

ANNUAL REPORT 2022





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Acknowledgement of Country

We acknowledge Aboriginal and Torres Strait Islander Peoples as the First Peoples of Australia, whose ancestral lands and waters we work and live.

MobileMuster pays respect to Elders past, present and emerging, and acknowledges the cultural authority of all Aboriginal and Torres Strait Islander Peoples across Australia. We recognise the remarkable contributions of our Aboriginal and Torres Strait Islander partners and stakeholders.

WHO IS MOBILEMUSTER?

MobileMuster

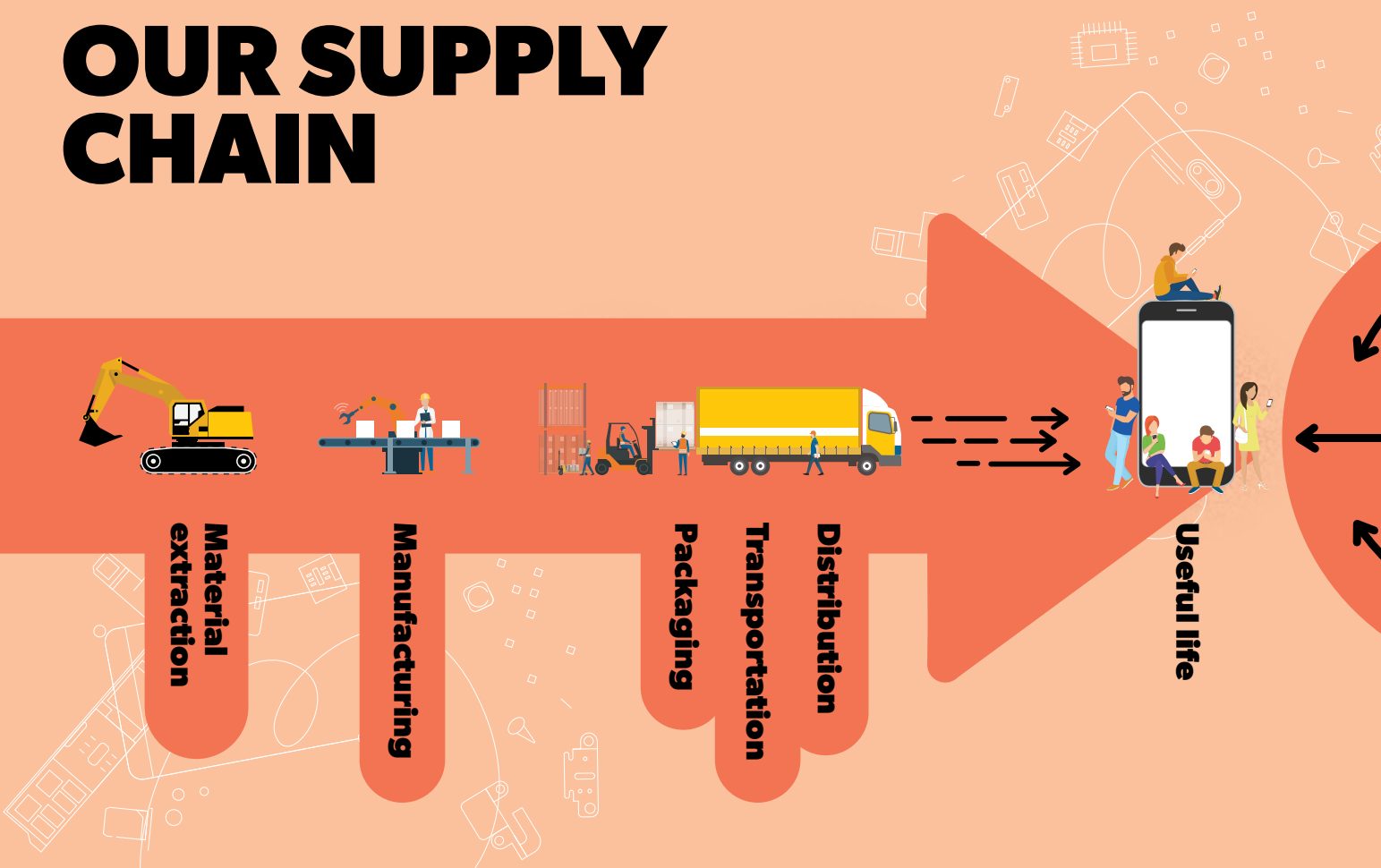
MobileMuster is the federal government accredited product stewardship program of Australia's mobile telecommunications industry. MobileMuster is managed by AMTA, the peak national body representing Australia's mobile telecommunications industry. The industry comprises mobile phone network operators, service providers, handset manufacturers, and network equipment suppliers. The program is funded by major handset manufacturers and network carriers to provide a free mobile phone recycling program to the highest environmental standard.

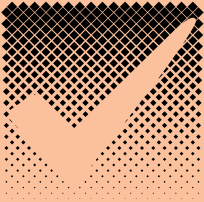
We play an active role in shaping Australia's environmental responsibility for the whole-of-life impact of mobile phones and components.

We deliver accountability and transparency, ensuring MobileMuster meets stakeholder expectations.

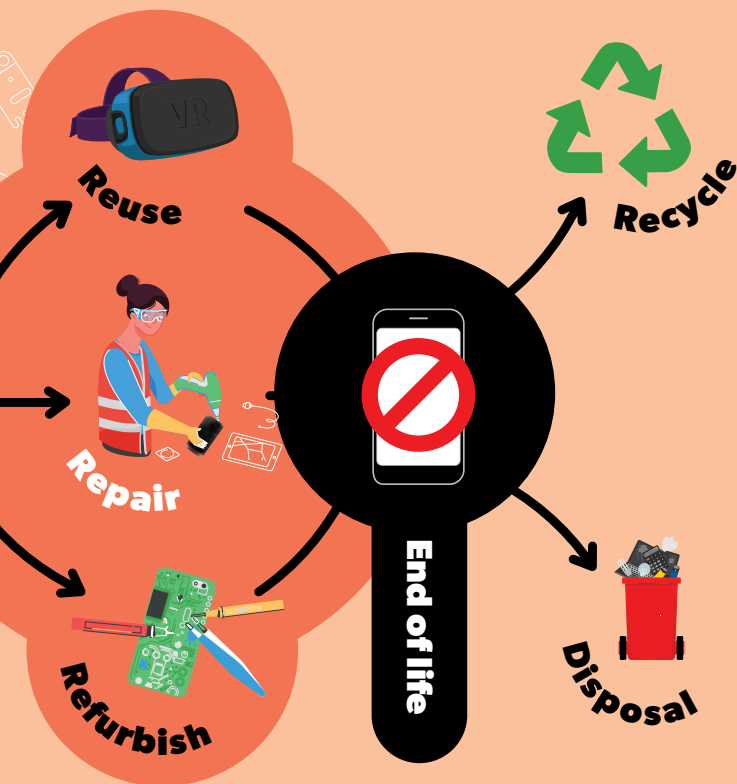
We advocate industry leadership in tackling climate change, including the delivery of a carbon neutral product stewardship program.

OUR SUPPLY CHAIN





**Australian
Government
Accredited
Product
Stewardship
Scheme**



OUR MEMBERS

Mobile Handset manufacturer



Alcatel

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Apple

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HMD Global

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HTC

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Huawei

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Google

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Motorola

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Oppo

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Samsung

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Vigo Mobile Australia

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ZTE

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Network carrier



Optus

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Telstra

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TPG Telecom

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Modem manufacturers



Vantiva (Technicolor)

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TP-Link

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ACCESSORY MANUFACTURER AND DISTRIBUTOR



Force Technology

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•



Mobile phones



Smart watch (or another wearable)



Modem (or streaming device)



Smart speaker

FOREWORD



LOUISE HYLAND **CEO, Australian Mobile Telecommunications Association (AMTA)**

As it approaches the 25-year mark, the Australian Mobile Telecommunications Association's (AMTA) leading voluntary product stewardship program, MobileMuster, has never been more relevant.

Over the last few years, mobile networks have played a crucial role in keeping us connected and enabling flexible work arrangements and remote education. Now, mobile connectivity is central to our economic recovery and productivity.

5G Unleashed, a recent Deloitte Access Economics report commissioned by AMTA, estimates that 5G – the latest generation of mobile technology – will increase Australia's GDP by \$67 billion by 2030 based on the current trajectory for adoption. An additional productivity benefit of \$27 billion can be realised through the accelerated 5G adoption by industry.

Never before has mobile technology played such a pivotal role in the lives of Australians and as the peak industry body for Australia's mobile telecommunications industry, one of our core objectives is to promote and drive a resilient and environmentally sustainable sector.

Our members are already making positive impacts, including achieving the UN Sustainable Development Goals and adopting more energy efficient practices. AMTA will continue to support the industry to deliver resilient networks in the face of climate change, including cementing its role in the face of natural disasters, and to bolster our members' efforts in achieving net zero emissions.

It is equally important that we maintain our focus on the critical role that MobileMuster plays in the circular economy by recovering useful resources from mobile products once they reach the end of their lives.

MobileMuster is the only voluntary government accredited electronic product stewardship scheme in Australia and provides pathways to manage the environmental, health and safety impacts of telecommunication products across their full life cycle.

An increasingly diverse range of products will continue to enter the Australian market as technology evolves and advances and in 2021, MobileMuster turned its attention to how the program could broaden its recycling capability to reflect the changing nature of the e-waste challenge.

In May 2021, MobileMuster commenced a three-month trial, expanding its free recycling program to include modems, smart home technology, landline phones, digital boxes, and tablets. The trial, which was supported by the federal government's National Product Stewardship Investment Fund, aimed to drive greater recycling of electronic waste, supported by MobileMuster's accredited model.

Over 5,000kg of products were collected during the trial, including landlines, tablets, and wearables, highlighting the essential role that an expanded program can play. The success of the trial and positive reception by stakeholders across the supply chain have informed our decision to officially launch the expansion in 2022.

As we reflect on the success of the past year and what has been achieved in the near quarter of a century since MobileMuster was first launched, we are also excited to be turning our attention to the future and how we can leverage the strength of the program to tackle the growing e-waste issue that comes with ongoing technological advancement.

AMTA and MobileMuster look forward to partnering with industry to provide the best possible product stewardship program and helping limit electronic waste into the future.



SPYRO KALOS

Head of MobileMuster

Australia has come a long way in its journey towards circularity. Today, we are seeing a greater understanding of what sustainability means across the entire supply chain, with manufacturers, distributors, recyclers, and consumers alike ramping up efforts to close the loop and drive regenerative systems. Climate change is no longer a debate, it is a reality, and there are increasing efforts to mitigate carbon emissions through considered product design and distribution, reuse, repair, refurbishment, and recycling.

Product stewardship is at the heart of sustainable material management, and I am proud of how far MobileMuster and its members have come in the last 12 months. More than just a take-back program, MobileMuster is recognised as the pre-eminent voluntary product stewardship scheme for mobile phones and accessories, where our work does not end at recovery and recycling of these products but extends to education, supporting social causes, and finding ways to capture an increasing range of products.

Our annual research includes examining recycling attitudes and behaviours, and this year, it unveiled that almost 26 million mobile phones are currently not in use, with close to five million being unusable. We have our work cut out to drive this figure down, though a positive trend is the continued increase in average phone usage in Australia, up from 2.5 years to 2.9 years over the last two years. The desire for the latest model is the foremost reason why people obtain new mobile phones and we have some way to go in changing attitudes towards consumption, moving from a linear take-make-dispose society to one that is more circular. However, it is encouraging to see consumers using their phones for longer and in doing so, keeping materials in use.

A consistent barrier to recovery and recycling continues to be concerns over data security, with one in three people surveyed in 2022 noting that data stored in their old mobile phone(s) was stopping them from recycling. As Australia and the rest of the world began to open up, and with more people out and about, MobileMuster ran multiple campaigns across a range of media platforms, which you can read more about on pages 16 and 17.

These campaigns not only served to create awareness around the how, where, and why of recycling, they also aimed to build trust in the MobileMuster system by showing consumers the ins and outs of the recycling process. While building trust takes time and we continue to forge ahead, our independent research showed that our efforts to drive awareness of the program is paying off, with three out of four people now aware of the mobile phone recycling program. Today, MobileMuster is more accessible than ever, with 96% of Australians within 10km of a collection point and our drop off network supported by a free mail-back option. So, no matter where you are in Australia, our program is accessible to all.

MobileMuster has not rested on its laurels. Building on the success of the scheme, we officially expanded the program in 2022 and now incorporate a wider variety of electronic products. There are far reaching benefits in doing so, including improving social and environmental outcomes, simplifying product stewardship for consumers and activating increased public participation, plus strengthening the reputation of brands and organisations that manufacture, sell, market, and use telecommunications equipment. More on the expansion can be found on pages 6 and 7. We look forward to working with the telecommunications industry to engage new members involved in various parts of these products' supply chains.

Finally, in 2021, MobileMuster was acknowledged for its long-standing accreditation and significant commitment to consumer education and business engagement in keeping mobile phones out of landfill, taking home the award for Best Stewardship Outcomes (Scheme or Industry Collective) at the inaugural Product Stewardship Centre of Excellence Awards. As we head into 2023, MobileMuster will continue to engage with our partners and stakeholders to deliver greater social and environmental outcomes through our voluntary approach to product stewardship. In addition to the product expansion launch, we will be rolling out numerous educational and marketing campaigns, new collection units, and other exciting initiatives to enhance the program.

PROGRAM EXPANSION

In 2021, AMTA identified an opportunity for MobileMuster to play an active role in addressing electronic waste associated with the telecommunications industry through an expansion of the program.

It made good sense given MobileMuster's longstanding partnerships and collaboration with the industry, and its considerable network of more than 3,000 drop-off points across Australia, including major retailers and local councils.

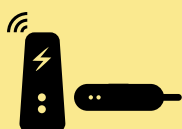
Extensive research was conducted by Ipsos, which found that consumers were storing more than 21 million unused devices, excluding mobile phones, at home or in the workplace.

PRODUCTS IN STORAGE



**Wearables and
peripherals**

3.4 million



**Smart home
technology**

3.2 million



Tablets

5.9 million



Home phones

3.6 million



Modems

5.3 million



Above: Brett Watts, VP Sales Vantiva, Tammy Walda, Account Manager Vantiva and Spyro Kalos, Head of MobileMuster.

In 2021, 26% of landline phones and 22% of modems were being disposed in landfill.

This significant issue and opportunity stemmed from the lack of recycling pathways; however, those surveyed indicated that they would recycle if an appropriate pathway was made available.

Armed with this information, AMTA went about expanding the MobileMuster stewardship program to include three more product categories – network connectivity (modems and routers, landline phones, and TV streaming devices), smart home technology (smart speakers and smart digital hubs), and wearables and peripherals (smart watches, tracking tags, and VR headsets). A three-month trial was launched across the carrier store network to test consumers' appetite to recycle these products, with the expansion officially launching on 1 July 2022.

The expansion will deliver additional value to stakeholders by providing an effective and efficient process for recycling a broader range of e-waste. It will result in the diversion of a larger volume of hazardous materials from landfill and increase the recovery of greater volumes of valuable resources.

The expansion also future-proofs MobileMuster as technology evolves and the roll out of 5G technology continues to bring new connected products to the market.

PERFORMANCE HIGHLIGHTS

MOBILEMUSTER IS ACCREDITED UNDER THE AUSTRALIAN GOVERNMENT'S RECYCLING AND WASTE REDUCTION ACT 2020 AND THE PROGRAM WORKS TO MEET ITS ANNUAL KEY PERFORMANCE INDICATORS (KPIs) RELATED TO THE VOLUME OF MOBILE PHONES AND ACCESSORIES COLLECTED (TONNES), ANNUAL COLLECTION RATE, LANDFILL DIVERSION RATE, RECYCLING RATE, AND PROGRAM ACCESSIBILITY.

Through accreditation, industry-led programs can demonstrate to businesses and consumers their ability to meet the Australian government's standard on product stewardship best practice. Accreditation builds confidence in the program and our partners and provides accountability and transparency to all stakeholders in the supply chain.

OBJECTIVES OF THE RECYCLING AND WASTE REDUCTION ACT 2020

- Reduce impact of products on human and environmental health.
- Reduce waste from products and waste material, including by reducing greenhouse gas emissions, resources used, and water consumed in connection with products.
- Realise community and economic benefits of taking responsibility for a product throughout its lifecycle.
- Develop a circular economy.

MobileMuster's KPIs relate to collections, how accessible the program is to consumers, as well as mobile telecommunications industry participation. Achievement in one area drives greater success in another, as most clearly seen in the direct correlation between landfill disposal and collection network accessibility.

As such, MobileMuster plays a key role in being the conduit between stakeholders, facilitating greater knowledge-sharing, influencing positive behaviour change, building trust in the recycling system, and supporting innovation and improvement across all facets of the program.



INDUSTRY PARTICIPATION

96.7%

**Mobile phone
manufacturers**

90%

**Mobile phone
carriers**

COLLECTIONS

109t

**Mobile phone
and components**

99.3%

**Recycling
recovery rate**

LANDFILL DIVERSION

3%

**Consumer
disposal to landfill**

96.2%

**Landfill diversion
through collections**



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CONSUMER BEHAVIOUR

73%

**Aware of the
recycling program**

**Length of
ownership
up from**

**2.5 years
in 2020**

**2.9 years
in 2021**

ACCESSIBILITY

3,000+

**Public drop-off points
across Australia**

96%

**Population within
10kms of a drop
off site**

Collection points

**Local councils
Major carriers
Repair stores
Retail stores
Workplaces
Schools**



PARTNERSHIPS

MOBILEMUSTER PARTNERS WITH CHARITIES TO INCENTIVISE CONSUMERS AND TO THANK THEM FOR RECYCLING WITH US. WE HAVE GIVEN MORE THAN \$1 MILLION TO SUPPORT LOCAL CHARITIES INCLUDING SALVOS, ABLE AUSTRALIA, OZHARVEST, TAKE 3 FOR THE SEA, ZOOS, AND LANDCARE AUSTRALIA. OUR CHARITY PARTNERSHIPS ENCOURAGE AUSTRALIANS TO RECYCLE MORE AND DO SOME GOOD.

SALVOS

MobileMuster supports Salvos by giving \$2 for every kilo of mobiles and accessories collected at their retail stores. The partnership helps to increase the range of goods people can recycle at their local Salvos store whilst also generating funds for their programs. These programs strive to end hunger and homelessness, and build stronger families and communities. This year Salvos stores increased in store collections year on year, with a 10% lift on volumes compared to 2021.

LANDCARE AUSTRALIA

In August 2021, Landcare Australia and MobileMuster joined forces to save the critically endangered Regent Honeyeater, a songbird endemic to south-eastern Australia.

Over the month, funds were raised through the recycling of mobile phones dropped off at our collection points or posted back using our free recycling satchels. Funds raised went towards restoring the Box-Ironbark woodland and habitat in North Central Victoria. This was achieved through the planting of locally sourced indigenous plants, including Banksia, Allocasuarina, and Eucalyptus species to improve landscape connectivity and food availability.

A targeted advertising campaign was rolled out, focusing on metropolitan and regional areas around the country that included radio, print, online, as well as environmental and technology media.

ZOOS

MobileMuster partners with Zoos across Australia to support and raise much-needed funds for their wildlife conservation projects. Individuals, workplaces, schools, and community groups can nominate a Zoo to support as well as drop off their mobile phones and accessories at these participating sites to be recycled by MobileMuster:



The funds raised through the partnership supports primate conservation activities.

LOCAL GOVERNMENT

A critical element of MobileMuster's success is network accessibility to enable ease of recycling and local government partnerships are key in providing a mobile phone recycling drop off point within 10km for 96% of the population. MobileMuster works with 400 councils throughout Australia that offer more than 1,000 collection sites through their administration centres, libraries, or at waste transfer facilities. These are particularly valuable in regional and remote communities.

Local councils are also often the first point of contact for residents and small businesses who want to find out where to recycle tricky items like their old mobiles and our local government partners play a crucial role in educating the community on why and how to recycle.

Councils are the preferred drop-off site for both consumers and businesses for these products:

BUSINESSES

40% mobile phones
39% landline phones
45% modems
40% tablets

CONSUMERS

36% digital set top box
37% modems
41% home phones
33% tablets

Every year, MobileMuster recognises our top collecting council partners in each state and territory.

CONGRATULATIONS TO THE TOP LOCAL GOVERNMENT RECYCLERS FOR 2022:

①	Hornsby Shire Council	New South Wales
①	East Arnhem Regional Council	Northern Territory
①	Brisbane City Council	Queensland
①	City of Onkaparinga	South Australia
①	Launceston City Council	Tasmania
①	City of Monash	Victoria
①	City of Stirling	Western Australia

In 2022, more than 5.8 tonnes were collected by our local council partners nationally. This included over 35,000 handsets and batteries. The environmental benefits of recycling these mobiles and batteries are equivalent to planting 334 trees and avoidance of 12.86 tonnes of CO₂-e emissions.



Above: Caption: Hornsby Shire Council's Peter Sole, Head of MobileMuster, Spyro Kalos, Deputy Mayor of Hornsby Shire Council, Nathan Tilbury, and Hornsby Shire Council's Nathan Chen.

SCHOOLS

The next generation will play an important role in preserving our planet's resources and driving sustainability, and MobileMuster believes that education is pivotal in helping students take action on recycling.

MobileMuster provides practical curriculum material and supporting resources for the classroom. Our education program allows students to look at the impact of mobile technology and encourages them to build a sustainable future. These materials include:

- A **Mobile Connections guide** for high school students that addresses key inquiry questions in the Geography of Interconnections content area and covers personal connections, technology, trade, production, and consumption through the lens of a mobile phone.
- **School kit** to assist educators with running collections. The kit comprises a collection box, stimulus material, and a flip chart book.
- **Other resources** such as the teacher's tip sheet and recycling posters.

This year MobileMuster also ran several initiatives to support the school's program:

Schools Challenge

The annual Schools Challenge, which ran from March to June in 2022, is a competition where primary and secondary schools are encouraged to collect and recycle mobile phones and accessories to support our partnering zoos, with every mobile phone recycled raising funds to protect critically endangered primates through our zoos' conservation projects. Top collectors are awarded with technology vouchers. This year, 77 schools rose to the challenge.

Each year, we celebrate the top three collecting carrier stores across the Optus, Telstra, and Vodafone network.

Top retail collectors for 2021-22

1	Telstra Store Southport	Australia Fair
2	Telstra Store Sydney	George Street
3	Telstra Store	Gympie central
4	Vodafone Store	Chadstone
5	Yes Optus	West Lakes

Film Competition

The ever-popular MobileMuster Film Competition returned in 2021 with more than 100 film entries received from around the country.

Aspiring film makers with a passion for the environment were invited to create a one-minute film that would encourage their community to recycle their old phones. The theme for the year was 'Protect the Planet' and a panel of film, environmental, and education experts selected the winners and finalists based on their creativity, technical skills, environmental message, and relevance to the theme. The winning films were showcased by MobileMuster during Planet Ark's National Recycling Week (8 to 14 November 2021).

Winners

1	Scarlett Tander Wandin North Primary School, Victoria	Lower primary
1	Emerald Bloomfield Springbook State Primary School, Queensland	Upper primary
1	William Wheatley Home school, Queensland	Lower secondary
1	Lachlan Kelaart Huntingtower School, Victoria	Upper secondary

AUSTRALIA POST

MobileMuster also offers three free mailing options to post back old mobile phones and accessories for recycling:

- Prepaid post back labels that can be downloaded from the MobileMuster website. Consumers use their own packaging, attach the label, and drop off at their nearest post office.
- MobileMuster post back satchels that can be picked up from local Australia Post offices or JB Hi-Fi stores.
- MobileMuster post back satchels that can be ordered through our website.

In 2021-22, more than 10.5 tonnes of mobile phones and accessories were collected through these options with close to 30,000 satchels distributed Australia-wide. The satchels are manufactured using 80% recycled content and are recycled when posted back to us.

RETAIL

Our retail partners are central to the success of the MobileMuster program and each year, we celebrate the top collecting carrier stores across the Optus, Telstra, and Vodafone network. These star achievers were awarded with sweet treats and a trophy made from 100% recycled electronic waste plastic.

In addition to the annual winners, retail and repair stores that meet the monthly target of 10kg of mobile phones and components collected will receive a hamper from MobileMuster.

MobileMuster also partners with retailers such as JB Hi-Fi, Officeworks, and Woolworths to further enhance accessibility of the scheme, with these retailers collecting close to 17 tonnes of mobile phone components, up from 15 tonnes the year before.

NEW COLLECTION UNITS

Work commenced on updated collection units for our mobile phone carrier retail network, which will be rolled out in early 2023. These units will be dual branded and have a unique design in accordance with each carrier's branding and artwork, and will feature the products that MobileMuster accepts for recycling, including the expanded product range.

MobileMuster will run an internal and external communications campaign at the end of 2022 to assist with the roll-out as well as to market the updated collateral to consumers and businesses. The old units will be refurbished for re-use by MobileMuster's extensive network of collection points.



**DO GOOD FOR
TOMORROW.
RECYCLE TODAY.**

**RECYCLE
MOBILES
CHARGERS
ACCESSORIES
WEARABLES
TABLETS
MODEMS
HOME PHONES
SMART
HOME TECH
HERE**

THE MOBILEMUSTER PROCESS

When you choose to recycle your mobile phone through MobileMuster, you are transforming components of your phone into valuable materials for reuse, reducing the volume of raw materials extracted and processed to make new products.

The MobileMuster process not only enhances sustainable material management, but it is also a best practice and accredited program that upholds standards related to the protection of privacy and data, human health, and the environment.

In 2021-22, MobileMuster collected close to 109 tonnes of mobile phone components for recycling, which had the equivalent benefit of:



Reducing global warming by 42 tonnes of CO₂-e emissions



Saving 215 tonnes of mineral resources



Planting 11,000 trees



CAMPAIGNS

MobileMuster

THROUGHOUT THE YEAR, MOBILEMUSTER RUNS A SERIES OF ADVERTISING CAMPAIGNS TO RAISE AWARENESS OF THE PROGRAM AND OUR PARTNERS, BUILD TRUST IN THE RECYCLING PROCESS, AND DRIVE BEHAVIOUR CHANGE TO ENCOURAGE GREATER RECYCLING.

INDEPENDENT RESEARCH UNDERTAKEN BY IPSOS ANNUALLY ASSISTS MOBILEMUSTER IN MAKING INFORMED DECISIONS ABOUT OUR MESSAGING AND TARGET AUDIENCE BY PROVIDING INSIGHTS INTO THE GAPS, TRENDS, CHALLENGES, AND OPPORTUNITIES IN MOBILE PHONE RECYCLING.



**Use it or
recycle it
easy!**

The 2021 Ipsos research unveiled that Australians were hoarding some 23.5 million phones, with one in three citing data security as an impediment to recycling. Only one in 10 claimed to be aware of what happens to a recycled phone though the intent to recycle phones that were not in use had started to increase from the previous year.

With this information in mind, MobileMuster rolled out its Use it or Recycle it campaign in August 2021, asking Australians to think about how many phones they had forgotten about in their bottom drawer and why these phones were still there. The call to action was for people to either use their spare phones or recycle them, with MobileMuster providing information on how the recycling process works and how to manage data, to ease fears over data security.

The theme of the campaign was "Recycle today. Do good for tomorrow" and as part of that, messaging around what people could do if they were not ready to recycle was included, with a particular focus on reuse.

1 in 3
**Recycled a mobile
phone in the past**

3 in 10

**Recognise a
MobileMuster
campaign**

75%

**Aware of the mobile
phone recycling
program**

**GO FOR
ZERO**



While the 23.5 million phones in storage figure is no doubt staggering, what was astounding is the fact that of these phones, a whopping 4.2 million are broken and unusable, representing a stockpile of valuable materials and metals that lay unreclaimed.

Thus, over the month of March 2022, MobileMuster challenged Australians to Go for Zero and encouraged organisations to sign up to be a collection point for the month.

MobileMuster worked with Professor Alan Duffy, an astrophysicist from Swinburne University of Technology in Melbourne, who lent his support to the ambitious national campaign to round up over four million old and broken mobile phones and get them recycled. Professor Duffy pointed out that “the precious metals that are used in our smartphones were forged in dying stars, so Earth isn’t getting any more. We mine them at enormous cost, and they are an essential part of electronics. These supplies won’t last forever, which means recovering what we can from our old devices is critical. If we recycle those 4.2 million broken mobiles, we can prevent over 8,000 tonnes of mineral resources being mined, with saved carbon emissions equivalent to planting 42,000 trees.”

The campaign was supported with national advertising which included radio, outdoor and digital across Facebook, Instagram and YouTube.

**Keeping the
phone as a back
up and data
stored in the
phone are reasons
why people are
holding on to
their phones**

ENABLING CIRCULARITY

AUSTRALIA CAN MOVE TOWARDS A NET ZERO, RESOURCE EFFICIENT FUTURE AND AN INDISPENSABLE COMPONENT OF THIS SHIFT IS A TRANSITION TO A CIRCULAR ECONOMY.

What is a circular economy? A circular economy is based on three key principles: eliminating waste and pollution, circulating products and materials at their highest value, and regenerating nature.

The circular economy is at the heart of what MobileMuster does. Not only do we create efficient pathways to recycle mobile phones and accessories, we provide significant educational resources and promote avenues to guide efforts in reuse and repair.

MobileMuster also works with partners such as reuse programs, repair shops, and social enterprises including the Reconnect Project and DV Safe Phone to enhance these efforts by providing valuable information on how and where to refurbish, repair, trade in, donate, and reuse mobile phones.

Australia consistently comes in fourth globally to reach its Earth Overshoot Day, the day that humanity has exhausted nature's budget for the year. In 2022, Australia reached Earth Overshoot Day on 23 March¹.

MobileMuster, together with our partners, work towards best practice material management by driving higher order uses for end-of-life mobile phone and components.

This includes recovery, reuse, recycling, and working with our stakeholders to find ways to increase the use of recycled content in manufacturing.

4th
Australia consistently comes in fourth globally to reach its Earth Overshoot Day, the day that humanity has exhausted nature's budget for the year.

23 March '22
Australia reached Earth Overshoot Day¹



¹ Earth Overshoot Day: overshootday.org/newsroom/country-overshoot-days/

INNOVATION AND FY23

AS TECHNOLOGY ADVANCES, WE ARE SEEING AN EXPANSION OF THE DIGITAL DIVIDE, WHERE THE GAP BETWEEN THOSE WHO HAVE ACCESS TO DIGITAL TECHNOLOGY AND THOSE WHO DO NOT IS WIDENING.

According to the Australian Digital Inclusion Index², one in four people in Australia are digitally excluded. Those who are at particular risk of being left behind include people with low levels of income, education, and employment, those living in some regional areas, people aged over 65, and people with a disability.

MobileMuster continues to work with charitable organisations such as the Reconnect Project and DV Safe Phone, which provide refurbished mobile phones to people in need. It is MobileMuster's plan to continue to support and promote the work of these organisations by encouraging the reuse of phones through these avenues if they cannot be sustainably recycled.

In FY23, MobileMuster will also review its engagements with charities and will look to channel its efforts towards organisations that support marginalised communities.

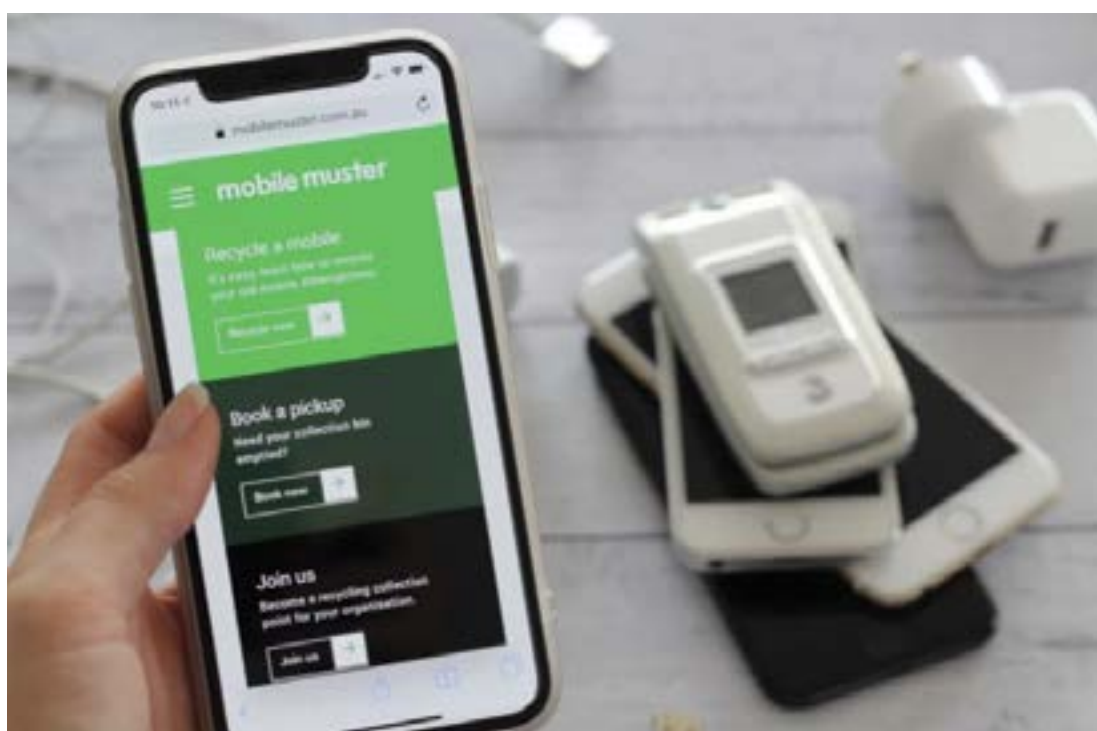
As an accredited product stewardship program, MobileMuster has a responsibility to ensure best practice collection, recovery, and recycling of mobile phones and accessories. The program seeks out and works with partners both locally and overseas that have innovation front and centre of their operations in order to enhance resource efficiency and drive greater benefits for human and environmental health.



² Australian Digital Inclusion Index – key findings 2021: digitalinclusionindex.org.au/key-findings-and-next-steps/

2021-22 RESULTS

Performance indicator	target	Result
COLLECTIONS		
Mobile phone collections (weight – tonnes)	76t	109t
Annual collection rate (available phones)	60.1%	62.5%
Diversion from landfill	>95%	96.2%
Recycling rate (material recovery)	>90%	99.3%
CONSUMER BEHAVIOUR		
Disposal rate to landfill	2%	3%
Accessibility	>80%	96%
INDUSTRY PARTICIPATION		
Manufacturers	>80%	96.7%
Carriers	>80%	90%



Below: Astrophysicist Professor Alan Duffy,
Swinburne University of Technology.



MobileMuster is the Government
accredited recycling program
of the mobile phone industry.

**An initiative of the Australian Mobile
Telecommunications Association (AMTA)**

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