

PURPOSE:

To create sustainable solutions for End of Life Tyres

VISION:

To be globally recognised as a leader in tyre stewardship

VALUES:

Being inclusive, relevant, accountable, innovative, knowledgeable, agile and adaptive

FOCUS AREAS:

PARTICIPATION

CREATING VALUE

BUILD AWARENESS

GOVERNANCE

Objectives:

Delivering value and benefits to industry and the community

Developing market value for end of life tyres

Actively engage with our Stakeholders

Leadership through good governance

Strategies:

- 1.1 Attract Participants
- 1.2 Retain Participant membership
- 1.3 Expand service coverage to regional and remote areas
- 1.4 Implement participation accreditation and audit program
- 1.5 Improve and increase data submission from participants
- 1.6 Understand Australian End of Life Tyre exporting and disposal internationally

- 2.1 Delivering market value of end of life tyres
- 2.2 Access procurement channels of local, state and federal governments
- 2.3 Implement the National Market Development Strategy for Used Tyres 2017-2022

- 3.1 Engage all car and tyre importers to understand the challenge and importance of the issue of End of Life Tyres
- 3.2 Develop and enhance relationships with recyclers
- 3.3 Connect the supply chain
- 3.4 Implement the Marketing & Communications plan
- 3.5 Increase community awareness of the Tyre Stewardship Scheme
- 3.6 Facilitate knowledge sharing of key research projects
- 3.7 Create strong affiliations with relevant industry bodies

- 4.1 Meet statutory and regulatory reporting and compliance obligations
- 4.2 Develop and implement the TSA business plan
- 4.3 Motivate and engage staff
- 4.4 Ensure IT & Communication systems meet operational requirements
- 4.5 Monitor and evaluate effectiveness of the Scheme
- 4.6 Ensure Board cohesion and effective performance
- 4.7 Undertake benchmarking