



Media Release

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Isaac Region residents urged to help Keep Australia Beautiful by recycling their old mobile phones

MobileMuster is encouraging all Isaac Region residents to help tackle climate change by handing in their old mobile phones, batteries, chargers and accessories for recycling, during Keep Australia Beautiful Week on Monday 25 August to Sunday 31 August.

MobileMuster, the mobile phone industry's official recycling program, is a major sponsor of Keep Australia Beautiful Week and is asking residents to kick start their spring clean by rounding up their old mobile phones and handing them in for recycling.

Cr Cedric Marshall, Isaac Regional Council Mayor says the council is proud to support Keep Australia Beautiful Week and is putting out a challenge to all residents to empty their homes and work drawers of old or broken mobile phones, batteries, chargers and accessories and hand them into their nearest MobileMuster drop-off point.

"With Australians upgrading their mobile phones every 18 to 24 months, the number of old mobile phones will inevitably increase and it is important that as a community, we take a proactive approach and recycle all old handsets. Saving our environment starts at home," said Cr Marshall.

Rose Read, Manager of Australian Mobile Telecommunications Association's (AMTA) official recycling program, MobileMuster, says there's an estimated 16 million mobile phones stored in homes and office, of which at least four million are no longer used and ready to be recycled now.

"Over 90 per cent of the materials found in mobile phones and accessories is recovered and used to make new items like jewellery, stainless steel products and plastic fence posts. This helps conserve natural resources, avoid greenhouse gas emissions and protect our environment from potentially harmful materials.

"All the mobile phones collected by MobileMuster are taken to e-waste specialist recycler, MRI. Here they are sorted and separated into their various parts. The plastics from the handsets and chargers are then sent to Australian Composite Technologies in Victoria where together with other plastics are turned into fence posts.



"I encourage all Isaac Region residents to help Keep Australia Beautiful by handing in their old and broken mobile phones for recycling during Keep Australia Beautiful Week," concluded Ms Read.

To recycle your old mobile phones, batteries and accessories, MobileMuster drop-off points are located in all Isaac Regional Council Libraries.

Alternatively you can pick up a free reply paid recycling satchel from participating Australia Post outlets or download a mailing label from the MobileMuster website.

For further information about MobileMuster, recycling mobile phones, batteries, accessories and chargers or to download a free post mailing label visit www.mobilemuster.com.au, or call 1300 730 070

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Key mobile phone recycling facts (*figures current at 30 June 2008*)

- There are over 21 million mobile phone subscribers
- Australians upgrade or exchange their mobile phones every 18 to 24 months
- 80% of people choose to keep or give away their old mobile phones, less than 4% throw them out
- Net imports of mobile phones into Australia for 2007/08 were 8.8 million units. This is equivalent to 1,763 tonnes (assuming average unit weight of 200g – handset, battery, charger and accessory included)
- In 2007/2008 MobileMuster collected 97 tonnes of mobile phone components including 788,600 handsets and batteries
- One tonne of mobile phone circuits can yield the same amount of precious metals as 110 tonnes of gold ore, 123 tonnes of silver bearing ore and 11 tonnes of copper sulphide ore
- Mobile phones are not biodegradable and contain small amounts of potentially harmful substances which if not managed properly may harm the environment
- MobileMuster is a whole of industry not for profit program that is funded voluntarily by handset and accessory manufacturers Nokia, Motorola, Samsung Electronics, LG Electronics, Sharp, NEC, Panasonic, I-Mate, Force Technology and network carriers Telstra, Optus, Vodafone, 3 Mobile, Virgin Mobile and AAPT