



Virtual Briefing Room: Update on Packaging Reform

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19 February 2026

Competition caution

The ACCC requires that participants at this meeting must not enter into any discussion, arrangement or understanding that may, in any way, infringe applicable competition laws.

In particular, members and participants must not:

- discuss or agree on production limits or strategies, prices (including rebates and discounts), marketing territories, bids or tenders;
- discuss or agree on dealings with customers or third parties, including trading terms and conditions;
- exchange any non-public or commercially sensitive information relating to -
 - purchasing, production and supply chain strategy or capacity,
 - marketing or advertising strategy, or
 - profit, costs or revenues.

Such topics must be avoided both in the formal meetings and in any informal discussions before, during or after meetings. Please keep discussions within the scope of the set agenda items as off-topic discussions may represent a compliance risk.

Participants are encouraged at any time to challenge any discussions that might contravene this statement.

Acknowledgement of country

The Australian Food and Grocery Council acknowledges the Traditional Owners of Country throughout Australia. We pay our respects to Elders past, present and emerging.

Housekeeping

- You have been placed on mute automatically. Please ask any questions using the Q&A function.
- Chat has been disabled



Agenda

- Government and Parliamentary Situation
- Situation in the States
- Impact for Packaging
- Regulation Impacting Packaging Design
- Circular Economy Policy Landscape
- Design Considerations
- Federal Packaging Reform Timeline
- AFGC Advocacy Position & Plan Forward
- Q&A



Government Make Up

- **Federal Environment Minister**
 - Sen. Murray Watt
 - Previously Minister for Agriculture
 - Previously Minister for Employment and Workplace Relations
- **Federal Industry Minister**
 - Sen. Tim Ayres
 - Previously Assistant Minister for Trade, Manufacturing and later added Future Made in Australia
- **Federal Energy Minister**
 - Chris Bowen
 - Broad range of portfolio responsibilities prior to current role, including skills, financial services, immigration and small business.
- **Federal Assistant Minister for Climate Change and Energy**
 - Josh Wilson
 - Previously Shadow Assistant Minister for the Environment when product stewardship and packaging discussions were going through the Parliament.

Parliament Make Up

- **House of Representatives**

- 150 seats
- 94 for Labor Government; 42 for Opposition (28 / 14 Nats); 14 Crossbench (1 One Nation, 1 Greens, 1 Centre Alliance, 10 Independent, 1 KAP)
- Significant majority – Government agenda sails through

- **Senate**

- 76 seats
- 29 for Labor Government; 27 Opposition (21 Libs, 2 LNP, 3 Nats, 1 CLP); 10 Greens; 10 Crossbench (4 One Nation, 3 Independent, 1 Jacquie Lambie Network, 1 UAP, 1 Australia's Voice)
- No clear majority for Government; passage of bills needs support from other parties

State by State Risk or Opportunity

- Risk of fragmented packaging regulations varies pending each state government.
- Elections in SA, Vic and NSW within the next 12 months indicates there is a small window in the short-term
- Much bigger risk is for returned, entrenched governments with higher margins pursuing individual state policies

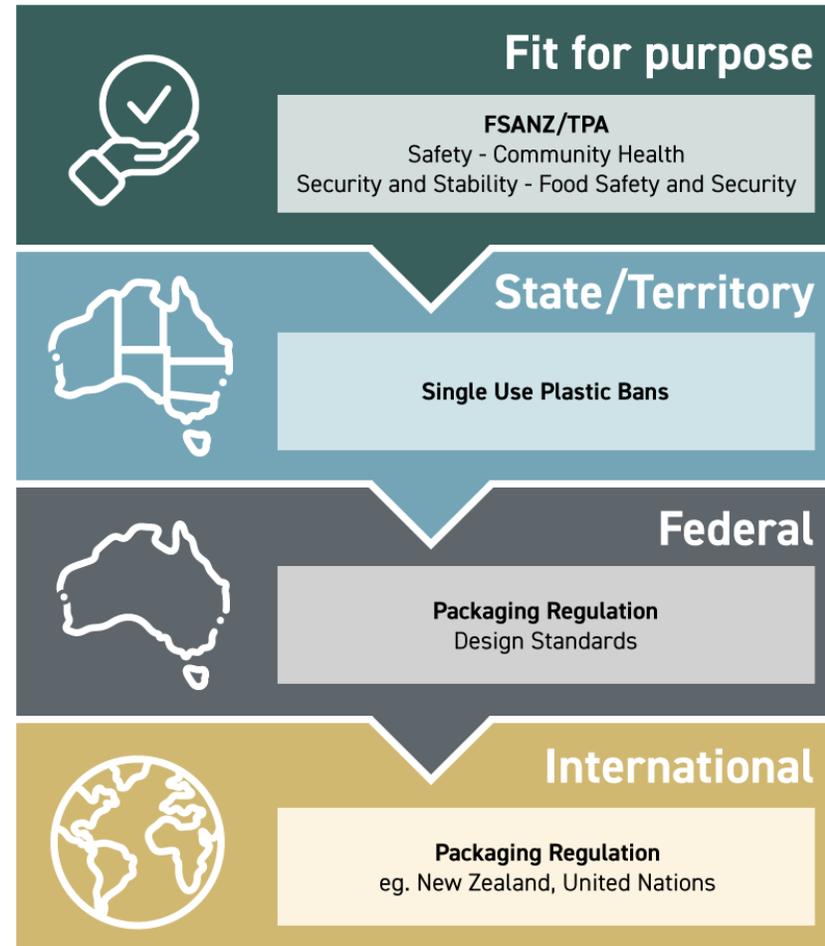
State elections:

- SA - 21 March 2026
- Vic - 28 November 2026
- NSW - March 2027
- WA - May 2029
- NT - 2028
- Qld - 2028
- Tas - 2029

What does this mean for packaging regulation?

- Federally, the urgency is not there
- Having completed EPBC and being comfortable in complex challenges, we can expect Minister Watt to pursue packaging reform or circular economy in some respect
- Similarly, heavy consulting was the case as he progressed EPBC Act
- State-based risk appears a higher likelihood for NSW, Vic and SA
 - These jurisdictions have elections within 12 months, and the government appears likely to return (Vic being the question mark).
 - Returned government far higher concern than regulations before an election.

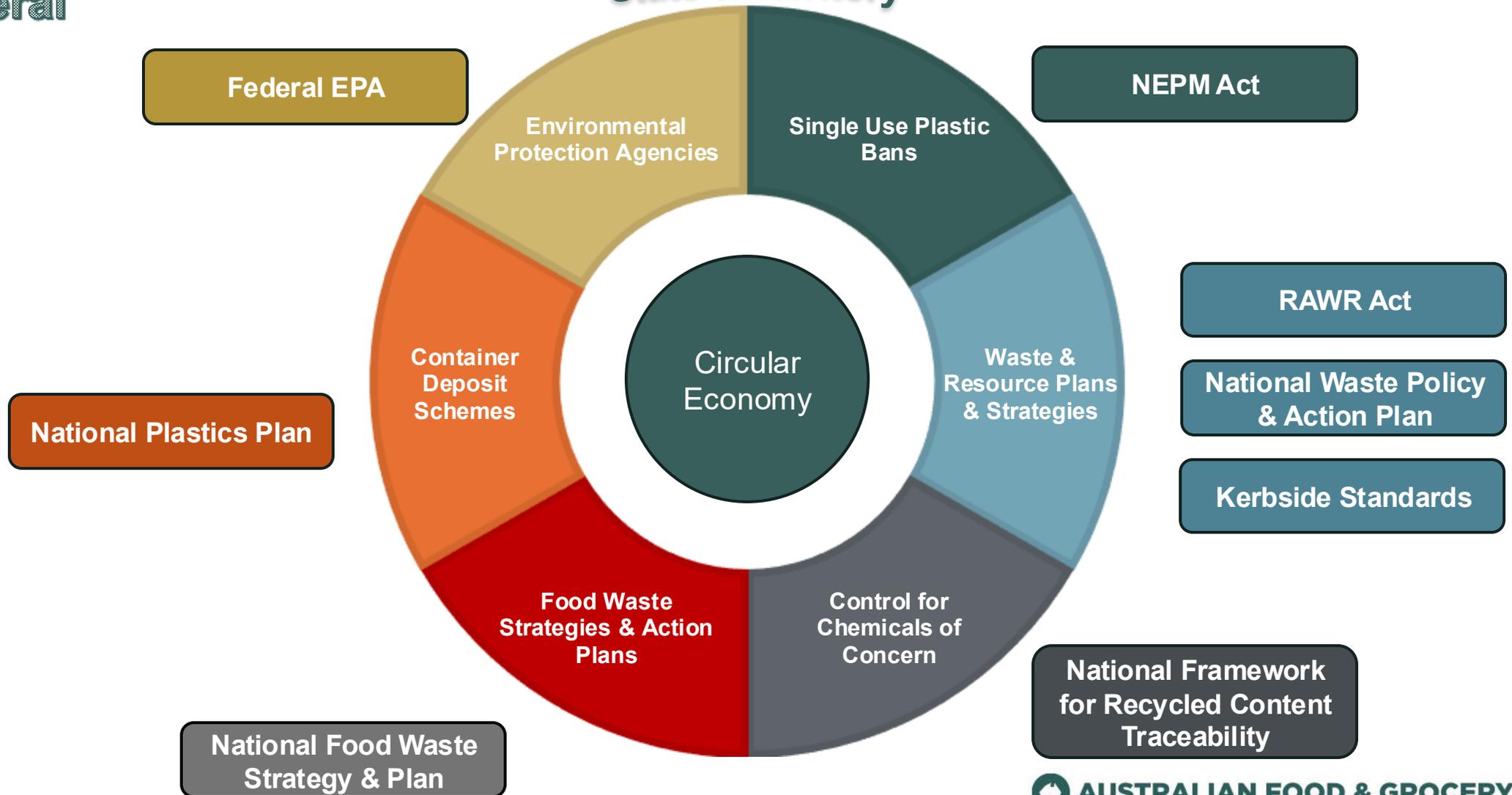
Regulation Impacting Packaging Design



Circular Economy Policy Landscape

Federal

State & Territory



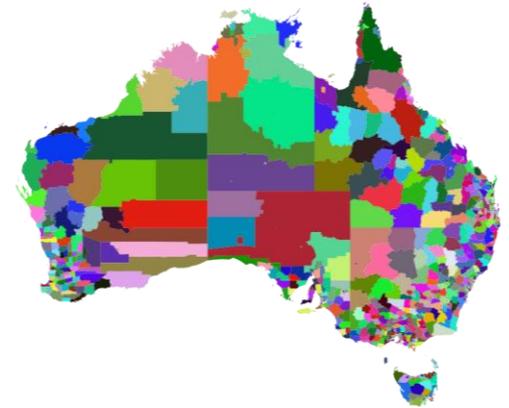
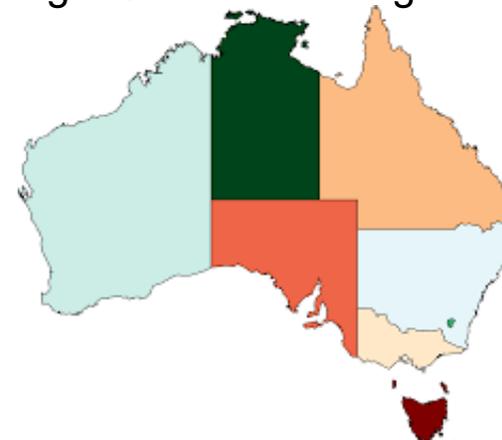
Packaging Design Consideration



Australian Government
Department of Health and Aged Care
Therapeutic Goods Administration



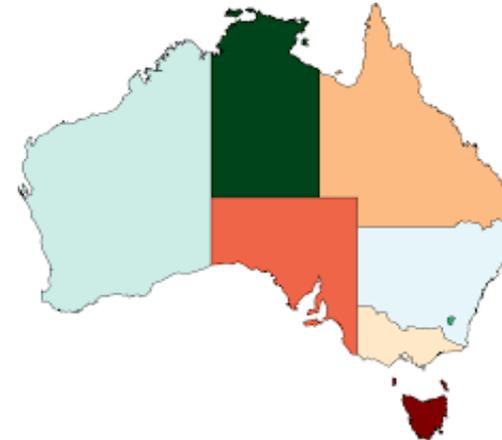
Single Use Plastic Regulation Kerbside Collection Systems



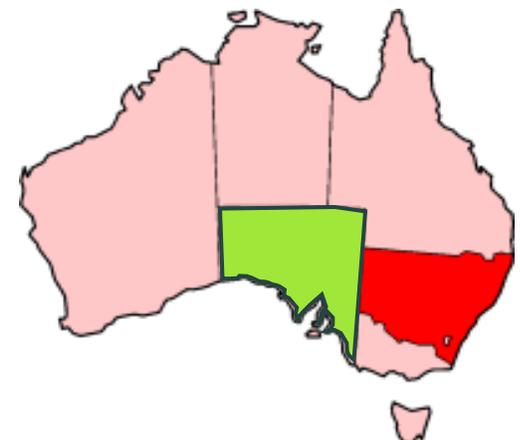
Australian Industrial Chemicals
Introduction Scheme



Container Deposit Schemes



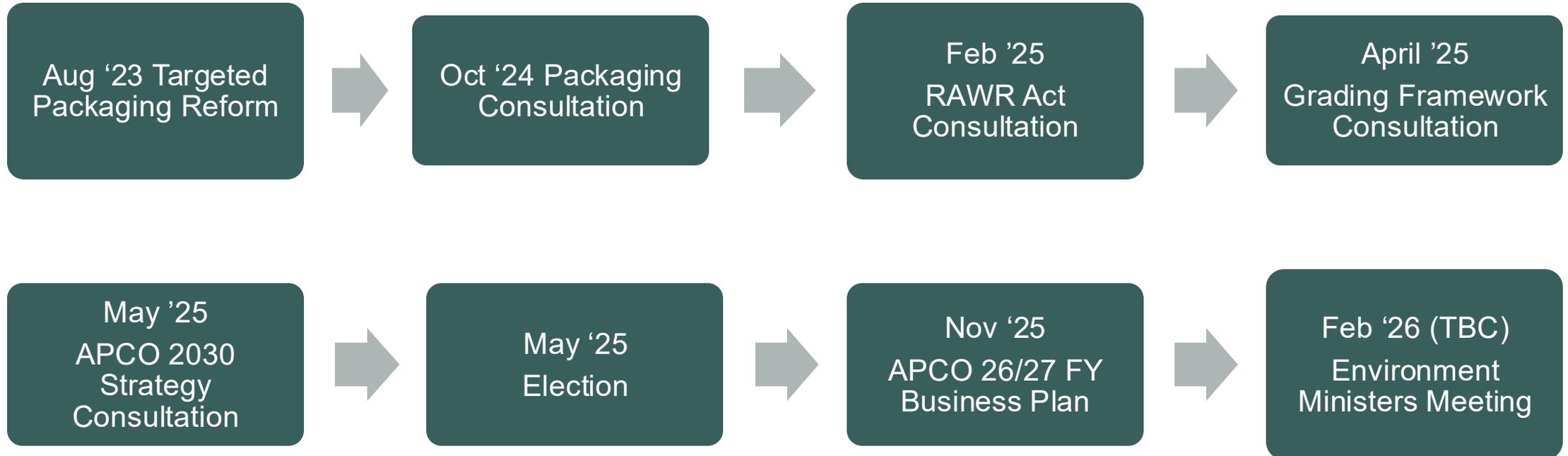
Compostable Packaging



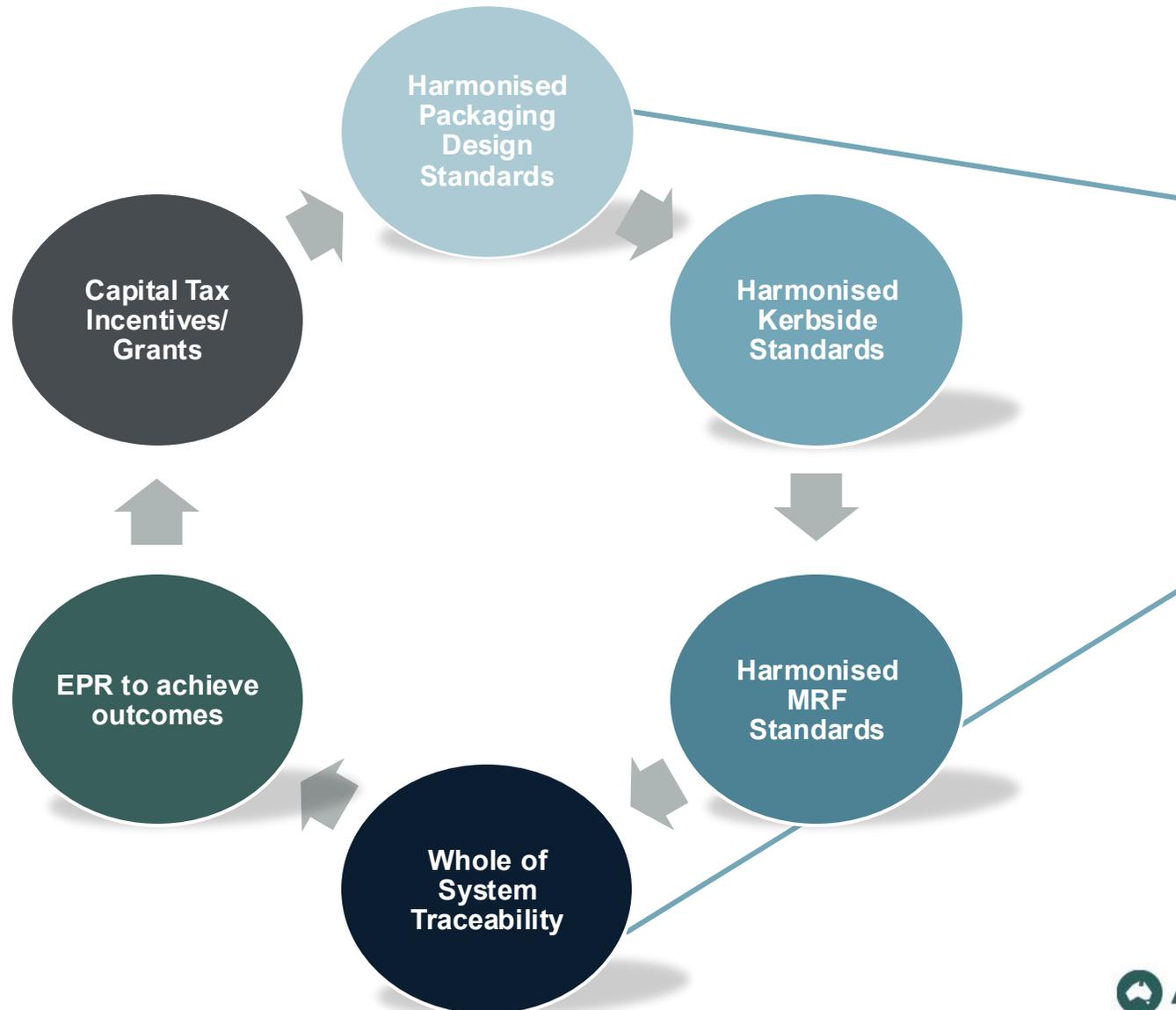
Packaging Design Considerations



Federal Packaging Reform Timeline



AFGC Advocacy Position



Design Standards

- Fit for Purpose
- Safety
- Time
- Investment
- Globally Aligned
- LCA

Recycled Content

- Recycled Content Supply Constraints (access)
- Product Constraints
- Greenwashing

Cost of Living

- Impacts of inaction – fragmentation, level playing field

AFGC Advocacy Plan Forward

Continued Minister Watt
and DCCEEW
engagement

Potential Roundtable

Value Chain Joint
Advocacy

State & Territory
Advocacy

2026 Federal Packaging Reform Consultation



Q&A



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APEX
The Industries Summit

27 AUGUST 2026 | MELBOURNE



FUTURELEADERS
FORUM

15 OCTOBER 2026 | MELBOURNE



MONTHLY | VARIOUS LOCATIONS

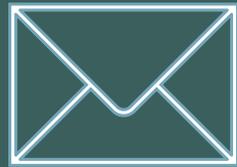


THROUGHOUT THE YEAR

Scan to see
our full events
calendar!



Thank you



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Global Landscape: UK

Now (2025 to 2026)

- Packaging EPR: reporting, PRNs/PERNs for recycling targets, disposal fees invoiced from Oct 2025
- Plastic Packaging Tax: applies to plastic packaging with <30% recycled content
- Simpler Recycling (England): households must have core collections and weekly food waste by 31 Mar 2026

Next (2026 to 2027)

- EPR modulated fees start in year 2: RAM green, amber, red ratings, higher factors escalate over 3 years
- RAM updates move to the July cycle, next update (RAM 2027) expected July 2026 and applies to packaging supplied in 2027
- Mandatory recyclability labelling: removed from initial pEPR scope, under review for future alignment with EU rules

Coming (2027 and beyond)

- Deposit Return Scheme: UK-wide start planned 1 Oct 2027 (England, NI, Scotland: PET, steel, aluminium 150ml to 3L, not glass)
- Wales plans a DRS that includes glass, regulations expected later in 2026
- Simpler Recycling (England): kerbside plastic film collections due by 31 Mar 2027

Global Landscape: EU

Now (2024 to 2026)

- PPWR replaces Packaging Directive, applies from Aug 2026
- Producers preparing for harmonised EU rules
- Packaging design and data requirements increasing
- Early portfolio and material assessments

Next (2026 to 2030)

- Recyclability by design requirements take effect
- Minimum recycled content targets for plastics
- Extended Producer Responsibility fully harmonised
- Reuse, refill, and labelling obligations expand

Coming (2030 and beyond)

- All packaging must be recyclable or reusable by 2030
- Stricter performance and recyclability thresholds
- Higher recycled content and reuse quotas
- Deposit systems and separate collection scaling