



ORGANISATION LAUNCHED TO MANAGE TV RECYCLING

Canberra, 03 November 2004

Keeping old televisions (TVs) out of landfill is now a major environmental objective for industry.

The Consumer Electronics Suppliers' Association (CESA) today announced the establishment of Product Stewardship Australia Ltd, a not-for-profit company that will manage and promote the end-of-life disposal of TVs in an environmentally sound manner.

Product Stewardship Australia is an industry-led initiative that will divert thousands of tonnes of TVs from landfill each year. It also reflects industry's commitment to an environmentally sustainable future.

Product Stewardship Australia recently met with the NSW Minister for the Environment, the Hon Bob Debus, who congratulated the consumer electronics industry for forging ahead and taking responsibility for product when it becomes waste. The Minister also encouraged all suppliers of TVs to be socially responsible and commit to membership of the new company. *"The voluntary approach will only succeed if companies support it"*, he said. Mr Debus assured industry that his government was working to develop 'safety net' regulation that will ensure no commercial disadvantage to participating television suppliers.

The Victorian Minister for Sustainability and Environment, the Hon John Thwaites, also applauded the industry for its positive action in support of the Victorian Government's policy to avoid waste and reduce landfill.

Product Stewardship Australia is currently seeking membership from industry. *"The response so far has been encouraging"*, according to the Company Secretary of Product Stewardship Australia, Bryan Douglas. *"Commitments from several major TV suppliers have already been made"*, he said.

Product Stewardship Australia's initial focus will be on a phased national scheme that will see the collection and recycling of televisions commencing in major capital cities, extending later to other cities and regions.

Effective community education and provision of information on collection and recycling issues will be key activities for Product Stewardship Australia.

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This media release is also available at www.productstewardship.asn.au

Digital images available on request.