

ANNUAL
REPORT
2021



FOREWARD

FROM OUR CEO



Despite the continued challenges presented by a lingering pandemic, I'm honoured to announce that we have continued upon last year's significant growth to double our funding this financial year. This increase in resources has taken us into a new and exciting stage as an organisation, enabling us to cross the threshold set by the Australian Charities and Not-for-Profits Commission (ACNC) from being listed as a Small Charity in 2020 to a Medium Charity from July 1, 2021.

In 2018, The Register of Environmental Organisations (REO), who we report to alongside the ACNC, recognised just under 60% of listed environmental charities to be Small, around 20% to be Medium and around 20% to be Large. The transition of PCFML to a Medium-sized Charity is an enormous milestone for us and reflects that we are now recognised within the top 40% of environmental charities (by revenue) in Australia. With this new listing, comes increased reporting obligations and responsibilities. Our team have been undertaking the necessary steps needed to prepare for these increased requirements over the past 12-months and have produced our first external audit as a part of this year's reporting (a copy of this Audit is available in Appendix A of this report).

In terms of what this additional funding has meant for our programs, 2020/21 has again seen significant outcomes for our work in Australia and India. In addition to this, in May, 2021 we launched a new Global Program in the Solomon Islands (thanks to funding from the Pacific Conservation and Development Trust). Our team there have since been working closely with our local partners *Plasticwise Gizo* and our India team to replicate our ever-growing *Waste to Wealth* projects and create a strong foundation for a waste free future across the islands.

In India, the team have recently launched our new organic composting programs, turning household organic waste into certified organic compost that can be sold to farms and to community members and businesses for use in local gardens. This exciting program is a win-win for nature and the communities in which we work, providing an income for marginalised local women while reducing the impacts that organic waste has on eutrophication of local waterways, as well as on human health and disease.

Our Australian team have been hard at work on rivers across NSW and QLD, wrapping up a range of pollution mitigation programs, while developing a new mapping program and approach focused on Blue Carbon sequestration and coastal remediation, with results due for release in late 2021.

As Positive Change for Marine Life continues to grow, I'm once again excited to take you on a journey into the heart of our programs and operations to highlight the efforts that our team have made towards healthier oceans and more resilient coastal communities within our incredible blue planet.

A handwritten signature in black ink that reads "Karl Goodsell". The signature is written in a cursive, flowing style.

Karl Goodsell
Founder & CEO

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Photo © Kristina Vackova



OUR MISSION

Positive Change for Marine Life dismantles the old narrative that the ocean exists for us to exploit. Through our core values of understanding, education and respect, we empower communities to take action for our ocean, developing long-term initiatives which benefit the sea, as well as those who rely upon it for survival.

We work with a broad spectrum of people from diverse backgrounds including businesses, fisherfolk, community organisations, students, faith groups, activists, political institutions and individuals - to realise the value of a healthy ocean and the long-term environmental, social, cultural and economic benefit that it provides.

We have two key focus areas:

1) Developing solutions to marine debris and pollution, which is having a devastating impact on marine ecosystems, as well as on human health. This includes exploring the potential that waste management, decentralised food production, up-cycling and ecotourism can have on transitioning coastal communities away from exploitative industries, whilst improving health, creating employment opportunities for marginalised groups, as well as protecting the ocean in perpetuity.

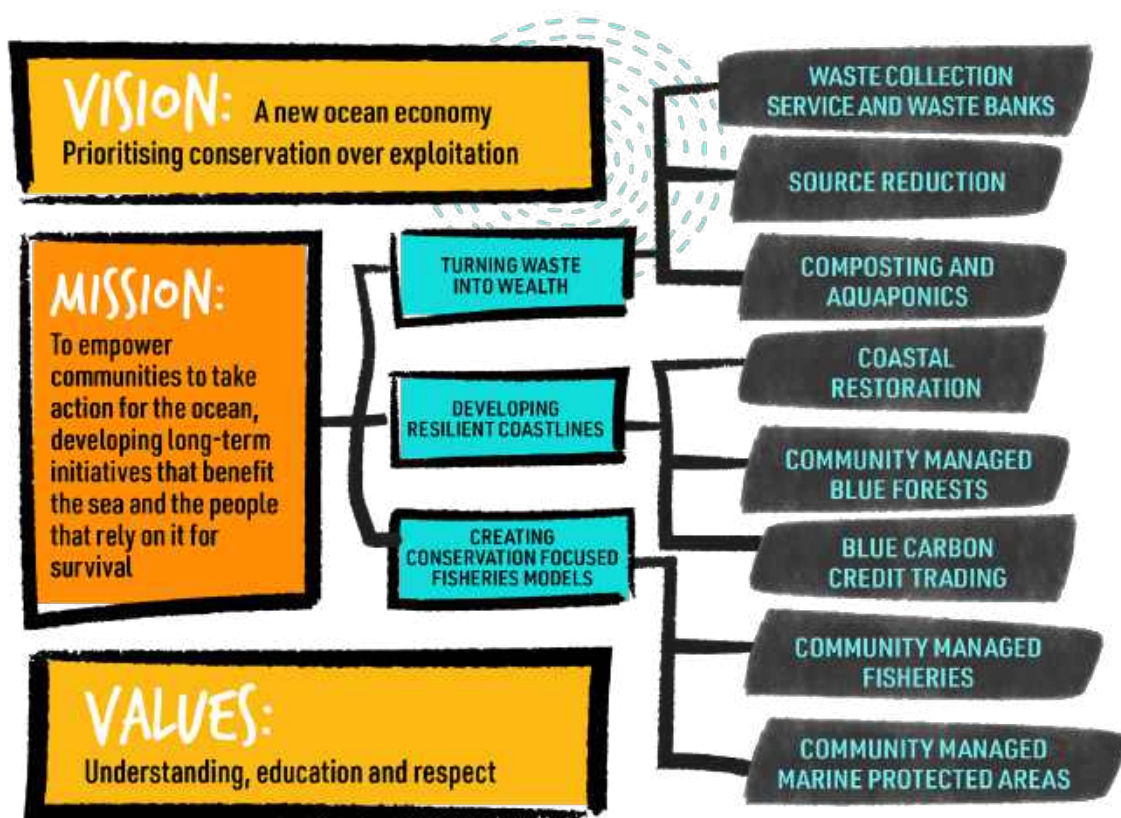
2) Leading community-driven Blue Carbon restoration projects in estuaries and coastal areas, with a focus on mangroves, saltmarshes and seagrasses. This includes leading innovative, multi-stakeholder research and mapping programs to identify priority areas, running community engagement programs to ensure conservation of existing areas, as well as leading restoration projects to restore and improve habitat, while increasing climate resilience.

We are proud to be independent, non-partisan, and non-denominational.



OUR STRATEGIC FOCUS

In line with new opportunities leading into next financial year, we're excited to announce our new focus as part of our revised 3-year Strategic Plan. The focus takes into account our refined program model, which has reduced the scope of our programs to address issues that our target communities see as most pressing in terms of how they impact livelihoods and long-term sustainability of the ocean.



GLOBAL PROGRAMS

TURNING WASTE INTO WEALTH - INDIA, SOLOMON ISLANDS

Our team have visited and worked in a number of developing coastal communities around the world. In every one of these nations it's clear that the challenges facing the ocean and the communities themselves are linked. In both India and the Solomon Islands locals overwhelmingly agree that waste management (especially plastic pollution) is the most pressing localised threat to the health of the ocean. Without addressing it first, they believe that there will be an uphill battle to solve other major environmental challenges such as waterway degradation and collapsing fisheries.

Given this local insight, our inaugural Global Program in India focused first on addressing solid waste-related issues, through what have now become a range of *Waste to Wealth* programs. These include the four priority programs mentioned on the facing page, as well as advocacy, lobbying, in-depth data collection, monitoring and reporting to ensure that our programs can be self-managed at a local level and replicated in other coastal communities around the world. They also help us to measure outcomes - highlighting strengths, challenges and opportunities, which ensure maximum program effectiveness.

In 2020/21, thanks to the contribution of our incredible donors and partners, we achieved a range of outcomes through our Global Programs in India and the Solomon Islands.





HOUSEHOLD COLLECTION SERVICE

Putting solutions back into the hands of communities through setting up a free door-to-door Waste Collection Service.



LEAVE NO TRACE SOURCE REDUCTION

Eliminating harmful plastics at their source by working with local businesses to transition to ocean-friendly supply chains.



COMPOSTING & AQUAPONICS (CAP)

Producing food and income from waste. Decentralising local economies, while taking the pressure off marine ecosystems.



ACTIV8 TRAINING PROGRAMS

Developing the foundations for new economies and ideas. Providing a platform for conservation-focused employment.



ADVOCACY & LOBBYING

Working with companies and government to create ocean and community-friendly policies that support our programs.



DATA COLLECTION & MONITORING

Using state of the art GIS technology to capture program metrics, informing impact across our priority areas.



Despite an incredibly challenging year for communities around the world, our work in India has continued to expand.

In spite of ongoing lockdowns and the limited access that we have had with our target communities, 2020/21 saw the team:

- ✓ Run six trial programs of our Black Soldier Fly home composting units, which turn household organic waste into a usable and sellable organic compost;
- ✓ Gain success in obtaining organic certification for our compost end-product from Kerala Agricultural University;
- ✓ Begin running trials with the compost at 2 commercial farms, 2 businesses and within 10 household garden plots to determine success and scalability;



- ✓ Develop a COVID-safe zero contact version of our Waste Collection Service (to be implemented once lockdowns are lifted);
- ✓ Develop a step-by-step Black Soldier Fly Larvae (BSFL) composting manual in English and Malayalam to be distributed among the local community in order to allow them to set-up the organic waste composting program at home;
- ✓ Conduct training programs for women to stitch bags out of soft plastics to be sold at the fish market. So far producing 80 bags as a trial (from 13kg of soft plastic food wrappers), with positive sales results and customer feedback;
- ✓ Run trials to test the production of beams for our *Waste to Wealth* household aquaponic systems, utilising results to inform a new design;
- ✓ Engage a team of local engineers to design a larger extrusion machine to turn collected soft and hard plastic waste into aquaponic systems through the creation of larger plastic beams and a new lock-in assembly mould design;
- ✓ Identify and engage further street food vendors and businesses to participate in our *Leave No Trace* plastic-free programs.

In addition, we've secured funding to roll out our River Warriors river restoration







projects on the Gangaya Estuary in 2022, as well as expand the number of marginalised local women that we employ in the community - employing an additional 10 women on a part-time and ongoing basis from 2022!



In late 2020, we were able to secure funding to develop a new *Global Program* in the Solomon Islands alongside and in support of existing local non-profit, *Plasticwise Gizo*. This exciting new project officially commenced in May, 2021 with seed funding provided by the *Pacific Development and Conservation Trust* - an initiative of the New Zealand Government. Additional funds from our major sponsor *The Ubuntu Foundation* supported the employment of two on-ground full-time PCFML team members from the community in Gizo.

Our work in the Solomons is allowing us to replicate the model that we developed in India and follows the theme of '*coastal communities teaching coastal communities*', with our India team training the Solomon Islands team to lead their local projects. At present, the Solomon Islands team is focused on delivering the

following outcomes over a 12-month period to April, 2022:

-  Running door-to-door surveys of our target region on Gizo Island to understand the community and to be able to track our progress via interactive GIS maps. This will enable us to determine where more training and education programs are needed, as well as setting a solid foundation for our weekly *Waste Collection Service* as the program evolves;
-  Implementing a *Waste Collection Service* program on Gizo Island, engaging, training and employing 10 local women leaders to roll the program out across 100 households by April 2022;
-  Developing a *Waste Bank* program with the 100 participating households to allow funds received from recycling to be pooled into a social and environmental grants program, which participating households are eligible to apply for every quarter;
-  Opening a Marine Conservation Centre, Training and Waste Management Facility on Gizo Island with our local partners *Strongim Bisnis* and *Plasticwise Gizo*;
-  Designing and building plastic shredding and extrusion machines to shred and repurpose collected hard and soft plastic waste from our Household Collection Service;
-  Designing a trial of our first locally manufactured Composting & Aquaponic (CaP) systems, built with shredded and extruded plastics.





To date, our team in the Solomons have already been kicking goals and have employed 10 women leaders from Plasticwise Gizo to drive our on-ground work, with 100 households in the early stages of a Waste Collection Service. We're excited to see what the future holds as the program continues to gain momentum.

Our Waste to Wealth programs demonstrate how everyday household and business waste can be repurposed to create social, environmental and economic benefits. By combining income generating activities with social and environmental outcomes, our goal is to create much needed waste management services driven by communities, for communities and funded through the projects themselves.

GLOBAL PROGRAMS IMPACT TO DATE...



62 LOCALS EMPLOYED
(50 in India and 12 in the Solomon Islands - including 55 marginalised women)



66 EDUCATIONAL PROGRAMS RUN
(63 in India, 3 in the Solomon Islands)



219 HOUSEHOLDS COLLECTED FROM
(119 in India and 100 in the Solomon Islands)



566,959 PIECES OF PLASTIC COLLECTED
(with 252kg shredded for our CaP systems in India)



6 HOUSEHOLD COMPOSTING TRIALS
(creating >2 tonnes organic certified compost in India)



27 VENDORS & BUSINESSES
(involved in plastic product transitions in India)

COASTAL REMEDIATION

CREATING RESILIENCE ON A CHANGING PLANET, AUSTRALIA





With recent climate science predictions outlining that limiting global warming to the crucial 1.5-degree threshold set out in the Paris Agreement is now virtually impossible, extreme weather events could put billions at risk by 2100. Despite these apocalyptic predictions, the report also offered a glimpse of hope. One that could only be made possible by decarbonising our economies at a rapid rate over the next few decades.

Since 2019 we've been working towards a plan to play our part in addressing the biggest threat to global marine life. One that will help to combat climate change, increase habitat and ensure a more resilient future for the coastal communities with whom we work. In 2020/21 we actively worked on two rivers in northern NSW - The Brunswick River in the Byron Shire and Terranorra Creek in the Tweed.



Thanks to an increase in resources in 2020/21, we've been able to bring the planned evolution of our River Warriors project to life! Shifting our focus from marine debris and water quality, the program has now expanded to include a more holistic approach to the management of estuaries and rivers that are facing a variety of threats along the east coast of Australia. Our current pilot River Warriors ecosystem restoration project commenced in January, 2021 with joint funding from Australian Ethical, Southern

Cross Credit Union, The Ubuntu Foundation and Byron Shire Council, helping us to achieve the following:

-  An in-depth and comprehensive understanding of the river through an ongoing monitoring and mapping program, which is highlighting vegetation coverage, bank erosion, water quality and marine debris and pollution hotspots;
-  The development of long-term relationships between a range of stakeholders in the region. Bringing fishers, farmers, scientists, government and business together to protect our rivers;
-  Developing a Blue Carbon methodology and feasibility study into what a voluntary Blue Carbon credit scheme could look like and how we could implement it at a local level (an Australian first, if successful);
-  Identifying priority areas for restoration, based on our research and mapping, existing datasets, as well as input from our range of partners.

Our ecosystem mapping program is now well underway and due for release in December 2021. We have also secured partial-funding to commence our restoration projects in early to mid-2022.

Given reduced program costs and relative carbon credit income, we see a bright future for broad-scale restoration in the mangrove forests of Kerala and the Solomon Islands. Our team are planning a scoping study within these regions, which is set to take place in early 2022.



RIVER WARRIORS IMPACT 2020/21...



39 VOLUNTEERS ACTIVELY ENGAGED

(23 Brunswick River marine debris surveys, 5 Terranorra Creek marine debris surveys, 2 Brunswick River ecosystem surveys, 9 workshops/partner meetings)



549KG REMOVED

(196.5kg Brunswick River, 352.5kg Terranorra Creek)



5,280 INDIVIDUAL PIECES OF MARINE DEBRIS COLLECTED

(724 Brunswick River, 4,556 Terranorra Creek)



157 VOLUNTEER HOURS

(53.2 Brunswick River marine debris surveys, 62.75 Terranorra Creek marine debris surveys, 16 Brunswick River ecosystem mapping, 25 workshop/partner meetings across the region)



10 SURVEYS COVERING 22.5KM OF RIVERS AND CREEKS

(2 Brunswick River public-facing marine debris surveys, 4 staff-run Terranorra Creek marine debris surveys, 4 staff-run Brunswick River ecosystem mapping surveys)







MARINE DEBRIS PROJECTS

HONOUR THE OCEAN + BUTT FREE, AUSTRALIA

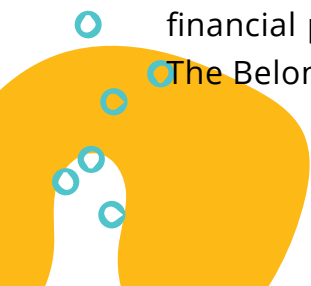
Although not a major focus area for the organisation over the past 12 months, our Honour the Ocean beach surveys and Butt Free programs are still operational and add vital data to support our marine debris programs around the world. To date, we've collected an estimated 1.3 million individual pieces of debris from these programs across 7 countries! Keep in mind that these are just the items that we've counted and that there are enormous amounts of debris that we've hauled in without the capacity to individually count - including tonnes of debris collected from the Seychelle Islands campaign back in 2016 and over 4 tonnes collected by our India team during the 2019 monsoon season!

2020/21 saw some exciting new progress for our Butt Free programs, with the expansion of the program to Tweed Heads and funding secured for a Butt Free Sunshine Coast program. In total, we will have three Butt Free Programs in operation across NSW and QLD by September 2021!



In 2020/21 our Honour the Ocean program continued to build upon our marine debris database, which began all the way back in 2012.

To date, we've collected over 1.3 million individual pieces of debris from around the world. Our Australia team ran 9 surveys this year, engaging 53 volunteers and collecting almost 5,000 individual pieces of debris in northern NSW alone! A series of these surveys took place in collaboration with Byron Bird Buddies, a fantastic local organisation looking out for important bird species across the Byron Shire. We cleaned up nesting shorebird habitat across the Belongil Estuary, with assistance from a number of our major financial partners (picture facing) and co-hosted by one of our local financial partners Southern Cross Credit Union. It was a win win for shorebirds, The Belongil Estuary and the Cape Byron Marine Park!





Our Butt Free Australia programs continued to gain traction this year, with the Byron program winning a NSW Sustainability Award and a new program commencing in partnership with the Tweed Shire Council in Tweed Heads, NSW. We also secured funding to commence a Butt Free Sunshine Coast program in QLD, which is set to commence in September, 2021. We're excited by the continuing impact that our Butt Free programs are having across NSW and QLD and are looking forward to reducing butt litter in the Tweed and across the Sunshine Coast!

MARINE DEBRIS PROJECTS IMPACT TO DATE...



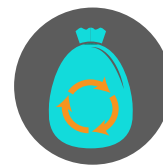
75 VOLUNTEERS ENGAGED
(57 Honour the Ocean, 18 Butt Free Tweed)



29 EDUCATIONAL PROGRAMS & SURVEYS
(20 Butt Free Tweed, 9 Honour the Ocean)



314 VOLUNTEER HOURS
(204 Honour the Ocean, 110 Butt Free Tweed)



4,762 PIECES OF MARINE DEBRIS COLLECTED
(across both programs)



210KG REMOVED
(Honour the Ocean beach surveys)



0.7KM COVERED
(through Honour the Ocean beach surveys)



PARTNERSHIPS FOR POSITIVE CHANGE

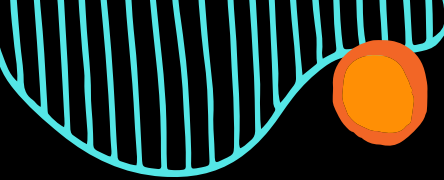
FOREWARD

The biggest challenge facing the non-profit sector in Australia is funding and resource-related, with many charities not making it through their first 12 months of operation. With demand for charitable services ever-growing, especially since the onset of COVID-19, its worrying to see how little there is for the vital services that charities provide for our communities, environment and climate.

Like many Australian charities, PCFML's journey has been a challenging one. When we formed in 2012, we had \$100 in our bank account and not a great deal of understanding as to how to run a successful non-profit. Relying solely on volunteer support and pro-bono services, we worked late at night and on weekends to keep the charity afloat. In time, this paid off as we were able to increase our revenue over the years to a point where our CEO was able to be employed on a part-time basis in 2018. Since then we have grown rapidly - expanding our programs and networks, as well as our core paid staff from one to seven FTE staff members, as well as an additional fifty or so marginalised women that we now employ in India and the Solomon Islands.

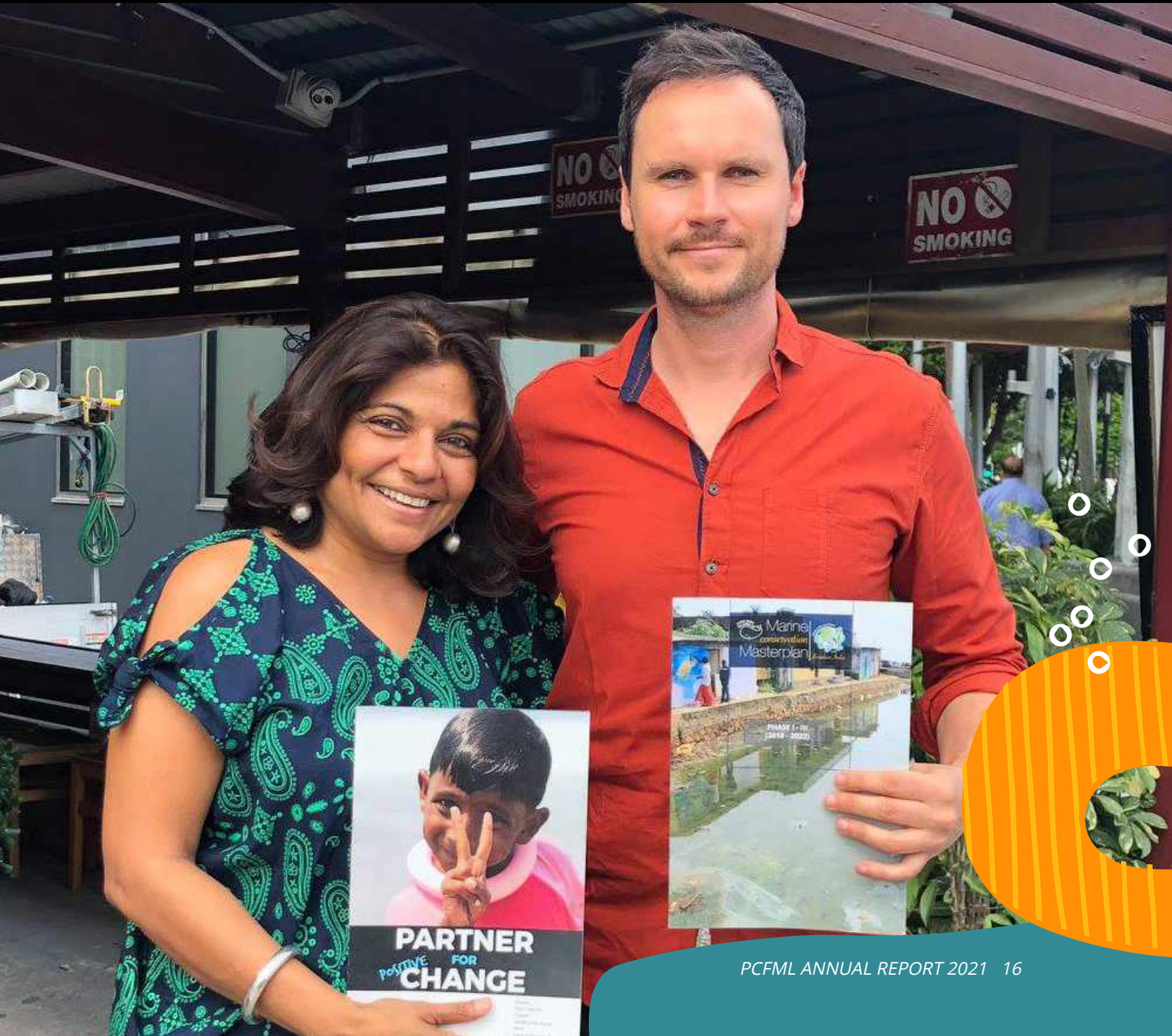
Over the past two years, a major philanthropic trust, The Ubuntu Foundation, has been a vital part of our continued growth. They have enabled us to fund our CEO and Development Manager's wages, whilst assisting with program funding gaps to ensure that we can keep the rest of our core team members employed. This has allowed us to increase program efficacy and scope, refine our strategic plan, improve our Governance structure, develop a long-term Development Strategy, engage a range of new partners and sponsors, as well as pave the way for a new Brand Ambassador Program, which we are now discussing with a number of well-known ocean-based athletes.

In addition to the Ubuntu Foundation's support, we are very thankful to have a range of other philanthropic trusts, business, corporates and ongoing givers



supporting us. Their contributions (alongside at least half of our revenue coming from grants) have enabled us to continue to grow and achieve our objectives throughout our international programs.

A heartfelt thank you goes out to all of our partners in 2020/21 especially The Queensland Government, The New South Wales Government, Australian Ethical, The Pacific Development and Conservation Trust, Sustain Digital, Southern Cross Credit Union, Byron Shire Council and Adreno Ocean Outfitters. A huge thanks also to all of our smaller ongoing business partners, program partners and individual supporters. We wouldn't be here without you!



GOVERNANCE

ENSURING STRONG FOUNDATIONS UNDERPIN OUR WORK

As we continue to expand, we aim to keep our governance models fluid with the new challenges and demands that additional growth bring. At present, we are registered as a Company Limited by Guarantee in Australia, a Charitable Society and a Private Limited Company in India and a Charitable Trust in the Solomon Islands. Each of these entities bring with them their own challenges and reporting requirements. We have Chartered Accountants in each country that we operate in and need to ensure that all donations received are accounted for and reported back to our funders, as well as government bodies, which we report to.

In 2020/21 we realised the need for an expanded skillset within our board to account for our current and projected growth. This led us to recruit for 3 new board members, who will be joining us in the 2021/22 financial year and will bring a wealth of knowledge, networks and capacity to help us continue kicking goals.





FINANCIALS

AN OVERVIEW OF OUR INCOME AND EXPENDITURE IN 2020/21

PCFML's total income rose significantly from \$168,693 in 2019/20 to \$338,891 in 2020/21. This was assisted by the employment of our part-time Development Manager who significantly increased our capacity to pursue a range of funding opportunities. This growth also reflects the continued expansion of our teams across Australia, India and the Solomon Islands; a growing following as a result of our ongoing campaign successes; as well as an increase in public awareness of PCFML and the work that we do.

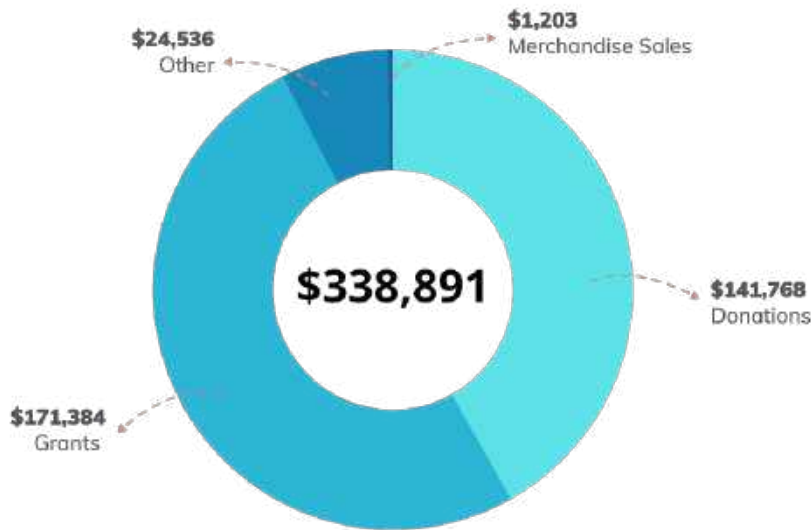
In line with greater financial support, our annual expenditure increased from \$118,932 in 2019/20 to \$321,500 in 2020/21. This reflected our growth in staff and associated campaign and other related expenses as a result of our increased financial capacity. Towards the end of the 2021 financial year, we explored a range of opportunities to enable further growth. As a result, we aim to further expand our fundraising and development team and programs in 2021/22.

FINANCIAL SUMMARY COMPARISON

	2020/21	2019/20
Income	\$338,891	\$168,693
Expenditure	\$321,500	\$118,932
Net Assets/Liabilities	\$111,383	\$93,991
NET POSITION (excluding assets)	\$17,391	\$49,761



2020/21 INCOME SUMMARY



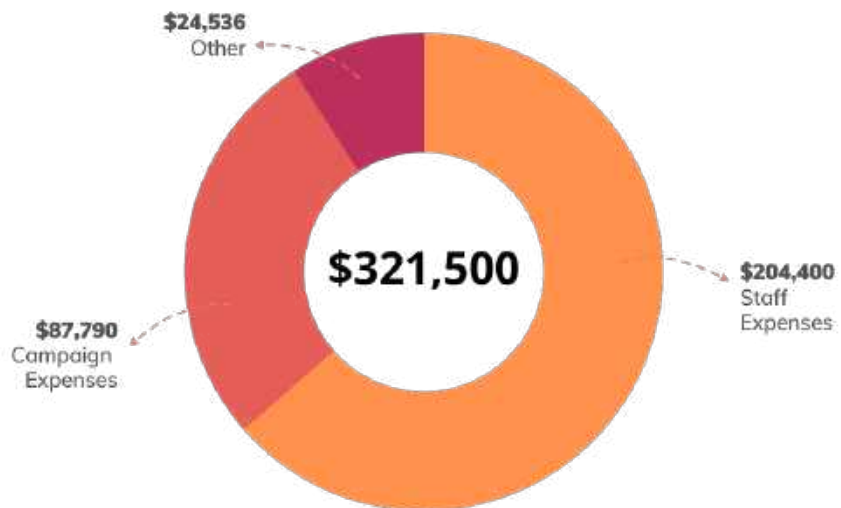
Ensuring Accountability

We are committed to ensuring that we are accountable for every dollar that we spend and are independently audited annually.

Reporting to external bodies

In addition to our audits, we report to the ACNC as well as the REO annually. Copies of our reports are available via the ACNC website.

2020/21 EXPENSES SUMMARY



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PHONE 0422 756 848
EMAIL info@pcfml.org.au
AUSTRALIA - INDIA - SOLOMON ISLANDS



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