



Recycle My Mattress V.2.0 Consultation Summary



November 2021

Why did we engage with Industry and stakeholders?

The Australian Bedding Stewardship Council (ABSC) is an industry sponsored entity established to continue the development of the Recycle My Mattress Product Stewardship Scheme (the Scheme). This development is funded by ABSC members and the Australian Government. To ensure the expanded Scheme is robust and supported by Industry, the ABSC engaged with key stakeholders throughout October and November 2021 on the proposed design of the expanded Scheme. The ABSC conducted six group online consultation sessions with 158 participants and 34 one-on-one sessions. Participants included a broad range of Industry and stakeholders:



Further consultation will be carried out in the coming weeks on implications for low-cost mattresses and charitable organisations.

Overall there was strong positive support for the scheme design.



I'm a Supporter

23



We need to do this

14



Confused

0

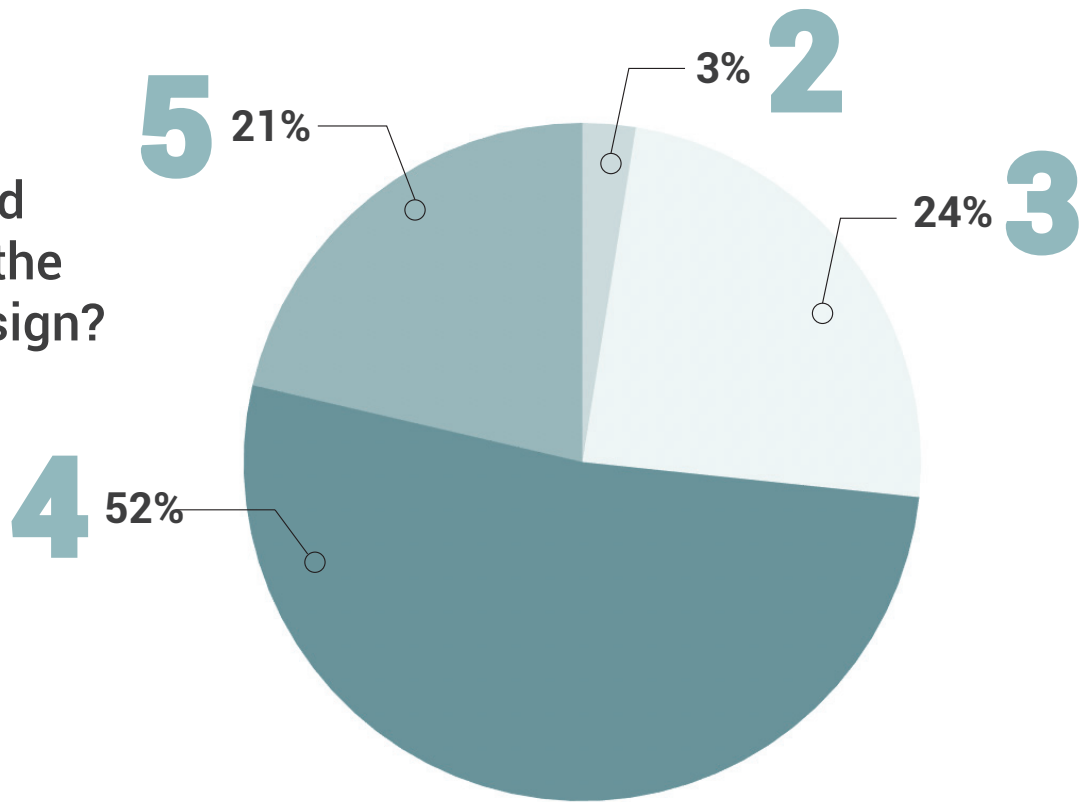


I'm not Sold

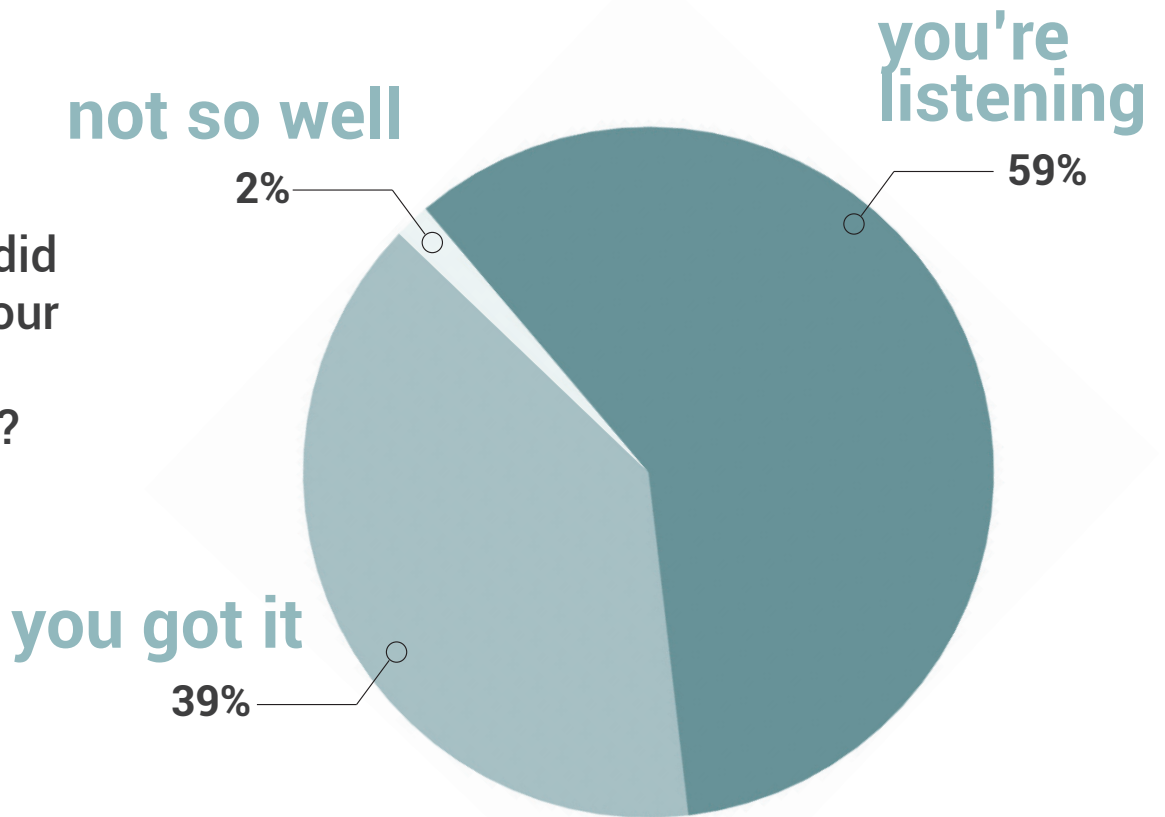
1

Total responses 38

How well did we explain the scheme design?
(out of 5)



How well did we hear your views and questions?
(% total)



Overall there was strong positive support for the scheme design.

A user-pays model with a Product Stewardship Fee (PSF) on the manufacture of mattresses to increase the recycling of end-of-life mattresses and bedding products and reduce the amount of those products ending up in landfill.

Both a Collectors Rebate and a Recyclers Rebate.

Recycler Accreditation Program (RAP).

Benchmarking Recycler recovery rates.

Incentives for increasing the use of recycled content in mattress manufacturing (future).

Product Stewardship Fee being used to fund Research & Development.

Councils sharing their mattress recycling trial outcomes and learning from each other's experiences.

Councils becoming Associate Members of the ABSC.

Supply Chain educating their customers' "design for recyclability" and use of recovered materials

ABSC providing in-store marketing and promotion to Retailers to support consumer awareness.



We discussed challenges including



Uniform Product Stewardship Fee (PSF) across all in-scope mattresses, regardless of size or construction.

Variations to the PSF for low-cost mattresses or mattresses containing recycled content.

PSF application for the retail sale of mattresses in areas where there is currently no recycling option.

Expanding the geographic reach of recycling operations.

Variable cost of delivery for retailers for a new mattress and return of the end-of-life mattress by the Retailer to their warehouse.

Exclusion of re-use of mattresses due to Health and Safety considerations.

Recycler's cherry picking the easy to recycle mattresses to achieve a higher recycling rate.

Free riders benefiting from the activity of the Scheme but not contributing to the development or operation of the Scheme.

Voluntary vs Mandatory Product Stewardship Schemes.

Timeline to implementation



The implementation phase will detail how model elements will be implemented in practice, involve final refinement of model parameters as required and establish agreements and commence scheme operation. We will be consulting with Industry and stakeholders again as part of the implementation phase.

Subscribe to our mailing list to ensure you receive an invitation.

How can you support the development of the expanded Scheme?

The greatest support you can provide to the development of the Scheme is to become an ABSC member, engage with us through this collaborative design and implementation process and help us shape a Product Stewardship Scheme that works for your Industry, business and organisation. The Scheme is for Industry and the ABSC is here to facilitate and develop that with you. You can:

- 1** Provide a letter of in-principle support for the draft design of the expanded Scheme (**due now**). Contact jstreet@beddingstewardship.org.au for a sample letter.
- 2** Become a member of the ABSC
- 3** Endorse our nomination to the Ministers Product Stewardship priority list or submit your own nomination **before 17 December 2021**



Recycle My Mattress is a product stewardship program of the Australian Bedding Stewardship Council, a not-for-profit organisation.

Phone 02 8076 9325

Email marketing@beddingstewardship.org.au

beddingstewardship.org.au / recyclemy mattress.com.au

ABSC
AUSTRALIAN BEDDING
STEWARDSHIP COUNCIL



Recycle My Mattress V.2.0 Consultation Summary

November 2021

FREQUENTLY ASKED QUESTIONS

Who are the ABSC members and what sectors do they represent?

The ABSC currently has 8 Supply chain, 6 Manufacturing and 8 Retailer members, representing 153 participating stores. We now have a new Associate Member category for Councils, Waste Management Operators, Charities and Commercial and Health Accommodation sectors. The full ABSC membership list is available on the **ABSC website**.

What percent of mattress manufacturing is covered by ABSC members?

We estimate 80 % of mattresses manufactured in Australia are by our Manufacturer members.

Will the Product Stewardship Scheme fund R&D?

If our application to the ACCC to apply a Product Stewardship Fee (PSF) to mattresses manufactured for or imported into the Australian market is successful, we intend to allocate a portion of the PSF to fund Research & Development.

What will the collected Product Stewardship Fee (PSF) be used for?

Rebates, Research and Development, Marketing, Program Costs and a net cashflow (Year 1).

Why is the Scheme voluntary? Wouldn't a mandatory Scheme be easier?

The Australian Government prefers voluntary action rather than mandating product stewardship. The Industry will benefit from voluntary participation now to shape the Scheme to meet their needs as opposed to a mandated Scheme that may not meet their needs.

Recycle My Mattress is a product stewardship program of the Australian Bedding Stewardship Council, a not-for-profit organisation.

Phone 02 8076 9325

Email marketing@beddingstewardship.org.au

beddingstewardship.org.au / recyclemymattress.com.au



Recycle My Mattress V2.0

An expanded product stewardship
scheme for mattresses and
bedding products

ABSC

AUSTRALIAN BEDDING
STEWARDSHIP COUNCIL



Webinar protocols

Being recorded to assist us in capturing all feedback.

Participants please mute. Have your phone handy.

Keep questions until Q&A, then raise hand or type a question. Turn microphone on to ask in person.

Be mindful of those new to the discussion.

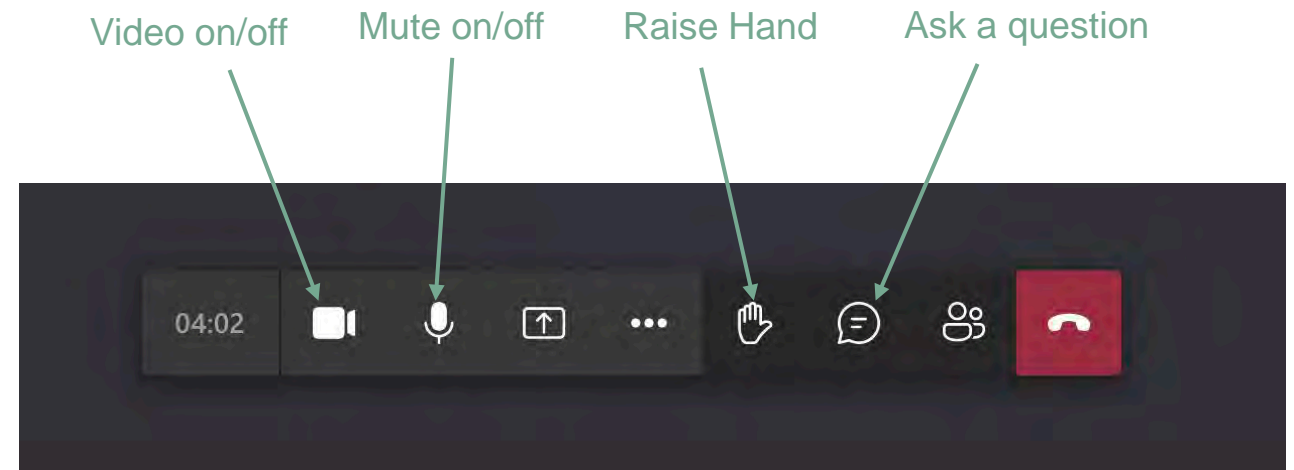
There is no such thing as a stupid question

Constructive, solutions oriented discussion requested.



[This Photo](#) by Unknown
Author is licensed under
[CC BY-NC](#)

Microsoft Teams Navigation





Aim of this webinar - discuss and improve design, not implementation

Introduce/update stakeholders on design of scheme V2.0

Seek your views and questions on scheme design.

Improve/Validate/Approve high level scheme design.

- Implementation phase will explore how to implement the design (e.g. how to operate accreditation, administer rebates etc.)



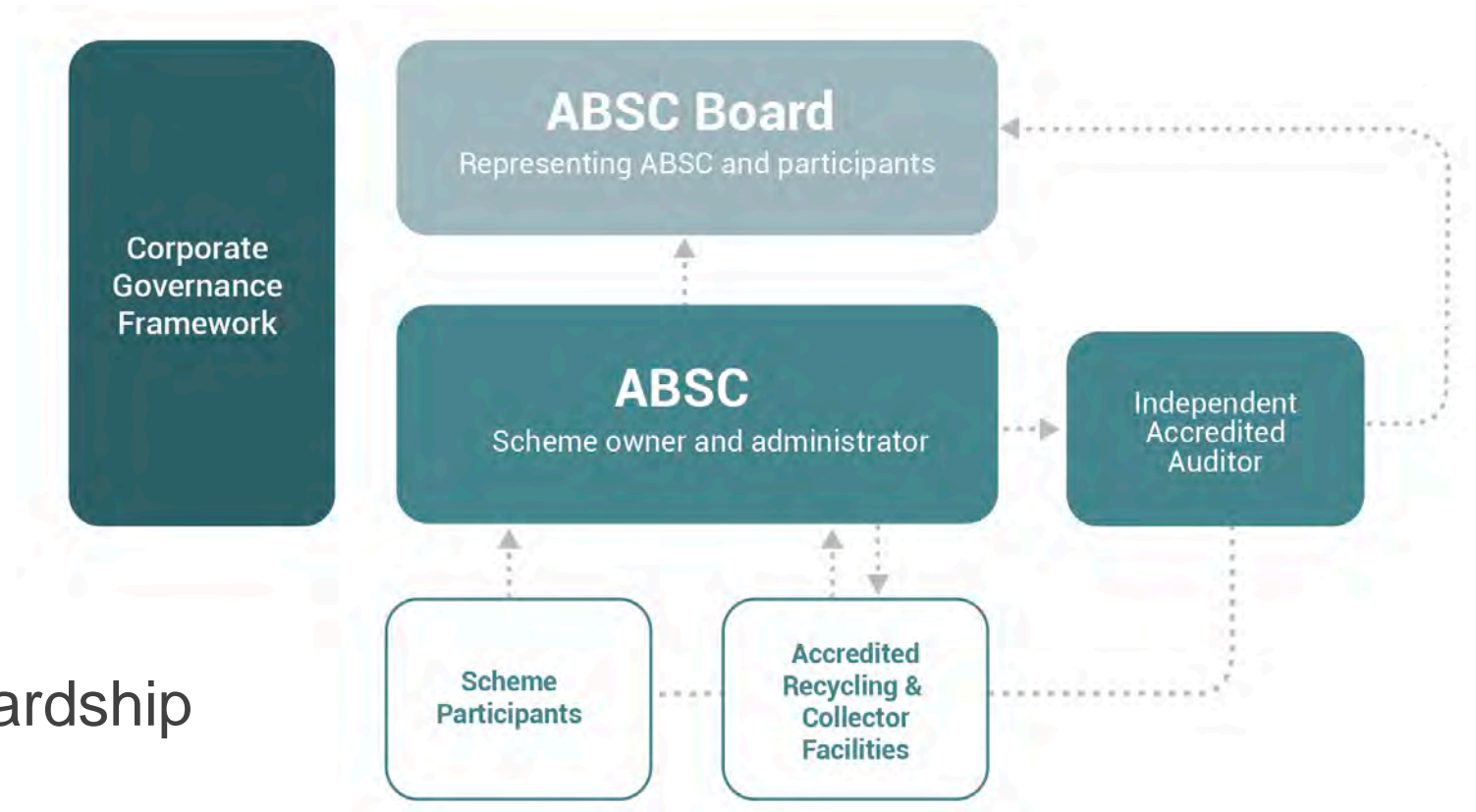


What is ABSC?

Australian Bedding
Stewardship Council Limited.

Not for profit.

An industry-sponsored
entity established to continue
development of a product stewardship
scheme for mattresses.



Our team

Vernon Fair

Chief Executive Officer



Vernon has a long history of senior management in both the bedding and furnishings manufacturing and retail sectors. His pragmatic approach drives positive and practical outcomes.

Janelle Wallace

Program Manager



Janelle oversees the development and implementation of the Recycle My Mattress program for ABSC. She is heavily involved in governance and touches every aspect of the organisation.

Tracey Pryor

Innovation & Marketing



Tracey's background is textiles and insulation-based covering - research and product development, quality and compliance, along with business development and marketing. Her role focuses on innovation and marketing activities.

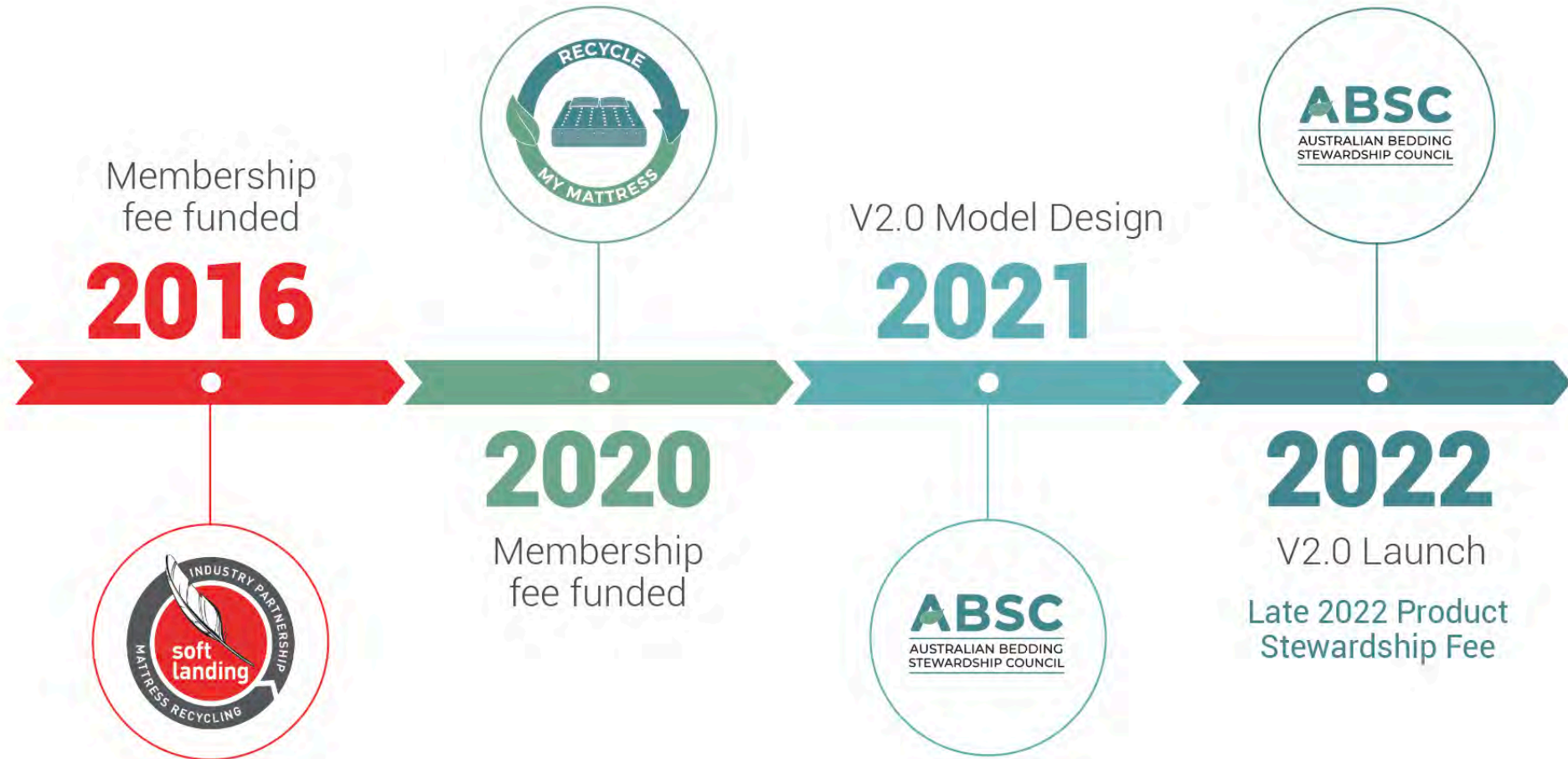
Jane Street

Stakeholder Relations



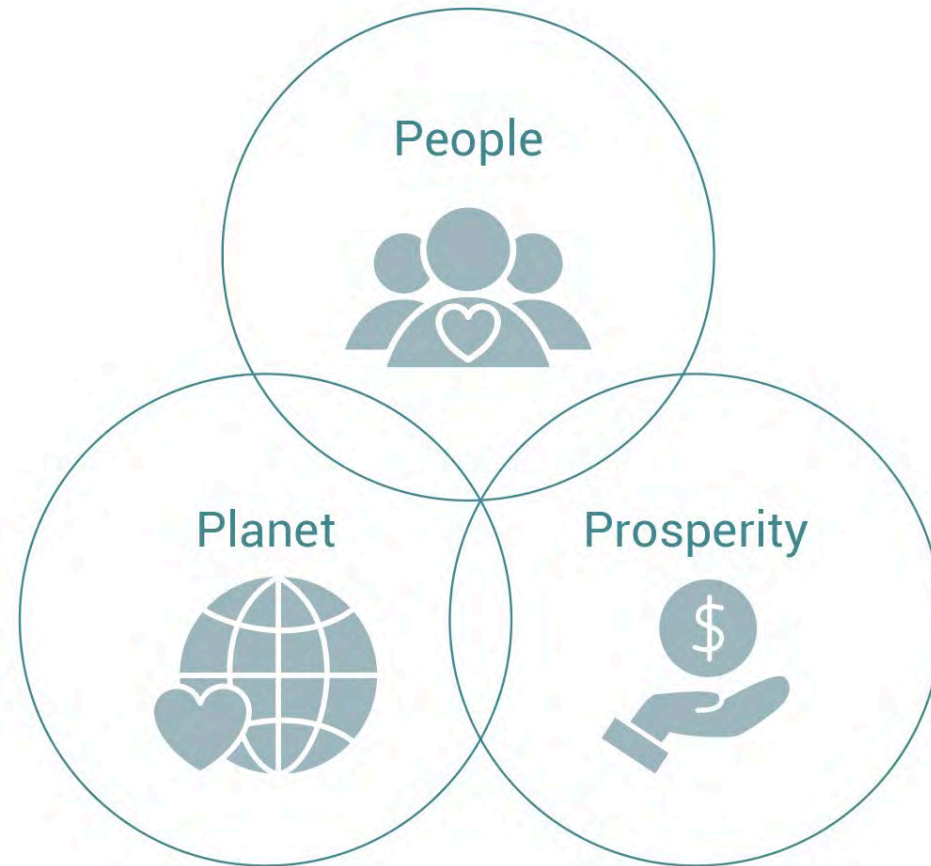
With experience in the education, waste and recovery, and health and transport sectors, Jane's role manages ABSC stakeholder engagement and strategic plans, and drives membership activity.

Our Journey



Our vision

A responsible,
sustainable
bedding industry.



ABSC members

Supply Chain

Manufacturer/Importer

Retailer



What is Recycle My Mattress 2.0?



The mattress stewardship scheme being developed by the ABSC to expand on the existing RMM limited offering.

Development funded by ABSC members and the Australian Government.

Launch targeted for late 2022-March 2023.

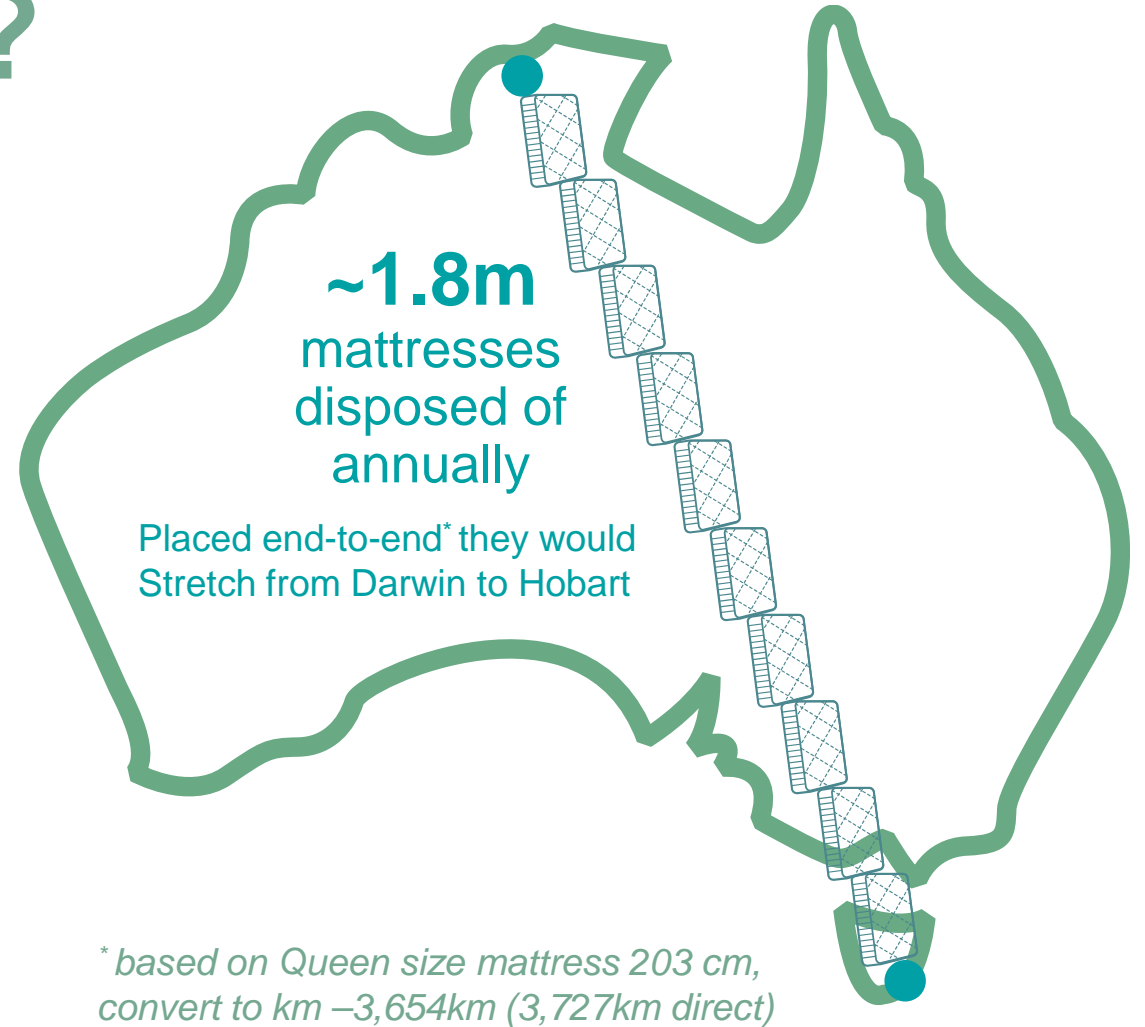
Background – Why?

~1.8m mattresses are disposed of annually.

Divert mattress resources from landfill.

Keep resources in the economy as long as possible.

Growing expectation on industry to take responsibility for impacts of their products.





This could
be **your**
street or
landfill/
transfer
station



Concerns to be considered



Fire risk – uncontrolled storage

Toxic fumes.

Costly damage and clean-up.



Environmental damage

Pressure on landfill space.

Loss of resources, greater need for virgin product.

Micro plastics cause significant harm to biology.



Health and Safety Risks

Worker injury.

Interference with sprinkler systems.

Respiratory issues.



Community risks from illegal dumping

Visual amenity.

Vectors can breed and spread disease.

Cost to NFPs, Councils (ie rate payers).

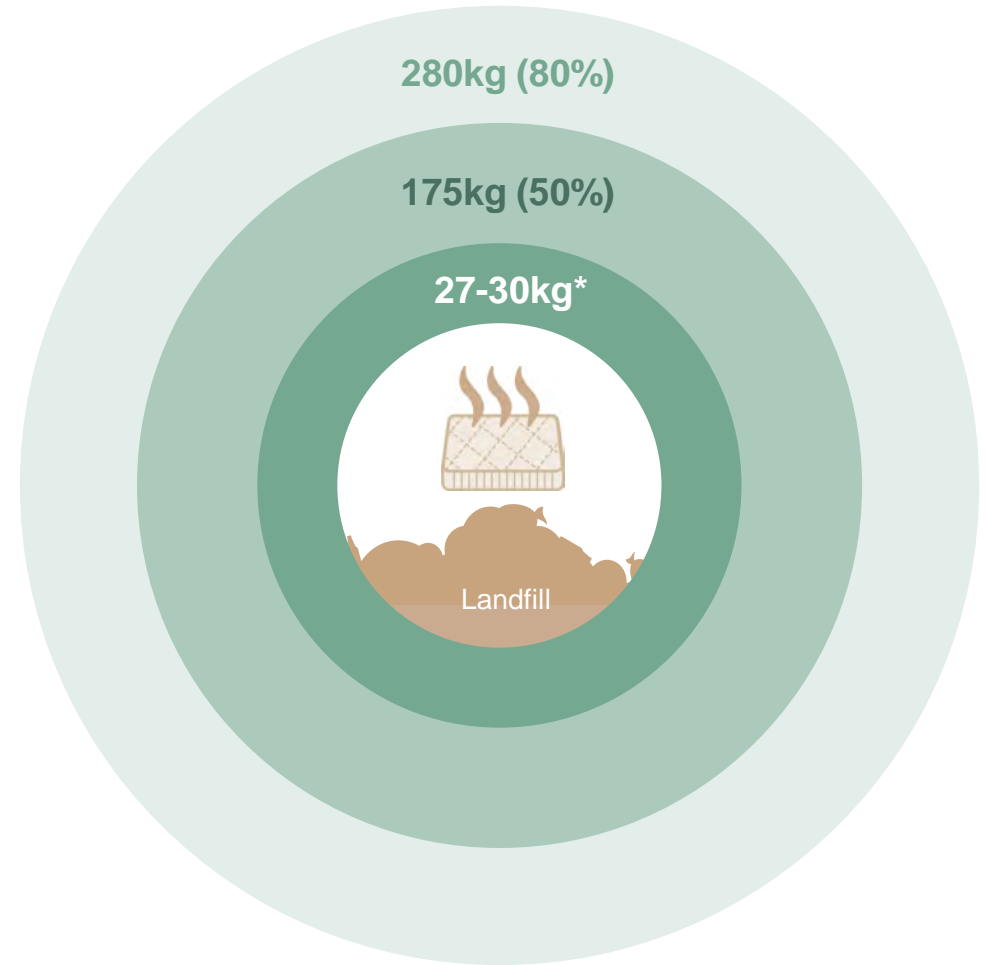


Opportunity cost of mattresses in landfill

Each mattress recycled with a recovery rate of 50% by weight creates a space opportunity gain of about **175kg**.

If recovery rates are increased to 80%, the opportunity increases to **280kg**

Average weight of mattresses currently being disposed of, based on $.75m^3$ volume per mattress.



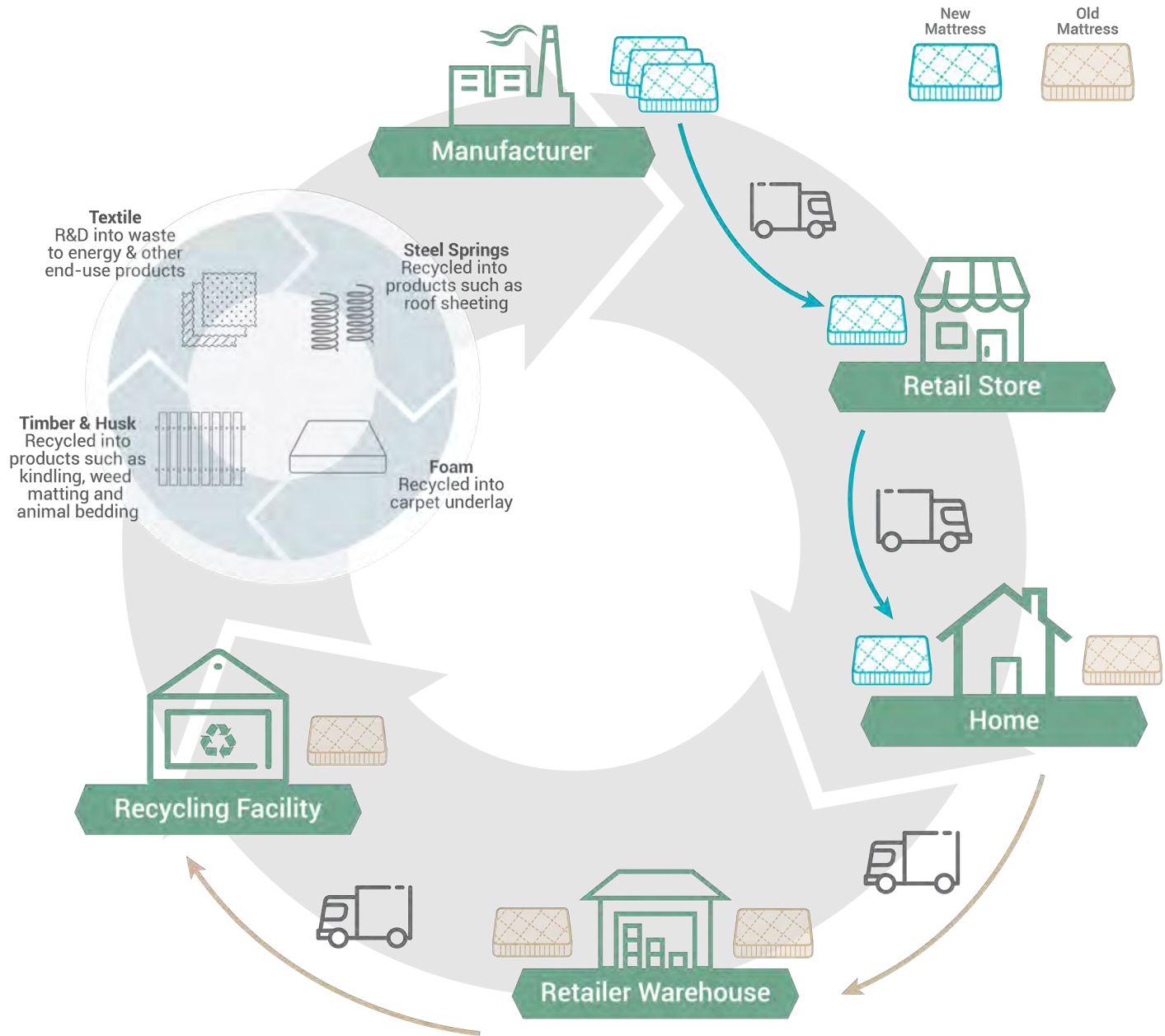
Frequent comment



- Why don't councils take responsibility for mattresses? They do all other materials.....
- *Councils waste and resource recovery programs are facing **reductions in funding** from the NSW Govt Better Waste and Recycling Fund plus IPART are reviewing domestic waste charges – this may mean they have **less funding to work with in the future for mattress recovery**, also with a state mandate to introduce organics/FOGO collection by 2030 a lot of time and resources will be focused on that material stream*

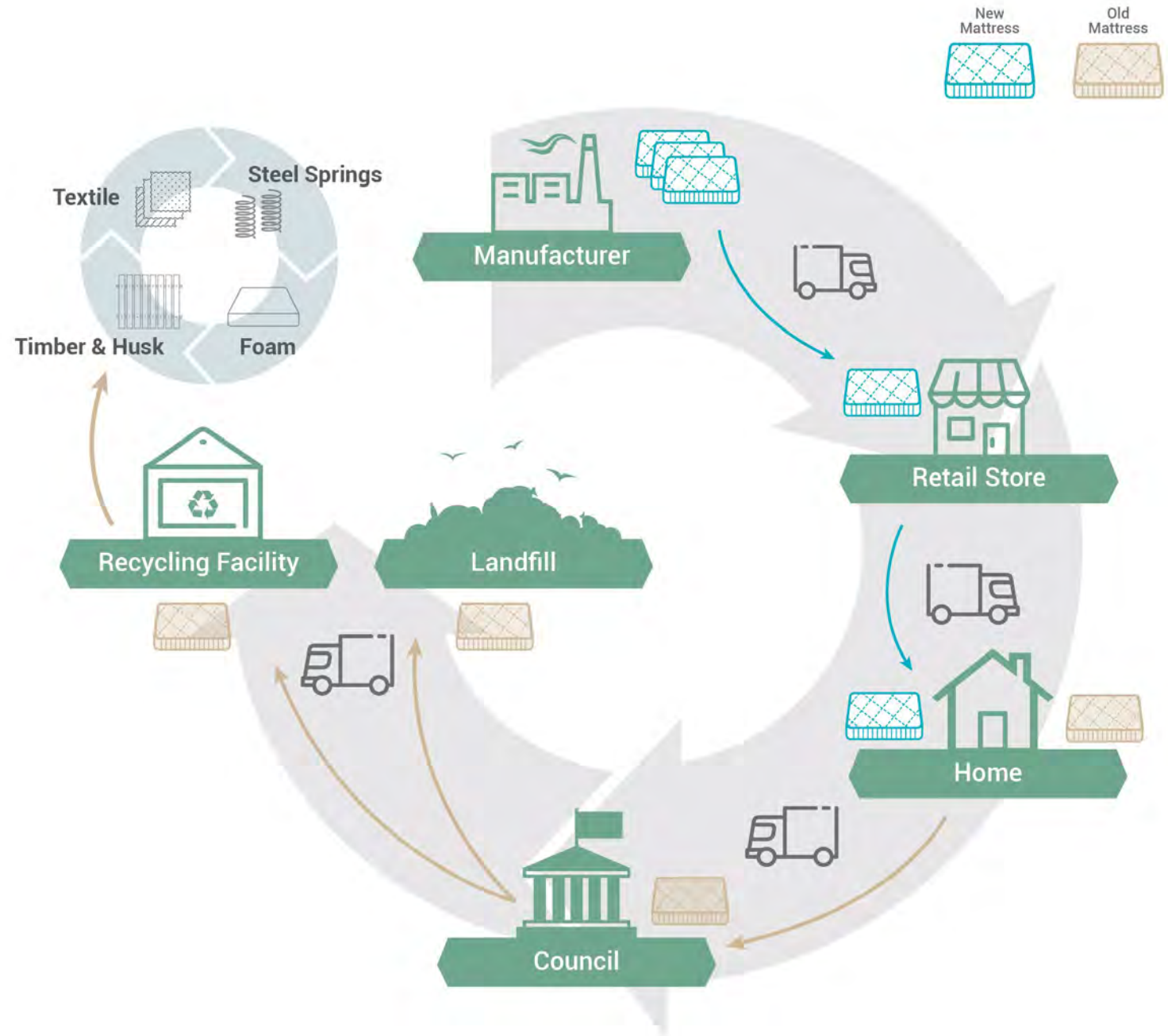
Recycle My Mattress

V1.5 (current)



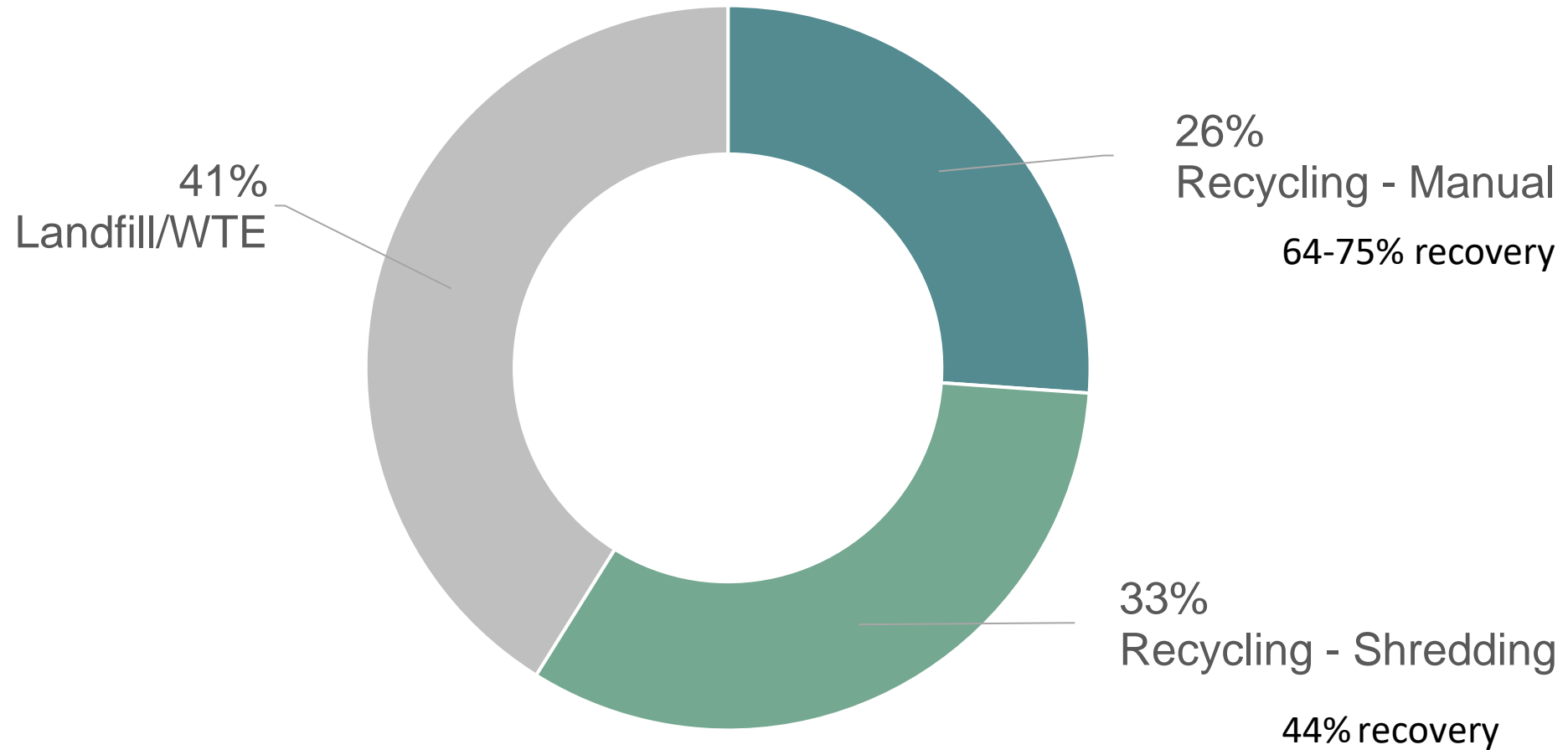
Recycle My Mattress

Via Council
(V1.5 current)





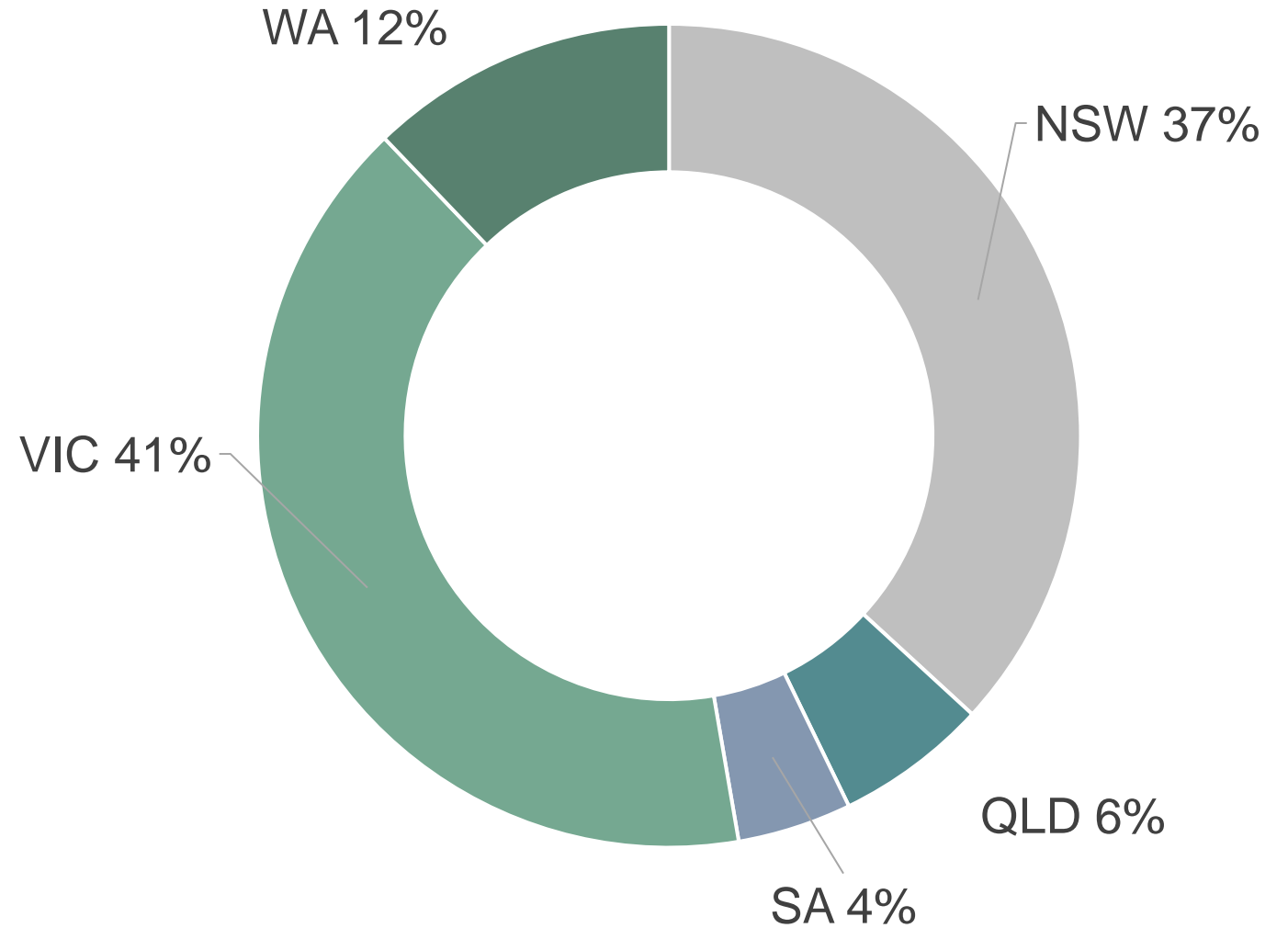
Current EOL fate



State of affairs

Processing capacity concentrated in NSW and Victoria

All recyclers located in capital city or conurbation



Current activity

Finding better financial and environmental outcomes for current end of life materials.

Promoting Recycle My Mattress (V1.5) for greater awareness and to acknowledge members.

Expanding recycling network and geographic reach.



Consumer Research

Recycle My Mattress – June 2021



Consumer Research by Pollinate



Qualitative interviews with recent mattress purchasers – low to medium price bracket

Metro

Regional

Environmentally focused

Not environmentally focused

Key tension

‘All’ current solutions to remove a mattress rely on shoppers effort

“I have to organise it myself”

Don’t want to have to be responsible, undermines the shopping experience

Do not consider as an option with retailers currently



In their own words, when told about



"I feel like I'm not just reducing my negative impacts, I'm also doing something positive"

"I didn't even know you could recycle any parts of the mattress"

"It's stressful trying to get rid of a mattress, Recycle My Mattress means there's one less thing for me to have to think about"

"To have the retailer provide the solution for me, so I can just look forward to my new mattress!"

Contributing to a good cause

Guilt relief

Stress relief in their lives

Shopping convenience and low cost

Recycle My Mattress offers a multi-level value proposition to shoppers

Environmental and economical causes

Contributing to a good cause

Appealing and relevant to environmentally conscious shoppers

Assurance shopper is not contributing to environmental degradation/landfill

Guilt relief

Growing prevalence among neutral shoppers

Saves time, effort
"One less thing to think about"

Stress relief in their lives

Appealing and relevant to all shoppers

Retailer is providing customer-centric service, want to ensure satisfaction

Shopping convenience and low cost



Across shoppers, the assumption is that all removal options end with the mattress as landfill

Try not to think about it, or have a loose, undefined idea of a 'mattress heaven'

Recycling a mattress is not a known option for old mattresses across shoppers

Current removal solutions trigger guilt in shoppers that they have contributed to land fill

"I assume Harvey Norman just took it to the tip, the fee I paid was for the tip" – Regional, Low, Neutral



“It would say they’ve thought about the end-to-end experience for me, it’s not just a ‘sell it, and get them out the door’ type shop which a lot of them are” Sydney

Shoppers expect mattress retailers to partner with *Recycle My Mattress* as a heightened service experience

Added convenience to their overall shopping experience

Reduces the stress in their lives of having to manage the removal process themselves

Retailer is focused on the customer’s satisfaction of a long-term, expensive purchase

Marketing Collateral



ABSC
 AUSTRALIAN BEDDING
 STEWARDSHIP COUNCIL

A3 Posters

Out with the old [mattress] and in with the new!

Solve your customer's problem by organising pick-up and responsible recycling of their old mattress through Recycle My Mattress. Help reduce the risk of whole mattresses in landfills or dumped in our streets and bushland.

When a customer purchases a new mattress, book a collection of their old one.

When a new mattress is delivered, the old one is picked up and taken away to be responsibly recycled, simple as that!

Want to know more?
recyclemy mattress.com.au

Australian Bedding Stewardship Council
 Recycle My Mattress is a product stewardship program of the Australian Bedding Stewardship Council, a not for profit organisation.
 Phone 02 8076 9325
 Email marketing@beddingstewardship.org.au

Decals



Make a difference & recycle your old mattress

End-of-life mattresses are a growing problem in Australia. The Australian Bedding Stewardship Council (ABSC) is a not-for-profit, industry partnership established to tackle this problem - through the **Recycle My Mattress** program.

Recycle your old mattress and help to reduce landfill.

When purchasing a new mattress, book a collection of your old mattress through a participating retailer.

A new mattress is delivered, and/or your old one is taken away for recycling - simple as that!

recyclemy mattress.com.au

Recycle My Mattress is a product stewardship program of the Australian Bedding Stewardship Council, a not for profit organisation.
 Phone 02 8076 9325
 Email marketing@beddingstewardship.org.au

A5 Tear Offs

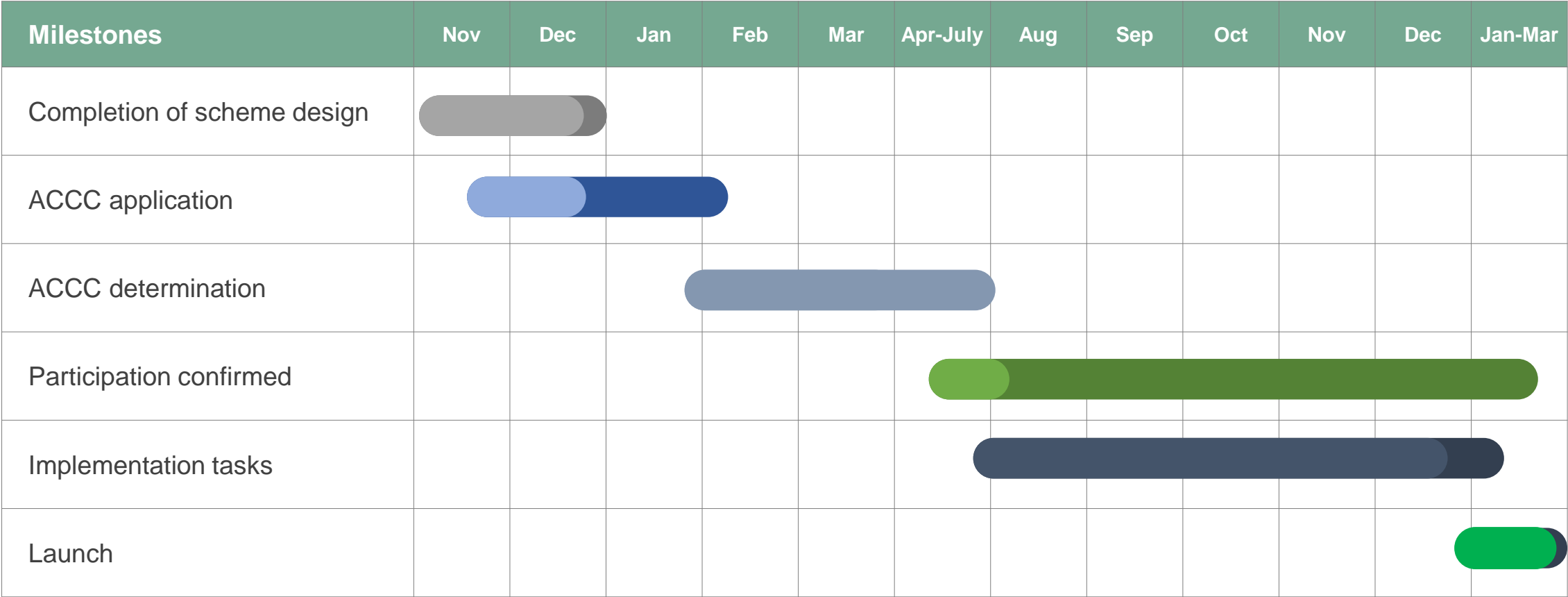
Roadmap

What is next?





What's next



Consult
Refine
Confirm

Draft submitted
Feedback received
Final submission
Draft determination

Participants confirm

Processes
Systems
Agreements

Why ACCC?

Allows ABSC to apply a Product Stewardship Fee (PSF) to mattresses manufactured for or imported into the Australian market – which may otherwise breach provision(s) of the Competition and Consumer Act 2010

The PSF may be “used to fund research and development or a product stewardship arrangement for the proper disposal of environmentally harmful products”

Recycle My Mattress 2.0

Draft scheme design
presented to Board (July).

Different recycling approaches
for different needs:

- Preference for highest
approved recovery rates and
social impact

Recycler accreditation and
incentives to increase
recovery rates.



Right: Assistant Minister Evans (Waste & Resource Recovery)

Scheme Design

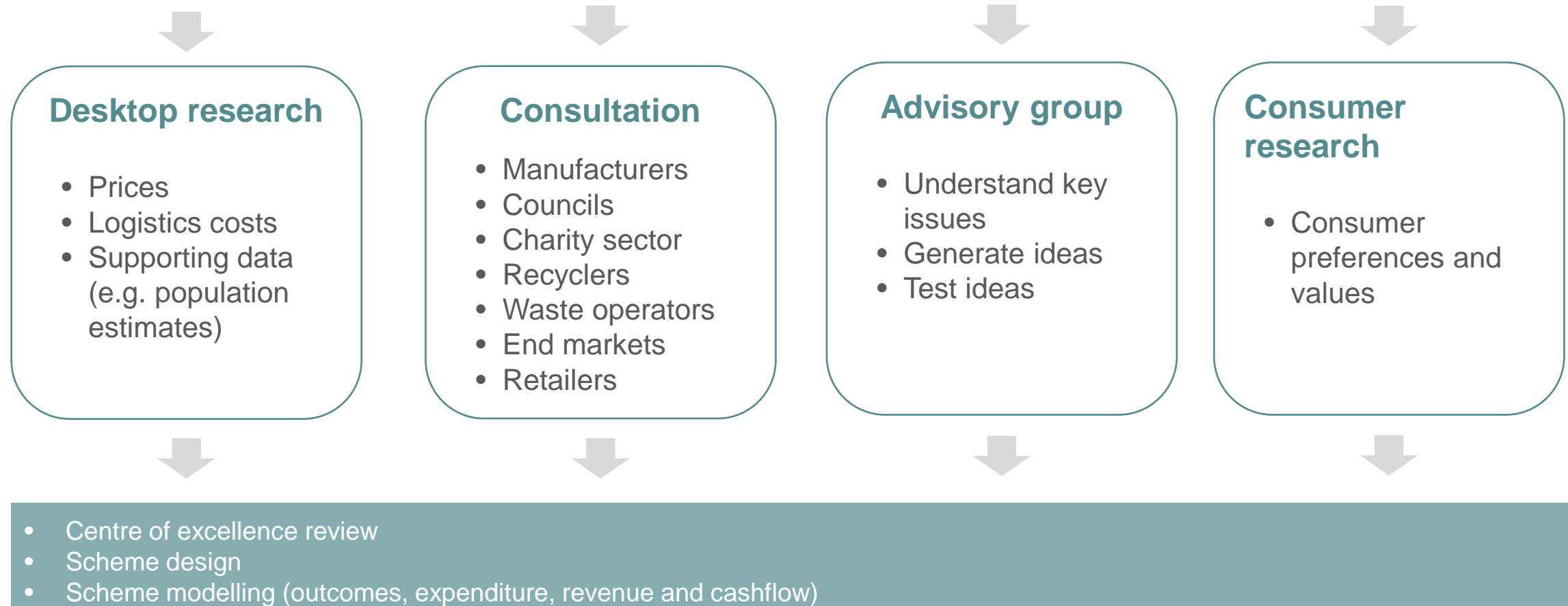
RMM V2.0 Method

How the design was arrived at



Overview of methodology

Objectives setting



Years of Consultation to support the design



Learning from other Schemes



ABSC scheme objectives



Scheme success criteria

Acceptability of the scheme to consumers and the general public

Meets members' objectives

Financial sustainability

Environmental performance

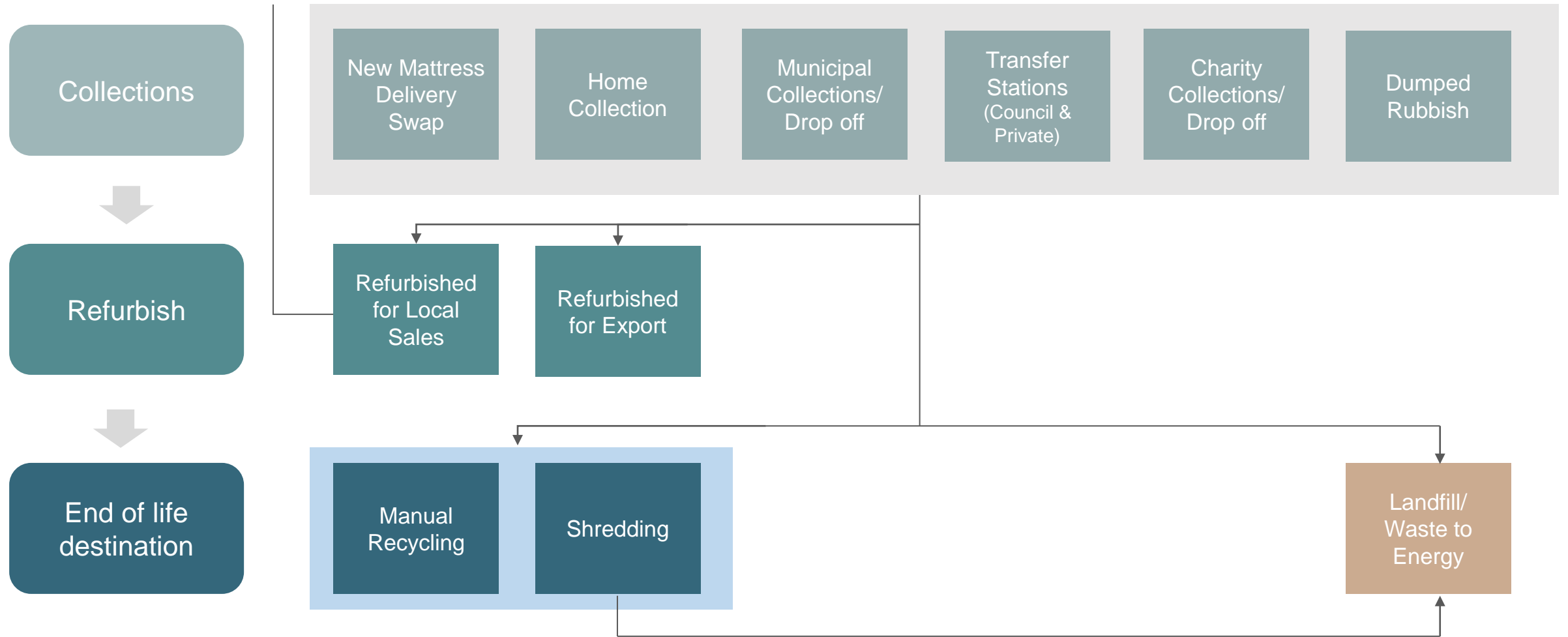
Acceptability of the scheme to the Federal and Local Governments

Scheme does not distort the market (maintains level playing field)

Increased geographic access



End of life pathways



Scheme design trade-offs

Objectives

- Increase recycling
- Material recovery
- Cost effectiveness
- Regional recycling
- Encourage participation
- Stable cashflow



Trade-offs



Design parameters

- Fee structure and level
- Rebate structure and level
- Commencement of rebates
- Marketing expenditure
- R&D expenditure

Responsibility of parties



Supply Chain

- Support Scheme R&D
- Promote the scheme to customers and other stakeholders



Manufacturer/Importer

- Report manufacture /imports to independent agency
- Pay PSF per unit
- Pass PSF to customers
- Encourage customers to join scheme
- Use scheme branding or co-branding & promote
- Audit of PSF data/obligations
- Test new product for recyclability/usability of materials
- Assist with training retail customers



Promoter/Facilitator

- Accept PSF on mattresses purchased
- Promote recycling and scheme activity to customers
- Facilitate recycling using only ABSC- accredited collectors and recyclers
- Report recycling activity to ABSC
- Use scheme branding or co-branding & promote



Collector

- Become and maintain ABSC collector accreditation
- Provide timely and transparent collection services to Scheme members and their customers
- Maintain chain of custody/tracking of mattresses collected
- Deliver mattresses only to accredited recyclers
- Report collections to ABSC
- Participate in audits



Recycler/Disassembler

- Become and maintain ABSC collector accreditation
- Provide timely and transparent reporting to ABSC on units, weights and EOL outcomes (downstream markets)
- Maintain chain of custody/tracking
- Provide evidence of mattresses received from accredited collectors
- Support end market R&D
- Participate in audits



Downstream Recycler

- Underlay manufacturers
- Steel Companies
- Cottage Industry
- Other

Proposed governance

What ABSC does

- Oversight of scheme
- Member/participant management
- Program expansion
- R&D
- Awareness and outreach (marketing, education)
- Risk management
- Dispute management

What's outsourced

- Product stewardship fee collection, aggregation, invoicing

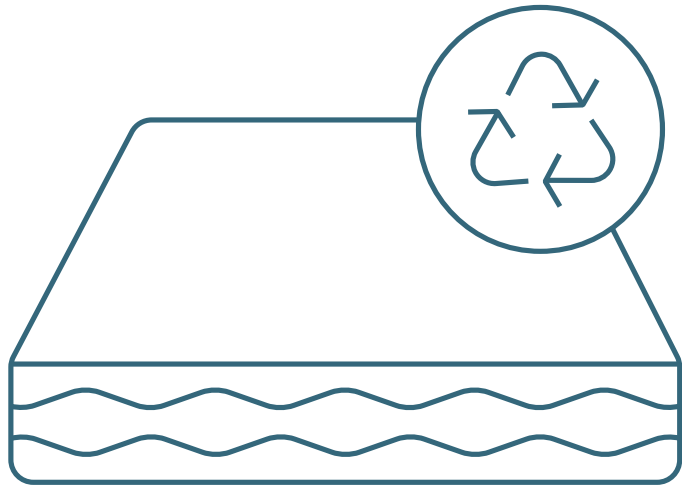
Design Details

The Scheme we recommend to the ABSC





Current (V1.5) In-scope



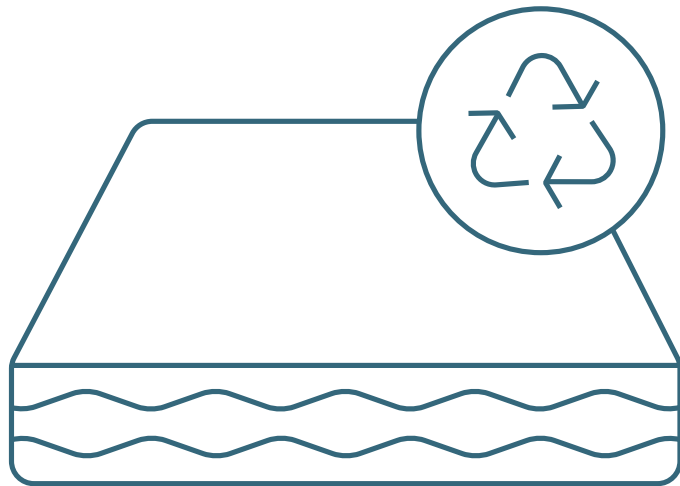
The EOL mattresses that are included in the scope of the Scheme are:

- ✓ Memory foam and Polyurathane (pu) mattress
- ✓ Pocket sprung mattress
- ✓ Coil sprung mattress
- ✓ Latex mattress
- ✓ Ensemble bases (in some locations only)
- ✓ Orthopaedic mattress
- ✓ Pillow top mattress
- ✓ Futon mattress (in some locations only)

Cot / Single / King Single / Long Single / Double / Queen / King / Super King



V1.5 out of scope

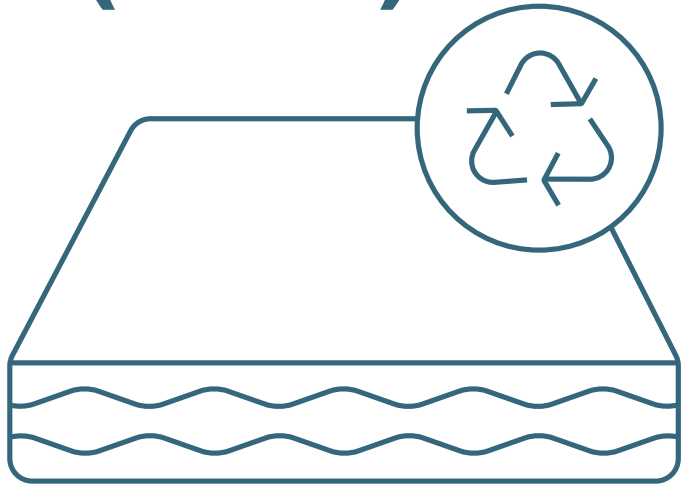


The Scheme does not include materials that meet the following definition:

- × Bed bases (some)
- × Mattresses that are significantly contaminated, and heavily soiled with animal and human body fluids including blood and urine and mattresses infested by fleas, lice and other living organisms.
- × Mattresses that are independently sourced from the commercial and industrial or domestic wastes streams via Local Government and commercial collection services and are processed at accredited recycling facilities do not come under the administration of the Scheme in its current phase (v1.5).



V2.0 In-scope (draft)



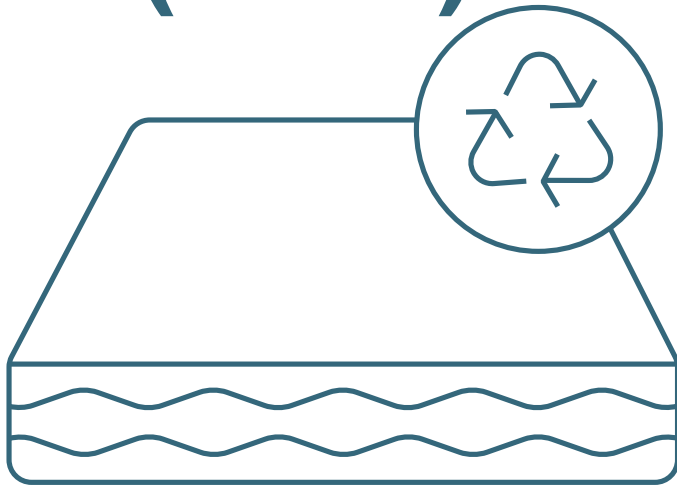
The EOL mattresses that are included in the scope of the Scheme are:

- ✓ Memory foam and Polyurathane (pu) foam mattress
- ✓ Pocket sprung mattress
- ✓ Coil sprung mattress
- ✓ Latex mattress
- ~~✓ Ensemble bases (in some locations only)~~
- ✓ Orthopaedic mattress
- ✓ Pillow top mattress
- ~~✓ Futon mattress (in some locations only)~~

Cot / Single / King Single / Long Single / Double / Queen / King / Super King



V2.0 out of scope (draft)



The Scheme does not include materials that meet the following definition:

- × Bed bases
- × Mattresses that are significantly contaminated, and heavily soiled with animal and human body fluids including blood and urine and mattresses infested by fleas, lice and other living organisms.
- × Mattresses that are **not** collected by an ABSC-accredited collector or recycled by an ABSC-accredited recycler



Proposed Product Stewardship Fee



Expected to be less than \$20

Included in mattress purchase price at point of retail

Collected at point of manufacture for Australian market and passed through retail to consumer

Applied on imports of mattresses into Australian market

- By an overseas entity
- By an Australian manufacturer/wholesaler
- Directly by a retailer

and passed through retail to consumer

Uniform PS Fee regardless of size or construction of a mattress

- In the future an incentive for better circular economy criteria may apply

Retailers who import

Accept pass-through from existing manufacturer/importer members.

Pay PS fee themselves on direct imports.

Assist ABSC in approaching their importers/wholesalers to participate.

PS Fee assumptions

54% participation on commencement ramping up to 74% by 2025.

Monthly collection of fee from members.

Commence rebates after 4 months of operation.



Rebates



To accredited collectors (AC)

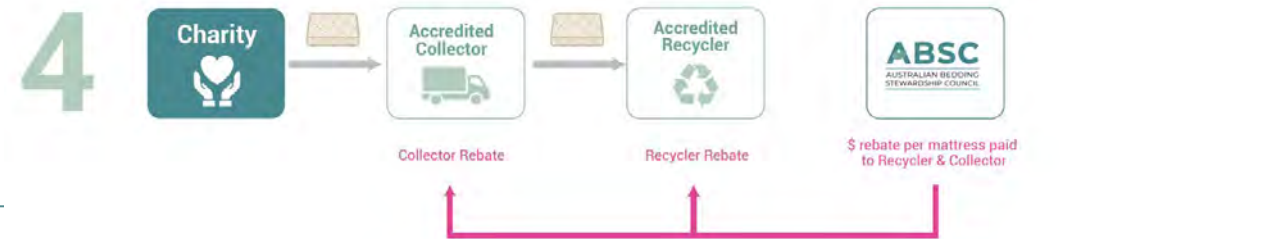
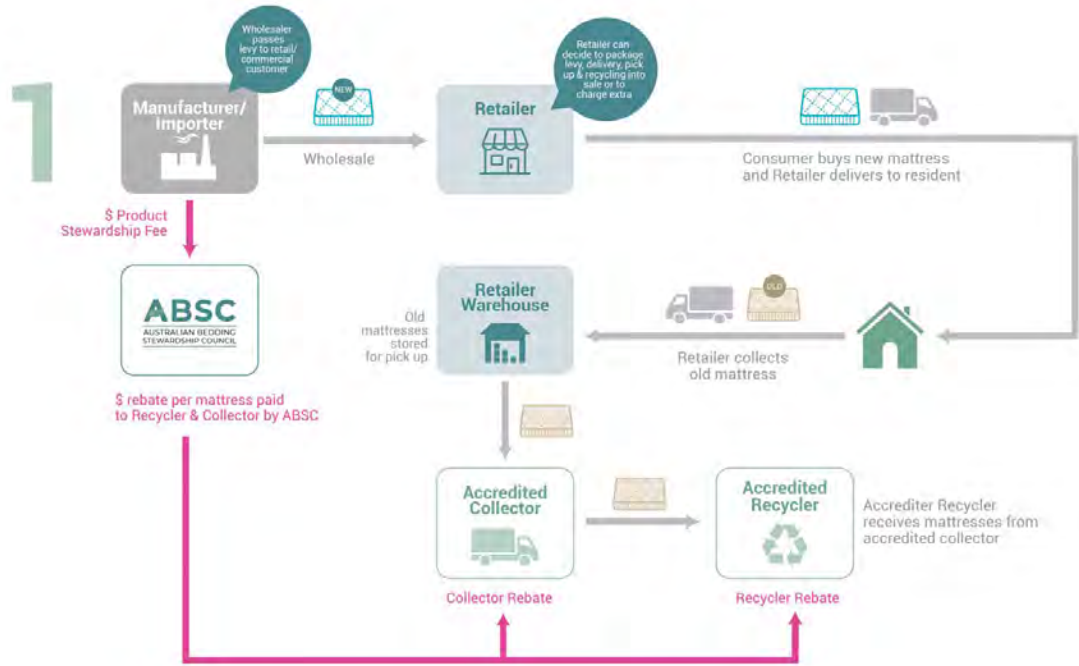
- Final leg only
- E.g. retailer collects mattress from customer and returns to own warehouse; accredited collector collects from warehouse and delivers to recycler. Accredited collector receives rebate.
- AC only eligible for rebate if delivering in-scope mattresses to accredited recyclers



To accredited recyclers (AR)

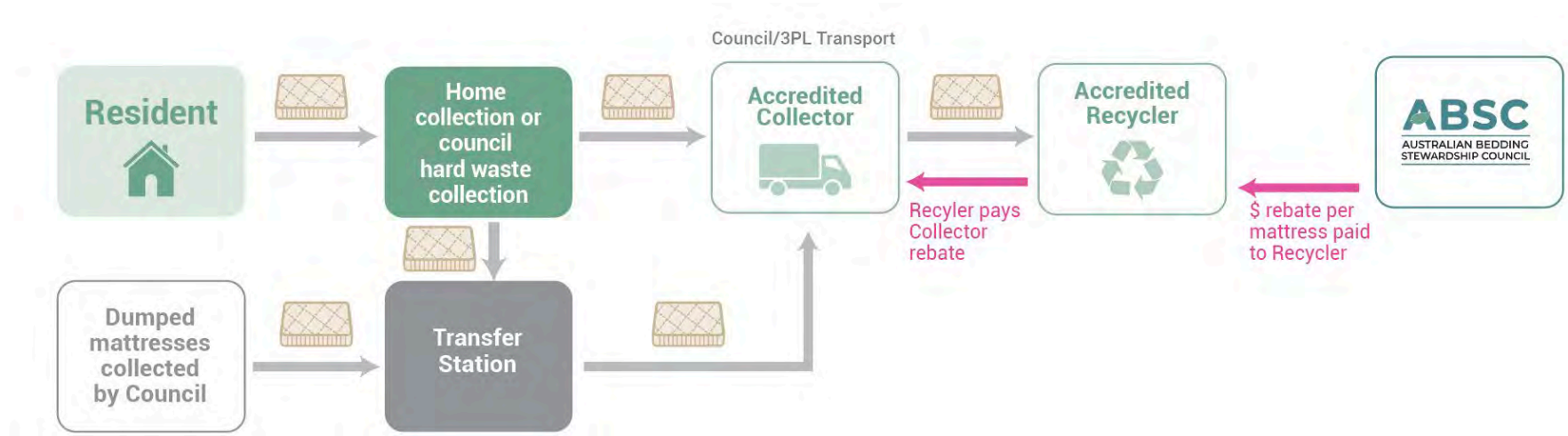
- Tiered based on resource recovery rates (evidence-based)
- AR may also be AC

ABSC pays accredited collector and recycler

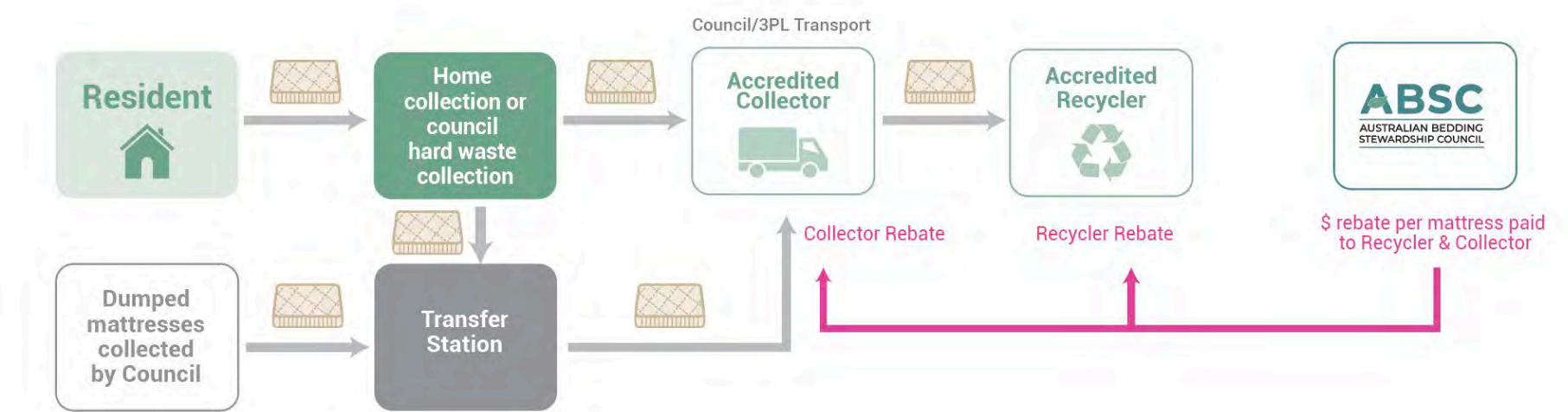


Councils

Recycler Pays



ABSC Pays





Example Rebates – best case

Type of Collection	Recommended Rebate
Intra-regional (< 100 km)	\$5 / mattress
Inter-regional (>= 100km)	\$10 / mattress
Assumed passthrough to consumer	80%

Type of Recycling	Recommended Rebate
Partial (40-60% material recovery)	\$6 / mattress
Substantial (> 60% material recovery)	\$16 / mattress
Assumed passthrough to consumer	50%

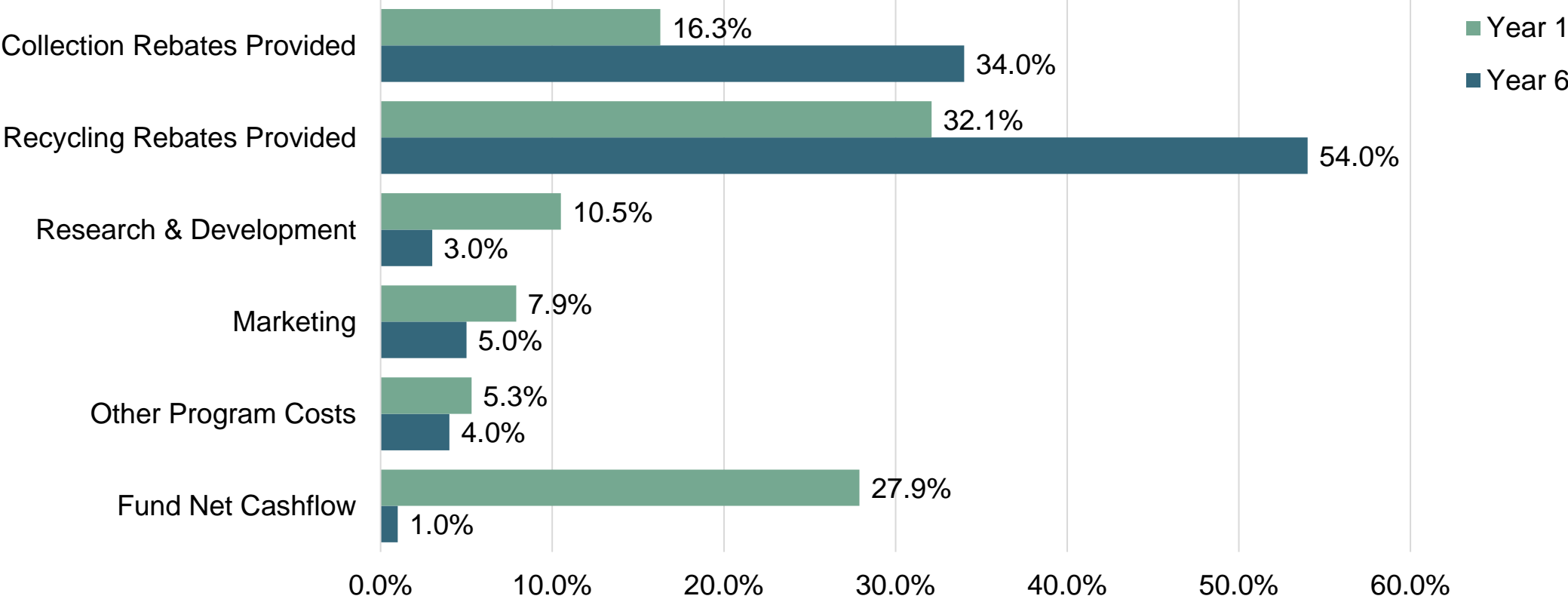
Net Consumer Benefit	Partial	Substantial
Intra-regional	\$7	\$12
Inter-regional	\$11	\$16

ABSC requirements to pay rebate

Proof of delivery to an accredited recycler must be provided PRIOR to a collector receiving payment.

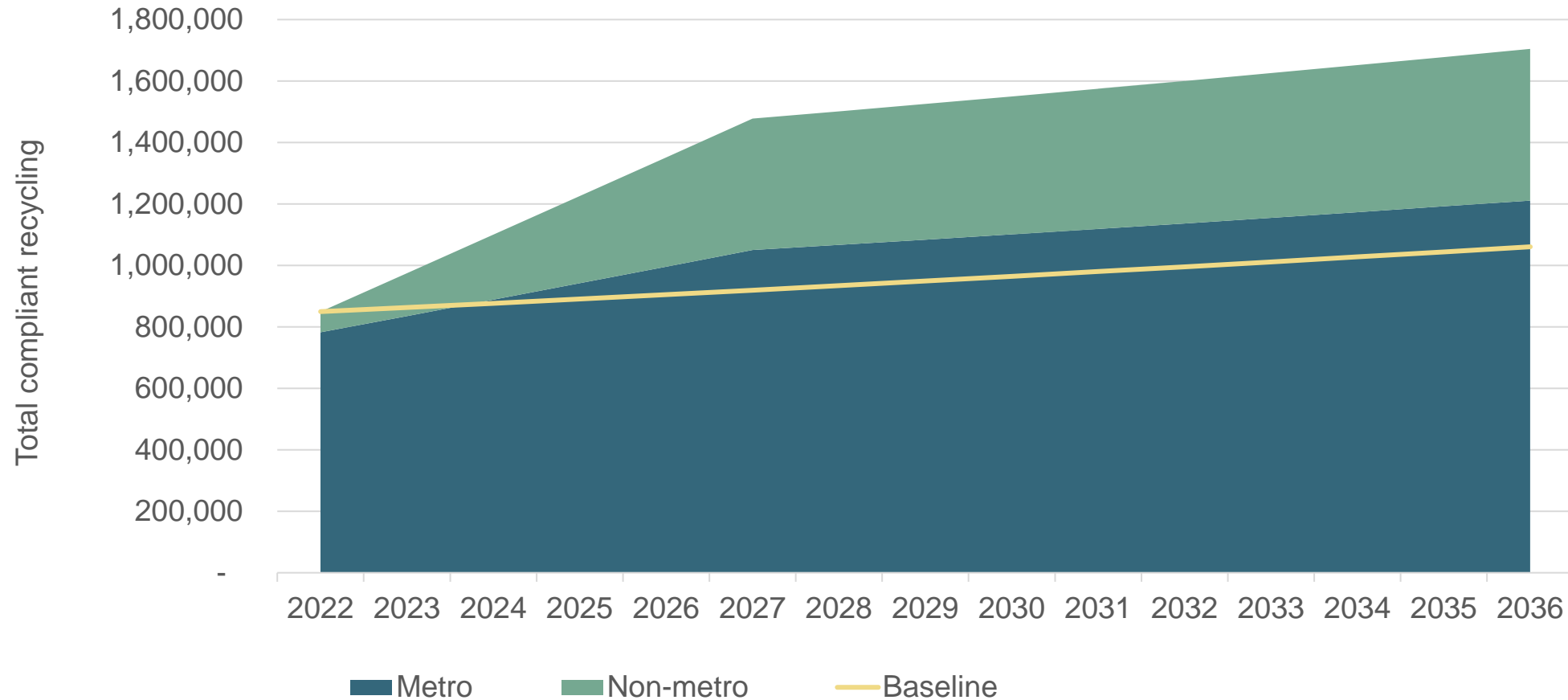
Proof of recovery rates and receipt by downstream remanufacturer required before accredited recycler receives payment.

Costs versus revenues (% budget)

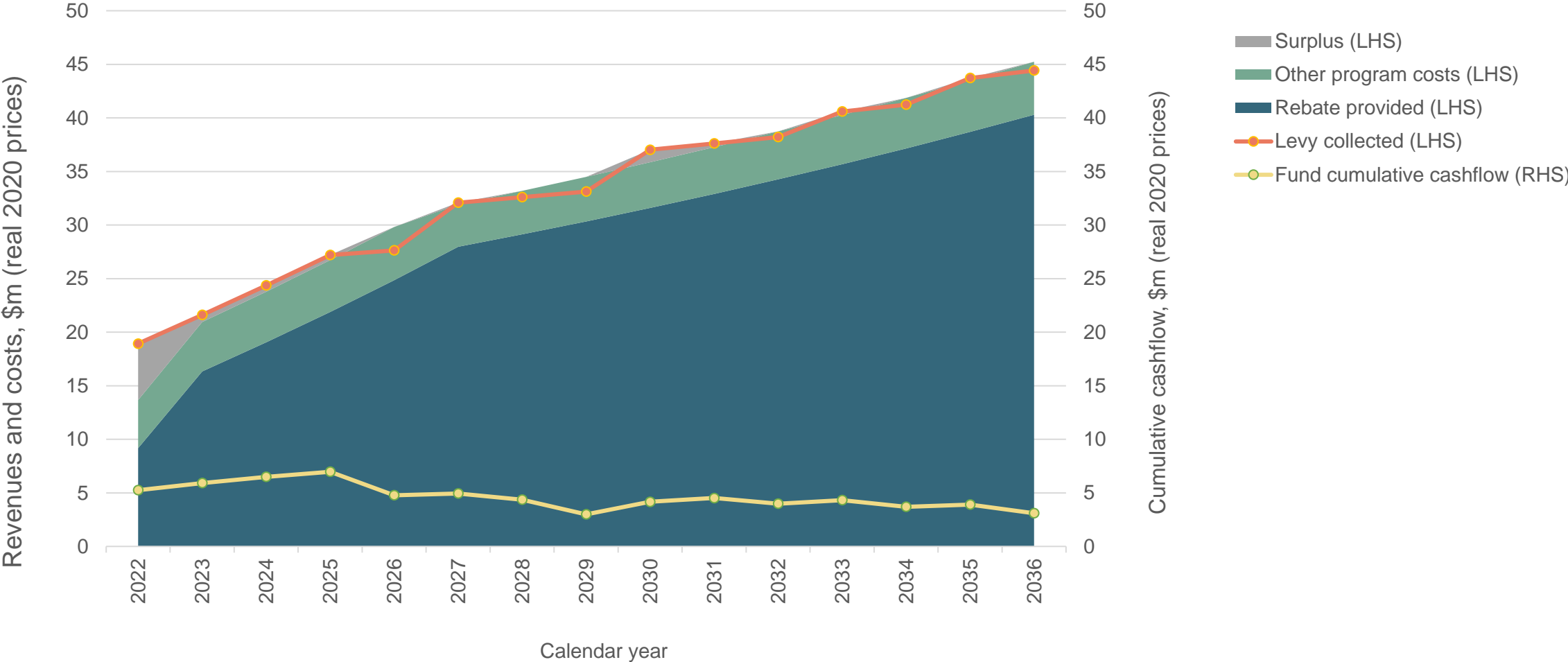




Incremental recycling



Scheme cashflow



Sensitivities / risks and mitigation

Higher than expected recycling (expenditure)

- Impact: Drain on finances
- Impact: Capacity of recyclers
- Mitigation: Quota for first year
- Mitigation: Periodic review of financial parameters (rebate and PS Fee)

Lower than expected recycling (expenditure)

- Impact: failure to meet resource recovery and jobs targets
- Refine marketing campaign
- Mitigation: Adjust rebate
- Mitigation: Adjust PS Fee

Impact of R&D and market development on the cost of recycling

- May allow the PS fee to be fixed over time (e.g. constant \$20 / unit), or reduce

Questions?



- How can we best engage with your **retailers/manufacturers/importers** to get them on board? Both metro and regional (where recycling might not yet be available).
- How can we encourage participation from **retailers** that buy from members and non-members (both local Manufacturers and importers)?
- How does this model fit with **Council's** current/planned operations?
- With your experience in the industry, what suggestions might you have for ensuring we keep administration to a minimum?
- What role should **suppliers** play in a bedding stewardship scheme?



Question - collection

Collectors: - should there be a collection rebate?

Consider:

1. Administration cost/resource
2. Benefit:
 - Metro
 - Peri-urban
 - Regional

Rationale to include:

1. The cost difference in transporting regional and remote mattresses needs to be reflected
2. Local councils are directly linked to collection and they need to be enthusiastic partners
3. Consumers are more directly linked to collection and they need to see their needs being met
4. By providing the rebate, ABSC has more control over collection practices
5. It is easier to sell the scheme to crucial stakeholders (councils and customers) if it supports collection as well as reprocessing
6. Getting collector accreditation and tracking of volumes will be harder without a financial relationship with the collectors
7. The rebate will encourage new players, including retailers and their contractors

Question (recyclers)– timing of rebate payments

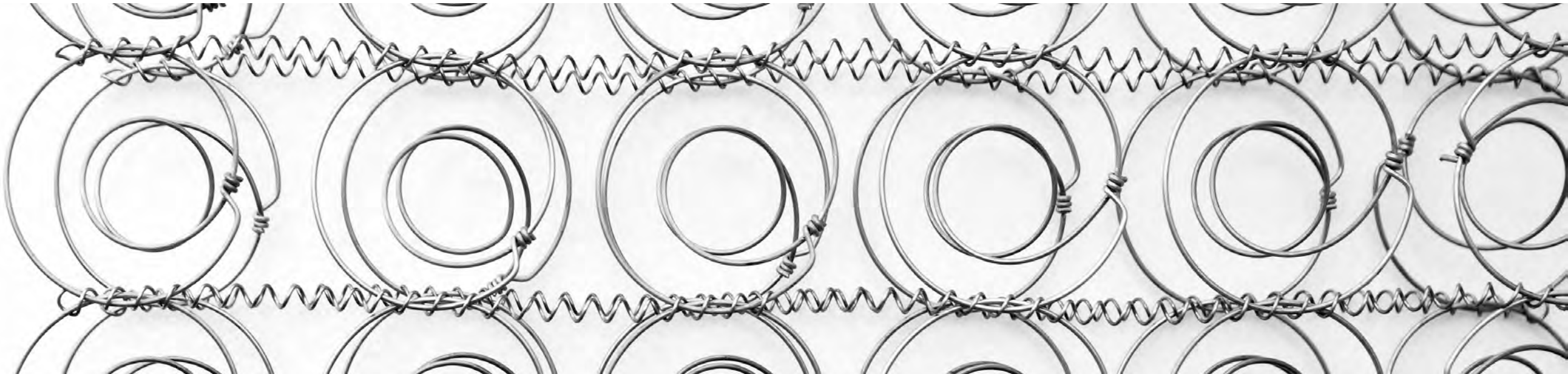


Can a benchmark be set for the recycler recovery rate 6 monthly or annually to ensure timely payment of rebate?

What happens if failure to meet benchmark?

Mattress returns

Mattresses returned under warranty or comfort return agreement will not have levy refunded by ABSC as that mattress still has to be dealt with at end of life.



Targets

At scheme commencement, a series of annual targets will be set for the following:

- Membership, including percentage coverage of the sales market
- Mattress collection rate
- Mattress material recycling rate
- Geographic coverage of collections
- Environmental impact (over time – more complex to measure)

Securing support

The design is based on the following fundamental assumptions:

- Critical mass of membership
- Agreement of pass-through
- Acceptance by stakeholders

With in-principle agreement, the scheme can be progressed to submission to ACCC, implementation and establishment of formal agreements.

Next steps

Provide additional
feedback to
Janelle Wallace



- Please provide any feedback by 25 November 2021.
- Feedback assessed
- Scheme design will be finalised and signed off by the ABSC Board.

Implementation phase will:

- Detail how model elements will be implemented in practice
- Involve final refinement of model parameters as required
- Establish agreements and commence scheme operation

Next steps – from you ♦ from ABSC

- **Additional feedback**
- **Additional questions?**

- **Handout sent post-session**
- **Feedback summary all sessions (end Nov)**
- **Pulse survey – your likelihood to participate**
- **Request for in-principle letter of support**



Membership

Want to join ABSC as a Member or Associate member?

The process to become a member

1

Contact us to discuss directly or fill in an application form from the ABSC website

2

Application will be reviewed in line with ABSC Code of Conduct

3

Upon approval, annual membership is payable and a welcome pack will be sent providing details of membership and access to information.



Thank you

Your contribution is extremely valuable

