

FOR NSW COUNCILS

Circular Soft Plastics Showcase

Thursday 20 August 2026 · 10:00am–12:00pm · Online — statewide webinar

Led by Lake Macquarie City Council & the Circular Economy Living Lab (CELL), delivered by Tidal Circular, and backed by council and industry partners across the value chain.

Explore the Directory — register free at tidalcircular.com.au/directory/register



Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands on which we live and work, and pay respect to Elders past and present, and to any Aboriginal and Torres Strait Islander peoples joining us today. We recognise their more than 65,000 years of caring for Country and ongoing cultural contribution.

PROJECT LEAD — LAKE MACQUARIE CITY COUNCIL

Why Lake Mac is leading this

Hal Dobbins · Coordinator Waste Strategy, Lake Macquarie City Council

Like many councils, our role in resource recovery is shifting beyond collection and diversion from landfill — into materials management, market development, procurement, and using our purchasing power to create demand for recycled products. That's not new territory for Lake Mac, but the complexity is growing.

Since China Sword in 2018 we've taken an early-adopter approach — recycled-glass sand in stormwater pipe installation, recycled aggregates, low-carbon and fly-ash concrete blends, crumb rubber in road surfacing, and more recently recycled-plastic pavers, furniture, bollards, wheel stops and posts.

We also recover more than 15 tonnes of soft plastics a year through our Community Recycling Centres — modest nationally, but it matters to the residents who separate it and bring it in, because they want to know it's genuinely being used again. I suspect many of you hear the same from your communities.

But as REDcycle showed, collection alone isn't enough. If recovered material keeps growing and demand doesn't grow with it, the system turns fragile fast — stockpiles, lost confidence, and another hit to public trust in recycling.

So the focus of this project is simple: product pull-through. It's not local government's job alone to solve circular supply chains — but councils do have a role where we're already buying products that could reasonably include recycled soft plastics: pavers, decking, erosion control, outdoor furniture, bollards, formwork and wheel stops.

The hard part is adoption inside councils' operational frameworks. Anyone who's introduced recycled materials into roads, parks, stormwater or infrastructure knows it's rarely straightforward — we need confidence on performance, standards, procurement, maintenance, whole-of-life cost, WHS and long-term suitability.

That's where this project comes in — a clearer view of what's available, what's been assessed, what councils are interested in, and where aggregated demand can give suppliers a stronger signal. We're fortunate to partner with CELL — which Lake Mac helped establish with Dantia and the University of Newcastle — and with Tidal Circular pulling it together.

The ask today is simple: if what you see resonates with your council's aspirations, take it back to the right people — procurement, waste, sustainability, assets, infrastructure, parks and roads.

Ultimately, our hope is to move soft plastics from a collection problem to a procurement opportunity — making it easier, safer and more reliable for councils to buy recycled soft-plastic products with confidence.

Collection is back. Demand is the missing piece.

Collections are back, recycling infrastructure is ready. What happens next depends on whether there are buyers for the output.

SUPPLY

Material is flowing again

In-store, council drop-off and kerbside collection is scaling nationally. Without buyers for the recycled output, the loop never closes.

DEMAND

Councils are a key lever

Erosion control, permeable paving, asphalt, car parks, public-domain furniture, bins and caddies — a broad range of products meets needs across council assets.

RISK

We've been here before

Previously collection outran demand, leading to significant stockpiles. The supply side is back and growing. Demand is the missing link.

LEAD COUNCIL

Lake Macquarie City Council

LEAD ORGANISATION

**Circular Economy Living Lab
(CELL)**

DELIVERY LEAD

Tidal Circular

REACH

65 councils so far

Impartial and non-commercial — no product or supplier is recommended, ranked or favoured, and no fees or commissions apply to any listing, quote or purchase.

HOW FAR IT'S COME



Recycled soft plastics are constantly evolving

Recycled soft plastic products have and continue to evolve significantly. Products that outperform virgin alternatives in service life and reduced environmental impact now span the categories councils spend the most in.

Parks & recreation

Furniture and picnic settings, decking and boardwalks, tree guards, matting, dog-park agility

Civil & roads

Structural profiles and boards, bollards and posts, wheel stops, traffic calming, asphalt and concrete additives

Streetscape & building

Fencing and screening, permeable and drainage products, sheets and cladding, materials handling

Waste & resource recovery

Kitchen caddies, bin liners, bin enclosures, community collection bags

There's something for everyone. The Directory brings them together.

Product and supplier data, performance data, recycled-content verifications, and more — in one place, comparable, and built for a procurement file.

The product question has moved on. The remaining work is procurement.

NOW IN THE DIRECTORY

One waste stream. Councils’ biggest spend categories.

88 Australian-recycled soft plastic products, across 16 categories, from 10 suppliers — from bollards to bin caddies to boardwalks to building board to asphalt.

84
PRODUCTS

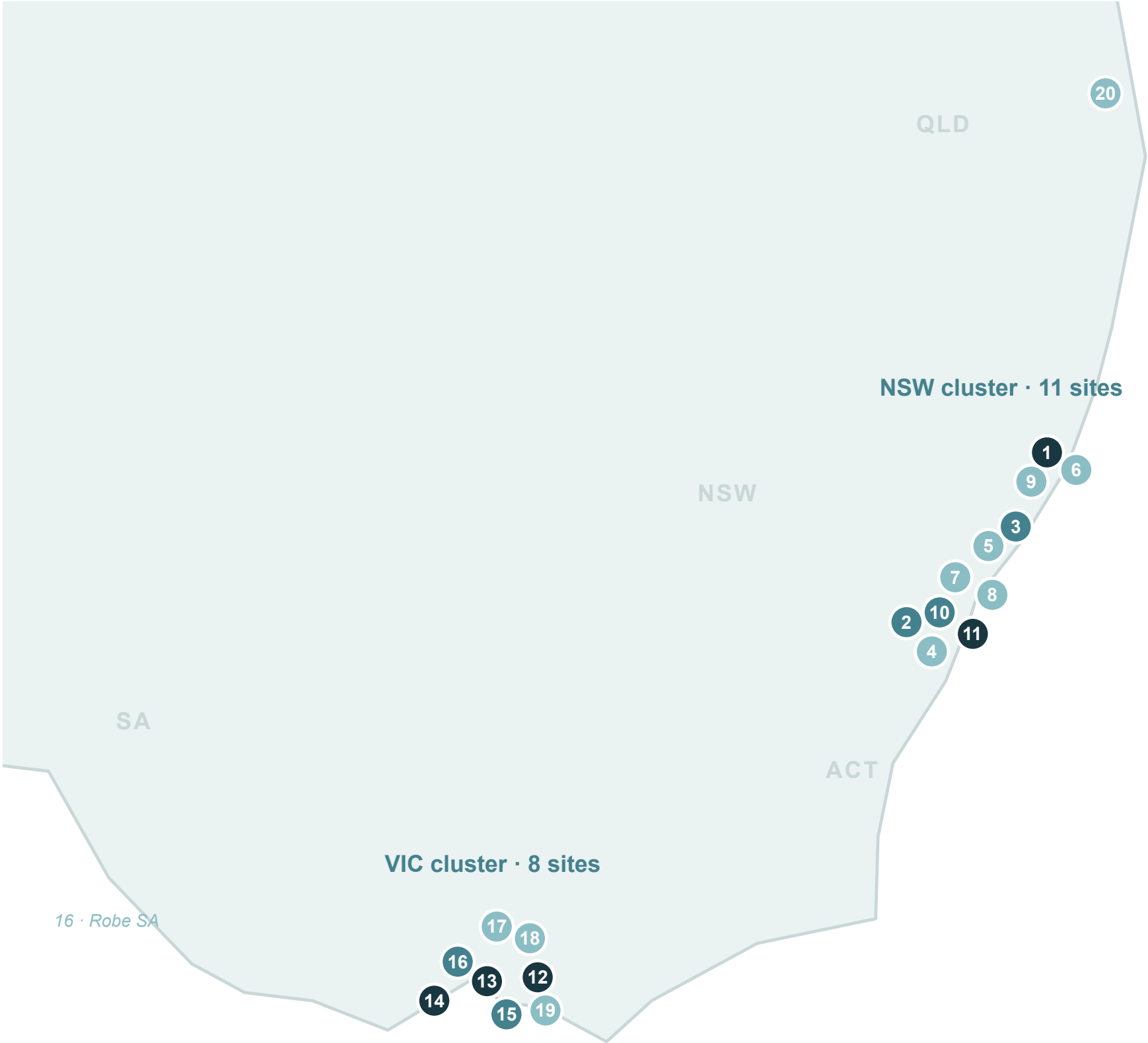
16
CATEGORIES

10
SUPPLIERS

Parks, recreation & sport	35	Outdoor furniture & settings · dog-park agility · decking & boardwalks · pavers · gardens
Civil, roads & traffic	38	Profiles & boards · bollards & posts · wheel stops · traffic control · asphalt & bitumen additives
Streetscape & building	9	Building panels & cladding · fencing & screening · crates & materials handling · drainage
Waste & resource recovery	7	Kitchen caddies & organics · bin enclosures · multi-sort stations · handheld compactors

Australian-made from Australia-recycled soft plastics, many with high recycled content and long service lives — a real, growing domestic market.

REGISTER FREE TO EXPLORE →
tidalcircular.com.au/directory/register



NSW

- 1

iQRenew
Kundle Kundle · SPEC feedstock hub
- 2

saveBOARD
Warragamba · building board
- 3

Resourceful Living
Beresfield · bin enclosures, garden edging, wheel stops
- 4

Holloway Group
Minto · Geohex, crates, pails, bins, trays
- 5

Source Separation Systems
Boolaroo · kitchen caddies, multi-sort stations, bin enclosures
- 6

Pelagic.Earth
Kundle Kundle · pavers, permeable grid, tiles, cladding
- 7

4 Seasons Industries
Central Coast · insulation
- 8

TrendPac
Berkeley Vale · dispensing inserts
- 9

Wholly Shrink!
Kundle Kundle · handheld compactor
- 10

Cromford
Pendle Hill · building films, concrete underlays
- 11

Goldrec Australia
Revesby · pellet, flake

VIC

- 12

APR Plastics
Dandenong Sth · pre-processing · pyrolysis → oil
- 13

Polymer Processors
Braeside · reprocessing
- 14

GT Recycling
Moolap (Geelong) · soft plastics
- 15

Replas
Carrum Downs · furniture, bollards, traffic control, decking, boardwalks, dog agility
- 16

Transmutation
Tottenham (+ Robe SA) · bar chairs, aggregate (Resin8®), wheel stops
- 17

Close the Loop
Somerton · TonerBind asphalt additive
- 18

IPS
Campbellfield · crates
- 19

Sancell
Carrum Downs · protective film

QLD · WA

- 20

Signet
Brisbane · film for bin bags
- 21

Circular Seed
Perth, WA · mobile mech → pavers · early stage (off map)

RECYCLERS
Recycle and sell recycled resin/feedstock to others

iQRenew
Kundle Kundle NSW · SPEC feedstock hub

APR Plastics
Dandenong Sth VIC · pre-processing · pyrolysis → oil

Polymer Processors
Braeside VIC · reprocessing

GT Recycling
Moolap VIC · soft plastics

Goldrec Australia
Revesby NSW · pellet, flake

RECYCLERS & MANUFACTURERS
Recycle and make products

Replas
Carrum Downs VIC · furniture, bollards, traffic control, decking, boardwalks, dog agility

Transmutation
Tottenham VIC + Robe SA · bar chairs, aggregate (Resin8®), wheel stops

saveBOARD
Warragamba NSW · building board

Resourceful Living
Beresfield NSW · bin enclosures, garden edging, wheel stops

Cromford
Pendle Hill NSW · building films, concrete underlays

MANUFACTURERS
Make products from recycled pellets, flakes and/or resin

Close the Loop
Somerton VIC · TonerBind asphalt additive

Holloway Group
Minto NSW · Geohex, crates, pails, bins, trays

Source Separation Systems
Boolaroo NSW · kitchen caddies, multi-sort stations, bin enclosures

Pelagic.Earth
Kundle Kundle NSW · pavers, permeable grid, tiles, cladding

4 Seasons Industries
Central Coast NSW · insulation

TrendPac
Berkeley Vale NSW · dispensing inserts

IPS
Campbellfield VIC · crates

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Brisbane QLD · film for bin bags

Sancell
Carrum Downs VIC · protective film

Wholly Shrink!
Kundle Kundle NSW · handheld compactor

Circular Seed
Perth WA · mobile mech → pavers

WHAT COUNCILS TOLD US



29 councils told us what they need.

Final RFI results, closed August 2026 — 26 NSW councils and 3 Vic councils.

29 of 29

OPEN TO BUYING TOGETHER

24 of 29

HAVE OR ARE DEVELOPING A
RECYCLED-CONTENT POLICY,
TARGET OR COMMITMENT

25 of 29

SEE COMMUNITY DEMAND FOR
SOFT-PLASTICS RECYCLING OR
RECYCLED PRODUCTS

You asked. We built it.

The most common needs map to something the project delivers.

“...we are not actually aware of which products are out there.”

→ **THE DIRECTORY**

“Easy to compare whole-of-life costs would be hugely beneficial.”

→ **THE BUSINESS CASE CALCULATOR**

“...do they look good, do they last, do they do the job well?”

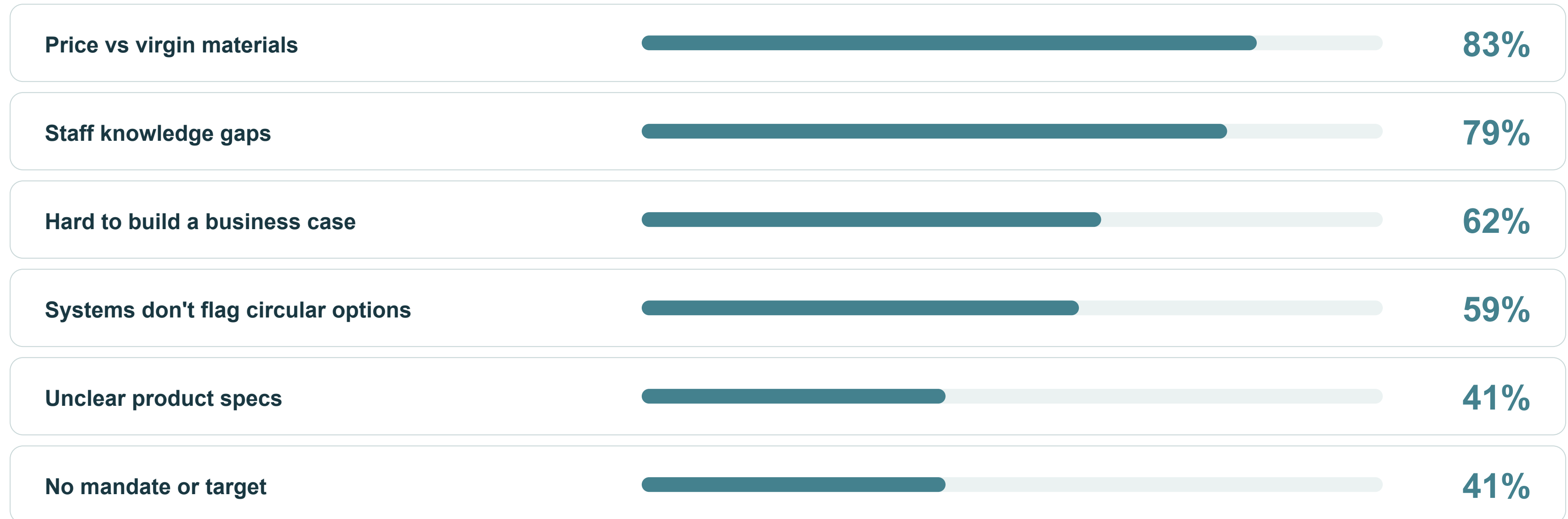
→ **TRUST & VERIFICATION**

“...scheduled pooling and signalling lets councils and buyers plan, prepare and act.”

→ **DEMAND POOLING**

The barriers are consistent

What most limits uptake, by share of councils.



How barriers are addressed

What the project provides to address each barrier.

01	Whole-of-life business case calculator (EAC)	83%
02	Supplier showcase + how-to toolkit	79%
03	Model clauses and evaluation guidance	62%
04	Public directory of what's available	59%
05	Standardised supplier information addendum	41%
06	Policy template + adoption resolution	41%

93% Spend is concentrated where the products fit — 93% name civil construction and roads as a top category.

Four reasons this project is procurement-driven

01

Procurement tools

What the project actually hands over: a business case template and calculator, model clauses, pathway guidance, a policy template and an MoU — the documents a procurement team needs to act.

02

Procurement problems

What stops adoption is procurement-shaped: price compared against virgin, specification confidence, evidence of performance, and no internal case ready to sign.

03

Pooling as a procurement method

Aggregating indicative demand happens before any market approach. It improves the volume you take to market — it is not a tender, an RFQ or a purchase.

04

Probity pre-answered

No supplier is recommended or ranked, no fees or commissions apply, and every council procures through its own process. The pooled quote is a record you take with you.

Nine tools, all free and public (from 8 September)

Business case template + calculator

Pre-filled from the listing, whole-of-life comparison, every assumption visible, exportable.

Impact framework

How the environmental estimate is built, what it covers, and what it deliberately doesn't.

MoU + Statement of Commitment

Internal instruments for prioritising recycled content, ready for executive sign-off.

Policy template

Drop-in wording for a sustainable procurement policy that names recycled content.

Pathway guidance

Which route to use — direct, panel, VendorPanel, LGP, ROCs & JOs, NSW Government contracts.

Model clauses

Specification and evaluation wording for recycled content, verification and reporting.

Supplier information addendum

The evidence set to ask suppliers for, matched to the directory's own fields.

FAQ

The questions councils are already asking, with the evidence type that answers each.

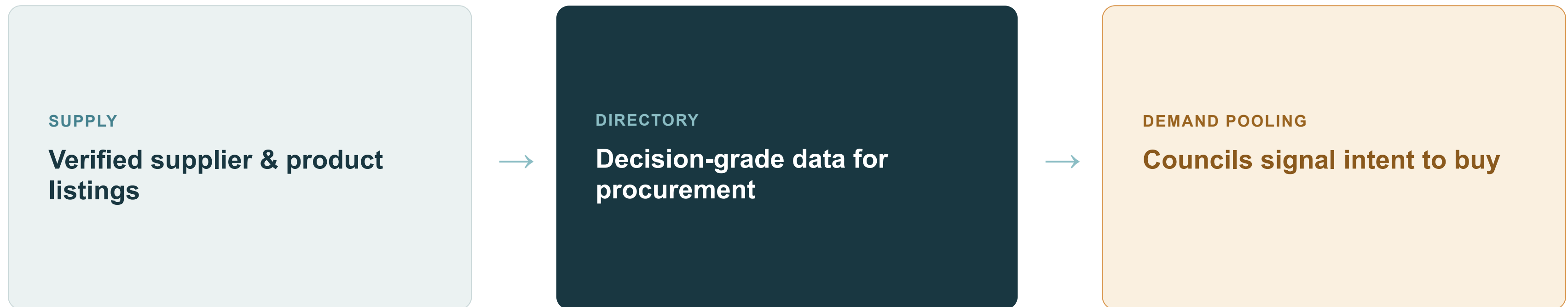
External resources

Government and standards material worth citing, gathered in one list.

Take what you need, rebadge it, and use it inside your own process.

One directory that connects supply and demand — and pools it.

The directory sits upstream of transactions, coordinating intent into aggregated demand signals, then hands off to channels they already use.



↓ Hands off to individual councils · groups of councils · VendorPanel · LGP · ROCs & JOs · NSW Government contracts

Built to be defended

Every figure traces back to its source — published government factors and attributed supplier data.

Units purchased →

Unit mass →

Total recycled content % →

Soft plastics share %

= Tonnes of Australian recycled soft plastic

× NSW EPA factors = Greenhouse effect

1.53 t CO₂e

net benefit per tonne of recycled soft plastic

on NSW EPA figures

Sourced, end to end

Product data comes from supplier declarations, shown with verification status. Emissions factors come from NSW EPA's Environmental Benefits of Recycling study — the dataset behind the EPA's own Recyclator tool. NSW-specific, public, and on the 100-year basis used across Australian greenhouse accounting.

The benefit is displacing virgin plastic, not avoiding landfill

Plastics generate almost no landfill methane. The gain comes from making polymer from recovered material instead of fossil feedstock.

A range, never a single number

Results show low, central and high, with the assumptions visible.

Supplier declarations are attributed, not asserted

We report what a supplier stated and its verification status. The platform makes no environmental claim of its own.

A case your finance team recognises

The template does the structure; the calculator does the arithmetic. Both are built to be interrogated — every input, factor and assumption is visible on the page.

Template plus an equivalent annual cost (EAC) calculator

EAC is the spine of the model, so a product that lasts 40 years and one that lasts 10 can be compared honestly.

Aligned to TPG23-08 and environmental impact

NSW Treasury guide for cost-benefit analysis, with environmental outcomes alongside the cost — so the case reads the way your organisation already reports.

Whole-of-life, not sticker price

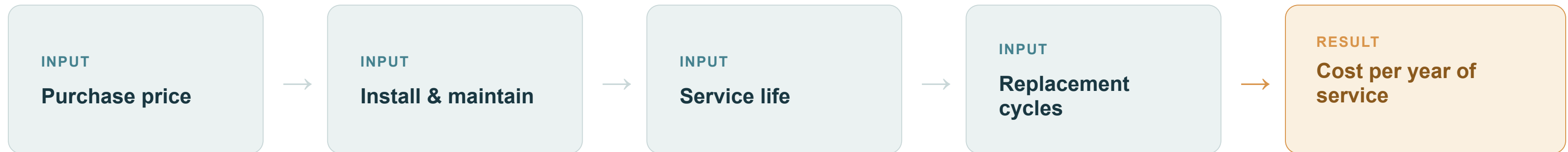
It structures the full cost of ownership — purchase, install, maintain, replace and dispose — so decisions rest on lifetime cost, not the purchase price.

Governance-ready

Sources, factors and caveats travel with the document, so it can be attached to a report or a committee paper .

Why whole-of-life changes the approach

Equivalent annual cost (EAC) normalises differing lifespans. It is the difference between comparing two prices and comparing two assets.



Sticker price can be deceiving

A cheaper asset replaced twice inside the comparison period is rarely the net cheaper or more sustainable asset. Unit price alone can't show that.

Maintenance is where the difference shows

Painting, treating, repairing, remilling and disposal costs sit in operational budgets and rarely reach the purchase decision.

Same method, every product

The same EAC method applies to every product, so like-for-like comparisons hold across suppliers

Four ways soft plastics are recovered

A menu, not a ranking — who each option suits, and how each one is paid for.

In-store

Supermarket collection points, rebuilt and operating under the stewardship scheme.

SUITS

Residents already shopping there; councils wanting coverage without running a service.

COST MODEL

Levy-funded by the scheme. Free to residents, no council cost.

Council drop-off

Community Recycling Centres and drop-off points councils already operate.

SUITS

Councils with existing CRC infrastructure and engaged residents.

COST MODEL

Council-operated, absorbed into existing waste services.

Curby

iQRenew / CurbCycle bag-in-bin: residents bag soft plastics and place them in the existing recycling bin.

SUITS

Councils wanting kerbside coverage without a new bin or collection round.

COST MODEL

Council-funded programme, with bags and communications included.

ReSmart

Council-subsidised doorstep collection booked by the household.

SUITS

Highly motivated households, and areas where kerbside change is hard.

COST MODEL

Pay-for-service, with a council subsidy reducing the household price.

Whichever route the material takes, the output still needs a buyer.

Mass balance

Recycled content is accounted for across the system rather than physically traced to a single item, so a council's material can be matched to product volumes it buys back.

Some recyclers ask for a commitment — or a best-endendeavours undertaking

Taking a council's material can depend on a buyback commitment in return. Worth knowing before a collection contract is negotiated, not after.

Lake Mac soft plastics buy-back

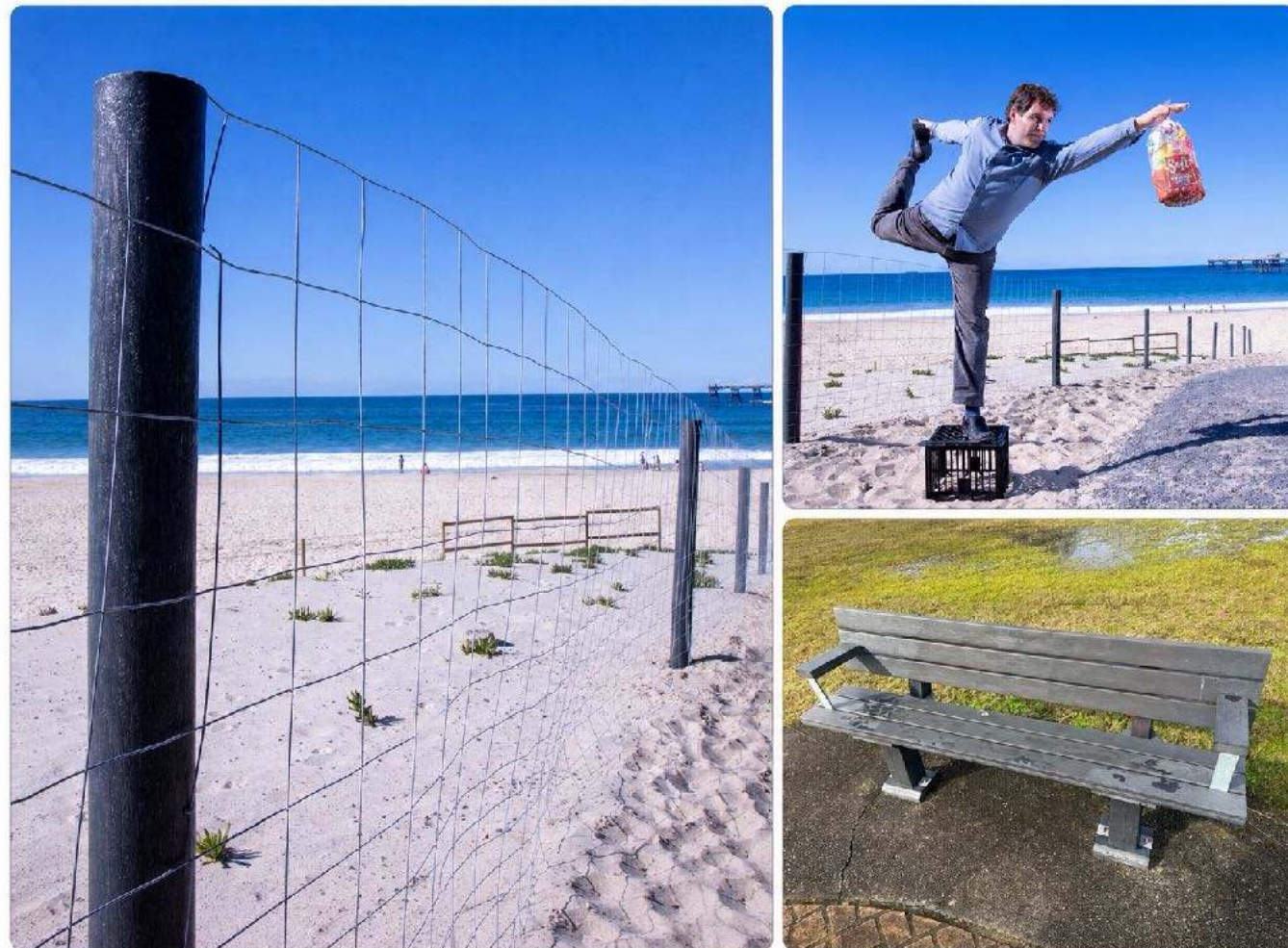
Turning community recycling effort into practical circular procurement outcomes.

FROM 2023

Lake Mac began collecting soft plastics through its CRCs in 2023, partnering with Plastic Police and Plasmar to buy back practical products like posts, bollards and furniture for use in Council projects.

NOW

Our expanded partnership with iQRenew now supports higher-volume soft plastics recovery and buy-back of fit-for-purpose products, including permeable grid pavers for parking areas, wheel stops and parking bay markers for public works projects.



Hornsby: collection through to buy-back

Community buy-back

With iQRenew, Hornsby shows residents the products their own soft plastics become — kitchen caddies, tubs & crates, bins, sleepers and posts — and points them to "buy recycled content items here."

Buy-back written into contracts

Hornsby's Buy Recycled Roadmap builds buy-back into service tenders: mulch, compost and soil from organics contracts, road base from concrete crushing — with minimum buy-back volumes to stimulate demand.



How to read a recycled-content claim

Three questions separate a claim you can put in a procurement file from one you can't.

QUESTION ONE

What is the percentage measured against?

Recycled content by mass, of the whole product or one component. Pre-consumer factory scrap and post-consumer material are not the same thing, and the soft-plastics share within the recycled content is a separate number again.

QUESTION TWO

Who stands behind it?

Self-declared by the supplier, checked by a customer or consultant, or verified by an independent third party under a published scheme. All three appear in the market; they carry different weight.

QUESTION THREE

Traced or balanced?

Physically traced content sits in the item you buy. Mass-balance content is accounted for across the system. Both are legitimate and widely used — the difference should be stated, not assumed.

HOW THE DIRECTORY HANDLES IT

Attributed and dated

Every claim is recorded as the supplier stated it, with its verification status and date beside it. Self-declared is shown as self-declared.

Recycled-content verification schemes

The recycled-content verification schemes worth recognising when they appear in a supplier submission.

GRS

Global Recycled Standard — verifies recycled content, with chain-of-custody tracking plus social and environmental criteria.

Global GreenTag

Global GreenTag — product certification and rating used widely in the built environment.

GECA

Good Environmental Choice Australia — Australian multi-criteria ecolabel covering environmental and health criteria.

UL 2809

UL 2809 Environmental Claim Validation Procedure — third-party validation of recycled content, common with North American suppliers.

EPDs

Environmental Product Declarations — third-party-verified life-cycle data for a specific product, useful where an asset owner already asks for them.

ISCC PLUS

International Sustainability & Carbon Certification (ISCC) PLUS — international chain-of-custody certification widely used across polymer supply chains, including mass-balance accounting for recycled feedstock.

ReMade in Australia

ReMade in Australia — national recycled-content trade mark for Australian-made products. Still under ACCC review, so not yet in effect.

Weighted positive, not a mandatory gate

Certification earns evaluation points; the absence of it doesn't disqualify a supplier with credible evidence. A mandatory gate would exclude smaller Australian manufacturers with genuine recycled content. Which suppliers hold which certifications is being verified against RFI responses before publication.

Soft Plastics Stewardship Australia

The stewardship layer that funds and organises collection — distinct from any certification of recycled content.

A voluntary stewardship scheme

Funded by participating brand owners and retailers to take responsibility for soft-plastic packaging after use.

Eight-year ACCC authorisation

Authorisation lets competing companies co-operate on collection and funding, and gives the scheme a stable planning horizon.

In-store collection rebuilt

Supermarket drop-off has been re-established and is scaling, with material tracked through to recyclers.

Partnership with APCO

Aligns the scheme with national packaging obligations and reporting rather than running as a separate track.

A stewardship scheme, not a content certification — SPSA organises collection and funding; it does not verify what percentage of recycled material sits in a finished product.

National Framework for Recycled Content Traceability

DCCEEW-led, voluntary, and endorsed by environment ministers on 10 November 2023.

A guideline, not a scheme

It sets out how recycled content can be traced and claimed consistently. It does not certify products and does not create a new mark.

Built on existing infrastructure

GS1 identification standards for tracking material through the chain, and AS ISO 14021 for how a self-declared claim should be worded and substantiated.

No scheme is endorsed

DCCEEW deliberately endorses no single certification, leaving buyers to weigh the evidence in front of them.

The same stance as this project

Record the claim, record its basis, weight it in evaluation — no mandatory gate, no favoured scheme. The directory's fields are designed to sit inside this framework.

Non-prescriptive by design — at the national level and here.

HOW THIS SITS WITH GOVERNMENT WORK



Complements the Choose Circular Directory

The Commonwealth's Choose Circular directory and this project answer different questions for different users.

DCCEEW · CHOOSE CIRCULAR

National, all materials, discovery

A broad national directory across many material streams and buyer types. Its job is to help people find recycled-content products and suppliers.

THIS PROJECT

One stream, one buyer type, procurement machinery

Post-consumer soft plastics, NSW councils, and the tools that turn a listing into a purchase: whole-of-life business case, pooled demand, portable quote.

WHERE THEY MEET

Listings can feed both ways

Suppliers listed here should be discoverable nationally too. Nothing in this project asks a supplier or a council to choose between them.

Different lanes, same direction.

HOW THE DIRECTORY WAS POPULATED

Councils set the categories. Suppliers provided products and supporting data.

We ran an expression of interest (EOI) to invite councils and suppliers, and a request for information (RFI) to both to capture key insights and data.

STEP ONE

Council EOI / RFI

Priority spend categories, barriers, and appetite to pool demand.



STEP TWO

Supplier RFI

Product data, recycled content, verification status and evidence, submitted against those categories.



STEP THREE

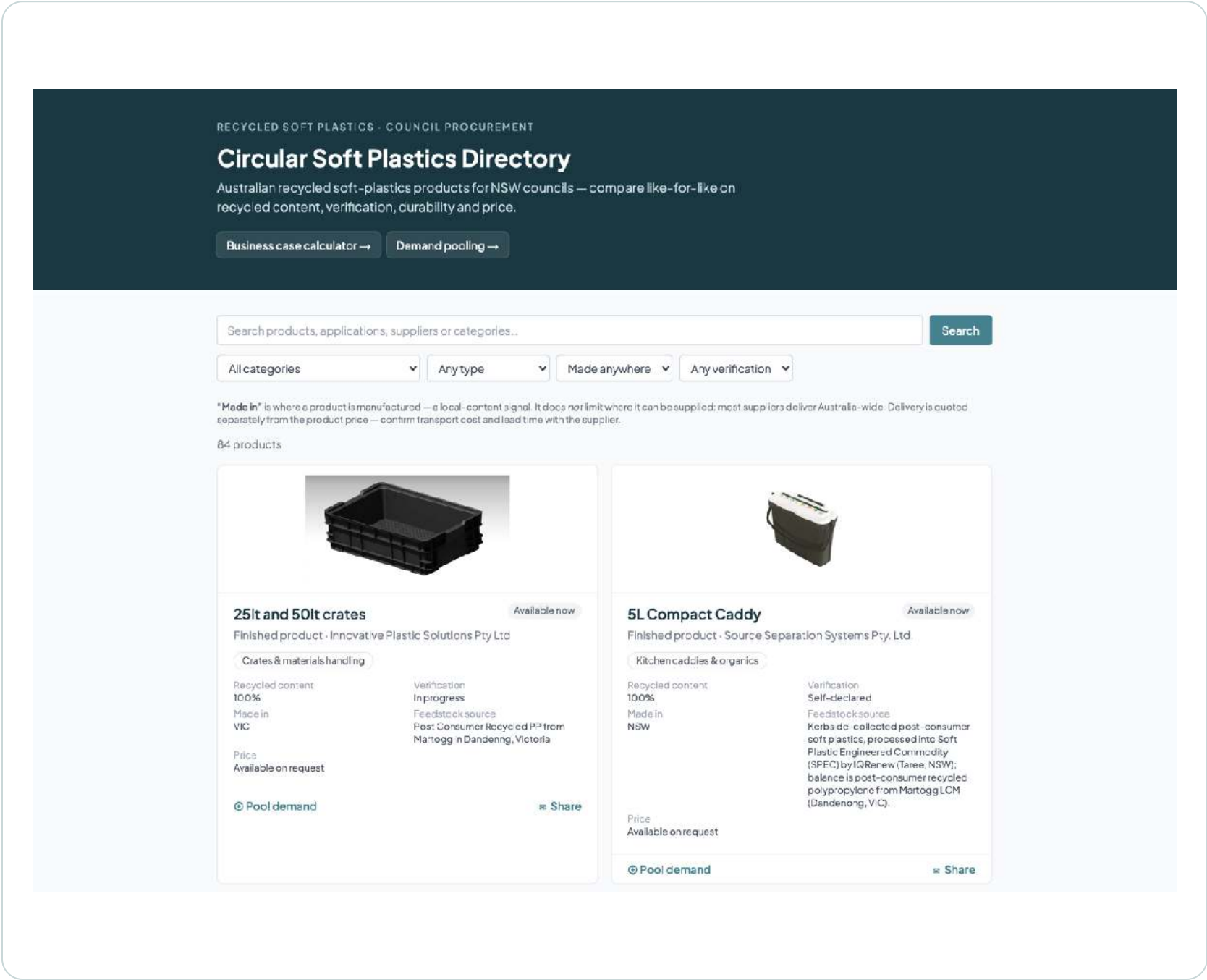
The directory you're about to see

Comparable listings, evidence attached, demand pooling live.

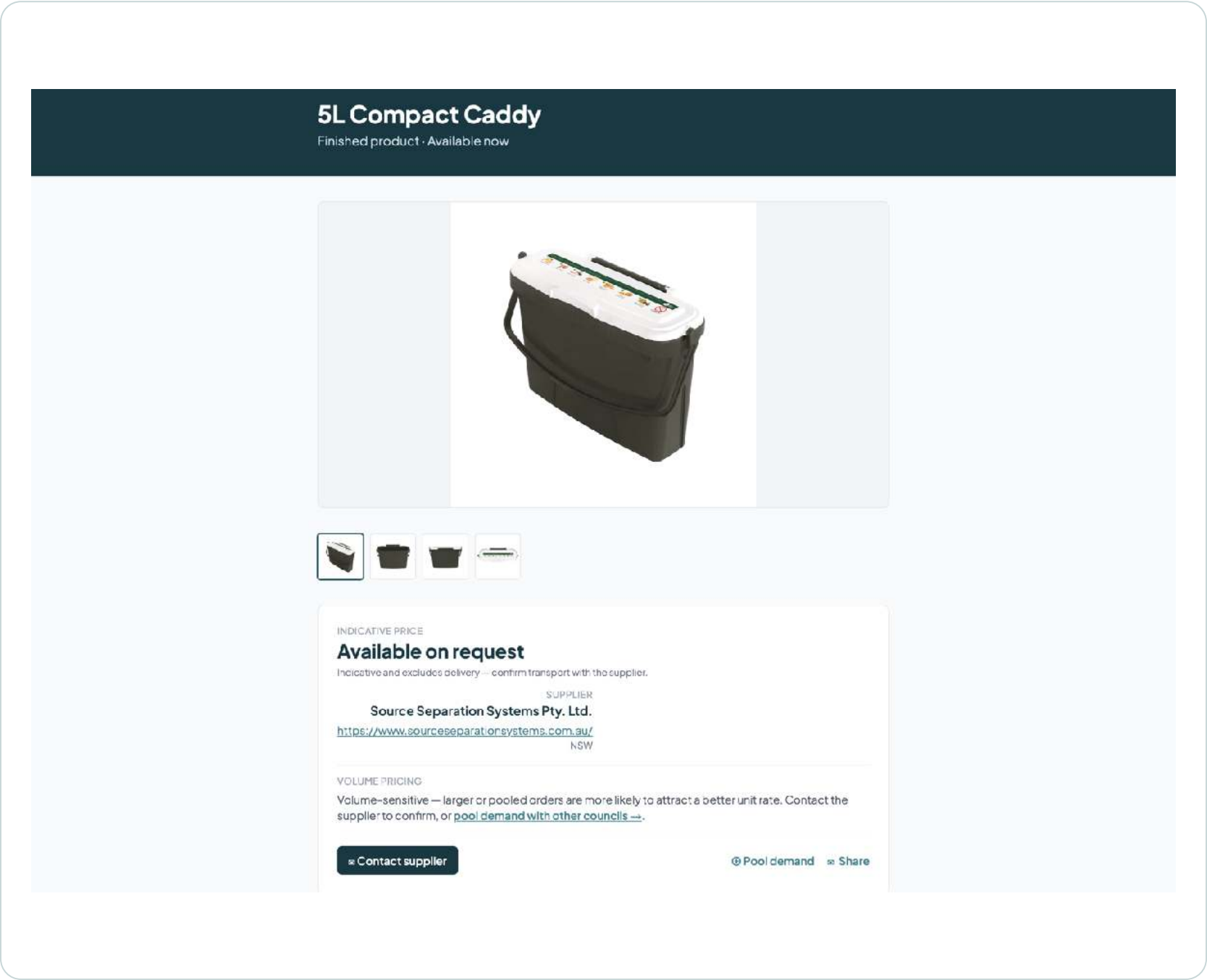
Open it with us — let's take a look

Browse products, open a listing, then start or join a demand pool. The link is in the chat — pick a product and play with the pooling tool while we go.

www.tidalcircular.com.au/directory



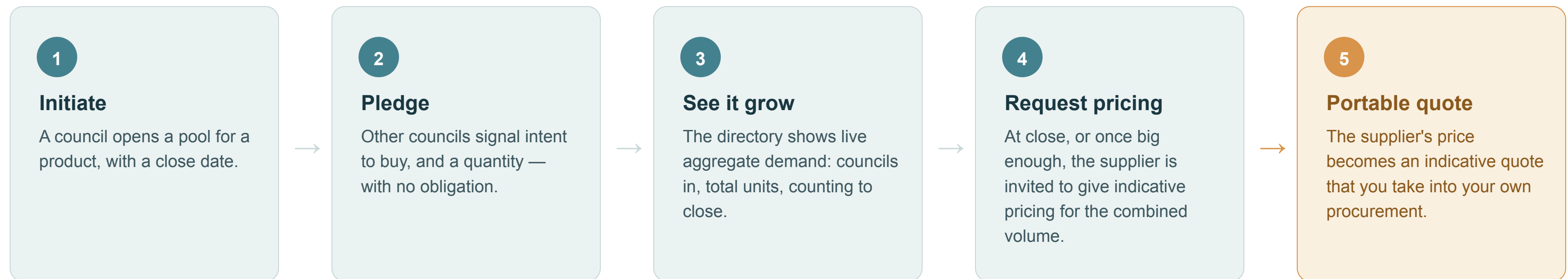
Browse the directory



Inside a listing

Signal demand together

Combined volume across councils improves the odds of a lower per-unit price than any council would get alone



You always procure through your own process — nothing here commits you to buy.

TAKE IT TO YOUR TEAM

This only works if we use it



FIND A CHAMPION

One person who owns it

Someone with procurement standing who can put one product into one specification this financial year.

WHO TO BRING IN

Procurement

Assets & infrastructure

Parks & open space

Civil & roads

Waste & resource recovery

Sustainability

Finance

Send them the listing and the pre-filled business case, not a summary of this session.



YOUR NEXT STEP

Start using the Directory.



Register free — tidalcircular.com.au/directory/register

Unlocks the business-case calculator, demand pooling and supplier enquiries. No cost, no obligation.

Just want to look? **Browse the catalogue — tidalcircular.com.au/directory**

A short survey will follow soon by email — it gauges demand, next steps, and invites you to register for the Directory.

THANK YOU

To Lake Macquarie City Council, CELL and every council that helped shape this

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