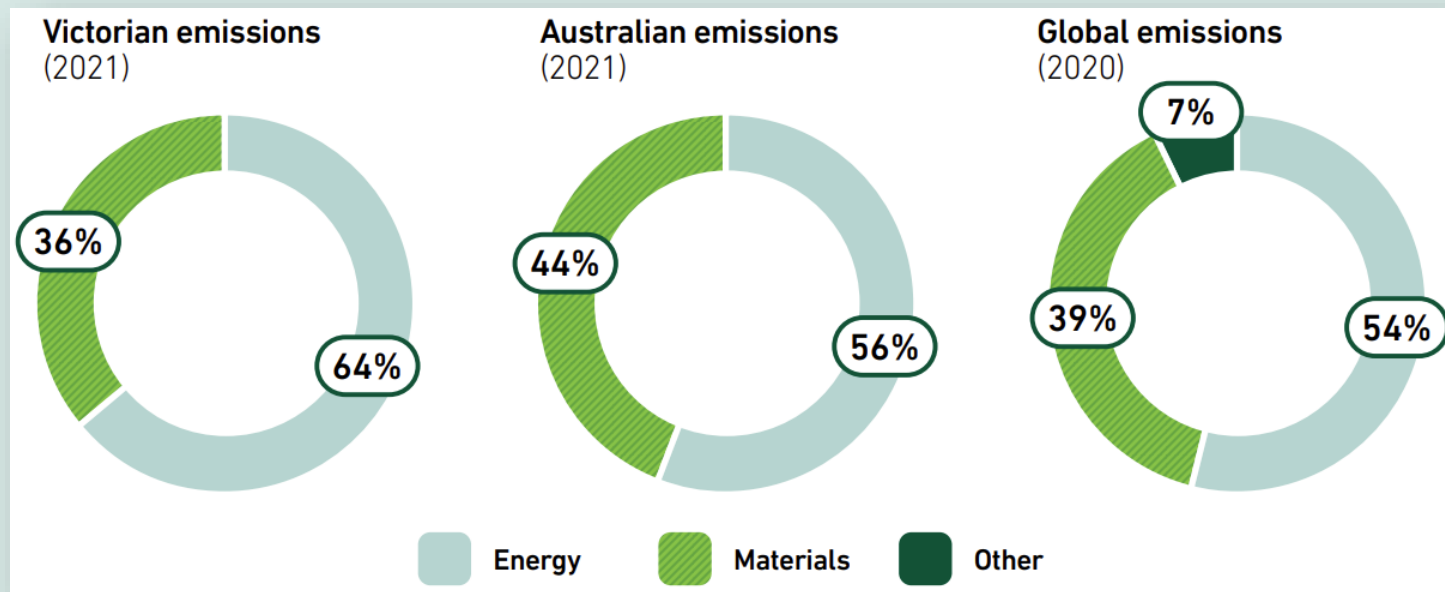


Access

to food and garden organic recycling or composting for all Victorian households

A focus on Circular Economy

Net zero is not possible if we focus only on energy...



The ABCs of circularity

A = Avoid it altogether

B = (Recycle &) Buy it back

C = Create community momentum

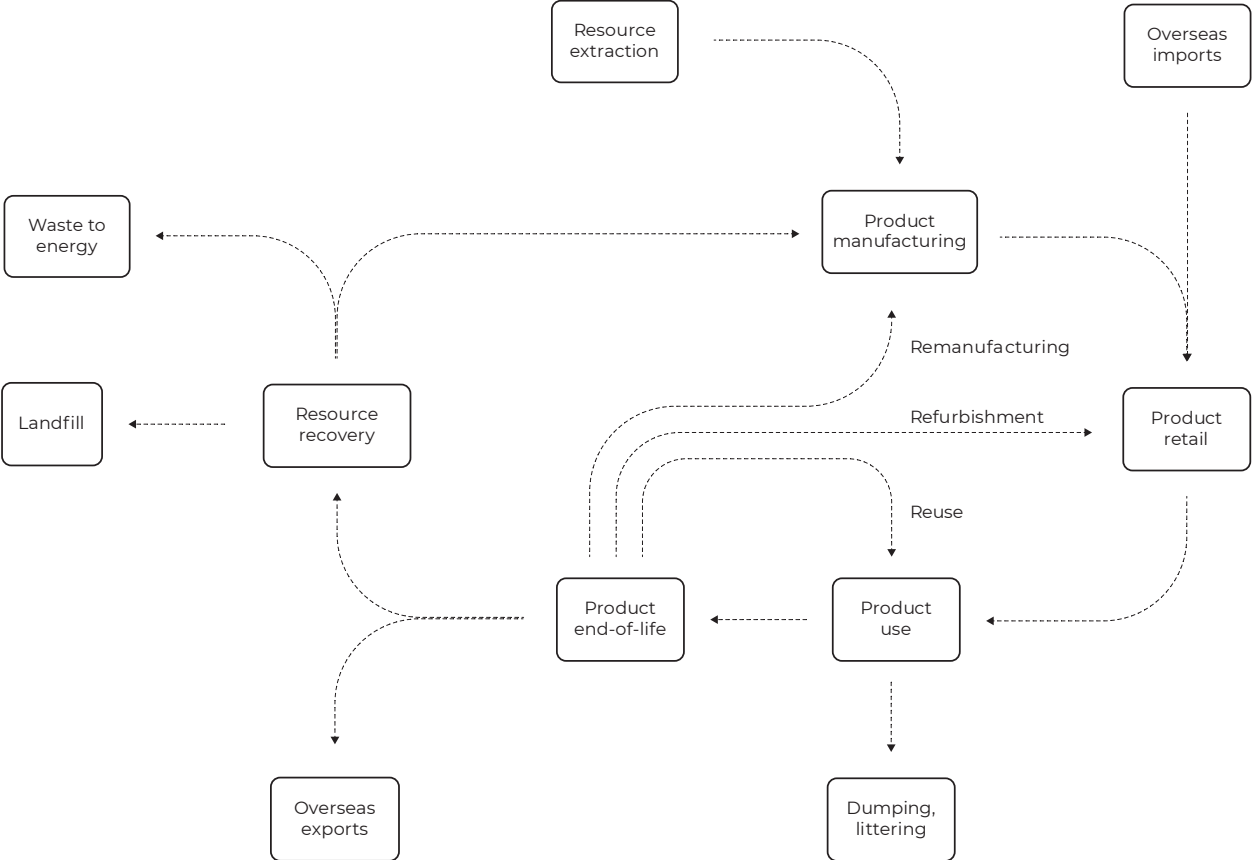


A = AVOID IT

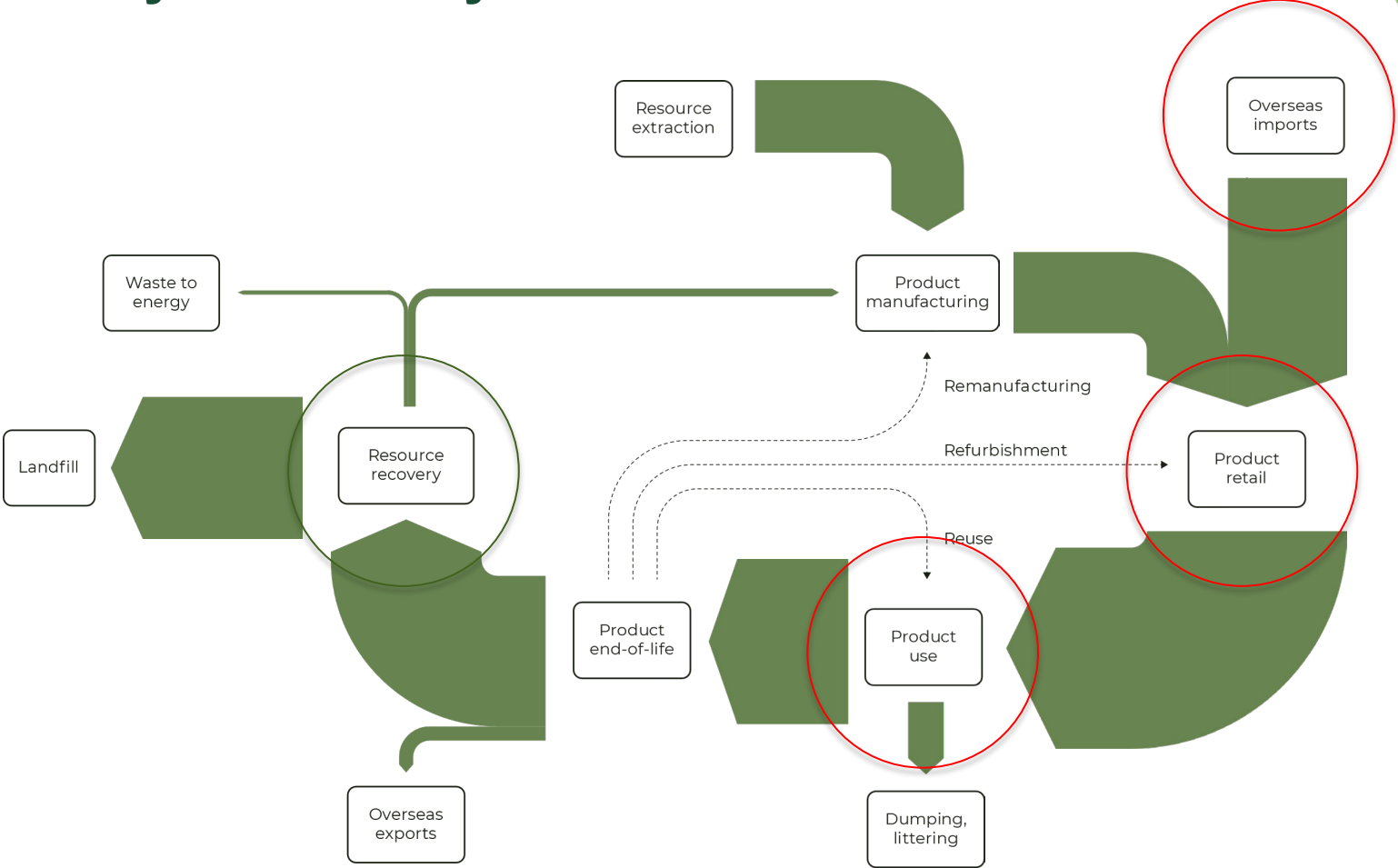


Photo credit: I'm Plastic Free

Circularity material system

















Circularity material system

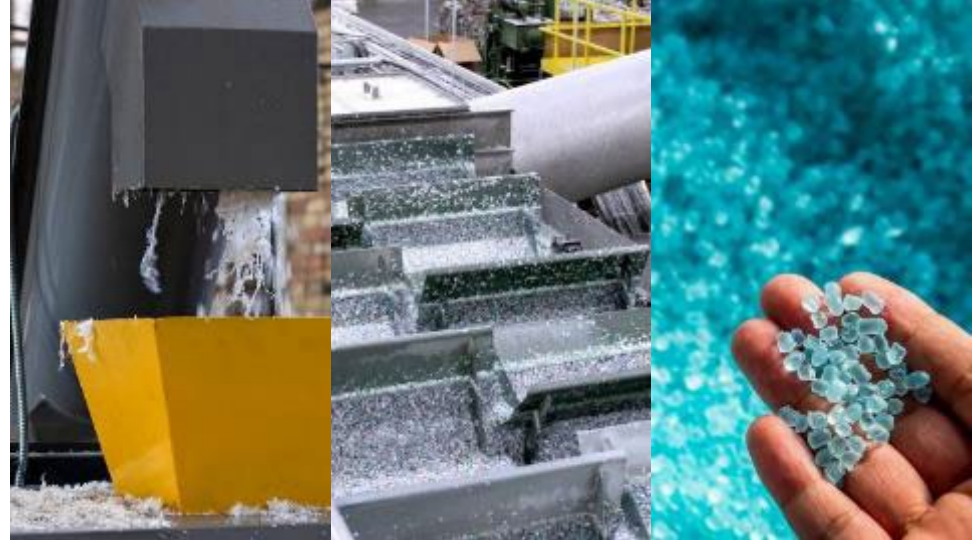


“Plastics” are not simple

- Plastic is part of our long-term future
- We need to start talking about “**value**”, not just with plastic, but all materials use
- Build a culture of decision making, starting with lowest value first

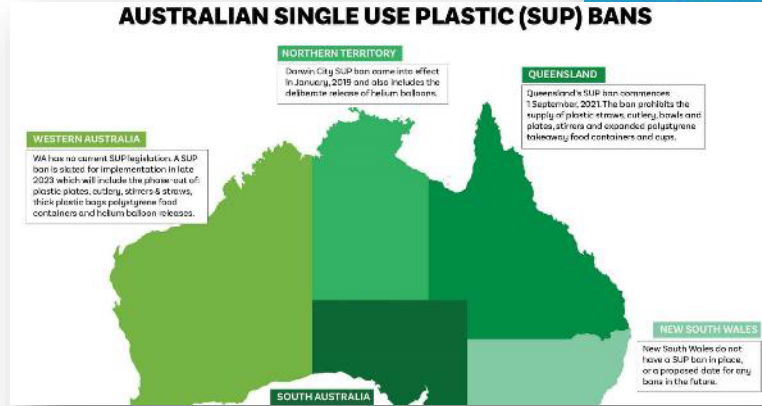
PLASTIC RESIN IDENTIFICATION CODES

| | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| PET | HDPE | PVC | LDPE | PP | PS | OTHER |
|  |  |  |  |  |  |  |
| 21% | 15% | 1% | 14% | 8% | 9% | 4% |



Avoidance should be in larger font

- There is no national conversation about responsible consumption
- BWA Roadmap a good start
- BUT this can't just be about consumers – structures need to change



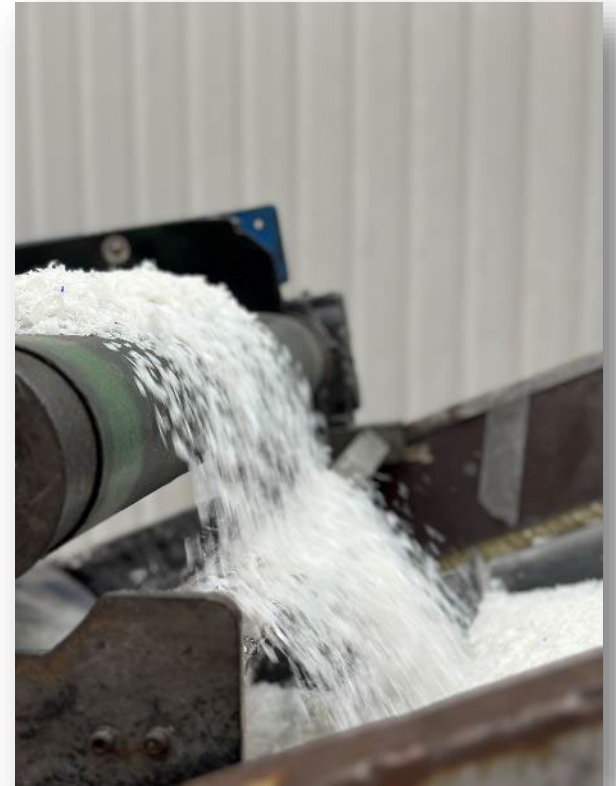
Avoiding plastic isn't just about saying 'no'



RETURNR

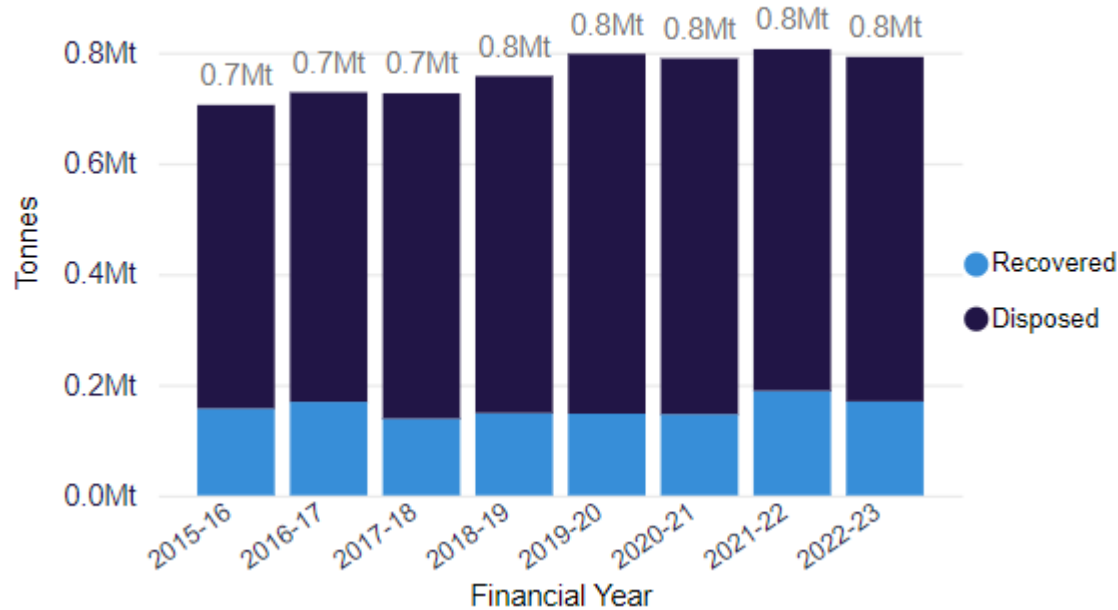


B = BUY IT BACK



B = BUY IT BACK

Total waste recovered for reprocessing and disposed by year



800,000 tonnes
21% recovered
100kg per capita

Investment in local plastic processing infrastructure

Key outcomes overall:

- \$23m Victorian Government investment
- \$20.6m Commonwealth Government investment
- \$135.5m Industry investment
- ~130,000 tonnes of increased or improved capacity
- ~300 new jobs created (across metro & regional)

Impact:

Increase capacity to process plastics by almost 80%



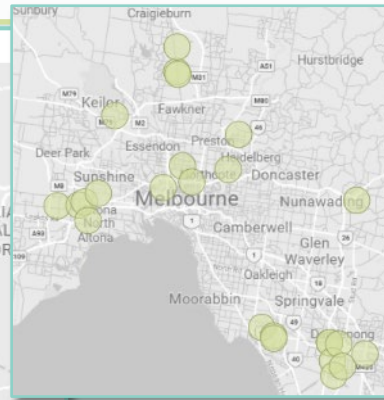
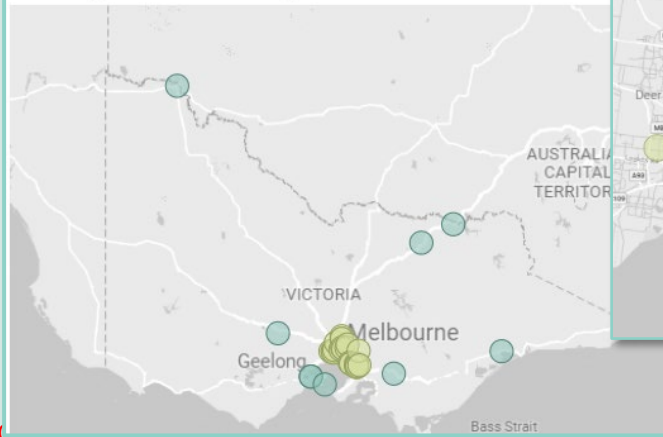
By 2025, this investment is expected to double the PET that is locally processed

More to come:

Commonwealth investing \$60m via RMF Plastics Technology Stream

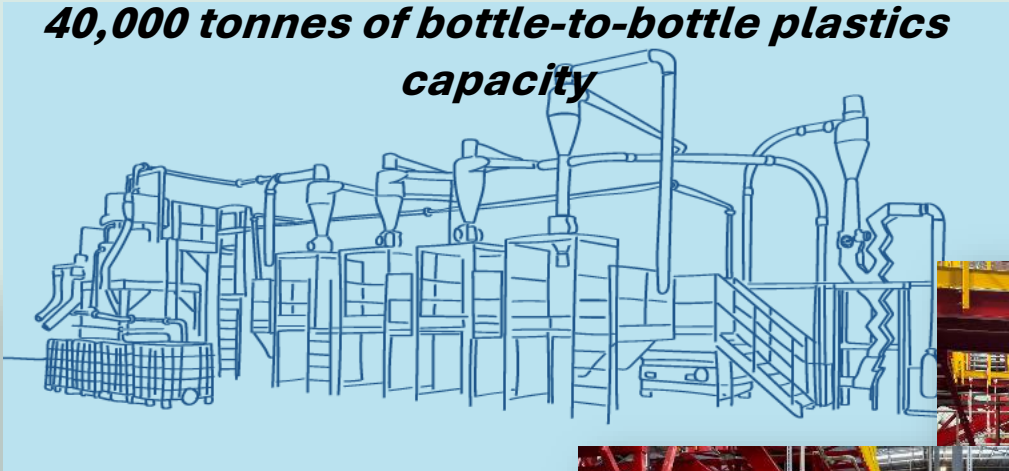


Metro/regional ● Metro ● Regional

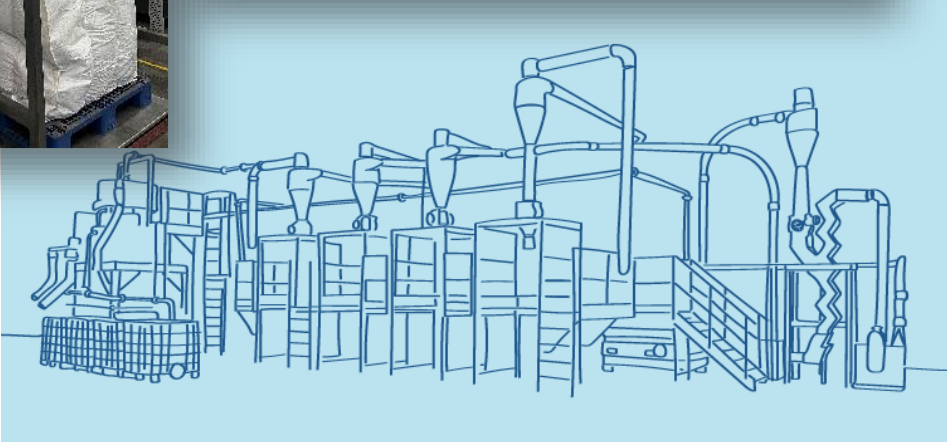


Investment at scale – new plastics circularity

**40,000 tonnes of bottle-to-bottle plastics
capacity**



Investment at scale – new plastics circularity



Regional markets and opportunities

Swan Hill Rural Council

- ❑ Creating a Circular Agricultural Plastics Economy (CAPE) for Loddon Mallee
- ❑ Aims to collect 3,200 tonnes of agricultural plastic waste annually from farmers
- ❑ Re-manufacture it into fence posts, irrigation pipes and other farming essentials.
- ❑ Funding: \$330,000



Photo credit:
Inside Local Gov



Photo credit:
NSW Farmers
Association

Expanding markets

More than \$20 million invested in trials, R&D and commercialisation support.



Buy Recycled Service



Education and behaviour change program, built with councils for councils. Empowers more than **240 stakeholders** to make confident **procurement** decisions for recycled products and materials.

Part of this program:



Procurement resources and Buy Recycled Directory



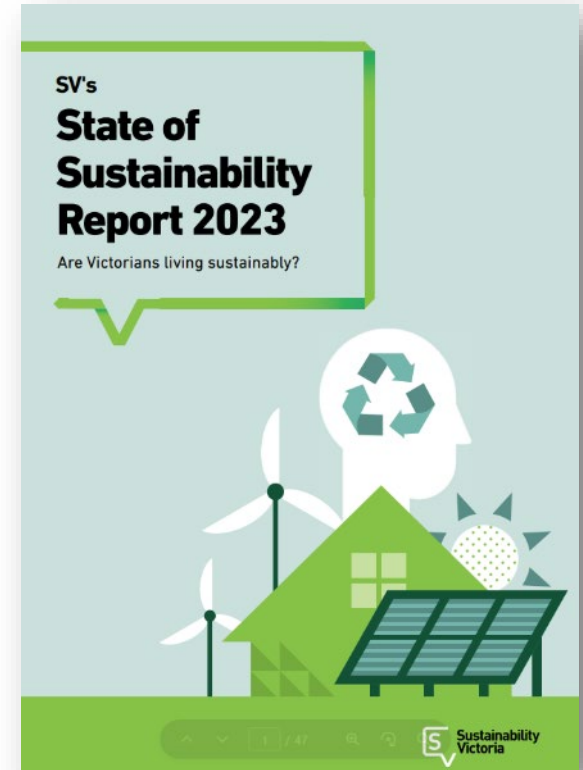
Networking events and monthly newsletter



New Champions Initiative



C = COMMUNITY MOMENTUM





The 'most important' issue for Victorians

Ranked 4th

most important issue for Victorians



1 cost-of-living



2 Healthcare



3 Housing affordability



4 Climate change

26%

believed it is

one of the top three issues of importance

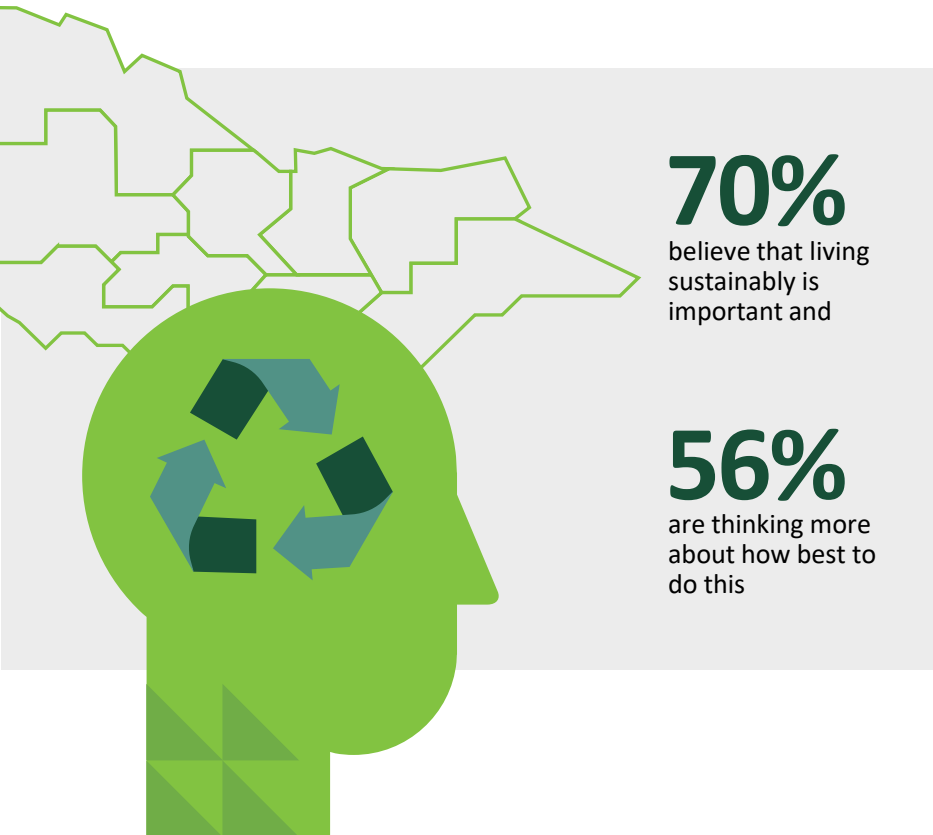
30%

for those aged

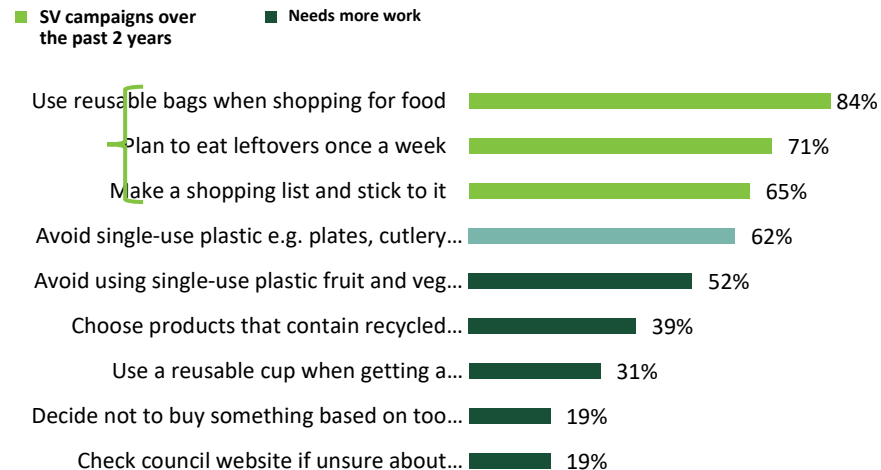
16 to 24 years



Consistently positive attitude across the state that living sustainably is important



Always or mostly do these





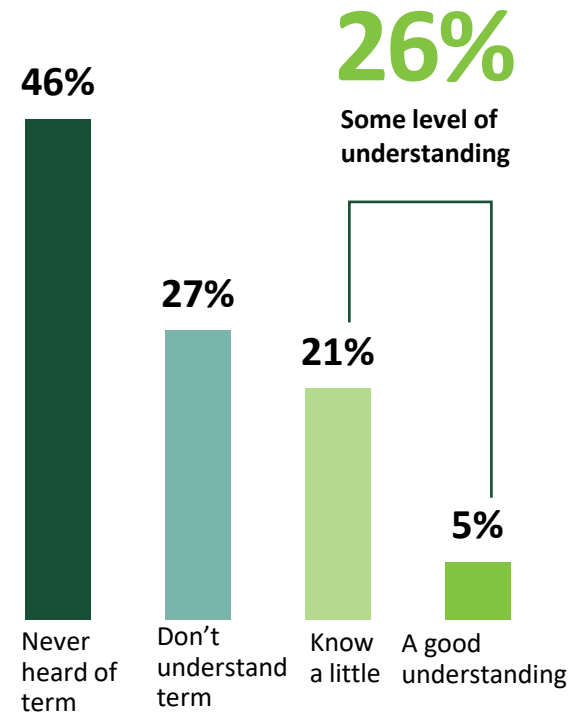
People are not particularly familiar with the term circular economy



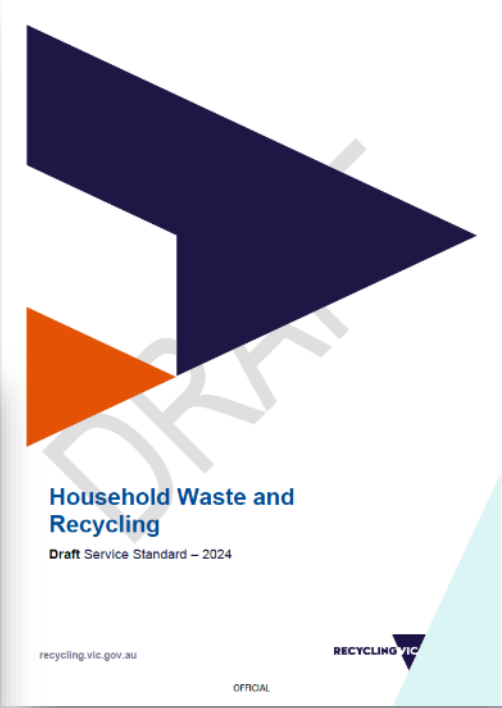
Don't understand the term



Have a good understanding



Circularity material system – household reforms



Circularity material system - CDS



3,900 donation partners



Credit: CDS Vic

Circular Economy Household Education and Behaviour Change Program

A program that empowers Victorians to recycling correctly and reduce their waste.



Examples of campaign materials



Social media content

Examples of campaign materials

What goes in each bin

For a full list visit [\[Insert: URL\]](#)

Not in any bin: Electronic waste or power cords, batteries of any kind, chemicals or hazardous waste, building waste, soil or rubble.
Scan the QR code to find out where to dispose of these items.

[QR Code]

Food and garden organics

Food scraps and garden clippings only.
Remove stickers from fruit.

✓ Yes

- ✓ Out of date, inedible food
- ✓ Coffee grounds, loose leaf tea
- ✓ Dairy products including yoghurt
- ✓ Fruit and vegetable scraps
- ✓ Meat, seafood, bones, egg shells
- ✓ Leaves, plants, twigs, grass, weeds



✗ No

Plastic, including biodegradable or non-certified compostable plastics, coffee pods, tea bags, kitty litter, animal droppings, large branches, tree stumps, liquids, nappies, wet wipes.

Glass recycling

Put lightly rinsed, empty glass bottles and jars into the bin loose, not in bags.
Lids and bottle caps must be firmly attached.
Lids that can't be reattached go into the general rubbish.

✓ Yes

- ✓ Glass bottles including beer, wine and olive oil bottles
- ✓ Glass bottles and jars for medicine or toiletries



✗ No

Plastic bags or packaging, loose lids and caps from bottles or jars, corks, pumps, sprays, droppers, cardboard, crockery such as plates, dishes, mugs, drinking glasses, glass cookware, vases, light bulbs.

Mixed recycling

Put your recycling in the bin loose, not in bags.
Flatten boxes to save space.
Glass no longer goes in this bin.

✓ Yes

- ✓ Accepted plastic bottles and containers
- ✓ Aluminium and steel tins, cans, foil
- ✓ Cardboard, cereal boxes, egg cartons
- ✓ Paper, newspapers, magazines, paper envelopes



✗ No

Plastic bags, other soft plastics, clothing, shoes, textiles, coated or waxed cardboard, electronic waste and batteries, glass, crockery, polystyrene (styrofoam).

General rubbish

Use this bin only for items that can't be reused or recycled.
Food waste no longer goes in this bin.

✓ Yes

- ✓ Broken glassware, crockery and mirrors
- ✓ Nappies, wet wipes, kitty litter, animal droppings
- ✓ Old clothing, shoes or textiles that can't be repaired or donated
- ✓ Loose jar lids and bottle caps, pumps, sprays, droppers



✗ No

Electronic waste and batteries, food and garden waste, household chemicals, recyclable items, soil, building materials.