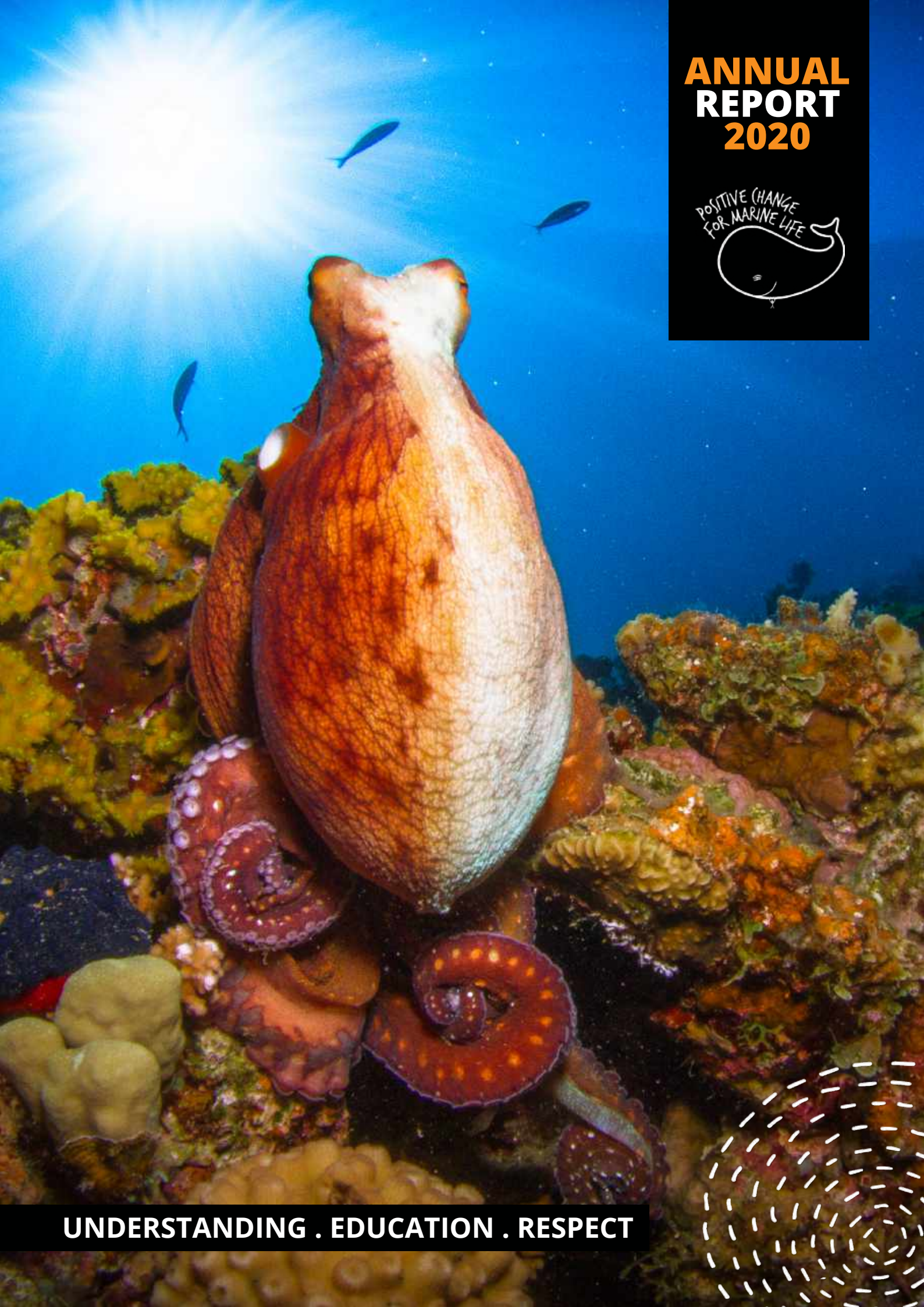
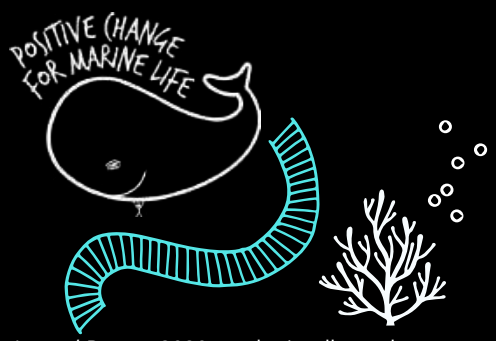
ANNUAL REPORT 2020

POSITIVE CHANGE FOR MARINE LIFE



UNDERSTANDING . EDUCATION . RESPECT

CONTENTS



The content and ideas within the *PCFML Annual Report 2020* are the intellectual property of PCFML and their project partners.

© Positive Change for Marine Life 2019
Cover photo © Kristina Vakova Photography. All other photos © PCFML, unless marked otherwise.


REAL IS RARE
AND FAKE IS
EVERYWHERE

FOREWARD
FROM OUR CEO

Time has a strange way of moving incredibly fast, yet just a few years can also seem like an eternity. When I reflect on the past eight years, I can't believe how far we've come, how long ago 2012 seems, and the incredible journey and transformation that we've undertaken that's allowed us to work across six countries and learn so much from so many inspiring humans from all walks of life!

Now in our 8th year of operation, *Positive Change for Marine Life* is going from strength to strength and I couldn't be more proud of our incredible staff and volunteers who have worked so hard to get us to where we are today.

Despite the chaos that the outbreak of COVID-19 wreaked upon communities around the world and the many challenges that our work faced as a result (especially in India), this year saw consistent growth across our projects for the fourth year running. In Australia, we hired our first ongoing paid staff member to lead our Northern NSW team, with Dane Marx joining the team in March, 2020 off the back of managing successful conservation projects in The Seychelles and Fiji. We were also lucky enough to receive funding for a new Development Manager to drive our outreach, partnership and fundraising efforts, with our chosen candidate Amy Butler commencing her role with us during the 2020/21 financial year.

Our Global Programs in India continued to reach exciting milestones and saw our community-led household Waste Collection Service expand to over 120 local households and businesses in one of the poorest and most densely populated coastal regions in the country. Our successful *Leave No Trace* program also engaged vendors across the region, leading to an estimated reduction of 10,000 pieces of plastic and polystyrene from making their way to the ocean every month! Despite these exciting achievements, two of our most notable milestones in India came from our successful lobbying efforts for a single-use plastic ban, which came into effect across the state of Kerala from January 1, 2020! We were also honoured to be selected by the United Nations Habitat team as one of the world's Top 20 Waste to Wealth projects (from 230 international projects) for our work in turning plastic collected from our Waste Collection Service into household Composting and Aquaponic (CaP)

systems, with the aim to create closed-loop, decentralised economic opportunities for women living below the poverty line.

In Australia, our River Warriors project continued to expand with our Brunswick River and Tingalpa Creek projects releasing their first *State of Marine Debris* and *Marine Debris Report Cards,* highlighting the ongoing challenges that human waste is having on waterways, as well as source-based solutions to combat them. Our partnership with Byron Shire Council saw our *Butt Free Byron* project also win acclaim, chosen for an *Environmental Sustainability Award* by the NSW Environmental Protection Agency, the project to date has reduced smoking-related litter in the Shire by almost 80%!

This Annual Report provides an insight into all of our campaigns, as well as the workshops, conferences, partnerships and events that our team has facilitated, presented at and contributed to during the 2019/20 financial year.

As our planet faces unprecedented challenges as a result of anthropogenic warming, overfishing, short-sighted development and pollution it's easy to become overwhelmed at the declining state of our ocean and the lack of action that our global leaders are taking to address it. Despite this, there are countless examples of organisations, businesses, communities and individuals taking a stand and utilising their own ingenuity and resources to address these challenges and turn the tide on ocean exploitation. As another year rolls on, I'm excited to see Positive Change for Marine Life continually take steps forward to contribute towards addressing these global challenges - creating opportunities for struggling communities, whilst reducing their impact on the ocean.

Despite the many challenges that we face, our reach and financial growth hasn't waivered. For me, this reflects the depth of the work that we undertake and the incredible people who drive it. People like you!

Thanks so much for your ongoing support.

Karl Goodsell
Co-Founder & CEO
Positive Change for Marine Life

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.

Our key focus is to develop solutions to marine debris and pollution, which is having a devastating impact on marine ecosystems, as well as on human health. We also focus on community-driven restoration projects and Blue Carbon mapping in rivers, as well as 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.

We are proud to be independent, non-partisan, and non-denominational. Over 80% of our work is undertaken by volunteers and we pride ourselves on ensuring transparency across all that we do.

MEET THE TEAM

Karl Goodsell - CEO & Co-Founder

With a background in marine science, Karl's travels over the years have led him to work with a number of environmental, sustainable development and human rights NGO's and research institutions internationally. In 2012 Karl founded Positive Change for Marine Life (PCFML), whilst working in Japan examining alternatives to unsustainable fisheries.

Amy Butler - Development Manager

Amy gained her business development experience in sports, the arts and professional services until she could no longer ignore her planetary responsibility and found a way to contribute to environmental protection efforts. She has since worked to fund environment and wildlife protection groups with a diverse range of NGO's around the world.

Dane Marx - Northern NSW Coordinator

Hailing from South Africa, Dane holds a BSc in Biology, Earth & Environmental Sciences, an Honours in Zoology & Ecology, and a MSc in Conservation Biology. He has worked in research & consultancy, led ecological projects in the Seychelles. and most recently Directed a large, volunteer-driven conservation and community development project in Fiji.

Blake Hight - Global Programs, India Campaign Coordinator

Blake studied renewable energy and psychology before completing a Masters of Environment, majoring in Education for Sustainability. During his studies he worked in India designing and facilitating learning experiences for children and communities around the social and environmental issues of waste management and source-based solutions.

Krishna Kalidas - Community & Waste Management Officer, India

Krishna is a local of one of our target coastal communities in India. Having grown up in very challenging conditions, Krishna worked hard to graduate high school and obtain a university degree. He has since worked in various roles related to renewable energy, composting technology and waste management and is proud to be leading our community work in the region.

OUR IMPACT

We pride ourselves on transparency and accountability throughout our projects in Australia and internationally. That's why we base all of our program metrics on rigorous scientific data, incorporating the latest GIS mapping to measure impact, as well as in-depth analysis of all of our program achievements to offer our supporters, funders and recipients of our projects, the highest possible return on investment.

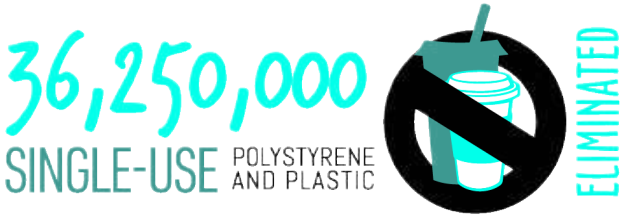
It goes without saying that this impact also ensures that we are effective in delivering the best possible conservation outcomes across our target regions.

CAMPAIGNS RUN = 18 IN 6 COUNTRIES

EDUCATIONAL PROGRAMS

HOUSEHOLDS/SCHOOLS PARTICIPATING IN OUR WASTE SERVICE

INDIVIDUAL MARINE DEBRIS COLLATED*



#HELPED ELIMINATE AT THEIR SOURCE!

#SINGLE-USE PLASTIC BANS LED & CONTRIBUTED TO ACROSS THE SEYCHELLES AND KERALA, INDIA

Global Programs, India

Our work in India commenced with our partnership with local social-focussed non-profit *Sebastian Indian Social Projects* back in 2017. Our first *Global Ambassador Adventure* also took place that year, with six inspiring changemakers joining us from around the world to develop our first ongoing, in-country based major project.

Our *Global Programs* are driven by the community, for the community. We act as facilitators to drive the outcomes that local people see as vital to their future and their livelihoods and explore how we can achieve conservation outcomes, whilst also driving new and better opportunities for people struggling to make ends meet. In 2018, we opened our first *Marine Conservation Centre* in Eve's Beach, Kerala. Working with some of the countries poorest and most densely populated fishing villages, our work aims to drive sustainable economies of scale, based on existing resources and local knowledge and ingenuity.

In 2019/20 our team achieved a number of major victories in the region, as well as some other notable outcomes, including:

- **Successfully lobbying the *Kerala Tourism Authority* for a single-use plastics ban** across the areas in which we work, with a ban across the state for all single-use plastic items coming into force from January 1, 2020! We have since been working on community engagement, education and facilitating and subsidising locally-sourced alternative products made from Areca palm and coconut husk in order to ensure that the transition is achievable.

- **Driving local waste management solutions**, through designing and implementing the region's first household waste collection service - collecting from 120 households and businesses in one of India's poorest and most highly densely-populated coastal fishing villages. This work was made possible through funding from the Ubuntu Foundation, Australian Ethical and the Columbus Zoo and Aquarium. It also included the development of our first plastic shredding and extrusion machines, with research and design into our Composting and Aquaponic (CaP) Systems due to be rolled out in 2021.

- **Being selected as one of the United Nation's Top 20 Waste to Wealth projects**. The UN-Habitat (United Nations Human Settlements Programme) reviewed 230 teams from around the world and selected ours as one of the Top 20! We are honoured that our work in southern Kerala, India has been recognized as a project that is in line with 14 of 17 of the UN's Global Goals for Sustainable Development (SDGs) driving both grassroots and top-down solutions.

- **Partcipating in and presenting at the Global Development Group South-Asia Regional Networking Conference** in Hyderabad, India. Various NGO's from around Asia gathered to meet, provide insights into their work and share information on how to operate within the regulations which govern South-Asian NGO's. It was a great experience for our team to hear and share stories of the work that is happening across India, with projects focused on topics such as anti-trafficking, housing and schooling for orphans, education for disadvantaged children and clean water initiatives.

- **Undertaking further research into our plans to remediate the Gangaya Estuary**, the major waterway that flows through our target communities and into the ocean. This estuary is literally choking on waste, burning plastics and sewage, which flows directly into it from neighbouring households and businesses. It serves as an epicentre for diseases such as cholera, diptheria and typhoid and contributes an enormous amount of pollution into the Vizhinjam Fishing Harbour and Indian Ocean.

In addition, our Waste Management and Community Development Officer Krishna Kalidas was selected as one of only 19 Regional Workshop participants for the Kinship Conservation Fellows India Workshop. As a 2019 Kinship Conservation Fellow in the USA, our CEO Karl Goodsell also presented to the aspiring early-career conservationists and spoke of PCFML's successes in the region, as well as the role that genuine and ongoing community engagement has on driving long-term conservation outcomes.

River Warriors, Australia

Our River Warriors projects continued to reach milestones in 2019/20 with secured funding from Patagonia and Southern Cross Credit Union driving the first portion of a new ongoing program on the Brunswick River in northern NSW. Byron Shire Council and the Federal Government's Community Environment Program contributed additional funds, which enabled us to extend the program into the 2020/21 financial year. Phase II of our Tallebudgera Creek project (funded by the Queensland Government) and Phase I of our Tingalpa Creek project (funded by Redland City Council) in south-east Queensland also wrapped up in 2019 and 2020 respectively.

In 2019/20 our teams achieved a number of successes as a part of our River Warriors projects, as well as some other notable outcomes, including:

- **Completing Phase I of the Brunswick River initiative.** The program engaged 54 volunteers, contributing 274 hours to collect 5,621 pieces of debris, weighing in at 762kg from just a 5.7km stretch of the river! The river scored an F+ overall on our Marine Debris Report Card (based on key variables). Education programs were run at local schools and alongside local business partners to raise awareness to the issue, as well as potential source-based solutions.

- **Wrapping up Phase II of the Tallebudgera Creek project**. Phase I and II combined engaged 639 volunteers, contributing 1,384 hours to collect 28,306 pieces of debris, weighing in at 1,866kg and covering 49.8km. In total, we ran 13 education programs, engaging 613 students and other stakeholders in the program. The creek scored an F+ overall on our Marine Debris Report Card (based on key variables).

- **Completing Phase I of the Tingalpa Creek project**. With the program engaging 11 volunteers who contributed 108 hours to collect 5,164 items, weighing in at 745kg from a surveyed area of 25.1km. The creek scored a D overall on our Marine Debris Report Card (based on key variables).

- **Our team was approached by Cape Byron Marine Parks to assist in removing an old oyster farm from Simpsons Creek**, a tributory of the Brunswick River. Established in 1969 but long since abandoned, our team braved some needle-sharp

oyster shells, a quickly-rising tide and a fever of stingrays to haul in an extraordinary amount of old plastic piping, rusted metal frames and sharp steel spikes from the creek, collecting over 150 items, weighing in at over 100kg!

- **Additional funding was secured to drive the project towards a whole-of-ecosystem approach in 2021 on the Brunswick River** through the generous support of Australian Ethical, Southern Cross Credit Union and the Byron Bay Brewery.

- River Warriors gained a range of local and state media including ABC and Channel 7 raising awareness to the issues that our team is addressing to a broad audience.

Butt Free Byron

Our ongoing *Butt Free Byron* initiative won an Environmental Excellence Award in 2020 from the NSW *Environmental Protection Agency* (EPA)! We're excited to see how far the project has come since we launched in 2017 and want to say a huge thank you to ex-Byron Coordinator for Positive Change for Marine Life Kate Akkerman for taking the lead on behalf of our partners at Byron Shire Council, as well as Zoe White (our fantastic Byron Coordinator from 2018-2019) for leading the program and ensuring its success! Together, we reduced cigarette butt litter in the Shire by around 78% from pre-program levels and are excited to be launching a *Butt Free Tweed* initiative in 2021!

Honour the Ocean

Data collected from our *HTO* initiatives continue to engage the community and provide long-term insights in order to better understand marine debris and littering behaviour. To date, our *HTO* beach cleans have collected over 600,000 individual pieces of debris from locations across Australia. As part of the program, we contributed to the successful Queensland single-use plastic bag ban in 2018 and have continued to be a part of lobbying efforts for a state-wide single-use plastics ban across Queensland, as well as a plastic bag ban and single-use plastic ban in New South Wales.

Leave No Trace

The *Don't Be A Sucker* initiative underwent a name change this year to *Leave No Trace* with our team deciding that it better reflected the work that the campaign addresses. With the change in name came a change in direction, with the initiative looking at how to combat plastic and polystyrene packaging items at their source. This meant extensive research into supply chains, manufacturers and alternative packaging providers around the world.

While there is an enormous amount of greenwashing when it comes to so called eco-alternatives to plastic and polystyrene, there are also a range of exciting new products and technologies on the market, which DO stack up as sustainable alternatives. Our Australian and Indian interns have led the development of the revised *Leave No Trace* program and we hope to roll out a package for business supply chains in Australia and abroad in 2021. Stay tuned!

Activ8 for the Ocean

Our *Activ8 for the Ocean* educational projects, trainings and workshops continue to be embedded across all of our programs. In 2019/20 we ran over 60 Activ8 programs across Australia and India, as well as a number of webinars during COVID-19. While we no longer formalise the project as its own stand-alone initiative, we do include a range of events and presentations under the program's banner.

In late 2019, we were honoured to lead the 3rd Annual South Stradbroke Island Clean-Up alongside our business partners, The Cleanwater Group as well as a range of supporting partners, including Surfrider Foundation, Plastic Free Gold Coast, Reef Check Australia, The Byron Bay Brewery, Spirit of Gold Coast, Patagonia, Biome, Tangaroa Blue, Charlie's Fruit Market, The Queensland Government, Gold Coast City Council and Tipplers Cafe and Resort. The 2-day camping event attracted 65 people, who collected a whopping 700kg of debris from the island in just 3 hours! This was our major Activ8 for the Ocean event of 2019/20 and included a range of films, presentations and hands-on educational programs over the two days.

PARTNERSHIPS

In 2019/20 we were honoured to secure a range of partnerships with philanthropic trusts, social enterprises and businesses who are passionate about our work and the positive impact that we are creating. Our partnerships aren't all geared towards funding our projects however, with our team hosting a number of corporate outreach programs, educational workshops and team building programs for a number of our partners, including staff workshops with Southern Cross Credit Union, a full-day workshop and outdoor team bonding activity with SAE Australia (as part of their Australia-wide conference), events with Patagonia, a team building day on the beach and in the kayaks with Sustain Digital and a number of tailored workshops and whale watching activities for our Chinese student exchange partners, the Sunrise Group.

Ubuntu Foundation

Our new major partners in 2019/20 were the Ubuntu Foundation. They believe in supporting and promoting the virtues of humanity to pull us out of the dire situation that our collective actions have created. The Foundation were major drivers of our Global Programs in India this year, as well as funding our some of our core staff in Australia. Their support enables us to focus our energy towards driving outcomes, rather than covering overheads. We could not have achieved what we have in 2019/20 without them.

Australian Ethical

Australian Ethical were the core drivers of our Waste to Wealth project in India, supporting employment of women from below the poverty line in our projects, as well as allowing us to fund the construction of our plastic shredding and extrusion machines and Community Waste Collection Service. Their support will continue into 2021 as we aim to expand the project to a greater number of households, as well as commence the building and implementation of our first Composting and Aquaponic (CaP) systems across the region.


POSITIVE CHANGE FOR MARINE LIFE
www.pcfml.org.au


SEASONALS
TRY A TASTING PADDLE $18

Byron Bay Brewery

The Byron Brewery have been supporting our work since their first Festival of the Seas back in 2017, where they asked us to come on board as the major recipient of funds raised on the evening. Since then, the relationship has grown and they are now a Gold Sponsor of PCFML, contributing to our northern NSW projects on a monthly-basis. In addition, in 2019 they raised awareness to our work through their third annual Festival for the Seas, in which they raised over $5k for our work in the region.

Southern Cross Credit Union

Southern Cross Credit Union have supported us with small donations over the past few years. Predominantly supporting our River Warriors programs in northern NSW, they announced that they would be supporting us as their first ongoing 3-year partner in 2020! This annual contribution allows us to fund vital equipment and technology to assist us with our River Warriors projects.

Sustain Digital

Sustain Digital are a Sydney-based recruitment company who pride themselves on being different. This differentiation comes in the form of ensuring that they minimise their environmental impact in every possible way. In 2019/20 Sustain Digital donated 10% of every successful placement to Positive Change for Marine Life in order to assist our projects in Australia and internationally.

Happy Travels

Although severely affected by COVID-19 and its impact on the tourism industry in Australia and New Zealand, Happy Travels supported us as Silver sponsors through most of the 2019/20 financial year. This largely came in the form of the Happy Travels travel wallets that our team and partners in India produced as an alternative to their plastic travel wallets that they were using prior. We developed over 60,000 locally sourced, cotton bags for Happy Travels, which were made by local women from the fishing villages in which we operate in India. All bags were hand-sewn and printed, with proceeds supporting our ongoing Global Programs.

Patagonia

Patagonia kick-started our ongoing River Warriors project on the Brunswick River in NSW and have supported us in a range of ways through the fantastic team at the Byron Bay Store. Alongside Patagonia, we've hosted events and workshops, engaged their staff and customers in our on-water surveys and engaged a broad range of locals and tourists in the work that we do in Australia and abroad. We look forward to continuing our relationship with them in 2021 and are excited to see where their support can take us!


happy travels

1% for the Planet

We officially became a 1% for the Planet non-profit partner in late 2019 and now benefit from the range of opportunities that the partnership provides as well as a number of business sponsors who support us through the platform including Patagonia and Australian Ethical. If you're interested in supporting our work through 1% for the Planet, we'd love to hear from you!

Adreno

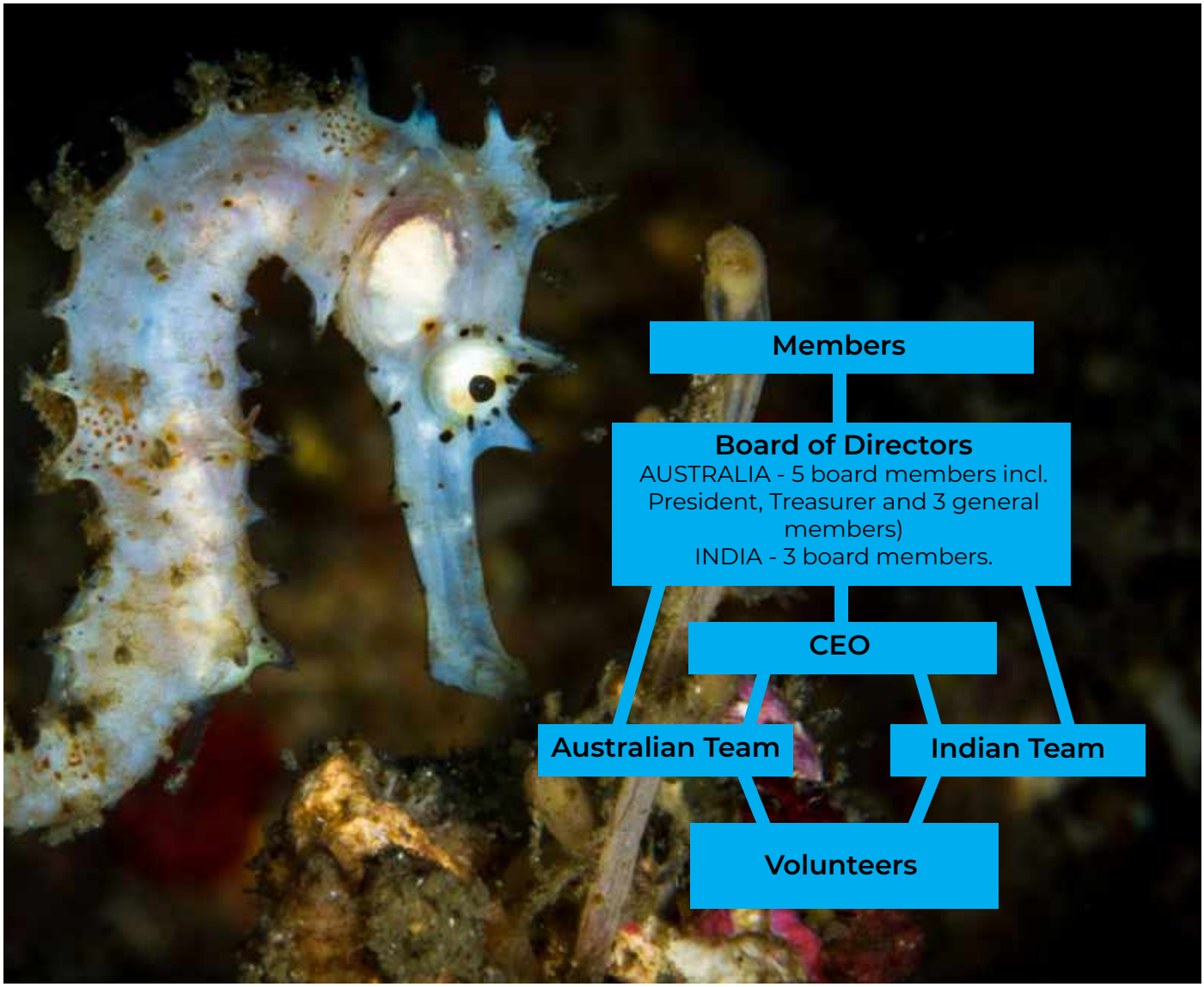
Adreno came on board as a Silver Sponsor in late 2019. As Australia's biggest stocker of Scuba Dive and underwater recreational equipment, a partnership with us made sense. The Adreno team are passionate about conserving the underwater world and ensuring that it is preserved for future generations to enjoy. Their support funds our ongoing work in Australia and India, especially around our plans to commence waterway remediation and Blue Carbon mapping in 2021.

GOVERNANCE

As we continue to grow, we constantly strive to improve our governance model. All of our work is underpinned by our Annual Strategy and 3-Year Plan, which is updated 6 months in advance of the following financial year. Our Board comprises of 6 conservation, development and business specialists who inform our strategic direction and ensure that we are complying with government regulations in Australia and India.

We report to The Australian Charities and Non-Profits Commission (ACNC) as well as following stringent guidelines in India for our Charitable Society. We also have two independant accountant/auditors who oversees all of our financials in both Australia and India.

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




STAR RICE
BOILED RICE

ANNUAL REPORT 2020

POSITIVE CHANGE FOR MARINE LIFE

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

Phone - 0422 756 848

Email - info@pcfml.org.au

Web - www.pcfml.org.au