



Media Release

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Deposit your used mobile phones at your local ANZ branch

Mobile phone users will now be able to recycle their used mobile phones at more than 250 ANZ branches in Sydney, Melbourne and Canberra.

ANZ today announced that customers will be able to deposit their old mobile phones, batteries and accessories for recycling while they do their banking. This is part of a new partnership between ANZ and the Australian Mobile Telecommunications Association's (AMTA) mobile phone recycling program MobileMuster.

Louis Hawke, Managing Director, ANZ Retail Banking said, "From this week, mobile phone recycling facilities will be introduced at selected ANZ branches in Sydney, Melbourne and Canberra.

"ANZ's participation in MobileMuster is part of our commitment to reduce impacts on the environment by providing our customers and staff with convenient access to recycling facilities.

"More than 90 per cent of the materials in mobile phones can be recovered and used as raw materials for new products," Mr Hawke said. "So, we're encouraging our staff and customers to bring down their old and unwanted mobile phones to their local ANZ branch for recycling.

"ANZ is pleased to be the first bank to offer this recycling service to our customers across our branch network. By encouraging recycling and reducing waste to landfill from both our customers and the wider community we can make a positive difference to the environment," Mr Hawke said.

MobileMuster is the mobile phone industry's national recycling program. Since its inception in 1999, the program has collected and recycled over 389 tonnes of mobile phone handsets, batteries and accessories, including 2.27 million handsets and batteries.

"We aim to treble annual collection of mobile phone handsets, batteries and accessories from 50 to 150 tonnes per annum and halve the number of handsets going to landfill by 2008," said Rose Read, Manager of AMTA's MobileMuster program.

"We congratulate ANZ on taking the lead and helping us achieve this goal - but we also need the support of more major businesses and the wider community across Australia," Ms Read said.

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MobileMuster is the only whole of industry led and managed electronic product recycling program in the world and is funded by 16 leading handset manufacturers and network carriers.

Key mobile phone recycling facts:

- Australians upgrade or exchange their mobile phones every 18 to 24 months
- 8.1 million handsets were shipped into Australia in 2005
- It's estimated that over 16 million mobile phones and batteries are sitting in cupboards and drawers in Australian. Over 90 per cent of these materials can be recovered to turn old technology into new products.

The first rollout of the program will be evaluated with a view to extending its reach, in continued partnership with AMTA.

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Notes for editors:

- MobileMuster is the official national recycling program of the mobile phone industry, and is funded by 16 leading mobile phone manufacturers and network carriers. More information is available at www.mobilemuster.com.au
- AMTA is the peak industry body representing Australia's mobile telecommunications industry. Its mission is to promote an environmentally, socially and economically responsible and successful mobile telecommunications industry in Australia.
- The MobileMuster program collects and recycles mobile phone handsets, batteries and accessories from a network of over 1,400 mobile phone retailers, local council, government agencies and business drop off points across Australia