



**B-cycle**  
Battery  
Recycling

## Q1 STATUS REPORT 2022



**Battery** Stewardship **Council**

# LAUNCH & MEDIA HIGHLIGHTS

16

B-CYCLE  
TV & RADIO  
INTERVIEWS



211

MEDIA CLIPS ON  
LAUNCH DATE

35,904

WEBSITE VISITS ON  
LAUNCH DAY



46 MILLION

MEDIA  
OPPORTUNITIES FOR  
BRAND TO BE SEEN

26,000

B-CYCLE YOUTUBE  
VIEWS ON LAUNCH  
DAY



150,058

B-CYCLE YOUTUBE  
VIEWS SINCE  
LAUNCH

2,242

ORGANISATIONS  
SEEKING OUT  
ACCREDITED  
COLLECTORS



9.59M

OUT OF HOME  
ADVERTISING REACH

32,300

DROP OFF  
LOCATION  
SEARCHES ON  
LAUNCH DAY



59,770

DROP OFF LOCATION  
SEARCHES TOTAL

**Battery  
Stewardship  
Council**



**B-cycle**  
Battery  
Recycling



Australian  
Government  
Accredited  
Product  
Stewardship  
Scheme

# ACCREDITATION HIGHLIGHTS

40

ACCREDITED  
IMPORTERS



22

ACCREDITED  
RETAILERS

91%

LOOSE BATTERY  
MARKET  
PARTICIPATION



90%

POWER TOOL  
BATTERY MARKET  
PARTICIPATION

2500+

DROP OFF POINTS IN  
8 STATES &  
TERRITORIES



39

CONSULTATION  
SESSIONS WITH  
COLLECTION &  
RECYCLING  
NETWORK

7

ACCREDITED  
COLLECTORS &  
RECYCLERS



19

AUDITS

BATTERIES  
COLLECTED?

Q1 DATA IS NOW  
BEING RECEIVED AND  
WILL BE REPORTED IN  
OUR NEXT UPDATE



NEED MORE  
INFORMATION?  
CONTACT US!

[contact@bsc.org.au](mailto:contact@bsc.org.au)

[www.bcycle.com.au](http://www.bcycle.com.au)