



## Seamless - Australian Textile Product Stewardship Scheme

Progress update for New Zealand businesses

25 July 2023

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### What is Seamless?

It is a National Clothing Product Stewardship Scheme, an initiative that aims to improve the design, recovery, reuse and recycling of clothing in Australia, providing a roadmap to circularity by 2030.

The Australian Government funded a consortium to develop Seamless. The consortium was led by the Australian Fashion Council and included Charitable Recycling Australia, Sustainable Resource Use, Queensland University of Technology and WRAP Asia Pacific.

The scheme is designed to cover **all new clothing imported into or manufactured in Australia** including outer and underwear. It excludes single use protective wear, footwear, and accessories.

An independent Product Stewardship Organisation (PSO) will be created to implement the scheme and support the industry as it makes the transition from a linear to a circular economy.

Seamless is to be funded by a financial contribution paid by stewards on each new item of clothing they place on the market. The recommended contribution is **4c per unit of clothing**. The contribution is to be lowered to **3c per unit for clothing** with circular design attributes.

The scheme is **currently voluntary**, however the Environment Minister has clearly signalled that she will regulate if at least 60% of the industry does not sign up by July 2024.

### Next steps in the programme roll out

1. July 1st, 2023: Seamless launched. Foundation members have been set. The Environment Minister gave the industry 12 months to join or face regulation.
2. Currently in the 1 year transition period to stand up the scheme.
  1. Transition organisation development - the Product Stewardship Centre of Excellence (an Australian Government/Industry funded organisation) will run the transition.

Seamless has been handed over to them, along with the Programme Lead as part of the service agreement for 4 months.
  2. July - October 2023 - the proper Seamless organisation is going to be incorporated.
  3. Foundation members are starting to plan for next steps.
  4. Finalising key areas:
    - A CEO is going to be appointed
    - Defining the eco-modulation
    - Developing pilot projects



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Our clothing & textiles collective

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5. October 2023 > Seamless will commence operating as an organisation.
  - Start hiring people.
  - Start communicating how to become a member.
3. Then, in 2024 Seamless will start proper. This date is to be determined.

The AFC will communicate progress with us, including when businesses can join as a member of the organisation proper.

View the [Roadmap](#) here.

View the [Scheme Design Summary report](#) here.