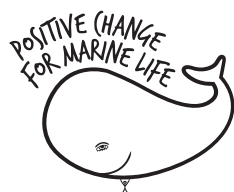




2023 ANNUAL REPORT

UNDERSTANDING.
EDUCATION.
RESPECT.





A MESSAGE FROM THE CEO

RESILIENCE - WE ARE NATURE

As we step into a new era of the Anthropocene, it's increasingly clear that we need an urgent, unified approach to tackle the myriad challenges facing our communities and the systems that they rely on to thrive.

This year I was honoured and humbled to attend and present at the UN Biodiversity Conference (COP15) in Montreal, as well as the 5th International Marine Protected Areas Conference (IMPAC5) in Vancouver. Having the opportunity to connect with good friends and colleagues from around the world to discuss these challenges, as well as the solutions needed to enable them, once again reflected not only the commonalities that we share, but also the interconnectedness of nature and our place within it.

In hearing from and speaking with scientists, political leaders, First Nations and marginalised communities, corporate CEOs, and industry representatives, it's evident that most of us share the same desire for climate action, nature restoration, and greater inclusivity and representation. The problem lies in how we navigate our incredibly complex, starkly different political, social, and economic systems, while keeping a rapidly increasing population content and sustained.

As we move towards 2030, I often find myself asking how we are going to achieve truly meaningful protection of 30% of land and 30% of the ocean in the next six and a half years? Perhaps the most ambitious of the 23 Global Biodiversity Framework (GBF) targets, my hope is that, even if falling short, the 30x30 target catalyses nations to prioritise a nature positive future, through an enormous investment of resources and capacity towards protected areas (PAs) and other effective area-based conservation measures (OECMs) that truly work. That means prioritising high-value conservation areas; connectivity; and globally representative, diverse ecosystems. It also means putting people first. A notion that we here at PCFML pride ourselves on.

The tireless efforts of our teams in Australia, India, and the Solomon Islands towards truly impactful conservation, in line with the 30x30 targets, serves as a microcosm for the immense hope that I have for the future. Through rewilding and reconnecting blue forests, turning waste into wealth, and developing locally managed marine areas (LMMAs), we address 14 of 17 Sustainable Development Goals (SDGs) while highlighting that local representation, coupled with nature-based solutions can drive new economies focused on a conservation over exploitation approach.

Humanity's desire to control nature has been a bitter irony. Yet, realising that we are a part of nature, rather than separate to it, can spark a new, transcendent society, with the implications going far beyond conservation.

Karl Goodell

2023 ANNUAL REPORT CONTENTS

REFINING OUR FOCUS

AN INTEGRATED APPROACH TO CONSERVATION & COMMUNITY 1

AN UPDATE FROM INDIA 3

AN UPDATE FROM AUSTRALIA 8

AN UPDATE FROM THE SOLOMON'S 12

DEVELOPMENT & ENGAGEMENT 15

OUR GOVERNANCE 17

OUR FINANCIALS 19



REFINING OUR FOCUS

AN INTEGRATED APPROACH TO CONSERVATION & COMMUNITY

The refinement of our Strategic Plan this year enabled updates to our campaign plans across multiple program areas. It also saw the merging of a number of existing campaigns, leading to the development of two new programs, *Rewilding our Floodplains* (formerly River Warriors), and *Fishing for Change* (an entirely new program that has been in the works for some time). Additionally, *Waste to Wealth* became the official title of our merged waste and pollution programs, allowing for market-based solutions to underpin our waste work across the three countries that they operate within.

Ensuring a holistic, integrated approach to our work has long been the dream here at PCFML. We believe that real, long-term outcomes can only be achieved

through deep community engagement and leadership, coupled with a multi-faceted approach to development. This includes extensive data collection and monitoring pre, during and post-programs; complimentary programs that ensure a broad approach to the complex social, cultural and environmental challenges that we address; as well as information sharing that supports the shared future that we are working to create, rather than propping up common narratives that may be counter-intuitive to positive change.

In simple terms, **waste** pollutes the ocean, it makes our communities sick and it contributes an enormous amount of greenhouse gas emissions when not managed properly. **Blue forests and floodplains** protect our coastlines and the people who live there, they sequester carbon and enable nature to thrive. **Fisheries** provide food to the world, especially for countless marginalised communities that rely on them for



FIGURE 1. OUR KEY 2022/23 PROGRAM IMPACT LEVELS.



survival. Effectively managing these three areas in unison provides a broad and multi-faceted approach to conservation. Underpinned by local leadership, and more economically viable livelihoods than existing exploitative practices, it also paves the way for succession, ensuring community-managed ecosystems can bridge inequalities, while reversing negative feedback loops.

Through our new approach of adapting our 3 key programs; Rewilding our Floodplains, Fishing for Change, and Waste to Wealth, across the three countries that we currently operate within, we hope to create a model that ensures a win-win for nature, underpinned by sustainable economies, equitable societies, and thriving cultural heritage.

AN UPDATE FROM INDIA

WASTE TO WEALTH, REWILDING OUR FLOODPLAINS + FISHING FOR CHANGE



Dr. Smitha Gnanaolivu
India Team Manager

I was honoured to join the PCFML India team in May, 2023 to take-up an exciting role leading our diverse programs across southern Kerala. Following on from our successful Waste to Wealth program over the past 7 years, our local team, alongside our visiting Australian CEO,



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.

FIGURE 2. THE 6 KEY ELEMENTS OF OUR WASTE TO WEALTH PROGRAM.

our wonderful intern Catherine Ralph from the USA, as well as the dynamic duo of fisheries scientists Sudha and Shruthi Kottillil, expanded our work in April to include two new programs in the region - *Rewilding our Floodplains* (RoF), and *Fishing for Change* (F4C). Plans for these programs had been in the making for some time and it has been a pleasure for me, in my short time with PCFML, to get across them, understanding the dynamics that drive the urgent challenges that they aim to address within this region of immense biodiversity, under threat from enormous collective human impacts.

Although I have only been with the team for a short time, I'm truly captivated by our community-led approach on the ground here within some of the world's most marginalised small-scale fisheries (SSFs) communities. In speaking to community members, especially the 92 marginalised women that we

employ through our programs, the positive impact that PCFML's programs have created are far-reaching. I'm truly inspired by what I've seen, as well as the incredible core team that I'm working with to ensure that we can expand and grow our work to have the biggest impact possible, not only in southern Kerala, but in locations across India, an objective that I've already been exploring.

While our W2W program has continued to expand and influence a move away from endless plastics through a new trend in sustainable products; mammoth education and ocean clean-up initiatives; as well as a community empowered to drive positive change, our RoF and F4C programs have already started to compliment that work. In an age of disproportionate environmental destruction through clearing, pollution and poorly-planned development, ensuring resilient coastlines through restoring some of the 98% of mangroves



lost in our state since 1970, coupled with innovative, multi-stakeholder solutions to fisheries that have been operating unchecked for generations, ensures that we are addressing the pressing issues that the community themselves identified back in 2017.

At PCFML, we realise that environmental challenges often do not occur in isolation. In order to effectively address them, we need a multi-faceted approach. One which examines all impacts and works to understand their primary drivers as a whole. This holistic approach is what most excites me about leading PCFML India. I believe that, alongside our incredible communities, we are building a better, more sustainable future. A future less reliant on competition, division and money, and more focused on connection, conservation and health. Imagine a future where this was the norm? What an incredible world we could create, together!

DURING 2022/23, OUR W2W PROGRAM IN INDIA:



- Upscaled our weekly **Waste Collection Service (WCS)** in the fishing regions of Vizhinjam and Kottapuram. The WCS now enables **294 households (~1800 people)** to sort, manage and recycle their waste!
- Onboarded **111 businesses in the WCS!**
- Continued to **employ marginalised women and youth** to manage our WCS, with **92 currently employed.**
- **Removed a mammoth 6182kg of solid waste and 3879kg of organic waste** from polluting the land, water, ocean, and our communities.
- **Produced 1800kg of certified organic compost** from the 3879kg of organic waste collected.

- 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 62 which, (including the festivals and events we have turned to single-use plastic free) has **eliminated ~2.02 million plastic items from circulation each year!**
- Launched a **Self-Help Group (SHG) organic waste management education program** for hundreds of local women.
- Identified and **set-up strategic community locations for waste management.** This enables reduced resources, as well as greater local engagement to address the scourge of plastic pollution and burning.
- **Replaced significant quantities of single-use plastic with reusable alternative products** at a range of local community events and festivals.

- Continued research into and purchased new **plastic shredding, extrusion and moulding machines** with the generous support of our partners at Stenum Asia. These new machines will support our ongoing efforts to **develop new social enterprises from innovative waste products.**

DURING 2022/23, OUR F4C PROGRAM IN INDIA:



- Launched with **~30 member local SSFs community jc community planning dialogue.**
- **Employed 2 fisheries scientists** to develop the program strategy.
- **Developed and finalised the methodology for the monitoring program**



**DURING 2022/23,
OUR ROF PROGRAM
IN INDIA:**



- Commenced **extensive community-based surveys** with tour operators, beach vendors, tourists and local landowners in the **Poovar backwaters, Kerala**.
- Undertook extensive and ongoing **mapping of erosion, invasive species, blue forests, and waste/pollution hotspots** to develop a baseline from which to launch our pilot rewilding project.



A HUGE THANKS TO OUR INDIA PARTNERS:



**AN UPDATE FROM
AUSTRALIA**

**REWILDING OUR FLOODPLAINS +
WASTE TO WEALTH
NORTHERN NSW & SE QLD**



Lauren Morgan
Rewilding our Floodplains Coordinator

It's been another incredible year for our coastal programs in northern NSW and SE QLD, Australia. With our *River Warriors* program now becoming *Rewilding our Floodplains* (RoF), the team and I have been focused on intensifying our rewilding efforts along the Brunswick River catchment in NSW, while developing some enormous and, for

now, under the radar programs on the Sunshine Coast in QLD, with the official launch happening next year!

In the wake of the devastating 2022 floods across our target regions, there is no better time to develop truly resilient programs, rewilding increasingly degraded blue forests, restoring priority wildlife corridors to reconnect our landscapes, while creating awareness and stewardship around the vital role that coastal ecosystems play in buffering against increasingly severe extreme weather events.

While our waste-focused programs in Australia haven't been as prevalent over the past few years as they once were, we still place a strong emphasis on identifying, cleaning-up and ensuring source-based reduction strategies to mitigate the severe effect that marine debris, especially plastics, are having on nature. We also explore pollutants through our RoF program, with an increasing emphasis on understanding



chemical and waste runoff from various sources in order to address it.

I'm so proud of our small (yet growing) core Australian team. The incredible skillsets that they bring to our work, as well as the inspirational partners and volunteers that ensure that we achieve our objectives, for healthy waterways, resilient coastlines and thriving communities who recognise the importance of blue forests to our way of life.

DURING 2022/23, OUR ROF PROGRAM IN AUSTRALIA:



- Commenced **rewilding of 1km² of mangrove and riparian forests on the Brunswick River** with assistance from the NSW DPE and Southern Cross University.
- Developed a **Traditional Owner (TO) monitoring program** with the

Arakwal Corporation, the TOs of the lands on which our northern NSW programs take place.

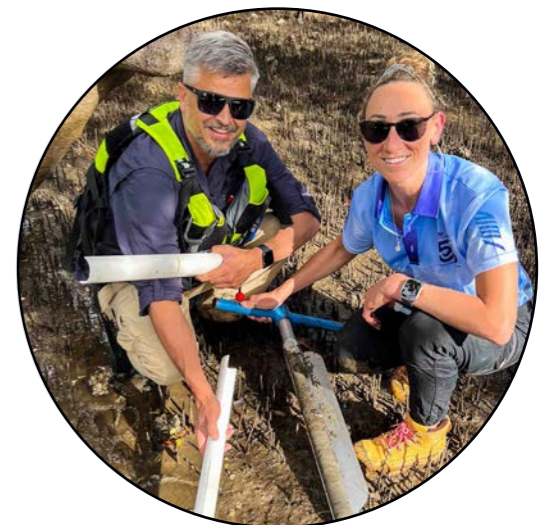
- Commenced **mapping and monitoring of carbon flows** within the Brunswick River catchment, with core sediment samples taken in collaboration with our partners at Southern Cross University.
- Recruited and trained **42 volunteers** in citizen science focused projects, planting, learning about and monitoring wetlands and riparian areas.
- Spearheaded a series of **seminars, capacity building workshops** alongside a range of partners, including Mangrove Watch Australia.
- Hosted over **a dozen educational programs in schools** connecting students to their coastlines, instilling stewardship and a deeper knowledge of these vital, awe-inspiring ecosystems.

DURING 2022/23, OUR W2W PROGRAM IN AUSTRALIA:



- Led a range of **waste management projects** such as regional recycling initiatives, waste categorisation methodologies, as well as waste audits and public awareness drives with Byron Shire Council.
- Facilitated **multiple clean-up events**, notably at Kingscliff foreshore and Byron Main Beach with our partners from several regional corporations.

A HUGE THANKS TO OUR AUSTRALIA PARTNERS:





AN UPDATE FROM THE SOLOMON'S

WASTE TO WEALTH, GIZO

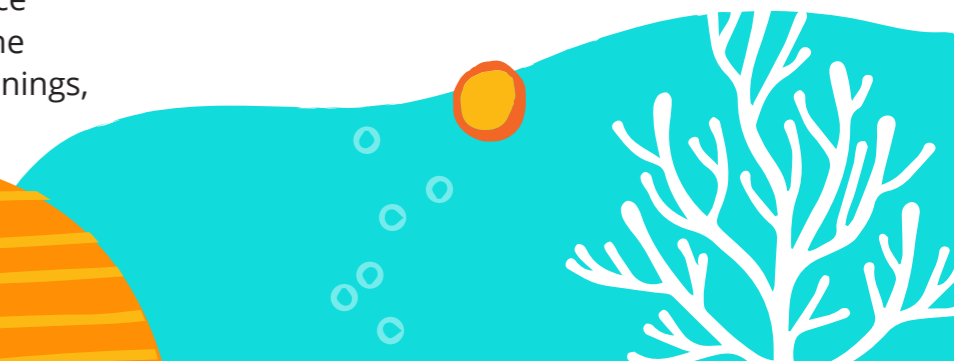


Zelda Hilly
Solomon Islands Coordinator

With the onset of both the Pacific Games in Honiara, as well as a countrywide ban on single-use plastics later this year, our small projects that started just two years ago in Gizo Town within the Western Province seem poised to influence waste policy and action across the country. From our humble beginnings,

I'm very proud of our team in Gizo. The wonderful, resilient women and youth who manage the day to day operations of our W2W work, the myriad local and regional partnerships that we've made to expand our impact, as well as the new relationships that we've built with some international allies, which have enabled us to start scoping PCFML's Rewilding and Fisheries programs here in the Solomon's.

They say that, "from little things, big things grow", I'm very much looking forward to that continued growth to ensure that our stunning, remote islands can be preserved and protected for future generations to come!





**DURING 2022/23,
OUR W2W PROGRAM
IN THE SOLOMON'S:**

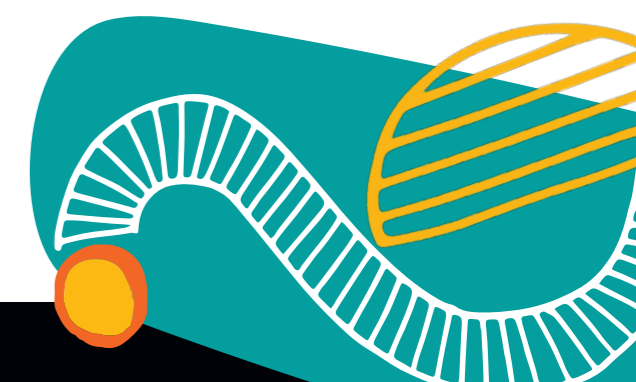


- Expanded the **Waste Collection Service (WCS) to 80 households (~400 people)**.
- Increased our core **local women and youth team employed through the program to 12** areas.
- Purchased a new **plastic press machine** from India to increase our ability to **upcycle the waste we collect through the WCS**, creating social enterprise opportunities for marginalised women and youth.
- Imported **over 100,000 'ocean-friendly' alternative products** for our *Leave No Trace* project, continuing the shift towards a plastic free Gizo Market with our partners Gizo Town Council, Plasticwise Gizo and the Western Provincial Government.

- Were selected to be **the Chair of the Western Provincial Network for Sustainable Environment (WPNSE) next year**, the peak alliance of environmental non-profits advising government and developing programs in the Western Province. This includes the likes of WWF, WCS, and World Fish.
- Were one of the **core leads in International Coastal Cleanup Day (ICCD)** with grant funding enabling us to collect an astonishing **633,482 individual items from underwater dive and beach clean-ups**. This included cleaning up a completely waste-covered Japanese WWII shipwreck so that it could become a dive site again!
- **Trained 17 local women to make crafts from collected plastics** with our partners at Plasticwise Gizo.

- Completed multiple **market vendor and customer surveys to inform our Leave No Trace plastic transition project** at Gizo market, **reaching >1,000 people**.
- Undertook **radio awareness for our waste projects, reaching 70,000 people** across the Western Province.
- **Presented** at the **IUCN Marine Spatial Meeting for the Pacific in Honiara**.
- Hosted two **school workshops with 60 Gizo students**.
- Celebrated **World Oceans Day by hosting an engagement event with >500 in attendance!**

A HUGE THANKS TO OUR SOLOMON ISLANDS PARTNERS:





A HEARTFELT THANK YOU TO OUR MAJOR ORGANISATION-WIDE PARTNERS:



DEVELOPMENT & ENGAGEMENT

DIVERSE FUNDERS DRIVING POSITIVE CHANGE



Caet Young

Strategic Partnerships and Communications Manager

Making the shift towards the environment sector has been an incredibly rewarding decision. In my short-time with PCFML I've been astounded by the opportunities and existing networks available to really grow the organisation and take us to where we need to be in order to achieve our ambitious goals.

Despite the continuing financial challenges that we are experiencing globally, PCFML are in a strong position due to our unique approach to conservation and development challenges. Based on tangible, real-world, community-inclusive action, and supported by comprehensive scientific monitoring that reflects our comparatively enormous impact, our work across India, Australia, and the Solomon Islands reflects that positive change is possible!

The 2022/23 financial year saw continued financial growth for the organisation, despite a substantial untied funding setback due to the current economic climate. Our continued ability to spend intelligently has enabled us to buffer against this loss, while cutting funds from various budget items also ensured that our programs stayed on track. While we've done well to ensure expansion once again in 2022/23, the upcoming financial year will be our biggest, yet most exciting funding challenge to date, as

we aim to fully fund our 3 refined/new programs; *Rewilding our Floodplains*, *Waste to Wealth*, and *Fishing for Change*, across our 3 countries of operation.

While our work is cut out for us to achieve our ambitious goals, I'm confident that we will exceed our targets, with support from a growing body of corporates, businesses, government agencies, and individuals who know that a nature positive future is key to the future of life on our incredible planet.

DURING 2022/23, OUR DEVELOPMENT & ENGAGEMENT TEAM:

- Saw the continuation of existing partnerships, including our **multi-year partnership with the Ubuntu Foundation**, with untied funds supporting our core operational costs and allowing us to explore new opportunities for growth. **Ubuntu funds also**

supported a new and exciting rewilding program in SE QLD, with further details and an official launch scheduled for the 2023/24 financial year.

- Developed **two new corporate partnerships with the Intrepid Foundation and RiPL Goods**, supporting our programs in India and the Solomon Islands.
- Saw success in post-disaster **grants from the NSW government**, as well as funding from the **Foundation for Rural Regional Renewal**, and the **Northern Rivers Community Foundation**, further driving outcomes for our rewilding, waste, and citizen science programs in northern NSW.
- Finalised our 2022-25 **Strategic Roadmap**, a foundational, multi-faceted strategy to achieve our long-term goals, including our **updated Strategic Plan, MARCOMMS Strategy and new development pipelines**.



OUR GOVERNANCE

A STRENGTHENED, ENGAGED BOARD SUPPORTING OUR AMBITIONS

This year we were excited to welcome a new addition to our board in Hunter Jamieson. Hunter is an investment professional with over twenty five years of experience in global markets, ranging from leading an asset management firm, institutional macro advisory, to portfolio construction & management for private clients. Hunter brings to PCFML a greater ability to engage corporate and philanthropic partners, exploring how investment into our work can drive even greater outcomes for nature.

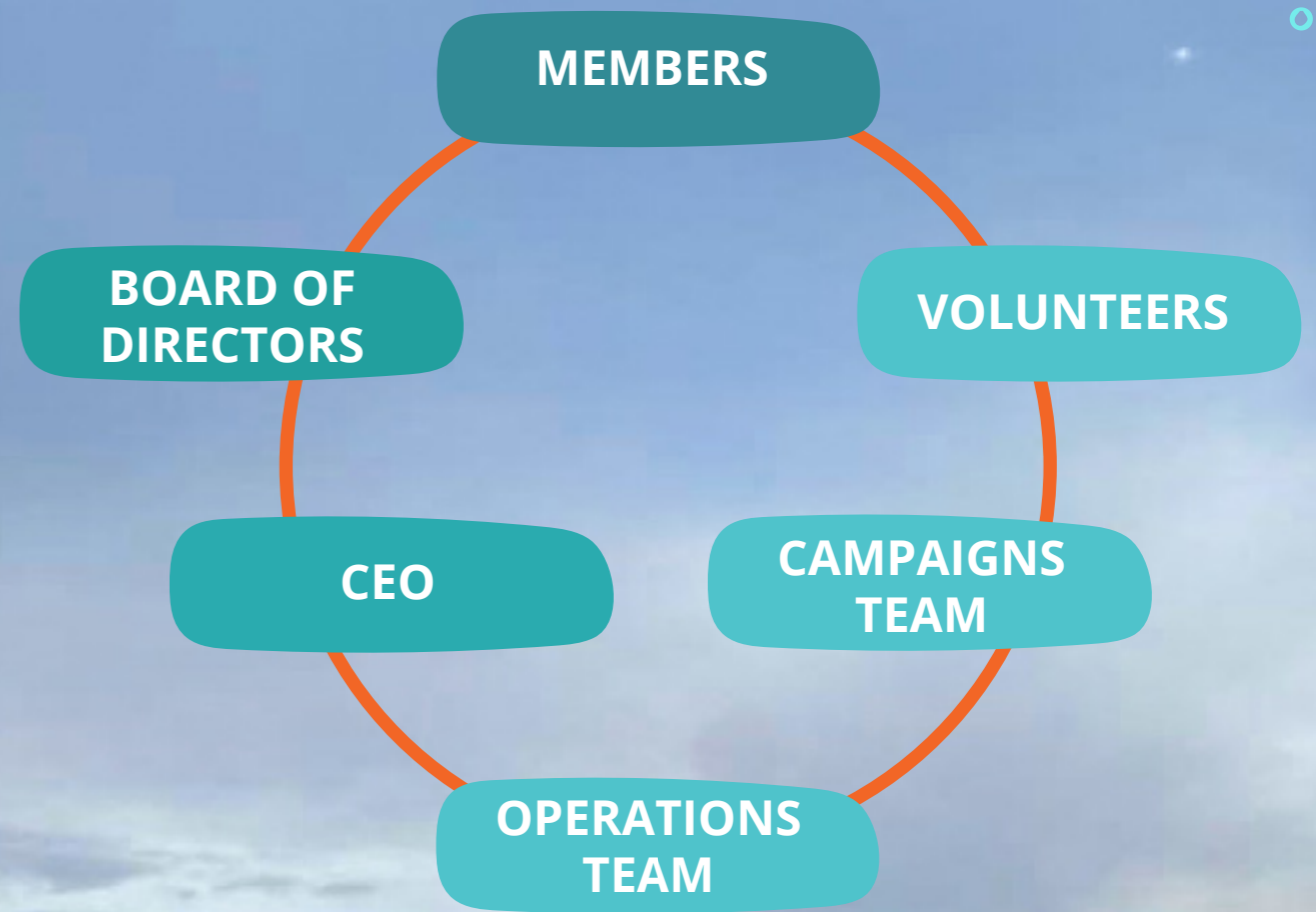
Hunter joins our existing Australian board members Karl Goodsell (President), Linda Abdo (Secretary), and Stephanie Hunt (General Member),

well as our Positive Change for Marine Life Public Fund advisory board of Mark Cridland, Kaine Jonson and Paul Robinson.

In India, 2022/23 saw a new advisory board established, with seven experienced professionals from diverse backgrounds joining the PCFML India team to advise on and support our work.

In the second year of operations in the Solomon Islands, we have also been working to expand our Board of Directors beyond local community members to enable greater influence in the Western Province and broader Solomon Islands to ensure that we can have the biggest impact possible.

In addition to new board members and the set-up of in-country Advisory Boards, this year also saw a new approach to our accounting processes, with a consultancy firm employed to support our financial operations.





OUR FINANCIALS

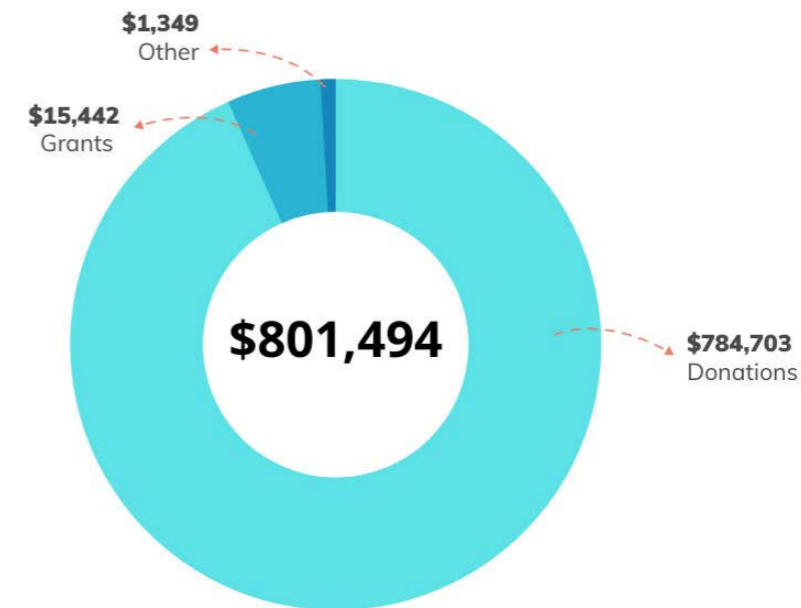
REBUILDING GLOBAL SYSTEMS TAKES SIGNIFICANT INVESTMENT

While continued financial growth has been a consistent trend for PCFML, this year saw a major challenge in a significant investment from a major partner being halved due to the global financial situation. This decision put a significant amount of pressure on our team to rework our projected budgets and campaign direction, while ensuring that we didn't need to make any of our staff or programs redundant. While completely overcoming this setback will take some time, we've managed to redevelop our programs in the short-term, enabling all of our programs and people to continue, while also not taking a step backwards in terms of the marginalised women and youth that we employ, expanding our local teams to 110.

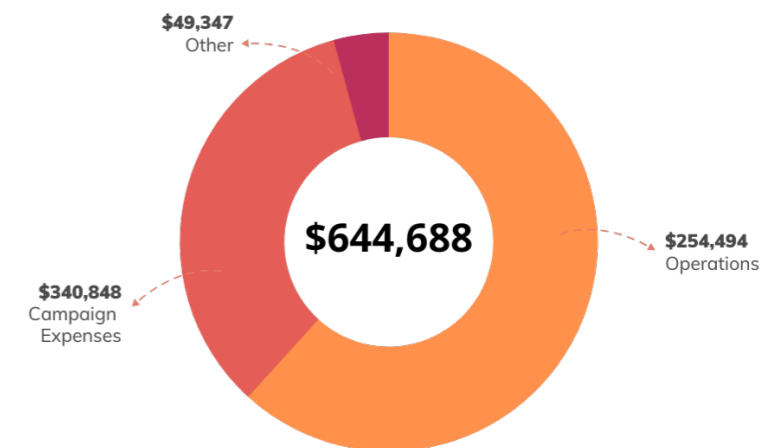
Off the back of being selected to present at multiple national and international conferences, including COP15, IMPAC5, APAN8, and SPREP's 31st meeting, as well as with the increased capacity and experience that comes with a range of new additions to our core team, we're hopeful of what 2023/24 holds for PCFML and our communities.

2022/23 saw 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.

2022/23 INCOME SUMMARY



2022/23 EXPENSES SUMMARY



FINANCIAL SUMMARY COMPARISON

	2022/23	2021/22
Income	\$801,494	\$769,644
Expenditure	\$644,688	\$411,880
Physical Assets	\$154,000	\$115,000
NET POSITION (including assets)	\$310,806	\$472,764



PHONE 0422 756 848

EMAIL info@pcfml.org.au

PO Box 238, Byron Bay, NSW Australia, 2481



www.pcfml.org.au

