

# 2025 *Year of* REUSE

REUSABLES **CUT** COSTS,  
WASTE, RESOURCES &  
EMISSIONS.

[WWW.CUTTHEWRAP.ORG.AU](http://WWW.CUTTHEWRAP.ORG.AU)

“The world will be unable to cope with the volume of plastic waste in 10 years time, unless countries agree to curb plastic production.

Anne Tvinnereim | High Ambition Nations | UN Plastic Treaty 2024

Australia is at a critical decision point on plastic pollution. If we want to turn the tide on plastic, we must urgently scale up reuse.

The UN estimates plastic pollution could drop by 30% just by adopting reusables—using existing technologies and systems.

Yet, while all Australian Governments support reusables in principle, none have regulations to drive uptake, even in the most obvious locations like public places, stadiums and major events.

Meanwhile, global events such as the Paris Olympics and the 2024 European Football Championships used reusables—backed by policies that make reuse the norm.

Some Australian organisations are stepping up, with the 2025 Australian Open starting to offer reusable cups to spectators. But without strong policies to scale these efforts, we risk falling further behind.

Reusables must become standard practice across Australia. We need to get the ball rolling and catch up to International leaders, starting now.

If we don't, Australia risks being seen as an international hypocrite.

Imagine the reputational damage if the 2027 Rugby World Cup or the Brisbane Olympics generate mountains of unnecessary plastic waste and litter.

To achieve our vision, we're focusing on five goals, setting the stage to mainstream reusables across the economy and society:

1

A national extended producer responsibility scheme for packaging that includes plastic reduction and reuse targets

2

Introduction of a reusable strategy by every State and Territory as part of their plastic reduction policies

3

Reusable cups and containers becoming standard practice in all major stadiums and public events

4

Laws ensuring all cafes and takeaway outlets also offer reusable cups and containers and don't provide disposables for dine-in.

5

All Australians are actively encouraged to switch to reusable cups and container habits

85%

of Australians are  
**concerned** about  
plastic waste pollution

\*YouGov Poll 2024



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Join us in making 2025 'The Year Of Reuse...'

# 2025 Year of REUSE



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Australians are the second largest consumers of single use plastic packaging in the world\* and we only recycle 18% of the plastic we use. **It's time for change.**

*\*Plastic Waste Maker Index, Minderoo Foundation*

## International Progress Shows The Way.

The switch to reuse will not happen without government regulations. The Paris Olympics and EU Football Championships used reusables because it's the law in France and Germany. Likewise, the global shift towards reuse in hospitality is largely driven by government intervention.

While we work with many communities and venues in adopting reusables, the large-scale transition to a reuse economy requires systems change.

For more information, refer to our '[Choose To Reuse In Australia](#)' report.



## We are calling for commitments to:

### 1. Roll Out Product Stewardship For Packaging

After 25 years of little progress on packaging waste, the Commonwealth Government has proposed new reforms. The majority of stakeholders and the community support extended producer responsibility, where producers, not consumers, bear the cost. It is time to implement this scheme with ambitious, legally binding targets including:

- Recycling, composting and recycled content targets
- 30% of all packaging to be reusable by 2030
- 20% reduction in packaging by 2030

### 2. Introduce Reuse Strategies and Regulations

To phase out disposable cups and food containers in public place by 2027, every jurisdiction must introduce regulations, including:

- Stadiums and major events switch to reusable cups and containers as a standard practice
- All venues must offer reusable cups and containers to customers
- No disposable foodware provided for dine-in
- A minimum 50-cent levy on single-use cups and containers
- Expansion of reusable packaging in key locations such as tourist sites, public institutions, transport services, universities, offices and food courts

### 3. Other Important Measures

- Reusable shopping bag standard: All retailers must supply bags designed for at least 125 shopping cycles, in line with international best practice
- The inclusion of reusable containers in container refund schemes
- Returnable containers in supermarkets: allowing customers to use returnable containers for delis and other goods, offering refill stations and returnable crates for home delivery

### 4. Leading The Way: Businesses and Communities

The shift to reusables cuts single use plastic, reduces emissions, water and lowers waste costs. While government action is essential for systemic change, progressive businesses and communities can lead by example:

- Has your employer made the switch?
- Is your local club reusing?
- Are your family celebrations championing reuse?

**It's time for change. Join us in leading the way.**

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