



# BUTTON BATTERY ADVISORY GROUP

## Terms of Reference

On 4 September 2020 the Australian Competition and Consumer Commission (ACCC) issued a Determination to enable establishment and operation of a national battery stewardship scheme. The ACCC imposed a condition of authorisation requiring BSC to develop a button battery safety strategy within 12 months and to form an advisory group to provide input and develop the strategy.

### Aim of the Advisory Group

The Button Battery Advisory Group will inform and guide the design of the Button Battery Safety Strategy for publication on the BSC website by 26 September 2021.

The Button Battery Safety Strategy must describe:

- a) the manner in which consumers will be encouraged to handle end of life Button Batteries.
- b) what secure storage protocols BSC has, or is developing, to improve button battery safety.
- c) what consumer education programs and awareness campaigns will be administered and the subject matter that they will cover.

The Button Battery Advisory Group will apply the following hierarchy of objectives in the design of the Button Battery Safety Strategy:

<b>OBJECTIVE 1</b>	<b>To reduce risk of ingestion by children and vulnerable adults</b>
OBJECTIVE 2	To prevent exposure of children and vulnerable adults to button batteries
OBJECTIVE 3	To raise awareness of button battery hazards and mitigation measures
OBJECTIVE 3	To facilitate safe removal and transport of batteries from the home
OBJECTIVE 4	To facilitate safe transport, disposal and recycling of button batteries

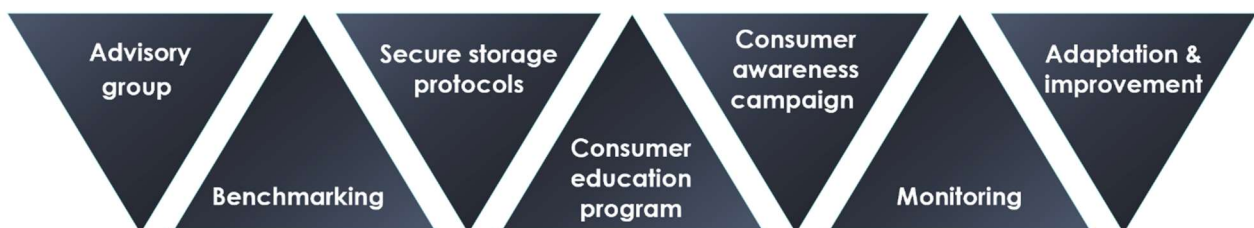
The Advisory Group will consult industry during the development of the Strategy and provide at least one draft Strategy for consultation and feedback with industry and governments.

### Members

The Advisory group includes representative from the following organisations (other organisations may be included where appropriate):

- BSC (Chair)
- ACCC
- Kidsafe
- QLD Injury Surveillance Unit
- Australian Battery Recycling Initiative (ABRI)

The BSC Button Battery Safety Strategy will include several core elements to ensure the button battery safety Protocol as shown in the figure below.





## Appendix 1. Approach

The approach taken will include several key milestones as discussed below.

MILESTONE 1	Establish a button battery advisory group
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The BSC will establish a button battery advisory group which will inform and guide the design and deployment of button battery operational procedures. Membership will be invited from ACCC, Kidsafe, QLD Injury Surveillance Unit, ABRI, and other industry stakeholders.

MILESTONE 2	Benchmark current behaviour and awareness
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The BSC will conduct initial benchmarking to map current behaviour and awareness regarding button battery hazards, storage, and control measures. The outcomes will be used to refine the button battery safety strategy, monitor effectiveness, and improve the strategy over time.

MILESTONE 3	Secure storage protocols
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BSC will develop secure storage protocols to reduce risks at all stages of the button battery life cycle. This could include:

- working with battery importers to make recommendations for improvements to button battery safety with a view to:
  - improving button battery safety through product design and labelling
  - designing packaging which offer dual purposes – packaging for point of sale and home storage
- development of button battery storage container safety standard for a child resistant container that won't allow batteries to stack to avoid risk of fire
- development of a safety protocol for Scheme participants that stipulates that if containers are provided by consumers by scheme participant, they comply with button battery storage container safety standards
- partnering with government, industry, retailers, and recyclers to facilitate the design, production and distribution of secure home containers (in recognition that some consumers will store button batteries and as such safe options will prevent unacceptable access to button batteries)
- facilitating research and/or development of child resistant packaging for home use
- seeking additional financial support and / or industry partners for development and marketing of the home-based button battery collection container such as those identified in concept plans prepared by Institute for Sustainable Futures.

MILESTONE 4	Develop consumer education program
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The consumer education program will include develop content necessary to increase consumers awareness of button battery hazards and mitigation measures. The program will:

- see development of clear branding and messaging to ensure consumers are aware of the health risk to children and the need to remove button batteries from the home
- include development of practical steps for reducing risks
- design a clear call to action to prevent battery hazards
- identify target audience groups to disseminate educational materials
- provide safety advice for consumers to communicate safety requirements for homemade collection containers (to be used as a last resort)
- promote the preference for taping used button batteries to make them less attractive to children and reduce fire risk
- promote of the importance of immediate disposal of button batteries by taking used batteries to an ABRI member and/or BSC accredited battery collector or recycler.

**MILESTONE 5** Consumer awareness campaign

The consumer education program will include development of tools and materials to ensure consumers are aware of button battery hazards and mitigation measures. This could include development and deployment of:

- social media campaigns
- information sheets
- development of animated video for dissemination on social media
- advertisements.

**MILESTONE 6** Monitoring

Using the results of the initial benchmarking project, performance measures will be established and monitored to verify the effectiveness of the Button Battery Safety Strategy. It is anticipated that performance measures be established, for example relating to:

- awareness
  - hazards
  - awareness of mitigation measures
- engagement
  - inquiries/requests for information
  - website visitation
  - social media activity
  - media activity
- behaviour
  - storage in the home
  - storage practices

**MILESTONE 7** Adaptation & improvement

BSC will also seek to review its approach in consultation with ACCC and members at the end of the first year to:

- ensure actions remain appropriate to meeting the preferred objective of removal of used button batteries from home into the recycling stream
- analyse monitoring results and seek input from the Advisory Group
- use the results to review and improve the BSC Button Battery Safety Strategy as needed over time with a view to ensuring that strategy is continually improving and resulting in positive and effective improvements to button battery safety.