

2014/15

ANNUAL REPORT

Including financial data up to 30 June 2015



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The Official Launch

On January 20, 2014 the Federal Minister for the Environment, the Hon Greg Hunt MP, officially launched both the National Tyre Product Stewardship Scheme and Tyre Stewardship Australia (TSA) to administer the Scheme.

The Scheme had been a long time in the making beginning with the establishment of a Tyre Implementation Working Group in May 2010. The Australian Tyre Industry Council applied for authorisation of the Scheme from the Australian Competition and Consumer Commission on 28 September 2012, which was granted in April 2013 for a period of five years.

The Scheme aims to tackle the significant environmental challenges arising from used tyres through an increase in domestic recycling of tyres, supporting new technologies, and expanding the market for tyre-derived products.

The Minister commended tyre importers and other TSA members for taking ownership of this important issue.

He noted that around 50 million tyres reach end-of-life every year in Australia and that the vast majority of them end up in landfill, stockpiles, are exported, or are simply dumped illegally. All of which pose serious environmental and/or health risks.

'TSA is about better outcomes. It's about making new products out of waste products. Congratulations to all the participants for overcoming competitive challenges and coming together to improve the industry and work towards a better outcome, globally, nationally and locally', Minister Hunt said.

'Less landfill, less dumping, less export for inappropriate use overseas. I don't think there is a more clear example of industry cooperation working to do the right thing by industry and the right thing by the environment.'



Chairman's Report

The first year of operation for Tyre Stewardship Australia has been full of milestones and significant achievements.

By the end of the 2014-15 year we can confidently say that TSA has become accepted as the industry supported body that will work to create environmentally sustainable outcomes for Australia's end-of-life tyres (ELT).

In working to progress its key objectives, TSA has created the infrastructure necessary to establish a nationwide accreditation and audit scheme around the industry management of ELTs. The accreditation application and reporting mechanisms have been put in place, a management structure has been created and all of the necessary processes to ensure the effective operation of the Tyre Product Stewardship Scheme have been established.

Accreditation applications, from all levels of the industry, have been forthcoming in significant numbers, with now over half of the tyre importers and retailers accredited within the Scheme. The collectors and recyclers already accredited represent the majority of the volume of ELTs handled in Australia and accreditations of significant national fleets have also begun.

Consumer and industry education activities have been occurring since the launch of TSA with a full program of public education due to roll-out to support the in-store presence that TSA now has through accredited retailers. Also critically important has been the work to establish a resource and a plan to fund Australian based market development activities for recycled tyre material.

The size of the challenge is considerable. The latest industry study confirms that Australia produces over 51 million end-of-life tyres each year and that a very small proportion is currently recycled domestically. TSA was established, in the face of that ongoing challenge, by the industry, cooperatively and with the support of Federal and State Governments, to instigate a robust reporting and accreditation program for responsible management, educate industry and the consumer and help develop the longer term solutions that will turn a current environmental challenge into an economic opportunity.

The initial efforts and the positive reaction of the industry are a very encouraging sign for the future of TSA and the improvement of environmentally sustainable management of end-of-life tyres in Australia.

Gerry Morvell



Chairman, Tyre Stewardship Australia
November 2015

Overall TSA Priorities

Reduction and **elimination of unsustainable disposal** of end-of-life tyres.

Introduction of **independent auditing** to eradicate unsafe, illegal and unsustainable practices.

Improvement and adoption of **transparent, sustainable management practices** for end-of-life tyres.

Industry and community **education** about end-of-life tyre management.

End inappropriate export of baled tyres from Australia.

Elimination of illegal dumping of tyres in Australia.

Supporting **innovative technologies** through the provision of R&D funding.

Research and Development supporting the **creation of more tyre-derived products** and more valuable uses for recycled material.

Development of markets for tyre-derived products.

Increase the **use of a resource stream** that is currently being treated as waste.

Increase the national capacity to handle end-of-life tyres.

Targeted communication with local government as large scale users of tyres and tyre-derived products (road surfacing, soft fall playground surfacing).

Retain local and attract **international expertise** in managing end-of-life tyres.

Support **growth in human capital** within the industry to position Australia at the forefront of end-of-life tyre management.



Chief Executive Officer's Report

I am pleased to present the first full annual report and business plan for Tyre Stewardship Australia (TSA) for what has been a transformational year for the organisation.

The 2014-15 financial year saw the development and delivery of the National Tyre Product Stewardship Scheme advancing at a rapid pace. Our focus over the past 12 months has been to gain critical mass across the industry, which will give the Scheme the size and reach required to enable real change.

Our success in this regard has exceeded even our own expectations with more than 1,400 retail outlets either fully accredited or in the accreditation process. This means that by the end of 2015 the vast majority of Australians will have a TSA approved tyre retailer within a short drive of their homes.

In January 2015, Bridgestone Australia Ltd joined Goodyear/Dunlop, Yokohama, Michelin, Toyo, Pirelli and Continental as fee-paying members of TSA bringing our coverage of the tyre manufacturing market to around 70%. More brands are due to join the Scheme in 2015-16 and we look forward to growing our membership base over the coming year.

Support for TSA has stretched into business and government organisations also. In 2014-15, both the NSW and Victorian Governments announced changes to their vehicle purchasing policy to include provisions for the use of TSA accredited tyre retailers. In February 2015, TSA welcomed Australia Post and its 13,000 strong fleet of cars, vans, trucks and motorcycles as the first accredited fleet operator under the Scheme. The support from Federal and State Government since the Scheme's inception, including the TSA Accreditation of the Defence Force's fleet, has been a major factor to our ongoing success.

Whilst the Scheme now covers a significant portion of the tyre industry, there is more work to be done to engage more broadly across the supply chain. Over the coming year TSA will shift focus further upstream to encourage the mining industry, fleet operators, local government and new car manufacturers to commit to the Scheme. These organisations exert considerable influence over the supply chain, being responsible for more than half of all new tyre consumption in Australia.



The next 12 months promises to be exciting and the Board has endorsed a bold, outcomes-focused business plan to build our core delivery areas. TSA will invest heavily in implementing a robust and wide-reaching audit and compliance process, which will ensure that the TSA logo represents best practice management of end-of-life tyres. To support this, we will work closely with industry and government stakeholders to identify key industry challenges and target education and awareness activities to support our members in addressing these issues.

Developing a thriving recycling market requires strong markets for high quality end products like rubber granule and crumb. The launch of the Tyre Stewardship Research Fund will see more than \$1.5 million earmarked for research and development projects that support the development of new products and markets to utilise tyre-derived commodities. In addition, we will support innovative PhD candidates who are exploring new frontiers for recycling and innovation.

Finally, TSA will continue to build its internal capacity ensuring our internal governance structures are transparent, effective and efficient. The effective management and application of funds raised via the levy remains of paramount importance in order to ensure our members are getting value for money outcomes.

I would like to thank all our members and accredited participants across the Scheme for their continued commitment to the effective management of end-of-life tyres in Australia.

Matt Genever

A handwritten signature in black ink, appearing to read 'M Genever', with a long horizontal flourish extending to the right.

Chief Executive Officer

Priorities next 12 months

Priority Area 1 – Recruitment and Accreditation:

The breadth of TSA accreditation has expanded rapidly since the first tyre retailer was accredited in August 2014 with around 70% of the retail market now on board. However, the Scheme has a number of accreditation categories that are at present underrepresented. Whilst we will continue to bring tyre manufacturers, retailers and recyclers into the Scheme, our future focus will be to expand our accreditation activities to incorporate fleet operators, local government and the mining industry.

Key 2015-16 priorities:

- Continue to build the number of tyre retail outlets with TSA accreditation to over 1,500, thus ensuring that the majority of Australian consumers have a TSA accredited tyre retailer within easy reach of their location.
- Build on the existing position of over 70% of Australian retail sales being represented by the TSA member tyre brands by attracting remaining retail brands to join the Scheme.
- Significantly increase the participation of major logistics and operational fleets as TSA accredited entities. Gaining commitment to operate within the Tyre Product Stewardship Scheme and therefore improving the environmental management of heavy and commercial vehicle end-of-life tyres.
- Work with vehicle manufacturers and importers to gain their commitment to the Scheme and capture the significant input of tyres into the Australian market from annual new vehicle sales.
- Engage with local government to encourage fleet accreditation and to outline the benefits of specification of products derived from, and containing, recycled tyre products.
- Work with the mining industry to develop more sustainable solutions to their end-of-life tyre management and to gain Scheme participation in order to obtain more accurate data on mine tyre use and disposal.



Priority Area 2 – Audit and Compliance:

Accreditation by TSA requires a commitment to the environmentally sustainable management of end-of-life tyres. Therefore it is essential that we validate ongoing compliance with those commitments through a rigorous audit protocol. TSA will be testing and refining the audit process in consultation with our members over the immediate future before rolling out the full audit schedule across all categories from January 2016 onwards.

Key 2015-16 priorities:

- Deliver a best practice audit and compliance function to ensure the TSA logo is recognised by industry and consumers, as representing best practice in the management of end-of-life tyres.
- Work closely with industry and government stakeholders to identify key industry challenges and target education and awareness activities that support appropriate action.
- Develop partnerships with relevant groups and agencies on strategies to improve management of end-of-life tyres in regional and rural communities.

Priority Area 3 – Investment and Market Development:

A strong, locally driven recycling market for end-of-life tyres requires sustainable end markets for tyre-derived products. Without such markets the viability of recycling becomes marginal, putting jobs and economic growth in the industry at risk. In 2015-2016, TSA will release some \$1.5 million into the market to support innovative research projects that will identify, develop and improve tyre-derived products. We will prioritise projects that bring industry players together with research bodies, government departments and agencies and most importantly potential customers.

Key 2015-16 priorities:

- Launch the Tyre Stewardship Research Fund, investing more than \$1.5 million in research and development projects supporting the emergence of new products and markets to utilise tyre-derived commodities.
- Provide support for relevant and innovative research and study by PhD candidates.
- Become a central information hub for local and international trends in tyre recycling, product development and research work.
- Build a best practice governance framework, supported by policies and procedures around procurement, investment and financial management.

Highlighted Activities

JANUARY 2014

Official launch of TSA by Federal Environment Minister, The Hon Greg Hunt MP

Minister for the Environment, the Hon Greg Hunt MP joined tyre industry leaders to announce TSA as an initiative to encourage sustainable use of Australia's end-of-life tyres.

Mr Hunt announced the formation of Tyre Stewardship Australia and the National Tyre Product Stewardship Scheme to work towards three key objectives:

- explore the potential for new industries and products from end-of-life tyres,
- improvement of collection and recycling processes and

- the reduction of unsustainable disposal practices.

The founding members are Continental, Goodyear/Dunlop, Michelin, Pirelli, Toyo, Yokohama and MTAA.

APRIL 2014

TSA online accreditation application platform launched

Launch of TSA website with full online expressions of interest and application forms for all categories within the industry.

AUGUST 2014

Tyrepower joins TSA

Australia's largest independent tyre retail chain, Tyrepower put its national network of over 250 stores behind Tyre Stewardship Australia with more than 80%

of Tyrepower stores accredited within 4 months.

JANUARY 2015

Bridgestone Australia becomes a TSA member company

Marking 12 months since the launch of Tyre Stewardship Australia, Bridgestone Australia joins the founding tyre company members, with the group now covering a significant majority of tyres imported and sold in Australia.

FEBRUARY 2015

Australia Post becomes the first fleet operator accredited by TSA

One of Australia's largest, most visible and diverse vehicle fleets joined TSA as an accredited fleet and committed to meeting the environmental challenge



that derives from operating trucks and motorcycles.

As a TSA accredited fleet, Australia Post works with TSA accredited suppliers to help trace the full life-cycle of tyres through purchase to disposal.

JULY 2015
Bridgestone owned and all Beurepaires Stores join TSA

All the tyre stores owned and operated by Bridgestone Australia and by Beurepaires have achieved TSA accreditation adding 276 retail outlets to the over 200 accredited Tyrepower outlets to put accredited retail outlets at almost 500.

JUNE 2015
TSA appoints a CEO

Tyre Stewardship Australia appoints well known industry consultant Matt Genever as its first Chief Executive Officer.

JULY 2015
Tyrecycle gains TSA accreditation

Australia's largest collector and recycler of end-of-life tyres, Tyrecycle gains TSA accreditation.

With five major recycling facilities across the country and a nationwide footprint, Tyrecycle's accreditation provides options for TSA accredited collections in almost every part of Australia.

Added to the group of independent collectors and recyclers already accredited, it is clear that the tyre recycling sector has embraced TSA as a cooperative industry initiative.

AUGUST 2015
Defence fleet becomes TSA accredited

The Department of Defence demonstrated its commitment to ensuring environmentally sustainable management of its fleet by joining Tyre Stewardship Australia.

Minister for the Environment the Hon Greg Hunt MP and Parliamentary Secretary for Defence, The Hon Darren Chester MP made the announcement, at a ceremony at the Australian Defence Force Academy in Canberra, both indicating



delight that one of the Government's largest fleet operators is participating in the Tyre Product Stewardship Scheme.

AUGUST 2015 **TSA online reporting platform launches in pilot phase**

A critical part of the TSA accreditation requirement comes to life with the launch of a pilot program for the online reporting platform for retailers, collectors and recyclers.

The reporting platform is rolled out in test phase to a select group of accredited entities. The pilot program will ensure that it delivers both the data necessary to create valuable knowledge of the waste stream and that it is easy to operate for those reporting.

Full roll out is expected by early 2016.

SEPTEMBER 2015 **Kmart Tyre & Auto Service outlets become TSA accredited**

The 246 outlets of Kmart Tyre & Auto Service are added to the rapidly growing number of TSA accredited tyre retailers.

The accreditation of the entire Kmart Tyre & Auto Service chain adds to the existing Tyrepower, Beaupaires, Bridgestone Australia owned, Tyreplus, Tyres & More, Goodyear Autocare and numerous independent stores already participating.

SEPTEMBER 2015 **TSA appoints Market Development Manager**

Tyre Stewardship Australia adds further capability with the appointment of a Market Development Manager to focus on how to best to invest the more than \$1 million TSA will plough into R&D projects for end-of-life tyre recycling outcomes in 2015/16.

Industry expert, Liam O'Keefe takes up the new role bringing more than 15 years experience across a number of relevant fields.



OCTOBER 2015

TSA accredited retail stores near the 1,000 mark

Almost 200 Bridgestone franchise stores gain accreditation with the accreditation process underway for Goodyear Auto Service, Michelin Service Centres, TyrePlus and Tyres & More chains, meaning consumers will soon notice TSA accreditation at the majority of retail outlets around the country.

OCTOBER 2015

Audit program launched

TSA Board endorses a wide ranging audit and compliance function with audits on new and previously accredited tyre collectors and recyclers to be undertaken by the end of 2015. In addition, TSA begins pilot audits across a number of accredited retail outlets to ensure that tyres are not "leaking" out of the system for illegitimate disposal or use.



Our Team



Chief Executive Officer Matt Genever

Matt Genever has a decade of experience in waste and resource management and brings all of that experience to furthering TSA's goals and objectives

After six years as a senior manager with Sustainability Victoria, Matt moved to Hyder Consulting where he progressed to become Business Leader for Waste and Resource Management. He has worked within key Victorian markets including organics, timber, tyres and aggregates to improve uptake and increase demand for high quality end products. He was appointed TSA CEO in June, 2015.



Market Development Manager Liam O'Keefe

Industry expert Liam O'Keefe recently joined TSA in the role of Market Development Manager, bringing more than 15 years experience across a number of relevant fields, including recent work with Victorian Government leading market development projects for tyre-derived products.

Liam will lead work in research and development and market development, focusing on how to best invest in excess of \$1 million per annum that TSA has earmarked for R&D projects. To ensure the industry can continue to grow, Liam will work to facilitate productive partnerships between universities, research institutes, industry and government to develop and promote new applications for tyre-derived products in Australia.



Accreditation, Audit and Compliance Manager Adam Rayner

Adam Rayner leads the accreditation, audit and compliance activities. Adam previously held audit and compliance roles in the mining and agriculture industries along with similar roles at Department of Environment Regulation WA.

Adam's role spans all accreditation and enforcement functions, that aim to ensure the TSA brand represents best practice environmental management of end-of-life tyres in Australia. Complementing this work, Adam also works with relevant state-based regulators and industry associations to ensure overall industry compliance is improving.

Media Reports

TSA media strategy for 2014-15 was focussed on informing the tyre and automotive industry of the organisation's launch, objectives and the momentum generated within the industry to work cooperatively on sustainable ELT management.

Relationships were fostered with leading industry online and print titles with a combination of earned media coverage, advertising and editorial support.

The result was extensive exposure within the target audience and significant positive feedback.



Our Board

Gerry Morvell **Chair and Director**

Gerry is a company director and consultant on energy and environment issues including renewable energy, low emission technologies, waste management and conservation. He was previously a senior executive in the Australian Government where he was responsible for high-level policy and program advice to Ministers on a range of issues, including low emissions energy, environmental assessment, coastal and marine policies, climate change, and sustainable industry development.

He has extensive high-level experience in Australian and international organisations including the United Nations Headquarters. He chairs the boards of Conservation Volunteers Australia, Conservation Volunteers New Zealand, Brown Coal Innovation Australia and Tyre Stewardship Australia.

Justin Siebert **Director and Treasurer**

Justin has been with Michelin for over a decade and has been based both in Australia and overseas.

Justin was previously Chief Financial Officer for Michelin's Oceania entities for over six years.

Prior to joining Michelin Justin worked in a number of different companies and industries, in both Finance and General Management roles.

Silvio de Denaro **Company Secretary and** **Communication Manager**

Silvio has held a number of senior management positions in Sales and Marketing especially in the Aviation and Automotive sectors and has been directly involved in tyres since 1983 as Australian CEO for a major manufacturer.

Silvio has been closely involved with Government and other major stakeholders contributing to the initial development of the Tyre Product Stewardship Scheme culminating with the related granting of ACCC authorisations in April 2013.

Steve Brown
Director

Steve Brown is Managing Director of Continental Tyres of Australia, a subsidiary of Continental AG the world's 4th largest tyre manufacturer. He has been in the Oil, Gas & Automotive industries for over twenty years across Europe and Australia and during that period has been involved in many projects and initiatives directly relating to environmental responsibility and sustainability. His qualifications include a BSc in Physics and an MBA gained at Cass Business School, London.

Steve is committed to ensuring Continental fully support the ideals and objectives of Tyre Stewardship Australia and that the industry can significantly improve the collection and recycling rates of end-of-life tyres in Australia.

Steve Clifford
Director

Steve has worked for Yokohama Tyre Australia for 19 years as General Manager for the last 14 years.

Part of this role is the responsibility for the company's governance and compliance across many aspects of the business.

Steve has been involved at all levels of the tyre industry and he has held many positions ranging from customer service, retail store management, State management through to general management.

Chris Hummer
Director

Chris is the current President of the Australian Tyre Dealers and Retreaders Association – a trade association under the MTAA umbrella representing tyre dealer and retreader members of the state MTA's and Automotive chambers.

Chris has extensive experience in the tyre industry both nationally, running his own tyre business and overseas, having worked with the Sime Darby tyre technology centre developing and marketing specialty tyres in Malaysia including tyre derived/recycled products. Chris is a graduate of the Australian Institute of Company Directors diploma course.

**Peter Kreitals
Director**

Peter was the Executive Director of the Australian Tyre Recyclers Association for more than 10 years. During this time he was instrumental in helping with the development of the Tyre Product Stewardship Scheme with a focus on ensuring that it is credible, transparent and reflects the best interests of all key stakeholders without unduly favouring any one single interest.

Peter has an extensive history in developing and implementing highly strategic industry programs in his 35 year career, initially with the Federal Government and over the last 25 years with a vast variety of industry sectors.

**Andrew Moffatt
Director**

Andrew is Managing Director of Bridgestone Australia and New Zealand.

Andrew was appointed Managing Director in January 2013, the first non-Japanese head of Australian & NZ operations since Bridgestone took over Uniroyal in 1980. He is committed to Bridgestone's global Corporate Social Responsibility objectives, which include environmental best practice, safety of operations, and giving back to society through support of the Leukaemia Foundation in Australia and Breast Cancer Foundation in NZ.

Over his 21 years with Bridgestone, Andrew has helped oversee expansion, the introduction of more female-friendly stores and the closure of Bridgestone's tyre manufacturing facility South Australia.

**Alan Sutton
Director**

Alan is the Customer Engineering Manager for Goodyear Dunlop Tyres Australia (GDTA) a position he has held for the last 15 years and is responsible for product performance and government compliance across all tyre categories except earthmover and aviation. As well as being a director of Tyre Stewardship Australia, he is the GDTA representative on the Australian Tyre Industry Council (ATIC) and trucking associations ATA, ITC and ARTSA.

Alan has worked in the tyre industry for over 40 years, previously working for Pirelli (UK), General Tyre (Zambia) and Bridgestone (South Australia).

**David Wilson
Director**

David was appointed Chief Executive Officer of Tyrepower in 2010.

After graduating with a Science degree in Applied Mathematics from Monash University, David has worked in many roles in retail over the last thirty years in Australia and New Zealand.

He has held senior roles in supermarkets, general merchandise, cosmetics and more recently the tyre industry. David is also a director of a lean manufacturing business supplying parts to leading OEM's.

Members and Brands Represented

Members



Brands



Financial Report

AUDITOR'S INDEPENDENCE DECLARATION UNDER S 307C OF THE CORPORATIONS ACT 2001 TO THE DIRECTORS OF TYRE STEWARDSHIP AUSTRALIA LIMITED

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2015 there have been no contraventions of:

- i. the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- ii. any applicable code of professional conduct in relation to the audit.



Shane Bellchambers, CA
Registered Company Auditor
BellchambersBarrett

Canberra, ACT
Dated this 6th day of November 2015

TYRE STEWARDSHIP AUSTRALIA LIMITED
A.B.N. 44 164 971 939

**STATEMENT OF PROFIT OR LOSS AND OTHER
 COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2015**

	Note	2015 \$	2014 \$
Revenue	2	1,456,459	425,000
Accountancy expenses		(7,500)	(2,100)
Advertising expenses		(124,546)	(5,657)
Professional fees		(564,672)	-
Other expenses		(69,456)	(207,247)
Surplus for the year		690,285	209,996
Other comprehensive income		-	-
Total comprehensive income for the year		690,285	209,996

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2015

	Note	2015 \$	2014 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	3	767,861	154,261
Trade and other receivables	4	190,268	57,870
TOTAL CURRENT ASSETS		958,129	212,131
NON-CURRENT ASSETS			
Plant & Equipment		7,365	-
Intangible assets	5	3,232	3,232
TOTAL NON-CURRENT ASSETS		10,597	3,232
TOTAL ASSETS		968,726	215,363
LIABILITIES			
CURRENT LIABILITIES			
Trade and Other Payables	6	68,445	5,367
TOTAL LIABILITIES		52,743	5,367
NET ASSETS		900,281	209,996
EQUITY			
Retained earnings		900,281	209,996
TOTAL EQUITY		900,281	209,996

How to Gain Accreditation

TSA has developed an accreditation process that is designed to be both accessible, via the online platform built into the TSA website, and relatively easy.

The objective is to allow relevant entities to act on their intention to become part of the Tyre Product Stewardship Scheme with the minimum of obstacles and to then allow TSA and the accredited entity to work together to ensure the desired outcome in sustainable end-of-life tyre management.

Becoming TSA accredited comes with commitments to report on the fate of end-of-life tyres and to work with other TSA accredited entities within the supply to disposal chain.

TSA has developed an online reporting platform that is also focused on minimising complexity for participants. TSA also works with participants on individual action plans to improve their end-of-life tyre outcomes within reasonable time frames and with minimal possible business disruption.

Categories for TSA accreditation application:

- Tyre importer and vehicle manufacturers and importers
- Tyre retailers
- Fleet operators
- Local Government
- Collectors of end-of-life tyres
- Recyclers of end-of-life tyres
- Miners.



Applying

Applying for TSA accreditation is easy and can be undertaken online through the TSA website. The following steps apply:

- An applicant submits an Expression of Interest form online. Once the EOI is approved, TSA will email an invitation to apply with all of the links to the online application form.
- The applicant is expected to read and understand the commitments and reporting requirements for their participant category as stated in the Guidelines for the Tyre Product Stewardship Scheme that are available to view on the TSA website.
- The completed application form, including an Action Plan, signed by the CEO or another senior officer of the company, is submitted online.
- TSA assesses the application and action plan and may contact the applicant or third parties to verify information supplied in the application form.
- The application is submitted to the TSA Accreditation Committee for recommendation to the TSA Board.
- Once the TSA Board approves the recommendation the applicant is advised of the outcome and, if successful, is guided through the steps for ensuring their ongoing reporting and compliance.



FAQs about Accreditation

What does accreditation mean for my organisation?

Accreditation allows companies involved in the tyre supply chain to communicate their participation in the Scheme.

Accreditation requires ongoing reporting of tyre sales, recycling and collection and provides an independent verification of environmentally responsible end-of-life tyre management.

What are my commitments as an accredited participant of the TSA?

The specific commitments for each type of participant in the Scheme differ depending on your level of participation. These can be seen on the TSA website at www.tyrestewardship.org.au.

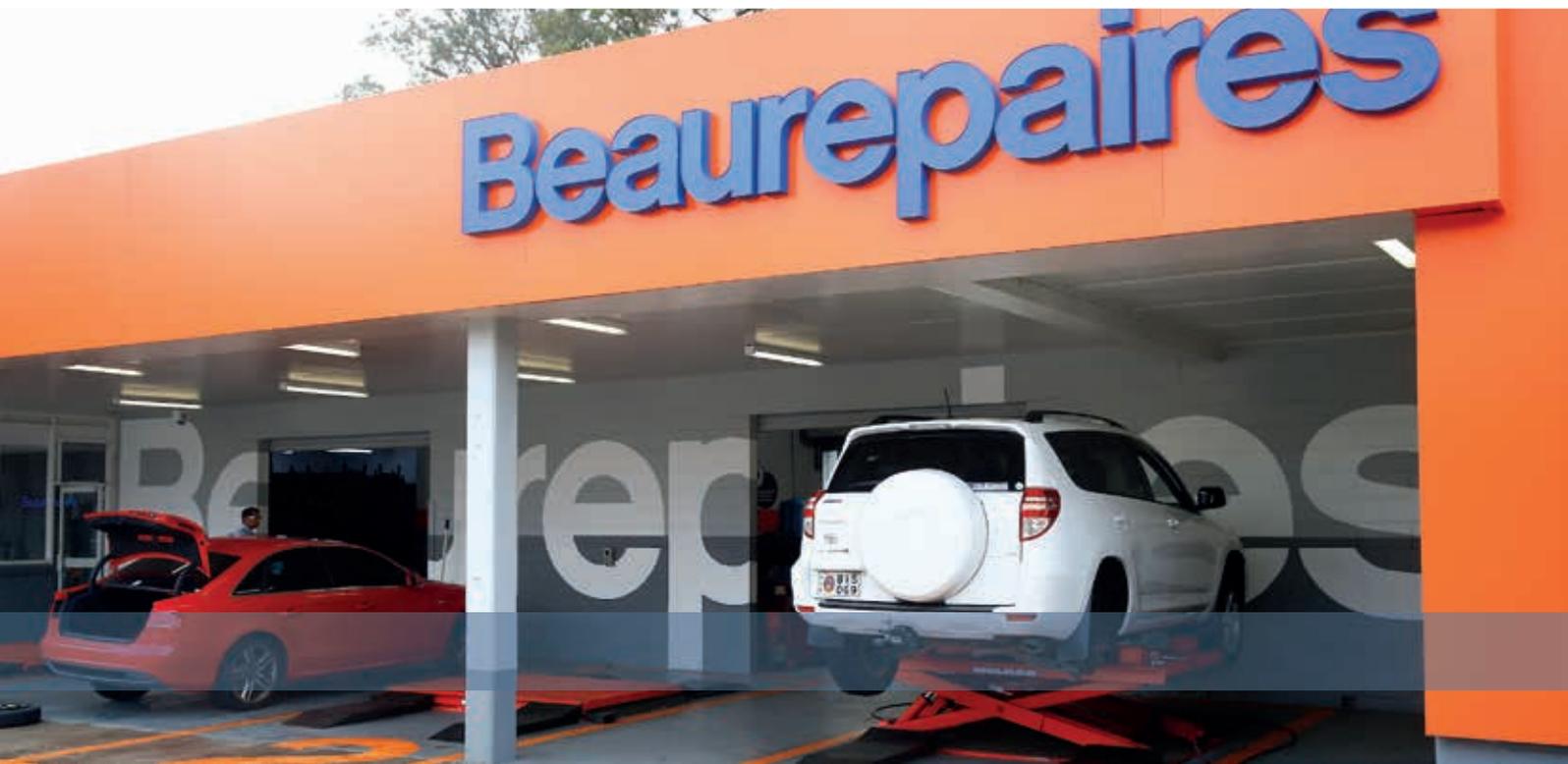
The general commitments under the Tyre Product Stewardship Scheme Guidelines require all participants in the Scheme to:

- Support the objectives of the Scheme
- Deal transparently and ethically with others involved in the tyre supply chain, including consumers

- Promote the scheme to the community, other businesses and organisations
- Use the Scheme's branding and logo and adhere to conditions that apply to that use
- Comply with relevant laws and practices, including those that apply to the environment and occupational health and safety
- Cooperate with surveys that are undertaken from time to time, and with TSA in conducting random audits – this includes retaining and, on request, providing the TSA with relevant documentation.

Further, all participants in the Scheme are required to commit to contribute to:

- The environmentally sound use of end-of-life tyres
- Elimination of the inappropriate export of baled tyres from Australia
- Elimination of the illegal dumping of end-of-life tyres
- Elimination of the disposal of end-of-life tyres to landfill.



Why should our organisation join the TSA Scheme?

The requirement of companies to demonstrate environmental responsibility is now an established part of brand positioning and of consumer consideration in a competitive market.

Participation in the Federal Government supported and ACCC authorised Tyre Product Stewardship Scheme allows companies in the tyre supply chain to meet their environmental responsibility relating to end-of-life tyres and to transparently pass-on the cost of participation to the end consumer through a minimal charge.

What does an audit involve?

An audit will include an independent review of processes and documentation related to end-of-life tyre management, disposal, sale or any other form of transfer outside of the company's control.

Audits may also include a physical inspection of tyre storage and disposal facilities and tyre recycling facilities, including those manufacturing recycled product feedstock.

What are my reporting requirements?

Reporting requirements differ for each participant depending on their business

profile. For a full list of your reporting requirements visit the TSA website at www.tyrestewardship.org.au.

How do you verify my application?

Verification is carried out when TSA assesses an application for Participant status and continues after Participant status is awarded. For collectors and recyclers, this may also require a site audit to be undertaken by our external auditors.

As required, TSA contacts businesses or organisations that are named in applications to verify the information provided in the application. Thereafter, on a regular basis, TSA liaises with businesses or organisations named in the application to ensure that the arrangements for collection and recycling of end-of-life tyres are still in place.

If verification checks prove arrangements are not in place, TSA will contact the Participant to seek an explanation. If the explanation is not satisfactory, then Participant status and benefits may be revoked by TSA.

Participants should inform TSA of any changes to arrangements for collection and recycling of end-of-life tyres at the earliest opportunity. This is to ensure that information about Participants that is held by TSA remain current.



FAQs about the Scheme

What happens to a tyre when it reaches the end of its life?

Environmentally sound use for an end-of-life tyre for the purposes of the Tyre Product Stewardship Scheme includes:

- (i) Recycling into tyre crumb, shred, chips, granules, steel and other tyre components
- (ii) Use as a fuel (other than in direct incineration without effective energy recovery and unsustainable burning for energy recovery) or other means to generate energy
- (iii) Production of tyre derived products, including tyre derived fuel
- (iv) Civil engineering.

The following uses are excluded from the definition of environmentally sound use:

- Disposal through dumping, landfill, direct incineration or burning;
- Stockpiling as an end point;
- Low temperature uncontrolled burning for energy recovery
- Export of baled tyres for non-approved uses.

What can recycled tyres be used for?

They are used as road surfaces, soft fall surfacing for playgrounds, equestrian arenas, brake pads, industrial and domestic flooring, tile adhesive and sporting surfaces. They can also be used for fuel, engineering projects and drainage aggregates.

One innovative use of crumbed rubber is as diesel fuel substitute in explosive compounds for large volumes in the mining industry.

How many tyres reach end-of-life in Australia annually?

Approximately 51 million equivalent passenger units (EPUs).

How big is Australia's stockpile of end-of-life tyres?

Surprisingly, no national database of stockpile exists today. One of the roles of TSA will be to establish a map of existing volumes and the priorities for their disposal.

How many of Australia's end-of-life tyres are recycled?

Approximately only 5% are recycled in Australia (according to the latest Hyder industry-wide study).

What are the factors that determine the fate of end-of-life tyres from Australian sources?

The type of tyre and where it reaches end-of-life; local landfill prices and controls; global commodity prices and demand; and the availability of cost-effective transportation to an end market.

Lack of transparency about sustainable uses and impacts of inappropriate disposal are also factors.

What's the cost to dump an old tyre versus the cost to destroy or recycle?

Tyres are engineered to be extremely robust and therefore require costly processes to reduce to their constituent components.

Disposal costs are sometimes incorporated into the price of a new tyre and this is at the discretion of individual retailers.

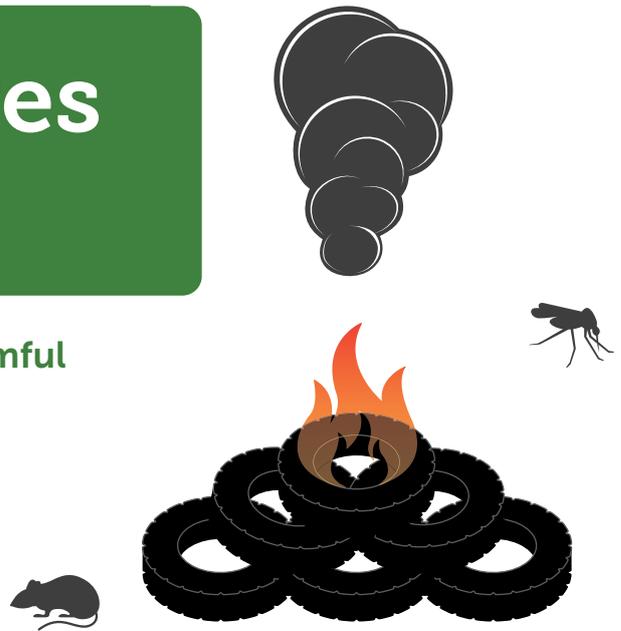
This charge varies from retailer to retailer and recycler to recycler. Under the Scheme, costs to consumers are likely to become minimised once the Scheme has become successful.



Can my old tyres be recycled?

Not managed properly, tyres can be harmful to the environment and human health.

Fires in stockpiles release toxic gases into the environment and tyre stockpiles are breeding habitats for mosquitoes and vermin.



AUSTRALIANS DISPOSE OF

51
MILLION
OLD TYRES EACH YEAR

THAT'S

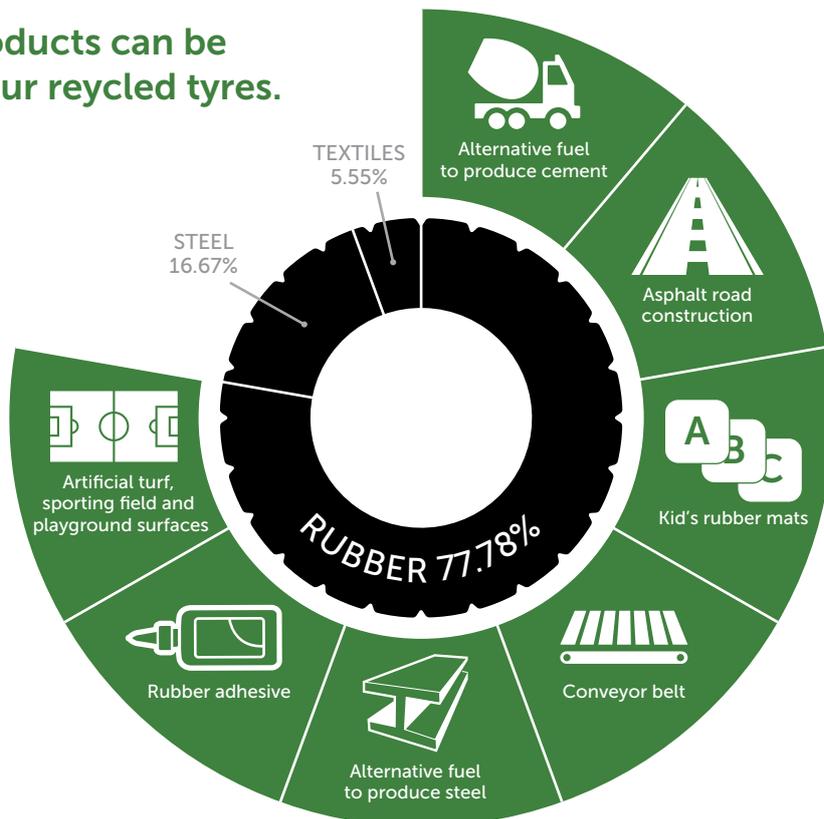
MORE THAN



LESS THAN



Many useful products can be derived from your recycled tyres.





tyrestewardship.org.au