

EcoCycle Group
New Zealand 2026



Insights from Australia:

Building Smarter EPR Framework for New Zealand

Australia's largest battery & e-waste recycler
15+ years | 150+ vehicles | A Circular Economy Approach



About EcoCycle



15+

Years Experience

Batteries &
E-waste



150+

Vehicles

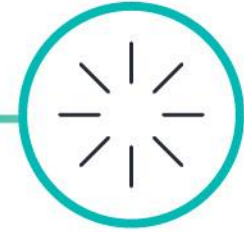
Across
Australia & NZ



2

Foundries

Batteries &
E-waste



New

Drury, Auckland

Long-term NZ
investment

World-first BIDS Plant (Victoria): 1 tonne/hour | Processes embedded batteries | 90%+ recovery — Next: Perth, Sydney, Brisbane

Industry Context



The Battery Recycling Sector in Australia — and Why It Matters

The Efficiency Case

Recovering battery materials requires 96% less raw material than primary mining ~50% reduction in emissions

This is about critical minerals, supply chains, economic development — not just waste.

New Zealand is on the same trajectory — the question is: how fast?

\$2.1B

Annual GDP Contribution

→ \$7B by 2050

20,000

Jobs Supported Today

→ 34,000+ by 2050

\$260M+

Infrastructure Invested (5 yrs)

→ Volumes to triple

Regulatory Landscape



"Product stewardship acknowledges those who design, manufacture and sell products have a responsibility to ensure those products are managed in a way that reduces their environmental and health impacts throughout the lifecycle."

Australia - Lessons Learned

- NTCRS Scheme since 2011, competition adverse outcomes
- Voluntary schemes collecting <15% of available product
- State-by-state fragmentation, patchy coverage
- 1 October - NSW mandated stewardship scheme for batteries

New Zealand - The Opportunity

- Framework still emerging, priority products identified
- Design it right from the outset
- Avoid fragmentation before it starts
- Apply lessons from Australia early

Tyrewise NZ - Proof It Works

- 36,801 tonnes collected in 13 months
- 4,624 members enrolled
- 86 public collection sites across 13 regions
- Apply this clarity & ambition to batteries

What Happens Without Regulation



The cost of voluntary-only frameworks

Underfunded

Battery scheme paying collectors at 75-day terms. Collection stuck at 15%. Current model cannot scale beyond 15% even as volumes grow organically.

80% Goes to Landfill

Less than 20% of electronics captured under any stewardship schemes in Australia. The vast majority ends up in landfill, even with existing programs.

10,000–12,000 Battery Fires/Year

In Australia's waste system alone. One Canberra MRF fire cost \$26M to rebuild, plus significant lost revenue and operational disruption.

Free Riders & Structural Gaps

Brands avoiding participation while benefiting from the system. Mobile phone batteries excluded from phone scheme due to dangerous goods classification.

"These challenges are not unique to Australia — New Zealand faces the same risks."

The Limits Of Exporting



Export Is Not a Long-Term Solution

Lithium-ion batteries are classified as dangerous goods. Shipping companies are tightening controls, raising costs, and in some cases refusing transport entirely.

No One in NZ Collects Damaged Batteries

Without a strong domestic framework, materials will accumulate. Stockpiling becomes the default, a safety and environmental risk.

Every Tonne Exported Is Value Lost

End-of-life batteries contain lithium, cobalt, nickel, copper, globally strategic critical minerals. Exporting them means exporting economic opportunity.

The Onshore Opportunity

- ✓ Retain critical mineral value
- ✓ Support local industry
- ✓ Strengthen supply chains
- ✓ Build long-term capability
- ✓ Generate jobs & economic growth

"These challenges are not unique to Australia — New Zealand faces the same risks."

Design Principles



Four principles for getting it right from the outset

01

Make It Mandatory from the Outset

Stable funding. No free riders. Voluntary schemes play a role early, but they must ultimately transition to regulated frameworks to achieve meaningful scale.

02

Design It Nationally

Avoid fragmentation. New Zealand has the right scale to implement a consistent national approach.

03

Set Clear, Enforceable Performance Indicators

What gets measured gets delivered. Transparent targets with genuine accountability across the full value chain, collectors, processors, and producers.

04

Invest in Onshore Processing

Collection alone just moves the problem. Onshore processing turns waste into economic assets, supporting jobs, strengthening industry, delivering lasting value.

New Zealand Has A Real Advantage



The opportunity is to design a good system from the outset.

Australia has shown the potential of EPR, and the consequences when systems are underfunded, inconsistent, or overly voluntary.

Apply those lessons early. Build a framework that is properly funded and capable of delivering both environmental and economic outcomes.

When product stewardship is done well, it is about building capability, infrastructure, investment, and industry for the future.