

Australian Crumb Rubber in Council Roads Incentive launched to boost recycled tyre use in local roads

*Up to \$25,000 available to help councils deliver their first crumb rubber in
asphalt road projects*

Tyre Stewardship Australia (TSA) has launched the **Australian Crumb Rubber in Council Roads Incentive**, a new national program designed to support local governments to use Australian tyre-derived crumb rubber in road construction projects for the first time.

The incentive provides eligible councils with one-off financial support of **\$250 per verified tonne of crumb rubber used**, up to **100 tonnes per council**, with a maximum funding contribution of **\$25,000 per project**. A total funding pool of **\$550,000** is available under the program and applications will be assessed on a **first-come, first-served basis**.

The program aims to reduce the cost and perceived risk of first-time adoption, helping councils build confidence in incorporating crumb rubber into future road construction and maintenance programs.

TSA Chief Executive Officer Lina Goodman said the aim of the incentive is to accelerate the uptake of recycled tyre materials in local road networks while creating new opportunities for Australian recyclers and road manufacturers.

"Local governments play a critical role in Australia's road network, managing and maintaining an estimated 77% of the nation's roads. Councils are central to how roads are built and maintained across the country. By reducing barriers to first-time adoption of crumb rubber in asphalt, we can help councils gain practical experience with the material and create a pathway for broader, long-term use of recycled tyre materials in asphalt road construction."

Goodman added that "this initiative is about turning more end-of-life tyres into valuable infrastructure outcomes. By supporting councils to demonstrate crumb rubber roads, we're helping create stronger demand for Australian recycled tyre products, further supporting Australia's tyre recyclers to turn used tyres into a valuable resource, and building confidence across the road construction sector."

"The incentive delivers benefits across the value chain. Councils gain access to funding and practical support, recyclers benefit from increased demand for tyre-derived crumb rubber, and asphalt and road manufacturers have greater opportunities to incorporate sustainable materials into their products and services."

Crumb rubber is a proven road construction material already used by leading road agencies, councils and contractors across Australia. The new incentive will help local governments introduce crumb rubber into asphalt road projects, strengthen procurement pathways and establish a foundation for ongoing use.

“Australia generates around 577,000 tonnes of end-of-life tyres every year, the equivalent of 72 million passenger tyres, and using crumb rubber in roads is one of the best circular solutions for those tyres,” says Goodman.

“Research shows crumb rubber asphalt can cut greenhouse gas emissions by up to 30 per cent over a road’s lifetime, while delivering stronger performance: roads that resist cracking, rutting and water damage, need around 30 per cent fewer maintenance interventions, and are quieter for motorists and residents.

“Every kilometre of two-lane road can use up to 2,400 end-of-life tyres. This is a proven, cost-effective solution, and governments have a real opportunity to make it standard in their road projects.”

For Australian tyre recyclers, the program is expected to stimulate demand for locally recycled crumb rubber, creating additional market opportunities and supporting investment in domestic recycling capacity. The incentive specifically requires the use of crumb rubber supplied by TSA Accredited Recyclers, further strengthening Australia’s circular economy for end-of-life tyres.

Road manufacturers and asphalt producers also stand to benefit through increased demand for crumb rubber-modified products, greater familiarity with recycled material specifications, and stronger commercial pathways for sustainable road construction solutions. This growing market demand can help embed recycled tyre materials into mainstream road delivery programs.

Funding is available for eligible crumb rubber asphalt projects across Australia, with crumb rubber spray seal projects also eligible in the Northern Territory only. Applications are now open.

About the Australian Crumb Rubber in Council Roads Incentive:

- \$250 per verified tonne of crumb rubber used
- Up to 100 tonnes per council
- Up to \$25,000 per project
- Available to eligible Australian local government authorities undertaking their first crumb rubber asphalt road project
- Supports the use of Australian tyre-derived crumb rubber supplied by [TSA Accredited Recyclers](#)
- Eligible for asphalt projects nationally and spray seal projects in the Northern Territory

For more information and application details, visit: <https://www.tyrestewardship.org.au/apply/apply-for-crumb-rubber-roads-incentive-for-councils>

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Background on Tyre Stewardship Australia:

Australia's tyre product steward was established in 2014 to implement the national Tyre Product Stewardship Scheme (TPSS) – an ACCC-authorised 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 that contribute to a sustainable society. It works all along the tyre supply chain to minimise waste and increase value for government, industry, businesses, and consumers, by:

1. Accrediting and monitoring compliance of TPSS participants – now 1,700 and counting, including tyre manufacturers, retailers, collectors, and recyclers who are committed to sustainable practices.
2. Working with levy contributors to invest in market development initiatives – up to \$10 million invested to date, 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.
3. Providing a range of ESG tools and services for use by government, industry, R&D and consumers, including:
 - Foreign End Market Verification (FEMV) platform – the only global platform that verifies Australian-generated end-of-life-tyres are not causing environmental or social harm at their final destination.
 - Sustainable Outcomes Indicator star rating which drives and promotes best practice operations and the development and use of tyre-derived materials and products in the Australian market.
 - Circular Economy Collaborator platform which supports products manufactured in Australia using Australian-made tyre-derived material.