BASS COAST

A Circular Economy Framework for Bass Coast 2025–2035



Delivering long term resilience to Bass Coast
for our community, the environment and economy

Bass Coast Community Vision 2041

From its flowing hills to its wild unspoiled coastlines, the Bass Coast is a source of celebration for all who live in and visit the region. Our townships are vibrant, rich with culture and full of life, each with its own distinct character. Drawing on our creativity, innovation and resilience we've created a thriving and diverse economy that supports sustainable agriculture and industry. We live proudly on Bunurong Country, and build on learnings from our First Peoples and their knowledge. We coexist in harmony with our environment, and are prepared for future challenges and changes. We are the people of the Bass Coast. Experience our cultures and history, and contribute to our story.

Acknowledgement of Country

Bass Coast Shire Council acknowledges the Bunurong as the Traditional Owners and Custodians of the lands and waters, and pays respect to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and Lore.

Bass Coast Shire Council celebrates the opportunity to embrace and empower the Aboriginal and/or Torres Strait Islander Communities in their diversity.

Bass Coast Shire Council will create opportunities for future recognition and respectful partnerships that will honour the Traditional Owners and Custodians, and Aboriginal and/or Torres Strait Islander Peoples.

Diversity and inclusion

Bass Coast Shire Council is committed to providing communications and engagement that is welcoming, safe, accessible and inclusive for our community including First Nations, Culturally and Linguistically Diverse (CALD), Lesbian, Gay, Bisexual, Transgender, Queer, Intersex and Asexual (LGBTQIA+) peoples, people with disability and of all ages.



Child Safe Statement

Bass Coast Shire Council is committed to the safety and wellbeing of children. We support and respect all children, as well as our staff, contractors and volunteers. Our organisation is committed to preventing child abuse by identifying risks early and intervening to address these risks.

Gender Impact Assessment

In accordance with the Gender Equality Act 2020, a Gender Impact Assessment (GIA) has been undertaken during the development of this framework.

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Definitions

Definitions of commonly used terms are provided below. For more detail and a more extensive glossary read our introductory document – Foundations of the Circular Economy for Bass Coast.

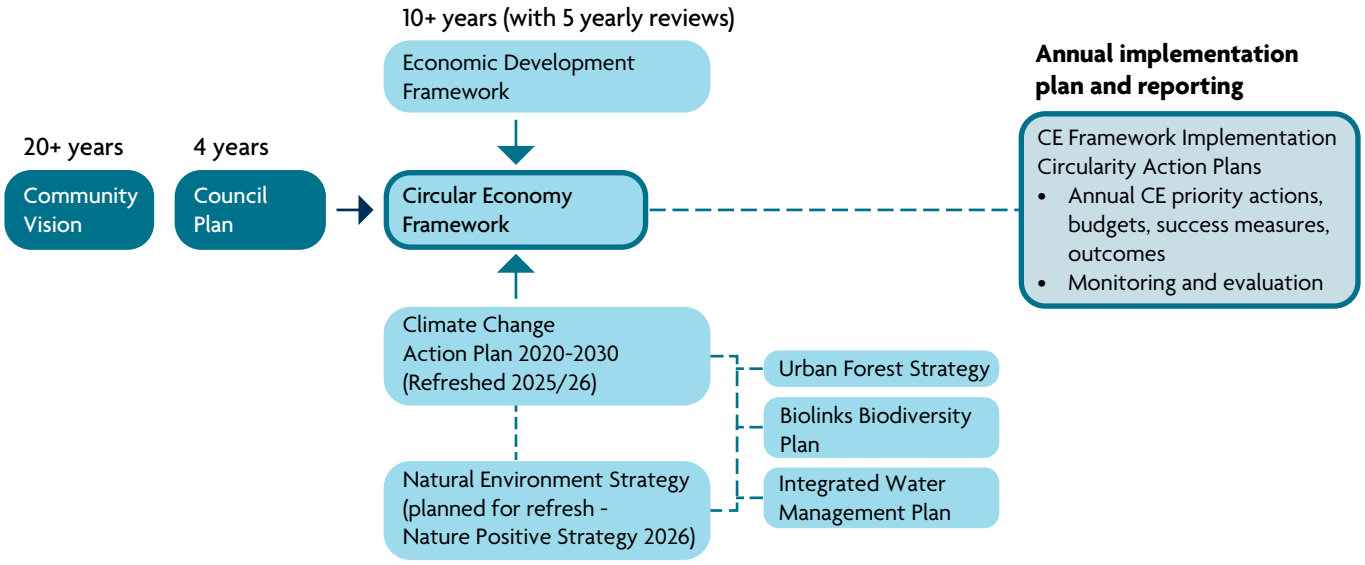
Term	Definitions
Circular economy	The circular economy is a system where materials never become waste and nature is regenerated. It tackles global challenges like climate change, biodiversity loss, waste, and pollution and is based on three principles, driven by design: eliminate waste and pollution, circulate products and materials (at their highest value), and regenerate nature.
Linear economy	An economy in which finite resources are extracted to make products that are used - generally not to their full potential and then thrown away ('take-make-use-dispose')
Circularity	The circular economy is the end goal of the macro-economic system, as no one entity can reach a circular economy on its own. Circularity is how organisations contribute to that end goal, guided by circular economy principles and design.
Circular design principles	Circular design principles support growing circularity, through integrating in design. These can be summarised as avoiding unnecessary construction, building for the long term, building with efficiency and with the right materials. Refer to Section 4 for more details.
Finite materials	Materials that are non-renewable on timescales relevant to the economy, i.e. not geological timescales. Examples include: metals and minerals; fossil forms of carbon such as oil, coal, and natural gas; and sand, rocks, and stones.
Renewable materials	Materials that are continually replenished at a rate equal to or greater than the rate of depletion. Examples include: cotton, hemp, maize, wood, wool, leather, agricultural by-products, nitrogen, carbon dioxide, and seasalt. To fit in a circular economy such materials (where relevant) must be produced using regenerative production practices.



1. Purpose

This Circular Economy (CE) Framework aims to support the development of a circular economy across the Bass Coast region and increase the efficient use of material resources across Bass Coast Shire Council's operations. The CE Framework will encourage the development of a circular economy through working across Council operations and with community to identify local opportunities to reduce and design out waste, keep materials in use, develop the share economy, and regenerate nature.

Integrated Planning Framework



The diagram above shows how the CE Framework is informed by the Community Vision and Council Plan. The vertical dotted line and arrows show the connection in shared outcomes between Councils key strategic documents. The CE Framework is supported by annual Circularity Action Plans, with monitoring and evaluation of outputs and outcomes. The CE Framework has a ten year horizon, with a mid-term review after five years.

1 – Bass Coast Shire Council Climate Change Action Plan 2020-2030 – refer Actions 10, 12, 27, 36

2 – Bass Coast Shire Council Economic Development Framework 2030 – refer Actions 2.2.1 – 2.2.4

2. Aligning with global and local sustainability goals

This CE Framework recognises how circular economy initiatives support the goals of international sustainability frameworks, as well as Bass Coast Shire Council's local sustainability strategies and plans.

International sustainability frameworks

Sustainable Development Goals (SDGs)

The CE Framework supports global efforts toward sustainable development by contributing to the following of the United Nations' Sustainable Development Goals:



SDG 12 (Responsible Consumption and Production): Reducing waste and promoting resource efficiency through circular practices.



SDG 13 (Climate Action): Lowering carbon emissions and enhancing climate resilience through circular innovation.



SDG 15 (Life on Land): Supporting biodiversity and land restoration through regenerative agriculture and biological resource recovery.



SDG 11 (Sustainable Cities and Communities): Creating livable, resource-efficient, and inclusive urban environments.



SDG 9 (Industry, Innovation, and Infrastructure): Encouraging sustainable infrastructure development and eco-innovation.



SDG 17 (Partnerships for the Goals): Building collaborative partnerships to accelerate the CE transition.

National sustainability goals

Australia's Nature Positive Goals

Australia, along with 196 countries signed up to the Kunming-Montreal Global Biodiversity Framework, committing to halt and reverse biodiversity loss by 2030, with full recovery by 2050. The Global Biodiversity Framework recognises the key role that the transition to a circular economy plays in support of both a nature positive and net zero future. This CE Framework contributes to Australia's goals for reversing biodiversity loss and regenerating ecosystems by:

- **Protecting and restoring biodiversity:** Promoting circular agricultural practices and land management that enhance natural habitats.
- **Enhancing agricultural resilience:** Encouraging regenerative farming and composting to improve soil health and boost ecosystem services.
- **Natural capital integration:** Leveraging circular metrics to track biodiversity gains and ecological improvements.







The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States

Alignment with Council's plans and strategies

Economic Development Framework 2030:

A circular Bass Coast represents a systems-level transformation that spans all areas of the economy. The CE Framework aligns with core principles of the Economic Development Framework—recognising the environment as the foundation of our economy; promoting inclusive growth; harnessing community power; maintaining a local focus with global horizons; advancing gender equality; enabling self-determination; and driving innovation and excellence. It further supports the adoption of circular solutions across key sectors and industries that enhance long-term resource efficiency, adaptability to market changes while strengthening regional eco-tourism branding.

Climate Change Action Plan 2020–2030:

Reaching net zero emissions and building resilience to climate change, cannot be achieved without transitioning toward a circular economy. The adoption of this CE Framework is therefore a key enabler for Council to reach its goals in its Climate Change Action Plan. The CE Framework further:

- Strengthens climate adaptation and mitigation by integrating circular solutions to reduce carbon emissions and material waste
- Encourages community adoption of circular practices to enhance resilience to climate impacts while reducing community emission sources

Waste Management Strategy 2015–2025:

Without embracing circularity in its waste management strategies, Council will not be able to reach Victoria's key targets to divert 80 per cent of waste from landfill by 2030 and halve the volume of organic material going to landfill by 2030.

Health and Wellbeing Plan:

The CE Framework supports social outcomes for the Bass Coast community, through considering how CE initiatives can support social inclusion and improve health and wellbeing.

Biodiversity Biolinks Plan 2018:

- Supports native habitat connectivity and biodiversity conservation by promoting the use of biological materials from resource recovery for land restoration
- Supports partnerships between Council, local landholders, and environmental groups to foster revegetation and biodiversity outcomes

Urban Forest Strategy 2022–40:

- Enhances tree coverage and improves soil health through the circular use of organic materials and nutrient recovery
- Supports biodiversity, carbon capture, and urban cooling to align with the Council's urban greening goals

Integrated Water Management Plan 2020:

- Supports integrated water management by increasing recycled water and stormwater use across Council operations, which preserves precious drinking water supplies keeping freshwater in the environment
- Promotes use of nature-based solutions to improve stormwater quality and reduce pollutants entering the coastal environment.

By recognising how circular economy initiatives benefit and make progress across the SDGs, Australia's Nature Positive Goals, and key Council strategies and plans, this framework takes a holistic and integrated approach to advancing environmental, social, and economic sustainability for Bass Coast Shire Council.



3. Policy and legislative drivers

The circular economy is gaining momentum across all levels of government in Australia, with national and state-level policies driving efforts to reduce waste, extend the life of materials, and support local industries.

Australian Government initiatives

The Australian Government is progressively embedding circular economy principles through the following key mechanisms:

- **National Circular Economy Framework (2024):** Outlines a coordinated national approach to transitioning to a circular economy, aiming to double Australia's circularity by 2035. It sets shared goals and principles for government, industry, and the community, and provides strategic direction to reduce waste, increase resource efficiency, and stimulate circular innovation.
- **Circular Economy Ministerial Advisory Group (established in 2023):** Provides strategic advice to guide Australia's transition to a circular economy by identifying regulatory barriers and sector-specific opportunities.
- **National Waste Policy (2018) and Action Plan (2019):** Sets an ambitious target of 80 per cent resource recovery across all waste streams by 2030 and guides coordinated national implementation.
- **Environmentally Sustainable Procurement Policy:** Effective from July 2024, this Policy requires sustainability outcomes in government contracts over $7.5 million, such as use of recycled materials and waste reduction. From July 2025, the Policy will apply to additional sectors including textiles and information and communications technology (ICT) goods, leveraging procurement to activate circular markets.
- **Product Stewardship Act 2011:** Enables the government to regulate and promote the design, use, and disposal of products to ensure environmental impacts are minimised across the product life cycle, with a strong emphasis on recyclability and packaging.
- **Global commitments:** Australia is a signatory to the **High Ambition Coalition to End Plastic Pollution** and the **New Plastics Economy Global Commitment,** committing to 100 per cent recyclable, reusable, or compostable plastic packaging and ending plastic pollution by 2040.

Victorian Government actions

Victoria is at the forefront of state-level action, guided by **Victoria's Circular Economy Plan**, which prioritises practical, community-driven approaches:

- **Four-bin system:** A statewide roll-out to streamline recycling and waste sorting at the household level.
- **Container Deposit Scheme:** Encourages recycling through financial incentives for returning beverage containers.
- **Single-use plastics ban:** Legislation in place to phase out problematic plastic items and reduce pollution.
- **Infrastructure investment:** Support for innovative waste management technologies and recycling capacity.
- **Sustainability Victoria** plays a key enabling role, offering grants, resources, and advisory services to support local government and industry adoption of circular practices.

Local Government interface

Local Governments are pivotal to the success of circular economy initiatives. As the level of government closest to the community, councils are responsible for local waste management services and are on the front lines of implementing state and federal circular economy policies. Councils are also uniquely positioned to identify local opportunities for innovation, tailor initiatives to meet community needs, and support behavioural change through education, engagement, and on-the-ground programs.

Local Governments put policy into practice, creating tangible outcomes in the shift toward a more sustainable, circular future.

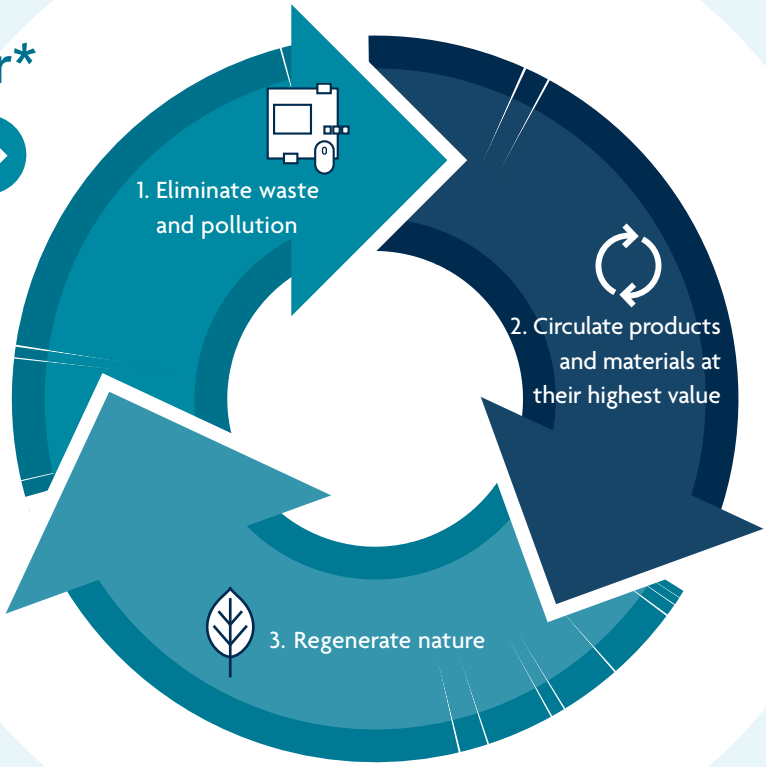
4. Principles of a circular economy

The linear model of 'take-make-use-dispose' leads to high waste levels, resource depletion, and unnecessary costs, as valuable materials are not recovered or reused efficiently. Transitioning to a circular economy means designing out waste, keeping materials in use for longer, and regenerating natural systems - creating long-term benefits for the environment, society and the economy. For more details refer to our supplementary document – Foundations of a Circular Economy in Bass Coast.

Take	Make	Use	Dispose
Purchase raw materials, products and infrastructure using virgin resources e.g. roads with mined materials, office supplies from fresh plastics and paper	These resources are used to build infrastructure, deliver services, and maintain public spaces	The assets such as buildings, vehicles, office equipment – are used until they wear out, become outdated, or are no longer needed	Once no longer in use, many materials are discarded, often ending up in landfill or being replaced rather than repaired or repurposed

Linear economy 'take-make-use-dispose' adapted from Merri-bek Circular Economy Strategy flyer

From linear to circular*



Principles provided in Foundations for a Circular Economy in Bass Coast - Let Me Be Frank 2024, with definitions adapted from the Ellen Macarthur Foundation, a global leader in circular economy thinking and solutions based in the UK.

Why are we transitioning to a circular economy?

Transitioning to a circular economy in Australia is expected to add $1.9 trillion in economic benefits over the next 15 years, and deliver long term resilience to communities.

The circular economy is a new economic model that promises to unlock huge value for strong, community-based economies such as Bass Coast. Beyond the financial value, economies fundamentally need to transition to a circular economy because the traditional 'take, make, waste' model—deeply ingrained in our way of doing business—is no longer sustainable, posing significant risks to our economy, industries, businesses, health, and ecosystems.

90% of nature loss is due to extraction and processing of natural resources- embracing principles of the circular economy can support nature recovery [1]

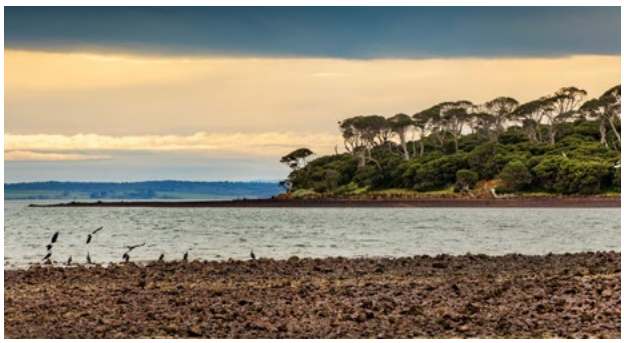
45% of global greenhouse gas emissions can be reduced through circularity [2]

In Australia, modelling by the CSIRO indicates that doubling Australia's circularity in line with the National Circular Economy Framework's priorities can:

Add **$26 billion** in Gross Domestic Product each year by 2035

Reduce greenhouse gas emissions by **14%** by 2035

Divert **26 million tonnes** of materials from landfill each year [3]





[1]Reference Ellen Macarthur Foundation

[2]Reference World Economic Forum 2021

[3]Reference DCCEEW

5. Opportunities for the circular transition in Bass Coast

Right across the economy, there are opportunities to drive a transition towards a circular economy. Opportunities across Bass Coast's key sectors are provided below, for further detail refer to the Foundations of a Circular Economy – a supplementary resource to this CE Framework.

Sector	Key circular economy opportunities
 **Construction** accounts for the highest economic output at 21.9 per cent, and the largest count of businesses by industry with over one quarter of all businesses in this sector.	- Support reuse of building materials and on-site recovery - Encourage design for longevity, disassembly, and standardisation - Promote use of recycled, low-impact materials (e.g. certified forestry timber)
 **Agriculture** accounts for just 6 per cent of economic output and is the second largest count of business by industry at 13 per cent. 76 per cent of Bass Coast's land mass is occupied by agribusiness activity which is dominated by beef and dairy cattle.	- Compost and repurpose organic waste - Adopt regenerative farming and soil health practices - Explore bioenergy and bio-based product markets - Support local food distribution and networks - Support recovery and recycling of key waste streams (silage wrap, drum muster) - Support agro-forestry as a source of renewable building products - Support and promote the use of recycled water in agriculture
 **Tourism** is critical to Bass Coast's economy, bringing valuable 'export' revenue that is not dependent on population growth. Most visitors to Bass Coast are day trippers.	- Minimise waste and reduce single-use plastics - Support local eco-tourism and upcycled goods - Support and promote plastic free initiatives - Implement energy and water-efficient operations - Promote travel by EV and advocate for more public transport
 **Significant institutions and industries** include Bass Coast Health, Bass Coast Adult Learning Centre, Philip Island Community and Learning Centre, Country University Centre Bass Coast, plus primary and secondary schools. Industries include water utilities and other industries not captured above.	- Encourage precinct-based circular initiatives (e.g. waste diversion, reusable systems) - Integrate sustainability programs in institutions and schools (e.g. Resource Smart Schools) - Model responsible procurement and low-waste policies

6. Our progress

Council has made some progress in supporting a circular economy, and community are taking practical and inspiring action to support the circular economy transition.

Council-led circular economy initiatives

Guided by the Council Plan, Economic Development Framework, and Climate Change Action Plan, Council has made progress to increase circularity across its operations and is supporting the broader community to do the same.

Initial actions include:

- Raising awareness and building capability through community education such as the Living Lightly program, waste management, and resource recovery programs
- Supporting local businesses via the Circular Economy Business Accelerator Program, which provided tailored guidance and action planning to help businesses adopt circular and regenerative practices
- Received an award for innovative sustainable pavement project which reused 3,181 tonnes of recycled materials, significantly reducing the need for raw materials and cutting transport emissions
- Being an early adopter of the food organics, garden organics (FOGO) system in 2017, a state-wide leader now diverting approximately 12,000 tonnes of organic waste annually for composting, reducing emissions from landfill by 50 per cent
- Myli – My Community Library: offers a 'Library of Things', encouraging borrowing over buying to reduce consumption. These local initiatives extend the life of materials and natural resources and also foster community resilience, local knowledge sharing, and connection to nature.

Community-led circular economy initiatives

The circular transition in Bass Coast is also being driven by community groups, residents, and local businesses taking practical and inspiring action, some examples include:

- Participants of the Business Accelerator Program, such as San Remo Fisherman's Co-Op ensuring every part of the fish is used and building circularity into all that they do; Wildlife Coast Cruises' exploration of marine biodegradable packaging working with San Remo Fisherman's Co-Op; Ecoliv's modular homes which include design for disassembly, and Genesta House - an accommodation business that reduces waste and fosters active engagement with local regeneration projects.
- Phillip Island Community and Learning Centre's circular programs, which rescued over 54 tonnes of surplus food annually while fostering repair and resource recovery skills and Fixit Café (Wonthaggi Men's Shed) - a volunteer-led repair hub that prevents waste and promotes skills-sharing
- Moyaver Farm: implemented water-sensitive farming practices, revegetation, and landscape-based design to create a circular water system
- Resilient Gardens at Cape Paterson: residents at The Cape use composting and regenerative gardening to build healthy ecosystems and local food systems in one of Victoria's most sustainable housing developments







Our community told us:

"I am so pleased about this initiative. It's SO IMPORTANT!"

"I am looking forward to seeing the ideas that come from it."

"I love the idea, to implement it on shire wide scale is challenging when so many people are in a 'linear' mind frame (it has to be easy-ish too) carrot before stick."

Our community would like to see:

Initiatives that make circular solutions more accessible, and more affordable than 'linear' alternatives

Innovation hubs to demonstrate and share ideas

Organic waste recovered locally to produce compost and enrich local soils

Local government policy changes to better support circularity

More community-based share, repair, swap and advice services

Circular economy and climate change considered in council decision-making

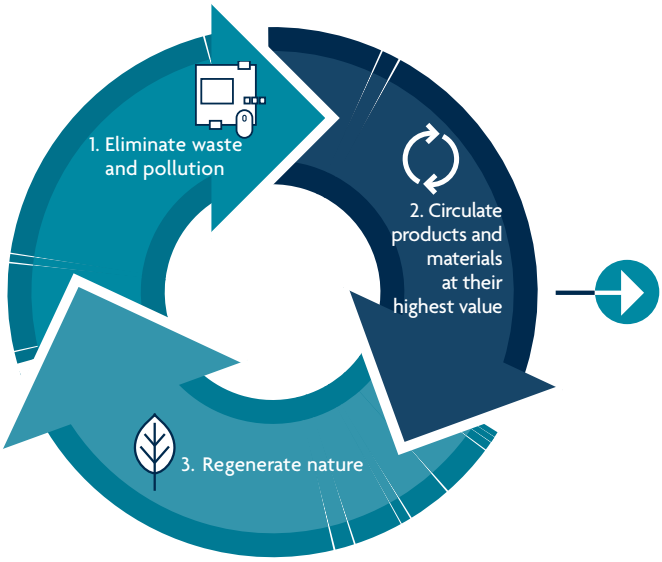


Going circular across Council operations

This framework maps the step changes in thinking to increase circularity across Council's operations drawing from five key principles developed specifically for local governments (outlined by Sustainability Victoria), and builds on these to include a planning stage to integrate circular economy principles across procurement, policy and plans.

Mapping the transition for Local Governments going circular

CE principles*



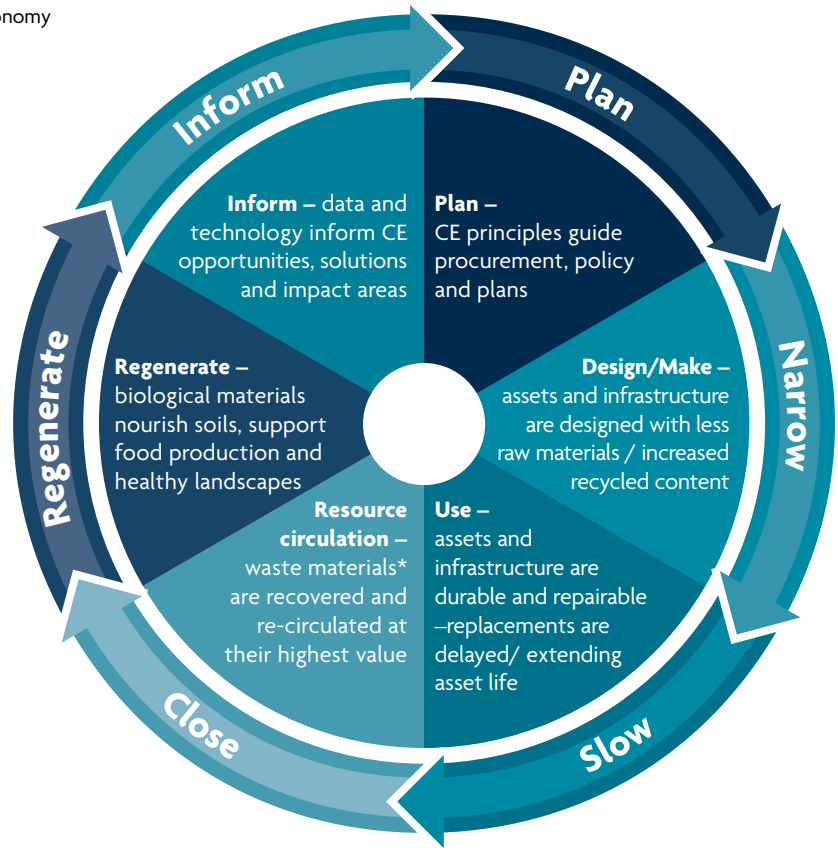
Principles provided in Foundations for a Circular Economy in Bass Coast - Let Me Be Frank 2024, with definitions adapted from the Ellen Macarthur Foundation, a global leader in circular economy thinking and solutions based in the UK.

5 principles helping Councils go circular

1. **Narrow** – flow of materials, using less and creating efficiencies during production
2. **Slow** – increase durability and repairability, by slowing pace of materials flowing through system, delay replacement and prolong asset life
3. **Close** – closing the loop, using waste to make new products
4. **Regenerate** – re-using renewable materials – food waste and organic materials (biological) provide nutrients to regenerate soils
5. **Inform** – data and technology help inform more efficient solutions. Innovations make items easier to repair, last longer, or do away with physical item all together

[1]Sustainability Victoria – Five principles helping Councils go circular

Increasing circularity in Local Government



*technical material (from waste) re-circulation (steel, metals, etc.) supports decarbonisation by reduced demand for raw materials (embodied emissions); whereas biological material recovery is used to regenerate nature and improve soil health

7. Key focus areas and enablers

The CE framework is supported by five key focus areas where Council can lead by example, foster innovations and co-create solutions with community suited to our sphere of influence. The key focus areas, require support from identified cross cutting enablers – that will help Bass Coast Shire Council make progress. Further details outlining possible actions across the key focus areas are provided in Appendix 1. Further detail on the key enablers is provided below.

CE Framework – Key circularity focus areas



Community, First Peoples and business engagement

Empowering local business, First Peoples, community groups, young adults, and residents to scale up circular economy practices. Identify opportunities for local job creation and social inclusion. Support culturally safe spaces for First Peoples inclusion.



Sector-specific circular innovation and resilience

Support the CE transition across key sectors in Bass Coast including eco-tourism, construction and agriculture, to foster the region as a resilient and thriving economy.



Sustainable procurement and asset management

Maximising resource efficiency, circularity and low carbon alternatives in Council procurement and infrastructure projects.



Waste and resource circulation

Improving resource recovery systems and fostering local, innovative solutions to circulate biological and technical materials at their highest value.



Regenerate natural and built environments

Using CE principles to restore natural landscapes, protect natural resources and enhance urban environments for people and nature to thrive.

Bringing perspectives, learning, benefit identification and co-creation → **Upstream and downstream action areas** → **Outcomes**

Cross cutting CE Framework enablers



Leadership and governance

Embedding CE principles across Council operations, strategies, and decision-making processes.



Capacity building and knowledge sharing

Strengthening the capability of Council staff and the community to lead and sustain the CE transition.



Partnerships and collaboration

Leveraging networks to drive investment, policy alignment, and innovation.



Data to support decision-making

Using data and technology to identify opportunities, measure impact and guide policy development.

Enablers to support the Circular Economy Framework

The successful implementation of the CE Framework relies on four key enablers: **Leadership and governance, Capacity building and knowledge sharing, Partnerships and collaboration,** and **Data to support decision-making.** These enablers will provide clarity of roles and responsibilities for circular economy priorities across Council, lift capacity, innovation, and support informed decision-making to accelerate the transition to a circular economy. Actions that could support the key enablers are outlined below.

Key Enablers



Leadership and governance

- Set up leadership / governance arrangements for how circular economy will be managed across Council
- Embed circular economy principles in key Council plans, such as waste management, climate action, procurement, infrastructure development, asset management and visitor experience
- Establish a circular economy working group to coordinate initiatives and share knowledge across Council departments



Capacity building and knowledge sharing

- Build capacity within Council to integrate circular economy principles across Council operations. Sustainability Victoria provide targeted local government training on how to implement circular economy principles, including sharing case studies
- Support local and regional knowledge sharing, through online resource hubs featuring circular economy case studies and best practices
- Celebrate and promote circular economy champions within the community and Council



Partnerships and collaboration

- Collaborate with regional councils, businesses, and community groups to implement shared circular solutions
- Engage with state and federal governments to align policies and access funding opportunities
- Partner with universities, industry leaders, and innovators to trial and scale circular initiatives. Universities can also provide support in development of meaningful metrics to monitor and measure progress across circular economy initiatives



Data to support decision-making

- Data and tracking systems that monitor waste streams, resource flows, recycling rates to inform decision-making and measure progress
- Tools to support establishment of circular economy performance metrics, such as landfill diversion rates, emission reductions and financial savings
- Leverage technology, including AI, and digital reporting tools to identify and enable resource sharing and recovery across community, sectors and Council

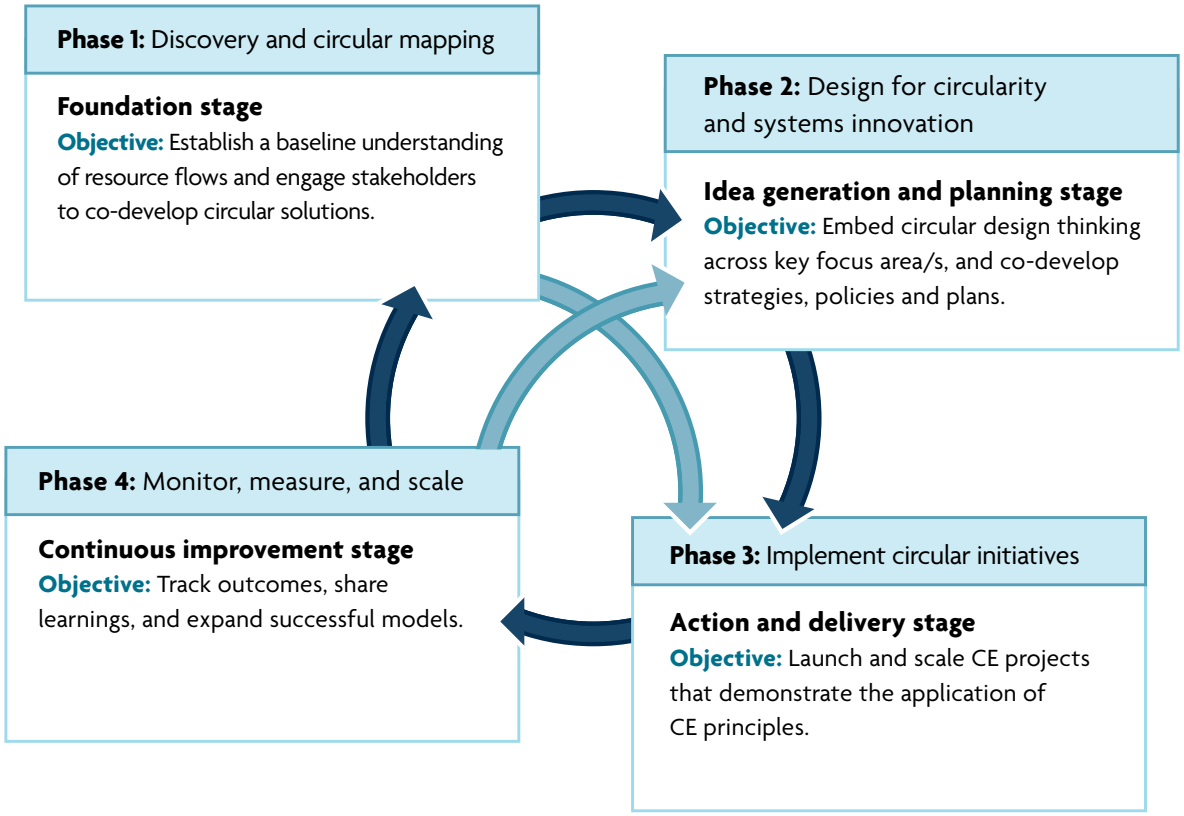
8. Implementation roadmap

The implementation roadmap provides a flexible and dynamic pathway for embedding circular economy principles, having regard to the key focus areas, and enablers for Council and community.

Organised into four key stages — **Discovery and circular mapping, Circular design and systems innovation, Implement circular initiatives,** and **Monitor, measure and scale** — the process is not intended to be strictly sequential.

Some projects may progress simultaneously, while others may revisit earlier stages as new insights and challenges emerge. This iterative approach ensures that circular economy initiatives of varying scales and complexities can develop in ways that are responsive to local needs and evolving opportunities.

Some examples from the kind of outputs expected from each stage are provided below.



Stages of implementation

Phase 1: Discovery and circular mapping **(foundation stage)**

Objective: establish a baseline understanding of resource flows and engage stakeholders to co-develop circular solutions. Phase 1 may include:

- **Material flow and circular hotspot analysis:** identify priority areas across key sectors where circular solutions can yield high environmental, social and economic benefits
- **Stakeholder engagement:** convene local government, businesses, Traditional Custodians and Aboriginal and Torres Strait Islander community, community groups, young adults and educational institutions to identify circular economy opportunities
- **Circular economy baseline assessment:** conduct an audit to map existing circular economy activities and gaps, strategic alignments, co-benefits of circular economy initiatives with other global and local objectives
- **Capacity needs assessment:** identify knowledge and skill gaps within Council departments and the community to inform tailored training programs

Phase 2: Design for circularity and systems innovation **(ideation and planning stage)**

Objective: embed circular design thinking across key focus area/s, and co-develop strategies, policies and plans. Phase 2 may include:

- **Co-develop circular economy opportunities** for circular innovation identified from Stage 1, both within Council and across sectors of Bass Coast (e.g. resource recovery innovations, supply chain collaborations, construction and material reuse, etc.)
- **Develop supporting circular economy** policies, strategies and plans
- **Establish circular economy champions** within Council departments to lead circular economy updates to identified key policies and plans, factoring training requirements where needed
- **Develop or share circular economy toolkits:** for schools, community groups, and small businesses with practical guidance and case studies
- **Circular innovation hub:** support establishment of a community resource centre for training, repair, and circular product showcases

Phase 3: Implement circular initiatives **(action and delivery stage)**

Objective: launch and scale circular economy projects that demonstrate the application of circular economy principles. Phase 3 May include:

Pilot projects for learning:

- **Council-led initiatives:** circular procurement for infrastructure, sustainable construction practices, and resource recovery programs
- **Community projects:** repair cafés, tool libraries, and collaborative farming initiatives that apply circular economy principles
- **Sectoral demonstration projects:** partner with local businesses to pilot circular economy approaches in key sectors in Bass Coast - tourism, agriculture, and construction
- **Shared learning and best practices:** capture insights from pilot projects to refine circular economy approaches and document case studies for wider adoption

Phase 4: Monitor, measure, and scale **(continuous improvement stage)**

Objective: track outcomes, share learnings, and expand successful models. Phase 4 May include

- **Performance tracking and reporting:** develop circular economy-specific key performance indicators (KPIs), such as waste reduction rates, resource efficiency improvements, emission reductions from circular economy initiatives, and biodiversity gains. In addition, metrics should be developed for social and economic outcomes, such as job creation, business engagement, and cost savings for business
- **Knowledge sharing platform:** establish a digital portal for sharing success stories, resources, and ongoing learning within Council and the community
- **Recognition and incentives:** celebrate circular economy champions within Council and the community and to encourage continued engagement.
- **Scaling and policy integration:** embed successful circular economy models into long-term Council strategies and advocate for state and national policy alignment

9. Annual Circularity Action Plans

The CE Framework has been specifically developed with flexibility in mind, providing the foundations for Council to increase its circularity across its operations and support the development toward a circular economy in Bass Coast. The CE Framework will be implemented through an annual Circularity Action Plan in line with the annual budget process. The Circularity Action Plan for 2025–26 is outlined below, which focuses on embedding the identified key enablers from the framework and focusing on stakeholder and community engagement to support phase 1 of the implementation roadmap.

Annual Circularity Action Plan 2025–26

No.	CE Framework link	Action	Detail	Timeframe	Budget implications	Output
1	**Enabler: Leadership and governance** 	Establish clear governance structure to manage circular economy Council Initiatives	• Establish leadership/ steering group for embedding circular economy principles and focus areas across Council operations • Establish a circular economy champions working group across departments for shared idea generation (phase 1), and support to embed circular economy principles in relevant policies and plans (phase 2)	2025-26 – following endorsement	Existing operating budget	Circular economy governance structure documented and endorsed by Council's Executive Leadership Team (Lead: Sustainable Environment Department) Record of meetings held (Lead: Sustainable Environment Department)
2	**Enabler: Capacity building and knowledge sharing** 	Develop and lift capability to implement circular economy initiatives	• Develop circular economy training needs assessment across Council departments and training plan • Establish an internal repository (intranet page) for managing circularity across Council operations	2025-26 ongoing	Existing operating budget	Internal repository for CE complete and training plan (Lead: Sustainable Environment Department)
3	**Enabler: Data to support decision making** 	Investigate tools and IT platforms to support collaboration and innovation	• Investigate suitable IT platforms and support tools that enhance understanding of emerging opportunities and lift capability to support CE idea generation and innovations both within Council and across Bass Coast businesses and community groups	2025-26	Existing operating budget Climate Change Action Plan (IT support tool estimated $18,000 over 3 years - subscription based)	Assessment of IT platforms and support tools for circular economy (Lead: Sustainable Environment Department)

No.	CE Framework link	Action	Detail	Timeframe	Budget implications	Output
4	**Key focus area: Community, First Peoples, and business engagement**  **Key focus area: Sector-specific circular innovation and resilience** 	Commence stakeholder engagement to support phase 1 for CE Framework Implementation - Discovery and Circular Mapping	• Develop Stakeholder Engagement Plan to support phase 1 with regard to the key focus areas of the CE Framework, including a more detailed Gender Impact Assessment • Host and support workshop/s with key sectors and community in Bass Coast to progress phase 1 – Discovery and Circular Mapping	2025-26 ongoing	$20,000 – proposed shared initiative Sustainable Environment and Economic Development	Stakeholder engagement plan complete (Lead: Sustainable Environment Department) 1-2 targeted workshops held (Lead: Sustainable Environment and Economic Development Departments)
5	**Enabler: Leadership and governance** 	Audit and Map Council plans and policies that can support circular economy principle adoption, identify strategic alignments and map co-benefit outcomes	• Identify key Council policies, strategies and plans that include or could be updated with circular economy principles – for some areas this may be dependent on completion of Action 2 • Map existing and emerging circular economy initiatives and how these align with Key Focus Areas and outcome areas of the CE Framework as well as their contribution toward global and local sustainability goals	2025-26	Existing operating budget	Audit map of strategies, policies, plans and contributions aligned to Key Focus Areas and outcome areas Action list to build circular economy principles endorsed by steering group (Lead: Sustainable Environment Department and circular economy champions)
6	**Key focus area: Waste and resource circulation** 	Investigate opportunities for local processing and use of organic material to regenerate nature	• Assess opportunities to expand the collection, processing and end use of food organics and garden organics within Bass Coast • Investigate emission footprints for different options assessed, understanding impact contribution toward Councils emissions reduction target	2025-26	Existing operating budget	Feasibility assessment for processing and use of local organic waste streams (Lead: Sustainable Environment and Economic Development Departments)

No.	CE Framework link	Action	Detail	Timeframe	Budget implications	Output
7	**Enabler: Leadership and governance** 	Refresh the Climate Change Action Plan during its mid -term review to have regard to the CE Framework	• Update relevant actions in the Climate Change Action Plan to align with the CE Framework	2025-26	Existing operating budget	Refreshed Climate Change Action Plan (Lead: Sustainable Environment Department)
8	**Key focus area: Community, First Peoples, and business engagement**  **Key focus area: Sector-specific circular innovation and resilience** 	Material flows assessment and co-development of circular economy opportunities*	• Complete material flows assessment for Council operations • Co-develop circular economy opportunities with the community and key sectors in Bass Coast • Information will support setting clear targets and metrics/measures of success for future strategies and plans	2026-27	$40,000 (subject to annual budget allocation – Annual Action Plan 2026-27) – includes material flows assessment and building information from previous actions	Material flows assessment and circular economy opportunities for Bass Coast (Lead: Sustainable Environment Department)

* This action is included to show where foundational work will lead – but is subject to approval and would be included in the Circularity Action Plan for 2026–27.

10. Measuring impact of implementation

The following indicators will ensure we are on track in implementing the Annual Circularity Action Plan, which includes the identification of outputs and desired outcomes from key actions listed in Section 5. The CE Framework has a ten year life with a mid-term review after its first five years.

No.	CE Framework link	Action	Council lead	Outputs	Outcome
1	**Enabler: Leadership and governance** 	Establish clear governance structure to manage circular economy Council initiatives	Sustainable Environment Department	CE Governance Structure documented and endorsed by ELT Record of meetings held	An authorising environment that supports a 'whole of Council approach' to CE initiatives and opportunities. CE Champions are enabled to identify and lead CE initiatives.
2	**Enabler: Capacity building and knowledge sharing** 	Develop and lift capability to implement circular economy initiatives	Sustainable Environment and People and Culture Departments	Internal repository for CE developed and CE training plan/s established	Council staff understand the objectives of the CE Framework, where to find circular economy-related information and how their role can support the transition to a circular economy.
3	**Enabler: Data to support decision making, outputs will support Phase 1** 	Investigate tools and IT platforms to support collaboration and innovation	Sustainable Environment and Customer and Digital Experience Departments	Assessment report on IT platforms and support tools for CE	Council has investigated IT platforms and tools to support decision making and circular economy innovations, and invests in supporting tools accordingly.
4	**Key focus area: Community, First Peoples and business engagement**  **Key focus area: Sector-specific circular innovation and resilience** 	Commence stakeholder engagement to support phase 1 for CE Framework Implementation - Discovery and circular mapping	Sustainable Environment Community Engagement and Economic Development Departments	Stakeholder engagement plan complete 1-2 targeted workshops held with representation across target groups in engagement plan and key sectors	Circular economy opportunities and idea generation are accessible to all in the Bass Coast community, with a focus on social inclusion, equity, and the active involvement of young adults—including measures that address the needs and aspirations of future generations.

No.	CE Framework link	Action	Council lead	Outputs	Outcome
5	**Enabler: Leadership and governance** 	Audit and map Council plans and policies that can support circular economy principles adoption, identify strategic alignments and map co-benefit outcomes	Sustainable Environment Department and Circular Economy Champions Circular Economy Steering Group	Audit map of strategies, policies, plans and contributions aligned to circular economy Key Focus Areas and outcome areas Action list to include circular economy principles in further reviews endorsed by steering group	There is a Council-wide listing with identification of opportunities to embed circular economy across Council strategies, policies and plans.
6	**Key focus area: Waste and resource circulation** 	Investigate opportunities for local processing and use of organic material to regenerate nature	Sustainable Environment Department - Waste Services Team	Feasibility assessment for local processing and use of organic waste streams	Understanding of viability to locally process and use organic waste streams currently transported offsite composted in greater Gippsland region and/or organic waste streams currently not serviced through roadside collection.
7	**Enabler: Leadership and governance and Phase 1** 	Refresh the Climate Change Action Plan during its mid -term review to have regard to the CE Framework	Sustainable Environment Department	Refreshed Climate Change Action Plan	Council's refreshed Climate Change Action Plan links clearly to the endorsed CE Framework.
8	**Key focus area: Community, First Peoples and business engagement**  **Key focus area: Sector-specific circular innovation and resilience** 	Co-develop circular economy opportunities building from analysis of material flows and engagement*	Sustainable Environment Department	Material flows assessment and circular economy opportunities for Bass Coast	Council has a clear understanding its key opportunities to increase circularity across its operations and co-developed opportunities to support circularity across Bass Coast.

*This action sits outside this Annual Action Plan 2025–26 and is subject to approval in the annual budget process for 2026–27.

11. Conclusion

This CE Framework provides a 'whole of Council approach' laying the foundations to embed CE principles across Council strategies, policies and plans. It also identifies where circular opportunities can be co-created with community, local business and key sectors across Bass Coast. The CE Framework provides a flexible approach that is adaptable to emerging funding opportunities and supported by foundations that:

- Supports the establishment of a governance structure to help embed circular economy principles across key strategies, policies and plans, providing a coordinated approach with high-level support from Council
- Maps where Council is already delivering on some aspects of circularity and how these link to global and local sustainability frameworks
- Identifies key focus areas, principles and desired outcomes that will help drive circular economy initiatives and innovations
- Allows for flexibility and empowers teams to develop and embed circular economy across their key activity areas
- Supports integration across Council operations, beyond environment gains, to include identification of social and economic outcomes
- Is supported by an implementation roadmap that outlines key steps to support the CE Framework allowing implementation at varied scales and tailored to local conditions (for example, there are some instances on a particular circular economy project that may already be underway in Phase 3, with other areas at Phase 1, etc.)
- Is managed through the development of Annual Circularly Action Plans, supported by monitoring and evaluation for transparency on progress and to ensure actions are reaching their desired outcomes







12. Appendix

This appendix provides further information to support the key focus areas outlined in section 7 and examples to support the implementation roadmap outlined in section 8.

CE Framework key focus areas, guiding principles and desired outcomes

Key focus area	Focus areas guiding principles and the role that Council could play	Desired outcomes		
		Nature	Society	Economy
Community, First Peoples and business engagement Empowering local businesses, community groups, young adults, First Peoples and residents to scale up circular economy practices. 	**Guiding principle:** Collaborate, educate, and inspire the community to participate in circular economy initiatives through accessible programs and shared solutions. Council actions could include: • **Education and awareness programs:** Deliver community workshops, campaigns, and school programs on circular economy principles. • **Circular business support:** Collaborate with local businesses to create resource-sharing networks, repair cafés, and take-back programs. • **Community resource hubs:** Enhance remit of libraries of things, material repair centres, and community-led waste recovery initiatives. • **Incentive programs:** Develop grant opportunities or recognition initiatives to encourage circular business models. Support initiatives that make circular solutions more accessible, and more affordable than 'linear' alternatives. • **Support community led-cultural leadership and collaboration:** Support culturally safe spaces for First Peoples inclusion in circular economy perspectives and opportunities.	Increased adoption of circular practices that reduce waste and emissions, conserve resources, and enhance local ecosystems.	Strengthened community resilience and collaboration through education, social inclusion, skill-building, and participation in circular initiatives.	Growth of local circular businesses and job opportunities, driving economic resilience and innovation in the region.
Sector specific circular innovation and resilience Support the circular economy transition across key sectors in Bass Coast, including eco-tourism, construction and agriculture to foster the region as a resilient and thriving economy. 	**Guiding principle:** Collaborate with local sectors-eco-tourism, construction and agriculture to support, identify and co-create circular economy solutions and innovations. Council actions could include: **Eco-tourism** • Support the regional commitment to eco-tourism, sustainable and responsible tourism practices through Council gaining accreditation from Ecotourism Australia's Eco Certified Destination program. • Update Council's Visitor Information Centre Business Plan and merchandising guidelines to embed circular economy principles that will support and showcase locally made, sustainable products in information centres/stores. • Sustainable Visitor Experiences – Promote circular tourism initiatives such as eco-accreditation, zero-waste events, and nature-based tourism that regenerates the environment. • Waste-free tourism – Support business in reducing single-use plastics and implementing refillable, reusable alternatives and work with accommodation providers/ restaurants to implement food waste strategies, composting programs and resource sharing networks.	Adoption of circular practices in eco-tourism, construction, and agriculture that reduce environmental impact, enhance biodiversity, and promote regenerative resource use.	Strengthened local workforce and community well-being through skill development, knowledge sharing, and inclusive participation in circular economy initiatives.	Increased competitiveness and economic resilience of key sectors by fostering innovation, reducing resource costs, and creating new business and employment opportunities.

Key focus area	Focus areas guiding principles and the role that Council could play	Desired outcomes		
		Nature	Society	Economy
	Construction • Sustainable Building Practice – Advocate for the use of recycled materials, modular construction and circular design in new developments. • Material Reuse and Recovery – Establish deconstruction guidelines for buildings and support a local marketplace for salvaged construction materials. • Investigate opportunities for digital platforms/ tools - for sharing waste materials, including assessment of benefits such as financial cost savings for local business, reducing emissions and diverting waste from landfill. **Agriculture** • Organic Waste Recovery and Soil Regeneration – Support farmers as an offtake for locally produced compost, biochar, and nutrient cycling to enhance soil health and reduce landfill waste. • Local Food Systems and Circular Supply Chains – Encourage farm-to-table networks that minimise packaging waste and food miles. • Water and Resource Efficiency – Promote circular water management, such as rainwater harvesting and the reuse of treated wastewater in agriculture. Support recovery and recycling of key waste streams (silage wrap, drum muster). • Support local food security initiatives and partnerships.	Adoption of circular practices in eco-tourism, construction, and agriculture that reduce environmental impact, enhance biodiversity, and promote regenerative resource use.	Strengthened local workforce and community well-being through skill development, knowledge sharing, accessible locally grown food, and inclusive participation in circular economy initiatives.	Increased competitiveness and economic resilience of key sectors by fostering innovation, reducing resource costs, and creating new business and employment opportunities.
Sustainable procurement and asset management Maximising resource efficiency and circularity in Council procurement and infrastructure projects.	**Guiding principle:** Procure for longevity, circularity, and minimal environmental impact while planning for the recovery and reuse of resources. Council actions could include: • **Circular procurement policies:** Embed circular economy principles into procurement policies by prioritising products and services that are durable, repairable, and made from recycled or renewable materials. • **Lifecycle asset management:** Ensure Council assets, including buildings, roads, and public spaces, are designed for longevity, adaptability, and material recovery at the end of their life. • **Sustainable infrastructure development:** Incorporate circular construction techniques, such as material reuse, modular design, and low-carbon alternatives in infrastructure projects. • **Market stimulation:** Use Council purchasing power to drive demand for circular products and services, supporting local businesses that adopt sustainable practices. • **Decommissioning and resource recovery:** Establish processes for recovering and repurposing materials from outdated assets rather than sending them to landfill. • **Supplier engagement:** Work with suppliers to encourage circular practices, including take-back schemes and extended producer responsibility. • **Community and business collaboration:** Support local businesses and organisations in adopting circular procurement models by providing guidance and sharing best practices.	Reduced environmental footprint through the prioritisation of sustainable, low-impact, and locally sourced materials in procurement and infrastructure projects.	Increased social value by supporting ethical suppliers, fostering local employment, and ensuring fair and inclusive procurement practices.	Long-term cost savings and economic resilience through extended asset lifespans, reduced waste, and investment in circular supply chains.

Key focus area	Focus areas guiding principles and the role that Council could play	Desired outcomes		
		Nature	Society	Economy
Waste and resource circulation Improving resource recovery systems and fostering local, innovative solutions to manage biological and technical materials at their highest value. 	Guiding principle: View waste as a resource and prioritise reuse, repair, and recovery to retain materials at their highest value. Council actions could include: • **Enhanced resource recovery:** Expand existing recycling and composting initiatives while exploring circular solutions for hard-to-recycle materials. • **Circular waste hubs:** Develop repair, upcycling, and material exchange hubs for community use. • **Collaborative partnerships:** Work with industries and community groups to develop innovative waste recovery solutions. • Advocate and support businesses to take responsibility for waste they generate and provide solutions. • Promote and support local options to process and use food and organic waste streams to regenerate nature	Reduced landfill waste and pollution through improved resource recovery, composting, and upcycling initiatives that protect ecosystems and biodiversity.	Enhanced community participation and education in circular waste management, leading to behaviour change and improved public health outcomes.	Growth of local enterprises and innovation in resource recovery, creating jobs and new market opportunities in re-manufacturing, recycling, and bio-based industries.
Regeneration of natural and built environments Using circular economy principles to restore natural landscapes, protect natural resources and enhance urban environments. 	Guiding principle: Restore and regenerate ecosystems by promoting agricultural practices that rebuild soil health, enhance biodiversity, and foster resilient urban environments that support biodiversity and regenerate nature. Council actions could include: • **Regenerative land practices:** Continue partnerships with local landholders and environmental groups, such as Bass Coast Landcare Network (BCLN) for soil regeneration and biodiversity restoration projects. • **Partnerships:** Partner with key organisations (Phillip Island Nature Parks, Parks Victoria, BCLN, Department of Energy, Environment and Climate Action, Melbourne Water, Westernport Water, South Gippsland Water, Bunurong Land Council) to help identify priority areas for nature protection and restoration. • **Urban greening:** Use recovered organic materials to enhance tree planting and soil health. • Continue to implement and resource strategies and plans that protect and restore the natural environment (Urban Forest Strategy, Biolinks Plan). • **Nature-based solutions:** Promote biodiversity-friendly practices in urban developments and townships and implement water sensitive urban design for stormwater management in the built environment, supported by Councils Integrated Water Management Plan.	Restoration of natural landscapes and ecosystems through reduced resource extraction, circular land management, biodiversity conservation, and sustainable water use.	Creation of healthier, more liveable urban spaces that enhance community well-being and connection to nature.	Strengthened eco-tourism sector by preserving and enhancing natural attractions, ensuring long-term economic benefits from nature-based tourism and recreation.

Document information

Type	Council Circular Economy Framework
Mayor	 Cr Rochelle Halstead
Date Adopted	Council Meeting 18 June 2025
Responsible Officer	Manager Sustainable Environment
Version Number	1

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