

Seamless

# Seamless Member Information Guide

1 July 2025 to 30 June 2026



[seamlessaustralia.com](https://seamlessaustralia.com)

# Driving positive change together

**Seamless is Australia's national clothing stewardship scheme, which recognises that transitioning to a circular clothing economy is a shared responsibility.**

Achieving sustainable production and consumption of clothing, and positive outcomes for people and nature, requires collaboration across the entire clothing industry. From industry stakeholders, experts and suppliers to clothing brands, retailers and consumers.

This guide is designed for clothing brands and retailers operating in Australia. It provides you with everything you need to know to become a Seamless member – from information about the scheme, our objectives and our approach, to member benefits, contributions and how to join.

**Seamless is for everyone, join us.**

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In the spirit of reconciliation, we acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to the Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

In Australia, we have the privilege of learning from incredible First Nations design traditions. First Nations people have been creating clothing for millennia with a focus on circular principles. As we move forward on this journey towards circularity in our industry, we are committed to learning from the way things have always been done by First Nations creators for Country.

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# About us

Clothing Stewardship Australia (Seamless) is the national clothing stewardship scheme that will enable the Australian clothing industry to do what no single organisation can do alone:

## Transform how clothing is made, used, reused and recycled in Australia

Seamless aims to make Australian fashion and clothing truly circular by 2030, and significantly reduce the 200,000 tonnes of clothing that currently goes to landfill each year.

By working together with clothing brands and retailers (members) and key industry stakeholders (supporters), we help Australians choose, enjoy and recycle clothing more responsibly, so people and nature thrive.

## Let's come together to create a better future

Every year, Australians are buying more and more clothing, most of which is made from materials that aren't durable, sustainable or traceable.

Currently, Australia has no systematic mechanism for the collection of unwearable clothing, and almost no clothing and textiles reprocessing infrastructure on a national scale. As a result, our reuse and resale sectors are overwhelmed with unwearable clothes costing millions of dollars in sorting and landfill fees.

All of this means thousands of tonnes of clothing ends up in landfill.

**1.4  
billion**

units of new clothing hit  
the Australian market  
annually

**56 new  
garments**

is the average number of new  
garments placed on the market  
for every Australian per year

**200,000  
tonnes**

of clothing ends up in  
Australian landfill every year

**13 million  
tonnes**

estimated carbon footprint of  
clothing in Australia

# Our objectives

Seamless is committed to:

1. Enabling industry collaboration to achieve better environmental and social outcomes in line with citizen need, government policy and regulatory requirements.
2. Encouraging the reduction in overproduction of clothing, by implementing circular design and circular business models.
3. Encouraging the reduction in overconsumption of clothing by implementing citizen behaviour change programs and activities.
4. Providing resources, services and information that aim to keep clothing at its highest and best use, and support the principles of a low-emission, circular economy.
5. Enabling a closed loop system by continually improving the collection, sorting and recycling of new, used and unwearable clothing.
6. Promoting a just transformation towards clothing circularity that takes into consideration the environment, social wellbeing and the economy.

## A Seamless approach

Seamless takes a stewardship approach, which recognises that the clothing brands and retailers who place clothes on the market are responsible for the entire life of that garment, from design through to reuse, reprocessing and end of life.

Seamless is funded by a per garment contribution paid by clothing brands and retailers who are members of the scheme. Initially, this contribution is 4 cents per garment, and 3 cents for each garment that meets the current eco-modulation criteria. If 60% of the market by volume sign up to the scheme, a funding pool of \$36 million will be raised per year to transform the industry.

These funds will be invested in four priority areas:

### CIRCULAR DESIGN

Brands to design garments that are more durable, have recycled content and are recyclable.

- Design
- Materials
- Manufacturing

### CIRCULAR BUSINESS MODELS

Pilots and support to de-risk new business models to extend the life of clothing.

- Rental
- Reuse, resale and repair
- Subscriptions
- Made to order

### CLOSING THE LOOP

Support payments for effective collection, sorting and recycling. Establish trusted end markets for resource outputs.

- Recycling
- Collection and sorting

### CITIZEN BEHAVIOUR CHANGE

Nationwide education campaigns to help Australians choose clothes better, enjoy them for longer and recycle them with care.

# Achieving circularity by 2030

To achieve circularity by 2030, the Australian clothing industry needs to fundamentally transform the way clothing is designed, produced, consumed and recycled, both locally and on a global scale.

This significant transformation will require courage, creativity and collaboration.

Organisations across the clothing value chain, along with all levels of government, are working together to drive innovation and achieve what no single organisation can do alone.



# How you benefit as a member

## Strategic leadership

- Get recognition through the exclusive use of the Seamless member logo
- Contribute to and adopt best practice that drives progress in circularity
- Access partners and networks in circularity across the world
- Act nationally to address significant global challenges

## Responsible governance

- Build social licence with credibility
- Gain preference with Australian consumers who are more likely to buy sustainable clothing
- Increase trust and engagement with existing and future customers and suppliers
- Take responsibility for end-of-life clothing by leveraging a national collection, sorting and recycling system

## Operational alignment

- Belong to a network spanning the whole clothing value chain in Australia
- Upskill in-house and upstream teams in key impact areas, such as circular design
- Access evidence based resources from accredited providers and partners
- Keep ahead of regulatory reform

## Financial efficiencies

- Leverage economies of scale and manage risk through collaboration on shared challenges relating to business and supply chain transformation
- Reduce risk with access to coordinated pilots and new ventures, with the potential to create new revenue streams
- Get ahead on eco-modulation, reduce emissions and make savings through better business practice
- Increase reporting efficiency with aligned timing for other ESG reporting

## Business resilience

- Stay updated on current and future regulatory reform
- Decrease vulnerability to market changes and price fluctuations associated with virgin materials
- Increase investor confidence and lower cost of capital by improving ESG performance and managing risk

# Member testimonials



*As a leading Australian activewear brand we take great pride in our involvement in Seamless. It allows us to take responsibility for the lifecycle of our products, from production to end-of-life. By participating in the scheme, we contribute to reducing textile waste, conserving planetary resources, promoting a circular economy, and aligning our brand with the growing demand for environmentally conscious fashion.*



**Lorna Jane Clarkson,  
Founder and Chief Creative Officer  
of Lorna Jane**



*We are privileged to partner with industry and government leaders to establish and drive the priorities of the scheme by committing to long-term action. We care about Aussie families now and in the future, and therefore are committed to the solution of clothing circularity.*



**BIG W**



*For David Jones, building on our legacy that focuses on sustainable and responsible business practices is a key pillar of Vision 2025+. Circularity is a vital part of the business' future and joining Seamless was a logical and important step forward.*



**Scott Fyfe  
CEO, David Jones**



# Pricing

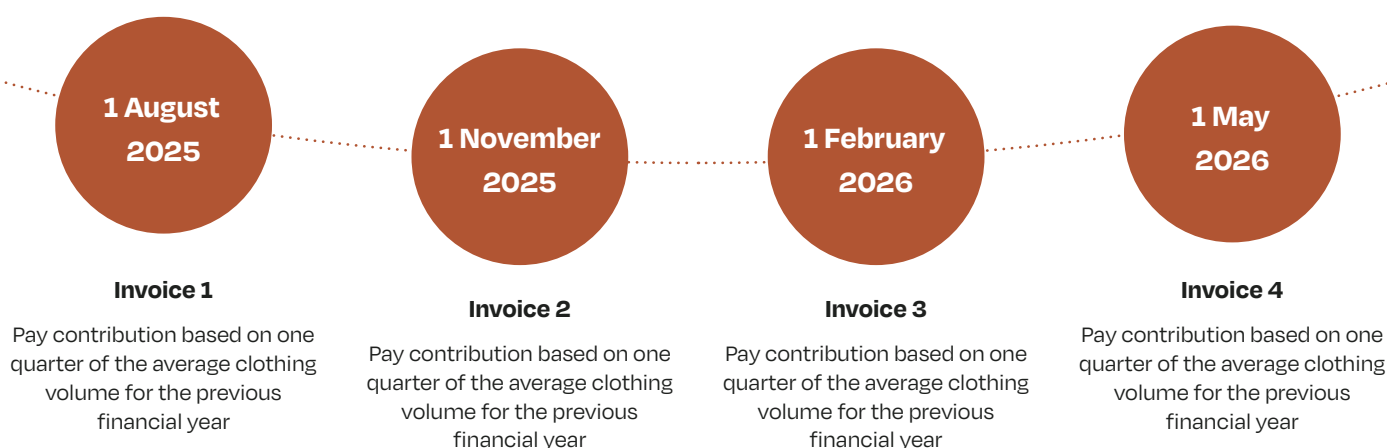
## Pricing is current from 1 July 2025 to 30 June 2026

Responsible clothing brands and retailers that join Seamless pay a contribution on every garment placed on the Australian market. The scheme has commenced with a contribution of 4 cents for every new garment and 3 cents for each garment that meets the initial eco-modulation criteria.

The economic model is designed to be adjusted as Seamless is established and transformation tasks are defined and delivered in consultation with members. There is no requirement to pass the contribution onto consumers.

## Quarterly invoicing and reporting

Your organisation provides an annual report on the clothing volumes placed on the Australian market in the previous financial year, and invoices are paid quarterly based on these volumes. If you become a member during the year, your first invoice will be issued after your member agreement is finalised and prorated for that quarter.



## Eco-modulation criteria

Clothing brands and retailers pay a reduced contribution of 3 cents for each garment that meets the initial eco-modulation criteria. Garments that meet this criteria have a primary material made from a mono-material or single fibre at a rate of at least 95%. For example, a 100% cotton shirt would meet the eco-modulation threshold even if the tag or thread was not cotton, if these elements made up less than 5% of the total garment. Garments that meet this criteria are able to be more easily sorted and recycled under a single fibre stream.

## Eligibility

Any clothing brand or retailer that places clothes on the Australian market is eligible to become a Seamless member, subject to board approval. An application may be rejected where there is a reasonable view that the applicant is unable to fully support the interests of Seamless including its purpose, objectives, values and objects. Each individual entity or brand requires its own membership to be able to be called a member, regardless of the ownership structure. This allows each member to present one brand or trading name on the Seamless website.



# Become a Seamless member today

Complete the [member form](#) on the Seamless website. We'll then contact you directly to finalise your membership.

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The Australian clothing industry can collaboratively reimagine its future and achieve clothing circularity by 2030.

[seamlessaustralia.com](https://seamlessaustralia.com)