

12th November 2007

Turn your old mobile into something new this National Recycling Week

Are you one of the millions of mobile phone users who have one or more mobile phones at home not being used? Don't let them go to waste lying around at home or end up in the bin, make a difference this National Recycling Week, Monday 12 November – Sunday 18 November and hand them in for recycling.

RENEW NSW - the statewide organisation that focuses on improving waste management practices in rural and regional NSW - is part of the nationwide MobileMuster initiative and Chairperson Stephen Sykes says National Recycling Week is a perfect opportunity to hand in your redundant CDMA phones for recycling. "It's important that people recycle their old mobiles as over 90% of the materials used can be recovered and used to make new products such as jewellery, plastic fence posts and stainless steel products. It would be a pity to see these resources go to waste and end up in landfill where potentially they could harm the environment."

"So this National Recycling Week we are encouraging all RENEW NSW residents to round up their old mobile phones, batteries, chargers and accessories and hand them in at either their local council location or participating mobile phone retailer," Stephen Sykes added.

There are over 15.5 million unused mobile phones sitting in cupboards and drawers in Australia. Three out of four RENEW NSW residents will have at least one mobile phone that could be recycled. RENEW NSW and MobileMuster's aim is to prevent these mobile phones from ending up in landfill where they could potentially harm the environment. With a population of around 620,300 there are approximately 581,600 mobile phones sitting in cupboards and drawers in the RENEW NSW regions. Around 275,018 of these are ready to recycle now.

MobileMuster is the official recycling program of the mobile phone industry, and is a free service funded by 16 leading mobile phone manufacturers and network carriers.

To find your nearest collection point or for more information on what happens to your recycled mobile phones, go to www.mobilemuster.com.au.

Interviews are available with –

Stephen Sykes, Chairperson
RENEW NSW 0419 415 110

Rose Read, Manager, Recycling,
Australian Mobile Telecommunications Association (02) 8920 3555

Key mobile phone recycling facts:

- Australians upgrade or exchange their mobile phones every 18 to 24 months. There are approximately 15.5 million old mobile phones cluttering people's homes and offices across Australia, of which about 4 million no longer work.
- Three out of four people have at least one old mobile phone at home. Nearly four out of 10 people have at least two or more old mobile phones at home that could be recycled.
- Mobile phones are not biodegradable and contain small amounts of potentially harmful substances such as cadmium in NiCad batteries which if not managed properly can damage the environment.
- 8.5 million handsets were shipped into Australia in 2006/2007.
- 466 tonnes of handsets, batteries and accessories have been collected since the recycling program was initiated by AMTA in late 1999. This includes 2.77 million batteries and handsets (figures current at 30 Sept 2007).
- 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.
- MobileMuster is the only whole of industry led electronic product recycling program in the world and is funded by handset and accessory manufacturers Nokia, Motorola, Samsung Electronics, LG Electronics, Sony Ericsson, Sharp, NEC, Panasonic, I-Mate, Force Technology and network carriers Telstra, Optus, Vodafone, 3 Mobile, Virgin Mobile and AAPT.

ENDS

For further information, images or interviews, please contact Lisa Butler or Amy Reiha at Niche Product Marketing on (02) 9331 6662 or via lisa@nichepm.com.au or amy@nichepm.com.au

RENEW NSW regional waste groups and member councils:

<p><u>North East Waste Forum</u></p>	<ul style="list-style-type: none"> • Ballina • Lismore • Byron Bay 	<ul style="list-style-type: none"> • Clarence Valley and Richmond Valley (associated with Tweed & Kyogle Shire Councils)
<p><u>MIDWASTE</u></p>	<ul style="list-style-type: none"> • Great Lakes • Gloucester • Greater Taree • Port Macquarie • Hastings 	<ul style="list-style-type: none"> • Kempsey • Nambucca • Bellingen • Coffs Harbour



REGIONAL NETWORKS FOR EFFECTIVE WASTE MANAGEMENT

RENEWNSW

Turning waste into resource.

<p><u>Northern Inland Regional Waste</u></p>	<ul style="list-style-type: none"> • Armidale Dumaresq Council • Glen Innes/Severn Shire Council • Gunnedah Shire Council • Guyra Shire Council • Gwydir Shire Council • Inverell Shire Council 	<ul style="list-style-type: none"> • Liverpool Plains Shire Council • Moree Plains Shire Council • Narrabri Shire Council • Tamworth Regional Council • Tenterfield Shire Council • Uralla Shire Council • Walcha Council
<p><u>NETWASTE</u></p>	<ul style="list-style-type: none"> • Bathurst • Bland • Blaney • Blue Mountains • Bogan Bourke • Brewarrina • Broken Hill • Cabonne • Central Darling • Cobar • Coonamble • Cowra • Dubbo • Forbes 	<ul style="list-style-type: none"> • Gilgandra • Lithgow • Lachlan • MidWestern • Narromine • Oberon • Orange • Parkes • Walgett • Warren • Warrumbungle • Weddin • Wellington
<p><u>RIVROC</u></p>	<ul style="list-style-type: none"> • Carrathool • Griffith • Leeton 	<ul style="list-style-type: none"> • Murrumbidgee • Narrandra
<p><u>REROC</u></p>	<ul style="list-style-type: none"> • Bland • Coolamon • Cootamundra • Corowa • Grater Hume • Gundagai • Junee 	<ul style="list-style-type: none"> • Lockhart • Temora • Tumbarumba • Tumut • Urana • Wagga Wagga
<p><u>MURRAYROC</u></p>	<ul style="list-style-type: none"> • Balranald • Berrigan • Conargo • Corowa • Deniliquin 	<ul style="list-style-type: none"> • Hay • Hume • Jerilderie • Murray • Wakool
<p><u>SERROC</u></p>	<ul style="list-style-type: none"> • Yass Valley • Cooma-Monaro • Greater Queanbeyan • Bega Valley • Palerang • Eurobodalla • Upper Lachlan 	<ul style="list-style-type: none"> • Young • Goulburn Mulwaree • Harden • Snowy River • Boorowa • Bombala