Seamless

Seamless Supporter Information Guide

1 July 2026 to 30 June 2027

Be transformative

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. Not only from clothing brands and retailers, but also from industry experts, academics and government organisations to manufacturers, technology suppliers and recycling and reuse operators.

This guide is designed for organisations across the clothing value chain. It provides you with everything you need to know to formally sign on as a supporter – from information about Seamless, our objectives and our approach, to supporter benefits, fees and how to join.

Seamless is for everyone, join us.

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 were sold in Australia in 2023

53 new items

of clothing were purchased by Australians on average in 2023

222,000 tonnes

of clothing ended up in Australian landfill in 2023

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. 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 supporter

Strategic benefits

- Demonstrate your commitment to responsible business practices.
- Belong to a network that brings the whole clothing supply value chain together to achieve clothing circularity.
- Access an invaluable pre-competitive environment enabling solution seeking with local and global circularity leaders.
- Help shape industry standards, policies and initiatives related to sustainability, and position your organisation as an industry leader, enhancing your credibility and influence with your customers, suppliers and the industry.
- Use the Seamless logo to distinguish your organisation as a responsible leader committed to best practice.

Operational benefits

- Access a wealth of expertise, research, and resources related to product design, recycling technologies, resource management, and circularity best practice.
- Network and share knowledge with other industry stakeholders, including designers, manufacturers, retailers, government agencies, not for profits, industry associations and research agencies.
- Collaborate and partner on pilot programs which deliver on Seamless strategic priorities.
- Gain the opportunity to participate in invitation-only roundtables, committees and working groups to contribute to our advocacy, meet directly with government stakeholders and access insights critical for your business.
- Access exclusive members-only resources including case studies, webinars, technical guides and more.
- Gain access to targeted funding that delivers on Seamless strategic priorities which may include initiatives to reduce emissions, improve environmental and social performance and support recycling infrastructure.

Supporter testimonials

"Collective action is required to transition Australia's fashion and textiles industries to a just, circular economy. As educators of the next generation of fashion's designers, entrepreneurs, and systems thinkers, RMIT School of Fashion & Textiles is proud to support Seamless."

Professor Alice Payne PhD SFHEA
Dean, School of Fashion & Textiles,
RMIT University

"Thread Together is a proud Seamless Supporter and we are playing our part in the transition to a circular economy by 2030. By collecting brand-new unsold clothes from fashion brands and retailers, Thread Together remain steadfast in keeping these clothes in circulation, extending their lifecycle by providing them to people experiencing hardship, promoting a more equitable, sustainable and circular fashion economy."

Anthony Chesler
CEO, Thread Together

Pricing

Pricing is current from 1 July 2026 to 30 June 2027

As a Seamless supporter, your organisation commits to support Seamless to deliver on its purpose, objectives, values and objects in the constitution of Clothing Stewardship Australia (Seamless). This is set out in the new joining documentation and Code of Commitment.

As a Seamless supporter, you'll pay an annual membership fee which is determined by your organisation type and annual turnover.

Turnover (AUD)[1]	Annual fee (AUD, excludes GST)
> $250M	$18,000
$50 - $250M	$ 6,500
$10 - $49,999,999.99	$ 2,200
$2 - $9,999,999.99 or a local council with population greater than or equal to 200,00 people	$ 720
Small business[2], Social enterprise, Not-for-profit, academic institution or local council with population less than 200,000 people[3]	$0

Any organisation or individual that operates in Australia or internationally or has an active interest in the sustainability of the clothing industry in Australia, is eligible to become a Seamless supporter, 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 supporter, regardless of the ownership structure. This allows each supporter to present one brand or trading name on the Seamless website.

[1] FY27 fees are determined by your organisation's annual turnover. To determine the appropriate fee, please convert the total annual turnover of your company to Australian Dollars (AUD) at the time of application

[2] A small or micro business is defined as an individual, partnership, company or trust that is carrying on a business and has an aggregate turnover of less than AUD$2 million.

3 Supporter fees are scaled by council population to ensure participation is accessible across Australia. Councils with a population of less than 200,000 people pay a smaller fee in recognition of the higher cost of service delivery and related revenue capacity.

Become a Seamless supporter today.

Complete the supporter form on the Seamless website. We'll then contact you directly to finalise your membership.

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

seamlessaustralia.com