



ANZPAC Plastics Pact Impact Report

*Progress in Tackling Plastic Waste
in Oceania (2021-2024)*

Acknowledgement of Country

We at the Australian, New Zealand, and Pacific Island Plastics Pact (ANZPAC) acknowledge the important role of Indigenous communities in achieving our vision for sustainability and plastic circularity.

Many Indigenous communities across Australia, Aotearoa New Zealand, and the Pacific Islands have deep knowledge and ingrained practices relating to reusing, repurposing and recycling materials. Taking care of the land has always been at the centre of Indigenous values. Our work aims to celebrate, respect, and protect our shared planet.

Artist: Tanya Antaw, Yulanbay Art,
Proud Gamilaraay woman

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Executive Summary

In its third year, the ANZPAC Plastics Pact has made good progress towards its goal of eliminating plastic waste and pollution in Australia, New Zealand, and the Pacific Islands.

In 2023, ANZPAC Members continued to eliminate unnecessary and problematic single-use plastics, including polyvinyl chloride (PVC), opaque polyethylene terephthalate (PET) bottles, and rigid packaging with carbon black (**Target 1**). The percentage of packaging designed for recovery through reuse, recycling, or composting increased from 62% to 71% (**Target 2**), as did the average percentage of recycled content in packaging, from 7% to 15% (**Target 4**).

The total quantity of plastic packaging recycled in the region increased by 29% between 2020 and 2023, with **Target 3** being met in two areas (Australia and Pacific Islands) and close to being met in New Zealand. Reaching the Pact’s 2025 targets remains challenging because remote and regional areas have limited waste management facilities and rely heavily on imported packaging.



Only one of the four regional targets (**Target 3**) is on track to be met by 2025.

Following a strategic review undertaken in consultation with Members and Supporters, ANZPAC has increased its focus on practical projects to improve plastics circularity in remote and regional communities. An example is the new [Circular Pacific Plastics \(CPP\) project](#), which connects brand owners with local communities to develop practical solutions for reducing and recovering plastic waste.

Looking ahead, ANZPAC will prioritise:

- Expanding regionally relevant, on-the-ground projects that directly tackle plastic waste and pollution
- Advocating for government policies, including Extended Producer Responsibility (EPR) schemes, to support voluntary initiatives by ANZPAC and its Members.

The regional targets are being reviewed in 2024 to ensure they remain fit for purpose in a program focused on remote and regional areas.

* Baseline year.

Executive Summary

TARGET 1 (1)

Eliminate problematic and unnecessary plastic packaging through redesign, innovation and alternative (reuse) delivery models.

TARGET 2 (2)

100% of plastic packaging to be reusable, recyclable or compostable by 2025.

TARGET 3 (3)

Increase plastic packaging collected and effectively recycled by at least **25%** for each geography within the ANZPAC region.

TARGET 4 (4)

Average of **25%** recycled content in plastic packaging across the region.

TARGET				
	0 tonnes POM	100%	25%	25%
2021 (baseline)	2,237 [†] Eliminated (24% of the 9,194 [†] POM)	63%	16.6% 216,340 tonnes	7.5%
2022	1,295 [†] Eliminated (31% of the 4,170 [†] POM)	62%	Data not available [†]	7%
2023	960 [†] Eliminated (20% of the 4,844 [†] POM)	71%	17.7% 278,380 tonnes	15%

[†] The recyclability assessment was not repeated for 2022. The only available data for the region is for 2020 (baseline) and 2023.
 POM: placed on market; t: tonnes.
 Sources:
 (1, 2, 4) Aggregated Member reporting 2021, 2022, 2023
 (3) 2020 ANZPAC Baseline Recyclability Assessment (September 2022); and 2023 ANZPAC Recyclability Assessment (December 2024)

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100% of plastic packaging to be reusable, recyclable or compostable by 2025	
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Increase plastic packaging collected and effectively recycled by at least 25% for each geography within the ANZPAC region	
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Average of 25% recycled content in plastic packaging across the region	
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Foreword



Chris Foley
Chief Executive Officer
Australian Packaging
Covenant Organisation
(APCO)

After it was launched in 2021 the ANZPAC Plastics Pact set out an ambitious vision to eliminate plastic waste and pollution across Australia, New Zealand, and the Pacific Islands. Over the course of our work, we've seen undeniable progress.

While ANZPAC and its Members have taken essential steps towards our targets, we recognise that some goals are particularly challenging due to regional infrastructure limitations. Meeting this challenge head-on requires a step up in action from both businesses and governments across the region.

The ANZPAC region has unique obstacles to managing plastic packaging waste, from limited infrastructure to remote communities scattered across vast distances. Yet, ANZPAC and its Members have made notable strides across all four targets, a testament to the commitment of our Members to understand these challenges and work together to create regionally relevant solutions. Continuous improvements toward the targets show brands' dedication to accepting their corporate responsibility to manage the impacts of plastic packaging.

However, we must be realistic in recognising that the targets will not be fully achieved. To effectively tackle plastic pollution, stronger voluntary business actions are essential, paired with supportive government policies and regulations. While the outcome of the United Nations Global Plastics Treaty will be crucial in shaping future directions, we cannot afford to wait. There is an urgent need for action now. As the UN Global Plastics Treaty evolves, ANZPAC is committed to harmonising our actions with global standards, strengthening our collective impact on plastic pollution.

On-the-ground projects by ANZPAC and its Members have demonstrated real, local impact, with brand engagement playing a crucial role. These projects, which support communities and the environment directly, will continue to be central to ANZPAC's work beyond 2025. Reducing the amount of unnecessary and problematic plastics entering the region remains a priority, while we also establish systems to responsibly manage plastics at their end of life.

ANZPAC continues to advocate for Extended Producer Responsibility (EPR) schemes and harmonised policies to support businesses in reducing and recycling plastic across diverse regional contexts. Our approach aligns brand influence with local action, enabling tangible projects that recover materials and inspire effective policy.

Through implementation of our new strategic plan in 2025, ANZPAC will strengthen its strategy of collaboration to deliver impactful on-the-ground projects and foster new regional stewardship initiatives. Our focus on enhancing data quality and reporting processes will provide a more reliable foundation for tracking and accelerating progress.

The journey ahead requires ambition, and ANZPAC is ready to take it on. With industry-led initiatives, solid brand commitment, and supportive regulations, we have a path forward to make a lasting difference in the Oceania region.

ANZPAC Members and Supporters

Thank you to all ANZPAC Plastics Pact Members and Supporters for their support and commitment.



Introduction

This Impact Report for the ANZPAC Plastics Pact highlights the achievements and ongoing progress of the Pact and its Members toward a circular economy for plastic packaging across Australia, New Zealand, and the Pacific Islands since inception of the program.

ANZPAC has brought together a diverse group of stakeholders to address plastic pollution, setting ambitious targets that serve as a roadmap for change in our region.

Introduction

In 2023, significant progress was made towards ANZPAC's four key targets:

TARGET 1



Eliminate problematic and unnecessary plastic packaging through redesign, innovation and alternative (reuse) delivery models.

TARGET 2



100% of plastic packaging to be reusable, recyclable or compostable by 2025.

TARGET 3



Increase plastic packaging collected and effectively recycled by at least 25% for each geography within the ANZPAC region.

TARGET 4

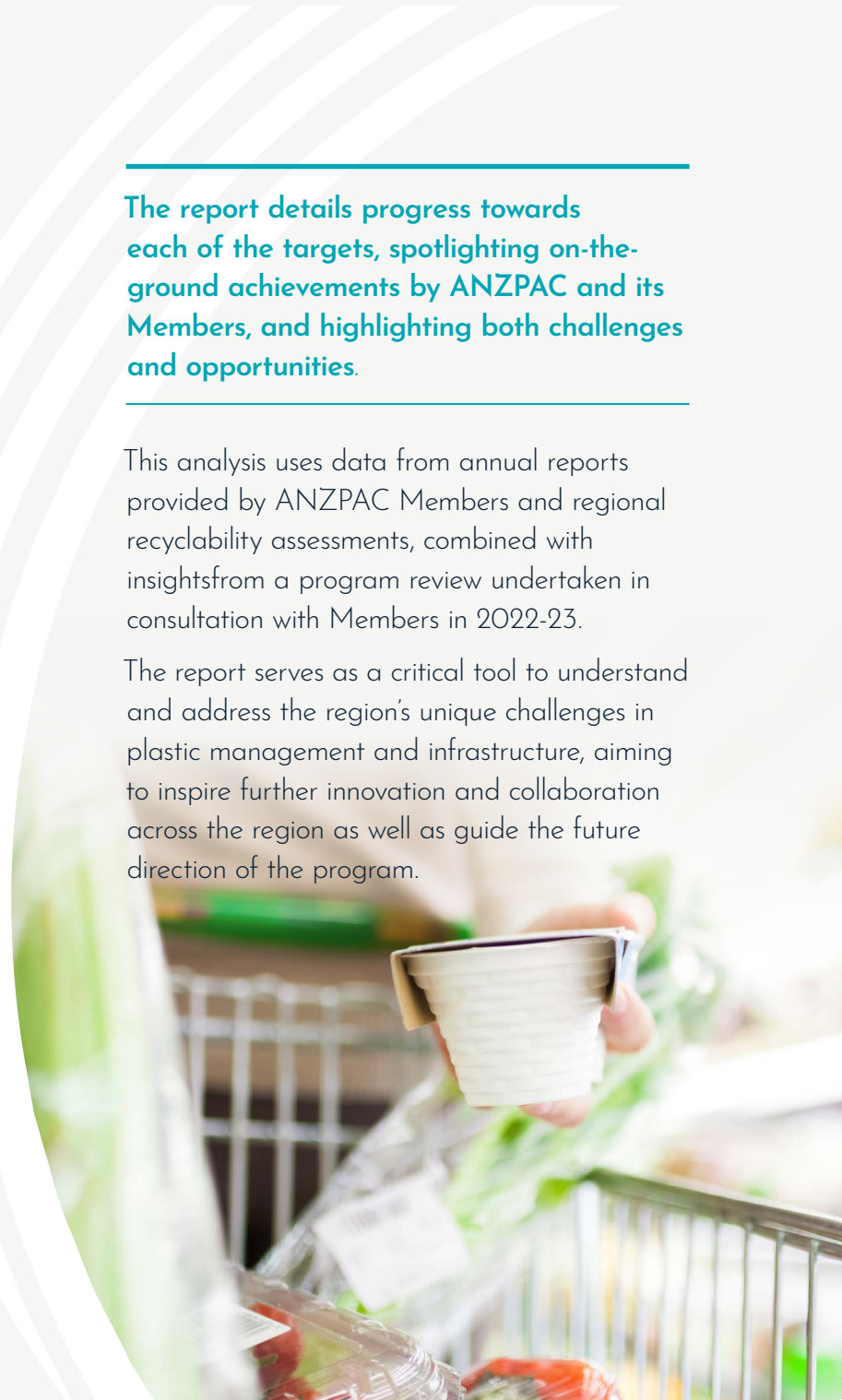


Average of 25% recycled content in plastic packaging across the region.

The report details progress towards each of the targets, spotlighting on-the-ground achievements by ANZPAC and its Members, and highlighting both challenges and opportunities.

This analysis uses data from annual reports provided by ANZPAC Members and regional recyclability assessments, combined with insights from a program review undertaken in consultation with Members in 2022-23.

The report serves as a critical tool to understand and address the region's unique challenges in plastic management and infrastructure, aiming to inspire further innovation and collaboration across the region as well as guide the future direction of the program.



Introduction

About ANZPAC

VISION

A circular economy for plastic, where plastic never becomes waste or pollution.

To establish a region where plastic packaging supports the needs of remote and regional communities and doesn't pollute natural ecosystems.

WHO WE ARE

The ANZPAC Plastics Pact connects businesses, governments, and organisations across Australia, New Zealand, and the Pacific Islands to drive meaningful change towards plastics circularity.

With a strong focus on remote and regional communities, ANZPAC is committed to building sustainable plastic management solutions that address the unique needs of these diverse regions.

In 2023, ANZPAC included:

107
ACTIVE
MEMBERS

52 MEMBERS

Throughout the packaging supply chain, including manufacturers, brand owners, designers, consultants, and recyclers.

55 SUPPORTERS

Including the Australian, New Zealand, and Tuvalu governments, local government organisations, agencies, industry associations, community organisations, and researchers.

WHAT WE DO

→ Driving Collaboration for practical outcomes

We connect businesses to regional communities to foster collaboration, enabling practical projects and initiatives that help eliminate plastic waste.

→ Sharing Knowledge and Expertise

We facilitate the exchange of knowledge, drawing from regional and global experts to support member actions toward a circular plastics economy.

→ Coordinated Stakeholder Engagement

We bring together diverse stakeholders - industry, government, academia, non-government organisations (NGOs), and associations - towards the vision for a circular plastics economy, creating coordinated action across sectors.

→ Delivering improved packaging

In line with the ANZPAC 2025 Regional Plastics Targets, we support Members to eliminate problematic packaging, improve design for reuse or recycling, increase recycling rates, and boost recycled content.

→ Transparent Progress Reporting

Through annual public reporting, we provide a clear view of our progress, sharing achievements and areas for improvement.

The ANZPAC Plastics Pact is part of the global Plastics Pact Network, convened by the Ellen MacArthur Foundation (EMF) and WRAP. This initiative is a globally aligned response to plastic waste and pollution, which enables vital knowledge sharing and coordinated action.

Introduction

About ANZPAC

WHAT MAKES US UNIQUE

We are a brand owner-driven initiative, led by the companies that create, sell, or use packaging.

Unlike many government or NGO-led programs, ANZPAC connects brand owners directly with local stakeholders, addressing the need for industry involvement in waste reduction and management. Brand owners gain value from the sale of materials, making their commitment to responsible end-of-life management crucial.

Through collaboration and leadership, ANZPAC also influences government policy, proactively developing efficient, impactful solutions.

Big impact on small populations

ANZPAC aims to reduce plastic leakage into the environment by targeting high-risk areas in the Pacific Islands and rural Australasia. In these regions, the waste infrastructure is often limited, leading to a high potential for plastic packaging to enter the natural environment.

Through strategic collaboration and targeted initiatives, ANZPAC is working to close these gaps, exploring sustainable waste management solutions that protect land, marine, and coastal ecosystems.

With a strong focus on remote and regional areas, we target communities often overlooked by other plastic stewardship programs, bringing dedicated support where it's most needed.



Introduction

About Member reporting

Every year, ANZPAC Members submit a report on their use of plastic packaging.



Member reporting is essential to understand which activities are helping to make plastic packaging more circular. This data informs our annual Impact Report, guiding future actions and tracking progress towards the 2025 Regional Plastics Targets. It also gives Members a chance to showcase their successes.

Member reporting is voluntary, giving a snapshot of ANZPAC's Member base.

While not a full industry overview, the data offers valuable insights into the broader progress being made across the region and the potential for economy-scale impact if action was mandated.

ANZPAC Members report that they placed 461,415 tonnes of plastic packaging onto markets in the ANZPAC region in 2023. The 2023 recyclability assessment estimated that the **total** amount of plastic packaging placed on market (POM) in the region was 1,575,900 tonnes, so Members account for around 30% of the total (Figure 1).

The types of rigid and flexible packaging POM by Members is shown in [Table 1](#).

47 MEMBERS
SUBMITTED
REPORTS



37 BRAND
OWNER
MEMBERS

1 RECYCLER &
AFTER-USE
COMPANY

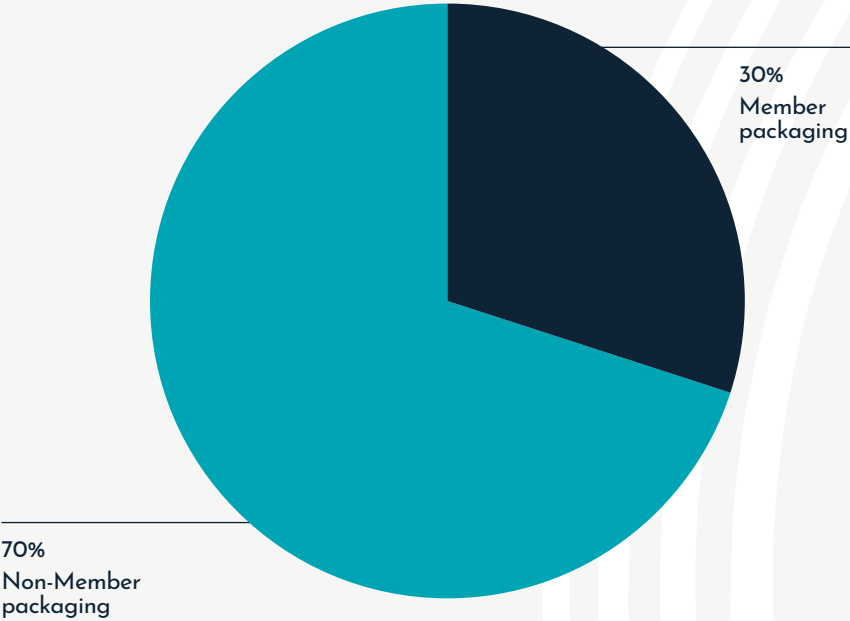
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& SUPPORT
MEMBERS

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Introduction

About Member reporting

Figure 1: Plastic packaging POM by ANZPAC Brand Owner Members and Non-Members, 2023



Sources:
Estimated percentages based on packaging POM by ANZPAC Members (461,415 tonnes, from *Member reports for 2023*), and the **total** quantity of plastic packaging POM (1,575,900 tonnes, from the *ANZPAC Recyclability Assessment for 2023*)

Table 1: Plastic Packaging POM by ANZPAC Brand Owner Members (2023)

PACKAGING MATERIAL AND FORMAT	TONNES POM
RIGID PACKAGING	
Polyethylene (PET) bottles	101,087
PET thermoforms	41,667
PET other rigid	12,724
High density polyethylene (HDPE) bottles	54,776
HDPE other rigid	43,224
Polypropylene (PP) bottles	2,637
PP other rigid	53,029
Polyethylene (PE) tubes	1,092
Polystyrene (PS) rigid	6,802
Expanded polystyrene (EPS) rigid	190
Polyvinyl chloride (PVC) rigid	1,946
FLEXIBLE PACKAGING	
Mono-material PE in business-to-business (B2B)	29,522
Mono-material PE in business-to-consumer (B2C)	21,381
Multi-material flexibles	46,741
Other mono-material flexibles	26,209
Other plastic formats	18,415
TOTAL	461,415

Source: ANZPAC data based on aggregated Member reports, 2023

Challenges and Opportunities in the ANZPAC Region

The ANZPAC Plastics Pact covers Australia, New Zealand, and six Pacific Island countries (Fiji, Samoa, Solomon Islands, Tonga, and Vanuatu). These countries are grouped into three areas for this report: Australia, New Zealand, and the Pacific Islands.



→ **The challenge**

The ANZPAC region’s diversity brings unique challenges. The seven countries have varied infrastructure, demographics, cultures, governance, and policies. Low population density, geographic isolation, import dependence and limited waste management systems in many areas present challenges to achieving circularity at scale.

The region depends heavily on imported products and packaging, which limits the ability of local businesses to influence packaging design. Measures to reduce or reuse plastics are therefore important to reduce the volume of material coming onto the market.

Tailored solutions, informed by local knowledge and committed action from governments and businesses, are essential to address these unique needs.

→ **Data collection hurdles**

Collecting reliable data remains a challenge across the region. Improved tools, frameworks, and methodologies are essential to accurately measure progress. ANZPAC is updating its reporting framework to ensure better data quality and verification in the years ahead.

→ **Limited government mandates**

A lack of formal government mandates means the region often relies on voluntary industry and NGO action. Additional mandates could support more consistent and impactful progress across the region.

Policies are also not aligned across different areas, such as the single-use plastic bans in various Australian states and territories.

→ **Opportunities for collaboration**

Working together across the region opens up valuable opportunities for sharing knowledge, launching joint projects, and benefiting from economies of scale, all of which help accelerate progress toward circularity in the ANZPAC region.

The proposed United Nations Global Plastics Treaty provides another opportunity for ANZPAC. Pending the outcome of negotiations, the Treaty may accelerate action by businesses and governments in the region to implement circularity solutions.

Program in Review

Since launching in 2021, ANZPAC has steadily grown and evolved.

In our first three years our efforts centred on:

- Building partnerships across the packaging supply chain, government, and community sectors
- Engaging Members and conducting research to understand the region’s unique challenges and opportunities
- Developing resources to support ANZPAC and Member initiatives
- Initiating tangible projects to address challenges and create local impact.

These early activities (Table 2 overleaf) were essential for building the relationships and knowledge needed to support ANZPAC’s regional circularity targets.



Program in Review

OUR PATH FORWARD

A 2022–23 strategic review and Member consultation confirmed ANZPAC’s focus on practical, on-the-ground projects and commitment to remote and regional areas. This is why we developed the [Circular Pacific Plastics \(CPP\) project](#)¹, which facilitates practical initiatives to reduce plastic waste and pollution.

Many population centres in the Pacific and rural Australasia are small and their waste infrastructure is relatively poor. This creates a high risk of packaging, especially plastics, leaking into the environment. ANZPAC will continue to focus on high-risk remote and regional areas, where the total quantities of waste are low, but a large proportion often enters the environment unmanaged.

We continue to work closely with Members and local organisations to guide our resources and projects, ensuring solutions meet the region’s specific needs.

“

As a committed ANZPAC Member, we’re excited to be part of the new Circular Pacific Plastics (CPP) project. This initiative aligns with our mission to combat plastic pollution through impactful regional recovery projects, benefiting both local communities and the environment. With CPP’s focus on practical recovery projects in remote and regional areas, it represents ANZPAC’s new direction towards meaningful impact on the ground, which we fully support.



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Our regional engagement

ANZPAC team members have continued to take part in regional forums to share updates on progress and listen to insights from local organisations. In the last reporting round, this included:

September 2023

Presented on circular economy approaches in the Pacific at the 31st meeting of the Secretariat of the Pacific Regional Environment Programme (SPREP) in Samoa.

December 2023

Presented on ANZPAC’s Northern Territory Circular Economy Business Case for Plastics project at the Waste Symposium in Darwin.

January 2024

Participated in the knowledge-sharing session with the Plastics Pact global network in Cape Town to align on target priorities and reporting of data.

August 2024

Presented on Circular Pacific Plastic at the Clean Pacific Round Table in Tuvalu.

October 2024

Presented on Circular Pacific Plastic at the Fiji National Symposium on Plastic Pollution Prevention.

Program in Review

Table 2: ANZPAC activities 2021-2024

	2021	2022	2023	2024	Ongoing
PROJECTS & ACTIVITIES	Product Stewardship for Oil Containers Program Polypropylene Plant Packaging Recycling Program		Reuse Pilot in NZ	Reuse policy discussion paper for the Department of Climate Change, Energy, Environment and Water (DCCEEW) Circular Pacific Plastic (CPP) Northern Territory Circular Economy Business Case for Plastics	
RESOURCES	Recovered Polymer Specifications	ANZPAC Plastic Pact Roadmap to 2025 ANZPAC Reuse Model Mapping and Feasibility Study	Plastics Communications Guide ANZPAC Plastic Pact impact report 2020-21 Plastic packaging recycling opportunities in the region	Action Guide to eliminating single-use plastics ANZPAC regional single-use plastics ban Annual impact report 2022 Circular design principles for the ANZPAC region Activating reusable packaging Driving a circular economy for plastics; opportunities for the NT	
ENGAGEMENT	Initiation of ANZPAC Collective Action Group (ACAG)	ACAG meets quarterly to provide strategic advice on the program Collaborative partnership with the Pacific Ocean Litter Project managed by SPREP Reuse Working Group (quarterly) Pacific Island Forum (quarterly)	Webinar on the UN Global Plastics Treaty		

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Program in Review

ANZPAC Project: Circular Economy Business Case in the Northern Territory (Australia)

3

*This work supports progress towards ANZPAC **Target 3***

THE CHALLENGE

Managing plastic packaging use and disposal in remote and regional communities in Australia’s Northern Territory (NT) is complex, given its small manufacturing industry, limited landfill space, high transport costs and environmental and health impacts on land, water and people. Approximately 96% of the estimated 26,400 tonnes of plastic waste generated each year in the NT is exiting the circular economy, with only 4% recycled, highlighting the need for practical local solutions.²

THE PROJECT

ANZPAC’s Circular Economy Business Case aims to improve plastic packaging circularity in these areas by exploring opportunities for collaborative projects. In 2023, ANZPAC commissioned Urban EP, an independent organisation, to identify the costs and benefits of strategies to reduce and recycle plastic waste, based on the principles of a circular economy and drawing on knowledge and expertise from local organisations. A [summary report](#) was published in 2024.²

ACCESS THE SUMMARY REPORT HERE

PATHWAYS TO IMPROVEMENT

- The research identified several steps to improve plastic circularity in the NT, including:
- Phasing out hard-to-recycle plastics and increasing use of existing collection systems in the short term
 - Investing in alternative end markets and new recycling technologies
 - Developing innovative product stewardship approaches to overcome specific regional barriers
 - Launching pilot projects to manage and transport rigid plastics from remote areas

REGIONAL IMPACT

While this work is focused on the NT, some solutions may benefit other remote areas in Australia facing similar challenges. It could also be applied in New Zealand and smaller Pacific Island countries within the ANZPAC region that deal with similar issues of distance and limited economies of scale.

Program in Review

ANZPAC Project: Reuse Activation Program

1 2

*This work supports progress towards ANZPAC **Target 1** and **Target 2***

ANZPAC and its Members continue to explore opportunities for reusable packaging systems to reduce the amount of unnecessary single-use plastics being used in the region.

The [Reuse Working Group](#) convened quarterly in 2022-23 to guide the initial research and development of the program.

In mid-2023 the group undertook a pilot project in New Zealand to explore reusable packaging for personal care products in hotel bathrooms. While the project didn't gain momentum it helped to inform ANZPAC's research and input to government policy.



In 2024, ANZPAC submitted a Packaging Reuse System Discussion Paper to the Australian Department of Climate Change, Energy, the Environment and Water (DCCEEW), outlining potential policy measures to support implementing and expanding reusable packaging systems. This paper was drafted with input from industry representatives and informed by extensive consultation, hands-on reuse project experiences, international research, and a thorough review of relevant literature.

ANZPAC also commissioned research into the enablers, success factors and opportunities for business-to-business (B2B) and business-to-consumer (B2C) companies in the ANZPAC region. The reports on the project were published in August 2024.³



[Activating Reusable Packaging in the ANZPAC region](#) (Summary Report), 2024



[The State of Reusable Packaging in Oceania: Reuse model mapping & feasibility study](#), 2022

Progress towards the 2025 Regional Plastics Targets

The data shows we are making steady progress on each of ANZPAC’s targets (Table 3). However, reaching these goals remains challenging.

In 2024, we are reviewing the targets to ensure they are still fit for purpose in a program focused on remote and regional areas. While our projects tackle smaller amounts of plastic than similar urban projects, they could make a big difference in communities with limited waste management systems and significant leakage into the environment.

TARGET 1

Eliminate problematic and unnecessary plastic packaging through redesign, innovation and alternative (reuse) delivery models.

TARGET 2

100% of plastic packaging to be reusable, recyclable or compostable by 2025.

TARGET 3

Increase plastic packaging collected and effectively recycled by at least 25% for each geography within the ANZPAC region.

TARGET 4

Average of 25% recycled content in plastic packaging across the region.

Table 3: Progress towards the ANZPAC 2025 Regional Plastics Targets

TARGET	0 tonnes POM	100%	25%	25%
2021 (baseline)	2,237† Eliminated (24% of the 9,194† POM)	63%	16.6% 216,340 tonnes	7.5%
2022	1,295† Eliminated (31% of the 4,170† POM)	62%	Data not available†	7%
2023	960† Eliminated (20% of the 4,844† POM)	71%	17.7% 278,380 tonnes	15%

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(3) 2020 ANZPAC Baseline Recyclability Assessment (September 2022); and 2023 ANZPAC Recyclability Assessment (December 2024)

Target 1

Eliminate problematic and unnecessary plastic packaging through redesign, innovation and alternative (reuse) delivery models

THE CHALLENGE

Problematic and unnecessary single-use plastics are those that usually end up in landfill or as litter because there are few ways to recycle or recover them, creating a risk for our natural environment.⁴

In 2023, Members reported placing 4,844 tonnes of these materials onto markets in the ANZPAC region. They included:

- Lightweight shopping bags
- Fragmentable plastics
- Expanded polystyrene (EPS) packaging for food and beverage service and retail fresh produce
- EPS loose fill packaging
- Moulded EPS packaging for white/brown goods and electronics
- Rigid polyvinyl chloride (PVC) packaging
- Opaque rigid polyethylene terephthalate (PET) bottles
- Rigid plastic packaging with carbon black

OUR PROGRESS SO FAR

ANZPAC Members continued to phase out problematic single-use plastics, meeting community expectations and complying with a growing number of [government bans](#).⁵ Members are using the [ANZPAC Action Guide to Eliminate Single-Use Plastic Packaging](#) to make more sustainable packaging choices.

Progress in reduction

Members eliminated 960 tonnes of problematic and unnecessary single-use plastic in 2023, equivalent to 20% of the 4,844 tonnes of targeted materials placed on market by Members in that year.

This is in addition to quantities eliminated in 2021 and 2022, which add to a cumulative total of almost 4,500 tonnes. Nearly half of all ANZPAC Members indicate they are no longer using any of the above problematic materials.

The most common materials that were eliminated in 2023 were:

- Rigid PVC packaging (302 tonnes)
- Opaque rigid PET bottles (245 tonnes)
- Rigid plastics packaging with carbon black (392 tonnes)

Members also reported that they have eliminated small quantities of EPS from food and beverage service and retail fresh produce, loose fill packaging, and moulded EPS packaging for white/brown goods and electronics.

960 TONNES ELIMINATED IN 2023 | **46%** CHOOSING SUSTAINABLE ALTERNATIVES[†]

[†] 46% of members not using any of the problematic and unnecessary single-use materials.

Target 1

Member Case Studies

ANZPAC Members are implementing a range of initiatives to phase out unnecessary and problematic plastic packaging from their products or communities.

Coca-Cola South Pacific

COCA-COLA

Improving recyclability in Sprite Clear packaging

After almost 60 years, Sprite's iconic green plastic bottles switched to clear plastic in Australia, increasing the likelihood of these bottles being remade into new bottles, meaning that they can have more than one life. Sprite is now only available in clear plastic in Australia, New Zealand, and the Pacific Islands.



WOOLWORTHS GROUP

Progress on eliminating problematic materials

In 2023, Woolworths removed 180 tonnes of problematic materials from its Own Brand packaging in Australia. Key changes included:

- Replacing PVC trays with PET trays for refrigerated cheese snacks, removing over 20 tonnes of PVC per year
- Eliminating carbon black in caps for syrups, toppings, dressings, honey, and various tray products. This resulted in the removal of over 30 tonnes of carbon black plastic per year
- Replacement of opaque PET with clear PET for dishwashing liquid bottles, which removed 40 tonnes of problematic plastic per year.

These initiatives show Woolworths' commitment to cutting waste and making its packaging easier to recycle.



Target 1

Member Case Studies



POSITIVE CHANGE FOR MARINE LIFE (PCFML)

Waste to Wealth Program (Solomon Islands) - Empowering plastic-free communities

Under their Waste to Wealth (W2W) program, [Positive Change for Marine Life](#) (PCFML) empowers communities across the region to collect and convert waste into valuable products while addressing the sources of waste through supply chain improvements.

One of their key initiatives, the [Leave No Trace Campaign](#) in the Solomon Islands, aims to make the Gizo Market, the main trading and shopping hub on Gizo Island, and entirely plastic-free by late 2024. PCFML works with vendors to switch to eco-friendly alternatives like paper straws, bags, Areca leaf bowls, cutlery, and takeaway containers.

So far, the campaign has **prevented hundreds of thousands** of single-use plastic and polystyrene items from entering the supply chain and, ultimately, from being burned or dumped into the ocean each year.

Through their Waste Collection Service initiatives, PCFML have removed over 3,306kg of solid waste and 220kg (since September 2024) of organic waste from ending up and polluting streams, streets, coastal areas and the ocean. PCFML have so far recycled 330.6 kg of plastics and cans into useful products such as hand and shopping bags, flower holders, tables, chairs and crafts. Under the Composting activity, PCFML have generated over 110kg of organic compost using Black Soldier Fly Larvae to break down the organic waste and convert to compost.

Target 1

Eliminate problematic and unnecessary plastic packaging through redesign, innovation and alternative (reuse) delivery models

THE PATH AHEAD

ANZPAC is helping Members and the wider industry collaborate more effectively to phase out problematic materials. Governments across the region are also continuing to step up, with bans and restrictions on single-use plastics. For more information, see the ANZPAC overview of [regional single-use plastics bans](#) and [updates on Australia and New Zealand](#).

While significant progress has been achieved, further action is required by Members to phase out the remaining problematic and unnecessary single-use plastics being placed on market (Figure 2).

ANZPAC is supporting Members with resources including the [ANZPAC Action Guide to Eliminating Single-Use Plastics](#), published in early 2024, which supports more sustainable choices.

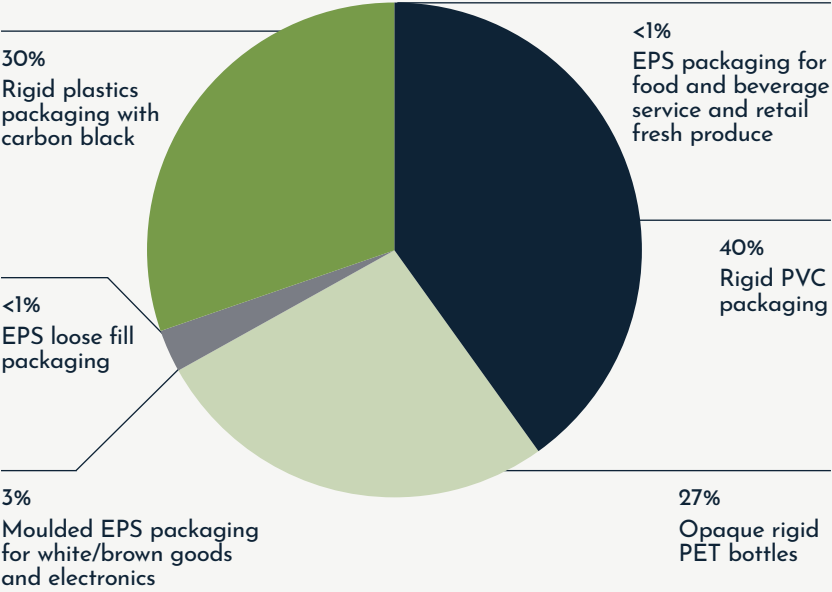
“

Ecostore is dedicated to championing circular systems and enhancing the recyclability of our products. With the support of ANZPAC, we’re identifying key areas for improvement and staying aligned with evolving regulations across Australia and New Zealand.

ecostore
+ safer for you

”

Figure 2: Relative quantities of problematic and unnecessary plastic packaging placed on market by Members, 2023



Source: ANZPAC data based on aggregated Member reporting, 2023

Target 2

100% of plastic packaging to be reusable, recyclable or compostable by 2025

THE CHALLENGE

Achieving circularity means designing all plastic packaging to be reusable, recyclable, or compostable, with systems in place to collect and process it effectively. According to the global Plastic Pact Network, packaging is only considered recyclable if it is recycled **‘in practice and at scale’—meaning it must achieve a recycling rate of at least 30%.**

This goal is especially challenging in remote areas, including the Pacific Islands, where infrastructure for collecting and recycling plastic packaging is limited. Currently, only certain packaging materials meet the criteria of being ‘recyclable at scale’ in the ANZPAC region, as shown in Table 4. These classifications are used by Members to report on the recyclability of their plastic packaging, i.e. the percentage of their packaging that is recycled at rates greater than 30%.



Table 4: Packaging materials POM in ANZPAC markets that achieved a recycling rate of at least 30%, 2020 and 2023

	† 2020 ⁽¹⁾	† 2023 ⁽²⁾
AUSTRALIA	PET bottles (44%)	PET bottles (55%)
	PET thermoforms (44%)	HDPE bottles (36%)
	HDPE bottles (35%)	HDPE other rigid (70%)
	PVC rigid (42%)	EPS rigid (42%)
NEW ZEALAND	PET bottles (44%)	PET bottles (41%)
	PET thermoforms (55%)	PET thermoforms (39%)
	HDPE bottles (47%)	–
	HDPE other rigid (58%)	–
PACIFIC ISLANDS	–	–

† Recycling rates >30%

Sources:

(1) 2020 ANZPAC Baseline recyclability assessment: Project report, pp. 10, 15

(2) 2023 ANZPAC Recyclability assessment: Project report (December 2024), pp. 12, 19

Target 2

100% of plastic packaging to be reusable, recyclable or compostable by 2025

OUR PROGRESS SO FAR

In Australia and New Zealand, recycling facilities remain limited, particularly for flexible plastics and rigid formats made from PVC, PS, and EPS. In the Pacific Islands, recycling is largely restricted to PET beverage bottles, with only small amounts of other packaging materials being processed.

Of the plastic packaging placed on market by ANZPAC Members in 2023:⁶

- **Overall recoverability:** 71% of plastic packaging was designed for end-of-life recovery (designed to be recyclable or certified compostable), up from 62% in 2022.
- **Recyclability:** 58% of the packaging was designed to be recyclable in practice and at scale, a slight increase from 57% in 2022.
- **Compostability:** 13% of packaging was certified compostable, up from 5% in 2022.
- **Reuse models:** 17 reuse models were either implemented or under development.

71% PLASTIC PACKAGING
POM[†] DESIGNED FOR
EOL[‡] RECOVERABILITY[§]

17 TOTAL
REUSE
MODELS*



[†] Placed on market by ANZPAC members.
[‡] End-of-life.
[§] Recoverability = (reuse, recycling, or composting).
^{*} In place or in development.

Target 2

Member Case Studies

coles

COLES

As part of its commitment to sustainability, and as reported in the [Coles Group 2023 Sustainability Report](#), Coles Own Brand have implemented key packaging changes across their products. These initiatives include:

- Removed the plastic opening on key Own Brand tissue boxes taking out 13 tonnes of plastic from circulation in one year.
- Redesigned tote and chiller bags to remove the plastic swing tags and barcodes, removing 4 tonnes of plastic in one year.
- Expanded the use of 100% recycled content to 500ml lightly sparkling spring water bottles, resulting in a reduction of 250 tonnes of virgin plastic.



- Launched the KOi Foaming Hand Wash Starter Kit and Refill Tablets, resulting in the reduction of 14 tonnes in single-use packaging.
- Reduced the plastic in 750ml and 2 Litre Oil bottles, resulting in a reduction of 35 tonnes of virgin plastic.



- Continued to remove problematic packaging items across the produce department, including polystyrene bread tags, steel clips and PVC film, resulting in a 17-tonne reduction of non-recyclable materials.

Target 2

Member Case Studies



TACCA INDUSTRIES

Tacca Industries, a leading Australian manufacturer of plastic packaging for business-to-business (B2B) applications. The company works closely with clients to supply packaging that supports a circular economy by being recyclable and reusable.

Currently, over 90% of the plastic packaging Tacca places on the market is recoverable at the end of its life, and 100% of its packaging is designed to be reusable. This means that, when used as intended by B2B customers, most of Tacca's packaging can be recycled, helping reduce plastic waste and supporting environmental goals.

However, it's important to note that while Tacca's products are designed for recyclability, their full potential depends on how customers use them. If stickers, seals, or other elements are applied to the packaging, it can reduce its recyclability, illustrating the importance of collaboration across the supply chain to maintain circularity.

Through its focus on recyclable and reusable solutions, Tacca Industries demonstrates how sustainable design can drive real progress toward a more circular plastic economy.



Target 2

100% of plastic packaging to be reusable, recyclable or compostable by 2025

THE PATH AHEAD

To achieve a circular economy, we need to integrate additional reuse models. However, implementation beyond pilot projects involves significant challenges such as:

- High costs and complexities of establishing and maintaining reuse systems
- The need to shift established consumer habits

To help overcome these barriers, in 2023 ANZPAC launched the **Reuse Activation Program**. This initiative continues to support Members in advancing reuse within their business by providing research, market insights and collaboration opportunities. It aims to build a bridge between industry and government by providing businesses with the opportunity to contribute to policy development.



Target 3

Increase plastic packaging collected and effectively recycled by at least 25% for each geography within the ANZPAC region

THE CHALLENGE

The ANZPAC region includes remote and regional areas with limited collection systems and poor end markets for plastic packaging.

OUR PROGRESS SO FAR

This target is measured for the total ANZPAC market in two ways:

- 1 The change in the quantity of plastic packaging collected and effectively recycled in each geography in the reporting year.
- 2 The recycling rate, calculated as the quantity of packaging recycled divided by the quantity placed on market.



Target 3

Increase plastic packaging collected and effectively recycled by at least 25% for each geography within the ANZPAC region

Quantity collected and recycled

This target has been met in both Australia and the Pacific Islands, with the total quantity of recycled plastic in the ANZPAC region increasing by 29% compared to the benchmark year, 2020 (Table 6).

The large increase for the Pacific Islands (350%) should be treated with caution due to limited available data. **It's important to note that the actual recycling rate for the Pacific Islands is still very low at 0.3%** (Table 7).

Table 6: Quantity recycled 2020 and 2023, and percentage change

	2020 Quantity recycled (tonnes)	2023 Quantity recycled (tonnes)	% change
AUSTRALIA	178,600	233,000	30%
NEW ZEALAND	37,700	45,200	20%
PACIFIC ISLANDS	40	180	350%
TOTAL	216,340	278,380	29%

Source:
Based on recycling data from the ANZPAC Recycling Assessments in 2020 and 2023⁷



Recycling rate

The regional recycling rate increased slightly to 17.7% compared to 16.6% in 2020 (Table 7). This was despite a fall in the recycling rate in New Zealand, where the increase in the reported amount of packaging placed on market outstripped the increase in the amount recycled.

The recycling rate for Australia has increased, with more materials being recovered through the system. However, due to the suspension of the REDcycle program in November 2022, the recycling rate for soft plastics decreased. To tackle this situation, the Soft Plastics Taskforce was established to help Australia's major supermarkets reintroduce post-consumer soft plastics recycling for the public.

The Taskforce includes ANZPAC Members representing Australia's three leading supermarket chains. In early 2023, the Taskforce released its [Roadmap to Restart](#), outlining the ongoing process and key milestones necessary for the resumption of collection services.

Table 7: Recovery rates, 2020 and 2023

Geography	2020 Recycling rate (%)	2023 Recycling rate (%)
AUSTRALIA	15.9%	18.6%
NEW ZEALAND	25.8%	17%
PACIFIC ISLANDS	0.1%	0.3%
ANZPAC REGION	16.6%	17.7%

Sources:
Based on packaging placed on market and recycling data from the ANZPAC Recycling Assessments in 2020 and 2023⁷

Target 3

Increase plastic packaging collected and effectively recycled by at least 25% for each geography within the ANZPAC region

QUANTITY RECYCLED INCREASES:

30% IN AUSTRALIA

20% IN NEW ZEALAND

350% IN THE PACIFIC REGION*

AVERAGE

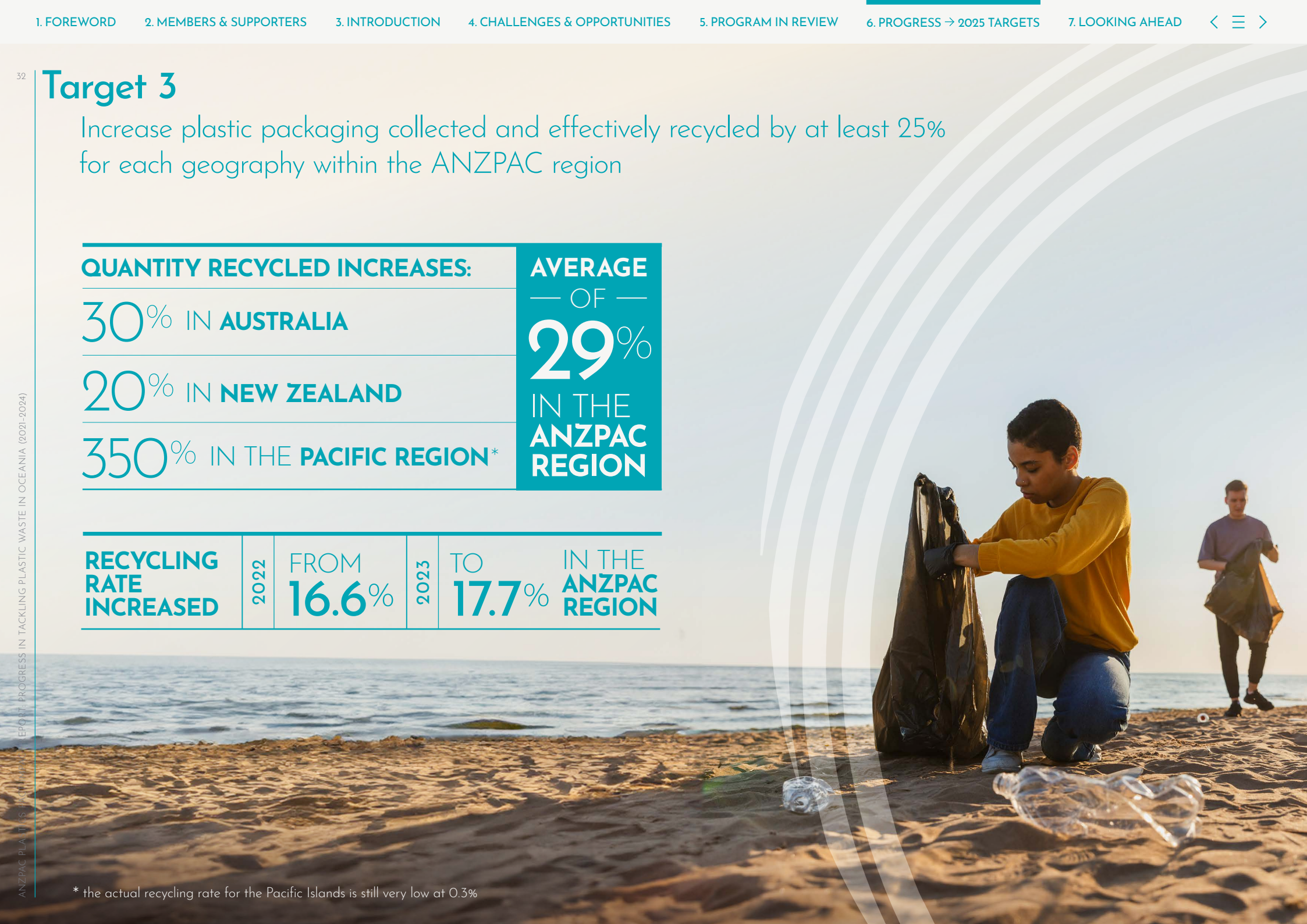
— OF —

29%

IN THE ANZPAC REGION

RECYCLING RATE INCREASED	2022	FROM 16.6%	2023	TO 17.7%	IN THE ANZPAC REGION
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* the actual recycling rate for the Pacific Islands is still very low at 0.3%



Target 3

Member Case Studies



SAMOA RECYCLERS & WASTE MANAGEMENT ASSOCIATION (SRWMA)

PET containers are being collected for recycling by Samoa Recyclers & Waste Management Association (SRWMA) in partnership with Coca-Cola Europacific Partners. To date, a container load of PET has been collected, sorted, washed, and shipped to Malaysia for recycling.



COCA-COLA

Coca-Cola's 'Mission Pacific' recycling scheme

Coca-Cola continues to scale its PET recycling scheme in Fiji. The bottles are collected through a series of drop-off locations, baled, and sent offshore for recycling. This program operates on a 'buy back' system, where Fijian consumers can exchange PET bottles and aluminium cans to be recycled for 5 cents each.



PACT GROUP

Pact Recycling NZ plays a key role in two major recycling programs: the Resene PaintWise programme and the Dulux Paint Take Back Service. Through these schemes, consumers return used paint packaging to designated Resene or Dulux stores across New Zealand, where the packaging is emptied and sorted. From there, it's sent to Pact Recycling, where it is washed, granulated, and processed into recycled resin pellets. These pellets are then used by Pact Packaging NZ to produce new paint pails for Resene and Dulux.

In addition, Pact Recycling New Zealand has partnered with Plasback to recover and recycle used plastic bale wrap and silage materials from New Zealand farms. The material is placed by farmers in Plasback bins, after which it is collected, baled and sent to Pact Recycling's East Tamaki facility. Here, the materials are washed and processed into recycled resin pellets through a specialised soft plastics wash facility. The recycled resin is then manufactured into 100% recycled resin sheets, which Plasback uses to create new collection bins, closing the loop on farm plastics.

Target 3

ANZPAC Project: Circular Pacific Plastics

THE PATH AHEAD

Improving collection and recycling infrastructure across the ANZPAC region is essential for recovering valuable materials from plastic packaging placed on the market by ANZPAC Brand Owners.

ANZPAC's Circular Pacific Plastics (CPP) initiative aims to address this challenge by creating tangible benefits for brand owners and local communities through collaborative, on-the-ground take-back initiatives. The program unites brands with local decision-makers to develop regionally relevant and financially sustainable circular recovery solutions for plastic packaging in the Pacific Islands.

CPP enables international brands to take responsibility for the packaging they introduce into these markets, addressing local waste management challenges. This groundwork also supports future EPR policies and schemes.

Overcoming recycling barriers

The Pacific Islands face well-known barriers to recycling, including low economies of scale, high transport costs, and limited private sector engagement. Currently, recovery rates remain low, with PET containers recycled at only 2% and soft plastics at under 1%.

Many Pacific Island governments are developing EPR schemes to address this challenge. Early engagement with brands and communities through ANZPAC's CPP program will help develop the necessary processes and systems for such initiatives.

The New Zealand government has standardised the list of packaging materials that can be collected through kerbside (effective 1 January 2024), with plastics limited to bottles, trays and containers made from PET, HDPE or PP.⁸ New collection systems for other types of plastics are now needed.



Target 3

THE PATH AHEAD

Soft plastics recycling in Fiji

The first stage of the Circular Pacific Plastic project, which was officially launched in November 2024, will include recovery pilots to test the collection and recycling of soft plastics in Fiji. This initiative was developed in collaboration with international brands and other partners including:

- Our Fijian implementation partner, Pacific Recycling Foundation (PRF)
- The Waste and Resources Action Programme (WRAP)
- The UK Foreign, Commonwealth and Development Office (FCDO)
- The Commonwealth Clean Ocean Alliance

Brand engagement as a driver of change

Brands play a crucial role in driving progress, and CPP represents a collaborative, impactful approach to circularity in the Pacific region, showing how brand engagement can support sustainable, measurable outcomes.



Target 4

Average of 25% recycled content in plastic packaging across the region

THE CHALLENGE

Incorporating recycled content into packaging is crucial for plastics circularity. It cuts down on virgin plastic use and helps build sustainable markets for recycled plastics collected in the ANZPAC region.

However, achieving an average of 25% recycled content in plastic packaging across the region is challenging for several reasons, including:

- Limited availability of recycled content that is fit for purpose, particularly for food and beverage packaging
- High import rates for packaging, leaving local importers or retailers, especially in the Pacific Islands, with limited control over recycled content.

OUR PROGRESS SO FAR

Performance against this target improved in 2023, with recycled content increasing from an average of 7% in 2022 to 15% in 2023. This included both post-consumer and pre-consumer content. Some formats achieved higher rates, including PET bottles (46%), PET thermoforms (51%), rigid EPS (38%) and non-bottle HDPE (15%).

The proportion of Members using at least some recycled content in their plastic packaging also increased, from 45% in 2022 to 81% in 2023.



Target 4

Average of 25% recycled content in plastic packaging across the region

**RECYCLED
CONTENT:**

**~15% IN PLASTIC
PACKAGING**

**87,196 TONNES IN
PLASTIC PACKAGING**

**46% IN PET
BOTTLES**

**51% IN PET
THERMOFORMS**

**81% BRAND
OWNER
MEMBERS USING AT LEAST SOME
RECYCLED CONTENT
IN PLASTIC PACKAGING**

~ denotes "an average of"

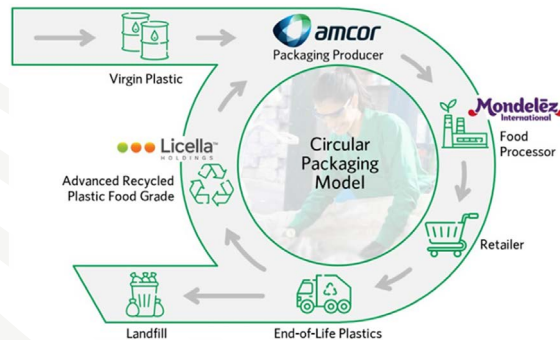
Target 4

Member Case Studies



AMCOR FLEXIBLES (AUSTRALIA) PTY LTD

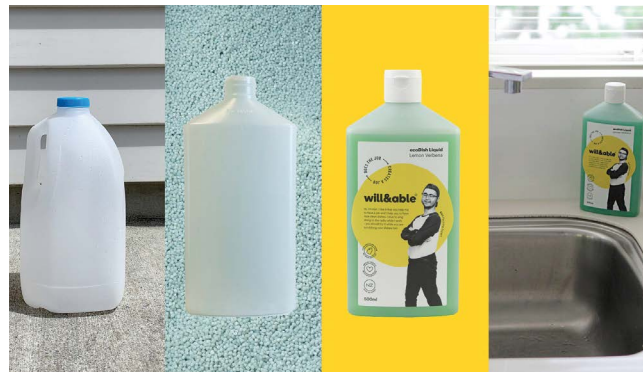
In August 2023, Amcor announced that it would collaborate with Mondelēz International and Licella to progress construction of one of the first advanced recycling facilities in Australia. Licella will use its innovative Catalytic Hydrothermal Reactor (Cat-HTR™) technology to recycle end-of-life plastic back into a crude oil substitute suitable to produce new food-grade plastic packaging.



WILL&ABLE (NEW ZEALAND)

will&able is a social enterprise offering more sustainable cleaning products while creating jobs for people with disabilities. Based in Auckland, New Zealand, will&able sources bottles and chemicals from local suppliers within a ten-minute drive of its factory.

The bottles are made entirely from recycled New Zealand milk bottles. They also offer a closed-loop system that allows customers to return used bottles for reuse, reducing landfill waste and eliminating the need for overseas shipping. will&able offers a range of products certified by Eco Choice Aotearoa.



Good food, Good life

NESTLÉ AUSTRALIA LIMITED

Nestlé Australia has incorporated 90% recycled content in its KIT KAT wrappers; accounting for 48 tonnes annualised of post-consumer recycled material.

The company also includes 50% recycled content in Maggi wrappers; with 207 metric tonnes annualised completed in 2023.



Target 4

Average of 25% recycled content in plastic packaging across the region

THE PATH AHEAD

ANZPAC is advocating for stronger government policies that make producers responsible for the end-of-life management of their packaging, fostering a more sustainable approach to plastic waste.

Policy approaches such as EPR will increase the availability of post-consumer recycled polymers for use in making new packaging.

Alignment with global goals

ANZPAC will align its initiatives with international efforts to combat plastic pollution such as the UN Global Plastics Treaty, supporting cohesive and impactful actions on a global scale.

Focus on regional solutions

Through the Circular Pacific Plastics project and outcomes of the Northern Territory Circular Economy Business Case for Plastics, ANZPAC will work with Members to develop effective reduction and recovery projects in remote and regional areas, advancing circularity across diverse and often underserved communities.



Looking ahead

A stronger, regionally focused program post-2025

As we look to the future, ANZPAC's mission is to expand regionally relevant, on-the-ground projects that directly tackle plastic pollution by bringing together brands that produce plastic packaging with local experts who understand the region's challenges. By focusing on initiatives tailored to the needs of regional and remote areas, we aim to drive measurable reductions in plastic waste, support Members, and foster meaningful change through collaborative actions. Some solutions for remote areas may also have the potential to be scaled up in larger population centres.

The network and knowledge base we have built over the last few years provide a strong foundation for delivering impactful solutions across Australia, New Zealand, and the Pacific.

Looking ahead

The road to achieving targets and the need for collective action

Although progress has been made, the data shows that current efforts alone are unlikely to meet the 2025 Regional Plastic Targets. This signals a need to intensify efforts and strengthen policies that ensure progress. Remote and regional areas require particular focus, as they often lack infrastructure for handling plastic waste. Pending the outcomes of the Global Plastics Treaty, ANZPAC will explore opportunities to harmonise regional actions with global objectives, amplifying collective efforts to reduce plastic pollution.

The urgency of a combined approach: Voluntary action and binding policies

ANZPAC works with committed business and community leaders to define efficient projects and effective regulatory pathways that meet the needs of governments, businesses, and communities.

While voluntary efforts have shown progress, a stronger push in areas like reuse systems, recycling infrastructure, and soft plastic processing is needed. Achieving these goals requires ambitious, binding policy measures as well as accelerated voluntary industry initiatives. This is vital, given that ANZPAC Members are responsible for only 30% of plastic packaging placed on markets in the region.

Accelerating system-wide change for lasting solutions

ANZPAC is committed to scaling system-wide change, including EPR schemes, reuse systems, and comprehensive recycling infrastructure.

Key areas of focus include:

- Brand owner-led packaging redesign and waste reduction efforts
- Industry-wide reuse solutions
- Local impact through initiatives such as the Circular Pacific Plastics Project
- Collaboration with governments, industry and community partners to identify regional solutions

A commitment to evolving targets and member support

In response to Member feedback, ANZPAC's funding and targets are being reviewed to ensure they remain relevant and meet the needs of remote and regional communities. ANZPAC will streamline reporting requirements and work with Members to improve data quality. We are committed to scaling practical solutions and providing Members with the resources and guidance they need to drive impact.

Looking forward: Collective momentum driving real change

As ANZPAC scales its efforts, the combined strength of industry-led initiatives and emerging policies is moving the region towards a future with less plastic pollution. By continuing to push for stronger voluntary actions supported by key policies, we can ensure sustainable progress and boost the impact of our regional and international efforts, creating a lasting, measurable difference across the ANZPAC region.

Sources

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- 6 Based on recyclability classifications in 2020 as 2023 data was not available at the time members were submitting their reports.
- 7 2020 data is from the ANZPAC 2020 ANZPAC Baseline Recyclability Assessment, Project Report, September 2022; and the ANZPAC 2023 Recyclability Assessment, Project Report, December 2024
- 8 Ministry for the Environment (2023), Standard materials for kerbside coaction: Guidance for territorial authorities. Available at <https://environment.govt.nz/assets/publications/Waste/Standard-materials-for-kerbside-collections-Guidance-for-territorial-authorities.pdf>

