

Victorian Market Development Strategy for Recovered Resources Consultation Summary

The Victorian Market Development Strategy for Recovered Resources (the Strategy) aims 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.

Summary of consultation process

MARKET ANALYSIS	DISCUSSION PAPER	DRAFT STRATEGY
Industry consultation 2013–14	Consultation September – October 2014	Consultation October – November 2015
<p>Direct consultation was undertaken with businesses and industry associations on market barriers and opportunities for recovered resources in sectors managing:</p> <ul style="list-style-type: none"> > Organics, including timber > Glass > Brick, stone & concrete > Shredder floc > Flexible plastics > Refuse derived fuels <p>Feedback from this stage informed the development of the Discussion Paper.</p>	<p>The Discussion Paper was used to inspire and guide stakeholders to provide comment.</p> <ul style="list-style-type: none"> > Feedback was gathered through 10 statewide workshops and SV's online engagement portal – participate.sustainability.vic.gov.au > 168 people provided feedback > 97% agreed with the market development challenges and barriers identified by SV > 99% agreed with the market development opportunities outlined by SV > 93% agreed with the potential criteria for assigning priority to materials and products <p>Feedback from this stage informed the development of the draft Strategy.</p>	<p>The draft Strategy was released for consultation via SV's online engagement portal – participate.sustainability.vic.gov.au</p> <ul style="list-style-type: none"> > 197 people downloaded the draft Strategy > 13 people chose to provide feedback via a survey > 1 response was received outside the formal consultation process. <p>Collective feedback from the three stages of consultation will inform the development of the final Strategy.</p>

Draft Strategy consultation

The following summary reflects the findings of the third and final stage of engagement on the Strategy, conducted over a four week period from 8 October to 6 November 2015. Stakeholders were invited to provide feedback on emerging materials and product priorities and high level market development actions to support the operational delivery of the Strategy in the first five years.

Summary of responses

Almost 1250 stakeholders from industry, state and local government and community were invited to provide feedback via two surveys at SV's online engagement portal: participate.sustainability.vic.gov.au. While a high number of people (197) downloaded the draft Strategy, only a small number chose to provide additional feedback via a survey.

Survey responses by sector			Total registered	Completed – Survey 1 (Emerging materials and products)	Completed – Survey 2 (High level market development actions)
Government	Local government		6	3	5
Business & Industry	Waste & resource recovery	Collection	2	2	2
		Reprocessor	1	0	1
	Peak industry association		1	1	0
	Consultant		3	3	2
Total			13	9	10

Survey 1: Emerging materials and products

The draft Strategy presented material and product priorities for the first five years of the Strategy. Stakeholders were asked to suggest up to three additional emerging materials and products that could be included in the next round of analysis for market development. This market analysis will be undertaken in the first five years of the Strategy's implementation, and will help inform priorities for years 5 to 10 of the Strategy. Nine people chose to provide additional feedback on this survey.

What did we hear? How are we addressing this?

23 materials or products were suggested for future market analysis.

- ✓ The majority of suggested materials or products are current priorities in the Strategy or are being addressed through existing product stewardship programs (e.g. tyres).
- ✓ Organic product markets dominated the survey responses. These market opportunities are being addressed through the Victorian Organics Resource Recovery Strategy.
- ✓ SV will discuss the other suggested materials and products with industry partners to determine priorities for independent market analysis in the future.

Survey 2: High level market development actions

Feedback was sought on whether stakeholders agreed or disagreed with the six high level market development actions that support operational delivery of the Strategy in its first five years. Ten people provided feedback through the survey – seven people were in full agreement on all the actions; while three were in partial agreement.

What did we hear from those in partial agreement? How are we addressing this?

Encouragement for investment in resource recovery

- ✓ The Strategy acknowledges the importance of encouraging investment in resource recovery and outlines the range of government programs and initiatives that the Strategy will leverage off. This includes work supporting the implementation of the Statewide Waste and Resource Recovery Infrastructure Plan, such as the investment facilitation service and the collaborative procurement service for regional waste and resource recovery groups.
- ✓ In addition, local government and industry can more directly influence the planning of resource recovery systems in metropolitan, regional and rural communities, through participation in the development of regional implementation plans.

The importance of partnerships and whole of supply chain thinking.

- ✓ The Strategy acknowledges the importance of creating the right conditions to facilitate innovation, by supporting partnership approaches to implementation.
- ✓ The vision of the 30 year Strategy frames market development opportunities within a circular economy. This long term approach will support activities that facilitate reuse of materials, and designing out waste and obsolescence to improve material and system efficiencies.
- ✓ The Strategy outlines high level market development actions for the first five years of the 30 year Strategy. Every five years these actions will be reviewed and evaluated, as the market innovates, transforms and advances circular economy approaches to manufacturing and product use.

Next steps

Collective feedback from all three stages of consultation has informed the development of the final Victorian Market Development Strategy for Recovered Resources. The strategy is expected to be released in the first half of 2016.

For more information about the Strategy and consultation visit:

[Victorian Market Development Strategy for Recovered Resources](#) or participate.sustainability.vic.gov.au