

ANNUAL REPORT 2019



UNDERSTANDING . EDUCATION . RESPECT

CONTENT

FOREWARD FROM OUR CEO	1
OUR MISSION	2
A BRIEF HISTORY OF PCFML	4
AN OVERVIEW OF PCML IN 2018/19	5
OUR TEAM	6
OUR SUPPORTERS	7
OUR IMPACT	8
OUR INITIATIVES	9
OUR GOVERNANCE	10
GOVERNANCE STRUCTURE	10
CEO'S REPORT	11
CONTACT	COVER



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FOREWARD

FROM OUR CEO

2018/19 saw the 7th successful year of operations for *Positive Change for Marine Life*. Our Global Program in India built upon last year's growth and saw the rollout of our household collection, recycling and upcycling programs in some of the most densely populated coastal villages in the country. Our India team also commenced the implementation of our *Plastic Free for the Sea* initiative to eradicate all single-use plastic and polystyrene items from vendors in our target region.

In Australia, 2018/19 saw the expansion of our River Warriors project to 4 locations, as well as the release of our first *Marine Debris Report Card*[®], highlighting the urgent need for source-based solutions to address plastic pollution in our waterways.

This Annual Report provides an insight into the aforementioned campaigns, as well as our broader work during the 2018/19 financial year. I'm so proud of all that our team continues to achieve with our very limited resources. This year also marks another year of financial and staff growth for PCFML, and I'm excited to watch our projects grow as we continue making gains toward our vision for healthy oceans and thriving coastal communities.

Karl Goodsell

Co-Founder & CEO - Positive Change for Marine Life



Photo © Lindsey Mineff

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 and economic benefit that it provides.

Our key focus is to address marine debris and pollution, which is having a devastating impact on marine ecosystems, as well as on human health. We also explore the potential that waste management, up-cycling and ecotourism can have on transitioning coastal communities away from exploitative industries, whilst improving health, creating employment opportunities and protecting the ocean in perpetuity.

We are proud to be independent, non-partisan, and non-denominational. Over 90% of our work is undertaken by volunteers and we pride ourselves on ensuring transparency in all that we do.

A BRIEF HISTORY OF PCFML

In 2011, our Founders Karl Goodsell and Rebecca Russo (then marine science students) were working in Asia. They realised that there was a lack of engagement with fishing communities around the management of their industry, as well as other issues that were affecting marine ecosystems and leading to their demise. Whilst working in Japan, they decided to form a facebook page to highlight some of the misconceptions and difficulties that many of the communities involved in these industries faced. The success of the page, coupled with their desire to work directly with people who relied on the ocean for survival, led to the formation of *Positive Change for Marine Life* in April, 2012.

Upon returning to Australia, the newly formed team determined marine debris and pollution as one of the biggest issues affecting communities and coastlines in their region. Thus, PCFML's two major focus areas were born: international development and marine debris / pollution.

Since 2012, our combined efforts in Australia, and the Seychelles have seen over 550,000 individual pieces of debris removed from marine ecosystems around the world.



AN OVERVIEW

OF OUR WORK

'In 2018/19 our volunteers provided an estimated 2,250 hours of their time to our projects'

WHAT DRIVES US?

Our **people** drive our **initiatives**, and our initiatives are made possible by our **supporters and sponsors** who drive **our impact**.

This section of our 2018/19 Annual Report outlines all four of these areas: giving an overview of the incredible volunteers and staff members who keep us moving forward; our 6 initiatives addressing marine debris, pollution, and a transition toward ocean-friendly industries in Australia and abroad; our current supporters, without whom we would cease to exist; as well as some key highlights of our 2018/19 campaigns.

OUR TEAM

Every year our volunteers put in thousands of hours to support our operations in Australia and internationally. In 2018/19 our volunteers provided an estimated 2,250 hours of their time to our projects. Our people take on diverse roles to ensure that we can continue to do what we do and expand our work to regions that need it most.

During the 2018/19 financial year, we employed 1 full-time and 1 part-time staff member in Australia, as well as 3 full-time paid staff in India. Over the 2019/20 financial year we are looking to expand our team, with a priority on a full-time Fundraising and Marketing Coordinator to ensure our continued growth well into the future.

>1200
VOLUNTEERS

>3000
PARTICIPANTS

5
PAID STAFF

OUR SUPPORTERS

OUR 2018/19 IMPACT



FUNDING PARTNERS

At the end of the 2017/18 financial year we made the decision to diversify our income sources, focusing on reducing our reliance on grants and reaching out to more corporate and business sponsors through the development of our 'Partner for Positive Change' booklet. Since January 2019, our corporate and business sponsorships dramatically increased with new and exciting sponsors like *Patagonia*, *The Byron Bay Brewery*, *Happy Travels* and *Adreno Ocean Outfitters* coming on board. **A more detailed breakdown of our funding sources is available in the Treasurer's Report on page 11.**

COMMUNITY SUPPORTERS



The communities in which we work have long been our major supporters. They've enabled us to recruit volunteers, raise awareness, run school presentations and work with them to create long-term outcomes for the marine environment. In 2018/19 we engaged over 3,000 people directly in our work. This number fell from 2017/18 however, this was due to the increased resources that our Global Programs and River Warriors projects required of our small team. This meant sacrificing some events to ensure better outcomes and stronger growth.



6 campaigns across Australia and India



56 education, training and awareness programs



Engaged 54 businesses and street vendors to eradicate single-use plastic and polystyrene products



Collected ~5 tonnes of marine debris in Australia and India



Lobbied the Kerala Tourism Department for a single-use plastics ban and won!



Developed the first multi-stream waste service and upcycling program in India



Worked with Byron Shire Council to reduce cigarette butt litter by 78%!

As of June 30, 2019 we have 6 active campaigns operating across the east coast of Australia and from our Marine Conservation Centre in India

OUR INITIATIVES


To date, we have run (and supported) 16 projects in 6 countries including Australia, Japan, The Seychelles, Indonesia, Brazil, and most recently, India.



Getting the balance right when it comes to managing our resources and volunteers has been an ongoing challenge. In 2017, we decided to rein in our projects to focus on the 6 initiatives listed below. Through narrowing our focus and ensuring that our work is replicable in other locations, we believe that we can ensure the best outcomes, which will enhance our growth, enabling us to do more with less!


6 INITIATIVES TO DRIVE LONG-TERM CHANGE FOR OUR OCEANS

1




Global Programs
Our *Global Program* in India gets to the heart of marine conservation issues, developing economic solutions through utilisation of existing resources.

2




Active for the Ocean
Education is key to change. To date we've run 162 education programs - working with youth, businesses and tour operators to realise their role in protecting our ocean.

3




River Warriors
>90% of marine debris comes from rivers. We run kayak-based marine debris and pollution surveys, which lead to *Marine Debris Reportcards* and long-term action.

4




Don't Be A Sucker
Don't Be A Sucker is about more than just straws, it focuses on all single-use items that suck, working with businesses to eradicate them through out-of-the-box solutions.

5



Honour the Ocean
Honour the Ocean is where it all began. Our ongoing surveys to inspire change through collecting and recording marine debris in the locations in which we work.

6

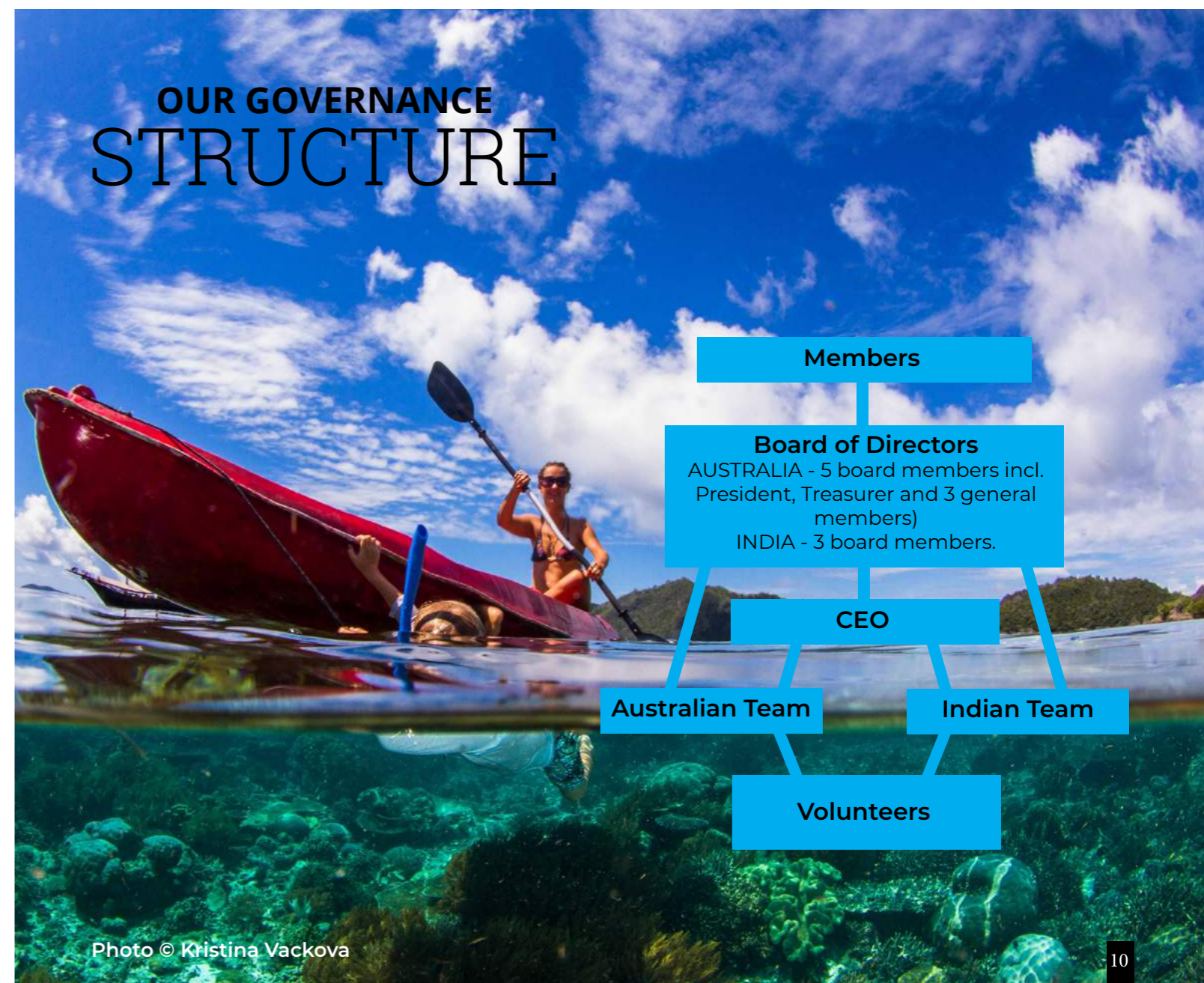


Smoke Free Beaches & Parks
Cigarette butt litter is literally choking our oceans. We work with a myriad of stakeholders to drive smoking legislation and awareness, empowering smokers to bin their butts, ensuring cleaner seas.

OUR GOVERNANCE

As we continue to grow, we constantly strive to improve our governance model. All of our work is underpinned by our Annual Strategy, which is updated 6 months in advance of the following financial year. We have campaign strategies, which drive our initiatives, and we implement work plans for most of our volunteer and paid team members.

Our teams report to our project coordinators on a monthly basis. They then report to our CEO, who in turn reports to the board during our quarterly board meetings and AGM.



CEO'S REPORT

Karl Goodsell

I'm honoured to be leading our team in seeing continued financial, team and project outcome growth over the past 4 years across our initiatives in Australia and internationally. The refinement of our work during the 2017/18 financial year saw us focus our energy to 6 target campaigns, with 2018/19 seeing our *River Warriors* and *Global Programs* in India as our two priority campaigns.

As we continue into the 2019/20 financial year, we have made an executive decision to focus predominantly on projects which are funded, scaling back unfunded programs so that we can ensure the most effective and efficient use of our team's limited resources.

Our new partnerships and corporate sponsorships have taken our work to a new level in 2018/19 and we see corporate funding as a new and major driver of our programs beyond 2019.



CONTINUED GROWTH

- >3,000 people engaged directly in our on-ground work;
- Increasing our recording / removal of marine debris to around 550,000 pieces and counting;
- Continued financial growth for 4 years running;
- + 15 fundraising events (PCFML and/or partner organised);
- + 100 education programs and workshops (almost tripling the amount of work in this space over the previous 6 years);
- + 5 new partners.



ANNUAL REPORT 2019



For further information on our initiatives, or to set-up a meeting and/or presentation you can contact us via:

Phone - 0422 756 848

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Web - www.pcfml.org.au



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Festival for the Seas
PROTECTING OUR BEAUTY

SET TIMES

- 3PM - SUSTAINABLE BUSINESS PANEL
- 4PM - SOPHIE OZARD
- 5PM - FIONA FRANKLIN
- 6PM - MICHAEL DUNSTAN
- 7PM - NICK CUNNINGHAM
- 7:40PM - RAFFLES
- 8:10PM - PEACH FUR
- 8:50PM - ART AUCTION
- 9:15PM - SHAG ROCK
- 10:20PM - THE BADLANDS

WWW.PCFML.ORG.AU