



# Single-use plastic promotional film ban

Enforcement begins from June 2024



## What is proposed to be banned and when?

The purchase and use of single-use plastic promotional film for outdoor applications is banned from June 2024.

## Why ban single-use plastic promotional film?

Single-use plastic promotional film is commonly used for advertising.

The film is harmful to the environment when it is not disposed of correctly. This type of plastic film can blow away, fragment in the environment and end up in waterways or oceans. It is made from petroleum-based materials, which are not biodegradable and can take hundreds of years to decompose.

This type of plastic film is characterised as 'single-use' with limited opportunities for recycling.

## What is not included in the ban?

Forms of plastic promotional film not included in the ban are:

- indoor use of plastic promotional film, where it is commonly used as signage for sales in large display containers or bins
- health and safety bunting like police tape
- heavier plastics used in canvas signage, typically with reinforcement points that are tied up with rope or cable ties
- heavier plastic fence mesh wraps.

## What alternatives are there?

Single-use plastic promotional film can be replaced with plastic-free alternatives such as banners/signs made with reusable cloth.

## To whom would the proposed ban apply?

The ban applies to all individuals purchasing, or using, single-use plastic promotional film outdoors in Western Australia.

**For further information,**  
visit [Western Australia's Plan for Plastics](#)  
or contact our plastics team at  
[plastic-action@dwer.wa.gov.au](mailto:plastic-action@dwer.wa.gov.au)