

# Circular Economy

Information brochure

*Partner  
to Prosper*



*City of  
Whittlesea*



REPURPOSE IT, Epping

The City of Whittlesea will be renowned for its commitment in facilitating a thriving circular economy within the business community.

# What is the circular economy?

And how this contrasts with the current linear economy

It is more than just recycling. It is retaining products in productive use for as long as possible.

- It is a holistic system that values materials at every stage, including design, production, use, and disposal, and making the most out of materials.
- It is done by reducing, recovering, reusing, or recycling materials at the end of their intended use.
- It reduces the environmental impacts by lessening our need to extract materials from nature.
- It increases our reliance on materials that are already circulating in our economy.



## Linear Economy



# Key benefits to businesses for shifting to a circular economy



Australia can save up to \$26 billion by 2025<sup>2</sup> and Victoria can add an additional 6.7 billion to the economy by transitioning to the circular economy.<sup>3</sup>



More circularity in businesses can add more than 3,900 new jobs and new skills in design, material efficiency, and repair to Victoria.<sup>4</sup>



90.9% of all raw materials do not find their way back into the economy<sup>5</sup>. There are plenty of opportunities to create new sources of revenue by collecting and selling wasted resources as raw materials to other businesses or to save money by reusing or repurposing existing materials for internal processes.



- 62% of consumers prefer products made from recycled or repurposed materials 53% prefer that minimal or recyclable, compostable, biodegradable packaging be used.<sup>1</sup>
- One business' waste can become the raw materials of another. This can open opportunities for more profit or new business partnerships.
- Shifting to circularity could reduce issues related to supply chain disturbances, shortage of resources, and extreme fluctuations in raw material prices, by encouraging closer collaboration among local businesses.
- Eliminating waste from industrial chains by reusing materials promises potential cost savings and less dependence on external supply chains.

## City of Whittlesea Circular Champion

**Melbourne Market is a purpose-built facility in Epping and is one of the largest fresh produce markets in Australia.**

It is home to 2,750 businesses, 2,000 of which are fruit and vegetable buyers.

They are champions of circularity. As of 2023, they have donated 543,160 kg of produce to Food Bank Victoria, 49,952 kg to Fareshare, and 17,331 kg to farm collections and to the Melbourne Zoo to feed their animals.<sup>6</sup>

In May 2023, the market's 2.4-megawatt (MW) rooftop Solar PV System was switched on and began generating green energy, offsetting 1,773 tonnes of carbon emissions annually, the equivalent of planting 34,381 trees every year.





# Valuable circular economy resources for businesses

*These organisations and resources will help your journey towards greater circularity*

## SUSTAINABILITY VICTORIA

- ✔ Grants (categorised by industry and waste stream)
- ✔ Policies
- 📍 Visit: [sustainability.vic.gov.au](https://sustainability.vic.gov.au)

## ELLEN MACARTHUR FOUNDATION

- ✔ Leading educational online resource hub about the circular economy
- ✔ Global network of changemakers, stakeholders, and organisations that collaborate with one another to transition to a circular economy
- 📍 Visit: [ellenmacarthurfoundation.org](https://ellenmacarthurfoundation.org)

## CIRCULAR ECONOMY BUSINESS INNOVATION CENTRE

- ✔ Grants (categorised by industry and waste stream)
- ✔ Facilitates collaboration among businesses, research, government and industry bodies
- 📍 Visit: [cebic.vic.gov.au](https://cebic.vic.gov.au)

## RECYCLING VICTORIA A NEW ECONOMY POLICY

- ✔ Official 10-year circular economy policy of the state government
- ✔ Provides guidance on the direction of government funding and circular transition strategies
- 📍 Visit: [vic.gov.au/victorias-plan-circular-economy](https://vic.gov.au/victorias-plan-circular-economy)

## AUSTRALIAN CIRCULAR ECONOMY HUB PLANET ARK

- ✔ Online community portal for businesses to learn from one another
- ✔ Upcoming workshops, events, networking opportunities and projects
- ✔ Working groups on business procurement, metrics and education
- 📍 Visit: [acehub.org.au](https://acehub.org.au)

## VICTORIAN CIRCULAR ACTIVATOR

- ✔ Emerging physical innovation hub for circular applied research, technologies, and activation programs
- 📍 Visit: [circularactivator.com](https://circularactivator.com)

### Data and Information Sources:

1. Deloitte, Sustainable Consumer 2023
2. Florin, N., et al., Action Agenda for resource productivity and innovation: opportunities for Australia in the circular economy, 2015
3. The Centre for International Economics. Headline economic value for waste materials efficiency in Australia. Prepared for the Department and Energy, 2017
4. Recycling Victoria policy, 2020
5. PWC Australia, Building Australia Back Better, the opportunity for transitioning to a circular economy, 2020
6. Melbourne Market Authority, 2023



## Partner with council to support future growth

The City of Whittlesea is committed to building a robust and economically valuable investment environment where our local businesses, partnering organisations and residents will thrive. To have a confidential discussion about the potential of your organisation locating within the City of Whittlesea, or to find out about the ways council can support your future growth, contact our Investment Attracting and Business Growth Team via email to [invest@whittlesea.vic.gov.au](mailto:invest@whittlesea.vic.gov.au) or call 03 9217 2170

[whittlesea.vic.gov.au/invest](https://whittlesea.vic.gov.au/invest)

*This version published December 2023*

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## Circular Economy Business Innovation Centre

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- ✔ Facilitates collaboration among businesses, research, government and industry bodies
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## Recycling Victoria

A new economy

- ✔ Official 10-year circular economy policy of the state government
- ✔ Provides guidance on the direction of government funding and circular transition strategies
- 🚀 Visit: [vic.gov.au/victorias-plan-circular-economy](https://vic.gov.au/victorias-plan-circular-economy)



- ✔ Low-interest long-term loan available to all environmental sustainability infrastructure upgrades on council-rated land, including upgrades that relate to the circular economy
- ✔ No capital or security required
- ✔ Repayments collected through council rates
- 🚀 Visit: [sustainableaustraliafund.com.au](https://sustainableaustraliafund.com.au)



- ✔ Emerging physical innovation hub for circular applied research, technologies, and activation programs
- 🚀 Visit: [circularactivator.com](https://circularactivator.com)

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