



Implementation Working Group

Achievement Report

March 2010 to October 2011

**Prepared by the Department of Sustainability, Environment, Water,
Population and Communities**

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The Implementation Working Group

The National Television and Computer Product Stewardship Scheme Implementation Working Group was established to provide a high-level, strategic forum to guide the development of a national recycling scheme for televisions, computers, printers and computer products.

During its 11 meetings, between March 2010 and October 2011, the Implementation Working Group undertook the considerable task of providing guidance, feedback and input into the development and implementation of the National Television and Computer Recycling Scheme. This achievement report is the final document produced for the Implementation Working Group.

Key Achievements

- The development of a comprehensive set of key performance indicators (KPIs) and a draft geographic roll-out plan for the Scheme, informing the development of the *Product Stewardship (Televisions and Computers) Regulations 2011*.
- Input to the development of targets, conversion factors, governance and reporting requirements under the Scheme.
- A successful proposal to Standards Australia for development of a joint Australian and New Zealand Standard for the collection, storage, transport and treatment of used electrical and electronic equipment.
- Input into the development of an interim industry recycling and collection standard for televisions, computers and computer peripherals.
- Comprehensive contribution to a report establishing a baseline for workplace incidents and occupational health and safety activities in the e-waste recycling sector. This report led to the Department of Sustainability, Environment, Water, Population and Communities (the department) submitting a proposal to Safe Work Australia to establishment of a model Work Health and Safety Code of Practice for the e-waste recycling sector.
- Successful implementation of a stakeholder engagement and communications strategy, including:
 - Launching the National Television and Computer Recycling Scheme one-stop portal and e-bulletin service.
 - Developing a joint government-industry factsheet on responsible disposal of end-of-life televisions and computers.
 - Bilateral engagement with charities and social enterprises
 - Three fieldtrips to local government and recycling operations
 - Presentations to more than 14 major conferences, workshops and forums.
- Development and successful implementation of a risk management strategy.
- Close involvement and engagement with the Stakeholder Reference Group.

Background

National Waste Policy

On 5 November 2009, all Australia's environment ministers, through the former Environment Protection and Heritage Council (EPHC), endorsed a new national policy on waste and resource management. The *National Waste Policy: Less Waste, More Resources* is a collaborative policy that sets the strategic direction for Australia's waste management and resource recovery until 2020. The National Waste Policy was endorsed by the Council of Australian Governments in August 2010. Under Strategy 1 of the National Waste Policy it was agreed that:

The Australian Government, with the support of state and territory governments, will establish a national framework underpinned by legislation to support voluntary, co-regulatory and regulatory product stewardship and extended producer responsibility schemes to provide for the impacts of a product being responsibly managed during and at end of life.

Product Stewardship Act and Regulations

The *Product Stewardship Act 2011* (the Act) was passed by the Australian Parliament on 22 June 2011 and came into effect on 8 August 2011.

Televisions, computers, printers and computer products were the first products regulated under the Act using a co-regulatory approach. The product stewardship co-regulatory approach involves a combination of government regulation and industry action, whereby government sets the outcomes and requirements to be met, while industry has flexibility in determining how those outcomes and requirements are achieved.

The *Product Stewardship (Televisions and Computers) Regulations 2011* (the Regulations) came into effect on 8 November 2011. The Regulations require television and computer importers and local manufacturers, through one or more approved Co-Regulatory Arrangements, to:

- lead and fund a national recycling scheme which can be easily accessed by the community
- collect and recycle end-of-life televisions, computers and computer products in a safe and environmentally appropriate way, and
- raise community awareness about services provided by the Scheme.

Under the Regulations, television, computer and computer product importers and local manufacturers must meet their product stewardship obligations by becoming a member of a Co-regulatory Arrangement that collects and recycles relevant waste products on their behalf. A Co-regulatory Arrangement is a set of activities or measures taken, on behalf of liable parties, to achieve the outcomes and requirements specified in the Regulations. The Regulations underpin the operation of the National Television and Computer Recycling Scheme.

National Television and Computer Recycling Scheme

The National Television and Computer Recycling Scheme (the Scheme) will provide Australian householders and small business with access to free recycling services for waste televisions, computers, printers and computer products.

The primary goal of the Scheme is to lift recycling rates by 2021-22 to 80 per cent of waste televisions, computers, printers and computer products generated in that year (up from 10 per cent in 2007-2008).

Collection services under the Scheme will be progressively rolled out by the television and computer industry from 2012, expanding across metropolitan, regional and remote areas of Australia by the end of 2013.

Implementation Working Group

The development of the Scheme required a strategic, coordinated approach which identified and took into account government and industry objectives and provided evidence-based analysis, options and solutions for Scheme design. The Implementation Working Group was established to help achieve this coordinated approach, through a forum bringing together key industry and government stakeholders.

On 22 March 2010 the department invited representatives from state government and the television and computer industries to become members of the Implementation Working Group.

Roles and Responsibilities

The role of the Implementation Working Group was to:

- facilitate planning arrangements for the Scheme;
- consider the relationships between the various operational aspects of introducing the Scheme;
- ensure industry-developed schemes are consistent with government policy;
- deliver on the core objectives of the Product Stewardship Act;
- engage with and provide input to the work plan of the *National Television and Computer Recycling Scheme Stakeholder Reference Group*, established by the Australian Government, building a shared sense of purpose and direction communicated to and supported by stakeholders; and
- develop and maintain a key issues register that documented emerging issues, identified responsibility and summarised advice.

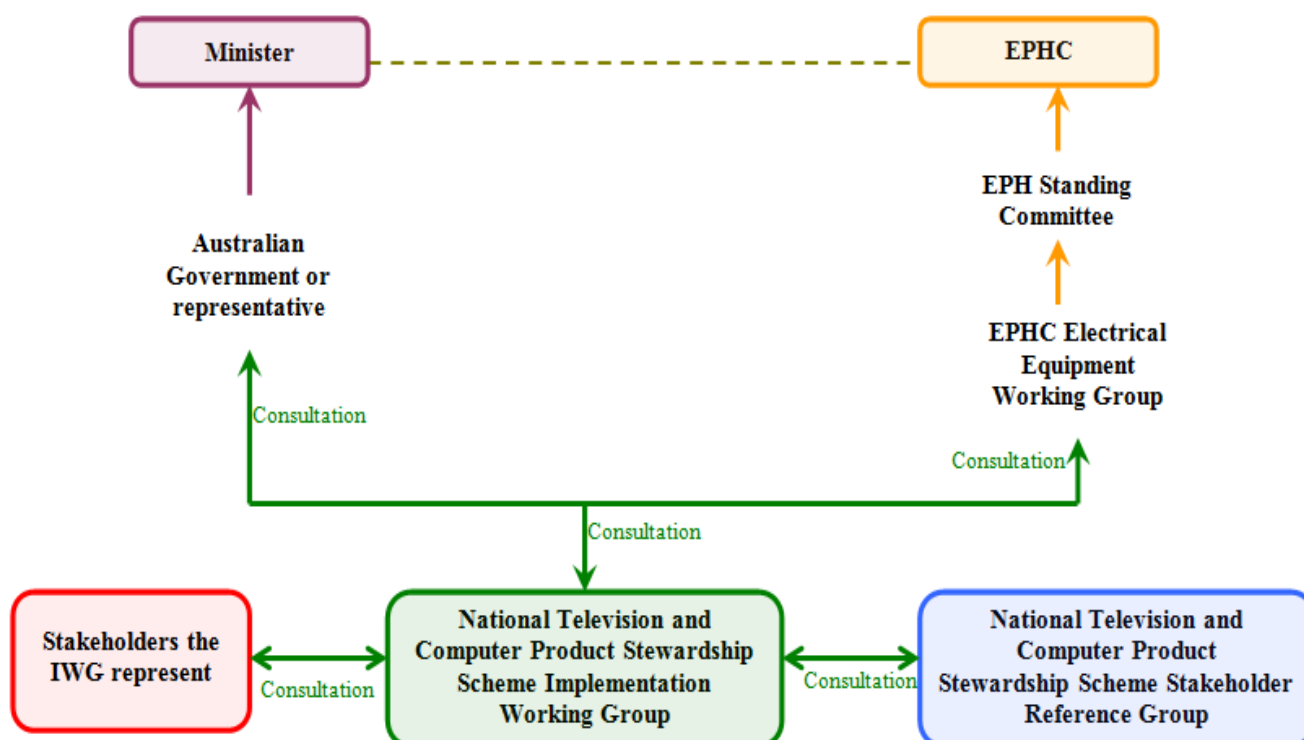
The responsibilities of the Implementation Working Group included providing advice on:

- governance and administration arrangements;
- collection and recycling infrastructure arrangements;
- target setting, milestones and performance indicators;
- monitoring, reporting and review;
- a stakeholder management plan;
- a communications strategy to promote the scheme and educate the community;
- a risk management plan;
- identification of critical information/resource gaps and measures to address these; and
- planning of transitional requirements.

Consultation and Reporting Structure of the Implementation Working Group

The work of the Implementation Working Group was shared with industry and government to assist in finalising the Scheme's operational arrangements.

The Implementation Working Group provided regular information to the National Television and Computer Recycling Scheme Stakeholder Reference Group.



Members of the Implementation Working Group

The Implementation Working Group comprised representatives from the Australian Government, state governments and the television and computer industry. Between March 2010 and October 2011 the membership of the Implementation Working Group was as follows:

Australian Government - Department of Sustainability, Environment, Water, Population and Communities

- Dr Diana Wright (Chair) - First Assistant Secretary Environment Quality Division (March 2010 to October 2011)
- Ms Kelly Pearce - Assistant Secretary Waste Policy Branch (March 2010 to October 2011)
- Ms Debbie Lawrence - Director, Product Stewardship E-waste Team (March 2010 to June 2011 and October 2011)
- Ms Cathy McGowan – Acting Director, Product Stewardship E-waste Team (July 2011 to September 2011)

NSW Office of Environment and Heritage

- Mr Alex Young - Senior Manager Waste Strategy (March 2010 to October 2011)

Queensland Department of Environment and Resource Management

- Ms Kylie Hughes - Manager Waste Policy (March 2010 to October 2011)

Victorian Environment Protection Agency

- Mr Stuart McConnell - Director, Future Focus (March 2010 to October 2011)

Australian Information Industry Association

- Mr Ian Birks - Chief Executive Officer (March 2010 to November 2010)
- Ms Janet Leslie - Quality Safety & Environment Manager Canon Australia (March 2010 to October 2011)
- Ms Diana Gibson - Program Manager (December 2010 to August 2011)
- Carmel Dollisson - General Manager ICT Project Office (September 2011 to October 2011)

Product Stewardship Australia

- Mr John Gertsakis - Executive Officer (March 2010 to July 2011)
- Mr Stuart Clark - Head of Service – ANZ Service & Operations, Sony Australia & NZ (March 2010 to September 2011)

DHL Supply Chain

- Mr Mark Phillips - National Account Manager – Special Project (September 2011 to October 2011)

Secretariat

Secretariat support and coordination of activities for the Implementation Working Group was provided by the Product Stewardship E-waste Team at the Department of Sustainability, Environment, Water, Population and Communities.

Observers

Observers from government and industry were invited to attend all Implementation Working Group meetings. The Implementation Working Group Terms of Reference allowed for up to eight observers to attend each meeting. Observers have included representatives from the Australian and state governments, representatives of the television and computer industry, and members of the National Television and Computer Product Stewardship Scheme Stakeholder Reference Group.

Meetings and Workshops

There were a total of 11 official meetings of the Implementation Working Group since March 2010 and five out-of-session meetings and workshops.

Formal Meetings

- Meeting 1 – 30 March 2010, Sydney (opened by the then Minister for Environment Protection, Heritage and the Arts, the Hon Peter Garrett MP. Minister Garrett)
- Meeting 2 – 22 April 2010, Canberra
- Meeting 3 – 10 June 2010, Melbourne
- Meeting 4 – 15 July 2010, Sydney
- Meeting 5 – 18 August 2010, Canberra
- Meeting 6 – 28 October 2010, Melbourne
- Meeting 7 – 14 December 2010, Canberra
- Meeting 8 – 24 February 2011, Canberra
- Meeting 9 – 17 May 2011, Adelaide (opened by Senator the Hon Don Farrell, Parliamentary Secretary for Sustainability and Urban Water)
- Meeting 10 – 19 July 2011, Sydney
- Meeting 11 – 13 October 2011, Canberra

Out-of-session meetings and workshops

- Stakeholder Risk Analysis Workshop – 17 June 2010, Canberra (meeting facilitated by Ms Margaret Coaldrake of Langdale Consulting)
- Approval requirements and good governance – 17 June 2010, Canberra (meeting facilitated by Ms Margaret Coaldrake of Langdale Consulting)
- Key Performance Indicators and Scheme rollout plan – 17 August 2010, Canberra (sub-groups addressed by external experts Mr Tony Wright of Wright Corporate Strategy, Mr Damien Hall of the Hazardous Waste Section and Mr David Hunt from the Australian Customs and Border Protection Service)
- Stakeholder Risk Analysis Workshop – 18 August 2010, Canberra (meeting facilitated by Ms Margaret Coaldrake of Langdale Consulting)
- Key Performance Indicators and Scheme rollout plan – 12 October 2010, Canberra

Sub-Groups

The Implementation Working Group established five sub-groups consisting of members of the Implementation Working Group and the Secretariat, which drew on resources from government and industry bodies represented on the Implementation Working Group. The role of each sub-group was to focus on and progress specific elements in the design of the Scheme.

Key Performance Indicator and data sub-group

The Key Performance Indicator (KPI) and data sub-group was established to help develop KPIs, data collection and reporting methodologies, provide input to the geographical roll-out and ensure alignment in government and industry thinking on these key work areas.

The sub-group considered available research on the issues (including the Wright/Rawtec *E-waste Infrastructure and Capacity in Australia* report), assisted in planning the roll-out, and provided input into the key performance indicators for the Scheme. This input has fed into the 'reporting requirements' aspects of the Regulations.

Standards sub-group

The Standards sub-group developed a proposal to Standards Australia for an Australian and New Zealand Standard for collection, storage, transport and treatment of used electronic and electrical equipment. Standards Australia is now developing the Standard, which is likely to be published in 2012.

Industry members of the sub-group, Australian Information Industry Association (AIIA) and Product Stewardship Australia (PSA), also drafted an interim industry standard for use in contracts between a proposed co-regulatory arrangements and service providers involved in the collection, transport and recycling of end-of-life

televisions and computers. It is likely that this interim standard will be used while an Australian and New Zealand e-waste standard is developed.

On 21 January 2011, David Caple and Associates Pty Ltd were engaged to assist the Implementation Working Group in investigating Occupational Health and Safety statistics for the e-waste recycling industry. The report, *A comprehensive baseline analysis of Occupational Health & Safety (OHS) statistics specific to the e-waste recycling industry within Australia, including collection, storage, handling, transport and treatment/processing*, presents aggregated data from the e-waste recycling industry on reported occupational health and safety incidents and Workers' Compensation Claims. Caple and Associates consulted 15 representative companies which were nationally based, had either multiple sites operating or undertook multiple activities in the recycling chain, were ISO 14001 certified, and had been recycling e-waste for at least three years. The report provided the Implementation Working Group with a clear understanding of the complexities of OHS in the e-waste recycling industry. The report was publicly released on the department's website on 22 August 2011.

Geographic roll-out sub-group

The Scheme roll-out sub-group provided input into the original geographical roll-out options for the Scheme. This input contributed to the 'reasonable access to collection service' provision of the Regulations. Requirements for reasonable access to collection services were developed based on *Australian Bureau of Statistics' (ABS) 2006 Census data*, the *2006 ABS Australian Standard Geographical Classification Remoteness Structure* (Remoteness Structure) and *Geoscience Australia's Gazetteer of Australia 2010* data.

Governance sub-group

The Governance sub-group provided input into the development of governance arrangements for co-regulatory arrangements operating under the Scheme, including review of government research and guidance papers on governance principles, industry discussion papers and other documents on the operation and governance of similar schemes in Australia and overseas.

Communications sub-group

In August 2010 the department engaged Langdale Consulting to develop a Stakeholder Engagement and Communications Strategy for the Scheme, to be used by the Implementation Working Group. The Communications sub-group provided key input on the development of the Strategy and co-ordinated communication and engagement activities within it (see below, *Stakeholder Engagement and Communications*).

Consultation with the Stakeholder Reference Group

An important part of the Implementation Working Group's remit was to engage with and provide input to the National Television and Computer Product Stewardship Scheme Stakeholder Reference Group on the implementation of the Scheme. The goal of this collaboration was to build a shared sense of purpose and direction that could be communicated to and supported by stakeholders.

The Implementation Working Group actively engaged and consulted with stakeholders via the Stakeholder Reference Group on a range of matters, including:

- An appropriate definition of e-waste
- Factsheets on the *Responsible disposal of unwanted televisions and computers*
- The interim industry standard
- KPIs for the Scheme
- The Scheme roll-out plan

In addition to its engagement with the Stakeholder Reference Group, the Implementation Working Group played a vital role in disseminating information and educating the community about the Scheme. Members of the Implementation Working Group consulted with stakeholders within their own industry or area of government to canvas issues and ideas, and represented and reflected the views of those stakeholders at Implementation Working Group meetings.

At the 10th meeting of the Implementation Working Group, it was agreed that the Implementation Working Group would conclude after its 11th meeting in October 2011, and that members would transfer their membership to the Stakeholder Reference Group.

Stakeholder Engagement and Communications

The *Stakeholder Engagement and Communications Strategy* (the strategy) for the Scheme was prepared by Langdale Consulting in consultation with the Implementation Working Group. The strategy was finalised in October 2010 and recommended actions to be undertaken by the Implementation Working Group.

Using the strategy, the Communications sub-group developed an Implementation Plan for all stakeholder engagement and communications activities including but not limited to:

- ✓ A Fact Sheet for the safe disposal of unwanted televisions and computers (accessible via the department's website).



Responsible disposal of unwanted televisions and computers

The Australian Government, state and territory governments, Product Stewardship Australia and the Australian Information Industry Association are committed to the development of a national television and computer recycling scheme due to commence in 2011. In the meantime, arrangements are already in place across Australia to help reduce the number of unwanted televisions and computers going to landfill and contribute to the recovery of valuable resources.

Re-use

If your television or computer is still in good working order you can extend its useful life by finding someone else who needs or can use it. Contact your friends, local second hand shops, charity or product refurbishers to find out if they are interested in using your equipment. Purchasing a set top box rather than buying a new digital television will also extend the life of your existing analogue set. Where no one is able to make use of your television or computer, then recycling is the next best option.

Recycle

Until the new recycling scheme is available you may like to make use of existing recycling arrangements. Your options will vary depending on where you live. You can contact your local waste management authority or council for more information about your choices.

Planet Ark also provides information on recycling operations around Australia and you can view this information on the RecyclingNearYou website at www.recyclingnearyou.com.au or by calling 1300 733 712.

In addition, many leading computer manufacturers offer a range of recycling programs. Details of these programs are normally published on their websites. Check the brand name of your computer equipment and visit their website for more details.

In Victoria, unwanted computers can be taken to one of eight Byteback centres located across Melbourne and major regional centres free of charge. Details can be found at: www.bytebackaustralia.com.au/locations.

Be mindful that until the new recycling scheme is available, there may be a fee involved to safely recycle your television or computer.

Free recycling scheme

The new television and computer collection and recycling scheme, called the National Television and Computer Product Stewardship Scheme, is due to commence in 2011. The recycling scheme will be available nationally within five years and will be free of charge at the collection site.

The television and computer industry will manage arrangements for the collection and recycling of unwanted televisions and computers. Commonwealth legislation will be introduced into the Parliament to support the recycling scheme by ensuring all manufacturers and importers of televisions and computers take responsibility for their products.

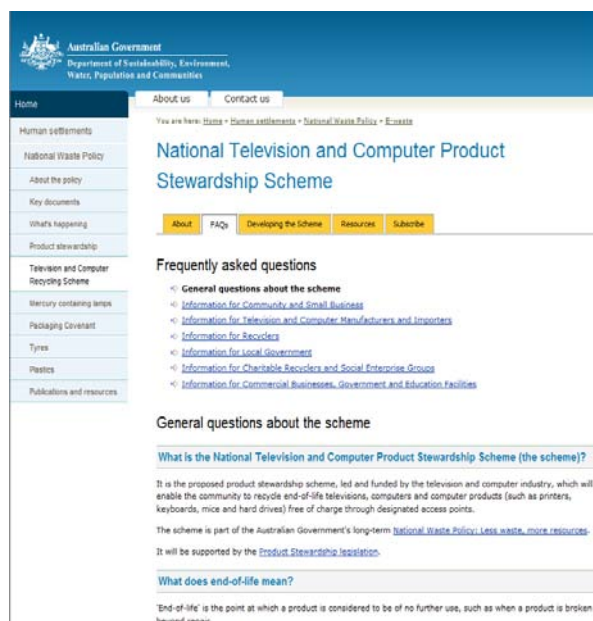
If you have no options currently available to re-use or recycle your unwanted televisions and computers, you can safely store your equipment out of the weather until the free national recycling scheme is available.

For more information on the national television and computer collection and recycling scheme visit the Department of Sustainability, Environment, Water, Population and Communities website at www.environment.gov.au/ewaste.

If you wish to receive updates about the development and roll-out of the scheme you can subscribe to an e-bulletin at www.environment.gov.au/settlements/waste/ewaste/subscribe.html.

Further information can also be found on the Australian Information Industry Association website (www.aia.com.au) and Product Stewardship Australia website (www.productstewardship.asn.au).

- ✓ Bilateral discussions and consultations with a wide range of stakeholders including Commonwealth agencies, State, Territory and local government, and industry and community peak organisations.
- ✓ Review of the National Waste Policy website to identify information gaps and opportunities and input into the development of an e-portal.
- ✓ Articles in e-newsletters of major stakeholder groups including local government, television and computer industry and recyclers.
- ✓ Frequently Asked Questions (FAQs) for the Scheme, including targeted FAQs for different stakeholder groups.



- ✓ Engagement with special needs consumers, charities and social enterprise groups.
- ✓ Input into the dictionary of common terms for the Scheme.

- ✓ Input into the Scheme's e-bulletin. Seven issues of the joint government and industry e-bulletin were sent to subscribers and published on the department's website since May 2010. The last issue of the joint e-bulletin was published in early November 2011.
- ✓ Local Government Information Packs sent out in August 2011.



The Implementation Working Group also engaged with industry and the community by attending a wide range of conferences and events, including:

- E-waste 2010, Brisbane (21 July 2010)
- Enviro 2010, Melbourne (21-23 July 2010)
- Zero Waste Summit 2010, Sydney (13-15 September 2010)
- International Product Stewardship Summit, Sydney (9-10 November 2010)
- Australian Waste and Recycling Expo, Sydney (10-11 November 2010)
- Community Recycling Network Australia, National Meeting, Melbourne (19 November 2010)
- Waste 2011 Conference, Coffs Harbour (10-12 May 2011)
- Zero Waste Summit 2011, Melbourne (15-17 August 2011)
- Waste and Recycling Conference 2011, Freemantle (14-16 September 2011)

In addition members of the Implementation Working Group met and consulted with all sectors impacted by the Scheme, including Commonwealth and state government agencies, local councils, retailers, recyclers, reverse logistics, waste management operators, community and environmental non-government organisations, charitable and social enterprise organisations, and television and computer suppliers and manufacturers.

Field Trips

ByteBack Victoria



On Friday 11 June 2010, members of the Implementation Working Group toured waste management facilities involved in the Byteback program across the greater Melbourne area. The tour included two municipal waste transfer stations, a retail outlet and two recycling facilities.

The first site visit was to Camberwell's Boroondara transfer station, where residents are offered a convenient way of disposing end-of-life televisions and computers. The second municipal site visit was to the Darebin resource recovery centre, which provides a Byteback drop-off facility for local residents run by local council and a social enterprise group.

The tour also visited the Sims Recycling Solutions and TIC (Third Party Services) facilities, where end-of-life computers were primarily dismantled by hand with materials such as computer mice, cathode ray tubes and circuit boards sorted into individual containers. Implementation Working Group members had an opportunity to observe the manual disassembly requirements and occupational health and safety standards, with the sites visited using appropriate clothing and equipment.

Charitable recyclers and social enterprise groups



On 2 February 2011, members of the Implementation Working Group visited the Salvation Army depot in Noble Park, Victoria.

The site visit provided an insight into the current handling processes for donated goods including e-waste. After being shown around the site Implementation Working Group members attended a meeting with Kerryn Caulfield, Executive Officer of NACRO and Frank Staebe, Finance and Operations General Manager of the Salvation Army, to discuss how the sector may participate in the Scheme.

CRT recycling

On 16 May 2011, Implementation Working Group members toured the CRT Recycling Australia and E-Cycle Recovery facility in Gepps Cross, Adelaide.

E-Cycle Recovery receives used electrical and electronic products (including televisions, computers, microwaves, vacuum cleaners, telephones, stereos, DVDs and VCRs) from the community and businesses. During the visit to CRT Recycling Australia, Implementation Working Group participants learnt how the glass from cathode ray tube (CRT) screens is processed by CRT Recycling Australia.

These field trips allowed members of the Implementation Working Group to gain a first-hand understanding of recycling practices in Australia, and also provided the recycling sector with an opportunity to raise issues with Implementation Working Group members.

Action Items

Between the first and final meetings of the Implementation Working Group, members have been assigned 163 Action Items and 18 out-of-session Action Items.

By October 2011, when the Implementation Working Group was concluded, all action items had been completed, except for a small number which were transferred to relevant bodies such as the Stakeholder Reference Group, industry or the department.

Summary of Achievements and Follow-on Activities

The Implementation Working Group has made an invaluable contribution to the successful launch of the National Television and Computer Recycling Scheme. Throughout the 17 months of activity, members were a key conduit for the views of a wide range of stakeholders including state and territory government agencies and the television and computer industry.

The result is a Scheme which is well supported by key stakeholders in both government and industry, based upon the best available evidence, and developed through thorough consultation and communication.

Under the Terms of Reference of the Implementation Working Group, it was agreed that the Implementation Working Group would conclude once the Regulations governing the Scheme came into effect. This took place on 8 November 2011.

Members of the Implementation Working Group will continue to contribute their experience, expertise and networks to the successful implementation of the Scheme. Members have been invited to transfer their membership to the Stakeholder Reference Group so that they can assist government and industry to communicate widely about the Scheme and channel ongoing feedback from the sectors most closely involved.

This approach reflects the Australian Government's transition from a policy design to a regulatory role and a subsequent need for government and industry to communicate effectively with the community and stakeholders about the Scheme and industry's obligations under the Regulations.



For further information contact:

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