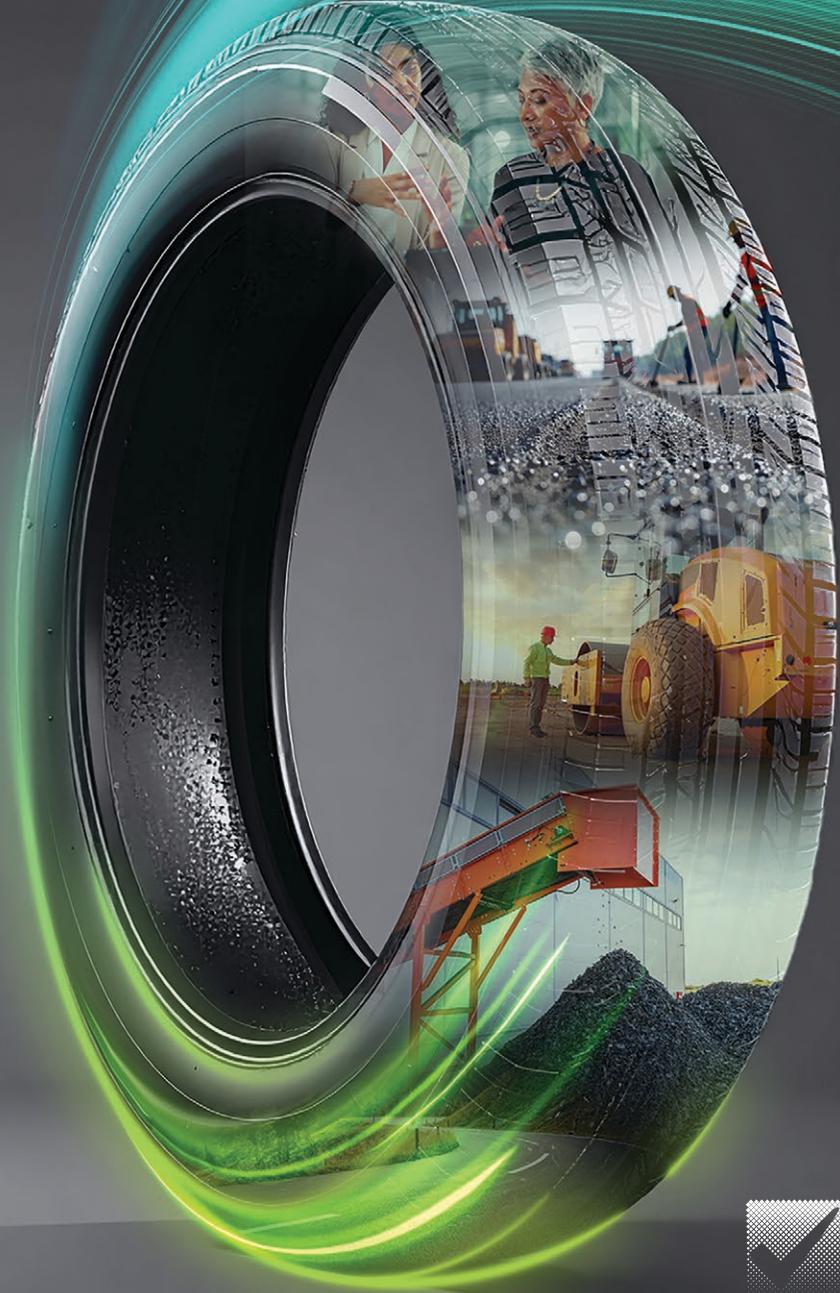




TYRE STEWARDSHIP AUSTRALIA

# Strategy

2025-2028



# About this Strategy

This strategy gives a high-level overview of who TSA is, and what we will focus on for the next three years. The strategy:

- outlines our vision, mission and values
- explains the 'strategic pillars' that are the ongoing foundation of our work, what we will achieve and where we will focus our resources.

TSA applies a multi-disciplinary approach, integrating our skills, and collaborating with stakeholders to achieve outcomes.

From this strategy, TSA will develop plans that allocate resources to maximise the return on effort, and to measure our effectiveness.

# Achieving Together



The foundation of TSA's strategy is collaboration, engaging with all the entities that have a stake in the manufacturing, distribution, sale, use, recycling, and re-purposing of tyres.

The barriers are diverse and challenging, but the benefits are many – economically, socially, and environmentally. Only by working together can we overcome these barriers and achieve our shared objectives and achieve our mission.

**We invite you to join us in our journey to create a circular economy for end-of-life tyres in Australia.**

The road ahead is a long one, and we look forward to travelling it with you.

# Introduction

## About Tyre Stewardship Australia

TSA is a not-for-profit product stewardship organisation. Authorised by the Australian Competition and Consumer Commission (ACCC), TSA administers the voluntary Tyre Product Stewardship Scheme (Scheme) in accordance with the Scheme Guidelines.

## About the Scheme

The objectives of the Scheme are to:

- increase resource recovery and recycling and minimise the environmental, health and safety impacts of end-of-life tyres (EOLT) generated in Australia
- develop Australia's tyre recycling industry and markets for tyre-derived products (TDP).

The Scheme is funded voluntarily by conscientious tyre and automotive manufacturers and importers who contribute a levy on the tyres they sell in Australia.

### Contributing tyre and automotive brands



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## Towards a circular economy

To sustain Australia's prosperity, we must build a more dynamic and resilient, net-zero emissions economy. This includes making better use of the products and materials we consume, both in terms of being more efficient (minimising waste) and being more productive (maximising outputs).

Tyres are vital to our economy, and circular economy principles can guide how we can work together to optimise their use. These principles are to:

- eliminate waste and pollution
- circulate products and materials at their highest value
- regenerate nature.

The circular economy is more than just recycling. It encompasses the entire product lifecycle. By embracing a circular economy, Australia advances five United Nations Sustainable Development Goals, as detailed on pages 9-10.

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## Creating markets

To encourage end markets for recycled tyre materials, TSA employs a 'dual circulation strategy.' This means achieving much stronger domestic material circularity (internal circulation) while continuing to strengthen Australia's international economic position by participating and specialising in, high-value global markets (external circulation).

The internal and external circulation loops are interlinked. By recovering all our end-of-life tyres, we will have enough material to (re)industrialise to produce the products that global and domestic markets need.

Under this 'dual circulation strategy,' TSA will focus on circular opportunities identified as most likely to succeed:

- 'advanced manufacturing' for global markets
- constructing 'resilient civil infrastructure,' such as roads, within Australia.



# Our Strategy

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## **Our vision**

A circular economy for Australia's used tyres which contributes to a sustainable society.

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## **Our mission**

To maximise the circular value of the resources in used tyres.

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## Our values



### Respect

We accept and respect each other's rights, needs and differences.

We communicate mindfully and positively using tone, words and body language.



### Passion, perseverance and energy

We approach our work with purpose and enthusiasm.

We support our team to discover, build and maintain passion, while always respecting each other's energy levels.

We are resilient and can withstand adversity.

We will plan ahead, engage with stakeholders for support, grow from experiences and always follow up.



### Collaboration

We generously share our knowledge and skills across the organisation.

We identify opportunities for team members to contribute to our projects and shine in new areas.

We actively participate in conversations and engage with team members from across the organisation.



### Accountability

We take responsibility for our actions and deliver on our promises.

We always strive to reach our goals and bring people on the journey with us.



### Integrity, authenticity and trust

We show up to work in a way that is authentic and honest.

We treat information and our relationships with each other carefully and respectfully.

# Our Five Strategic Pillars

Our five strategic pillars define TSA's functions, focusing our resources and effort on priority activities to achieve our mission.

## STRATEGIC PILLAR 5 **BUSINESS EXCELLENCE**

Drive for excellence in our operations and governance.

## STRATEGIC PILLAR 1 **BUILD MARKETS**

Be a catalyst for innovation, commercialisation and growth of higher value solutions, and maximise the use of locally sourced tyre-derived material.

## STRATEGIC PILLAR 4 **INFLUENCE BEHAVIOUR**

Reach, engage and support stakeholders about their role and responsibility in maximising the circular value of the resources in used tyres.

## STRATEGIC PILLAR 2 **ADVOCATE FOR BETTER**

Advocate for higher order outcomes for used tyres for the benefit of Australia.

## STRATEGIC PILLAR 3 **INFORMED DECISION MAKING**

Facilitate the creation and delivery of trusted information to support decision-making that drives the circular economy for used tyres.



# Connecting our Work to the UN Sustainable Development Goals



The United Nations' launched its Sustainable Development Goals (SDGs) in 2015. All 193 UN-member governments including Australia agreed to them.

The SDG sets 17 global goals in an action plan to 2030 to address poverty and inequality and protect the planet. TSA's efforts to increase tyre recovery, improve data, and contribute to a circular economy for end-of-life tyres directly addresses five of the 17 goals.



**GOAL 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

## Our role:

- TSA's market development initiatives support investment and job growth, particularly in regional and remote areas.
- Promoting sustainable and productive uses for end-of-life tyres helps support a decoupling of economic growth from environmental degradation.
- End destinations of Australia's used tyres can be third-party audited to verify they meet environmental, social and human health standards, including modern slavery, using TSA's foreign end market verification program.



**GOAL 9 - Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation**

## Our role:

- TSA funds research and development, encouraging innovation and supporting growth in environmentally sustainable industries.
- End-of-life tyres are used in a variety of applications such as roads, civil infrastructure and advanced manufacturing. TSA is working with relevant agencies to support increasing the amount of tyre-derived products that can be used in existing applications and finding new applications.
- TSA actively connects the Australian industry with global innovation and technology for tyre processing, reuse and advanced manufacturing.



**GOAL 12 - Ensure sustainable consumption and production patterns**

**Our role:**

- TSA's vision and mission are fully aligned with Goal 12.
- TSA encourages organisations along the waste tyre value chain to adopt sustainable practices, and its accreditation program verifies participants' continued commitment.
- TSA promotes public, commercial and government procurement practices that support the use of end-of-life tyres in existing and new markets.



**GOAL 13 - Take urgent action to combat climate change and its impacts.**

**Our role:**

- TSA market development and research encourages the principles of a circularity and higher-order outcomes for end-of-life tyres.
- TSA supports the use of tyre-derived fuel to offset the mining of traditional fuel sources.
- TSA supports research and innovation into new thermal processing of tyres, with the aim to drive alternative fuel sources to fossil fuels.



**GOAL 17 - Strengthen the means of implementation and revitalise the global partnership for sustainable development.**

**Our role:**

- TSA facilitates collaboration across the end-of-life tyre value chain to support sustainable outcomes.
- TSA invests in and partners with research organisations to drive innovation in productive uses for end-of-life tyres.
- TSA is engaged with similar organisations around the world, seeking to share knowledge and foster global cooperation.
- Foreign end market collaborations create a global circular economy for end-of-life tyres.



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