

# Circularity

2023

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AUSTRALIAN  
CIRCULAR  
ECONOMY  
HUB  
PLANET ARK

20-21 NOV  
GRAND HYATT

MELBOURNE

## Implementing the Circular Economy

IN AUSTRALIA AND THE ASIA PACIFIC



## 2023 Key Takeaways Report

PRODUCED AND ORGANISED BY

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COMMUNICATIONS ■ AUSTRALIA

[Click here for  
audio recordings](#)



# A Message from our CEO

If there is one message to take away from Circularity 2023, the second iteration of the annual circular economy conference from the Australian Circular Economy Hub, this is it: Australia's circular economy movement is gaining pace, but the time to act is now.

The urgent need to protect our finite resources, reduce greenhouse gas emissions and regenerate our natural systems is prompting key decision makers in government and industry to consider systems-wide changes that could fundamentally transform our relationship with production and consumption. For the past forty years we have been in the grip of an ideology that puts profits before people and planet and has yielded a bitter harvest of climate crisis, resource depletion, species loss, environmental pollution, and the worst wealth and income inequality since the early 20th Century.

But this is shifting both internationally and in Australia. Understanding that the current linear economic model is unsustainable has grown to a tipping point, and recognition of the possibilities a circular alternative can bring environmentally, socially and financially is quickly maturing. Solutions are already either in practice or within sight, and now the focus must move to taking practical action, whether that be changing business models or changing minds.

This was the overarching message delivered by the 70+ expert speakers and echoed by over 380 attendees joining us in-person for the conference in Melbourne - a cross-section of circular economy leaders representing both Australian and international action. The conference provided presentations on new circular economy research, perspectives on the challenges and opportunities we face, case studies of tangible action across all sectors of society and a forum to discuss how we further drive this critical transition.

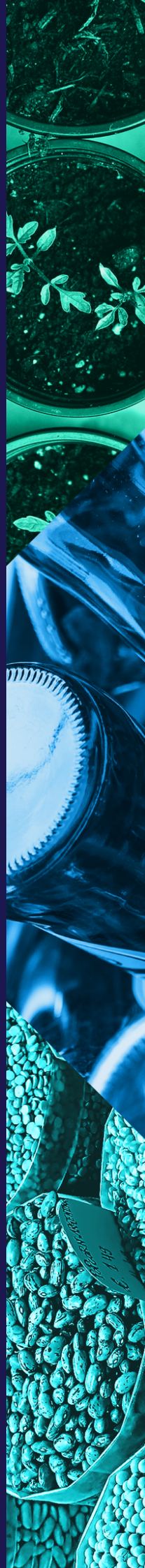
The conference also provided the chance to present some of the important work being carried out by the Australian Circular Economy Hub (ACE Hub) team. From presenting the Circularity in Australian Business Report, the only study of its kind in Australia, to launching Planet Ark's new Product Stewardship Hub, to presenting our Strategic Action Plan for 2024-26, the ACE Hub continues to punch above its weight in driving circular action in Australia, and we have no intention to slow down.

The Planet Ark executive group, ACE Hub team, and I are thrilled to have been able to bring together what I believe is the vanguard of a movement with the potential to fundamentally transform our economic system.

Circularity 2023 would not have been possible without our conference partner Diversified Communications Australia, our steering committees, all the speakers, attendees, partners and event staff in attendance. As the saying goes, history is made by those who show up, and we sincerely thank all those who joined and supported us.

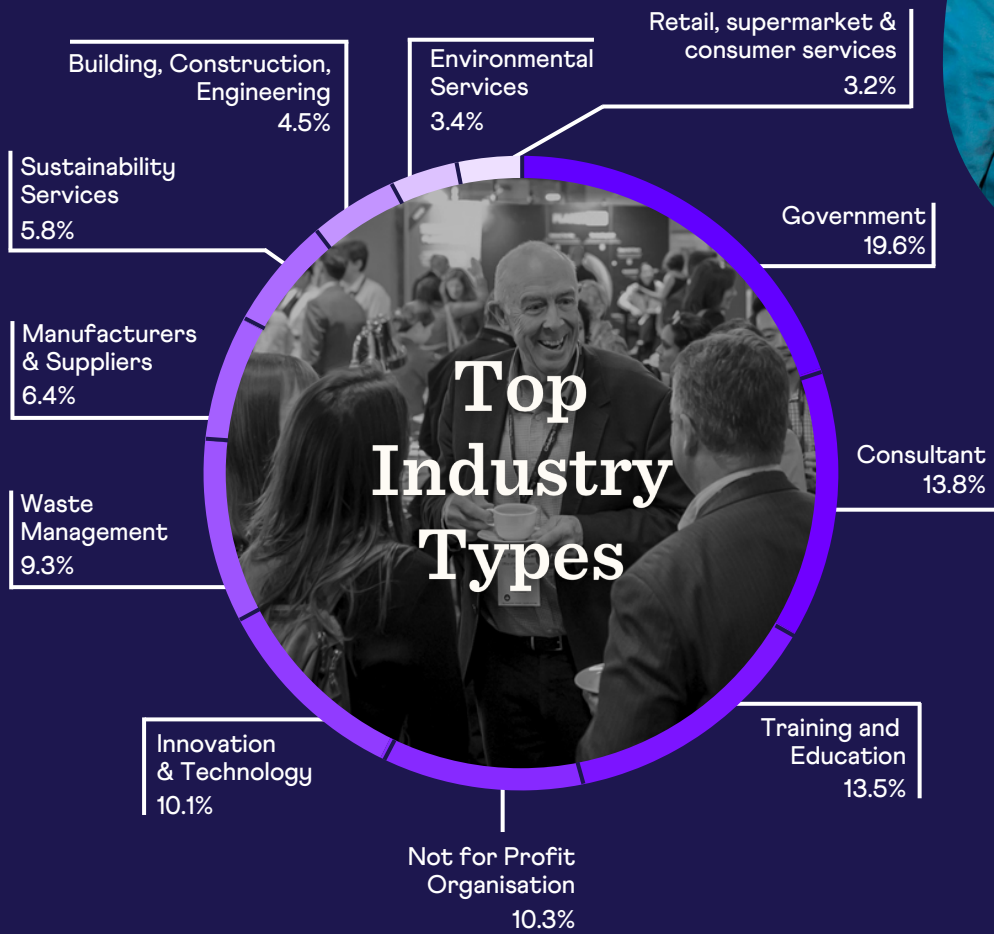
**Rebecca Gilling**  
CEO, Planet Ark

**PLANET ARK**





# Our Visitors



## Headline Stats

**450+**  
Professionals were a part of Circularity 2023

**380+**  
Conference Delegates in attendance

**30**  
Conference Sessions

**80**  
Expert Speakers

## Top Job Functions



CEO / Owner / Proprietor



C-Level Management / GM Director



Environment & Sustainability Manager



Academia / Researcher



Consultants



“Circularity 2023 had an information-packed and inspirational lineup of speakers. The opportunities to network with like-minded and passionate people were so beneficial and the ability to submit questions to be answered directly by these driven thought leaders was awesome.”

2023 CONFERENCE DELEGATE



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## 2023 KEY THEMES AND TAKEAWAYS



This year at Circularity, we were joined by 300+ industry professionals, government leaders, innovators, academia, and sustainability enthusiasts for our annual 2-day conference at the Grand Hyatt, Melbourne. The program featured over 80 experts across 30 cross-industry sessions, each carefully crafted with industry insights looking to make the change towards implementing a more circular future.

Throughout the conference sessions, we had a dedicated group of skilled rapporteurs who captured the key takeaways from each session to highlight the pivotal themes discussed throughout the event. Take a look at this year's conference key themes and takeaways which offer a comprehensive overview of the cutting edge dialogues that shaped the event.

### Rapporteurs

A special thank you to our amazing rapporteurs this year:

- Julie Boulton
- Mohana Motiei
- Alston Furtado
- Dr. Mayuri Wijayasundra
- Santiago Muñoz Vela



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## 2023 KEY THEMES AND TAKEAWAYS

### Day 1

#### Transitioning to a circular economy requires a mindset shift

- We need to change our relationship with nature and Country to one based on regeneration rather than exploitation, and be guided by First Nations knowledge and experience.
- We need to think more in terms of sufficiency and efficiency. We must provide human needs and increase efficient use of resources while maintaining productivity and reducing production and consumption.

#### Communicating circular economy in a common language is needed

- Circular economy is a complex concept, and requires a common language.
- R-strategies are an important communication tool that businesses likely understand. The circular economy narrative is moving from waste to further up the R ladder and maturing into action especially around product longevity; “recycling” continues to be a key topic of discussion.
- More practical guidance is needed for the public/consumers with step-based interventions, where we break down the concept and speak to them in a language they can relate to.

#### Adopting a circularity mindset is key to achieving net zero targets

- 45 per cent of global greenhouse gas emissions relate to material extraction and our current production and consumption patterns.

#### Collaboration is key to achieving a circular economy

- A successful transition requires collaboration across research, industry and government.
- Circularity cannot be achieved in isolation - we must collaborate across supply chains and industries to make sure all parts of the system support one another.

#### We should support and develop scalable circular solutions

- A circular economy requires supportive policy and clear targets.
- More innovation and R&D support is required.
- Investment is vital to kickstart and support the transition.

#### There has been some good progress in Australia, however there's still lots more to do!

- Transitioning to a circular economy is a priority for the Federal Government and State Governments.
- The Circular Economy Ministerial Advisory Group is developing a national circular economy framework to be released in 2024. Circular Economy principles will be embedded across all six net zero action plans (Department of Energy).
- The ACE Hub's latest report, Circularity in Australian Business 2023: Perceptions, Knowledge and Actions Beyond Recycling launched at the conference showcases progress among Australia's business community.
- Australian businesses are adopting more circular models and finding value in this – e.g. Koskela (winner of Circularity's inaugural Innovation Pitch Fest).
- Awareness and knowledge of circular economy has improved, and we need much more investment for implementation, as approachability and practicality among business is less.



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## 2023 KEY THEMES AND TAKEAWAYS

### Day 2

#### Whilst circularity is a global issue, we can start locally and scale up

- We heard from Sally Capp, Lord Mayor of the City of Melbourne about the action Melbourne is taking to support the transition to a circular economy. She gave examples of their 'Go full circle' program which aims to help businesses unlock the 'hidden value' in a circular economy.
- LGAs have an important role to play, and many are already doing great things - local governments can create local circular economy hubs, support local businesses in the transition, and use their procurement power to drive real change.
- We heard from [Boomerang Labs](#) about some circular startups working at a smaller scale, in communities they know well.

#### We need to get better at measuring circularity

- There is currently no standardised framework to measure circularity – Material Flow Analysis (MFA) and Life Cycle Analysis (LCA) are often used.
- Measuring circularity is more than just measuring carbon emissions
- Circularity is not just about retaining the value in materials, but is also about retaining the time and money invested.
- Issues around data availability and accessibility must be addressed - businesses will likely need to access data from suppliers across their value chains, which means adopting a collaboration mindset is key.

#### There's been some great international progress towards a circular economy

- We heard examples from Japan, Finland, South Africa, Sweden and the Netherlands
- Finland is amongst the first to curb domestic use of natural resources, all under their plan for the economy to be based on circular economy principles by 2035 commitment. A key driver of adoption has been the integration of circular economy theory into all levels of education.
- We need to achieve 19 per cent global circularity to hit Paris Agreement targets
- Australia's circular economy community is part of a global network of actors – we can share learnings and build on other countries' experiences.

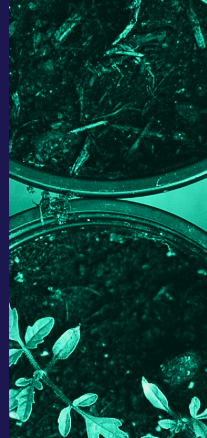
#### Various strategies across different industries were identified for circular economy implementation

- Industries represented in targeted panel sessions included Clothing and Textiles, Built Environment, Banking and Finance, Mining and critical minerals extraction, and Research
- Strategies included redefining relationships, product resale and behaviour change, climate solutions and systematic functions, circular procurement and policy, education, innovation, collaboration and community involvement.

#### We need more education on designing for increased circularity

- Panellists shared some tips for designing for increased circularity throughout the conference.
- We need to consider the full product lifecycle and design with end of life in mind.
- We shouldn't wait for perfection before acting - we won't necessarily get it right the first time but will learn by doing.





## Planet Ark & ACE Hub Initiatives

Discover what's changed  
in Australian business  
knowledge of the  
circular economy.

Circularity in Australian Business 2023  
is out now.

READ THE REPORT



## The Circularity in Australian Business Report 2023

Since 2020, the Circularity in Australian Business report series has investigated the state of circular economy thinking within the Australian business community. The findings of this report series provide Australia's only longitudinal research to date that captures the sentiment of Australian businesses in their circular economy journey. Download [here!](#)

## The ACE Hub Strategy

The first three years of the ACE Hub have been exciting and busy! What we have seen over this time is the shift from raising awareness and providing inspiration to a need for education and action on circular practices. The ACE Hub Strategy 2024-2026 addresses this need to accelerate the transition to a circular economy in Australia and the APAC region. Read more [here!](#)

# ACE HUB Strategy 2024-2026

# PRODUCT STEWARDSHIP HUB

# PLANET ARK

## The Product Stewardship Hub

Planet Ark has unveiled the Product Stewardship Hub, designed to assist industries in navigating the steps involved in establishing voluntary accredited product stewardship schemes.

For more information, please reach out to [enquiries@planetark.org](mailto:enquiries@planetark.org)

## Join the ACE Hub Portal

The ACE Hub Portal is the online community guiding Australia's circular economy. Join the network of circular economy leaders fast-tracking our transition from a linear 'take, make, waste' economy to a regenerative, circular one. Become a member to: Access knowledge and learnings. Find out more [here!](#)

Want to be a part of Australia's  
circular economy community?

JOIN THE ACE HUB PORTAL

300+  
MEMBERS FROM  
GOVERNMENT

900+  
MEMBERS FROM  
BUSINESS

250+  
MEMBERS FROM  
EDUCATION &  
RESEARCH

250+  
FACILITATORS,  
CONSULTANTS  
& TRAINERS



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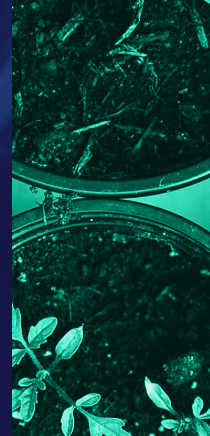
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## Conference Program and Audio Recordings


View Circularity's 2023 conference programme and click on the boxes below to access the recordings of each conference session.

DAY 1 | November 20

**Circularity** 2023  
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20 NOV | 8:45 - 8:50 AM

Welcome to Country

  
Thane Garvey-Gannaway  
Wurundjeri

**Circularity** 2023  
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20 NOV | 8:50 - 9:05 AM

Welcome to Circularity 2023

  
Nicole Garofano  
Planet Ark Environmental Foundation & the ACE Hub

**Circularity** 2023  
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20 NOV | 9:05 - 9:10 AM

Opening Keynote Address by State Minister Steve Dimopoulos

Keynote


  
The Hon. Steve Dimopoulos  
Victorian Government

**Circularity** 2023  
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20 NOV | 9:10 - 9:20 AM

A Message from The Hon. Tanya Plibersek MP

Keynote

  
The Hon. Tanya Plibersek MP  
Australian Government

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20 NOV | 9:20 - 10:10 AM

Reflections since the Circular Economy Ministerial Advisory Group commenced in Feb 23 and the way forward from here

Keynote

  
John Thwaites AM  
Circular Economy Ministerial Advisory Group

  
Dominique Hes  
Greenfleet and CEMAC

  
Samantha Read  
Chemistry Australia

  
Paul Klymenko  
Planet Ark Environmental Foundation

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20 NOV | 10:40 - 11:30 AM

Circular Economy Governance: Australian Policies and Strategies Unveiled

Principal Sponsor

Keynote

  
Matt Genever  
Sustainability Victoria

Moderator

  
Florian van den Corput  
Sustainability Victoria

  
Amanda Kane  
NSW Environment Protection Authority

  
Justine Severin  
Department of Environment and Science, QLD

  
Ian Overton  
Green Industries South Australia



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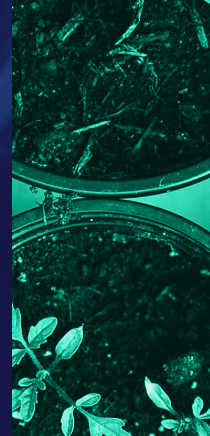
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## DAY 1 Cont.

2023  
Circularity  
20 NOV | 11:35 AM - 12:10 PM

**Circularity in Australian Business 2023: Perceptions, Knowledge and Actions Beyond Recycling**

**Moderator**

 **Dr. Nicole Garofano**  
Planet Ark Environmental Foundation & the ACE Hub


 **Ryan Collins**  
Planet Ark Environmental Foundation & the ACE Hub

 **Teslin Taylor**  
Country Road

 **Claire Laws**  
Planet Ark Environmental Foundation & the ACE Hub

2023  
Circularity  
20 NOV | 12:10 - 12:20 PM

**What is life like in a circular world years into the future?**

 **Hayley Jarick**  
Supply Chain Sustainability School

2023  
Circularity  
20 NOV | 1:20 - 2:40 PM

**Regeneration - The Basis of Life**

**Principal Sponsor**  
  
Tetra Pak  
PROTECTS WHAT'S GOOD

**Moderator**

 **Isabel Axio**  
RMCG

 **Amanda Sturgeon**  
Built by Nature

 **Jennifer Lauber-Patterson**  
Frontier Impact Group

 **Pauna Truong**  
Carbon Neutral

 **Justin Pilgrim**  
Cobram Estate Olives Limited

 **Katy Barfield**  
Yume Food Australia

 **Eija Hietavuo**  
Tetra Pak International

2023  
Circularity  
20 NOV | 1:20 - 1:35 PM

**Edge Impact: The Edge Circular Economy Assessment Framework**

**Keynote Sponsor**  
  
edge impact™

**Keynote**

 **Christian Keel**  
Edge Impact

2023  
Circularity  
20 NOV | 1:35 - 2:40 PM

**Innovation Pitch Fest**  
Sponsored by Circular Economy Victoria

**Innovation Sponsor**  
  
CEV CIRCULAR ECONOMY VICTORIA

 **Ian Wong**  
Circular Economy Victoria

 **Srikanth Kondaparth**  
Evitat

 **Lucy Best**  
Evitat

 **Sasha Titchkosky**  
Koskela

 **Marty Rowell**  
Circulise

 **Gauri Shah**  
GOODSERCLE

 **Lucan Creamer**  
No Offence Wines

2023  
Circularity  
20 NOV | 3:10 - 4:10 PM

**Indigenous Knowledge & Perspective of Circularity: Philosophy, Practices, Solutions**

**Moderator**

 **Racquel Kerr**  
GHD

 **Damien Melotte**  
Good Human

 **Paul Paton**  
Federation of Victorian Traditional Owner Corporations

 **Hayden Heta**  
Wamarna

 **Liz Allen**  
Liz Allen Consulting

2023  
Circularity  
20 NOV | 4:10 - 4:35 PM


**Headline Keynote Address by Dr. Janez Potočnik, Co-Chair and Partner of the United Nations Environment Programme**

**Keynote**

 **Dr. Janez Potočnik**  
UNEP Environment International Resource Panel

2023  
Circularity  
20 NOV | 4:35 - 4:45 PM

**Closing Address - Reflections of the Day**

 **Dr. Nicole Garofano**  
Planet Ark Environmental Foundation & the ACE Hub



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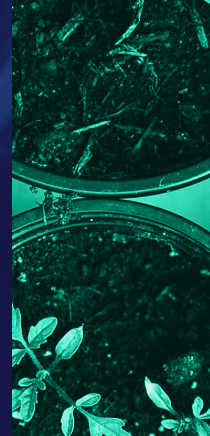
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## DAY 2 | November 21

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21 NOV | 7:00 - 8:30 AM

**Industry Breakfast:  
Technologies for a Circular Economy**

**Moderator**

  
**Dr. Nicole Garofano**  
Planet Ark Environmental Foundation & the ACE Hub

  
**Steve Morriss**  
Close the Loop

  
**Andy Hill**  
Planet Price

  
**Tim Lee**  
Utilitarian

  
**Laurissa Mirabelli**  
Polestar

  
**Andrew Hanratty**  
Mint Innovation

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21 NOV | 8:45 - 8:50 AM

**Welcome to Day 2 of Circularity**

  
**Dr. Nicole Garofano**  
Planet Ark Environmental Foundation & the ACE Hub

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21 NOV | 8:50 - 9:00 AM

**Keynote Address by Lord Mayor,  
Sally Capp AO**

**Keynote**


  
**Lord Mayor Sally Capp AO**  
City of Melbourne

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21 NOV | 9:00 - 9:10 AM

**Keynote by Ramona Liberoff**

**Keynote**

  
**Ramona Liberoff**  
Platform for Accelerating the Circular Economy (PACE)

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21 NOV | 9:10 - 9:45 AM

**International Implementation:  
Examples of Circular Economy in Practice**

  
**Scott Valentine**  
University of Brunei Darussalam

  
**Linda Godfrey**  
Council for Scientific and Industrial Research (CSIR), South Africa

  
**Tomas Käberger**  
Chalmers University of Technology and Renewable Energy Institute, Sweden

  
**Anne Vasara**  
Ministry for Foreign Affairs, Finland

  
**Freek van Eijk**  
Holland Circular Hotspot (HCH)

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21 NOV | 10:10 - 10:55 AM

**Fast-Tracking the Circular Economy:  
Education and Research**

**Moderator**

  
**Usha Iyer-Rangia**  
RMIT University

  
**Glen Croy**  
Monash University

  
**Roelof Vogel**  
Monash Business School

  
**Veena Sahajwalla**  
UNSW


  
**Tom Linnell**  
Tension Woods College

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21 NOV | 10:10 - 10:55 AM


**Circular Design and Systems Thinking**


**Keynote**


  
**David Clancy**  
Bingo Industries

**Moderator**

  
**Rocio Rutter**  
Bivo Consulting

  
**Sasha Titchkosky**  
Koskela

  
**Matthew Askeland**  
ADE Group

  
**Caitlin Touzell**  
Boomerang Labs

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21 NOV | 11:00 AM - 12:00 PM

**Circulating Textiles:  
From Design to Recovery**

**Keynote**

  
**Danielle Kent**  
Australian Fashion Council

**Moderator**

  
**Alice Payne**  
RMIT School of Fashion & Textiles

  
**Aleasha McCallion**  
Monash Sustainable Development Institute

  
**Matt Davis**  
Salvo Stores

  
**Tiziana Ferrero-Regis**  
Boomerang Labs



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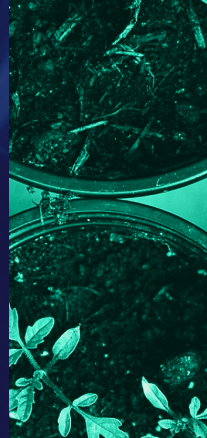
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## DAY 2 Cont.

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### Circularity

21 NOV | 11:00 AM - 12:00 PM

#### Critical Minerals and Resource Extraction in a Carbon Neutral and Circular Economy: What are the options?

**Keynote** **Moderator**

 Heinz Schandl CSIRO	 Sally Kasner thinkstep-anz	 Ross Lambie Minerals Council of Australia	 Jill Riseley Deloitte	 Oliver Maennicke GHD	 Philippa Sjoquist Westpac Institutional Bank
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### Circularity

21 NOV | 1:00 - 2:00 PM

#### Financing the Circular Economy

**Keynote** **Moderator**

 Andrew Hinchliff Commonwealth Bank of Australia	 Tim Mumford Beca	 Debbie O'Byrne Planet Price	 Micheal Puli ING Bank Australia	 Gerl McMahon KPMG Australia	 Christina Tonkin ANZ Banking Group
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### Circularity

21 NOV | 1:00 - 2:00 PM

#### Metrics: Measuring Progress Towards Circularity

**Keynote** **Moderator**

 Sophie Hollingsworth KPMG Australia	 Lousie Nash Circularity	 Irena McCreddie Kilars Capital	 Jess Braun Edge Impact
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21 NOV | 2:05 - 3:05 PM

#### Collaborative LGAs: Hubs and Hotspots Working Together

**Opening Keynote** **Moderator**

 George Osborne Hume City Council	 Caitlin Phillips-Peddlesden RMIT Activator	 Tuba Kocaturk MinD Lab, Deakin University	 Emma Avery EA Sustainability	 Stefan Kaufman BehaviourWorks, Monash University	 Guy Walsh Living Edge	 Marcus Geisler Eastern Metropolitan Regional Council
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21 NOV | 2:05 - 3:05 PM

#### Built Environment: Building for Circularity

**Keynote** **Moderator**

 Valentina Petrone WSP	 Alexis Davison Major Road Projects Victoria	 Sophie Green Aurecon Group	 Lucy Marsland Atelier Ten	 Rebecca Dracup Stantec	 Marcus Dawe MCI Carbon
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21 NOV | 3:30 - 4:30 PM

#### Behaviour Change: Changing Thinking and Practice for a Circular Transition

**Keynote** **Moderator**

 Brooke Donnelly Coles Group	 Jennifer Macklin BehaviourWorks, Monash University	 Sam Oakden Stop Food Waste Australia	 Annette Brodie The Reconnect Project
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21 NOV | 4:30 - 4:40 PM

#### Reflections & Key Takeaways from Circularity 2023

**Moderator**

 Nicole Garofano Planet Ark Environmental Foundation & the ACE Hub	 Julie Boulton Consulting	 Dr. Mayuri Wijayasundara Anvarta
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#### Circularity 2023: Closing What to Expect Next Year

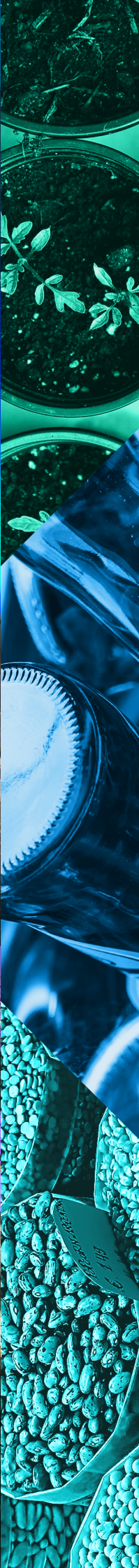
**Moderator**

 Nicole Garofano Planet Ark Environmental Foundation & the ACE Hub
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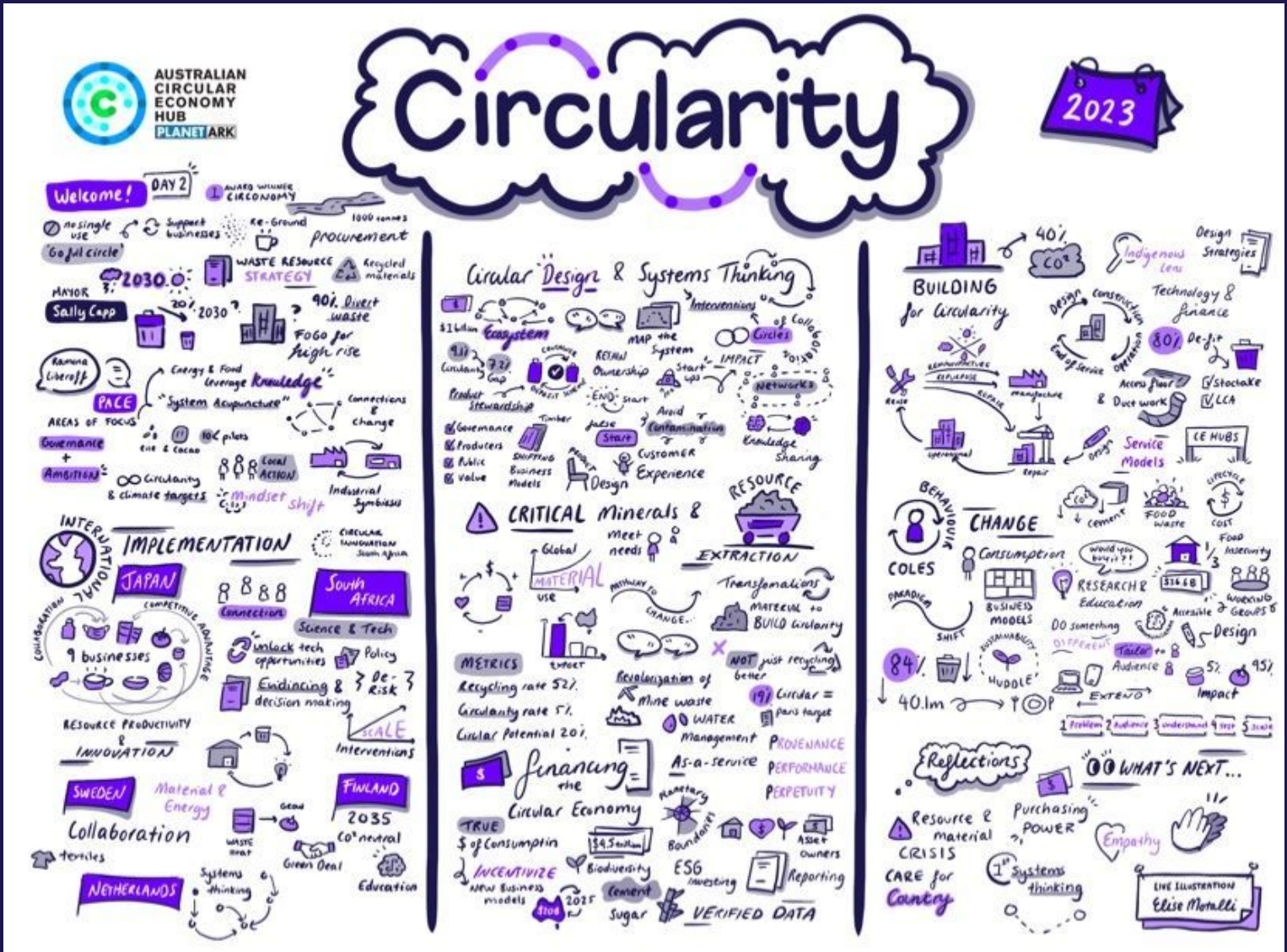
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## DAY 2 CONFERENCE ILLUSTRATION

Special Thanks to Elise Motalli





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Interested in being involved with Circularity 2024?

[CONTACT THE TEAM NOW](#)

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# ACE Hub Supporters

## PROGRAM ESTABLISHMENT FUNDER



**Australian Government**

Program establishment funder 2020 to 2022

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