

# BULLETIN

## Victorian Tyre Dealers Association



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Dear Member

Your representatives on the VACC Victorian Tyre Dealer Association (VTDA) Executive Committee, recently caught up with Lina Goodman, CEO of Tyre Stewardship Australia to discuss how best to deal with tyre disposal.

You may be aware, Tyre Stewardship Australia (TSA) has launched their new consumer campaign, aptly entitled [My Tyres My Choice](#). The aim of the campaign is to educate consumers of accredited tyre fitment centres who sustainably manage their used tyres by working with a TSA accredited tyre recycler, encouraging consumers to make a sustainable choice and only use accredited TSA fitment centres.

Consumers are directed to different search engines on the TSA website. The main search (found [here](#)) enables consumers to easily find over 1580 accredited retailers either by name, state or postcode.

The VTDA Executive Committee encourages VACC members to get behind this initiative by joining to become TSA accredited. Many VACC members may already be using an accredited TSA recycler or collector for their used tyres – which makes becoming a TSA accredited entity even easier. There is no cost involved and you will be formally recognised for your commitment to the environment and be visible to consumers searching for sustainable fitment centres.

If you are not using a TSA accredited recycler or collector, [get in contact](#) with TSA.

Help stop the stockpile by only supporting organisations that commit to sustainable outcomes, become TSA accredited [here](#).

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