



mobilemuster
Official recycling program of the mobile phone industry

Media Release
3 May 2011

Old mobiles to help tackle bullying in schools

MobileMuster to donate funds for mobiles recycled by 31 May to help keep kids safe from cyber-bullying

There's still time left to help keep kids safe from cyber-bullying and to learn about internet safety, simply by recycling your old mobile phones and accessories before 31 May.

The official recycling program of the mobile phone industry, MobileMuster, will run the 'Old phones, safe kids' campaign until the end of May. MobileMuster will donate funds to The Alannah and Madeline Foundation's eSmart system for schools for all mobiles, batteries and accessories handed in for recycling.

"Kids today are digital natives. They use mobile phones to talk, text, take pictures, play games and check Facebook. It's important that they understand how to use these devices sustainably as well as safely," says MobileMuster Manager, Recycling, Rose Read.

eSmart is a world leading system for cybersafety and wellbeing in schools, it equips young people to be smart, safe and responsible when using technology. An eSmart school has systems in place to help create a culture of smart, safe and responsible use of technology.

Research recently conducted by MobileMuster found that nine out of 10 Australian parents wanted schools to play a part in teaching their children about cyberbullying and how to use mobile phones and the internet safely*.

The CEO of The Alannah and Madeline Foundation, Dr Judith Slocombe, says the research findings reinforce the need for schools to adopt an appropriate system to manage cybersafety.

"The Alannah and Madeline Foundation's eSmart system is an effective road map to guide schools on how to deal with bullying and cybersafety," says Dr Slocombe.

All mobile phones and accessories collected by MobileMuster for recycling before 31 May will also help to achieve significant environmental outcomes.

There are over 19 million old and broken mobile phones in Australia homes that are no longer used. By recycling mobiles and accessories with MobileMuster 90 per cent of the materials will be recovered and used to make stainless steel items, plastic fence posts, jewellery and even new batteries.

"Mobile phones are a great way for children to stay in touch with their parents and their friends. Recycling old mobile phones by 31 May with MobileMuster will help to ensure that children and young adults can enjoy using these devices sustainably and responsibly," says Ms Read.

'Old phones, safe kids' runs from 1 February until 31 May 2011.

For every 2kg of mobile phones and accessories handed in for recycling MobileMuster will donate a \$1 towards The Alannah and Madeline Foundation's eSmart system for schools. MobileMuster will donate up to \$20,000.

Recycling an old mobile phone is free and easy, simply:

1. Hand 'em in at your mobile phone retailer / MobileMuster local collection point - to find your nearest one go to www.mobilemuster.com.au or call 1300 730 070
2. Post 'em in by either picking up a free MobileMuster recycling satchel from Australia Post, national pharmacies or printing off a reply paid mailing label from www.mobilemuster.com.au
3. Run a mobile muster at school by participating in the 2011 MobileMuster Schools Recycling Challenge, register online at www.mobilemuster.com.au

Top five mobile phone recycling facts

1. There are an estimated 19 million unused and broken mobile phones in Australian homes and workplaces that could be recycled
2. There are more than 26 million mobile phone subscribers in Australia
3. Seven out of 10 Australians have at least one old unused mobile at home that could be recycled
4. Australians upgrade or exchange their mobile phones every 18 to 24 months
5. Over 90 per cent of a mobile phone and its accessories is recyclable, zero per cent is biodegradable

Australian kids and their mobile phones – Top five facts

1. 67 per cent of families surveyed have children who personally own a mobile phone
2. 20 per cent of families surveyed have children who have access to a family mobile phone
3. 66 per cent of children take their mobile phone to school some, or all of the time
4. 43 per cent of children have internet access on their mobile phones
5. 42 per cent of parents would not know if mobile phone bullying was an issue at their child's school

ENDS

*The MobileMuster Mobile Phone Bullying Research was conducted by Sweeney Research in January 2011. Over 1,000 parents of children aged between four and 16 were surveyed.

Interviews available with:

- Rose Read, Manager Recycling, MobileMuster
 - Dr Judith Slocombe, CEO, The Alannah and Madeline Foundation
 - Jackie Van Vugt, General Manager, Cybersafety, The Alannah and Madeline Foundation
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About MobileMuster:

MobileMuster is a not-for-profit program funded solely by mobile phone manufacturers and network carriers to collect and recycle mobile phones. All mobiles are recycled to the highest environmental standards. None are refurbished or sold for reuse.

For further information on MobileMuster visit: www.mobilemuster.com.au

About The Alannah and Madeline Foundation:

The Alannah and Madeline Foundation is a national charity protecting children from violence and its devastating effects. The Foundation cares for children who have experienced or witnessed violence and runs programs to help prevent violence in the lives of children. For further information about The Alannah and Madeline Foundation visit: www.amf.org.au

Schools can register expressions of interest for eSmart at www.amf.org.au/esmart