



# LEADING THE WAY IN E-WASTE RECYCLING

[ANZRP ANNUAL REPORT 2014/15]



2014\* | 62,021 tonnes

2013\* | 44,108 tonnes

2012 | 16,214 tonnes

\*Cumulative



THE ONLY NOT-FOR-PROFIT E-WASTE  
RECYCLING ARRANGEMENT UNDER  
THE NTCRS

**WORKING FOR MEMBERS,**

**NOT FOR PROFIT.**

TECHCOLLECT: THE MOST  
VISIBLE CO-REGULATORY  
ARRANGEMENT PROGRAM

COMMITTED TO THE HIGHEST  
STANDARDS OF RECYCLING



A PROVEN SUCCESS STORY –  
MORE THAN 60,000 TONNES  
OF E-WASTE RECYCLED TO DATE



PROVIDING A FREE AND  
CONVENIENT SERVICE TO THE  
AUSTRALIAN PUBLIC

RUN BY INDUSTRY  
FOR INDUSTRY



FULLY FUNDED BY  
OUR MEMBERS



REDUCED PRICING  
TO MEMBERS  
YEAR ON YEAR

THE LARGEST CO-REGULATORY  
ARRANGEMENT UNDER THE NTCRS



**TechCollect**  
ACHIEVEMENTS 2014/15

ACHIEVED  
**100%**  
REASONABLE  
ACCESS



RAN  
**241**  
COLLECTION  
SERVICES ACROSS  
AUSTRALIA



ACHIEVED  
**100%**  
VOLUME  
TARGETS



SECURED  
MORE THAN  
**60**  
PIECES OF MEDIA  
COVERAGE



RECYCLED ALMOST  
**18,000**  
TONNES OF E-WASTE



OVER **70%**  
NEW VISITORS TO OUR  
WEBSITE ALMOST  
EVERY MONTH



AT LEAST  
**90%**  
RESOURCE RECOVERY



RETAINED ALL OUR  
RECYCLERS FROM  
**2013/14**



# CONSISTENTLY THE LEADING CO-REGULATORY

# ARRANGEMENT OVER THE PAST FOUR YEARS.

## THE CHAIRMAN'S LETTER

Welcome to ANZRP's 2014/15 Annual Report. I am very pleased to report on another year of solid performances where we out-performed on all budgeted financial metrics, met our regulatory targets and laid the groundwork for future growth.



## Gaining momentum: the TechCollect program

When we began the TechCollect program, the National Television and Computer Recycling Scheme (NTCRS) was in its infancy and its long-term viability was completely untested. Remarkably, that was just four years ago.

In the period since, we have built up an enviable network of collection partners and recyclers of the highest standard, and established a free community service that simply did not exist beforehand. All of this has, of course, been entirely funded by our Members, including some of the world's biggest technology brands.

It has also made us consistently the leading Co-regulatory Arrangement (CA) under the Scheme over the last four years. And, as is the case in most enterprises, scale helps us to better manage costs and to prescribe best practice outcomes. Equally important is the fact that the more momentum we gained, the greater our scale of efficiencies, and the less the cost per kilo to our Members. We have consistently delivered savings back to them, and delivered greater program efficiencies to the general public.

## PRICING: A CHALLENGE FOR THE INDUSTRY

We're extremely proud of our solid record on pricing and our ongoing drive to manage down costs to our Members. Nevertheless, if there is any one factor that has posed both a challenge to ANZRP and the broader Scheme, it has been the issue of "cost per kilo" to Liable Parties.

ANZRP takes a 360 degree perspective on this. We believe our pricing to our Members is the most realistic, sustainable and responsible in the market.

While the industry has seen something of a price war over the last year or so, several factors are worth keeping in mind:

- Safe and responsible recycling of e-waste comes at a price – and with a minimum 90% recovery rate (which ANZRP has achieved from the outset) now to be enforced, the industry will soon be operating on a more level playing field at last
- Cost-cutting can lead to a compromised Scheme, as evidenced by accumulated glass mountains and social enterprises going under due to cancelled recycling contracts

- ANZRP offers a consistent, transparent and fair same-for-all price per kilo. Others seem to be offering Liable Parties a range of prices, particularly with incentivised prices being offered to sign on. Not only are we unconvinced that these prices are sustainable: they obscure the fact, as indicated in actual costs provided to the Regulator in 2015, that ANZRP's pricing to its Members is actually below the industry average

Recent events have confirmed the challenges of operating in the NTCRS market: one CA, Reverse E-Waste, requested that the Regulator cancel its arrangement.

In this environment, ANZRP's approach and outlook from the very beginning – positive and forward-thinking, with an overarching focus on long-term sustainability – places us in a strong position. In this context, we owe a great debt of gratitude to our founding Members.

**ANZRP BOARD**

**Mark Mackay**  
CHAIRMAN  
(Appointed 4 July 2012)

**John Edgecombe**  
DELL AUSTRALIA AND NEW ZEALAND  
(Appointed 10 June 2015)

**Janet Leslie**  
CANON AUSTRALIA PTY LIMITED  
(Appointed 16 November 2011)

**Lynn Loh**  
HEWLETT PACKARD ASIA PACIFIC PTE LIMITED  
(Appointed 26 September 2013 as Alternate Director; appointed 24 October 2014 as Director)

**Kerryn O'Brien**  
INDEPENDENT MANAGEMENT CONSULTANT  
(Appointed 26 September 2012 as Alternate Director; appointed 24 October 2014 as Director)

**Mark Whittard**  
TOSHIBA AUSTRALIA PTY LIMITED  
(Appointed 16 November 2011)

**Michael Wilson**  
FUJI XEROX AUSTRALIA PTY LIMITED  
(Appointed 4 July 2012)

**Robert Mesaros**  
HEWLETT PACKARD AUSTRALIA PTY LIMITED  
(Appointed 4 July 2012; resigned 24 October 2014)

**Justin O'Sullivan**  
DELL AUSTRALIA AND NEW ZEALAND  
(Appointed 24 October 2014; resigned 2 April 2015)

**Garry Pearce**  
EPSON AUSTRALIA PTY LIMITED  
(Appointed 4 July 2012; resigned 24 October 2014)

**Martin Stokie**  
PRICEWATERHOUSECOOPERS  
(Appointed 4 July 2012; resigned 24 October 2014)

**AUDIT, GOVERNANCE & RISK COMMITTEE**

**Janet Leslie**  
CHAIRMAN

**Lynn Loh**

**Michael Wilson**

**Martin Stokie / Kerryn O'Brien**

**MARKETING & STAKEHOLDER ENGAGEMENT COMMITTEE**

**Mark Whittard**  
CHAIRMAN

**Mark Mackay**

**Garry Pearce**  
(Until 24 October 2014)

**Justin O'Sullivan**  
(From 24 October 2014 to 2 April 2015)

**OUR BOARD MEMBERS**

**ARE FROM THE TECHNOLOGY INDUSTRY.**

**OUR TEAM, OUR PARTNERS, OUR BOARD**

As always, the important roles played by our various stakeholders were vital to the success of ANZRP

Our collection partners and recyclers again played a vital role in meeting our targets. The Department of the Environment remained supportive of our efforts and helpful with advice. Industry partners such as Mobile Muster, Planet Ark and other product stewardship arrangements ensured that we remained well informed about broader developments.

Our Board members continued to give ANZRP an unmatched level of industry authority, and I'd like to acknowledge their contributions in helping guide ANZRP to its position of strength and sustainability.

And of course, thank you to Carmel Dollisson and her ANZRP team for their great work in running the TechCollect program. Carmel has invested considerable time on numerous media and public speaking engagements throughout her tenure, and these activities have helped to give ANZRP a very strong presence as the "go-to arrangement" on all industry matters. It is because of the hard work of the ANZRP team that we find ourselves in this great position.

And of course, our successes are entirely predicated on the loyalty of our founding Members and those who have joined us since. We thank our Members for their ongoing support.

We will continue to strive for the best possible outcomes at the lowest sustainable cost.

Mark Mackay  
Chairman ANZRP

**THE NEXT THREE YEARS: SUSTAINABILITY AND GROWTH**

Having worked our way through the startup phase and into a more mature business, the Board of Directors has more recently turned its attention towards the creation of a longer term business plan.

The key objective of this 2018 Plan is nothing less than establishing ANZRP as the preferred product stewardship partner, connected globally and locally with key stakeholders in the recycling and waste management industries to ensure we are maximising the range of opportunities available to us.

The principle behind this strategic roadmap is that our business is eminently scalable – we have created, implemented and refined a world-class system for the collection and recycling of waste that

allows us to diversify and apply our significant expertise and IP in other areas.

It is of course vital that we never lose sight of the ultimate objective of this diversification and growth: to reduce the NTCRS liability cost of our Members and make our free service to the public even better. To that end, our 2018 Plan is essentially focused on finding complementary Member-partnering opportunities that widen our core TechCollect offer so that prices can be reduced in a way that is sustainable, realistic and inclusive of the highest standards.



## THE CEO'S REPORT

ANZRP has successfully completed another year on behalf of our members, achieving all regulatory outcomes and consolidating our credentials. We are clearly positioned as the leading Co-Regulatory Arrangement (CA) and the “go-to” for Scheme-related matters, as acknowledged even by other CAs.

It's been an extremely satisfying year which saw us streamline operations and reinforce our foundations, leading to efficiencies that drove improved performance. This involved a full review of resources, activities and processes across the business, including our supply chain, all aimed towards both improving the Scheme and reducing costs to Liable Parties. Above all, we remained on a thoroughly sound financial footing.



**WE MADE SIGNIFICANT SAVINGS**

**IN 2014/15.**

## The year in review

### OUR RESULTS – A SNAPSHOT

Given our well established collection network and great partners, we were confident that achieving Reasonable Access (RA) and recycling volume outcomes would be more streamlined than in previous years. The ongoing challenge was managing costs, and we made significant savings and efficiencies.

For 2014/15 we:

- met Reasonable Access
- delivered on volume
- delivered on a recycling price that provided a 29% price reduction from the previous year to our Members
- held our market share and retained core Members
- strengthened relationships with key stakeholders
- upheld standards and drove improved environmental outcomes
- played a key role in driving positive amendments to the regulations
- continued to be recognised as market leader – and the most visible public CA by far
- improved our standing and continued our services to Member and Collection Partners – as reflected in very positive and improved annual survey results

Our Members continue to have an opportunity to play a role in driving ANZRP's policy and direction through Member Forums and the right to nominate for open Board positions.

### GREATER EFFICIENCIES

We foreshadowed that our aim was to leverage our operations for greater efficiencies and seek synergies with potential partners, and of course continue our advocacy to improve the Scheme for the benefit of Liable Parties and the general public.

We made good progress throughout the year, reviewing and streamlining operations to drive greater efficiencies in the TechCollect program and our broader activities. We moved offices and migrated our data and systems to the cloud so we can access everything from anywhere and, together with IP phones, have an effective Business Continuity Program (BCP) in place.

We increased our focus on compliance, both internally with increased training and improved procedures and also with our suppliers, conducting audits of Collection and Recycling Partners. Recycler audits continue to identify basic workplace health and safety issues around risk management and mitigation more than issues that specifically relate to the potential dangers of e-waste materials.

In preparation for the introduction of the Material Recovery Target (MRT), in conjunction with Environmental Resources Management (ERM), we developed a mass balance calculator designed to assist our recyclers to correctly batch check and document their downstream providers/ processes, so that we could trace the level of recovered resources until they are ready to be used in the manufacture of new products or are a commodity able to be traded. This work is ongoing: it has been arduous and very difficult for recyclers to obtain full disclosure, particularly where they are small, use an aggregator or have no contractual relationship with the next downstream provider.

### THE E-WASTE STREAM: MANAGING VOLUME

This year we clearly saw a reduction in the number of CRT TVs in the waste stream, but not a corresponding increase in the level of computers and peripherals or even in flat panels. This is partly attributed to the fact that volume resulting from the digital switch, which coincided with the Scheme's commencement, had been recycled by 2014/15.

The obvious implication is that less e-waste was readily available; not yet a shortage, but a need to strive a little harder to collect it – this is a challenge that will grow as the recycling targets increase. We will likely need to increase our collection networks in future and will continue to seek IT product from businesses. This approach guided our collection activities, and our associated marketing initiatives, in 2014/15.

We have clearly identified that greater emphasis needs to be placed by the Scheme on awareness and education among the general public so that there is a greater inclination to drop off e-waste at designated collection sites.

Last year CRT glass processing was performed in Australia rather than being shipped off-shore for processing. This type of change is commercially driven by recyclers, but is a good outcome for Australian jobs and the economy.

## COLLECTION PARTNERS AND RECYCLERS

We continued to manage our collection channels carefully to ensure our services were best located to meet RA requirements, while still ensuring we provided a sustainable and long-term service to local communities. We have clear plans in place to manage our volume and ensure we collect the required volume, not excessive amounts.

Our strategy of supporting top-tier recyclers aims to encourage the development of a vibrant recycling industry. To drive market efficiency there needs to be sufficient scale and consistency to allow for investment which will lead to innovation and economies of scale. This paid off in 2014/15, with both Tes-Amm and PGM investing in new technology which will lead to better outcomes and reduced costs – a great result for the program, our Members and the industry.

As always, we'll continue to support contracted recyclers that are demonstrating their support for the Scheme and advocating the ongoing improvement of recycling in Australia.

It is wonderful to see State Government regulators reviewing and implementing improved legislation and offering funding programs that support the development of, and investment in, improving the processes and infrastructure for e-waste recycling. This leadership could be replicated across the country.

Our guiding principle continued to be that success would come to those who did it best – compliant, efficient and commercially viable.

As we see it, product stewardship means exactly that: managing the product from design through its lifecycle and being accountable. For us that means clearly focusing on the end of pipe supporting a closed loop or circular economy.

Throughout the year ANZRP continued to fully recycle the e-waste we collect – so our reputation, and that of our Members, was protected.

## CHALLENGES AND DIFFICULTIES

The fall-out from the 6,000 stockpiled tonnes of CRT glass in NSW in 2013/14 continued to mark the Scheme this year, with at least one other recycler going out of business. Most of the recyclers that were affected by CRT glass issues were social enterprises contracted by CAs: a clear example of some CAs not being aware of the costs associated with resource recovery or the downstream supply chain.

While the EPA partially funded a one-off clean-up of the NSW stock, glass treatment remained a real issue with no simple solution. The introduction of the MRT was a step in the right direction, although there continued to be – right up until the end of the year – unrealistic prices being offered by CAs, which will continue to run the risk of further fall-out.

But much of the instability in the Scheme was surely largely due to poor strategy by some CAs in opening too many early collection sites, resulting in over-collection and subsequent site closure in order to manage volumes and costs. This poor strategy tarnished the NTCRS.

However, it must be acknowledged that where there is a funded recycling target, there is always potential for collections to cease once that target is met. These are the very issues that led to the Ministerial review.



**WE FULLY RECYCLE**

**THE E-WASTE WE COLLECT –**

**PROTECTING MEMBER REPUTATIONS.**

## MINISTERIAL REVIEW

The Minister for the Environment announced a review of the operational aspects of the NTCRS in the first quarter of 2014/15, and called on State Governments to take responsibility for their part of e-waste recycling outside the Scheme. We were and are still totally unaware of the level of recycling undertaken in these channels, so this needs to be tracked.

ANZRP welcomed the review, which was clearly in the best interests of the Scheme. It included consultations with CAs, recyclers, social enterprises and all tiers of Government.

We shared our expertise and experience, and also sought to assist social enterprise organisations that had lost contracts.

Through the Review process ANZRP continued to hold its ground on vital issues that continue to create inequity in the Scheme. We strongly believed the Standard needed to be implemented and that an adjustment to the scaling factor for IT products was required to reflect legitimate off-shore reuse. We appointed Monash University to research the level

of exports for reuse, and this data formed part of our submission to the Regulator; their report indicated that about 20% of consumer product and between 60-80% of business product are exported for re-use. We also supported the AIIA IPSOS research.

We supported amendments to converted weights to reflect as close as possible to actual weights and are seeking a regular review as form factors change over time.

The review's outcomes were released by the Regulator in June. In response to pressure from State, Territory and Local Government to increase the recycling target, it was increased to 50% based on an estimated waste arising figure of 106,431 tonnes, giving a projected Scheme target of 53,216 tonnes.

On the other hand, converted weights were adjusted closer to actual, and new waste arising scaling factors for computers (0.8) and printers and computer parts and peripherals (0.88) were introduced, offsetting some of this increase. This was partly due to active and vigorous advocacy by companies like ANZRP and our core

Members, though we would have preferred these factors to be reduced further still.

The review also determined that, from 1 July 2016, NTCRS recycling will need to be performed by recyclers certified to AS/NZS 5377:2013 at facilities covered by that certification. An excellent outcome has been the acceptance by many Local Governments that they need to undertake recycling or co-fund CA recycling.

ANZRP will continue lobbying for a reduction in the scaling factor for computers and "close to real values" for converted weights, plus general improvements to the Scheme – this will be undertaken in the major 2016 NTCRS review. We will also continue our lobbying for shared responsibility and increased community awareness as part of that shared responsibility – again, key to driving volume in future years.

The review was a useful process and allowed us to build important relationships with Federal, State and Local Government, Liable Parties, lobby groups and key stakeholders; and of course the Regulatory team.

**PRICING**

As always, pricing continued to be a wildly variable factor in the market. We remain very alarmed with pricing from CAs that is well below recycling cost alone, even without making allowance for collection, transport, or any costs of advertising/awareness, membership recruitment, lobbying or reporting.

We are very aware of the low margins and economic conditions that drive commercial decisions for liable industry. Our advice to Liable Parties in 2014/15 was to be cautious in considering pricing offers that seemed unsustainable in the long term or may be undeliverable without issue or incident – particularly given the Australian dollar has dropped over the last year and commodity prices fallen significantly.

ANZRP will always be competitive and provide Members with the most sustainable pricing offer that ensures we achieve all standards and outcomes while providing the best possible brand protection. Most importantly, ANZRP Members will continue to benefit from our ongoing advocacy to ensure a better Scheme on their behalf.

In any event, one of the most interesting aspects of the consultation paper released by the Regulator in relation to the Ministerial review was its reference to CA costings (all CAs had to provide actual costs to the Regulator for the first two years of the Scheme) which clearly indicated that, despite some aggressive pricing within the industry – particularly incentive start-up pricing being offered to

Liable Parties to switch CAs – ANZRP's own pricing for 2014/15 was actually below the average cost for 2014/15.

Not only that: ANZRP offered equitable pricing for all its Members and returned surpluses to them.

We have maintained from the outset that ANZRP's pricing is the most realistic and reflective-of-costs in the industry, and we believe this is supported by the Regulator's findings. It is why we have continued to urge all Liable Parties to take a "Buyer Beware" approach to some the aggressive pricing in the industry!

**NEW ZEALAND**

In 2014/15 we also participated in the eWasteNZ project run by SLR for the Ministry for Environment in New Zealand to identify an E-waste Product Stewardship Framework for that country. However there was insufficient evidence to identify priority products or indicate that a regulated scheme would markedly improve the current management of e-waste in New Zealand, which was deemed to not be causing significant environmental harm. We will maintain our watching brief and have proposed some form of trial in New Zealand in the coming year.



**The year ahead**

In 2015/16 four CAs, rather than five, will be operating under the NTCRS. This can only be regarded as a positive factor in what has been an unsustainably over-competitive market.

ANZRP will continue to:

- meet and exceed all regulatory obligations
- maintain sound relationships with the Regulator, Collection Partners, logistic providers, recyclers and key stakeholders
- deliver fair and sustainable pricing
- remain committed to high standards and safe, environmentally sound outcomes
- act in our Members' best interest to ensure that there is competition and industry's needs placed first
- provide brand protection every day through our program delivery
- provide the public with an exceptional e-waste recycling service that is free, convenient and widely promoted
- work closely with other product stewardship schemes in areas such as paint, batteries and tyres - as the Scheme's success is dependent on collaboration and partnership

These goals support the intention of our founding companies, which was to create a sound environmental outcome that delivered on their obligations and protected their brands, ensuring competition with independence from monopoly suppliers: hence the not-for-profit status and governance structure of ANZRP, which has been completely successful in meeting the objective of those Members, the majority of whom remain with us to this day and represent about 80% of our business.

We know it will be another year of regulatory change, with the 2016 full Scheme review and the realities of the amended target trajectories. We believe there will be changes in the market, in part from the review, and in part from the evolution of the NTCRS.

We are seeking opportunities to improve and leverage our operating model to drive further efficiencies. We are clearly focussed on collaboration and seeking mutually beneficial partnerships. The interests of liable industry will be best served by collaboration and efficient shared collection and supply chains when it makes sense.

**ANZRP REMAINS VITAL TO THE NTCRS**

It is in industry's best interests for Liable Parties under the NTCRS to stick with the strength of a lean and sustainable arrangement, and a sound ongoing strategy that delivers real, transparent results and peace of mind, with cost considerations balanced by responsible recycling processes.

The purpose of an industry Scheme is to truly represent its Members and ensure competition. Without the existence of ANZRP the NTCRS would change substantially, and we believe not in the long term interests of Liable Parties.

Finally, we should never overlook the fact that despite some of the challenges of 2014/15, the Scheme has been an enormous success, achieving 110% of volume through more than the recommended number of drop-off services, and a 99%+ sign-up rate by Liable Parties. The consumer electronics industry remains, to this day, the only stakeholder group directly funding a regulated scheme of e-waste collection and recycling.

Success comes from dedicated and committed people. We appreciate and gratefully acknowledge our team's resilience and flexibility in delivering our results. Of our own ongoing performance, we remain extremely proud. Thank you to all our partners and supporters who helped make it happen.

*Carmel Dollisson*

Carmel Dollisson  
CEO ANZRP

## TECHCOLLECT PROGRAM AND MARKETING REPORT



ANZRP's TechCollect program continued to be the largest, most extensively promoted and most publicly visible program operating under the National Television and Computer Recycling Scheme (NTCRS) in 2014/15.

Program highlights include:

- all regulatory targets met – volume and Reasonable Access
- consistency of program partners – collection sites and recyclers
- a lean and efficient logistical operation, improved even further over the year
- consistent visibility and growing awareness of the TechCollect program
- high satisfaction measures by key stakeholders with the program

FIG. 1: TOTAL WEIGHTS (KGS) OF PRODUCTS COLLECTED BY THE TECHCOLLECT PROGRAM IN EACH STATE/TERRITORY

STATE	REGIONAL	TOTAL (KG)	GRAND TOTAL (KG)
TAS	METRO INNER REGIONAL OUTER REGIONAL REMOTE	- - 17,370 -	17,370
NT	METRO INNER REGIONAL OUTER REGIONAL REMOTE	- - - 71,729	71,729
ACT	METRO INNER REGIONAL OUTER REGIONAL REMOTE	363,804 - - -	363,804
QLD	METRO INNER REGIONAL OUTER REGIONAL REMOTE	672,074 369,182 49,926 1,078	1,092,260
WA	METRO INNER REGIONAL OUTER REGIONAL REMOTE	1,027,576 175,533 27,752 20,023	1,250,885
SA	METRO INNER REGIONAL OUTER REGIONAL REMOTE	1,056,834 389,074 206,649 68,632	1,721,189
VIC	METRO INNER REGIONAL OUTER REGIONAL REMOTE	2,345,187 513,807 115,139 -	2,974,133
NSW	METRO INNER REGIONAL OUTER REGIONAL REMOTE	3,508,582 830,242 89,434 -	4,428,258
<b>AUS</b>			
	METRO INNER REGIONAL OUTER REGIONAL REMOTE	8,974,057 2,277,839 506,270 161,462	<b>11,919,628</b>
<b>GRAND TOTAL</b>			<b>11,919,628</b>

## Collection, recycling and logistics

### COLLECTION PARTNERS AND SERVICES

The cornerstone of the NTCRS is the provision of a free e-waste collection service to the general public and small business in multiple locations across Australia.

- By 30 June 2015 TechCollect had provided 241 services across Australia (210 permanent, 31 one-off events – see pages 22-23 for a full list)
- Of the permanent services, 74 were retailer-based sites, with the core being predominantly in conjunction with local councils' transfer stations and waste management organisations

Two key strategies, first implemented in 2013/14, contributed to our choice of services:

- **Fewer event collection services.** Permanent sites generally deliver a more reliable and consistent volume with ongoing service to the general public: hence the decrease of events from 62 in 2012/13 to 36 in 2013/14 and 31 in 2014/15
- **A multi-channel approach.** While local councils' transfer stations and waste management organisations remained our dominant partners, we continued to seek volume from other sources, including a business-to-business (B2B) service

Volume levels from permanent sites become increasingly stable: an extremely positive development, as consistent levels create predictability which encourages investment by recyclers, drives innovation and improves recycling outcomes.

Notable one-off events were held in widely diverse locations, ranging from Ceduna (on the eastern gateway of the Nullarbor Plain in South Australia), the outback city of Mount Isa in Queensland and the township of Tennant Creek in the Northern Territory; to the seaside hub of Bondi Junction in Sydney and the west coast regional city of Geraldton.

◀ FIG. 1 to the left, shows the total products collected under the TechCollect program in each State and Territory in 2014/15, excluding Member Reporting Volume.

Total weight collected in 2014/15: 11,920 tonnes. Figures do not include Member Reporting Volume. No product was being stored at a facility other than a recycling facility at the end of 2014/15. No whole product was exported.

LOGISTICS

The second essential pillar in the program's success in 2014/15 continued to be our logistics arrangement with Toll Extra Transport Group, which ensured e-waste was efficiently transported to our recyclers.

Toll also provided access to its vast network of depots (and staff), some of which were used to host and staff collection events.

In addition to Toll, transport movements were managed by other transport providers and our recyclers.



RECYCLERS

ANZRP once again retained our recyclers from the previous year – underlining the ongoing stability of our TechCollect program – and added a new partner:

- PGM (Victoria)
- Sims (New South Wales)
- TES-AMM (New South Wales, Queensland)
- Total Green Recycling (Western Australia)
- E-CycleSA (South Australia)
- Endeavour Foundation (Queensland)

The latter, our newest partner, is an independent not-for-profit organisation providing employment for more than 190 people with disabilities.

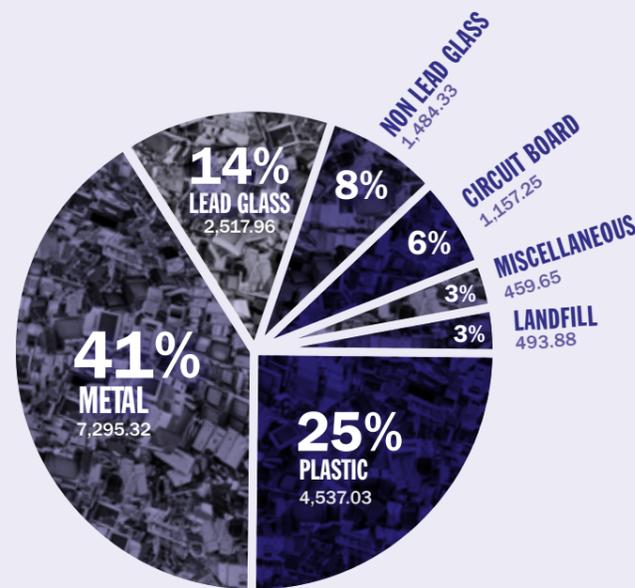


FIG 3: TECHCOLLECT RECYCLING SPLITS (TONNES)

Glass percentages may be skewed by some recyclers treating all glass as Lead Glass.

Achieving regulatory targets



FIG 2: RECYCLING VOLUME CHANNELS (TONNES)

TOTAL WEIGHT OF USABLE MATERIALS	
Recovered	17,451.55 tonnes
Landfilled – Domestic	461.51 kgs
Landfilled – Overseas	32.37 kgs
Landfilled Total	493.88 kgs

FIG 4: DOWNSTREAM MATERIAL RECOVERY

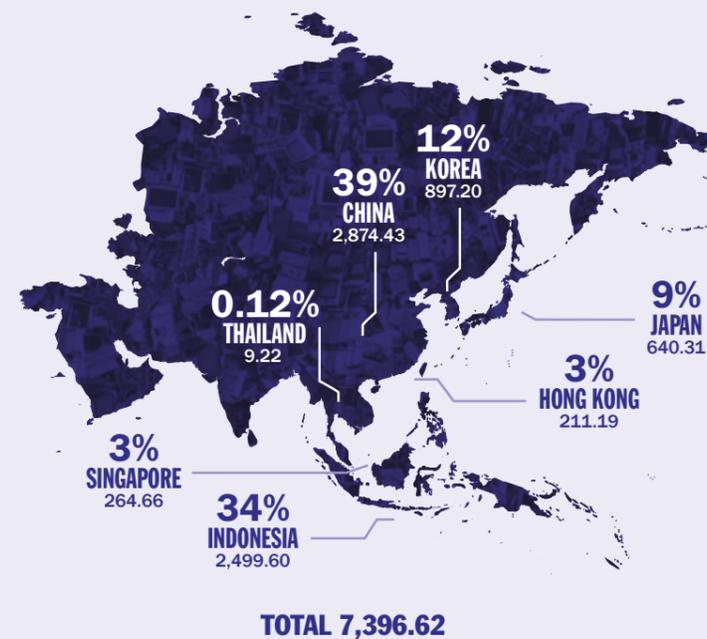


FIG 5: RECYCLED FRACTIONS EXPORTED (TONNES)

VOLUME RECYCLED

After starting the year with an opening inventory of 629,403 kgs of work-in-progress volume at our recyclers, ANZRP collected 17,401 tonnes of e-waste through the TechCollect program and Member Reporting Volume in 2014/15.

The program recovered 17,451 tonnes from the recycling of products. Total recycled product, including materials sent for disposal, was 17,913 tonnes, which – when added to the Volume excess of 1,760 tonnes carried forward from 2013/14 – creates a final volume that exceeds our 2014/15 liability of 19,295.3 tonnes by 377.75 tonnes, an excess that will carry forward to 2015/16.

The volume was sourced from a range of channels.

SEE FIG 2: Recycling Volume Channels  
This successful result was due to intensive ongoing management of collection partners and channels to ensure that we didn't under-collect and – equally importantly – avoided significant over-collection.

A range of materials was recovered from the recycled e-waste.

SEE FIG. 3: TechCollect Recycling Splits

SEE FIG. 4: Downstream Material Recovery

SEE FIG. 5: Recycled Fractions Exported



### REASONABLE ACCESS

All CAs under the NTCRS need to provide Australians with Reasonable Access (RA) to a free e-waste drop-off service. The number of services and locations required are determined by the regulations.

TechCollect achieved 100% RA through its 241 collection services. While a large number of services (93) was provided to metropolitan areas, regional Australia was covered through 101 services (59 to Inner Regional, 42 to Outer Regional) and remote Australia through 47 services (a significant increase on 2013/14's 37 services to Remote areas).

RA requirements led to some impressive operational and logistical achievements by the program. For example in 2014/15 we agreed to assist Alice Springs Regional Council in supporting two of its sister councils – Central Desert Shire and MacDonnell Regional Council – through the provision of services to 22 remote regions. As a result, by the end of the year, the TechCollect program was servicing over thirty remote indigenous communities.

This geographical breadth of our service is not only important for achieving our regulatory targets, but to ensure the broadest reach of Australians can have access to a free e-waste recycling service.

**PROVIDING THE BROADEST  
REACH OF AUSTRALIANS WITH  
A FREE RECYCLING SERVICE.**

### Compliance

Compliance is important because it protects workers, communities and the environment. Diverting product from landfill (through recycling and recovery of the raw materials found in e-waste) uses less resources than mining new resources and retains our finite natural resources for future generations.

One of our primary objectives is to protect the reputation of our Members' brands, so it's imperative that our partners comply with all aspects of the NTCRS regulations, relevant standards and codes of practice, ensuring we achieve the highest possible outcomes.

In accordance with our Compliance & Audit Policies, ANZRP regularly assesses the adequacy of the environmental, health and safety policies and practices of all aspects of the TechCollect program, ensuring partners and downstream suppliers are operating to appropriate standards. Our approach is collaborative and supportive.

### RECYCLING PARTNERS

ANZRP engages Environmental Resources Management (ERM) to conduct independent recycler audits to the Interim Industry Standard, AS/NZS 5377:2013 and relevant state and national OHS legislation and regulations.

Once a recycler has passed ANZRP's audit, they will be required to provide updated information through an annual desktop audit. ANZRP fully audits one third of its recyclers annually and when deemed appropriate. Annual desktop audits are conducted in the intervening years.

### COLLECTION PARTNERS

Our Collection Partners are also regularly reviewed to ensure relevant compliance with AS/NZS 5377:2013 with regards to the collection, storage and transport of e-waste and adherence to OHS regulations.

### 2014/15 ACTIVITY

Site reviews were conducted on a select number of Collection Partners. In total, 25 sites were reviewed in Victoria, New South Wales, South Australia, Queensland and the ACT.

The results from these reviews were encouraging, with the majority of sites operating at maximum capacity and providing a safe public access to all facilities. The audit findings have allowed us to continually improve the TechCollect program, educate sites and ensure compliance with AS/NZS 5377.

Three ANZRP-approved recyclers were audited in 2014/2015 against the AS/NZS 5377 standard. ANZRP has also worked closely with each recycler to ensure swift and accurate resolution of any audit findings.

### OHS AND ENVIRONMENTAL INCIDENTS

ANZRP and its partners operate to the highest occupational health & safety and environmental standards. Nevertheless, issues sometimes occur and there were three reportable incidents in 2014/15.

SERIOUS INJURY OR ACCIDENT: 7 November 2014. An employee of a recycler jammed a finger in a conveyer belt. WorkCover was notified, the site installed new guarding, and employees were retrained in safety procedures.

DANGEROUS INCIDENT: 25 February 2015. An employee of a Collection Partner (waste transfer station) injured his knee when a TV fell from a stack of e-waste. The site revised its procedures.

DANGEROUS INCIDENT: 9 June 2015. A stillage being assembled by an employee of a Collection Partner collapsed injuring the workers hand, causing bruising and minor lacerations. The site reviewed its SWMS and training, and ANZRP had the faulty stillage repaired.



# TURNING E-WASTE INTO RECOVERED RESOURCES.

**Infographic: How Can We Get Australia's E-Waste Situation In Check?**  
 Australian Business Review 15 Feb 2015

**E-waste shows no signs of slowing down**  
 Business Spectator 19 Feb 2015

**The ghosts of Christmas past - the mountain of computers and TVs to be junked over the festive season**  
 The Sydney Morning Herald 21 Dec 2014

**The e-waste spring clean, tips to tackle your old gadgets.**  
 CIO 10 Sep 2014

**Shared responsibility critical to Australian e-waste recycling**  
 Sustainability Matters 13 Feb 2015

## Creating awareness and building the brand

Far more than any other CA operating under the NTCRS, the TechCollect program was heavily promoted in 2014/15. We were ably assisted by the contributions of several valued service providers, in particular our creative agency Vitamin X and – from the beginning of 2014/15 – our new communications agency, Howorth Communications, which developed a year-long PR program. Midway through the year all ANZRP social media activity was successfully brought in-house.

## PROMOTING THE SERVICE AND BUILDING THE BRAND

The NTCRS requires each CA to ensure that the public has access to information about its collection services. TechCollect maintained an informative and user-friendly website in 2014/15 with all details about its permanent and event services.

The program continued to achieve a constant growth of new TechCollect advocates on this website, with first-time visitors consistently being over 70% each month.

Online and social media continued to efficiently drive day-to-day awareness of the TechCollect program at a modest cost, remaining extremely important to our ongoing activities.

However, in line with our broader product stewardship objectives, we did a great deal more to spread the word about our services and activities.

Among our other initiatives for the year we:

- re-designed and re-launched both of our websites (anzrp.com.au and techcollect.com.au)
- developed TechCollect and ANZRP brand & style guides for use by partners and other stakeholders, to ensure brand consistency
- created a brochure for widespread distribution providing an overview of ANZRP and the TechCollect program
- developed collateral specifically targeting potential B2B customers
- issued multiple media releases on topics (e.g. “spring cleaning”) aimed to generate positive recycling behavior
- secured select advertising in major publications (e.g. a special sustainability lift-out of The Age Business Day section)
- supported collection services with individual marketing collateral, signage and advice
- developed and implemented a new Social Media Strategy Plan

## THOUGHT LEADERSHIP

Alongside activity directly related to collection services, we continued building ANZRP's credentials as a leading authority not just in the field of e-waste collection and recycling, but the broader scope of product stewardship in Australia.

In 2014/15 we:

- conducted two thought leadership forums for Liabile Parties and other industry stakeholders
- co-sponsored Planet Ark's Recycling Near You website
- sponsored a White Paper on the development of e-waste markets in global territories, developed by the Economist Intelligence Unit (EIU)
- sponsored research by Monash University into the level of IT exporting from Australia
- participated in waste conferences across the country, including presentations and panels
- co-sponsored Sustainability Victoria's ResourceSmart School Awards
- secured multiple interviews with ANZRP CEO Carmel Dollisson in a range of media
- distributed regular Unplugged newsletters to collection partners and Connections newsletters to members
- issued two versions of the ANZRP 2013/14 Annual Report, including a version for publication on the Regulator's website
- secured editorial contributions by ANZRP CEO Carmel Dollisson on the subject of e-waste to various publications (e.g. Sustainability Matters)
- provided media comment on various industry developments (e.g. the challenges faced by Aspitech in South Australia)
- met with key environmental journalists for 1:1 meetings to discuss industry issues and challenges
- provided advice and expertise to the NTCRS Regulator (e.g. feedback on the Operational Review)

- maintained regular contact with key stakeholder bodies (e.g. GPSC, Mobile Muster, AI, CESA, AIIA, ALGA)
- conducted surveys of our key stakeholders (Members and Collection Partners) to determine levels of satisfaction with the TechCollect program – with extremely positive results
- focused consistently on Member retention and acquisition strategies

Above all, the program secured more than 60 media clips throughout the year – across radio, television, print and online – promoting the service and our views on the state of e-waste recycling in Australia. The clips range from mainstream mass circulation publications like the Sydney Morning Herald to highly regarded niche environmental publications like The Fifth Estate and key programs on ABC Local Radio.

**The hidden environmental cost of the Internet of Things**  
 ComputerWorld 8 Dec 2014

**How to tackle business and household e-waste**  
 The Fifth Estate 4 May 2015



**PERMANENT AND EVENT COLLECTION SERVICES  
1 JULY 2014 – 30 JUNE 2015**

LOCATION	STATUS	STATE
Fyshwick	Event	ACT
Mitchell	Permanent	ACT
Bondi Junction	Event	NSW
Clarendon	Event	NSW
Cobar	Event	NSW
Gosford	Event	NSW
South Penrith	Event	NSW
St Ives	Event	NSW
St Peters	Event	NSW
Albury	Permanent	NSW
Armidale	Permanent	NSW
Auburn	Permanent	NSW
Auburn	Permanent	NSW
Auburn	Permanent	NSW
Balgowlah	Permanent	NSW
Bargo	Permanent	NSW
Barham	Permanent	NSW
Bathurst	Permanent	NSW
Bennetts Green	Permanent	NSW
Blacktown	Permanent	NSW
Broken Hill	Permanent	NSW
Castle Hill	Permanent	NSW
Cobar	Permanent	NSW
Coffs Harbour	Permanent	NSW
Dalmeny	Permanent	NSW
Dubbo	Permanent	NSW
East Maitland	Permanent	NSW
Forster	Permanent	NSW
Griffith	Permanent	NSW
Gunnedah	Permanent	NSW
Ingleside	Permanent	NSW

LOCATION	STATUS	STATE
Inverell	Permanent	NSW
Katoomba	Permanent	NSW
Kempsey	Permanent	NSW
Kincumber	Permanent	NSW
Lightning Ridge	Permanent	NSW
Lismore	Permanent	NSW
Maclean	Permanent	NSW
Marsden Park	Permanent	NSW
Matraville	Permanent	NSW
Mortdale	Permanent	NSW
Moruya	Permanent	NSW
Moss Vale	Permanent	NSW
Mulgoa	Permanent	NSW
Muswellbrook	Permanent	NSW
North Wollongong	Permanent	NSW
Nowra	Permanent	NSW
Parkes	Permanent	NSW
Penrith	Permanent	NSW
Port Macquarie	Permanent	NSW
Thornleigh	Permanent	NSW
Wagga Wagga	Permanent	NSW
Walcha	Permanent	NSW
Wetherill Park	Permanent	NSW
Wetherill Park	Permanent	NSW
Woy Woy	Permanent	NSW
Alice Springs	Event	NT
Maningrida	Event	NT
Nhulunbuy	Event	NT
Tennant Creek	Event	NT
Alice Springs	Permanent	NT
Berrimah	Permanent	NT
Katherine	Permanent	NT
Tennant Creek	Permanent	NT
Gapuwiyak	Permanent	NT

LOCATION	STATUS	STATE
Groote Eylandt	Permanent	NT
Groote Eylandt	Permanent	NT
Ilparpa	Permanent	NT
Margarr	Permanent	NT
Nhulunbuy	Permanent	NT
Nhulunbuy	Permanent	NT
Winnellie	Permanent	NT
Charleville	Event	QLD
Mt Isa	Event	QLD
Benaraby	Permanent	QLD
Bowen	Permanent	QLD
Brendale	Permanent	QLD
Burleigh Heads	Permanent	QLD
Caboolture	Permanent	QLD
Cairns	Permanent	QLD
Cannonvale	Permanent	QLD
Capalaba	Permanent	QLD
Charleville	Permanent	QLD
Clontarf	Permanent	QLD
Crestmead	Permanent	QLD
Cunnamulla	Permanent	QLD
Eli Waters	Permanent	QLD
Emerald	Permanent	QLD
Emerald	Permanent	QLD
Gladstone	Permanent	QLD
Gladstone	Permanent	QLD
Goondiwindi	Permanent	QLD
Gracemere	Permanent	QLD
Gympie	Permanent	QLD
Helensvale	Permanent	QLD
Kippa Ring	Permanent	QLD
Longreach	Permanent	QLD
Mackay	Permanent	QLD
Merrimac	Permanent	QLD
Mitchell	Permanent	QLD
Molendinar	Permanent	QLD
Moranbah	Permanent	QLD
Mount Isa	Permanent	QLD
Mudgeeraba	Permanent	QLD
Murarrrie	Permanent	QLD
Oxley	Permanent	QLD
Rockhampton	Permanent	QLD
Rocky Point	Permanent	QLD
Roma	Permanent	QLD

LOCATION	STATUS	STATE
Seventeen Seventy	Permanent	QLD
Stapylton	Permanent	QLD
Stotts Creek	Permanent	QLD
Tanawha	Permanent	QLD
The Common	Permanent	QLD
Thursday Island	Permanent	QLD
Toowoomba	Permanent	QLD
Townsville	Permanent	QLD
Weipa	Permanent	QLD
Winton	Permanent	QLD
Yeppoon	Permanent	QLD
Yeppoon	Permanent	QLD
Adelaide	Event	SA
Burnside	Event	SA
Ceduna	Event	SA
Gillman	Event	SA
Beverley	Permanent	SA
Bordertown	Permanent	SA
Cambrai	Permanent	SA
Clare	Permanent	SA
Cummins	Permanent	SA
Gepps Cross	Permanent	SA
Gladstone	Permanent	SA
Goolwa	Permanent	SA
Hanhndorf	Permanent	SA
Loxton	Permanent	SA
Mount Gambier	Permanent	SA
North Plympton	Permanent	SA
Port Germein	Permanent	SA
Port Lincoln	Permanent	SA
Renmark West	Permanent	SA
Roxby Downs	Permanent	SA
Seaford Heights	Permanent	SA
Strathalbyn	Permanent	SA
Tailem Bend	Permanent	SA
Tumby Bay	Permanent	SA
Two Wells	Permanent	SA
Waikerie	Permanent	SA
Walleroo	Permanent	SA
Whyalla	Permanent	SA
Willowie	Permanent	SA
Wingfield	Permanent	SA
Wirrabara	Permanent	SA
Woodville	Permanent	SA
Yankalilla	Permanent	SA
Burnie	Permanent	TAS
Burnie	Permanent	TAS

LOCATION	STATUS	STATE
Hobart	Permanent	TAS
Launceston	Permanent	TAS
Altona	Event	VIC
Dandenong	Event	VIC
North Geelong	Event	VIC
Sunshine	Event	VIC
Airport West	Permanent	VIC
Ballarat	Permanent	VIC
Braeside	Permanent	VIC
Brighton	Permanent	VIC
Camberwell	Permanent	VIC
Castlemaine	Permanent	VIC
Chadstone	Permanent	VIC
Clayton South	Permanent	VIC
Colac	Permanent	VIC
Dandenong	Permanent	VIC
Dandenong	Permanent	VIC
Eaglehawk	Permanent	VIC
Forge Creek	Permanent	VIC
Horsham	Permanent	VIC
Lardner	Permanent	VIC
Malvern	Permanent	VIC
Mildura	Permanent	VIC
Moe	Permanent	VIC
Moonee Ponds	Permanent	VIC
Morwell	Permanent	VIC
Neerim South	Permanent	VIC
Notting Hill	Permanent	VIC
Portland	Permanent	VIC
Preston	Permanent	VIC
Shepparton	Permanent	VIC
Shepparton	Permanent	VIC
Swan Hill	Permanent	VIC
Thomastown	Permanent	VIC
Trafalgar	Permanent	VIC
Traralgon	Permanent	VIC
Vermont South	Permanent	VIC
Wantirna South	Permanent	VIC
Wantirna South	Permanent	VIC
Werribee	Permanent	VIC
Wodonga	Permanent	VIC
Albany	Event	WA
Geraldton	Event	WA
Joondalup	Event	WA

LOCATION	STATUS	STATE
Middle Swan	Event	WA
Minyirr	Event	WA
Wedgefield	Event	WA
Albany	Permanent	WA
Australind	Permanent	WA
Balcatta	Permanent	WA
Balcatta	Permanent	WA
Bandy Creek	Permanent	WA
Bibra Lake	Permanent	WA
Bibra Lake	Permanent	WA
Brookdale	Permanent	WA
Broome	Permanent	WA
Bunbury	Permanent	WA
Cannington	Permanent	WA
Carnarvon	Permanent	WA
Crooked Brook	Permanent	WA
Derby	Permanent	WA
Dunsborough	Permanent	WA
Fremantle	Permanent	WA
Geraldton	Permanent	WA
Henderson	Permanent	WA
Kalgoorlie	Permanent	WA
Karratha	Permanent	WA
Kununurra	Permanent	WA
Maddington	Permanent	WA
Mandurah	Permanent	WA
Narrogin	Permanent	WA
Newman	Permanent	WA
Port Hedland	Permanent	WA
Red Hill	Permanent	WA
South Perth	Permanent	WA
Tom Price	Permanent	WA
Vasse	Permanent	WA
Walliston	Permanent	WA
Waroona	Permanent	WA



**For a full list of TechCollect's current collection service locations, visit [www.techcollect.com.au](http://www.techcollect.com.au)**

Note: six of the remote events listed on this page actually occurred in 2013/14 but are counted here as they contribute to ANZRP's Reasonable Access requirements for 2014/15.

## ANZRP MEMBERS FOR 2014/15

MEMBER ABN	MEMBER NAME	DATE JOINED	DATE LEFT
46002510054	APPLE PTY LTD	14/05/2012	NA
17001393835	BROTHER INTERNATIONAL (AUST) PTY LTD	27/04/2012	NA
53010075555	BSG AUSTRALIA PTY LTD	25/08/2014	NA
66005002951	CANON AUSTRALIA PTY LTD	19/04/2012	NA
52050332940	CISCO SYSTEMS AUSTRALIA PTY LTD	29/05/2012	NA
60074912011	COM 1 INTERNATIONAL PTY LTD	04/09/2012	NA
83218750498	COMPETITION TEAM IRELAND LTD	02/07/2012	NA
58374786475	DELL ASIA PACIFIC SDN	14/03/2014	NA
46003855561	DELL AUSTRALIA PTY LTD	27/04/2012	NA
89718746791	DELL GLOBAL B.V. (SINGAPORE BRANCH)	27/04/2012	NA
29118600463	E3 STYLE PTY LTD	21/10/2014	NA
78502141245	EMC INFORMATION SYSTEMS INTERNATIONAL	17/04/2012	NA
91002625783	EPSON AUSTRALIA PTY LTD	16/04/2012	NA
38114305494	FOXTEQ AUSTRALIA PTY LTD	27/04/2012	NA
26103964629	FUJI XEROX ASIA PACIFIC PTE LTD	10/05/2012	NA
94063886199	FUNTASTIC LTD	24/12/2014	NA
74001016593	GOODSON IMPORTS PTY LTD	12/11/2012	NA
74004394763	HEWLETT-PACKARD AUSTRALIA PTY LTD	20/04/2012	NA
65005610079	HITACHI DATA SYSTEMS AUSTRALIA PTY LTD	26/06/2012	NA
13878074746	HON HAI PRECISION INDUSTRY CO LTD	27/04/2012	NA
79000024733	IBM AUSTRALIA LTD	29/05/2012	NA
78139853544	KING WORLD DEVELOPMENTS PTY LTD	22/08/2013	NA
77003852444	KYOCERA DOCUMENT SOLUTIONS AUSTRALIA PTY LTD	31/05/2012	NA
54113965825	LASER CORPORATION HOLDINGS PTY LTD	15/11/2012	NA
86050148466	LEXMARK INTERNATIONAL (AUSTRALIA) PTY LTD	15/05/2012	NA
59547297213	MICROSOFT REGIONAL SALES CORPORATION	15/05/2012	NA
91058914784	MULTIMEDIA TECHNOLOGY PTY LTD	20/06/2012	NA
86001217527	NEC AUSTRALIA PTY LTD	17/04/2012	30/06/2015
39007366949	NOKIA AUSTRALIA PTY LTD	01/09/2014	NA
83001592187	PANASONIC AUSTRALIA PTY LTD	24/04/2012	30/06/2015
96243340910	PEGATRON CORPORATION	14/08/2013	NA
14171054462	PRIMAX ELECTRONICS LTD	30/04/2012	NA
19138872385	QCLNG OPERATING COMPANY PTY LTD	12/01/2015	NA
82456481234	QISDA CORPORATION	30/05/2012	NA
66305473245	QUANTA COMPUTER INC	15/05/2012	NA
11000614577	SCHOLASTIC AUSTRALIA PTY LTD	21/06/2012	NA
74297651095	SEKTOR LIMITED PARTNERSHIP	23/12/2014	NA
40003039405	SHARP CORPORATION OF AUSTRALIA PTY LTD	27/06/2012	NA
27571860044	SUZHOU RAKEN TECHNOLOGY CO. LTD	12/12/2013	NA
30094507098	TELEPLAN SERVICE SOLUTIONS ASIA B.V.	11/10/2012	NA
16898438694	THE LEADER COMPUTER WHOLESALE TRUST	28/09/2012	NA
49097104492	THE TRUSTEE FOR THE COAST RV UNIT TRUST	22/06/2012	NA
18084618543	TOP VICTORY INVESTMENTS LTD	14/06/2012	NA
19001320421	TOSHIBA (AUSTRALIA) PTY LTD	24/04/2012	NA
55113989389	WACOM AUSTRALIA PTY LTD	24/08/2012	NA
16962466872	WISTRON CORPORATION	14/06/2012	NA
46070943449	YALE PRIMA PTY LTD	28/08/2014	30/06/2015



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