



Media Release

29 November 2016

**Telstra announces its '[Unlocking hidden value - Electronics Reuse and Recycling Strategy](#)'  
and intention to become a Signatory to the national FluoroCycle scheme.**

Canberra, Australia – The peak body for Australia's lighting industry has welcomed Telstra's support for product stewardship through its launch of 'Unlocking hidden value - Electronics Reuse and Recycling Strategy (2016 – 2020)'.

Telstra's commitment will reduce the amount of mercury entering landfill – a goal consistent with the international Minamata Agreement and FluoroCycle, Lighting Council Australia's own voluntary product stewardship initiative ([www.fluorocycle.org.au](http://www.fluorocycle.org.au)).

Included in Telstra's new electronics strategy is a commitment to recycle end-of-life mercury-containing lamps, such as fluoros, at its major sites and to apply for Signatory status with FluoroCycle.

Lighting Council Australia acknowledges the industry leadership shown by Telstra in announcing its new 'Unlocking hidden value - Electronics Reuse and Recycling Strategy'. Telstra's new strategy highlights the importance of implementing resource recovery.

'This type of industry leadership can deliver significant environmental and other benefits such as the reduction in the volume of toxic mercury being sent to landfill and the reuse of valuable materials. For example, all of the components of an end-of-life fluorescent tube can be recycled and reused. It is important for other major Australian organisations to review their business processes to ensure that valuable resources are not ending up in landfill', Lighting Council Australia's CEO Bryan Douglas said.

Recycling end-of-life lamps captures valuable resources, including rare earth elements contained within the phosphor powder which lines a fluorescent tube. The mercury is distilled and is reused within the dental industry and the recycled glass and aluminium can be incorporated into new products.

Lighting Council Australia

Lighting Council Australia is the peak body representing Australia's lighting industry. Its goal is to encourage the use of environmentally appropriate, energy efficient, quality lighting systems.

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