

Tyretalk

A NEWSLETTER FROM TYRECYCLE

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MESSAGE FROM THE CEO

Welcome again customers, suppliers and members of the industry, to the third edition of our newsletter. Several developments have occurred since our last release, both internal and external to our organisation. With assistance from Sustainability Victoria, Tyrecycle has now completed our plant investment program, to continue to drive cost improvement and improve efficiency and allow us to retain focus on being a customer-centric organisation.

There have been positive movements in the regulatory environment with the NSW EPA introducing its WasteLocate scheme to better track and monitor the transportation of waste tyres. This is a great development and will hopefully encourage other states to follow suit. See inside to find out more about these regulations and how they will stop “leakage” from the legitimate recycling market.

Also, Tyre Stewardship Australia is gathering momentum with the release of their new audit regime, committing to conduct audits on all Collectors and Recyclers before the end of 2015. Read the feature in this edition detailing ATRA and TSA's commitment for finding domestic markets for tyre-derived products.

With summer approaching, it is an exciting time of year as we commence road building season and the opportunity to implement more recycled rubber into our nation's roads. Please see inside an article with Primal, one of our biggest asphalting partners, about the integration of rubber into their road products.

Also inside, Tyrecycle celebrates its partnership with Sumitomo Group under the Ian Diffen and City Discount Tyres brands, and reaching the milestone of recycling 2,000 tonnes of tyres after the first 12 months.

Finally, I wish you all a very safe and happy Christmas period and a prosperous New Year.

Jim Fairweather
CEO

**Fast
Facts**

TYRECYCLE PROCESSES OVER
12 million EPUs
EVERY YEAR OR ALMOST ONE QUARTER OF
ALL THE RUBBER BROUGHT INTO AUSTRALIA

TYRECYCLE REPRESENTS
THE BEST STANDARD
IN AUSTRALIAN
TYRE RECYCLING



Left to right: Karlos Daley, Tyrecycle employee and Mike Brisco, Bikes for Refugees Coordinator

Riding the recycling wave

When a charitable bike recycling scheme in Adelaide wanted to ethically dispose of old tyres, it turned to Tyrecycle.

Bikes for Refugees was already recycling most other unwanted bike components, and when it approached Tyrecycle for support it was able to virtually close the loop.

Coordinator Mike Brisco said the group was committed to the sustainable use and reuse of as many resources as possible.

“WE WOULD MUCH RATHER RECYCLE MATERIAL THAN SEND IT TO LANDFILL”

“Almost everything else could be recycled and we were looking for somewhere to recycle tyres, as we have several hundred worn or damaged tyres and tubes each year that we can’t use.”

The charity provides bikes to refugees and other people in need and has distributed more than 3000 bikes over the past 11 years. Its clients come from a range of countries, including Myanmar, Iraq, Somalia, Sri Lanka, Afghanistan, Iran, Syria and a number of African nations.

Many refugees or asylum seekers do not have a driver’s licence and the bikes offer adults and children a way to get around and an alternative to public transport.

Tyrecycle State Manager Alby Roelsma said Tyrecycle and its predecessor Southern Tyre Disposals at Lonsdale, in Adelaide’s south, had been providing a free recycling service to Bikes for Refugees for three years.

“They contacted us to ask for support and we are happy to help them any way we can,” he said.

Bikes for Refugees is run by volunteers. It receives bikes donated by the public, businesses and schools, and is also in need of helmets, accessories and bike parts in good condition.

More information can be found at adelaidebikeworkshop.wordpress.com/bikes-for-refugees/ or by calling Mike Brisco on 0435 021 681.

TYRECYCLE’S OPERATIONS REDUCE AUSTRALIA’S GREENHOUSE GAS (GHG) EMISSIONS BY

100,000 tonnes CO2-e p.a.

THAT’S THE SAME AS TAKING **21,276** CARS OFF AUSTRALIAN ROADS





Building sustainable practice

Tyre Stewardship Australia (TSA) has recently rolled out its much anticipated new audit regime, to ensure full compliance by all Collectors and Recyclers, currently in the scheme. The regime includes risk based audits and annual compliance audits, with the first round to be completed by Christmas this year.

CEO Matt Genever said he is exceptionally pleased with how quickly and effectively the TSA has been able to roll out the full audit and compliance program, with assistance from third party ERM Consulting and a full time internal resource. These will give TSA the skills and scope to react appropriately to changes in the market.

Completing the first round of full compliance audits will give TSA a strong benchmark to build upon as they continue work with the industry to improve practices and behaviours over the coming years.

But this doesn't mean TSA will not take appropriate action if non-compliance occurs. Mr. Genever confirmed that decisive action had recently been taken to enforce this position where serious non-compliance had been identified.

**“THE TSA BRAND NEEDS TO REPRESENT
BEST PRACTICE AND ONLY THROUGH A
ROBUST AUDIT AND COMPLIANCE PROGRAM
CAN WE ENSURE THIS IS THE CASE”**

Rob Kelman, EO of the Australian Tyre Recyclers Association (ATRA) expressed his support of the audit regime, outlining its importance to the continuation of the industry.

“It is a priority to ensure that the new federal (tyre) stewardship scheme is well run, represents the market well and doesn't unfairly position poor operators”, Mr. Kelman said.

Mr. Kelman also said ATRA was keen to ensure all states and territories had good regulatory regimes and was heartened by growing consumer support for, and understanding of, the need to recycle tyres in Australia.



Established in 2003 to minimise the environmental impact of end-of-life tyres, ATRA and its members are now responsible for 95 per cent of Australia's tyre recycling activity, and are independently audited for adherence to legal, safety and ethical standards.

Another area where TSA and ATRA are closely aligned is the need to further develop sustainable and real markets for tyre-derived products and TSA has already made a big leap forward with the release of Round 1 of the Tyre Stewardship Research Fund. This will see more than \$1 million invested in projects to develop new local markets, which are currently limited.

"The tyre recycling industry in Australia continues to be constrained by the size of the local market for crumb rubber and rubber granule. Only by opening up new markets and seeing a considerable increase in demand will the industry reach its real potential", said Mr Genever.

"This investment is the largest of its kind in Australia and will have a real impact on the industry".

The National Tyre Product Stewardship Scheme – of which Tyrecycle is a member – is an industry led scheme administered by TSA, which aims to increase resource recovery and recycling, as well as minimise the environmental, health and safety impacts of end-of-life tyres.





Perfect ending to life on the roads

After they have finished travelling Australia's highways, many of the nation's truck tyres go full-circle by being turned into a rubber additive for paving new and existing roads.

Tyrecycle shreds end-of-life truck tyres and turns them into rubber granules and powders (also known as rubber crumb). Rubber crumb can be applied to roads in rubber-modified bitumen for use in "sprayed seals" or as an additive to asphalt.

Business Development Manager Adrian Jones said road pavement applications, including asphalt and sprayed seals, accounted for about 25 per cent of the Australian recycled rubber market.

"Recycled rubber is ideal for use in road surfaces as it enhances their performance, significantly reduces road

noise and extends their life by making the surface more durable," he said.

In turn, the use of recycled rubber benefits all users of Australian roads, with an improved road network and better quality surfacing for all vehicles.

"Our product is available Australia-wide and is 100 per cent Australian-made. In addition to the extensive advantages for our customers, we are benefiting the environment by recovering the valuable components of tyres and turning them into innovative products."

Primal Surfacing is one of Victoria's largest users of crumb rubber in its sprayed seal road pavement application. In 2014 Primal Surfacing paved more than 1,000km with rubber modified bituminous surfacing on both major and local roads.

Primal Surfacing is part of the Victorian Surfacing Alliance (VSA) Group which is a subsidiary of Colas, a world leader in construction and maintenance of transport infrastructure, comprising of several companies. They are also Tyrecycle's biggest customer for crumbed rubber in the use of roads, a relationship Tyrecycle is proud of.

**“WE HAVE BEEN USING THIS
PRODUCT FOR MORE THAN 10 YEARS
AND IT IS CRITICAL TO THE HIGH
PERFORMANCE OF SPRAYED SEALS,”**

Manager Sylvain Clement said the company purchased more than 600 tonnes of the additive from Tyrecycle each year, for use on new roads and resurfacing existing pavements across Victoria and New South Wales.

“Nearly all the sprayed seals we apply have a percentage of rubber in them. The added cost is well justified in comparison to the dramatic increase of performance of the sprayed seal in terms of crack resistance, thanks to the improved binder elasticity.”

Mr Clement said Tyrecycle was Primal Surfacing's preferred supplier.

“It is critical that the product is consistent and within specifications,” he said.

“Tyrecycle has always been able to supply us with a high-quality product at a competitive rate.”

Mr Clement said using the rubber additive also allowed crews to sweep up loose aggregate on the day of sealing which minimised the associated safety risks to road users more quickly.

For more information, visit www.primalsurfacing.com.au



New regulations to track end-of-life tyres



The new WasteLocate system came into effect in New South Wales on October 1, making the state a national leader in the tracking of end-of-life tyres.

All waste tyre movements in NSW exceeding 20 EPU or 200kg are subject to the new regulations, which impose new reporting obligations on about 1,500 retailers, transporters, recyclers and other organisations.

The web-based WasteLocate reporting system will require all consignments of waste tyres to be scanned at the generation site – including retailers, workshops, scrap yards and wholesalers – by the transporter and again at the waste or recycling facility. The latter will be required to keep records of any drivers not using the system.

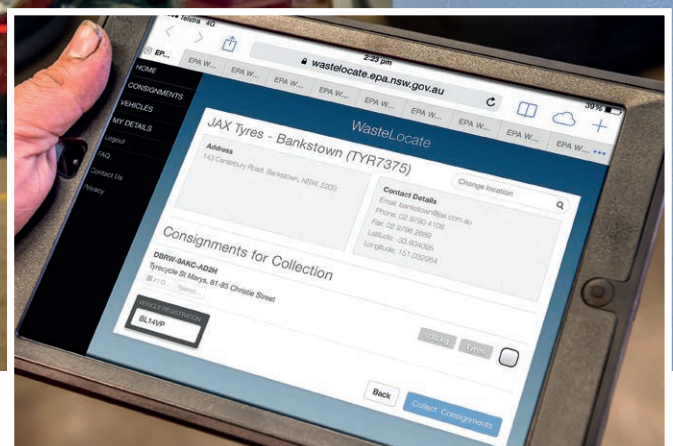
As part of the half billion dollar, Waste Less Recycle More initiative under the control of the NSW EPA, the system is designed to identify any operator not correctly managing waste tyres.

Each consignment registered through WasteLocate will create an electronic record with the EPA, which can then track its movement.

**“WE HAVE BEEN WORKING CLOSELY
WITH OUR CORPORATE PARTNERS
TO HELP US BOTH ACHIEVE PROMPT
COMPLIANCE WITH THE PROGRAM.”**

Tyrecycle is the largest collector of end-of-life tyres and has been working closely with its customers in the lead-up to the introduction of the system.

Tyrecycle National Account Manager Matthew McInerney said WasteLocate aimed to help identify anyone contributing to the problem of dangerous tyre stockpiles.



“The NSW EPA will have live visibility of all those registered with the program,” he said.

“It means all the legitimate players can demonstrate they’re doing the right thing while non-compliant retailers, transporters and receiving sites will be easily identified.

“All our vehicles are already equipped with mobile devices to electronically accept consignments upon collection and record their disposal at our recycling plant.

“Although Tyrecycle has transitioned smoothly, this has been a big behavioural change for much of the sector as previously retailers didn’t have to worry about the movement of tyres beyond their sites. Retailers have also had to make changes to their operating models for collections and recycling in order to adjust to the new system.”

Information about the new regulations is available at www.epa.nsw.gov.au/waste/tyres.htm and Waste Locate registration can be managed at wastelocate.epa.nsw.gov.au/



Recycling tyres paying environmental dividends

The partnership between City Discount Tyres and Australia's largest tyre recycler, Tyrecycle, is already paying environmental dividends.

The companies will have recycled at least 2000 tonnes of tyres by the end of their first year in October 2015.

City Discount Tyres recognised its customers were increasingly concerned about recycling and demonstrated its own commitment by moving its business to Tyrecycle.

City Discount Tyres National Marketing Coordinator Andrew Jorgensen said environmental responsibility was important to its franchisees, who wanted confidence that the scrap tyres generated were being handled ethically.

"The reason for the change is the full custody of end of life tyres, from the time of pickup," he said.

Tyrecycle receives tyres from the majority of the stores throughout Western Australia, South Australia, Victoria and New South Wales.

Tyrecycle National Sales Manager Dilley Kulatunge said City Discount Tyres was sending more than 12,000 equivalent passenger unit tyres to Tyrecycle each month.

"They made a conscious decision last year to come across to us because environmental concerns were important to them," he said.

"THEY HAVE CHOSEN TO BE MORE ENVIRONMENTALLY RESPONSIBLE AND TO SHOW THEIR CUSTOMERS THEY ARE LEADING THE WAY."

The rubber from end-of-life tyres can be used to produce alternative fuels, but also can be broken down into granules, which can be used to build running tracks or for building insulation, rubber crumb for brake pads, or chips used as drainage aggregates in road and drain construction.

"It is highly important to us to be doing the right thing by the environment. We want our relationship with City Discount Tyres to continue for many years," said Dilley Kulatunge.



App to help sustain recycling choices

A Victorian social enterprise has taken the guesswork out of recycling with a free app that not only tells you what you can recycle, but where.

The app, called Sustain Me, offers information about recycling for several thousand items. Thanks to a partnership with Tyrecycle, that includes details on how to recycle tyres and a range of other rubber and vehicle-related products.

Co-creator Eleanor Meyer said the app was born from a frustration about where to easily find out what could be recycled. It turned out that more products were recyclable than many people would realise.

**“OUR KEY MESSAGE IS TO DIVERT
RECYCLING FROM LANDFILL,”
MS MEYER SAID.**

“Rubber is one of those things that can be recycled quite easily.

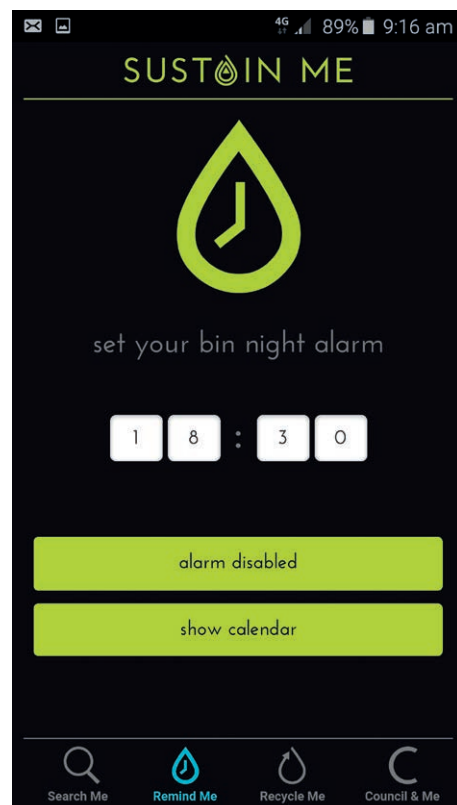
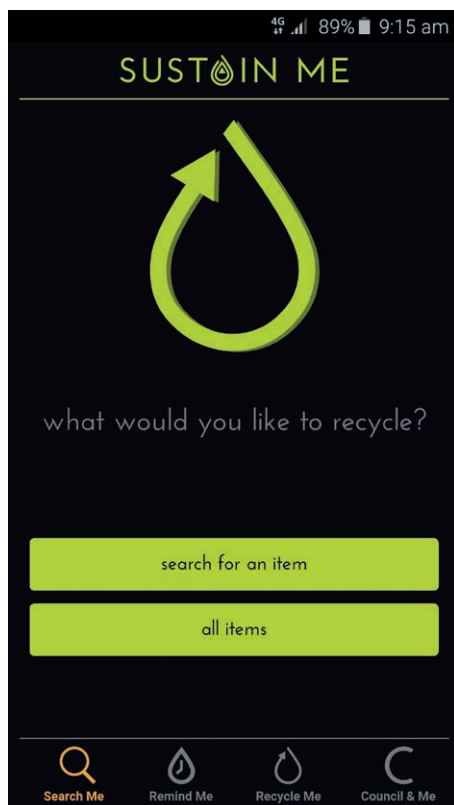
“In fact, almost everything can be recycled. It’s just whether or not the right materials are put with the right service provider. And that’s exactly what the Sustain Me app does in a bid to reduce the amount of recyclables going to landfill.”

The app’s information about Tyrecycle includes how to recycle a range of tyres, rubber, car batteries and conveyor belts.

It lists recycling locations within the user’s council area across Victoria. There are plans to launch it nationally by the end of the year.

Ms Meyer and her business partner, Stephen Halpin, work with councils and recyclers to provide information on as many recyclable items as possible. The app includes other information, such as bin nights and links to websites to offer the community as much relevant recycling information as they wish.

Sustain Me is available from Google Play and the App Store.





Get in touch

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O'Connor
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You can have confidence that these retailers are recycling properly because they use Tyrecycle.

BEAUREPAIRES (NSW)

BOB JANE

BRIDGESTONE

JAX QUICKFIT

KMART TYRE & AUTO

SUMMIT GROUP (incorporating Ian Diffen and City Discount Tyres)



www.tyrecycle.com.au

