

# MUSTERKIDS<sup>®</sup>

## Mobile Muster Fast Facts

### Mobile Phone Use in Australia

- There are over 30 million mobile phone services in Australia.
- Australians upgrade or exchange their mobile phones every 18 to 24 months.
- 77% of people choose to keep or give away their old mobile phones.
- 3% of people throw their old phone in the rubbish bin.

### Hoarding Mobile Phones

- There are more than 23 million old and unused mobile phones stashed away in cupboards and drawers at home and work.
- Top three reasons Australia's hold on to their mobile phone:
  1. Keep a spare for backup
  2. May need it, still works or may have information on it
  3. Going to recycle it
- If these unused mobiles were recycled the estimated greenhouse gas benefits created would be equivalent to planting 111,000 trees or taking over 5,100 cars off the road!
- The materials recovered could make 5.5 million aluminium cans, 27,000 plastic fence posts and replace the need to mine 15,600 tonnes of copper sulphide ore.

### Mobile Phone Recycling in Australia

- MobileMuster has over 4,000 free public drop off points across Australia, including mobile phone retailers Telstra, Optus, Vodafone, 3 Mobile, Virgin Mobile, Crazy Johns, Fone Zone, Allphones, Dick Smith as well as participating local councils, Officeworks and Battery World stores.
- You can post in your old mobiles using a free reply paid recycling satchel available from Australia Post outlets or by downloading a mailing label from [www.mobilemuster.com.au](http://www.mobilemuster.com.au)

For more information on MobileMuster or to send us your work please go to [www.mobilemuster.com.au/schools](http://www.mobilemuster.com.au/schools)

# MUSTERKIDS<sup>®</sup>

- In 2012/2013 MobileMuster collected 87 tonnes of mobile phone components including 1,003,471 handsets and batteries. This represents a collection rate of 45% of discarded phones (i.e. mobile phones available for recycling).
- As of 30 June 2013 – 1.03 million kgs of mobile phone components have been collected and recycled since the program started in 1998. This includes 7.80 million batteries and handsets plus more than 539,000 kg of accessories.
- By recycling 50,000 handsets we are avoiding the need to mine 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.

## 15 Years of Mobile Phone Recycling

- Increased collection rates from 18% to 45% of discarded phones (i.e. mobile phones available for recycling).
- Decreased the number of people throwing away their old mobiles (in the rubbish bin) from 9% to 2%.
- Recycled 93% of all materials recovered from a mobile phone.

## Who is behind MobileMuster?

- MobileMuster is the official product stewardship program of the mobile phone industry.
- MobileMuster is a not-for-profit program, voluntarily funded by industry groups including:
  - Handset manufacturers (Nokia, Motorola, Samsung Electronics, HTC, Huawei, ZTE)
  - Network carriers (Telstra, Optus, Vodafone)
  - Service providers (Virgin Mobile)
  - Distributors (Force Technology)
- MobileMuster is managed by the Australian Mobile Telecommunications Association (AMTA) on behalf of these members.

For more information on MobileMuster or to send us your work please go to [www.mobilemuster.com.au/schools](http://www.mobilemuster.com.au/schools)