

About Product Stewardship Australia

Product Stewardship Australia Ltd (PSA) is a relatively new, industry-led organisation with a focus on managing environmental issues in the consumer electronics sector in Australia. PSA is now a fully operational not for profit organisation. It has a Board of directors and a part-time Executive Officer.

As you may know, PSA is forging ahead in the development of a phased, national TV collection and recycling scheme. PSA is also consulting with relevant Government Departments (eg. Environment, Communications, ACCC) to help facilitate the development and strong enforcement of Federal regulation to deal with those TV suppliers who do not clearly and publicly take their recycling responsibilities seriously.

While the initial focus is on TVs (CRT, LCD and Plasma technologies), PSA is planning to expand its eWaste programs to address other End-of-Life electronic products supplied by PSA members. PSA will be strongly placed to develop and deliver effective national eWaste recycling schemes across relevant product categories.

A key part of PSA's activities is to work cooperatively and collectively with other consumer electronics suppliers and retailers in developing a national solution to TV recovery and recycling, including effective consultation with Government. Within this context, PSA is eager to expand and enhance its membership base, while sharing the benefits with other PSA member companies. Membership of PSA is open to companies involved in the manufacture, supply, distribution and/or retailing of consumer electronics in Australia.

As at April 2009, PSA has 13 member companies.

Joining PSA will keep you abreast of national developments on eWaste policies, regulations and programs. It will also help establish your company as a pro-active and socially responsible business. As the need for e-waste recycling and Product Stewardship programs grows across the electronic and electrical sector, PSA activities and services will provide a clear advantage to member companies. Join PSA now and be part of an exciting and essential phase of environmental management in the Australian consumer electronics industry.

For more background on PSA and its activities see www.productstewardship.asn.au

Key questions TV suppliers should consider about eWaste and TV recycling in Australia ...

- *Is your company importing, supplying and/or retailing Televisions (CRT, LCD and/or Plasma) into the Australian market?*
- *Is your company aware of State, Territory and Commonwealth Government initiatives targeting the collection and recycling of consumer electronics and IT equipment?*
- *Is your company fully aware of the likely business and regulatory consequences of not operating a national collection and recycling scheme or service by the start of 2010?*
- *Did you know that Product Stewardship Australia has been formed to help develop a cost effective TV recycling scheme managed and controlled by its member companies?*
- *Did you know that Product Stewardship Australia is also working with closely Commonwealth, State and Territory Government Departments to help develop simple but effective safety net regulations to address 'free-riders' or those TV suppliers not offering a national TV collection and recycling scheme?*
- *Are you aware that all Australian Environment Ministers (Commonwealth, State and Territory Governments) met in May 2009 to advance the development of policy and/or regulatory measures specifically targeting Product Stewardship and 'take-back' for discarded TVs and computers. i.e. national initiatives to ensure that TV suppliers play an active and direct role in recycling post-consumer TVs?*

Membership and the Benefits

The benefits of joining PSA are significant and strategically valuable for those companies planning to expand their activities and services to cover post-consumer TV recovery and recycling. PSA is partly modelled on similar industry-led electronics recycling organisations established in Canada, the United Kingdom, Sweden, Belgium and the Netherlands. Depending on whether your organisation joins as a PSA Member or as a PSA Associate, the advantages are extensive. In particular:

- Being part of PSA's TV recycling scheme will help ensure that your business is not subjected to the full weight of sanctions, penalties or non-compliance measures likely to be imposed through Federal regulation.
- PSA can provide a unified and effective voice when dealing with Government and other sectors on matters concerning end-of-life consumer electronics, commencing with TVs (CRT, LCD and Plasma technologies).
- Accessing PSA services and expertise reduces the need (and associated costs) of establishing specialist Product Stewardship knowledge and expertise within individual companies.
- PSA members can benefit from a collective and cooperative industry wide approach where companies combine their resources to minimise the costs of compliance, product recovery and recycling, including promotional activities, research and data collection.
- PSA will effectively raise awareness and positive action among the Australian community about how to appropriately dispose of and recycle their end-of-life consumer electronics products.
- PSA's Executive Officer (and directors) can answer questions your company may have about eWaste issues, electronics and the environment, Product Stewardship, Producer Responsibility, implications of Government policies, PSA membership, as well as PSA activities and services.
- PSA Membership demonstrates your company's serious and continuing commitment to developing a national TV recovery and recycling scheme that is underpinned by Federal regulation.
- PSA Membership enables your company to promote and market its commitment to sustainability and environmental initiatives that reduce waste, maximise materials efficiency and sustainability.
- PSA Membership gives you a say in how the PSA TV recycling scheme will operate.

1. Becoming a PSA Foundation Member

As a Foundation Member of PSA, you are likely to be a major player in the consumer electronics industry, either as an importer, distributor or retailer. Your company has probably been monitoring State and National eWaste issues and developments but you remain unclear as to progress and consequences. Joining PSA as a Member provides the full range of benefits possible, from being eligible to join the Board and directly influence programs and schemes. The opportunity to be at the forefront of developing Australia's first industry-led TV recycling scheme and working cooperatively with other suppliers and Government is a high priority for Foundation Members.

PSA Membership is open to any company directly involved in the consumer electronics industry i.e. import, distribution and retail.

Fees associated with becoming a PSA Member:

i) Foundation Members: a one-off, refundable (non-transferable) contribution of AU\$10,000 + GST. This is due on joining and payable on receipt of a PSA invoice. This amount will be credited against future PSA managed TV recycling scheme contributions.

ii) Standard Members: annual membership subscription fee of AU\$2,000 +GST (payable when invoiced; adjusted annually).

Additional benefits associated with PSA Membership:

- Ability to directly liaise with relevant Federal and State Government Ministers, environment departments, the ACCC and Customs, in the formulation of expanding and evolving eWaste programs.
- Access to timely knowledge, data and information related to eWaste and Product Stewardship.
- Involvement in any PSA working groups and committees (eg. technical and marketing groups).
- Involvement in Members Forum events and site tours of eWaste related facilities.
- Involvement in PSA establishment phase via Members Forum and other consultative opportunities.
- Company logo on the PSA web site on the PSA Members page.
- Company logo on other PSA materials, documents and publications.
- Web link from PSA site to your company site.
- Newsletter (hardcopy and electronic) and PSA Foundation Certificate.
- Advertising and promotional opportunities via the PSA web site.

2. Becoming a PSA Associate

Joining as a PSA Associate allows you to stay informed of PSA's activities while also being able to access specific Product Stewardship and eWaste expertise available through the secretariat. PSA Associate offers an economical yet effective means of accessing an important new organisation at a critical time when Government policies and regulations are likely to have a significant impact on the consumer electronics industry. The opportunity to attend PSA briefing events will help keep your organisation updated on key eWaste and Product Stewardship issues as they relate to the Australian market.

'PSA Associate' is open to any organisation or company involved or interested in eWaste related Product Stewardship matters. This includes industry, consultants, government agencies, research institutions and non-government organisations. PSA Associates are not voting members of PSA. Contact the PSA Executive Officer if you fall outside these categories but remain interested in becoming involved with PSA.

Fees associated with becoming a PSA Associate

The annual subscription fee to become a PSA Associate is AU\$1,000 + GST (payable when invoiced; adjusted annually).

Additional benefits associated with becoming a PSA Associate

- Access to information on eWaste and Product Stewardship
- Participation in some PSA working groups and committees
- Involvement in Members' Forum events
- Involvement in PSA establishment phase via Members Forum and other consultation opportunities
- Company logo on the PSA web site under 'PSA Associates' section
- Newsletter (electronic)
- Advertising and promotional opportunities via the PSA web site.

More Information

If you have additional queries, please refer to the respective applications forms (PSA Member or PSA Associate), or contact the PSA Executive. Inquiries are welcome.

Executive Officer

Product Stewardship Australia Ltd

Level 1, 250 Victoria Parade

East Melbourne VIC 3002

T (03) 9412 5113 F (03) 9412 5199

E johng@productstewardship.asn.au

W www.productstewardship.asn.au

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