International Post Corporation

Australia Post launches in-store trial with REDcycle

05-05-2021

Australia Post customers can now recycle their soft plastics at one of 12 Post Offices in New South Wales, as the organisation trials an in-store recycling solution with REDcycle.

The trial allows customers to drop their soft plastics including Australia Post plastic satchels, bread bags, chip packets, bubble wrap and more into a dedicated bin at the Post Office. From there the plastic is processed by REDcycle and delivered to a manufacturing partner to be made into a range of recycled products.

Australia Post Executive General Manager Community & Consumer Nicole Sheffield said the trial was another way Australia Post was using the breadth of its national network to give more communities access to services.

"While many Australians have fully embraced soft plastic recycling with REDcycle, not everyone has access to the service, which is why we have targeted selected Post Offices to help increase access to the service.

"There is growing interest and concern among the community surrounding plastics, including that used in our packaging, so we're incredibly proud to be expanding our partnership with REDcycle and give our customers the opportunity to recycle their satchels and other soft plastics at the Post Office," Ms Sheffield concluded.

The in-store trial will run for a period of eight weeks, with the option to extend and expand to more Post Offices around the country depending on customer uptake and feedback.

Liz Kasell, Founder of REDcycle, said REDcycle is dedicated to offering regional communities an opportunity to return their household soft plastics to a REDcycle drop off point.

"In the true spirit of partnership, we are grateful to Australia Post for providing the locations and recovery network required to make this vision a reality," Ms Kasell said.

As a signatory to the Australian Packaging Covenant, the trial is part of Australia Post's commitment to supporting the achievement of Australia's 2025 National Packaging Targets, which includes reaching a 70 per cent recycling or composting rate of plastic packaging.

More information about Australia Post's partnership with REDcycle and its environmental targets and commitments is available at: auspost.com.au/CR.

About REDcycle:

RED Group is a Melbourne-based consulting and recycling organisation who has developed and implemented the REDcycle Program, a recovery initiative for post-consumer soft plastic making it easy for consumers to keep plastic bags and soft plastic packaging out of landfill.

The REDcycle Program is true product stewardship model where manufacturers, retailers and consumers are sharing responsibility in creating a sustainable future. More information is available at: redcycle.net.au.

Source: Australia Post

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