



7 April 2025

Australian Competition and Consumer Commission
Competitions Exemptions
Online submission

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

Kellanova Australia, is a leading manufacturer of Kellogg's® cereal and supplier of snack products and has operated in Australia for over 100 years.

As a packaged food company, Kellanova wishes to express its support for the establishment of the Soft Plastics Stewardship Australia (SPSA) scheme as an independent, not-for-profit entity dedicated to the stewardship of soft plastics in Australia.

The proposal to develop a national, voluntary, industry-led scheme for recycling soft plastic packaging materials, is an important step in addressing the critical need for a circular economy in this sector, with only 6% of the 538,000 tonnes of soft plastics placed on market currently being recovered.

Kellanova is supportive of an approach that balances the need for industry collaboration with an independent governance framework to ensure comprehensive oversight, effective operations and checks and balances.

Kellanova also supports in principle the implementation of an agreed or set levy per tonne of soft plastics placed on market by scheme participants to fund the scheme where any increase to such levy is only implemented pursuant to a transparent and independent process with member and industry consultation, providing members with certainty around future levy costs to businesses.

Kellanova has been a member of the National Plastics Recycling Scheme (NPRS), established and operated by the Australia Food and Grocery Council (AFGC), since 2022 and supports the establishment of the SPSA as a step forward in building on the NPRS to increase the volume, and effectiveness, of soft plastics recycling in Australia.

Kellanova supports the authorization of SPSA and the initial members under s 88(1) of the *Competition and Consumer Act 2010* (Cth), to establish the scheme.

If you require any further details, please contact Rachel Kay, Legal Director and Company Secretary, Kellanova Australia and New Zealand.