

Soft plastics recovery reaches milestone as industry steps up ahead of regulation

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Approximately 70 per cent of Australians now once again have access to soft plastics drop-off collection points, marking a significant milestone in rebuilding national recovery capability following the collapse of REDcycle.

The **Australian Packaging Covenant Organisation (APCO)** says the progress reflects growing industry collaboration to rebuild soft plastics recovery capability in Australia, while reinforcing the need for coordinated national stewardship and clear, consistent consumer guidance.

APCO CEO Chris Foley said the return of collection access across much of the country demonstrated that industry remains committed to supporting practical recovery solutions and helping Australians recycle more confidently.

“Australians have consistently shown they want to recycle soft plastics correctly,” Mr Foley said.

“What’s critical now is ensuring that the system supporting them is credible, co-ordinated and built to last.”

Mr Foley said rebuilding confidence in soft plastics recycling requires more than collection points alone.

“It requires viable infrastructure, end markets for recycled content, transparent governance, strong industry participation and long-term accountability to ensure the system can expand responsibly over time,” he said.

“It also requires clear, consistent communication to households, including the use of evidence-based tools like the Australian Recycling Label, so Australians know exactly what can and can’t be recycled.”

“While future packaging regulation continues to evolve, businesses have an opportunity to act now by supporting credible stewardship solutions and helping Australians with clear and consistent consumer guidance.”

Mr Foley said early adopters like Woolworths were helping demonstrate what practical industry leadership looks like in the transition toward a stronger national stewardship system.

“Early participation sends a clear market signal that industry is helping rebuild soft plastics recovery in a coordinated way. It supports the investment, collection growth and recycler confidence needed to move from isolated activity to a more viable national stewardship system,” Mr Foley said.

Through APCO’s partnership with Soft Plastics Stewardship Australia, APCO is supporting industry participation, reporting and scheme administration to help build national soft plastics recovery capability over time.

The partnership provides APCO members with a pathway to participate in soft plastics stewardship through their existing APCO membership, supporting coordinated industry action and the continued expansion of soft plastics recovery in Australia.

APCO members interested in expressing interest in SPSA participation through their existing APCO membership can do so by completing the online form available [here](#).

The **Australian Packaging Covenant Organisation** (APCO) is Australia’s co-regulator for packaging. We work with governments and industry to lift standards, strengthen accountability, and help ensure packaging is designed, labelled, and recovered properly. We administer the Australasian Recycling Label, track and verify performance, and lead the transition to a more accountable, nationally consistent packaging system. The focus is simple: real reform, credible data, and outcomes Australians can trust.

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