

# Trans-Tasman Tyre Recycling Alliance (TTRA) - Frequently Asked Questions

## About the Alliance

### What is TTRA?

The TTRA (Trans-Tasman Tyre Recycling Alliance) is a new regional alliance formed by Tyre Stewardship Australia (TSA) and Tyrewise Aotearoa New Zealand to strengthen tyre recycling collaboration across Australia and New Zealand and their close Pacific neighbours.

It provides a shared platform for current and aspiring tyre recyclers, technology providers, and related businesses to advance innovation, share best practice, and achieve higher-value outcomes for end-of-life tyres across the Australasia region.

### Why is TTRA an alliance not an association?

TTRA is an **alliance**, not an association. This distinction is intentional – an alliance structure allows us to be more inclusive and flexible in our membership and operations, welcoming a broader range of participants across the tyre recycling value chain.

### Who can join TTRA?

In Australia, the TTRA is open to:

- Current tyre recyclers (whether or not accredited with TSA).
- Aspiring tyre recyclers.
- Transfer stations handling end-of-life tyres.
- Related businesses across the tyre recovery value chain.

In New Zealand, Tyrewise is the representative of TTRA. All Tyrewise registered partners automatically become part of the TTRA through the regulated nationwide scheme.

This inclusive approach recognises that building a circular tyre economy requires participation from all players in the recovery ecosystem.

## Why We're Doing This

### Why is TTRA being formed now?

The timing is critical for several reasons:

1. **Scale of the challenge:** Australia and New Zealand collectively generate over 600,000 tonnes of end-of-life tyres annually. Current recycling rates remain inadequate – in Australia, only 17% of tyres are being reused or recycled, with domestic processing capacity at just 86,250 tonnes annually.

2. **Global market disruption:** With markets such as the UK exporting 350,000 tonnes of tyre waste annually and regulated schemes emerging globally, there's a real risk that international markets could be flooded, disrupting Australian and New Zealand operations.
3. **Growing momentum:** Product stewardship, circular economy procurement and government mandates on recycled content are gaining traction, creating unprecedented opportunities for those ready to collaborate.
4. **Industry need:** The recent Round Trip Summit hosted in Melbourne by TSA and Tyrewise highlighted the benefits of a unified platform to share knowledge, address common challenges, and advocate for the infrastructure and policy support the sector needs.
5. **Market limitations:** Recent research, including the National End-of-Life Tyres Options Project led by the Western Australian Government, confirms that the market has failed to deliver at the pace required – without deeper structural changes and collective action, we won't achieve the circular outcomes our environment and economies need.
6. **Regional representation:** As Australia and New Zealand operate in a global market where dynamics can shift rapidly, there's an urgent need for a unified regional voice in international forums to protect and advance our interests.

### What are the five strategic focus areas of TTRA?

Based on the alliance's framework, TTRA will concentrate on:

1. **Technology and Innovation:** Showcasing global best practices and facilitating connections between technology providers and end users.
2. **Market Development:** Supporting demand creation for high-value tyre-derived products in infrastructure, manufacturing, and construction.
3. **Policy Advocacy:** Advancing circular economy frameworks, procurement standards, and regulatory reform across both countries.
4. **Knowledge Sharing:** Creating forums for industry collaboration and evidence-based decision making.
5. **Regional Voice:** Providing a unified voice for Australasia in international forums, ensuring our region's interests and perspectives are represented in global tyre stewardship discussions as market dynamics shift.

## How It Will Run

### How will TTRA be structured?

TTRA will operate as an independent entity, jointly funded by TSA and Tyrewise, while both founding organisations maintain their separate national schemes. The detailed operational structure and governance model will be finalised in the coming months through consultation with founding members and key stakeholders. This collaborative approach ensures the alliance structure truly serves the needs of participants.

### **What will TTRA do in its first year?**

Initial activities are likely to include:

- Establishing governance and membership frameworks.
- Creating forums for knowledge sharing and best practice exchange.
- Supporting technology adoption and market development initiatives.
- Coordinating advocacy on policy and regulatory frameworks.
- Facilitating connections between suppliers, innovators, and end-users.
- Representing the region's interests in international forums.

The specific program will be developed with input from members to ensure it addresses priority needs.

### **How will TTRA work with TSA and Tyrewise?**

TTRA will complement the work of Tyre Stewardship Australia and Tyrewise New Zealand, not duplicate it. While TSA and Tyrewise focus on product stewardship schemes and policy frameworks, TTRA will concentrate on advancing research, innovation, and collaboration across the tyre recycling and resource recovery sectors to drive sustainable, high-value end-use markets on the global stage.

### **Will TTRA membership require TSA or Tyrewise accreditation?**

No. TTRA is free to join and explicitly open to all current and aspiring tyre recyclers, regardless of whether they are accredited with the Scheme. This inclusive approach recognises that building industry capability requires bringing everyone along the journey.

### **When will more details about operations be available?**

TTRA will formally commence operations in early 2026, with governance structures and strategic priorities to be finalised in the coming months. Founding members and early participants will have the opportunity to shape how the alliance functions to best serve the industry's needs.

## **Getting Involved**

### **How can I join TTRA in Australia?**

In Australia, the TTRA is free to join and open to all current and aspiring tyre recyclers, regardless TSA accreditation. Details on membership will be announced shortly. If you're involved in tyre recycling, operate a transfer station, or are planning to enter the industry, stay tuned for the official launch announcement.

### **How can I join TTRA in New Zealand?**

In New Zealand, Tyrewise registered partners gain membership to TTRA automatically as part of the scheme. Registration confirms their role in the recovery value chain and automatically connects them to TTRA activities that are relevant to industry operators. To register, visit: <https://www.tyrewise.co.nz/register-now/>

Alternatively, research, community and other non-industry stakeholders can become involved with the TTRA through Technical Advisory Groups (TAGs).

### **What are the benefits of joining?**

Benefits will include:

- Access to industry intelligence on technologies, markets, and opportunities.
- Platform for collective advocacy on policy and infrastructure needs.
- Networking with peers and potential partners across the value chain.
- Input into industry standards and best practices.
- Visibility and credibility in the market.
- Representation in international forums through TTRA's Regional Voice.

### **Will there be costs involved?**

TTRA will be free to join.

## **The Bigger Picture**

### **Why is regional collaboration so important right now?**

As highlighted at the recent Round Trip Summit in Melbourne, we face a fundamental choice: continue with fragmented, market-driven approaches that aren't delivering at the pace required or embrace "deeper structural changes" through collective action.

Collaboration through TTRA allows recyclers to address these challenges together, sharing intelligence, building capability, and advocating for the policy and infrastructure support the sector needs to thrive – while ensuring our region has a seat at the table in international forums.

### **Why is the Regional Voice aspect so important?**

Australia and New Zealand operate in a global market where dynamics can shift rapidly. Recent events – such as the UK exporting 350,000 tonnes of tyre waste annually to countries like India, and the proliferation of mandated schemes globally – demonstrate how quickly international market conditions can change and potentially disrupt our local operations.

TTRA's Regional Voice function ensures that:

- Australasia's interests are represented in international tyre stewardship discussions.
- Our region can proactively respond to global market shifts.
- We have influence in shaping international standards and practices.
- Cross-border issues affecting both Australia and New Zealand are addressed with a unified approach.
- Our recyclers aren't disadvantaged by decisions made in international forums without regional input.

This is a key differentiator from domestic associations – TTRA provides the Trans-Tasman region with strategic representation on the global stage.

### **What's the ultimate vision?**

TTRA aims to support the transformation towards a truly circular tyre economy in Australia and New Zealand – one where:

- End-of-life tyres are consistently recovered and processed locally.
- Material recovery and high-value applications are the norm, not the exception.
- Recyclers have the capability, infrastructure, and market conditions to succeed.
- The industry is resilient to international market disruptions.
- Our region's interests are represented and protected in global forums.
- Environmental and economic benefits are maximised across the region.
- Learnings and benefits can be extended to close Pacific neighbours.

This vision requires collective effort, shared learning, and a unified voice – exactly what TTRA is designed to enable.

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**For more information or to express interest in joining TTRA, please contact:**

[Getonboard@tyrestewardship.org.au](mailto:Getonboard@tyrestewardship.org.au)

**Note:** This FAQ will be updated as TTRA's operational structure is finalised during its establishment phase in early 2026.