

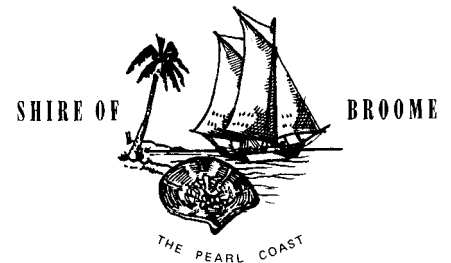
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Media Release



25 May 2007

For immediate release

Old Phones, New Trees

Broome residents can help plant a tree for free by recycling their mobile phone handset in June

MobileMuster, the official recycling program of the mobile phone industry, in partnership with Landcare Australia, has officially launched its “Old Phones, New Trees” campaign, which will see the planting of a native tree for every mobile phone handed in for recycling between now and the end of June 2007.

MobileMuster and Landcare Australia aim to plant and maintain up to 100,000¹ native trees which is estimated to offset the equivalent of 15,000 tonnes of carbon emissions² or take 5,000 cars off the road.

In the past year, MobileMuster has seen encouraging results with collections and awareness increasing. But there is still a long way to go.

Shire President Graeme Campbell, says the “Old Phones, New Trees” campaign is designed to tackle the estimated 15.5 million stockpile of old and unused mobile phones lying around at home in cupboards and drawers.

“It is vital that these mobiles are recycled and don’t end up in landfill where small amounts of potentially hazardous substances such as lead or cadmium could be released into the environment,” he said.

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¹ Up to 100,000 trees will be planted, based on one tree per mobile phone handset and collection of 100,000 mobile phone handsets

² 15,000 tonnes of carbon emissions and 5,000 cars off the road based on conservative Landcare Australia estimates.

Rose Read, Manager of Australian Mobile Telecommunication Association's (AMTA) recycling program, MobileMuster, says "The "Old Phones, New Trees" initiative is the first time anywhere in the world that a national mobile telecommunications industry has partnered with an environment group, to voluntarily initiate and fund a national mobile phone recycling and tree planting campaign."

Brian Scarsbrick, Landcare Australia Chief Executive, said the organisation is pleased to be involved in the campaign.

"MobileMuster and Landcare Australia are both wholly-Australian organisations with common values of protecting the environment. Together we hope to improve biodiversity, repair degraded lands and create carbon sinks," said Mr Scarsbrick.

The "Old Phones, New Trees" campaign will deliver a win-win for the environment. If Broome residents recycle their old mobile phones, over 90% of the plastics and metals can be turned into new products like jewellery, stainless steel and plastic fence posts.

"I encourage all Broome residents to pull out all their old and unused mobile phone handsets and hand them in for recycling before the end of June," concluded Ms Read of AMTA.

MobileMuster drop-off points in Broome are located at: Shire of Broome Administration Centre.

For further information visit www.mobilemuster.com.au or contact 1300 730 070.

Key Mobile Phone Recycling Facts

- Australians upgrade or exchange their mobile phones every 18 to 24 months. There are an estimated 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 unused mobile phone at home. Nearly four out of 10 people have at least two or more old unused mobile phones at home that could be recycled.
- Over 90% of the plastics and metals recovered during recycling can be turned into new products like jewellery, stainless steel products, batteries and plastic fence posts.
- Mobile phones are not biodegradable and contain small amounts of potentially hazardous substances such as cadmium in NiCad batteries which if not managed properly can harm the environment.
- By recycling mobile phones, more than 90% of the mobile phone product materials can be extracted and reused such as plastics, gold, silver, copper and nickel.
- 8.7 million handsets were shipped into Australia in 2006.
- 419 tonnes of handsets, batteries and accessories have been collected since the recycling program was initiated by AMTA in late 1999. This includes 2.45 million batteries and handsets (Figures current at 31 March 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, Sagem, Sharp, NEC, Panasonic, I-Mate, Force Technology and network carriers Telstra, Optus, Vodafone, 3 Mobile, Virgin Mobile and AAPT.