How Westpac turned tricky waste into measurable progress

Westpac partnered with ReSmart to divert **hard-to-recycle items from landfill** across four Australia sites and track every collection toward its **sustainability targets.**

PROBLEM:

Too much waste from head office sent to landfill + lack of visibility.

> Meredith Epp, Executive Manager of Circular Economy & Nature for Westpac.
>
> *"We knew from our waste assessments that soft plastics were a frequent item found in our landfill bins"*

The bank has specific landfill diversion targets as part of its broader sustainability commitments. This is where we come in.



One Bin. We do the rest

ReSmart

Collect:
Staff drop items in one pink ReSmart bin

Pick up:
ReSmart collects fortnightly from each site

Sort:
Items are sorted and consolidated by stream

New Life:
Items are transferred to certified partners who recycle or reuse them

Report:
Data goes live the moment waste is collected.

SOLUTION

42 Office Pack bins across 4 sites + fortnightly collections + live detailed reporting

Traditional Reporting	ReSmart Reporting
EOY or EOQ →	After every collection
Multiple data sources →	One live report
Manual compiling →	Accurate & accessible anytime

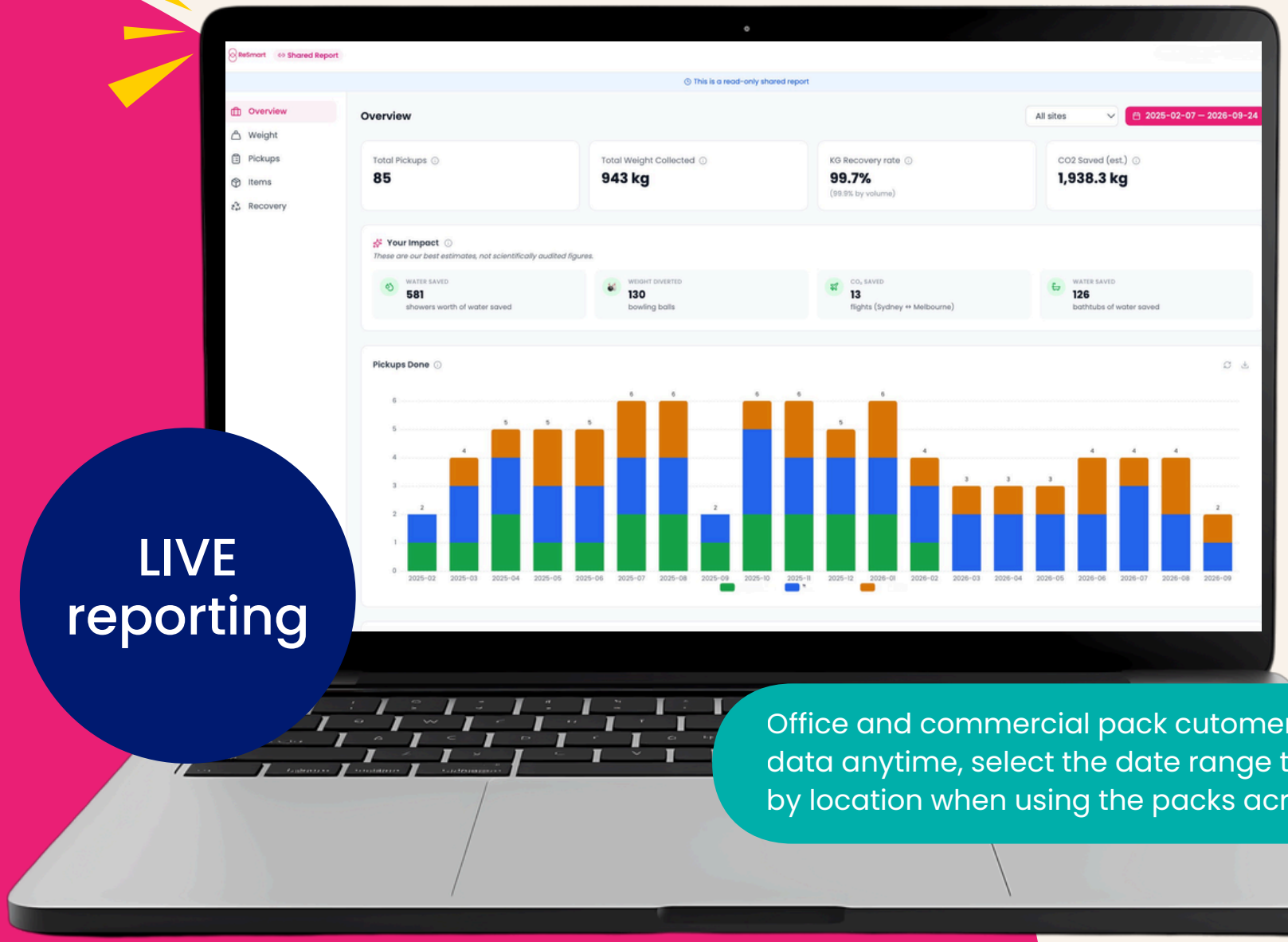


Made from 50% recycled materials!

What we'll take:

- Soft plastics
- E-waste
- Food Packaging
- Textiles
- Polystyrene

Data Collecting & Reporting



LIVE reporting

Office and commercial pack cutomers can access this data anytime, select the date range they need, and filter by location when using the packs across multiple sites.

Impact so far...

ReSmart



90,860 L

Valuable resources diverted from landfill

Measured since **February 2025**

963kg
Total Weight Collected

1,970kg
of CO2 Saved (est)

128
Bathtubs of water saved

How we made it work with Westpac

- Customised recycling streams
- Focus on **soft plastics, pens and blister packs**
- Ongoing monitoring with a ReSmart account manager

> *[the bank] worked closely with ReSmart to customise its recycling package to best suit the organisation's sustainability goals.*
>
> -Meredith Epp

Get in touch →

business@resmart.co

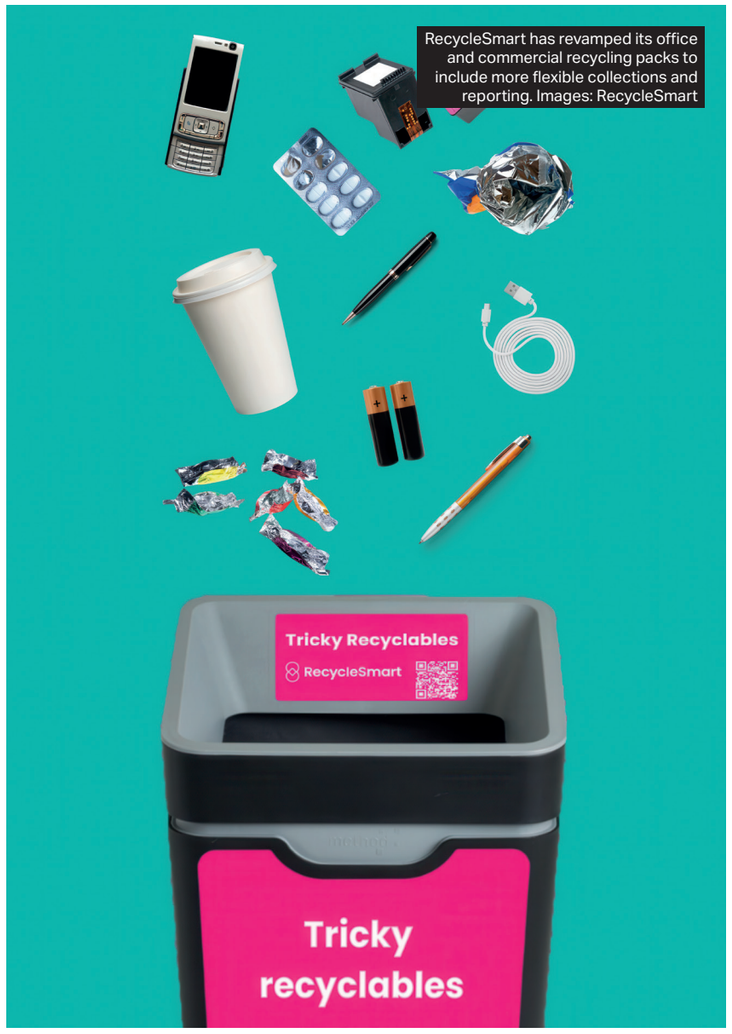
resmart.co

Track the impact

RecycleSmart's office and commercial recycling packs are a one-stop-shop for all tricky to recycle items, now equipped with tailored reporting services.

As Australia pushes towards creating a circular economy, businesses frequently face growing pressure to meet sustainability targets and demonstrate corporate responsibility.

Accurate waste reporting is no longer a nice-to-have, it's essential. It empowers businesses to improve resource management, track landfill diversion, support economic development, and prove their environmental impact with real data.



RecycleSmart has revamped its office and commercial recycling packs to include more flexible collections and reporting. Images: RecycleSmart

RecycleSmart's newly enhanced office and commercial recycling packs make this easier than ever, combining simple collections for hard-to-recycle items with instant, transparent waste reporting – right down to how many kilograms of coffee capsules or soft plastics are picked up in one cycle.

Whether the business is a major institution or a small local business, achieving sustainability targets is now more accessible, measurable, and impactful.

RecycleSmart introduced its office recycling packs a year ago in hopes to reduce the number of tricky-to-recycle items landing in landfill. Now, it is expanding with the commercial pack for bigger volumes as well as an extended list of items collected and providing instant waste reporting available on each collection made.

Mikey Duke, Head of B2B Sales for RecycleSmart, says the recently added reporting feature has been a game changer.

"Many businesses and industries are mandated to report on their waste and recycling habits. With this service, businesses can access a fully comprehensive report of data on their pickups," says Mikey.

"When we introduced the two packs, we intended to make recycling as easy and accessible as possible for a workplace, whatever that workplace is.

"Depending on the size of the company and amount of waste required to be collected, the customer can now choose from a weekly, fortnightly or monthly pickup, as opposed to the original fortnightly option. They can also choose their preferred payment solution for full flexibility."

He says, RecycleSmart is all about flexibility, offering bespoke bin solutions tailored to each customer's unique needs.

Westpac bank has specific landfill diversion targets as part of its broader sustainability commitments.

By implementing smarter waste management strategies and leveraging transparent reporting tools through RecycleSmart, the organisation is able to track progress and stay accountable to its goals.

Meredith Epp, Executive Manager of Circular Economy and Nature for Westpac, says the bank worked closely with RecycleSmart to customise its recycling package to best suit the organisation's sustainability goals.

"We knew from our waste assessments that soft plastics were a frequent item found in our landfill bins, the RecycleSmart Tricky Recyclables provided a solution to divert these from landfill."

Westpac opted to focus on collecting soft plastics, pens, and blister packs, aligning with the waste streams most relevant to its workplace. Bins were installed in February 2025, and Westpac has continued to work closely with their RecycleSmart account manager to monitor the program.

THE PROCESS

Customers who sign up to the program receive one year's worth of collections, a bin and access to RecycleSmart's brand-new reporting features.

"We pride ourselves on being a one-stop-shop for all tricky to recycle items," Mikey says.

"We happily accept soft plastics, e-waste, textiles, polystyrene, printers, coffee capsules and more.

Anything that is reasonably clean and dry we can accept, and we get it processed."



Westpac bank implemented RecycleSmart bins in February 2025, aiding in its sustainability targets.

Previously an assortment of these items would need to be kept separately for them to be sent to different recyclers. What makes this service so convenient is the need for only one RecycleSmart pink-branded bin, which is now made from up to 50 per cent recycled materials.

"We take on the hard part, which is the sorting, consolidating, and transferring of the items to the correct recycling facilities," Mikey says.

"Even though we collect such a wide variety of waste, we have a resource recovery rate of 98 per cent across our facilities."

REPORTING FOR DUTY

Where typical waste reporting is done at the end of a quarter or year, RecycleSmart does it as soon as the waste has been picked up from a location.

"It can be costly and time consuming to accumulate all the relevant information from various data sources to provide a thorough and accurate waste report," says Mikey.

"What makess our service so unique is our online platform used by both the driver responsible for the pickup and the customer who is ordering the pickups."

Each collection is logged in real time using the RecycleSmart app, giving drivers the tools to weigh and record every individual material collected.

This data flows instantly into a live report that updates as the waste is sorted – no waiting, no guesswork. Office and commercial pack customers can access this data anytime, select the date range they need, and filter by location when using the packs across multiple sites.

"RecycleSmart uses smaller vehicles equipped with source separation systems to preserve the integrity of materials," says Mikey.

"Each 60-litre bin liner is carefully transported to either the vehicle or a dedicated facility, where staff manually sort through every bag by hand."

This meticulous process allows for accurate tracking of every waste stream, providing clear, day-by-day insights into what's being diverted from landfill.

"Waste reporting is where the industry is headed," says Mikey.

"We know consumers want to purchase from, work with and support more sustainable businesses, so these reports are a great way to share these impact statistics both internally and externally." ■

For more information, visit: www.recyclesmart.com