BOOMERANG ALLIANCE IMPACT REPORT 2025-2026

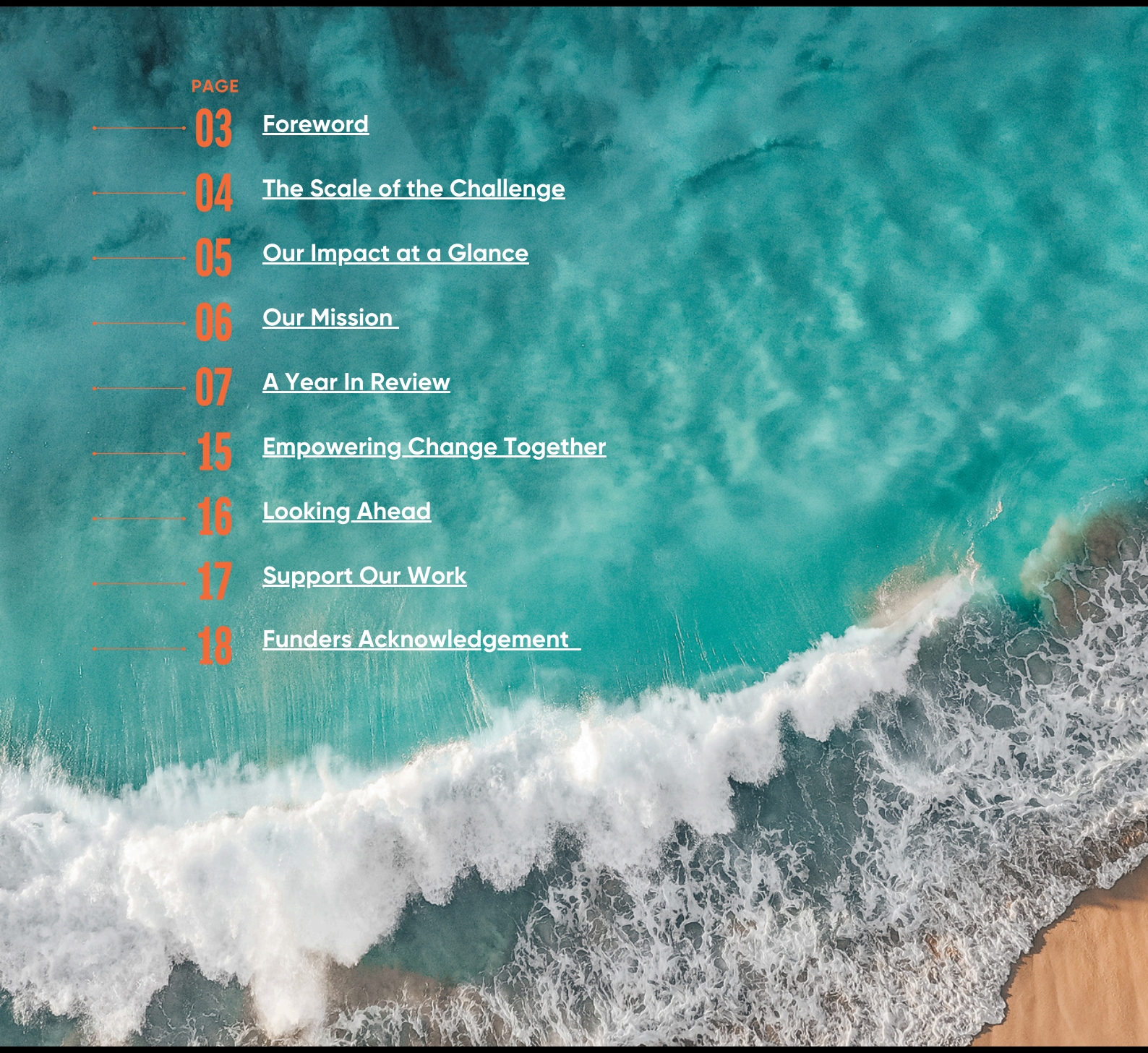
Turning The Tide on Waste and Plastic Pollution



BOOMERANG ALLIANCE

TABLE OF CONTENTS

INTERACTIVE PDF TAP PAGES AND LINKS TO SKIP AHEAD



PAGE

03 Foreword

04 The Scale of the Challenge

05 Our Impact at a Glance

06 Our Mission

07 A Year In Review

15 Empowering Change Together

16 Looking Ahead

17 Support Our Work

18 Funders Acknowledgement

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, present and emerging.

FOREWORD

A MESSAGE FROM OUR DIRECTOR

Waste and plastic pollution remain among the defining environmental, health and economic challenges of our time. Over the past financial year, the Boomerang Alliance has continued to lead the national movement to turn off the tap on waste and plastic pollution at the source. Moving past the era of ineffective voluntary commitments, our work has driven a fundamental shift across Australia toward enforceable legislation, circular economy frameworks and scalable reuse infrastructure.

Through high-level parliamentary advocacy, state-level legislative breakthroughs, industry roundtables and expanding community mobilisation, the Boomerang Alliance has delivered measurable impact across every state and territory. This report reflects the combined strength of our campaigns, our growing alliance network, and our shared vision for a circular Australia.

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

Public outcry over the impact of plastic on human health is reaching a tipping point. Coupled with The Lancet finding that plastic-related health issues cost the global economy $1.3 trillion every year and the numerous mainstream media segments on plastics and human health (see recent 60 minutes episode), the mandate for decisive action on plastics has never been clearer or more urgent.

To protect our oceans, reduce carbon emissions and address emerging public health risks associated with plastics, Australia must rapidly dismantle the "take-make-waste" linear model. The Boomerang Alliance exists to lead this systemic transition.

The facts that drive us:

- Australia uses **4.2 million** tonnes of plastic annually, that's 80,000 tonnes of plastic per week, **yet we only recycle 13%**
- **Australia loses $520 million** in recyclable packaging to landfills every single year
- 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 2025-2026

TOGETHER WE ARE DRIVING CHANGE.



Eliminated 44+ million single-use items via our national Plastic Free Places program, engaging **1830+ venues nationally.**

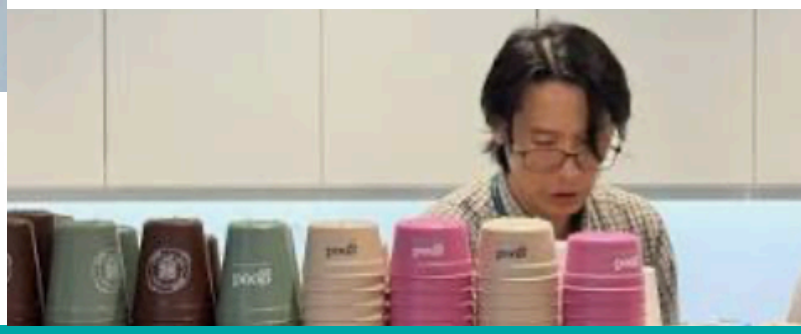
17,000+ community actions taken, thousands of **new newsletter subscribers, launch of new digital hub including the new Reuse Journal and suite of capacity-building tools.**





Unprecedented Alignment: We welcomed new allies, ambassadors, industry associations and sector leaders to accelerate the transition toward circular systems.

As a result of our work, we saw a wide range of reusable systems implemented, including the **first reusable system at Parliament House in Canberra.**



Launched our new **'Boomerang Deep Dive' Series, engaging hundreds of business leaders, policymakers and community advocates** in circular economy solutions.

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 55 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.

WHAT WE DO

Our Purpose: The Boomerang Alliance exists to eliminate waste and plastic pollution at the source through systemic change, shifting Australia from a throwaway economy to one that is circular, just and climate-smart. We do this by collaborating with our allies, communities, industry, investors and decision makers.

Our Vision: An Australia that leads the world in eliminating waste and pollution through circular economy principles: where reusable packaging is the standard; where producers are legally responsible for the entire lifecycle of their products and materials; and where communities, businesses and governments work together to safeguard and regenerate our natural environment for future generations.

Our Strategic Pillars:

1. **Policy Advocacy:** High level dialogue with industry, federal, state and local decision-makers to secure evidence-based, enforceable legislation and binding targets.
2. **Practical Demonstration Projects:** Real-world flagship projects such as Plastic Free Places and precinct reuse systems that prove the economical and operational viability of plastic free, circular solutions ready for national scaling.
3. **Collaborative Action:** Building and mobilising a powerful coalition of peak bodies, industry leaders and communities to scale implementation.
4. **Evidence-Based Solutions:** Translating global best practice and scientific research into tailored policy frameworks for the Australian context.

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 led to bold action. Together, we're calling for an overhaul of Australia's linear system - turning off waste and plastic pollution at the source.

01 Plastic Free Places



- Our Queensland program achieved major milestones this year: Griffith University successfully phased out **over 1 million single-use coffee cups.** We awarded Currumbin Surf Life Saving Club on the Gold Coast its Plastic Free Champion certification - making it Australia's first surf club to earn the title.
- Reached a total of **44+ million** single-use plastic items eliminated across **1800+ member venues.**
- **Partnered with the Tourism Industry Council Tasmania (TICT)** to support a diverse range of local operators, including the **iconic Spirit of Tasmania**, in significantly reducing single-use plastics and transitioning to sustainable reuse systems.
- Successfully delivered the **Douglas Choose to Reuse project** - scaling from 6 founding cafes to widespread community adoption of 'blue cups'.

> We know people will use reusable systems when they're convenient. The next challenge is creating the conditions that allow those systems to operate at scale, rather than expecting them to compete with single-use on an uneven playing field.
>
> KELLIE LINDSAY I **PLASTIC FREE PLACES**

CASE STUDIES

Click here to see our 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.







02 Choose To Reuse

- Advocated for landmark NSW legislation currently before parliament for reusable cups at precincts in Sydney (expected to pass in October)
- Initiated industry/government roundtables in Melbourne and Sydney on reuse across precincts and at major events. Formally called for all States and Territories to regulate reuse at stadiums and major events

> “Reuse is about leaving the era of single-use behind. By shifting from disposables to reusables, we transform how we value resources, closing the loop to protect our planet for generations to come.
>
> TOBY HUTCHEON, **CAMPAIGN MANAGER**

03 Container Refund Schemes (CRS)

- Following the historic milestone of achieving CRS implementation in every Australian state and territory, our focus shifted to scheme evolution and international best practice.
- The 20c Campaign: we built a powerful coalition of industry groups, charities, environmental NGOs and councils advocating to raise the refund rate to 20 cents; successfully expanded eligibility to wine/spirit bottles and consideration of non-beverage containers; propose mandating 80%+ recovery targets and tethered caps.
- Conducted multi-party briefings using European bottle samples, featuring tethered caps and 20c-equivalent refunds, to demonstrate proven international best practice to Australian decision-makers.
- Held 20c refund days and vox pops with local community and sporting groups.

> “National recovery rates have stabilised at 65% and will decline with 10c - while world leading nations achieve more than 90%. We know we can do better.
>
> JEFF ANGEL, **DIRECTOR**





National Packaging Reform – Cut The Wrap

04

- Led public advocacy about the need and ways to reform and mobilised national community support.
- Conducted multi-party briefings at Parliament House in Canberra with senior MPs and department officials, presenting our open letter signed by community, industry and experts as well as our detailed National Product Stewardship Scheme model.
- Held media events at Parliament House pushing for legally binding national targets, including mandatory packaging reduction, high-grade recycling standards and enforced minimum recycled content.
- Built an alliance of industry and environment groups publicly advocating for packaging reforms.
- Partnered with industry stakeholders to launch a coordinated campaign of joint statements and digital content, holding decision-makers accountable and ensuring state governments step up on packaging reform even if federal action stalls.

> “Industry, community, and environmental advocates are standing together with one united voice. We have a clear path forward - we are ready for EPR and global best practice. It’s time for the Australian government to get on with it, without further delays.
>
> **BIRTE MOLIERE** I PRODUCT STEWARDSHIP LEAD

The Body Burden

05

The Body Burden is a new national campaign shifting Australia’s plastic narrative from an environmental waste issue to an urgent, evidence-backed public health crisis. Working alongside leading toxicologists, medical experts, and research specialists, we are driving legislative reform in Canberra to establish a National Biomonitoring Task Force and enforce EU-style class bans on toxic packaging chemicals.

- Commissioned national YouGov polling to evaluate community sentiment on microplastics, health impacts, and chemical additives in everyday plastics.
- Developed campaign assets and scientific messaging for the official launch of the Body Burden campaign early next year, elevating human health risks into national policy debate.







THE PLASTIC COUNTRY

Mobilising 30,000+ Voices for Systemic Change

Screened across the country, Kal Glanznig's documentary The Plastic Country uncovered how plastic flows through Australian waterways and impacts human health. Reaching an audience of over 30,000 people, the national film tour successfully converted viewer awareness into direct advocacy to build powerful grassroots momentum for stronger packaging regulations and single-use plastic bans.

> What we are doing to our bodies with plastic is a massive, unmonitored experiment. The health costs are already catching up with us.
> **KAL GLANZNIG** BA AMBASSADOR I YOUTH ADVOCATE

Watch the Plastic Country here!





06 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 and territory government through submissions, advisory panels, media and direct lobbying.

A major milestone was the launch of the Plastic Ban Solution Finder – 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.



BANSOLUTIONFINDER.ORG



07 Inspiring Action

To better understand public sentiment ahead of launching our new Body Burden campaign, we commissioned national YouGov polling. The data helped shape our strategy and elevate our messaging across all of our campaigns.





08 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 covered by leading news, hospitality and industry media outlets.
- **Social Media:** BA is implementing a targeted social media strategy focused 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 action
- **Billboards**, petition pages, webinars, expert panels & interviews.

> Now more than ever, clear and courageous communications serves as the essential bridge translating advocacy into meaningful, real-world action
>
> SARA GIBSON, **COMMUNICATIONS LEAD**

SOCIAL MEDIA

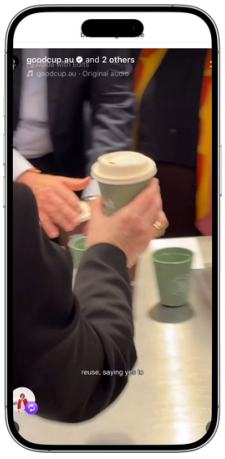
48K+
supporters

828,000
people reached
through social media

SOCIAL MEDIA CAMPAIGNS WITH OUR ALLIES

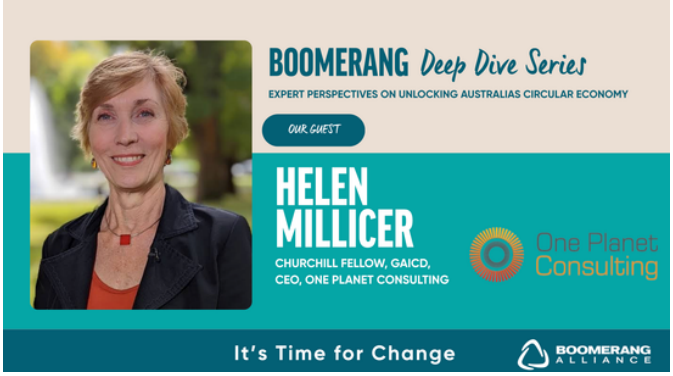








ELEVATING EXPERT VOICES





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.

Launch our new campaign The Body Burden to mobilise national public awareness around the health impacts of microplastics and plastic chemicals to drive tighter regulatory controls similar to Europe.



Roll out the next phase of our Plastic Free Places program focusing on scaling reuse systems across large events and stadium precincts, proving that large-scale venue operations can eliminate single-use waste efficiently.



Mobilise our multi-sector alliance to hold federal and state governments accountable to introduce mandatory Extended Producer Responsibility legislation, increase container refunds to 20c and introduce tethered caps, and ensuring all states follow in NSW's footsteps by introducing statewide strategies including binding reuse targets ahead of major upcoming global events like the Olympics.



Driving a national compliance campaign across state and territory governments to ensure existing single-use plastic bans are strictly monitored, enforced, and expanded to eliminate non-compliant items from supply chains.



THANK YOU TO OUR FUNDERS

Boomerang Alliance funders

- APS Foundation
- Australian Communities Foundation
- Good To GIve
- Greener Future Fund
- Jaramas Foundation
- Naylor Stewart Foundation
- Paul Ibbettson
- Peter Isaacson Foundation
- PMF Foundation
- Purves Environmental Fund
- Re.Group
- Sell & Parker Pty Ltd
- The Raymond E Purves Foundation
- TOMRA

Plastic Free Places funders

- Queensland Government (DETSI)
- South Australian Government (GISA)
- Tourism Industry Council Tasmania (TICT)
- Western Australian Government (DWER)

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

BOOMERANG ALLIANCE

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 waste and 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

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Together, we're creating a cleaner, fairer, healthier future.

REGISTERED CHARITY
acnc.gov.au/charityregister