



MEDIA STATEMENT

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Sony Australia to Chair E-Waste Industry Body for 2010

As suppliers enter the most critical phase of developing a national TV collection and recycling scheme, Stuart Clark, National Technical Services Manager from Sony Australia, has been elected Chairman of the industry recycling body – Product Stewardship Australia (PSA).

Product Stewardship Australia (PSA), the organisation set up by TV suppliers to design and run a national TV recycling scheme, believes the policy approach outlined by Ministers reflects a considered approach that meets environmental objectives as well as community expectations. The Consumer Electronics Suppliers Association (CESA) established PSA in 2004, and the two associations have worked collaboratively on TV recycling since 2000.

Clark replaces Laurie Nolan from Sharp who retired from the industry earlier this year, after making a significant contribution towards advancing TV recycling activities during 2009.

After the major policy decision supporting ewaste regulation by all State, Territory and Federal Environment Ministers last November in Perth, this year will be a major period of activity by TV suppliers. It will involve Government and PSA working closely to develop specific e-waste regulations that will mandate all importers of TVs to be part of a Government-approved TV recycling scheme. It is likely that Australian Customs and Border Protection Service will also cooperate with the approved scheme.

PSA Chairman, Stuart Clark, said *“It’s a very exciting year ahead for PSA and the TV industry as we get involved in the detailed formulation of regulations and how the scheme will actually operate. After several years of persistent planning and design by PSA, we are now very close to being able to commence collection, recycling and community in early 2011.”*

As part of PSA’s work with Government and detailed internal scheme design, the Association will also consider how to best harmonise with the roll-out of the switch to digital timeframe. This provides another positive step towards supporting the community with user-friendly collection and recycling services across the country starting in early 2011.

Other new additions to the PSA board of Directors this year include Andre Iannuzzi, Key National Accounts and Marketing Manager with Hisense Australia, as well as Mark Beard, General Manager Marketing with Sharp Corporation of Australia.

PSA is moving from strength to strength with growing support and new members. This positions the industry to maintain an effective voice with Government and other stakeholders.

PSA Executive Officer, John Gertsakis, said *“A permanent TV recycling and community education scheme is now within clear sight, and PSA member companies will have been part of delivering a major national solution to e-waste. We’re especially pleased that TEAC has recently joined PSA and will lend its expertise and industry knowledge to the process.”*

Media comment:

Stuart Clark – Chairman, Product Stewardship Australia, **M** 0419276689

John Gertsakis – Executive Officer, Product Stewardship Australia, **M** 0409 422 089

Product Stewardship Australia Limited

Level 1, 250 Victoria Parade, East Melbourne Victoria 3002
T 03 9412 5113 F 03 9412 5199 www.productstewardship.asn.au