



AUSTRALIAN PRODUCT STEWARDSHIP FORUM 2024

PRODUCER RESPONSIBILITY ACROSS THE PRODUCT LIFECYCLE.

THURSDAY 9 MAY, 2024 : AERIAL AT UTS, 235 JONES ST, ULTIMO NSW 2007

PROGRAM

8:00 – 9:00AM:

Registration and Networking Breakfast

Start your day by connecting with fellow participants and speakers over breakfast.

9:00 – 10:30AM:

Opening of Forum and Welcome to Country

Welcome and opening by Tim Powell, Director, Product Stewardship Centre of Excellence. Welcome to country by Uncle Michael West.

Keynote Presentations

Hear from **The Hon Tanya Plibersek MP, Minister for the Environment and Water**, in an open dialogue with John Gertsakis, Director, Product Stewardship Centre of Excellence. More than a Q and A, this conversation will discuss the opportunities, the challenges and the reforms underway to help achieve producer responsibility across the product lifecycle. It will set the tone for the frank and productive conversations we'll have throughout the day. This will be followed by **Aurel Ciobanu-Dordea, Director for Circular Economy in the European Commission** (online) who will report on landmark policies, directives, and regulations being developed and implemented by members of the European Union.

Three separate Panel Discussion Sessions will be facilitated by **Claire Kneller, Managing Director of WRAP Asia Pacific**. Time has been allocated to allow and encourage questions from Forum delegates.

10:30AM – 12:00PM:

Panel Discussion Session:

DESIGN & PRODUCTION | MATERIALS, DESIGN, MANUFACTURING

Hear from panelists on specific policies, programs, and business actions that drive responsible supply chain practices, including circular product and service design, more sustainable material choices, efficient resource use, emissions reduction, avoidance of unsafe chemicals, and reuse of recovered materials. Speakers include:

Matjaž Malgaj – Head of Unit & Coordinator of the Sustainable Products Initiative, European Commission (online)

Steve Baty – Chief Executive Officer, Australian Design Council

Audrey Chinn – Senior Adviser, Telstra Corporation

Sebastien Ng – National Sales Manager Solar Energy, Fronius Australia

Katherine Featherstone – Senior Manager – Products & Materials, Green Building Council of Australia.

12:00 – 1:00PM:

Networking Lunch

Enjoy a networking lunch to foster connections and discuss key takeaways from the first half of the day.

1:00 – 2:30PM:

Panel Discussion Session:

CONSUMPTION | USE, REUSE, REPAIR, RETAIL

Hear from panelists on specific policies, regulations, programs, and business actions that can extend the life of products, foster repair and reuse, educate consumers, and incentivise more sustainable behaviours. Innovative business models focused on waste prevention will also be explored and discussed. Speakers include:

Jennifer Macklin – Senior Research Officer, BehaviourWorks Australia

Ainsley Simpson – Chief Executive Officer, Seamless | Australia's Clothing Stewardship Scheme

Professor Leanne Wiseman – Griffith Law School & Convenor of the Australian Repair Network

David Woollcott – Chief Executive Officer, King Living Furniture.

3:00 – 4:30PM:

Panel Discussion Session:

POST CONSUMPTION | END OF LIFE

Hear from panelists on specific policies, regulations, programs, and business actions covering product take-back of used products, collection and logistics, material recovery and recycling, as well as establishing new markets for recovered products, parts, and materials. Speakers include:

Dr Pablo Dias – Cofounder and CTO, Solarcycle Inc. (online)

Libby Chaplin – Chief Executive Officer, Battery Stewardship Council

Vaughan Levitzke PSM – Founder Circular Economy Advisory & Member of the Circular Economy Ministerial Advisory Group

Danielle Smalley – Chief Executive Officer, Exchange for Change

Tony Chappel – Chief Executive Officer, NSW EPA.

4:30 – 5:00PM:

Closing Keynote Address and Remarks

Louise McGrath, Director, Product Stewardship Centre of Excellence will close the day with **Pete Shmigel** from Uplift Consulting and a general hand at Revolve ReCYCLING providing a reflection of the day's discussions and the practical actions we can all take back to our organisations.

5:00 – 7:00 PM:

Networking Drinks

Close your day with a relaxed networking event to further engage with fellow participants, fostering new relationships and reflecting on the day's sessions. MC for the evening will be **Professor Damien Giurco** from the Institute for Sustainable Futures at UTS.



GOLD SPONSOR:



SPEAKERS

WELCOME



TIM POWELL

Chief Public Relations Officer ANZ, Dentsu Creative

Tim Powell has 35 years' experience in journalism, politics and public relations. He is currently the Chief Public Relations Officer ANZ for Dentsu Creative, a Board Member of First Nations consulting business Cox Inall Ridgeway and a director of the Product Stewardship Centre of Excellence. Tim has a deep interest and experience in agribusiness, food and fibre supply chains and decarbonisation of the economy. He has supported a number of Product Stewardship Schemes on the difficult journey from conception to implementation.

KEYNOTE SESSION



HON. TANYA PLIBERSEK MP

The Hon Tanya Plibersek MP is the Minister for the Environment and Water, and the Federal Member for Sydney.

Between 2013 and 2019, Tanya was Deputy Leader of the Opposition and Deputy Leader of the Federal Parliamentary Labor Party. From 2013 to 2016, Tanya was also the Shadow Minister for Foreign Affairs and International Development. From 2017 to 2022 Tanya was the Shadow Minister for Education and the Shadow Minister for Women. Tanya served as a Cabinet minister in the Gillard and Rudd Governments. Tanya was Minister for Health, Minister for Medical Research, Minister for Housing, Minister for Human Services, Minister for Social Inclusion, and Minister for the Status of Women. Tanya holds a BA Communications (Hons) from the University of Technology Sydney (UTS) and a Master of Politics and Public Policy from Macquarie University.



JOHN GERTSAKIS

Director, Product Stewardship Centre of Excellence

John is a sustainability practitioner across diverse industries with a focus on product stewardship, good design and communications.

His policy, stewardship and design projects cover appliances, automotive, consumer electronics, office furniture, floor coverings, textiles and plastic products used in healthcare. He is a member of the Ministerial Advisory Group on the Circular Economy established by the Australian Government, and an adjunct professor (industry) with the Institute for Sustainable Futures at UTS. John is also a Good Design Ambassador with Good Design Australia, co-founder of the Ewaste Watch Institute, and a member of the Australian Repair Network steering committee.



AUREL CIOBANU-DORDEA

Director of Circular Economy, European Commission

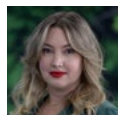
Since May 2022 he is the Director in charge of Circular Economy in the European Commission's Directorate-General for Environment.

Between January 2014 and April 2022, he worked as the Director in charge of enforcement, cohesion, and the European Semester in the same DG. Before that he was the Director for Equality in the Directorate-General for Justice since April 2011, in charge of equality and fight against discrimination, after having been the Director for Fundamental Rights and EU Citizenship within the same DG and in DG Justice, Freedom and Security since June 2009. He joined the European Commission in 2009. He holds an LL.M. from the University of Illinois (US) and a Ph.D. from the University of Bucharest (RO).

PANEL SESSIONS

10:30AM

PANEL DISCUSSION SESSIONS: DESIGN & PRODUCTION | MATERIALS, DESIGN & MANUFACTURING



CLAIRE KNELLER

Managing Director, WRAP Asia Pacific

Claire is the Managing Director of WRAP's Asia Pacific office from where she oversees all WRAP's work on the transition to a circular economy across the region. She focusses on creating a sustainable, waste free food system, keeping effective plastic packaging in use and out of the environment, and transitioning our clothing economy away from its wasteful, polluting practices. With almost 20 years of experience in the sector, Claire is an expert in all things system thinking and systemic change and she's passionate about showing people that a sustainable lifestyle doesn't have to be a boring or restricted one.



MATJAŽ MALGAJ

Head of Unit & Coordinator of the Sustainable Products Initiative, European Commission (online)

Mr Malgaj is coordinating work of European Commission's departments for environment, for energy and for growth on Sustainable Products Initiative. The aim of the initiative is to help make products sold in the EU markets fit for a climate-neutral, resource-efficient, and circular economy, and ensure that the performance of front-runners in sustainability progressively becomes the norm. Previously he served in various leadership and advisory roles in the European Commission, including as a Head of Cabinet of Commissioner for Environment when he helped steer the environment policy including the EU's resource efficiency, SDGs and circular economy initiatives. Mr Malgaj has a degree in law. He studied at Central European University in Budapest (HU), UC Berkeley (US), University of Amsterdam (NL) and University of Ljubljana (SI).



STEVE BATY

Chief Executive Officer, Australian Design Council

Steve has focused on advocating for Design and the role it can play across a career spanning 25 years. He is deeply experienced in the business of design, having worked in, and led design organisations before co-founding and growing Meld Studios from three founders in 2009 to twenty-five Designers across four studios today. The company has a string of accolades, winning the Australian Good Design Team of the Year in 2022 and becoming the first Australian headquartered company to become Employee-Owned by Trust in 2021. Steve is a Good Design Ambassador and served on the Jury Panel for the Australian Good Design Awards from 2012-2016. He currently serves as the CEO of the Australian Design Council, alongside his role at Meld Studios. Steve has also recently published a book on Strategic Design, Designing Tomorrow, co-authored with Dr. Martin Tomitsch of UTS.



AUDREY CHINN

Senior Advisor, Telstra Corporation

Audrey Chinn is Telstra's Senior Climate & Environment Specialist. With a strong background in sustainability, climate change mitigation, and circular economy practices, she has championed sustainable initiatives across diverse industries. Audrey is also responsible for the delivery of Telstra's circular economy strategy. Drawing from her extensive industry experience, she has led strategies to embed circular design principles, minimise waste and deliver circular solutions across the organisation. Motivated to transform the status quo, she actively collaborates with stakeholders, advocates for policy reforms, and inspires teams to embed sustainable practices within their work areas. When not strategising for a greener planet, Audrey can be found hiking in the Yarra Ranges walking trails.



SEBASTIEN NG
National Sales Manager Solar Energy,
Fronius Australia

Sebastien Ng graduated from RMIT University with a Bachelor of Advanced Manufacturing and Mechatronics Engineering (Honours). In 2015 Sebastien was employed by Fronius Australia as a Repair Centre Technician, but his technical knowledge, passion for the industry and customer support skills were quickly recognised, and he rose through the ranks to join the Fronius Technical Support team in providing technical advice to installers and project partners. Sebastien was appointed as Fronius National Sales Manager in 2020, helping the sales team grow and implement new sales structures. Sebastien also works closely with some of the Fronius' biggest customers implementing new business strategies.



KATHERINE FEATHERSTONE
Senior Manager, Products & Materials,
Green Building Council of Australia

Katherine Featherstone has worked in the construction industry for over 25 years. With a background in industrial and retail design, and then as a Sustainability Manager for the largest residential developer in Australia, she has a keen interest in design and in-depth experience with fitout and construction practices. As Senior Manager for Products and Materials at the Green Building Council of Australia, she is part of the effort to transform the way products and materials are procured and specified, move the industry towards a circular economy and seeking sector to access better materials. Katherine recently finalised the GBCA's Practical Guide to Upfront Carbon as well as developing the Responsible Products Program. She currently sits on the PCA's Circular Economy Working Group as well as the World GBC's Circular Accelerator Steering Group.

1:00PM
PANEL DISCUSSION SESSION: CONSUMPTION | USE, REUSE, REPAIR, RETAIL



JENNIFER MACKLIN
Senior Research Officer, BehaviourWorks Australia

Jennifer Macklin (Downes) is a Senior Researcher at BehaviourWorks Australia, with 15 years' experience in applied behaviour change and systems research to design and implement effective policies, programs and initiatives for household, industry and society-wide change towards more circular futures. She is currently leading research on circular production and consumption, product stewardship and container deposit schemes, waste prevention and correct disposal of problem wastes like batteries.



AINSLEY SIMPSON
Chief Executive Officer, Seamless,
Australia's Clothing Stewardship Scheme

Ainsley is a purpose-led ESG executive accelerating sustainability outcomes. Throughout her career, her focus has been on developing relationships, driving improvement and leading a collaborative and responsive culture. Now as the Chief Executive Officer of Seamless, the National Clothing Product Stewardship Scheme, every day is about encouraging a circular clothing economy by 2030. Her career spans public and private sectors including ASX-listed companies. Prior to joining Seamless, she led the Infrastructure Sustainability Council. Known to be an accessible values-driven leader, she advocates for the UN SDGs and is an ally to women with leadership aspirations. She holds an MBA, Bachelor of Science and post graduate degree in sustainable resource use. Ainsley is passionate about people, nature and power tools.



PROFESSOR LEANNE WISEMAN
Griffith Law School & Convenor of the Australian
Repair Network

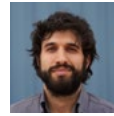
Professor Leanne Wiseman is an Australian Research Council Future Fellow and Professor of Law, at Griffith University and Chair of the Australian Repair Network. Leanne's research focuses on the intersection between IP and digital technologies, with particular attention to balancing IP rights with access to information. Leanne's current research focus is upon the legal, regulatory and policy responses to the International Right to Repair movement, with particular interest of its potential to impact upon the consumer electronics and appliances, automotive, agricultural machinery and medical device repair markets.



DAVID WOOLLCOTT
Chief Executive Officer, King Living Furniture

Globally experienced executive across the premium and luxury automotive, appliances and most recently, furniture industries. Tertiary qualifications in both engineering (B.Eng, Bath) and business administration (ADP, London Business School) and (Adv Dip. Bus, Deakin University, Melbourne). Passionate advocate of organisational and team development, strategic and operational rigor, continual change and programs to optimise physical and digital consumer experiences. Fluent in German language. Member of the UK Institute of Directors and the Australian Institute of Company Directors, David is also the founder of the concept not-for-profit, SaddleUp! supporting people recently made redundant. His career highlights include: moving from engineering the commercial, and general management, having lead teams and organisations at BMW Group, Miele, Fisher & Paykel and now King Living.

3:00PM
PANEL DISCUSSION SESSION: POST CONSUMPTION | END OF LIFE



DR PABLO DIAS
Cofounder and CTO, Solarcycle Inc (online)

Dr Pablo Ribeiro Dias is Co-Founder and Chief Technology Officer at SOLARCYCLE, a tech-driven recycling company focused on producing sustainable and domestic materials at scale for the solar industry. He is a world-renowned researcher in the field of solar PV module and e-waste recycling technologies, conducting leading-edge research in innovative processes and methodologies for high-value, low-cost PV recycling. He has authored numerous seminal research papers in the field, holds multiple patents in photovoltaic recycling, and has authored several book chapters on the topic. Most recently, he was a researcher and lecturer at University of New South Wales (UNSW) in Australia. Pablo holds a PhD from UFRGS (Brazil), a PhD from Macquarie University (Australia) both in the field of e-waste recycling and management, and a Master of Science in photovoltaics recycling. His work has appeared in *The Guardian*, *Cosmos*, *PV Tech*, and *Solar Power World*. In 2023, *Business Insider* named him to their Climate Action 30 list, highlighting 30 global leaders working towards climate solutions.



LIBBY CHAPLIN
Chief Executive Officer, Battery Stewardship Council

Libby Chaplin is an expert in product stewardship and sustainability, driving the environmentally sound management of batteries across their lifecycle. Libby established Australia's first nationwide, government-backed battery stewardship scheme, B-cycle. Accredited by the ACCC, B-cycle makes sure that the precious materials in every battery collected get made into something new. It is a unique approach to battery stewardship designed around accreditation and independent verification to rapidly increase battery collection rates across the country. Libby has worked extensively in electronics and battery stewardship, bringing practical experience in traceability and verification from her work in the US, Canada, the Republic of Korea, and Australia.



VAUGHAN LEVITZKE PSM
Founder Circular Economy Advisory & Member of the Circular
Economy Ministerial Advisory Group

Vaughan is an ecologist. During 10 years at the South Australia EPA, he developed policy and regulated waste and recycling industries. He founded Zero Waste SA in 2003, and Green Industries SA. As Chief Executive he oversaw Australia's first plastic bag ban in 2009, first Circular Economy strategy in 2017, first single use plastics ban in 2022. He has provided advice to the UN and developed guidelines for disaster waste management for South Australia. Vaughan has participated in many national and international fora and directed substantial government investment to key circular economy initiatives. He is a member of Australia's Circular Economy Ministerial Advisory Group, and is a director of product stewardship organisations. He wrote the recent SA state of the environment report chapter on plastics. In 2015 Vaughan received the Public Service Medal for outstanding public service in waste management reform and policy.

**DANIELLE SMALLEY****Chief Executive Officer, Exchange for Change**

Danielle is an experienced senior leader who is attracted to organisations she can be passionate about. That's why she joined Exchange for Change as their CEO in January 2020 and is proud to be leading an organisation that is committed to delivering environmental, social, and economic benefits through the container deposit schemes in NSW and the ACT. In the four years that Danielle has led Exchange for Change, she has implemented organisational values that have resulted in a strong and positive organisational culture, and in 2023 Exchange for Change was recognised as a great place to work. She has also led the organisation through system and process improvements that has seen both ACT and NSW schemes grow from strength to strength, and recently helped celebrate 11 billion containers returned through Return and Earn, the NSW container deposit scheme. Danielle is also committed to helping communities thrive and volunteers for Orange Sky, a charity that connects people experiencing homelessness. Prior to this Danielle has led high performing teams in organisations she was equally passionate about because they made people's lives better – including the Greater Sydney Commission, Sydney Metro, and Sydney Water.

**TONY CHAPPEL****Chief Executive Officer, NSW EPA**

Leading the EPA since August 2022, Tony is a senior executive with extensive experience across the public and private sector, specialising in sustainability, corporate affairs, risk and governance, regulatory strategy, and policy. His comprehensive experience as a senior leader in highly regulated industries means Tony brings a unique perspective on licensee obligations and the impact industry actions can have on NSW communities. Tony has a Masters in Environmental Change and Management from University of Oxford and a Masters in Environmental Technology from Imperial College, London.

4:30PM CLOSING REMARKS

**LOUISE McGRATH****Head of Industry Development and Policy, Australian Industry Group**

Louise provides strategic leadership and guidance for Ai Group's policy agenda in building competitive industries through global integration, infrastructure development and innovation. She ensures that through policy leadership members have a voice at all levels of government, by representing and promoting their interests on current and emerging issues. She is a member of CSIRO's Responsible Use of Artificial Intelligence at Scale Think Tank and the Manufacturing Advisory Group, the board of the Product Stewardship Centre of Excellence and the National Reference Group of The Australian Consortium for 'In-Country' Indonesian Studies (ACICIS).

**PETE SHMIGEL****CEO Revolve ReCYCLING**

Pete Shmigel is an entrepreneur, mental health advocate, Board director and writer. He is the founder of Revolve ReCYCLING, former CEO of Australian Council of Recycling, Lifeline Australia, and Beverage Industry Environment Council, seven-time Ministerial advisor in Australia and Ukraine, and author of two books of poetry and a short story collection. He is deeply focused on practical measures that deliver positive social and environmental impact.

5:00PM NETWORKING DRINKS & CANAPES

**PROFESSOR DAMIEN GIURCO****Associate Director Research at the UTS Institute for Sustainable Futures**

Professor Damien Giurco is Associate Director Research at the UTS Institute for Sustainable Futures. Damien's work builds evidence, strategies and practices on the material requirements for a net-zero circular economy. He was a foundation director of the Product Stewardship Centre of Excellence and currently coordinates UTS involvement in the NSW Decarbonisation Innovation Hub, leads research in the Future Battery Industries Cooperative Research Centre on responsible sourcing of battery minerals and is the circular economy program lead in the Solving Plastics Waste Cooperative Research Centre.

**ROSE READ****Director, Product Stewardship Centre of Excellence**

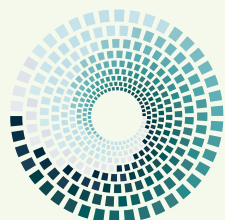
Rose Read has a background in product stewardship, natural resource and environmental management. She thrives on delivering practical solutions in collaboration with industry, government, and the community. Rose's extensive work in electronics product stewardship resulted in the successful development, implementation, and government accreditation of MobileMuster – Australia's leading mobile phone recycling program. Prior to this she was General Manager of Clean Up Australia. In August 2018, Rose commenced as CEO of the National Waste and Recycling Industry Council. She also holds the title of adjunct professor (industry) with the Institute for Sustainable Futures at UTS and is director and co-founder of the Ewaste Watch Institute.

**DR NICK FLORIN****Research Director, Institute for Sustainable Futures at UTS**

Nick is an Associate Professor at UTS and a director of the Product Stewardship Centre of Excellence. He directs and undertakes collaborative research projects with industry and government partners advancing responsible production and consumption by fostering product stewardship and circular resource flows. His research spans policy options analysis, material flow assessment, technology and infrastructure appraisal, and stakeholder engagement to improve policy relevance. Recently, he has partnered with the Australian Packaging Covenant Organisation, supporting strategy development for achieving the 2025 National Packaging Targets and a circular economy.

The Product Stewardship Centre of Excellence has received funding from the Australian Government to assist with its establishment including support for running this Forum.

We also wish to acknowledge our consortium partners – Australian Industry Group, UTS Institute for Sustainable Futures and Dentsu Creative – for their contribution to establishing the Centre.



**Product
Stewardship
Centre of
Excellence**

stewardshipexcellence.com.au

Product Stewardship Centre of Excellence