

## What we did



ReMade in Australia workshops attended by 160+ stakeholders.



*Designing ReMade in Australia* discussion paper received over 90 responses.



Our market research surveyed over 1,000 consumers and 500 businesses.

## What we've heard

91% of consumers would be interested in ReMade in Australia products.

Consumers expect businesses to be sustainable.

The percentage of consumers searching for sustainable products is 64%, but 68% of consumers are cautious about environmental claims.

81% of businesses are interested in participating in ReMade in Australia.

Businesses understand consumer sustainability expectations.

Businesses have identified a range of barriers to using recycled content, including uncertain supply and quality.

60% of respondents wanted the minimum threshold of recycled content to be greater than 10% for ReMade products.

Many respondents raised that including packaging in the scheme may confuse consumers on whether the brand refers to the packaging or the product.

Many respondents agreed that ReMade products should be recyclable, but noted there are challenges with feasibility.

## What we're proposing



**Scope**  
Eligible products will include finished goods (including business-to-business) and construction projects, where the last substantial transformation is completed in Australia. Packaging will not be in scope at this time—due in part to the national packaging reforms underway.



**End of use outcomes**  
ReMade in Australia products should have a circular end-of-use outcome to prevent contributing to landfill issues. Products must be either durable, majority recyclable or covered by a product stewardship scheme.



**Minimum recycled content requirement**  
A minimum threshold of 20% recycled content will be required to participate—unless there are technical or regulatory limitations. This has increased from the 10% proposed in the discussion paper.



**Recycled content verification requirements**  
To verify the recycled content claims made under the brand, brand users must provide and maintain records that meet the National Framework for Recycled Content Traceability requirements.



**Australian proportion of recycled content**  
Greater than 50% of the recycled content used in the product must be collected in Australia, increasing to 100% in the future.



**ReMade in Australia partners program**  
Complementary initiatives will be explored to enable a wide range of supply chain participants to engage with the brand—for example, packaging companies and recyclers.



**Logo**  
A revised logo that clearly communicates the intention of the scheme to consumers and indicates a recycled content percentage is being developed.

## What we're planning

2024

- Finalising scheme rules and applying for revised certification trade mark
- Appointing scheme administrator
- Launching the scheme

2025

- Ongoing monitoring and review