

Media Release
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Whakamihi Tyrewise! TSA commends New Zealand's first nationwide, regulated tyre product stewardship scheme set to start in 2023

TSA joins the global tyre recovery community in congratulating the [Tyrewise Working Group](#), Auto Stewardship NZ and the New Zealand government for establishing the first nationwide regulated tyre product stewardship scheme, with mandatory industry participation.

"It's a bold step to stamp out rogue operators and create a level playing field for proactive, industry-led waste recovery," says TSA chief executive officer Lina Goodman.

"It will deliver the type of meaningful impact that product stewardship schemes were designed to do.

"Our voluntary schemes in Australia can only do so much. Without regulated, mandatory participation, free riders enjoy the benefits of a scheme without contributing and rogue operators disrupt waste recovery efforts, and take money from retailers and consumers for 'the privilege'.

"I urge the Australian government to look closely at this new model in New Zealand, and work with us to take our scheme and the tyre recovery circular economy to the next level in Australia.

"Tyrewise and TSA share stakeholders and the differences for industry will come into sharp focus when the NZ scheme starts in 2023.

"This is great news for the Australia and New Zealand region and tyre recovery circular economies around the world."

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Background on Tyre Stewardship Australia

- TSA was established in 2014 to implement the national Tyre Product Stewardship Scheme (TPSS), an ACCC-authorized industry framework to reduce the environmental, health and safety impacts of the 56 million Equivalent Passenger Units (EPUs) which reach their end of life in Australia each year.
- TSA's vision is of a circular economy for end-of-life (EOL) tyres which contributes to a sustainable society.
- It works to drive sustainable outcomes for EOL tyres in Australia, by:
 - accrediting participants – now 1,700 tyre manufacturers, retailers, collectors and recyclers who are committed to sustainable practices
 - working with voluntary levy contributors to invest in market development initiatives including
 - research and development
 - commercialisation of new productive uses for EOL tyres driving the transformation of a waste product into a useful commodity, creating new industries and jobs while reducing the environmental harm caused by the illegal dumping of old tyres



- TSA Foreign End Market verification platform - the only global platform aimed at verifying that Australian-generated end-of-life-tyres are not causing environmental or social harm at their final destination.
 - TSA Circular Collaborator platform which supports products manufactured in Australia using tyre derived material
- Tyre and automotive importers that pay a voluntary levy to TSA include:
 - Ascenso Tyres
 - Bearcat
 - Bridgestone
 - Bridgestone Mining Solutions
 - Continental
 - Goodyear-Dunlop
 - Hankook
 - Kal Tire
 - Kumho Tyres
 - Mercedes Benz
 - Michelin
 - Pirelli
 - Porsche
 - Toyo Tyres
 - TyreConnect
 - Volkswagen
 - Yokohama

For more information: www.tyrestewardship.org.au

Media contact for TSA: Tolga Huseyin, 0499 270 038, tolga.huseyin@tyrestewardship.org.au