

20 April 2020

Australian Competition and Consumer Commission
GPO Box 3131
Canberra ACT 2601
Email: adjudication@accc.gov.au

Dear Sir/Madam

Comments on ACCC Authorisation AA1000476 – Battery Stewardship Council (BSC)

The Consumer Electronics Suppliers Association (CESA) welcomes the opportunity to comment on the ACCC Authorisation of the proposed BSC Battery Recycling Scheme.

CESA is the premier national, industry body in Australia representing the consumer electronics industry. CESA Members encompass the majority of global suppliers of consumer electronic products including battery suppliers/brands **Duracell, Energizer, Eveready and Varta**. These battery brands account for over 50% of the Australian market. In addition, CESA Members include the major suppliers of power tools which account for a significant proportion of larger rechargeable lithium batteries. Thus, CESA is a key stakeholder in proposed schemes (voluntary or mandatory) for battery product stewardship arrangements.

CESA was also instrumental in the development and implementation of the industry led Product Stewardship initiative for televisions through the establishment of Product Stewardship Australia (PSA). CESA and PSA were key stakeholders in the development and implementation of the Commonwealth's National Television and Computer Recycling Scheme (NTPCRS).

CESA's position on the ACCC Authorisation of the BSC Voluntary Product Stewardship Scheme for all Batteries.

CESA and battery supplier Members support the concept of a battery recycling program that has measurable and demonstrated environmental benefits. An important feature of the mission statements of CESA Members is a commitment to sustainability and circular economy principles.

CESA does not have a consensus position on the current proposed BSC scheme set out in the ACCC application. A small number of Members support the scheme, the majority of Members are ambivalent and CESA battery supplier Members have not yet made a decision to participate/fund the scheme.

CESA requests an extension of time to make a submission on behalf of battery supplier Members (battery suppliers/brands Duracell, Energizer, Eveready and Varta who account for over 50% of the Australian market). The position of battery

suppliers will not be finalised until after a scheduled meeting of stakeholders to be convened by the Department of Environment in May 2020.

CESA Members support the authorisation test set out in the Competition and Consumer Act 2010 whereby the public benefits generated from an Authorised Scheme must exceed the public detriments. In particular, CESA is keen to see the following issues addressed in consideration of the BSC Application:

- consumer prices;
- environmental benefits;
- visual fees;
- material recovery;
- competition and availability of products containing batteries; and
- that the Scheme is industry led.

CESA looks forward to further consultation with senior ACCC officials and Environment Ministers on the further development of a voluntary product stewardship scheme for batteries and is happy to clarify any of the comments above.

Yours sincerely



Ian McAlister
Chief Executive Officer