

Market Development Guide

Introduction

In February 2020, the Victoria Government released Recycling Victoria (RV), a policy that is supported by a \$300 million investment, to transform our recycling sector and drive investment in world-class infrastructure and technology, create cutting-edge local industries and support thousands of new local jobs.

With the introduction of RV, the Victorian Government's priorities for market development have been reset. The policy outlines the Government's direction and priorities for waste and recycling, including market development, over the next 10 years.

As a result, the Victorian Market Development Strategy for recovered resources (VMDS) is no longer the reference document for State Government priorities. RV has superseded the strategy and will provide a strategic, coordinated approach to market development, building on the actions and objectives identified in the VMDS.

The VMDS was first developed as part of a suite of strategies that, together with the Statewide Waste and Resource Recovery Infrastructure Plan, aimed to prioritise and deliver waste and resource recovery initiatives in Victoria.

Sustainability Victoria (SV) values the work and contribution from the community, researchers and industry in creating the VMDS, and will reference its purpose, vision and guiding principles in new programs.

This guide presents SV's transition from the VMDS to the delivery of RV actions.

Corresponding Recycling Victoria programs

RV's market development priorities can be found under the Recycling Markets Acceleration Package (8.1) in the policy. These include:

- › product stewardship
- › research and development
- › develop and promote standards, specifications and guidance materials.

Under RV, SV will continue to work with government and industry to:

- › improve the quality of recovered resources to support manufacturing
- › identify new uses for recycled materials
- › improve consolidation and aggregation of recovered materials to support growth in manufacturing
- › improve the performance of products incorporating recovered resources
- › increase the use of products incorporating recovered resources
- › support Victorian businesses to transition to a circular economy.

Key components of the Strategy

SV will continue to utilise the VMDS strategic directions to guide its resource recovery and market development programs under RV.

Purpose: To outline where state government may intervene to stimulate production industries and markets for recovered resources in Victoria by reducing barriers and supporting the right conditions for product markets to grow and mature.

Vision: Victoria has an integrated, statewide approach to market development within the principles of a circular economy, which supports mature and expanding production industries and markets for recovered resources.

Strategic directions						
Framework for operational delivery				Framework for planning and decision making		
Recover and manufacture		Production and use				
Improve the quality of recovered resources to support manufacturing	Improve consolidation and aggregation of recovered materials to contribute to growth in manufacturing	Improve the performance of products incorporating recovered resources	Increase the use of products incorporating recovered resources	Cross government coordination within an integrated, statewide waste management framework	Adopt appropriate, evidence based approaches to government intervention	Capitalise on policy and market signals supporting resource recovery
Goals						
Maximised recovery of clean materials for reuse and manufacturing	Viable quantities of materials are recovered to support manufacturing	Design and produce standards for products using recovered resources	Procurement of products using recovered resources	Effective statewide collaboration and engagement for market development	Decision making that is informed by current knowledge and information	Delivery of government policy that supports market mechanisms