

The logo for 'horizon futures' is located in the top left corner. It features a stylized yellow and white circular graphic with a horizontal line through it, and the text 'horizon' and 'futures' stacked vertically in a bold, sans-serif font.

horizon
futures

The background of the entire page is a photograph of the Sydney Opera House at sunset. The building's iconic white, shell-like roof is illuminated from within, and the surrounding city skyline is visible in the background under a warm, orange sky. The water of the harbor is in the foreground.

AUSTRALIA 2023

Packaging Legislative Analysis

Contents

Overarching Packaging Requirements	3
Extended Producer Responsibility (EPR)	4
New Mandatory Packaging Rules	7
National Plastics Plan	7
Single Use Plastics	9
ANZPAC Plastics Pact	9
End-of-life Labelling	10
Appendix	12
Introducing aura	13
Our Management Team	15

LEGISLATION – AUSTRALIA

Overarching Packaging Requirements

National Waste Policy

Australia's 2018 National Waste Policy provides a framework for collective action by businesses, governments, communities and individuals until 2030 and its 2019 National Waste Policy Action plan (NWPAP) drives implementation of the following seven ambitious targets outlined in the plan:¹

1. Regulate waste exports
2. Reduce total waste generated by 10% per person by 2030
3. Recover 80% of all waste by 2030
4. Significantly increase the use of recycled content by governments and industry
5. Phase out problematic and unnecessary plastics by 2025
6. Halve the amount of organic waste sent to landfill by 2030
7. Provide data to support better decisions

This policy supports Australia's engagement in the United Nations' Sustainable Development Goal 12 on responsible consumption and production.

The Australian Government accredits arrangements that effectively manage the negative environmental impacts of products throughout their life. The Australian Packaging Covenant (APC) is an arrangement between Australian state, territory and local governments, and organisations in the packaging supply chain. The Covenant is one part of the national regulatory framework underpinned by the National Environment Protection (Used Packaging Materials) Measure 2011 (NEPM). The NEPM sets out how governments and businesses across Australia share the responsibility and meet obligations for managing the environmental impacts of packaging², it is Commonwealth legislation implemented and enforced by states and territories. The APC works to reduce the negative environmental impacts of consumer packaging. The Covenant and NEPM form a co-regulatory arrangement under which, producers, consumers and all levels of government share the responsibility for managing the impacts of packaging and products from design to end-of-life.

The Australian Packaging Covenant Organisation (APCO) is the non-profit organisation which oversees the Covenant, and promotes sustainable packaging activities including sustainable design, recycling initiatives, waste to landfill reduction and circular economy projects. APCO received Product Stewardship accreditation in 2022. Businesses receive guidance on how to improve the sustainability of their packaging when they become a member of APCO and agree to shared commitments and responsibilities to reduce the environmental impact of their packaging.

¹ <https://www.dceew.gov.au/environment/protection/waste/how-we-manage-waste>

² <https://www.nepc.gov.au/nepms/used-packaging>

APCO states that everyone who imports, designs, produces, sells, uses and disposes of products has a shared responsibility to reduce the environmental and human health and safety impacts of products. Environment Ministers agreed to work with APCO to deliver the following voluntary National Packaging Targets as set out in 2018³:

- 100% of packaging to be reusable, recyclable or compostable by 2025
- 70% of plastic packaging to be recycled or composted by 2025
- 50% of average recycled content included in packaging by 2025
- Problematic and unnecessary single-use plastic packaging phased out by 2025

The voluntary National Packaging Targets apply to all packaging that is made, used and sold in Australia. APCO has set a recycled content target of 20% for plastics as well as material specific targets for specific plastics as detailed below:⁴

- 30% Polyethylene (PET)
- 20% High-density polyethylene (HDPE)
- 20% Polypropylene (PP)

New Mandatory Packaging Rules

On Friday 9th June 2023, Australia's federal and state governments agreed for the first time to impose mandatory packaging rules on manufacturers and retailers.

A new regulatory scheme to shift the country towards a circular economy, minimising waste and increase materials being "recovered, reused, recycled and reprocessed". The new scheme will enforce mandatory packaging design rules based on international best practice, chemicals and contaminants will also be regulated. In addition, a roadmap will be developed to "harmonise" kerbside waste collection across Australia and a framework for recycled content traceability will be introduced to encourage businesses to use recycled materials. Mandatory national legislation will remove the complexity from the existing individual state legislation and make it easier for obligated parties to meet their responsibilities.

The Australian fashion industry may also face regulation in 2024 if they fail to cut waste through the current voluntary levy. A levy of four cents per item will be implemented and if they don't take responsibility for their waste by the middle of 2024, Australian governments will regulate, as they are now doing for packaging.

No further information has been published, details of the legislation is planned to be released for broad consultation in the second half of 2023.

³ <https://www.dcceew.gov.au/environment/protection/waste/plastics-and-packaging/packaging-covenant>

⁴ <https://www.dcceew.gov.au/environment/protection/waste/plastics-and-packaging/packaging-covenant>

⁵ <https://www.dcceew.gov.au/sites/default/files/documents/emm-communique-09-june-2023.pdf>

⁶ <https://www.dcceew.gov.au/sites/default/files/documents/emm-communique-09-june-2023.pdf>

Appendix



Introducing aura

About Us

At the heart of our business is a sheer fascination with packaging and the impact it has on our world. Packaging's relationship with the environment is complex and we work with true ethical partners to educate, unite like-minded thinkers and share knowledge.

A global business, the reference point for packaging sustainability, utilising knowledge and data to provide the justification required to drive positive change.

Services

Our expertise falls into three categories designed to deliver a strategic programme focused on the sustainability goals of our clients. These services are supported by a multi-disciplinary team made up of packaging, sustainability, technology and retail experts committed to making a measurable difference every day.

Consulting – Pioneering Packaging Strategy

We are packaging sustainability pioneers committed to true partnerships, focused on the delivery of mutual goals.

Our breadth of packaging sustainability knowledge across substrates, design, technical packaging, legislation, and recyclability allows us to evolve strategies to make a measurable difference both now and in the future.

Our Consultants build road maps for global change, our Technical Engineers develop specifications to refine the impact of your packaging and our Supplier Success Managers are on hand to assist with client education, communications and engagement.

As a result, we will deliver a robust strategy compliant with your sustainability goals aligned to current and future legislation.





Technology – Managing Sustainability Everyday

We provide live data and control to deliver the accurate information you require to make real time decisions that impact your business and our planet.

e-halo is an unrivalled packaging sustainability platform combining state-of-the-art technology with consulting services, designed to manage the changing landscape of global packaging legislation, compliance, and sustainability commitments.

e-halo provides packaging component data at a granular level, making sustainable packaging part of everyday decision making.

e-halo manages compliance to evolving legislation and recyclability requirements with a comprehensive reporting suite allowing for real-time measurement against your business and sustainability targets.



Insights – Data Driven Decisions

We utilise knowledge and data to provide the justification required to drive positive change.

Data Management – We interact with digital information every day. We gather, check, manage and translate data into valuable insights that our clients can use to measure and motivate positive change.

Horizon Futures – We offer horizon scanning services for global packaging legislation across 54 countries and for this we are unique. We interpret legislation rather than just quoting a legal directive, to help you understand the current and future packaging landscape. We then consider how emerging trends might potentially affect current policy and practice, enabling our clients to take a longer-term strategic approach to packaging sustainability.

Our Management Team

We are packaging sustainability pioneers committed to true partnership, which means to us a relationship focused on the delivery of the mutual goals of our business and that of our clients.

Visionary

Pioneering strategies which educate, unite and influence change

Responsible

Real-time data drives the changes needed to positively impact our planet

Honest

Decisions are informed, and our communications are authentic

Collaborative

Ethical Partnerships unify our mutual goals to create a vision fit for the future



Greg Lawson
Managing Director



Gillian Garside-Wight
Consulting Director



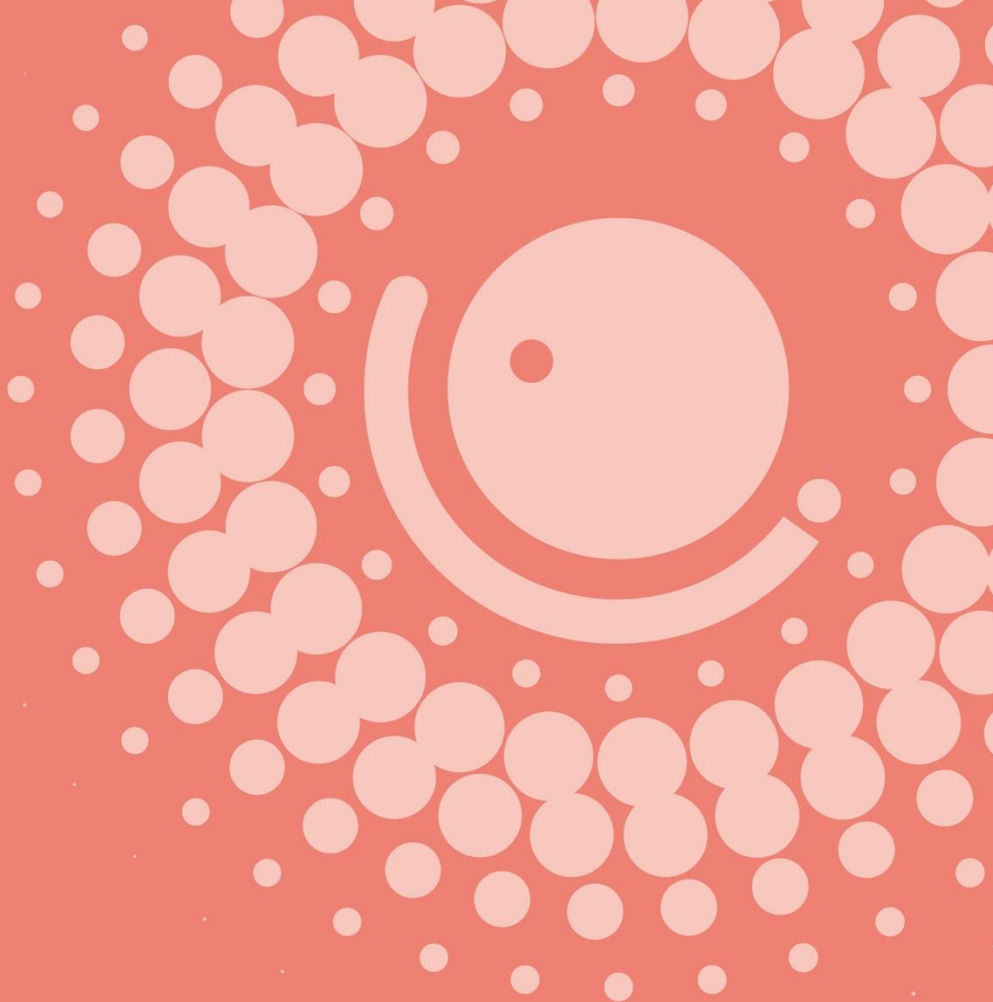
Harriet Young
Marketing Director



Sarah Kroon
Operations Director



Trevor Yong
Business Development Director



Thank you from Team Aura