



MEDIA RELEASE September 2006

Spring clean your house of unwanted mobile phones

Spring has finally sprung, and Alexandrina Council residents are urged to 'clean em out and hand em in' and begin their annual clean by recycling unwanted mobile phones, batteries and accessories.

Results released by the Australian Mobile Telecommunications Association (AMTA) show that public awareness of mobile phone recycling has risen with collections passing the two million handset and battery mark.

Consumer awareness increased (46 to 54%), while fewer people threw their mobiles out with the rubbish, down from 9% last year to 5% in 2006.

The number of unwanted batteries and handsets handed in was up 16% nationwide in 2005/06, to a record number of more than 390,000 units¹

"Help us stop old handsets and batteries ending up in local landfill, by getting involved in the Mobile Muster during your spring clean," says Mayor, Kym McHugh.

"The council is proud to be part of this program, and it reaffirms our commitment to provide recycling services to the community," the Mayor added.

AMTA claims collections could be trebled if only people recycled the estimated 4 million mobile phones at home that don't work. Current estimates suggest that there are more than 16 million unused mobiles stashed away in Australian households of which 4 million no longer work.

With two in every three people still having at least one mobile phone stashed away at home, the biggest challenge facing the program is encouraging people to hand them in for recycling.

"While there is no problem keeping your old working mobile tucked away at home as a back up, its important that you don't let those mobiles that no longer work end up in the bin during your annual spring clean," said Rose Read, Manager of AMTA's national recycling program, MobileMuster.

"With 90% of materials in mobiles recoverable during recycling, unwanted phones and batteries can be made into new products such as jewellery, stainless steel products and fence posts," Ms Read added.

Old mobile phones, batteries and accessories can be dropped off at the following locations: Alexandrina Library & Customer Service Centre, Goolwa: Customer Service Centre at Strathalbyn and Library Depots at Milang and Port Elliot.

"We thank those who have so far taken part for helping us reach this important collection milestone," added Ms Read. "We urge local residents to continue their

¹ Increased from 335,608 to 391,074 units, including 321,593 batteries and 69,481 handsets



good work and begin their spring clean by handing in all old and unwanted mobile phones and batteries at their local collection points.”

Key mobile recycling facts:

- Australians upgrade or exchange their mobile phones every 18 to 24 months. There are approximately 16 million unused mobile phones stashed away at home or in the office.
- 8.1 million handsets were shipped into Australia in 2005
- 368 tonnes of handsets, batteries and accessories collected since program started, this includes 1.51million batteries and 590,000 handsets.

MobileMuster is the official recycling program of the mobile phone industry, and is funded by 16 leading mobile phone manufacturers and network carriers. For further information visit the council's website www.alexandrina.sa.gov.au or www.mobilemuster.com.au

Media Enquiries:

Jill Patmore

Library & Customer Service Manager

Alexandrina Council

Jill.patmore@alexandrina.sa.gov.au

Ph: (08) 8555 7000

AMTA Media Enquiries

Eileen Lorenzo/ Peter O'Sullivan

Professional Public Relations

Ph: (02) 9818 0979/ 9818 0916