



Join us to call for mandatory clothing stewardship

Social sharing kit

Australia's clothing waste problem also presents an opportunity for change. This kit provides ready-to-share social media copy and assets to help you join the call for a mandatory, nationally coordinated clothing stewardship scheme by 2029 and drive circularity action.



Image: The Social Outfit

Join the call for mandatory clothing stewardship

Australia's clothing waste problem also presents an opportunity for change. With the right settings and system in place, we can reduce waste, keep valuable materials in use, create new business opportunities and jobs, and build a more circular clothing economy.

Seamless is calling on the Australian Government to set a clear target now to introduce mandatory, nationally coordinated clothing stewardship by 2029.

Join us and help amplify this call for action.

To make it easy to share, we've put together this social sharing kit with suggested social media copy and ready-to-use assets. Feel free to adapt the copy to suit your audience and inject your own brand voice.

Every post helps demonstrate that industry is ready to work with government to deliver a more circular, productive and resilient clothing sector.

[Visit the Seamless website](#) to read our advocacy statement in full.



Three steps to get started

On the following pages, you'll find three social media post options, along with images. Choose the option that works best for your organisation or mix and match elements to create your own post.

1. Choose your copy

Choose the post copy from the following pages that best suits your audience and tone of voice or combine elements from different options. Feel free to adapt the copy to make it your own.

2. Choose your images

Select and download any of the images shown on the following pages or create your own.

3. Add tags and share your post

Post the copy and images on your social channels. Don't forget to tag Seamless using the handles provided, as well as your local MP and the Federal, State and Territory Environment Ministers and include **#MandatoryClothingStewardship**.

Add these tags to your posts

Don't forget to tag Seamless, your local MP and the Federal, State and Territory Environment Ministers.

Tag Seamless

LinkedIn: @Seamless

Instagram: @seamlessaustralia

TikTok: @seamless.australia

Facebook: @Seamless, Australia's clothing stewardship scheme

Tag Federal, State and Territory Environment Ministers

Australian Government: Senator the Hon Murray Watt

Australian Capital Territory: Ms Suzanne Orr MLA

New South Wales: Hon Penny (Penelope) Sharpe

Northern Territory: Hon Joshua (Josh) Burgoyne

Queensland: Hon Andrew Powell

South Australia: Hon Emily Bourke MLC

Tasmania: Hon Guy Barnett MP

Victoria: Hon Jaclyn Symes MP

Western Australia: Hon Matthew Swinbourn MLC

Add your voice to the call for mandatory clothing stewardship

We've provided three social media post options to make it easy to get involved. Choose the option that best suits your organisation from the following pages or mix and match elements to create your own post. Feel free to adapt the copy and images to suit your audience and tone of voice. [Download the social media copy and images.](#)

Option 1: The case for action

Australia's clothing waste challenge needs nationally coordinated action.

Every year, Australians buy 1.51 billion new clothing items, while 220,000 tonnes of clothing textiles end up in Australian landfill.

There is a significant opportunity to turn this waste into value, while creating business opportunities and attracting investment.

Unlocking this opportunity requires collaboration across the clothing value chain and the right policy settings to give businesses the certainty to invest and scale.

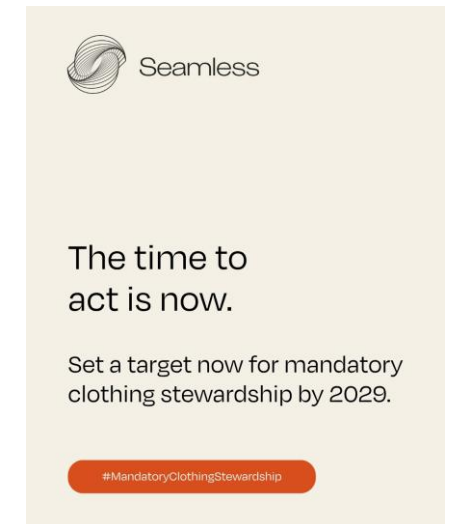
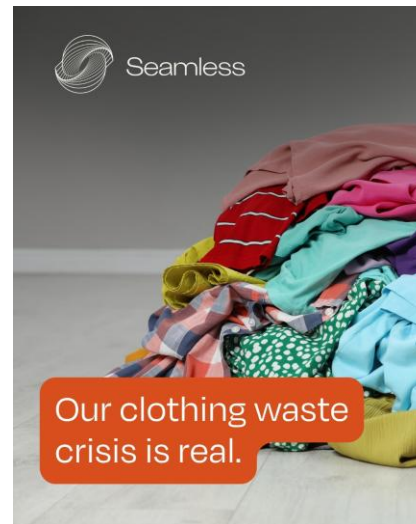
More than 80 countries have mandatory Extended Producer Responsibility or product stewardship frameworks. Australia should be next.

We support @Seamless' call for the Australian Government to set a target now to introduce mandatory, nationally coordinated clothing stewardship by 2029.

Read the full statement from Seamless here:

<https://www.seamlessaustralia.com/news/the-case-for-mandatory-clothing-stewardship>

#MandatoryClothingStewardship



Add your voice to the call for mandatory clothing stewardship

Feel free to adapt the copy and images to suit your audience and tone of voice. [Download the social media copy and images.](#)

Option 2: Building a circular future

Building a more circular clothing future for Australia will take more than individual initiatives.

It requires collaboration across the clothing value chain and the right policy settings and system to support investment and innovation.

Australia sends 220,000 tonnes of clothing textiles to landfill every year. There is an opportunity to turn these materials into value, while creating business opportunities and attracting investment.

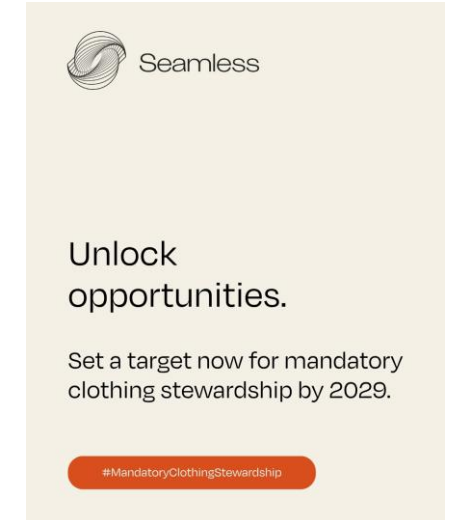
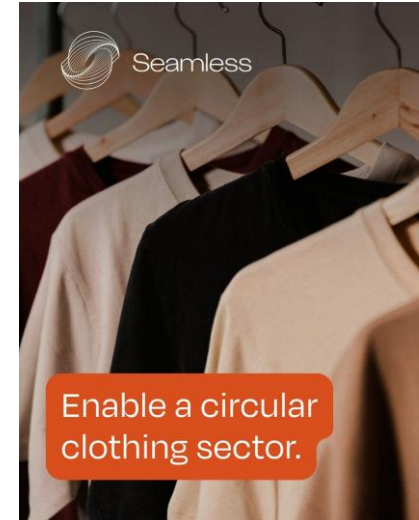
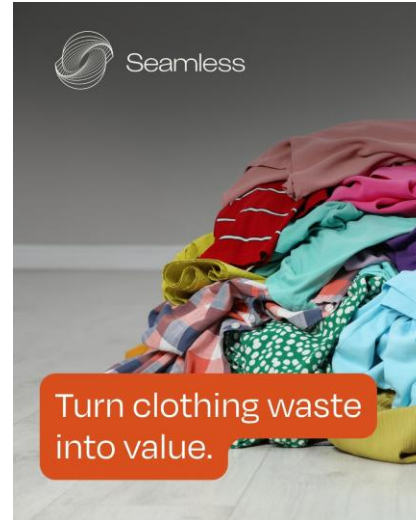
We support @Seamless' call for the Australian Government to set a target now to introduce mandatory, nationally coordinated clothing stewardship by 2029.

With policy certainty, businesses can help build a circular clothing economy for Australia.

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#MandatoryClothingStewardship



Add your voice to the call for mandatory clothing stewardship

Feel free to adapt the copy and images to suit your audience and tone of voice. [Download the social media copy and images.](#)

Option 3: From waste to value

Australia's clothing waste challenge needs nationally coordinated action.

220,000 tonnes of clothing textiles go to Australian landfill every year, representing both a significant environmental challenge and a major opportunity to create value from materials currently treated as waste.

Across the clothing value chain, people and organisations are already innovating, investing and collaborating to build a more circular future.

But voluntary action alone cannot deliver the scale of positive impact and industry-wide accountability required.

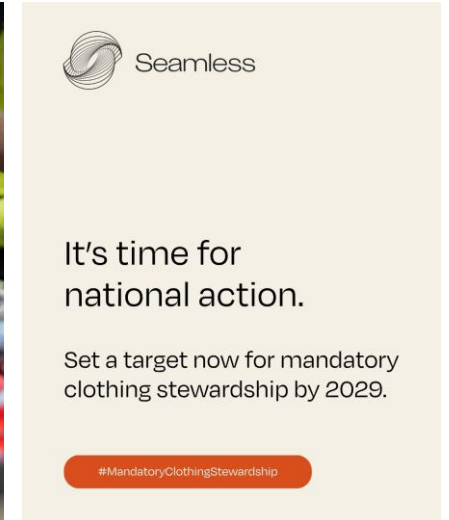
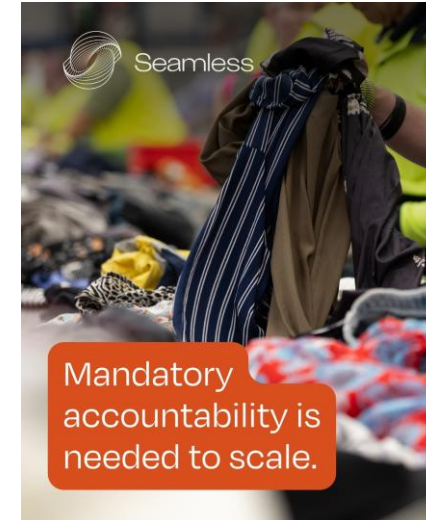
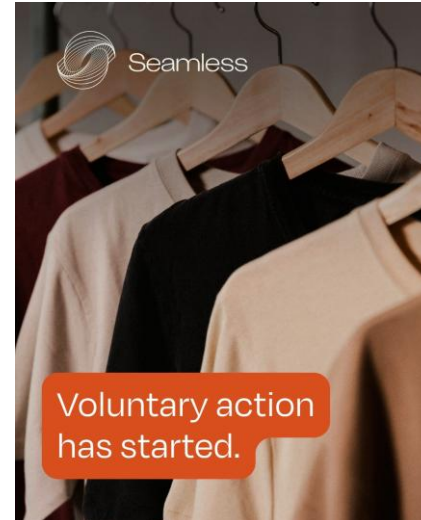
We support @Seamless' call for the Australian Government to set a target now to introduce mandatory, nationally coordinated clothing stewardship by 2029.

The right policy settings can unlock investment, innovation and jobs, and help build a more productive, resilient circular clothing economy.

Read the full statement from Seamless here:

<https://www.seamlessaustralia.com/news/the-case-for-mandatory-clothing-stewardship>

#MandatoryClothingStewardship





Have questions?

If you have questions or are unable to access the links in this document, email the Seamless team at info@seamless.org.au

W: seamlessaustralia.com



Image: Elk Mornington store