

## **Appendix 4**

**Product Stewardship Australia and Australian  
Information Industry Association**

**Media Release 3 May 2011**

**Proposed Legislation on E-waste and  
Product Stewardship Gives Industry Certainty**

## **MEDIA STATEMENT**

3<sup>rd</sup> May 2011

# **Proposed Legislation on E-waste and Product Stewardship Gives Industry Certainty**

Australia's peak industry bodies representing the TV and computer industries have welcomed the introduction of the Product Stewardship Bill into the Federal Parliament. Industry expects that the Bill will be passed in the winter sitting of Parliament, allowing the industry-funded scheme to commence later in 2011.

The two peak bodies representing IT and consumer electronics companies have been relentless in their efforts to ensure that Federal Legislation is put in place so that they can deliver a national e-waste recycling service to the community.

The Australian Information Industry Association (AIIA), which is nation's peak body on ICT matters, believes that the Bill is a significant and positive step towards supporting industry efforts to deliver a national scheme. The Legislation will also provide much needed business certainty to ensure all manufacturers participate.

Similarly, Product Stewardship Australia (PSA), the peak environmental body representing TV manufacturers, has applauded the Product Stewardship Bill after many years of advocating the need for intelligent legislation that will help achieve major environmental benefit by diverting obsolete TVs and computers from landfill.

Both PSA and the AIIA have played a critical role in working collaboratively with Government to inform the development of the Bill and how it would be applied to the operational aspects of e-waste recycling in Australia. Both industry associations (and their member companies) have invested significant funds to date in various e-waste recycling pilot projects, standards development and detailed planning and design of the permanent scheme.

In anticipation of the Legislation, both PSA and the AIIA have formally agreed to create a single industry body known as a 'Product Stewardship Organisation'. This new joint industry body will be the primary organisation charged with delivering the national TV and computer recycling scheme under the Product Stewardship Legislation.

PSA and the AIIA have a shared vision to implement a national e-waste recycling service, however Legislation is needed to address free-riders who may seek to avoid their corporate environmental responsibilities. Voluntary efforts have been insufficient and the electronics industry now welcomes a shared co-regulatory approach that will be provided for under the Bill. A range of environmental and economic benefits will flow from the Legislation, including the creation of new jobs in the waste management sector.

*"The AIIA and its Environmental Special Interest Group are very pleased to see the Federal Government act on such an important environmental issue. Our members have been especially pro-active in developing computer recycling solutions through the ByteBack program currently in operation in Victoria"* said Ian Birks, CEO of the AIIA.

Stuart Clark, the Chairman of PSA and head of Service at Sony Australia & New Zealand, also welcomed the Bill's introduction. *"PSA has been a strong supporter of legislation which balances Government intervention, environmental outcomes and social demand. The importance of Government regulation which meets community expectation but enables industry to operate efficiently, is paramount"* said Clark.

Both PSA and the AIIA agree that the Product Stewardship Bill is an important Government initiative and must be passed in a timely manner so that industry can commence delivering its national TV and computer recycling scheme. The forthcoming sub-ordinate e-waste regulations, which will accompany the Legislation, will provide the certainty that industry and other key stakeholders are expecting from the Government.

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