

Victoria's Proposed E-waste Ban Policy

Introduction

The Victorian Government is seeking views from the community and industry on the proposed approach to managing electrical and electronic waste or 'e-waste' in Victoria. Below is feedback on the proposed policy package which includes:

- Non-regulatory measures:
 - a) E-waste infrastructure support program
 - b) E-waste education and awareness campaign

- Regulatory measures
 - a) An amendment to the Waste Management Policy (Siting, Design and Management of Landfills) no S264 to include e-waste as a material banned from landfill
 - b) A new waste management policy that specifies how e-waste should be managed.

The following submission is written by Council officers from the City of Whittlesea without Council endorsement, following the release of the Victoria's Proposed E-waste Ban Policy.

Discussion:

E-waste Infrastructure support program

It's anticipated there will be an increased incidence of dumped e-waste in public places and to manage this, the Waste and Recycling Unit is getting quotes for a covered e-waste recycling skip for the Epping Depot. The Epping Depot has been assessed and initial feedback is no changes will be required.

E-waste education and awareness campaign

We request that the education and awareness campaign:

- Utilises all communication channels including television, radio, newspapers and social media. Television advertisements should be included as it has been proven to be an effective communication channel and the design of advertisements should employ the tools and techniques product advertisers use to get individuals to take action
- Includes a comprehensive list of what items are included in the e-waste ban to be developed and made available.

It would be helpful if Sustainability Victoria developed a communication tool kit which includes a communication plan, media releases, fliers, posters, fact sheets and scripts for newsletters and on-hold messages. The communication tool kit supplied to Councils as part of the Detox Your Home Program is very comprehensive and useful.

We question if \$1.5 million is sufficient to fund a comprehensive state wide e-waste education and awareness campaign over three years and think an unfair burden will be placed on local councils to both fund and communicate the e-waste ban to the community.

Regulatory measures

According to Policy Impact Assessment for Victoria's Proposed E-waste Ban Policy the preferred model of the ban is 'Option 1C' which puts a shared responsibility regarding e-waste recycling. The ban will burden local councils with the collection and processing costs relating to recycling the e-waste and additional education and communication costs.

Regardless of what model of ban is introduced the community will expect that councils will offer free e-waste recycling options due to the ban. In response, the Waste and Recycling Unit is planning to run a number of mobile e-waste drop off events in 2018.

The e-waste ban increases the need for a Resource Recovery Centre to be built within the City of Whittlesea, as without it we need to send out complex messages about where residents can recycle items or advising City of Whittlesea residents to use Resource Recovery Centres run by neighbouring Councils. This makes it more difficult for residents to do the right thing with their waste.

We anticipate the following City of Whittlesea waste and recycling services will be affected by the e-waste ban:

- Hard waste collection service
- Garbage and recycling collection service
- Collection of reported dumped rubbish.

We predict the e-waste ban will:

- Increase the incidence of e-waste being dumped
- Increase operational costs for Council
- Cost Council to communicate the ban to residents i.e. placing four ½ page advertisements in the Whittlesea Leader newspaper will cost of \$7,156, not including graphic design costs.
- Cost Council to introduce an e-waste recycling skip at the Epping Depot for dumped e-waste
- Increase the need for a Resource Recovery Centre to be built in the City of Whittlesea.

Therefore we request the following:

- **Fiscal support for local councils to implement the ban**

As local councils will be burdened with the collection and processing of e-waste and additional education and communication costs, we hold the view that funding should be made available from the Sustainability Fund to assist local council's meet the financial implications of the ban.

Due to rate capping and rapid growth, local councils have greater financial restrictions which impact the services they can offer residents.

- **Continued strong advocacy for a National E-waste Ban**

While we support a ban on e-waste to landfill for Victoria, Council officers would like the State Government to strongly advocate for the introduction of a Federal Government Policy for managing e-waste. As with the National TV and Computer Product Stewardship scheme it is evident that a nation-wide approach to such a ban would increase the likelihood of its success.

- **Continued strong advocacy for more e-waste to be included in product stewardship schemes**

The State Government should continue to strongly advocate for more electrical items to be included in product stewardship schemes similar to that of the National TV and computer recycling scheme to relieve some of the financial burden on local councils. It is clear that the community prefers to pay for the recycling of products at the time of purchase rather than at the point of disposal.

- **Pressure of retailers to accept e-waste for recycling.**

The State Government should put pressure on all retailers who make money from selling electrical and electronic products to offer their customers free e-waste recycling. Harvey Norman currently offers free TV and computer recycling to the community as part of the National TV and Computer Product Stewardship scheme.

- **Fiscal support for a Resource Recovery Centre to be built in the City of Whittlesea.**

The introduction of the e-waste ban increases the need for a Resource Recovery Centre to be built within the City of Whittlesea and therefore we would like some funding to be made available from the Sustainability Fund to assist Council to do this.