

BOOMERANG ALLIANCE IMPACT REPORT *2024-2025*

Turning The Tide on Waste
and Plastic Pollution

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ACKNOWLEDGMENT OF COUNTRY

We acknowledge the Traditional Custodians of the land on which we work, live and play and recognise their continuing connection to country. We pay our respects to Elders past and present, and emerging.

FOREWORD

A MESSAGE FROM OUR DIRECTOR

This year marked a pivotal milestone in our fight against waste and plastic pollution. We deepened our impact and broadened our reach, from pushing for national packaging reform to championing the transition to a circular economy.

You make our work possible. Thanks to you and thousands of passionate supporters, allies and partners, we have made significant progress. As a result of your incredible support, our work makes change happen: impacting on government policy, business practices and community mobilisation – driving solutions.

Right now, we're at a critical crossroads. The challenge ahead remains vast and the need for action has never been greater. This is a fight for a future without waste and it's time for a bold shift.

Please join us as we reflect on the past year and push ahead on our ambitious goals for the year ahead.

It's time for change.



**Jeff Angel | Director
and the Boomerang Alliance Team**



The Boomerang Alliance has been accredited to the UN Environment Programme and its governing bodies. Our work directly supports the UN Sustainable Development Goals.



**ELLEN MACARTHUR
FOUNDATION**
Member

TIME FOR CHANGE

THE SCALE OF THE CHALLENGE

Waste and plastic pollution are widely recognised as one of the biggest challenges of our lifetime. Plastic pollution is choking our planet, costing Australians more than we realise—environmentally, economically, and socially – contributing to an escalating climate, health and justice crisis. The message is clear: we can't just recycle our way out.

We need bold legislation, circular systems, and a culture of reuse and refill. That's why our mission is focused on national action, ambitious policy, and scalable solutions that bring us in line with global best practice.

The facts that drive us:

- Australia generates over **2.5 million** tonnes of plastic waste annually, yet we only recycle 13%
- Australia is the **second largest** consumer of single-use plastic packaging in the world (Minderoo Foundation)
- Every Australian produces **2,280kg** of waste annually
- **1.2 million tonnes** of plastic packaging ends up as waste each year.
- Without urgent intervention, plastic in our oceans is set to **triple by 2040**
- Industry creates **6.7 million tonnes** of packaging each year.
- Only **13%** of plastic packaging is recycled
- **47.7%** of plastic packaging (88% of soft plastics) has poor recycling potential or is deemed unrecyclable
- Only **6%** of packaging contains recycled plastics
- Less than **3%** of packaging is reusable

AUSTRALIAN PACKAGING CONSUMPTION AND RECOVERY DATA
2021-22 (APRIL 2024) | NATIONAL WASTE REPORT 2022 (LATEST PUBLICATION)

OUR IMPACT AT A GLANCE 2024-2025

TOGETHER WE ARE DRIVING CHANGE.



38+ million pieces of plastic eliminated.

Our Plastic Free Places program has removed over 38+ million single-use plastic items across 2500 member venues including 485 plastic free champions.

National Roll Out of Container Refund

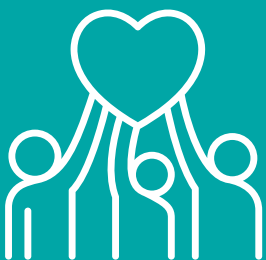
Schemes: Following years of our continued advocacy, all states and territories have now implemented a Container Refund Scheme.



Launch of '2025 The Year of Reuse' and 'Choose to Reuse' Campaigns:

we are championing the transition to reuse across a range of sectors, working with state and territory governments and business to scale up circular systems.

Our 'National Product Stewardship Model' for Packaging is challenging the government to make producers responsible. Our joint statement with key industry associations supports major policy reform. We have also put the pressure on to fast track the collection and recovery of soft plastics. A growing network of Federal MPs across Parliament has committed to reform, and new laws are expected within the next 12 months.



POWERED BY COMMUNITY - THANKS TO YOU

Over 40,000 supporters have helped pressure decision makers – sending thousands of emails to businesses, industry and governments, and taking our demands directly to Parliament House in Canberra.

Our national media and community reach has grown exponentially, reaching over 100K+ people/month

Our partnerships with over 50 allies have led to powerful collaborations on campaigns and initiatives to amplify our agenda.

Thanks to your trust in our team, we have exceeded our fundraising targets, enabling your support to go further.

OUR MISSION & GOALS

We exist to eliminate plastic pollution at the source through systemic change, shifting from a throwaway economy to one that is circular, just and climate-smart.

We envisage an Australia that leads the world in **eliminating waste and plastic pollution through a circular economy approach**. A nation where reusable packaging is the norm; where producers are responsible for the entire lifecycle of their packaging; and where communities, businesses, and governments work together to protect our environment for future generations.

Through **strategic advocacy, practical engagement programs, and collaborative partnerships**, the Boomerang Alliance is making this vision reality—one policy win, one business partnership, and one eliminated piece of plastic – at a time.

Our Strategic Pillars

- **Policy Advocacy:** Direct engagement with all levels of government to secure evidence-based environmental legislation and regulation – supported by community mobilisation.
- **Practical demonstration projects:** showing businesses and consumers that plastic-free alternatives work and are economically viable.
- **Collaborative Action:** Building powerful partnerships with allied organisations, industry stakeholders, and community groups to amplify impact.
- **Evidence-Based Solutions:** Championing international best practices while developing Australian-specific policy solutions.

A YEAR IN REVIEW

AUSTRALIA'S CIRCULAR ECONOMY IS MOVING FROM CONCEPT TO ACTION

✓ DRIVING LASTING CHANGE TOGETHER

This year, we've worked tirelessly to mobilise communities, influence policy, and support businesses in accelerating their transition to circular systems.

Thanks to your support, we've kept the pressure on decision-makers by reaching millions through media, engaging directly with industry and government leaders, and delivering campaigns that lead to bold action. Together, we're calling for an overhaul of Australia's packaging laws and turning off waste at the source.

01 Plastic Free Places

Our Plastic Free Places (PFP) program is now Australia's most successful food service industry scheme eliminating single-use plastics.

- Operating in all states
- 2,500 member businesses
- Over 38 million single-use plastic items eliminated



“As state governments move to ban more plastic items, we are evolving the program to focus on embedding reuse, starting with stadiums, events, leisure attractions, and commercial precincts.

*Kellie Lindsay, **National Program Manager***



HOME ABOUT PROJECTS FAQ'S RESOURCES JOIN CONTACT

OUR IMPACT



We work in communities across Australia. Below is the combined impact of all of our programs as at August 1, 2025.



2,496

Business members



485

Plastic Free Champions*



39,721,399

Items of plastic eliminated

*Plastic Free Champions are members that have eliminated all of our key plastic items (straws, coffee cups & lids, takeaway containers & lids, food ware (cutlery, plates, cups etc), water bottles & bags).

CASE STUDIES



Botanical Bazaar: challenging the status quo

Championing reuse and sparking a change in their visitors' lives that continues beyond the festival.



Unley Circular Champions Pilot

In 2024, a group of businesses in Adelaide's Unley Road came together to trial a range of reusable systems.



AgriCULTURED: the festival that reuses everything

"The aim to get to a circular economy is really important in our current climate."



George Street Festival: a sustainability success

"My advice would be start small and just give it a go. The result will be very, very pleasing."



02 Powering the Reuse Revolution

With your backing, we launched a national campaign to make reuse mainstream. We're calling for legally binding targets including –

- A 20% plastic reduction target by 2030
- A 30% reusable packaging target by 2030
- Government regulations to make reusables the norm at public venues and events

2025
Year of
REUSE

CHOOSE
to
REUSE

2025 is the Year of Reuse
and momentum is building.

“ We want every government to introduce strategies and regulations. This year, several states began developing Reuse Strategies – real progress is being made.

TOBY HUTCHEON, **BOOMERANG ALLIANCE**

While every Australian government supports reuse in principle, none have implemented regulations as yet to back it, even in obvious settings like public places, stadiums, and major events. Meanwhile, international events such as the Paris Olympics and UEFA Euro 2024 provided reusable cups and containers to spectators, supported by enforceable laws.

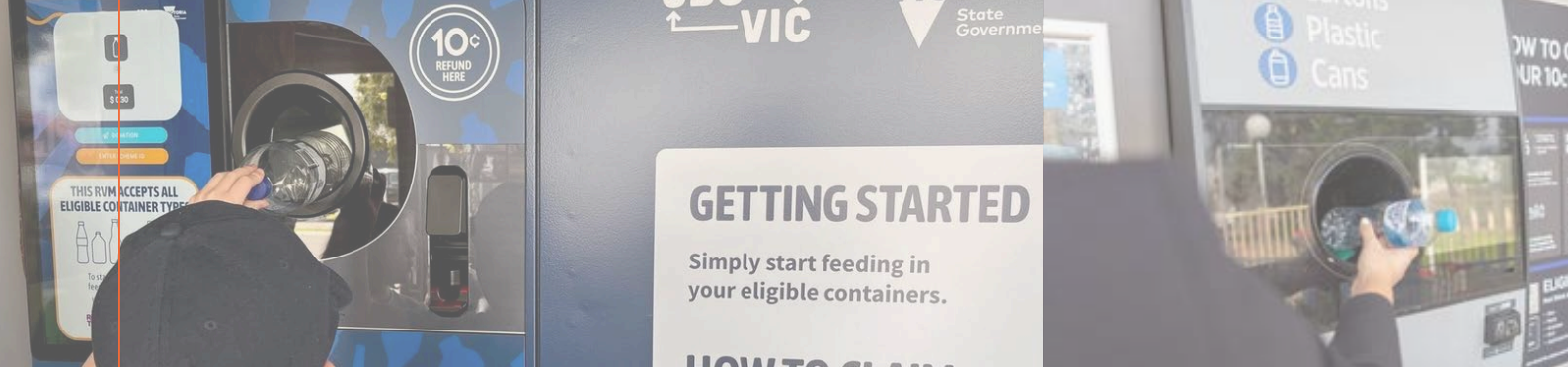
With the 2027 Rugby World Cup and the Brisbane Olympics on the horizon, and many more events every year, Australia must act now to avoid unnecessary plastic waste.

Reuse works.

It cuts costs, reduces emissions and water use, and eliminates waste and litter.

Resources:

Reuse Declaration, Choose To Reuse Report



03 Container Refunds

Now that Tasmania has introduced its container refund scheme (CRS), all states and territories in Australia have a CRS in place. This is a major milestone, and the result of years of consistent advocacy by Boomerang Alliance and our allies.

We are now focused on improving these schemes and aligning with international best practice:

- Expanding schemes to include wine & spirit bottles and other containers
- Increasing the refund amount to 20 cents or more
- Mandating tethered caps on bottles to eliminate loose plastic tops from litter streams
- National harmonisation and increased access across our regions

“National recovery rates have stabilised at 65%, while world leading nations achieve more than 90%. We know we can do better.

JEFF ANGEL, **DIRECTOR**

A BIGGER REWARD
A CLEANER AUSTRALIA

04 National Packaging Reform – Cut The Wrap

Our largest campaign this year focused on pushing for government regulation of the packaging sector, creating a national solution to packaging waste and plastic pollution.

Grounded in circular economy principles, our proposals aim to hold producers responsible for:

- Reducing packaging
- Designing better, reusable and recyclable products
- Supporting collection and recovery systems

Holding industry accountable is the most effective solution, it shifts the financial burden off households and onto the businesses creating the waste. This change will protect our environment, health and climate, and ease cost-of-living pressures.



Cut The Wrap Campaign Highlights:

- Designed a detailed product stewardship scheme with mandatory reduction and reuse targets
- Briefed local, state and federal governments, industry associations and policy experts
- Held a roadshow at Parliament House to present our model to MPs and the Department of Climate Change, Energy, the Environment and Water
- Launched Cut The Wrap, our dedicated online campaign hub



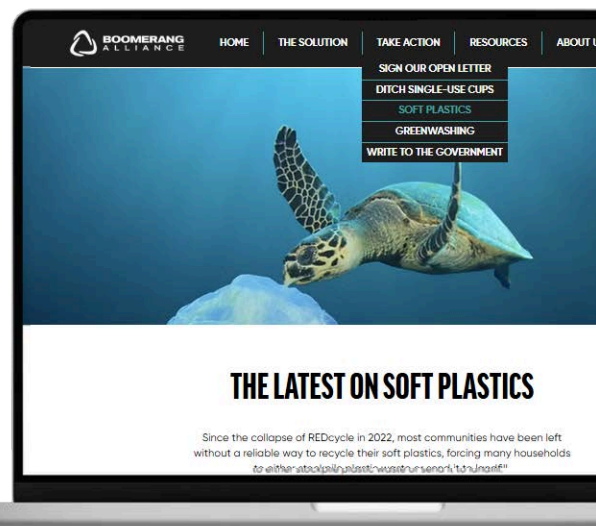
Thanks to your support, Federal and State Environment Ministers have now committed to reform. Our next challenge is ensuring new laws are introduced within the next 12 months, and not delayed again.

BIRTE MOLIERE, **PRODUCT STEWARDSHIP LEAD**

05 Soft Plastics Reform

We have pushed hard for urgent action on soft plastics. In detailed discussions with the Australian Food and Grocery Council, we reviewed their proposal for an industry-funded, fast-tracked product stewardship scheme, *Soft Plastic Stewardship Australia*.

The scheme is based on full cost recovery by industry, with collection via kerbside, in-store and drop-off depending on location. Trials are already underway in select regions and stores, and we're working to ensure this becomes a best-practice national solution.





06 Supermarkets: Calling for Transparency and Accountability

We partnered with the Australian Marine Conservation Society to conduct the national audit of plastic use by Australia's major supermarkets.

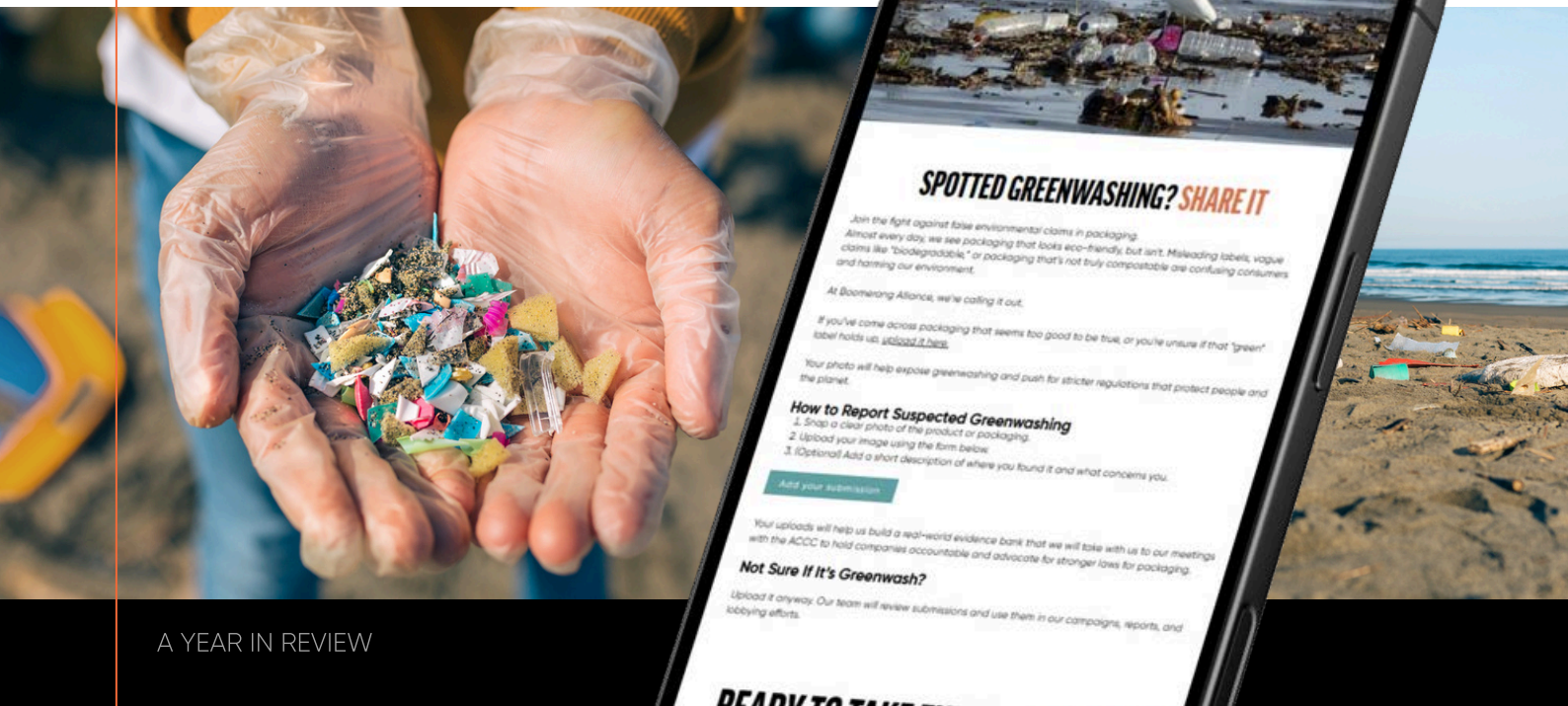
While a few improvements were seen, serious issues remain; including loose fresh produce costing more than plastic-wrapped alternatives.

More than 25,000 people signed our joint *Unwrapped* petition, calling on supermarkets to cut the wrap and reduce unnecessary plastic. Thanks to this support, our Plastics Investigation Unit, powered by dedicated volunteers, continues to shine a light on excessive packaging.

07 Cracking Down on Greenwashing

We exposed serious gaps in the Australian Recycling Label (ARL), which appears on many packaged goods. These gaps allowed manufacturers to mislead consumers about how, or whether, their packaging could be recycled.

We formally lodged complaints with the Federal Government, the ACCC, and the packaging industry, leading to widespread media attention and industry commitments to update labels.



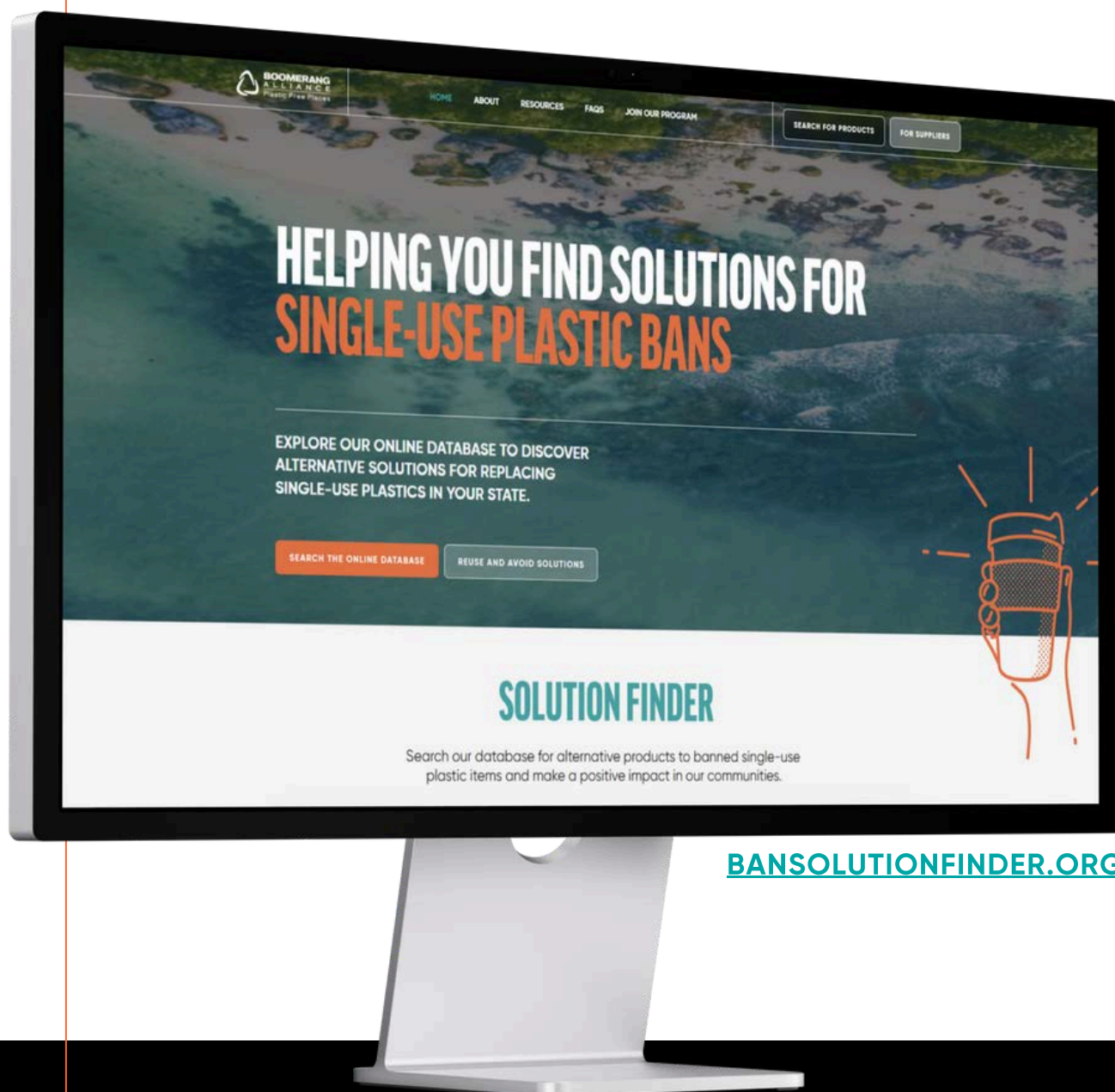


08 Supporting Bans on Single-Use Plastics

State governments have continued expanding their bans on single-use plastic items, with billions of throwaway items now out of circulation.

We've played a leading role by engaging with each state government through submissions, advisory panels, media and direct lobbying.

A major milestone was launching the [Plastic Ban Solution Finder](https://bansolutionfinder.org) – a searchable online database of sustainable, approved alternatives to banned items. It's now a vital resource for businesses, councils and community groups seeking compliant solutions.





09 Inspiring Action

To better understand public sentiment ahead of the 2025 election, we commissioned national YouGov polling. The data helped shape our strategy and elevate plastic pollution as an election issue.



10 Empowering Change Together

We have intensified our social and mainstream media communications to increase public pressure. This has ensured amplified engagement and awareness amongst BA's 55 NGO allies, 40,000 + supporters, the wider community, leading brands, industry and government.

Our channels

- **Targeted Media Releases and Interviews:** targeted media releases and news updates have continued to be frequently sent to and covered by leading news, hospitality and industry media outlets.
- **Social Media:** BA is implementing a targeted social media strategy focussed on mobilising the community across all channels
- **Newsletters:** over 40,000 supporters subscribe to BA's regular newsletters, with targeted eDMs being sent to encourage submissions
- **Billboards,** petition pages, podcast, interviews.

“With the help of thousands of Aussies across the country, we were able to not only achieve our goal but surpass it!

SARA GIBSON, **COMMUNICATIONS LEAD**

SOCIAL MEDIA

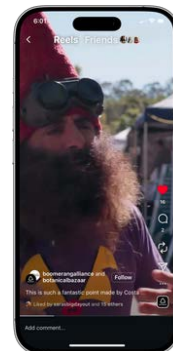


48K+
supporters



521,359
people reached
through social media

COMMUNITY SENTIMENT



dorinatbestoftimeswurstoftimes 9w · ❤️ by author
@jodieharrisonmp @ourlakemac what are you doing to encourage fast food outlets, cafes and coffee vans to stop using single use coffee cups and lids?

Reply Hide



1



melissatuffley 2w
@murraypwatt can you sign the petition please

Reply Hide



1



hopeful_elise 5w · ❤️ by author
WTF - that's 1 in 5 of us BUYING a single use drink daily. Here I am buying one once a week with a KeepCup. Cost of living?

Reply Hide



1



dorinatbestoftimeswurstoftimes 4w
local councils should be playing a bigger role in reducing single-use plastics

Reply Hide



sustainably.lisa 5w · ❤️ by author
I've signed 🙌, hope you all will as well!

Reply Hide



1



michelle.delac 1w · ❤️ by author
Live your work Birte and Andrea. Two inspirational women. 🙌🏻

Reply Hide



2



teresa_m_myers 14w · ❤️ by author
Boycott Maccas !!!!
Then they will care and change until then it's all about \$\$\$\$\$

Reply Hide



3



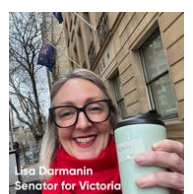
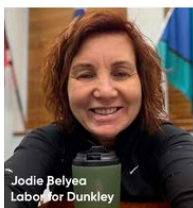
cressidahilken_sust 1w · ❤️ by author
Such a good day! Work is paying off 🙌🏻

Reply Hide



2

MEMBERS OF PARLIAMENT THAT PLEDGED ON SOCIALS



EMPOWERING CHANGE TOGETHER

POWERING CHANGE THROUGH PARTNERSHIPS AND COLLABORATION.

Our Community. Supporting and empowering everyday activists. From petitions to supermarket audits and local government collaboration, our community has driven change at every level.



Our Allies. The Boomerang Alliance represents a powerful coalition of over 55 allies. Together, we are the voice for lasting change. Our allied organisations are all committed to creating systems and behaviour change to build up a circular economy across Australia. Our allies enable us to push our impact to the next level.



Check our website for a full list of allies.



Our People. We have built a small but mighty and experienced team, leading our work across policy, advocacy and advancing a circular economy, supported by business and community mobilisation. We are backed by a committed board and guided by values of transparency, impact and justice.

LOOKING AHEAD

THE YEAR AHEAD IS ABOUT SCALING WHAT WORKS AND UNLOCKING NEW LEVERS FOR CHANGE.

Position Australia as Asia-Pacific leader in circular economy policy

Win strong packaging product stewardship legislation incl. extended producer responsibility

Expand our Plastic Free Places program to eliminate 5+million more single use plastic items



Scale our national reuse and refill movement via:

- Mandatory reusable packaging targets with government backing
- Targeting flagship venues and precincts
- The launch of our national reuse changemaker series
- Refill trials in supermarkets across Australia

Push for nationally consistent, expanded plastic bans across all jurisdictions.

Expand our supermarket plastic audit in partnership with AMCS and expand to other retailers to help inform policy and scale refill and reuse systems.



Scale our community mobilisation to grow collective advocacy by:

- Launching a new website & digital fundraising platform
- Deepening our donor and community engagement
- Launching our national advocacy and ambassador program
- Expanding our reach by growing collaborations

Expand the container deposit schemes to include glass wine and spirit bottles; up the refund to a minimum of 20c; expand consumer access and introduce tethered bottle tops.

SUPPORT OUR WORK

JOIN US IN PUSHING FOR CHANGE.
WITH YOUR HELP, WE CAN CONTINUE TO SCALE OUR IMPACT.

BECOME A FUNDER

If you're a business, trust or foundation interested in turning the tide on plastic pollution, we'd love to hear from you. With additional funding we can scale our work and grow our impact.

DONATE

Become a regular community supporter or make a one-off donation to power our campaigns. Every dollar counts.

STAY CONNECTED

Sign up to our newsletter, Reuse Journal or follow us on social media to take action and help Australia live with less waste.

PARTNER WITH US

We've always stood by the idea that to eradicate waste, we need to work together. Join our powerful group of allies and connect to collaborate.

CONTACT

INFO@BOOMERANGALLIANCE.ORG.AU
@BOOMERANGALLIANCE
LEVEL 1, 99 DEVONSHIRE ST, SURRY HILLS

BOOMERANGALLIANCE.ORG.AU
CUTTHEWRAP.ORG.AU
PLASTICFREEPLACES.ORG

*Together, we're creating a cleaner, fairer,
plastic-free future.*



THANK YOU TO OUR FUNDERS

Boomerang Alliance funders

- APS Foundation
- Australian Communities Foundation
- Crozier Family Fund
- Greener Future Fund
- Jaramas Foundation
- Melliodora Fund
- Morris Family Foundation
- Naylor Stewart Foundation
- O'Shea-Thompson Family Fund
- Peter Isaacson Foundation
- Purves Environmental Fund
- Re.Group
- Robites Fund
- TOMRA

Plastic Free Places funders

- Queensland Government (DETSI)
- South Australian Government (GISA)
- Western Australian Government (DWER)
- NSW Government (EPA)

We would like to extend our heartfelt gratitude to the many individual donors, families, and organisations who have supported us. Your generosity, encouragement, and belief in our work make all the difference in our fight against plastic pollution.

Every contribution – whether large or small – helps us continue moving forward and creating meaningful impact.

We are deeply grateful for your trust and commitment.

Please note: financial summary available following annual audit and published on ACNC website