



**Australasian
Institute
of Packaging**

5 April 2025

**Australian Competition and Consumer Commission
ACCC Ref: AA1000695
Contact officer: Hannah Craig**

**Re: Soft Plastic Stewardship Australia application for authorisation AA1000695-
interested party consultation**

My name is Keith Chessell, I'm a member of the Australasian Institute of Packaging (AIP) Education team. The AIP is the peak professional body for packaging education and training in Australasia. I represented the AIP on the DCCEEW National Packaging Design Standards Working Group and the APCO Board. Currently, I represent the AIP on APCO Materials Stewardship Committees, Standards Australia, and I'm a Fellow and Life Member of the AIP. I have over 46 years of experience within the Food, Beverage & Confectionery industry (Cottee's, Schweppes, Pepsi, Cadbury, Kraft/Mondelez) with the innovation and development of new products, the relaunch of existing products/packaging and more recently the development of sustainable packaging.

The AIP fully endorses the proposed SPSA scheme with a focus on a more efficient recovery of soft plastic - a lightweight, functional packaging format. The SPSA scheme provides an effective circular economy plan that starts with the household kerbside collection, processing, and a portfolio of recycling options.

Key Arguments for the Authorisation of SPSA:

Soft Plastics(polyolefins) are a lightweight, cost-effective, and functional barrier/protective packaging format compared with the range of paper products that have been introduced since the collapse of the REDcycle program. Currently, 538,000 tonnes of soft plastics are consumed annually, yet only 6% is recovered. This results in approximately 300,000 tonnes of recyclable soft plastic (worth over \$500 million) ending up in landfill or the environment.

The SPSA's proposed scheme will provide cost savings by redirecting significant economic value from landfill back into domestic supply chains. The scheme will be funded by an industry levy stewardship program starting at around \$160

per tonne, this is up to 90% lower than comparable global schemes. In addition, the SPSA scheme will create up to three times as many employment opportunities in the recycling sector compared to jobs in the landfill sector.

The SPSA's development of the domestic recycling capacity of quality recycled material will reduce reliance on imports of virgin and recycled soft plastic packaging formats.

The formation of the SPSA by leading brands and retailers (e.g., Coles, Woolworths, Nestlé, Mars) provides an independent industry-led, not-for-profit organisation. The SPSA independence will provide a stewardship program for the recovery of soft plastic placed on the market to drive industry and community outcomes.

The Australasian Institute of Packaging is a non-profit independent industry association that has been operating for over 60 years in the design and development of environmentally sustainable packaging. We strongly urge the ACCC to grant favourable authorisation for SPSA to enable the rollout of this critical important transformative scheme. Without the rapid introduction of this carefully researched circular economy recycling approach, we will continue to see the industry struggle to identify suitable sustainable packaging alternatives and consumers struggling to do the right thing with their kerbside recycling.

Please do not hesitate to contact me if you have any questions or would like further information

Yours sincerely,

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