

Circular Economy Action Plan

Year 1: 2026-27



GLEN EIRA
CITY COUNCIL

BENTLEIGH, BENTLEIGH EAST, BRIGHTON EAST, CARNEGIE, CAULFIELD, ELSTERNWICK,
GARDENVALE, GLEN HUNTLY, MCKINNON, MURRUMBEENA, ORMOND, ST KILDA EAST

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Contents

Acknowledgement of Country	4
Circular Economy Plan 2026–2030	5
Annual Action Plan: November 2026 – June 2027	5
1. Leading the circular economy transition by example	6
Strategic Indicators	6
Goals and Actions for 2026–2027	6
2. Support the community in taking action to create a circular economy.....	8
Strategic Indicators	8
Goals and Actions for 2026–2027	9
3. Recover more resources from waste.....	11
Strategic Indicators	11
Goals and Actions for 2026–2027	11
4. Design our waste and resource recovery services to be more circular and resilient	13
Strategic Indicators	13
Goals and Actions for 2026–2027	14
Glossary	16

Acknowledgement of Country

Glen Eira City Council acknowledges the Boonwurrung/ Bunurong and Wurundjeri Woi Wurrung peoples of the Kulin Nation as Traditional Owners and Custodians, and pays respect to their Elders past, present and emerging. We acknowledge and uphold their continuing relationship to land and waterways. Council extends its respect to all Aboriginal and Torres Strait Islander peoples.

Council honours the rich histories and cultures of First Nations peoples and recognises and values the important contribution of Aboriginal and Torres Strait Islander peoples in enriching our community.

We support the Uluru Statement from the Heart and are committed to a *Reconciliation Action Plan* which is underpinned by the principles of self-determination. We work towards improved outcomes and long-term generational change, and to consolidate Glen Eira as a culturally safe place for Aboriginal and Torres Strait Islander peoples. We are committed to achieving equality for Aboriginal and Torres Strait Islander people to live healthy and prosperous lives and to improve life outcomes for current and future generations.

Glen Eira resides on country that always was, and always will be, Aboriginal land.

Circular Economy Plan 2026–2030

Council is working to foster Glen Eira’s local circular economy. A circular economy moves us away from our typical “take, make, dispose” model, and towards a system where materials are used more efficiently and kept in use for longer, and waste is avoided by design.

To achieve this, the draft Plan sets out our objectives to:

- lead the circular economy transition by example
- support our community in taking action to create a circular economy
- recover more resources from our waste
- design our waste services to be more circular and resilient

For Council, transitioning to a more circular economy is not just an environmental responsibility, but a practical response to growing pressures on our waste systems, rising costs, and increasing expectations from our community. By embedding circular economy principles into how we plan, design, procure and deliver services, we can reduce long-term costs, improve service outcomes, and build a more resilient Glen Eira for all.

Annual Action Plan: November 2026 – June 2027

This is the first Action Plan of the Circular Economy Plan 2026–2030. It outlines the actions Council will deliver in the 2026–2027 financial year to support our local circular economy. As the previous Circular Economy Plan (2022–2026) ran to a November–October schedule, this first Action Plan will cover November 2026 to June 2027, bringing future Action Plans in line with the financial year.

To keep our community informed, Council will report annually on the delivery of actions and outcomes achieved. Future Circular Economy Annual Action Plans will be submitted for the 2027–28, 2028–29, 2029–30 financial years, in line with Council’s Annual Plan Action Plan process.

1. Leading the circular economy transition by example

Council is responsible for significant volumes of material through its capital projects, procurement activities and waste services. Reducing waste from our operations is essential to managing costs and minimising environmental impacts.

Our influence extends beyond the organisation. As a major steward of resources and a leader in the circular economy transition, Council can demonstrate best practice, trial innovative approaches, and help drive broader change. By leading by example, we can inspire our community, businesses and other governments to adopt more circular ways of thinking and working.

Strategic Indicators

Strategic indicators	Target [2026–27]
Proportion of capital works projects reviewed for opportunities to improve circular economy outcomes	Increase
Council facility waste sent to landfill	Decrease

Goals and Actions for 2026–2027

Goal 1.1: Use Council's purchasing power to stimulate the circular economy.

Action	Lead	Partners
1.1.1. Review priority procurement categories and upcoming contract renewals to identify where circular economy considerations can be practically applied	Circular Economy	Procurement
1.1.2. Continue to develop standardised circular economy clauses, specification templates and guidance materials for use in relevant procurement and tender processes	Circular Economy	Procurement

Action	Lead	Partners
1.1.3. Apply circular economy criteria in at least one priority procurement / contract renewal and evaluate outcomes	Circular Economy	Procurement

Goal 1.2: Apply circular design principles to Council's infrastructure and capital works programs.

Action	Lead	Partners
1.2.1. Review capital works projects scheduled for delivery in 2027–28 to identify where circular economy principles can be practically applied	Circular Economy	Project Delivery
1.2.2. Develop a simple and practical circular design checklist to support project teams to consider material efficiency, reuse, recycled content and end-of-life outcomes during project planning and design	Circular Economy	Project Delivery
1.2.3. Develop a reference list of recycled and alternative materials suitable for use in Council capital works projects	Circular Economy	Project Delivery

Goal 1.3: Increase the Organisation's capability to become more circular.

Action	Lead	Partners
1.3.1. Work with internal teams on selected purchases to identify circular products, suppliers and reuse opportunities within existing procurement processes	Circular Economy	All departments
1.3.3. Highlight teams and projects that reduce waste or improve reuse through internal communications and recognition activities	Circular Economy	All departments

Goal 1.4: Reduce waste generated by Council operations

Action	Lead	Partners
1.4.1. Complete waste audits at offices, depots and community facilities to identify priority waste streams, contamination issues and practical improvement opportunities	Circular Economy	All departments
1.4.2. Share waste audit findings with site managers and service teams to identify quick wins and site-specific actions to improve waste recovery	Circular Economy	All departments
1.4.3. Implement an internal process for staff to share, request or reuse office supplies, furniture and equipment before purchasing new items	Circular Economy	All departments

2. Support the community in taking action to create a circular economy

Our community is committed to protecting the environment and is already taking action to reduce waste. However, many still face barriers to more ambitious change.

Council is well placed to help address these barriers through direct support, advocacy and process improvements, enabling the community to take further action towards a more circular economy.

Strategic Indicators

Strategic indicators	Target [2026–27]
Community participants in circular economy activities and events	Increase
Engaged businesses adopting circular economy practices	Increase
Circular Economy advocacy and publications occurring internally/externally	Increase

Goals and Actions for 2026–2027

Goal 2.1: Advocate for policies, systems and partnerships that support a circular economy.

Action	Lead	Partners
2.1.1. Advocate for the continued and expanded delivery of the Detox Your Home program	Circular Economy	Public Affairs
2.1.2. Advocate for the development and delivery of new product stewardship initiatives	Circular Economy	Public Affairs
2.1.3. Advocate for increased government and industry funding and support for circular economy products, infrastructure, services, and research	Circular Economy	Public Affairs

Goal 2.2: Strengthen Council’s capability to support community-led action.

Action	Lead	Partners
2.2.1. Engage community members and stakeholders to identify barriers to participation in circular economy behaviours	Circular Economy	Public Affairs
2.2.2. Deliver targeted behaviour change campaigns focused on priority actions and identified barriers	Circular Economy	Public Affairs
2.2.3. Ensure engagement and communication activities are inclusive, accessible, and representative of the broader community	Circular Economy	Public Affairs

Goal 2.3: Grow community participation in repairing, recirculating and reusing.

Action	Lead	Partners
2.3.1. Identify collaboration opportunities with local community groups to increase participation in reuse, repair and recycling	Circular Economy	Public Affairs
2.3.2. Collect more in-depth participation data across all circular economy programs and events; to better measure program impact	Circular Economy	Public Affairs

Goal 2.4: Support local businesses transition to a circular economy.

Action	Lead	Partners
2.4.1. Partner with local business networks and industry associations to expand awareness and participation in circular economy programs	Circular Economy	Community
2.4.2. Deliver targeted business engagement programs to support waste reduction and resource recovery improvements	Circular Economy	Economic Development
2.4.3. Develop a directory of local circular economy businesses and services	Circular Economy	Public Affairs
2.4.4. Collect and use business feedback and case studies to demonstrate and promote successful circular practices	Circular Economy	Community

3. Recover more resources from waste

Council is responsible for managing significant volumes of material through our waste and resource recovery services. Our community relies on us to deliver accessible, reliable and effective services that achieve the best outcomes for the materials collected through kerbside, booked and drop-off collections.

Improving these outcomes requires collaboration across the entire system. Working with our community upstream, we will focus on reducing contamination and increasing resource recovery, particularly in mixed-unit developments. Downstream, we will work with processors and service providers to drive continuous improvement and maximise the circular value of recovered materials. Through this approach, we can improve service performance, recover more resources, and reduce the amount of waste sent to landfill.

Strategic Indicators

Strategic indicators	Target [2026-27]
FOGO being diverted from landfill	Increase
Contamination in co-mingled and FOGO streams	Decrease
Resource recovery from mixed-unit developments (MUDs)	Increase
Volume of general waste sent to landfill per household	Decrease

Goals and Actions for 2026–2027

Goal 3.1: Increase participation in FOGO composting.

Action	Lead	Partners
3.1.1. Deliver clear, practical education on correct FOGO use, including guidance on using the service without green caddy liners	Circular Economy	Public Affairs

Action	Lead	Partners
3.1.2. Run targeted behaviour change campaigns to increase FOGO participation and reduce contamination	Circular Economy	Public Affairs

Goal 3.2: Reduce household residual waste.

Action	Lead	Partners
3.2.1. Conduct periodic compositional audits of household general waste to identify recovery opportunities and contamination drivers	Circular Economy	Waste service providers

Goal 3.3: Reduce contamination in FOGO and co-mingled streams.

Action	Lead	Partners
3.3.1. Conduct regular bin audits across services to reduce contamination and improve material recovery outcomes	Circular Economy	Waste service providers
3.3.2. Deliver targeted education campaigns addressing the most common and high-impact contamination problems	Circular Economy	Public Affairs
3.3.3. Provide direct, timely feedback to households and multi-unit buildings with high contamination rates	Circular Economy	Public Affairs
3.3.4. Plan targeted service or operational changes to improve recovery outcomes in identified priority areas (e.g. high contamination zones, apartments)	Circular Economy	Waste service providers

Goal 3.4: Improve waste management in apartments.

Action	Lead	Partners
3.4.1. Conduct baseline waste audits in representative apartment buildings to identify key contamination and service issues	Circular Economy	Waste service providers
3.4.2. Engage building managers and owners corporations to review and improve waste management processes	Circular Economy	Property owners
3.4.3 Explore opportunities to expand Waste Champions program	Circular Economy	Residents

4. Design our waste and resource recovery services to be more circular and resilient

Strategic Indicators

Resource management, particularly recycling, is a rapidly evolving space. To ensure we continue to achieve the most sustainable outcomes for our materials, our services must adapt over time.

Building on provisions within key contracts established under the Circular Economy Plan 2022–2026, we will explore new approaches to enable bulky waste to be reused intact, rather than sent to landfill or recycled where reuse is possible.

We will also improve the accessibility of our waste services, making it easier for residents to dispose of hard-to-recycle items appropriately. In addition, we will implement the Elster Creek Litter Action Plan 2025–2031 to help prevent waste entering the natural environment.

Strategic indicators	Target [2026–27]
Diversion of material collected through booked collections service	Increase
Volume of difficult-to-recycle material collected through new or amended services	Increase

Goals and Actions for 2026–2027

Goal 4.1: Improve recovery and recirculation of bulky household items.

Action	Lead	Partners
4.1.1. Improve contractor data collection and reporting on hard waste composition and recovery outcomes	Circular Economy	Waste service providers
4.1.2. Investigate opportunities to improve reuse, recycling, and resource recovery outcomes within Council's hard waste contract	Circular Economy	Waste service providers

Goal 4.2: Improve accessibility of safe and sustainable waste disposal.

Action	Lead	Partners
4.2.1. Map existing waste and recycling services and identify gaps in access, coverage, and material streams	Circular Economy	N/A
4.2.2. Promote solutions to address soft plastic waste, such as waste avoidance strategies and recycling drop-off points at supermarkets.	Circular Economy	Public Affairs
4.2.3. Identify and prioritise opportunities to redesign waste and recycling services to improve accessibility, recovery and efficiency	Circular Economy	N/A

Goal 4.3: Ensure the best community and environmental outcomes for our waste.

Action	Lead	Partners
4.3.1. Investigate service or infrastructure improvements that make glass recycling easier and more effective for the community	Circular Economy	Waste service providers
4.3.2. Align litter prevention and public place waste initiatives with the Elster Creek Litter Action Plan 2025–2031	Circular Economy	Climate Emergency

Glossary

Term	Definition
Circular Economy	An economic system that aims to eliminate waste and keep materials and products in use for as long as possible through reuse, repair, sharing, remanufacturing and recycling.
Circular Design	Designing products, infrastructure and services to minimise waste, use resources efficiently, and maximise opportunities for reuse, repair and recycling.
Contamination	Materials placed in the wrong waste or recycling bin, reducing the quality and value of recovered resources.
Diversion from Landfill	Materials that are reused, recycled or composted instead of being sent to landfill.
FOGO (Food Organics and Garden Organics)	A kerbside collection service for food scraps and garden waste that can be turned into compost and other useful products.
Hard Waste	Large household items that cannot be collected through regular kerbside waste services, such as furniture, mattresses and appliances.
Material Recovery	The process of extracting useful materials from waste so they can be reused, recycled or processed into new products.
Product Stewardship	An approach where manufacturers, retailers and other parties share responsibility for reducing the environmental impacts of a product throughout its life cycle, including disposal.
Recovery Pathway	A system or process that enables materials to be reused, repaired, recycled or safely processed instead of being disposed of.
Residual Waste	Waste that remains after reusable, recyclable and compostable materials have been removed and is typically sent to landfill.
Mixed-Unit Development (MUD)	A residential building containing multiple dwellings, such as apartments, units or townhouses.
Resource Efficiency	Using materials, energy and water more effectively to achieve the same outcome while reducing waste and environmental impacts.
Recycled Content	Material that has previously been used and recovered through recycling and is incorporated into a new product.
Organics	Materials derived from plants or animals, including food scraps and garden waste, that can be composted or processed into other products.

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