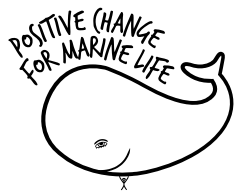




2022 ANNUAL REPORT

A DECADE OF POSITIVE CHANGE THROUGH UNDERSTANDING, EDUCATION & RESPECT



A BRIGHTER FUTURE

THROUGH COLLABORATION

While the health and systemic impacts of COVID continue to wreak havoc on our global community, the very real threat of decades of inaction on climate and biodiversity loss is becoming increasingly evident.

Nature is sending us a message. The big question is, do we heed her warnings?

This year saw some of the most devastating floods in modern history along the east coast of Australia, with people evacuating their homes with bitter memories of the black summer fires still fresh in their minds. Unfortunately, Australia is not alone. Record-breaking snowfall, heatwaves and floods across Europe, cyclones in the Pacific and wildfires in North America are just the tip of the proverbial iceberg. With habitat loss from human activities reaching a critical point, numerous species are being left with nowhere to go, as the systems that have sustain all life on the planet continue to erode.

While habitat loss is one of the major challenges that needs to be addressed in order to protect biodiversity, it's unfortunately just one of many impacts that are being co-driven by a changing climate. Rising temperatures are affecting the reproductive abilities of some species, with warmer nests dramatically reducing the birth numbers of male sea turtles. On Raine Island in Australia, scientists found a 116:1 ratio of female to male hatchlings. All-female turtle populations are adding greater stress to this ancient species, already at risk of extinction from egg poaching, harvesting for meat, habitat loss, bycatch, boat strikes and marine pollution. United Nations Secretary General Antonio Guterres recently warned that the world was reaching a "point of no return", yet a lack of political will, fuelled by corporate lobbying and economic inequality



Karl Goodsell
Founder & CEO

is driving us rapidly beyond that point, into uncharted territory and an uncertain future.

Despite seemingly insurmountable challenges, the resilience of the human spirit can never be underestimated. Throughout history, we've beaten all odds, developing solutions to break widespread famine, combat disease and illness and protect our species from natural threats to ensure that we continue to thrive. While some of these solutions have worked against us in the past (through then unknown impacts on the natural systems that sustain us), we now realise the error of our ways and the solutions needed to reverse the damage done.

Armed with this awareness, as well as the knowledge, technology and capacity to drive positive change, I believe that there is genuine opportunity for a brighter future. A future in which we re-establish our place within nature, where restoration and thriving biodiversity are the key drivers of a new economy.

I'm honoured to reflect on 10 years of Positive Change for Marine Life. To witness our continued growth further enabling community leadership to mitigate pollution, climate change and habitat loss. To experience first-hand how conservation programs can positively impact social equity, as well as how working together, as a global community in harmony with nature, can ensure a better world for many generations to come.

Karl Goodsell

2022 ANNUAL REPORT CONTENTS

10 YEAR'S OF IMPACT ACROSS THE GLOBAL SOUTH	1
MARINE POLLUTION PROJECTS	3
GLOBAL PROGRAMS, INDIA	4
GLOBAL PROGRAMS, SOLOMON ISLANDS	7
BUTT FREE, AUSTRALIA	10
RESTORATION & CLIMATE PROJECTS	12
RIVER WARRIORS, AUSTRALIA	13
DEVELOPMENT UPDATES	15



10-YEARS OF IMPACT

ACROSS THE THE GLOBAL SOUTH

This year marks 10 years of Positive Change for Marine Life and what an incredible journey it's been. From our humble beginnings in Japan in 2011, to the official formation of the organisation in Australia in 2012, we are so proud of all of the people around the world who have contributed to getting us to where we are today. A global community, truly driving positive change!

From the people who believed in us and helped to sustain our unpaid team for the first 6 years of our operations, to the thousands of incredible volunteers who have facilitated, led and participated in programs spanning 7 countries across the Global South! To our funders who have

helped us move beyond the volunteer space and employ a growing team that now consists of 11 paid core staff and 82 marginalised women and youth in India and the Solomon Islands, to our local project partners, friends and participants in our many events, workshops and citizen science programs. To the unbelievable communities that we work with, especially the inspiring, resilient women and youth of India and the Solomon Islands, we thank you!

We are honoured to have made it this far, to have grown truly impactful, much needed programs in communities at the forefront of change across Australia, India, the Solomon Islands, the Seychelles, Brazil, Japan and Indonesia! We can't wait to see what the future holds and are proud to share our ever-growing impact with you as our work continues to evolve!





WASTE COLLECTION SERVICE (WCS)

Putting solutions back into the hands of communities through our free door to door Waste Collection Service.



LEAVE NO TRACE (LNT)

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



COMPOSTING & HYDROPONICS (CaHP)

Producing food and income from upcycled waste. Decentralising local economies, while reducing environmental pressures.



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, which support our programs.



DATA COLLECTION & MONITORING

On-ground research and state of the art GIS technology to capture program metrics, informing impact across our priority areas.

MARINE POLLUTION PROJECTS

TURNING WASTE INTO WEALTH

Over the past 10 years the team, our partners and Ambassadors have led hundreds of marine debris-focused on-ground projects, events and workshops, with the goal of addressing one of the biggest threats to the ocean and the communities who rely on it.

From the fatal ingestion of plastics by endangered Olive Ridley's turtles near our Marine Conservation Centre (MCC) in India, to health and respiratory issues caused by the incessant burning of waste across all of our Global Program locations; the ubiquitous use of plastic is creating problems that our global community is struggling to solve. Here in Australia, we also face our fair

share of challenges. While waste is generally not seen to the extent that it is in many nations around the world, our waste management systems are broken. With landfills at capacity, our systems are at a crisis point. In Australia, the vast majority of what we thought we were recycling over the past few decades was uncovered as actually being sent to China and other nations, where most of it was dumped, burned or ended up in landfill on the other side of the world. In India and the Solomon Islands, waste management is all but non-existent, placing huge pressure on human health and the environment.

While waste is a wicked problem, there are also wicked solutions! Through our *Waste to Wealth* programs, we're driving long-term, community-led initiatives, which are helping to solve the waste crisis! The following pages outline some of these initiatives and the incredible, growing impact that they are having across our target regions.

GLOBAL PROGRAMS INDIA



Richu Baby

Global Programs India Manager

COVID-19 has continued to have a detrimental impact on billions of people around the world. It was devastating to witness the many challenges that our target communities in India have faced as a result of the pandemic, with the repercussions of continued lockdowns severe and far-reaching. Alongside the many deaths and health-related issues, many people within our communities did not have access to food or their regular forms of income. Families were lucky if they could obtain one meal per day during the

worst periods of the lockdown, with military-delivered rice often the only option. While there was so much heartbreak around COVID and all that it created, there were also stories of hope and compassion, with our partner organisation SISP, PCFML and other non-profits and individuals doing their best to support the community through this incredibly difficult time.

Despite the ongoing logistical challenges that our programs faced due to COVID over the past financial year, our team resumed to total capacity in September, 2021. Since then, we have significantly ramped-up our work alongside the community to develop and co-create strategies to achieve sustainable growth, continue building resilient decentralised economies, and support local women and youth (in particular) to clean-up and restore their environment. A win, win!





**DURING 2021/22,
OUR TEAM
IN INDIA HAVE:**

- Recommended the weekly **Waste Collection Service (WCS)** in the fishing regions of Vizhinjam and Kottapuram. The WCS now enables **250 households and businesses (>1500 people)** to sort, manage and recycle their waste!
- Continued to employ marginalised women and youth to manage our WCS, with **72 people currently employed.**
- **Removed >1000kg of solid waste and >2000kg of organic waste** from polluting the environment.
- **Produced 1300kg of certified organic compost** from 3200kg of organic waste collected from the community.
- Identified and engaged further street food vendors and businesses to participate in

our *Leave No Trace* plastic-free programs. The number of businesses participating has now grown to 54, which has **eliminated ~1.51 million plastic items from circulation each year!**

- Developed the curriculum for a **project-based-learning (PBL) educational program** for students at our partner organisation SISP, which will provide real-world opportunities for marginalised youth.
- Developed an **educational display for the Marine Conservation Centre.** The conservation-inspired exhibition is intended to strengthen community interest, knowledge, and understanding of sea turtles, their habitat and the myriad threats they currently face.
- **Built a pilot black soldier fly larvae (BSFL) composting plant, which can process 25kgs of organic waste daily.** The plant is set up in the **newly developed Ocean Innovation Hub (OIH).** Following certification and licences, the team have

also **begun the commercial sale of the BSFL compost** through our marketing partner, Xylem Botanicals. Our aim is to **develop local market-based social enterprises** for the community to lead.

- Run **product trials made from the soft and hard plastics that we collected through the WCS.** The team is currently in the process of procuring a new sheet press machine, injection mould, and product moulds for the plastic repurposing unit in our OIH.
- **Developed infrastructure for the material recovery centre arm of the OIH** to include washing, sorting, and storage facilities. The mini recovery centre will operate from the Hub and will employ further women and youth.

We are especially excited to announce the expansion of our existing *Marine Conservation Centre* through the opening of the OIH. The Hub is focused on co-creating, testing, and scaling-up sustainable innovations, which benefit the marine

environment. It will connect relevant stakeholders through knowledge exchange and collaboration, enabling the adoption of sustainable blue innovation practices. The hub will also serve to leverage ocean science, empowering young people from urban, underserved communities to transform their lives, and our world as scientific and environmental leaders. In addition, we've been exploring new opportunities, including the Gangaya Estuary Remediation Project to restore this degraded and polluted coastal wetland, as well as engaging our target community in developing a well-managed, sustainability-focused fishing cooperative.

We want to give enormous thanks to the Ubuntu Foundation for their increasing contribution to our India programs during this very difficult time. Their support, alongside our partner and donor community, has seen our work in India dramatically expand over the past 12-months, despite external challenges. We are incredibly motivated to continue to scale these programs over the next 12 months, while exploring opportunities for them to be replicated in other marginalised communities around the globe!



GLOBAL PROGRAMS

SOLOMON ISLANDS



Zelda Hilly
Solomon Islands Coordinator

The challenges of the pandemic making its way into the Pacific region later than many other parts of the world had a significant impact on our Solomon Islands program over the past 12 months. As a result of this, we re-focused our energy into forming strong local partnerships, further developing our strategic planning for the Solomon's and keeping our *Waste Collection Service* and *Leave No Trace* program operational.

Our work in the Solomon's commenced in mid-



2021 through a funding opportunity from the Pacific Development and Conservation Trust (PDCT). We partnered with Plastic Wise Gizo (PWG) to reduce the amount of rubbish going into landfill by training the community in collecting pre-segregated household waste and storing it for upcycling (the same model as our India WCS program). We've also been working hard to transition Gizo Market to become 100% plastic free and ocean-friendly through our *Leave No Trace* program. At present, we are working with a range of vendors, the Gizo Town Council (GTC) and the Western Provincial Network for Sustainable Environment (WPNSE) to make this happen.

I'm very excited by the progress that our team has made and look forward to further leading our innovative and vital programs across the Gizo community and beyond!

DURING 2021/22, OUR TEAM IN THE SOLOMON ISLANDS HAVE:

- **Expanded the WCS to 80 households**, with growing interest within the community as a result of the delivery of our **engagement and awareness** initiatives.
- **Increased availability of information across the community** in order to cater for increased participation, while **supporting new income streams that our programs have created for the 12 local women who we employ** through it.
- **Partnered with GTC, WPNSE and the Gizo Market**, who have supported us with transportation logistics for the WCS. This partnership has relieved the transportation challenges that we encountered when the program commenced, while strengthening our relationships with local stakeholders. This partnership will also
- **Purchased a Plastic Presser machine**, which we sourced through the PCFML India team. This piece of equipment will assist us in **upcycling the plastics collected through the WCS**, turning it into solid panels, which can then be moulded into other usable items such as bricks, chairs and tables.
- **Commenced our Leave No Trace (LNT) program**, which is gaining awareness and engagement with local market vendors. At present, **we have removed an estimated 100,000 single-use plastic bags and straws from circulation**. As we move towards a plastic-free Gizo Market (a pilot for the broader rollout of the program across Gizo), we have realised the difficulty of locally-sourcing plastic alternatives. With alternative product sources scarce across the Solomon's, we are now looking at ordering sustainable product options from the India team's suppliers there. In the not too distant

allow for broadened participation in the WCS, while we grow the program towards **100 households by early 2023**.



future, we hope to set-up sustainable supply chains directly through our communities, employing our women and youth leaders to drive this new initiative through a social enterprise model.

- **Been successful in our application to the Pacific Regional Environment Program (SPREP) to lead the International Coastal Clean Up Day (ICCD) in Gizo.** This is a great opportunity for us to take a leadership role in the waste and marine debris space in the Western Province and we will be facilitating the program, inviting WWF, World Fish and other leading global NGOs to join us in our efforts. While **cleanups on land and underwater** will be a component of this project, we will also be running **'whole of community' engagement workshops to inspire proper waste management** across the Western Province.
- Created an opportunity for our India-based Conservation and Community Outreach Officer Krishna to join the team early next

year to help develop the concepts that the India team have been successful in implementing there. This will **pave the way for composting systems to manage organic waste and develop social enterprise models.** It will also allow for further **cultural exchanges between India and the Solomon Islands** - a collaborative approach that we term, **'globalisation for good!'**

It's an exciting time for our Solomon's team. Our programs are unique and desperately needed. With the support of our range of partners we are hoping to make a long-term commitment to the Pacific Islands in order to reach our strategic goals, while also exploring ecosystem restoration opportunities in 2023.



BUTT-FREE

AUSTRALIA

Oliver O'Reilly

Butt Free Sunshine Coast Coordinator

Cigarette butts have traditionally made up >80% of land-based litter surveys across our program locations. With butts made from cellulose acetate, they create a persistent form of litter, which has also been found to leach toxic chemicals into the environment, while affecting wildlife through ingestion. As a result of the aforementioned, our Butt Free programs were launched in the Byron Shire in NSW in 2017.

Since then, our team and local partners have run successful Butt-Free programs across the Byron region, as well as in the Tweed Shire and Sunshine Coast local government areas (LGAs), addressing butt-litter at its source through data collection, smoker engagement, workshops, informative educational signage, butt bins and voting booth stations.

As our programs in Australia have shifted towards



ecosystem restoration, it's with great sadness that we've wrapped up our Butt Free Australia programs, with the last program taking place this year on the Sunshine Coast (with funding support from the Queensland Government).

The team ran a highly successful program across 7 sites between Mooloolaba and Cotton Tree, Maroochydore, which resulted in an **82% reduction in butt-litter** across our target sites, as well as a **50% increase in observed binning rates** across the region!

With over **12,000 butts individually collected** by the team, the program has left the coast in a much better state than when we found it. We are so proud of all that we have achieved over the years through Butt Free Australia and we are currently looking for groups to hold the torch and continue the program across the east coast and beyond!

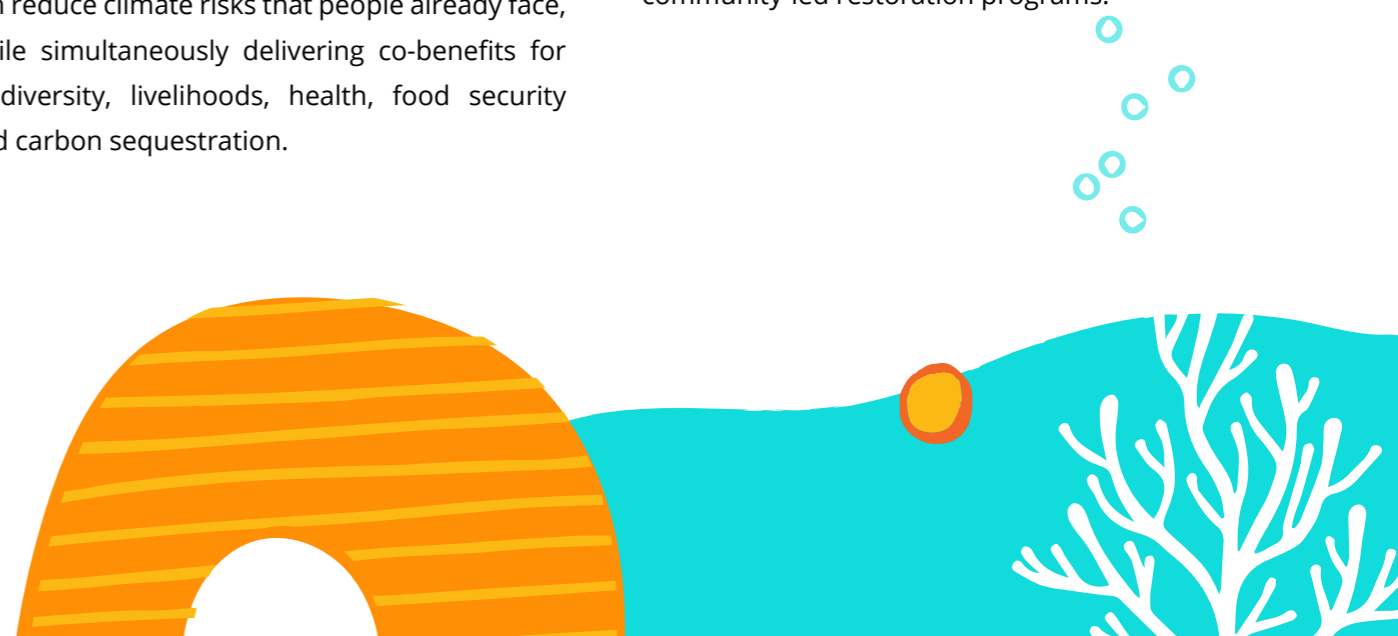


RESTORATION & CLIMATE PROJECTS

CREATING RESILIENCE IN THE FACE OF A CHANGING PLANET

According to the 2022 Intergovernmental Panel on Climate Change (IPCC) report, climate change continues to present an increasing threat to human wellbeing and the health of the planet. Despite dire warnings, the IPCC indicates that solutions are only possible through targeted, global action now. Ecosystem-based adaptation can reduce climate risks that people already face, while simultaneously delivering co-benefits for biodiversity, livelihoods, health, food security and carbon sequestration.

Over the past 18 months, we've been focused on redefining what we can do as an organisation to mitigate climate change and enact real-world action that ensures a liveable future. To this end, our River Warriors program aims to reverse the trend of coastal degradation through restoring, connecting and protecting riparian areas, including mangroves, seagrasses and saltmarsh in some of the world's most valuable blue carbon and ecosystem services locations. With the additional resource of a part-time intern, we're mapping potential restoration areas across our program locations in India and the Solomon Islands, determining potential for broad-scale, community-led restoration programs.





RIVER WARRIORS

AUSTRALIA



Lauren Morgan

Wetlands & Coastal Programs Coordinator

With the continued growth of the program on the Brunswick River, River Warriors are creating a proof of concept case study through which ground-breaking community-led blue forest restoration programs can serve to protect and support carbon sinks, enhance ecosystem services and engage a diverse group of stakeholders. With an emphasis on catchment resilience and climate mitigation, the team and I are excited to be exploring nature-based solutions (NbS) to the range of threats that our coastal ecosystems currently face.

DURING 2021/22, OUR TEAM IN AUSTRALIA HAVE:

- o **Developed a unique, in-depth and comprehensive understanding of the river** through identifying, monitoring and mapping a range of environmental threats, such as vegetation coverage, bank erosion, water quality, marine debris and pollution hotspots.
- o Facilitated **five working group meetings, seven kayak-based surveys** (covering more than fifteen kilometres of riverbank), **four community engagement clean-up events, two collaborative boat-based surveys** and the **collection of more than seven hundred and fifty research data points in the field** - including georeferenced imagery.
- o **Collected 1,710 pieces of debris, weighing 359kg over 8.9km** of the Brunswick River. This was achieved with

the support of **38 volunteers** from the community.

- o **Produced our innovative River Warriors ArcGIS StoryMap:** an engaging online platform designed to display a wide range of ecological information in an interactive format, sharing the story of the river to bring together the many different stakeholders, groups and management authorities responsible for ecosystem health across the catchment. This platform also includes a **unique data form where users can contribute to our datasets** through uploading their findings and pictures directly into the system itself.
- o **Continued community outreach through ongoing meetings, workshops and events;** bringing fishers, farmers, scientists, government and business together to protect our rivers.
- o **Identified and prioritised two sites best suited to the preservation and restoration of**

high conservation value habitat on the Brunswick River.

With the ongoing support of our range of funders, we are looking forward to commencing blue forest restoration work on the Brunswick River later this year. Our team are also identifying potential large-scale blue forest remediation areas in India and the Solomon Islands, through a dedicated intern who is assessing these locations. We're very excited by our growing program focus in this new and important space. As the program continues to evolve, we're looking forward to driving continued outcomes to mitigate climate impacts through restoring and protecting vital blue forests!





DEVELOPMENT UPDATES

BUILDING THE FOUNDATIONS FOR LONG-TERM GROWTH & SUSTAINABILITY



Amy Butler
Development Manager

The past year has seen significant, global challenges in the fundraising space. The pressing financial requirements in relation to COVID19 and extreme weather events nationally saw funding paths stretched. This, coupled with the incredible major partnership that the Ubuntu Foundation undertook with us, provided an opportunity for our team to examine the ongoing sustainability of the organisation, with a view to diversifying funding streams.

DURING 2021/22, OUR FUNDRAISING & DEVELOPMENT TEAM HAVE:

- **Hired a dedicated full-time Partnerships Manager** to develop long-term corporate relationships on a global-scale.
- Secured the resources required to **re-develop our 3-Year Strategic Plan, Campaign Program Plans and timelines** in order to more effectively plan for success.
- Enabled the exploration of a dedicated **nation-wide giving program.**
- **Engaged a part-time Engagement Coordinator** to drive outreach and digital communications.
- **Sourced a giving platform to support the anticipated growth of the individual giving program,** while also exploring options

for a **full redesign of our existing website.**

- **Developed a new financial team** to manage our accounts and financial transparency, while proactively budgeting in order to meet our growing objectives.
- Formed **a resourced plan to network** enabling the team to showcase our work at regional, national and international functions and events.
- **Worked more collaboratively with our partners at a regional level** to deliver greater awareness of our programs that are delivering meaningful and impactful change.
- Engaged a consultant **to develop a MARCOMMS Strategy** alongside our Development team, Campaigns team and CEO.

With a greatly enhanced, strong and dedicated team we approach this coming financial year with renewed optimism. As we share the success and

stories of the organisation to a broader network of businesses and individuals, we're confident that we can achieve all that we have set out to in our new Strategic Plan, while driving positive change in innovative areas to increase resilience, while helping nature and the communities who rely on it to thrive!

We are deeply grateful to our major financial partners, listed above, as well as our grantors and donors, without all of whom, our nature-changing work would not be possible!



OUR GOVERNANCE

MAINTAINING TRANSPARENCY & ACCOUNTABILITY THROUGH STRONG GOVERNANCE

As our resources and teams continue to grow, so too does our need for strong governance, ensuring that we remain transparent and accountable across our many program locations. This year saw some exciting new additions to our Board of Directors, with experienced members with backgrounds in technical scientific programs, environmental management and strategy, as well as international journalism joining our governance team.

While we are registered as a Company Limited by Guarantee with a charitable purpose in Australia, and a Private Limited Company and Charitable Society in India, this year also saw us register as a Charitable Trust in the Solomon Islands. Stringent reporting across all 3 countries, ensures accountability and a new accounting team has also been onboarded to

help oversee our budgets, financial processes and reporting. In our operational home, Australia, we report to the Australian Charities and Not-for-profits Commission (ACNC), as well as the Register of Environmental Organisations (REO), under which our Public Fund with Deductible Gift Recipient (DGR) status operates with oversight from a Board of Trustees.

We are a member-based organisation and encourage new members to join our growing base. Our members ensure that we can operate according to Australian regulations, while also assisting us through providing input and having their say in how we operate.

As we grow, we will continue to pride ourselves on strong governance, ensuring that our incredible donors, partners and grantors can have confidence in where and how their resources are driving impact, while the communities that we support can trust in our ability to deliver positive outcomes for people and planet.



OUR FINANCIALS

CONTINUED GROWTH DRIVING POSITIVE CHANGE FOR PEOPLE + PLANET

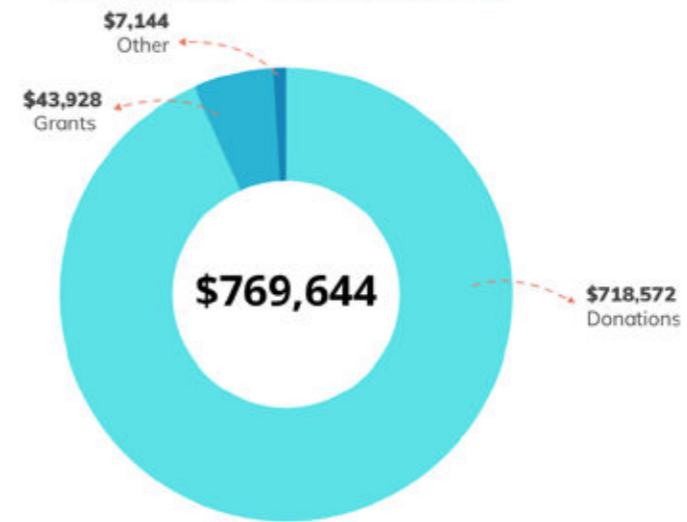
It was another enormous year for the team, with increased income enabling us to grow our team and resource our programs significantly. A major donation from the Ubuntu Foundation allowed us to secure enhanced operational budgets for the next 3 years, ensuring that we can invest in the the structures and development processes that will result in our continued financial security well into the future.

Alongside the major contribution from Ubuntu, the team also received a number of grants and increased donations from our individual and corporate supporters. The addition of our Solomon's team in 2021, resulted in the need for additional financial support to resource the programs there. This will be a major focus for us moving forward.

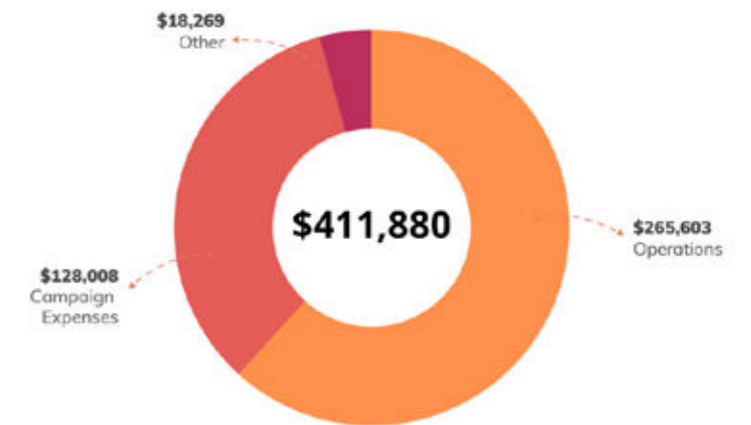
As outlined in this report, the outcomes of increased financial growth speak for themselves, with more staff resulting in a greater capacity to achieve our objectives across our program locations. As 2023 rapidly approaches, we're also excited to announce an exciting new direction for the organisation. One which will significantly expand our campaign focus and enable us to continue to create long-lasting change for nature and the, often under-represented communities who rely on it for survival.



2021/22 INCOME SUMMARY



2021/22 EXPENSES SUMMARY



FINANCIAL SUMMARY COMPARISON

	2021/22	2020/21
Income	\$769,644	\$338,891
Expenditure	\$411,880	\$321,500
Physical Assets	\$115,000	\$44,230
NET POSITION (including assets)	\$472,764	\$61,621



PHONE 0422 756 848

EMAIL info@pcfml.org.au

PO Box 238, Byron Bay, NSW Australia, 2481



www.pcfml.org.au

