

Submission by Deahne Baker-26 August 2025

Dear ACCC, I am writing to you concerned by the Soft Plastics Stewardship Australia, put forward by big corporation (Woolworths, Coles, ALDI etc). My submission is made having regard for my experience decarbonising a large global logistics company, as Senior Director, Global Sustainability. In my role, we have not only created a carbon reduction plan, we have looked to reduce environmental impact of packaging and improve our social and governance position to ensure the organisation takes account for what it does and how it impacts those around us. Our industries need to focus on innovation and reduction - it is big organisations who have the power to make meaningful change. Focussing on the end consumer to pay for the soft plastics is akin to placing a bandaid on a wound rather than creating solutions that avoid it entirely. It is not the consumer who can do this. Consumers pay for waste removal through their rates. We need the following accountability and direction from the scheme : No supermarket payouts – Money must go to recycling, not profit. Public funds, public benefit – Levy = environmental outcomes. Fairness – Communities shouldn't subsidize big brands. Innovation needed – No repeat of past failures. Fix governance – Independent voices must lead. Stop the greenwash – PR is not progress.