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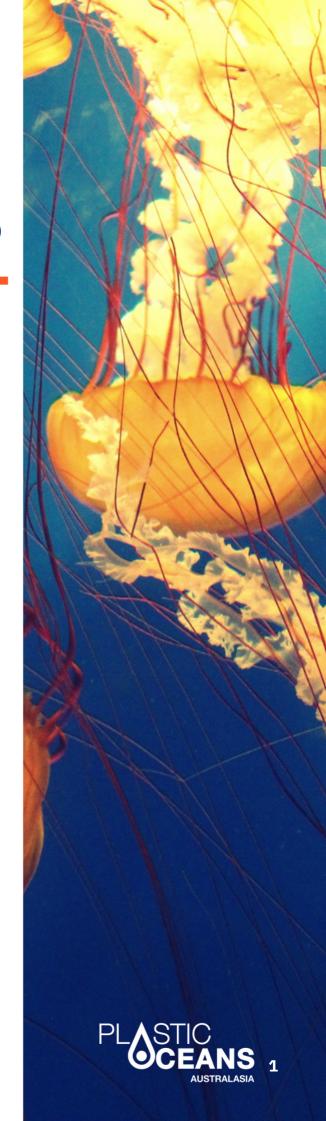
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# TONY DE DOMENICO OAM

## CHAIR'S MESSAGE



I am delighted to present Plastic Oceans Australasia's Annual Report for 2021-22.

From a social and economic perspective, the last couple of years have represented a huge challenge for the community, businesses and other entities. Yet, Plastic Oceans Australasia (POA) continues to secure important wins through science-driven, community-based education.

Plastic use in Australia represents a significant challenge for government, industry and the community. Each year in Australia, 2.5 million tonnes of plastic waste are produced of which, 130,000 tonnes leak into the marine environment.

The POA approach, of solutions-based, community-focused education, has been a winning formula for maintaining and increasing community engagement. The EPIC campaign for businesses and involvement with schools across Victoria, Western Australia and New South Wales have been making the kind of tangible headway that the board has been thrilled to witness and be a part of.

The commendable work of the POA board and the tireless work of our partners, campaigners and volunteers, is easily evidenced in all we've achieved in this past year.

In particular, the steadfast and endlessly enthusiastic work of POA's Executive Director Ricki Hersburgh has been a great measure of our organisation's passion, and one to which we all aspire. In uncertain times, POA has delivered some definite wins. Wins that see us move ever closer to a future defined by healthier oceans, more thoughtful consumption and a world free from plastic.

Sincerely,

Lory la Comenica

#### RICKI HERSBURGH

# EXECUTIVE DIRECTOR MESSAGE



The 2021-2022 year has been one of recovery as the world has faced the challenges brought by the COVID-19 pandemic, some of which remain in 2022.

From an operational perspective, Plastic Oceans Australasia (POA) has in the last year, addressed challenges and enabled big accomplishments.

POA has increased its collaboration with scientists, teachers, multiple business industries and organisations to develop innovative behaviour-change initiatives and campaigns focused on educating about ocean plastic pollution, environmental education and waste management programs.

For the last year, the combined efforts of our education team resulted in a 54% growth in POA's invaluable education program which has been delivered to more than 40,000 students.

Another key focus in 2021-2022 has been broadening our Engagement in Plastic-free Innovation for change (EPIC) program to foster innovation change and reduce businesses, councils and organisations' environmental impacts.

Our social campaigns, including Oceans in Motion and Picnics Unwrapped, were endorsed by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and recognised as Ocean Decade activities to acknowledge POA's contribution to the Decade Challenges.

Through our participation in the Ocean Decade, POA is now a member of UNESCO's Global Stakeholder Forum, which will provide the organisation with access to submit ideas and proposals in the future.

Moreover, in 2022, POA looked into enhancing international partnerships and cooperation and has since become a member of the Global Partnership on Marine Litter – the premier global network for advancing solutions to reduce and eliminate marine litter in our Oceans; a supporting organisation for the Global Tourism Plastics Initiative by the United Nations (UN) One Planet Network and joined the global community of practitioners, policymakers and experts.

As we embrace the opportunities that lie ahead, I know POA's growth would not be possible without our dedicated staff, POA Board, the TAP team, partners, sponsors and an incredible, supporting ever-growing team of volunteers. I look forward to what we can accomplish in the year to come.

Warm Regards,

RHesburg

## ABOUT US

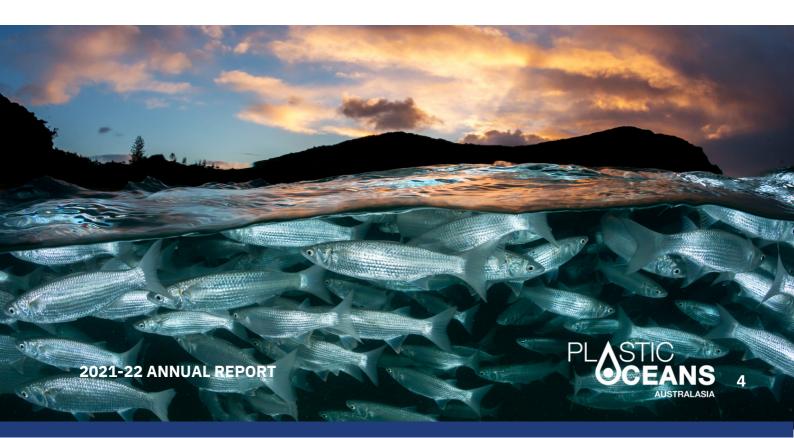
Founded in 2017, Plastic Ocean's Australasia Ltd is a Not-for-profit organisation are on a mission to change the world's attitude to plastic within a generation.

Working with community groups, businesses and individuals, Plastic Oceans Australasia offers professional programs that are scientifically endorsed to inspire people to reduce plastic using self-led initiatives and working with others to eliminate plastic from supply chains and within schools.

The organisation has gone through significant growth in 2020 – 2021 through the advancement of the EPIC program and increased engagement across their online platforms.

This report includes relevant achievements that occurred during the 2020 - 2021 financial year which was achieved through the hard work of the Plastic Oceans Australasia Board, staff, volunteers, interns, partners and supporters.

Plastic Ocean's Australia Ltd is a registered charity with the Australian Charities and Not-for-profits Commission (ACNC).





#### **MISSION**

Through education, science and sustainability, we aim to change the behaviour and practices towards the use and value of plastics.

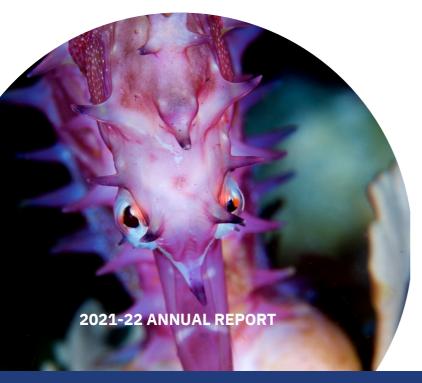
#### **VISION**

To change the world's attitude towards plastic within a generation.



## STRATEGIC OBJECTIVES

- Engage with communities to provide insights, information and tools to drive behavioural change.
- Leverage science and evidence-based resources to deliver learning programs tailored to each target audience.
- Empower students through the education program to become leaders within their communities by reducing their plastic footprint and living sustainably.
- Engage with companies to help them to eliminate the use soft plastics in the workplace through the EPIC program.
- Be an influencer to assist in the delivery of a national waste policy.

















# A SNAPSHOT OF POA'S ACHIEVEMENTS THIS YEAR

54% INCREASE

in school delivery across Australia with the education program

Volunteers and Interns worked a combined total of 2,372 hours

22% ONLINE ENGAGEMENT

increase in reach or Facebook

7,250 STAFF
Undertaking our EPIC Program

50% INCREASE

in stakeholder engagement

**2021-22 ANNUAL REPORT** 

PLASTIC CEANS

# EDUCATION PROGRAM

Developed and expanded the school's National Curriculum Program to include food waste and composting.

For the third year, POA launched Oceans in Motion competition and Picnics Unwrapped campaign inviting schools and communities in Australia and NZ.

In 2021, POA's Education Program has expanded to include WA.



2021-22 ANNUAL REPORT



Presented at various conferences and festivals across the nation, focusing on education programs including Off-Grid Living and LEAF events delivering workshops and hands-on activities for children to learn about plastic waste.



Delivered the education program to more than

**40,000**STUDENTS

since 2017.

#### **SCHOOL PROGRAM DELIVERY**

In 2021/22 POA continues to expand and deliver its program in NT, NSW, VIC, QLD and WA. New resources are being developed for 2022/23.

#### QLD

COEX – 300 primary schools across QLD.

#### WA

Clifton Hills Primary School
Harrisdale Primary School
Harrisdale Senior High School
Westfield Park Primary School
John Wollaston Anglican

**Community School** 



# EPIC BUSINESS PROGRAM

The EPIC (Engagement in Plastic-free Innovation for Change) Business Program provides support and resources for private companies, community organisations and councils to eliminate single-use plastics from their workplaces.

Through staff engagement and innovation, the EPIC program helps organisations reduce and eliminate plastics to create behaviour change with plastic use and disposal.

- Delivering EPIC to approximately 18,000 members of staff across numerous organisations in their workplace.
- This year-long program can be adapted to any organisation and guides them through four stages to reduce, and ultimately eliminate, single-use plastic from their workplace and supply chain.
- The Program comes with an EPIC Toolkit of resources. These comprehensive materials address issues with the introduction, use and disposal of single-use plastics in the workplace.





# RESOURCES INCLUDED IN THE EPIC TOOLKIT

- A step-by-step manual to guide your business through the four stages of the EPIC Business
  Program.
- Four custom workshops run by a Plastic Oceans Australasia facilitator.
- Scientific research on plastic, including films and up-to-date statistics.
- Surveys and audit guides and analysis to measure workplace plastic use.

- A comprehensive database of supply alternatives, including environmental and cost assessments of alternatives.
- Unique communication materials to raise awareness and encourage participation at each stage of the program.
- Support from the Plastic Oceans Team.



Under their Two Cities One Community initiative, Albury and Wodonga Council were the first joint-council collaboration in Australia that reduced plastic waste in their organisation through the EPIC Program.



Total number of staff engaged through EPIC

18,000

since 2017.

#### **EPIC PROGRAM DELIVERY**

#### **VIC NSW** WA Macedon Range **Brookfield Properties** King Edward Memorial Hospital Hub Australia Wangaratta **Mainbrace Construction** National Australia Bank Sustainable Development The Point Group Consultants **Albury City Council TGR** Austin Hospital Wodonga City Council

### ENGAGEMENT

Plastic Oceans Australasia uses a range of social media channels to spread awareness about the impact of plastic in our oceans. It has 1,279 Followers on Facebook, 900 followers on Instagram and 670 followers on LinkedIn. The website received 40,680 page views on this financial year and over 1,500 online subscribers.

21% growth in Facebook Followers

33% increase in reach on Facebook page

+200% increase in reach on Instagram profile

+120% increase in Website Visits

+130%

increase in unique website visitors

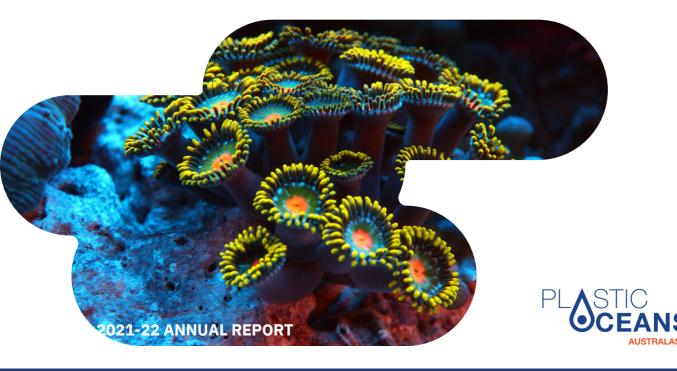
10,471 reach on Facebook page

6,628 reach on Instagram profile

+150% growth in newsletter list

+100% increase in page views on the website

20,427 total unique website visitors



# MESSAGES FROM OUR TFAM



PATRICIA LEE

MARKETING AND

COMMUNICATIONS MANAGER

**66** The growth of Plastic Oceans Australasia's (POA) communication channels has continued across the 2021-2022 financial year. During this time, the team continued to engage our audience with the Picnics Unwrapped Campaign and the delivery of online activities and initiatives. POA participated in multiple festivals and community events and launched the successful Oceans in Motion film competition and the Picnics Unwrapped campaign. In 2022 our campaigns were endorsed by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and recognised as Ocean Decade Activities. POA is now a member of the United Nations (UN) Ocean Decade Network, a signatory of the UN's Global Plastics Tourism Initiative and the UN's Global Partnership on Marine Litter and is part of the United Nations Education Program (UNEP) Intergovernmental Negotiating Committee to end plastic pollution.

Working with POA both inspires and challenges me every day to think critically and work creatively. It is an extremely rewarding experience.

AILEENA MATTHEW
POA RESEARCH ASSISTANT, PHD CANDIDATE



# Events and Campaigns

In the 2021/2022 financial year, Plastic Oceans Australasia attended events to for adults and children to spread awareness about the impact of plastic on our oceans. The webinars were designed for specific age groups and focused on topics including marine animals, behaviour change, policy and circular economy. Webinars were free and recorded to ensure that they were accessible to people across Australia, New Zealand and the world.

#### Conferences and Festivals

- Waste 2021 conference Coffs Harbor
- Off-Grid Living Festival
- LEAF Festival

#### Competitions

Oceans in Motion Film
Competition for Primary,
Secondary schools – in 2022 OiM
also invited the tertiary education
sector and the Boating industry.

The competition was endorsed by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and recognised as an official Ocean Decade Activity. Picnics Unwrapped competition – In 2022 Picnics Unwrapped is an official Ocean Decade Activity. The campaign was promoted in Australia, NZ and the UK and delivered prizes to the best picnics to raise awareness about ocean plastic pollution.



### SCIENCE

The Technical Advisory Panel (TAP) Team was formed in November 2020 to drive Plastic Oceans Australasia's science and research unit. It's comprised of experts in environmental science, sustainability and behaviour change who collectively work to solve Plastic Oceans Australasia's most pressing scientific problems.

#### **Technical Advisory Panel Team**

#### DR MARK HAMANN

Associate Professor, College of Science & Engineering, James Cook University

#### **CHRISTINE HODGKISS**

State Manager, Resource Recovery NSW, Veolia Australia and New Zealand

#### **KIM BORG**

Research Fellow, BehaviourWorks Australia

#### **BRIAN PINKMAN**

Senior Sustainability Advisor, CPB Construction

#### **DR. DAN EVANS**

Director, Environment and Planning, Aurecon

#### **LUKE VAN DER BEEKE**

Founder, The Behaviour Change Collaborative

#### **LAURA BOLAND**

Science and Communication Professional, Science in Public

#### **STEVE MASON**

Senior Environmental Engineer, Arup

#### Technical Advisory Panel (TAP) - Projects

The TAP team has three science projects designed to assist Plastic Oceans Australasia's education and business units and inform our understanding of the plastics problem.

'Unpacking Plastic in the Workplace' will identify the types of communication and engagement messages that are going to work best for different audiences.

'The Plastic Fish Project' investigates the extent of the problem of microplastic ingestion in commercially and recreationally important

Australian fishes. The results of this study will provide a snapshot of what is happening in wild fish which ultimately has implications for the exposure of microplastics in human health.

The third project explores the 'Impact of PPE on Plastic Waste'. Working with partners in the health sector, we are quantifying the impact of this increase in PPE usage on plastic consumption and identifying ways of reducing plastic usage in other areas whilst maintaining health and safety.

# MESSAGES FROM OUR TECHNICAL ADVISORY PANEL TEAM

Australia's technical advisory Panel. The impact of plastics on our oceans is immense and require significant scientific research to improve understanding on its impact and to identify how best to over come the challenges. The Technical advisory panel brings together people with a diverse range of skill united in their passion to reduce plastic pollution and protect their environment. I look forward to my continued participation with this team.



#### DR MARK HAMANN

Professor, College of Science & Engineering, James Cook University

Working with the Plastic Oceans Australasia and the technical advisory panel has provided me with the opportunity to work with a diverse team of people dedicated to reducing the impact of plastics on the environment

The team is supporting critical research which will help understand the extent of this problem and develop strategies for overcoming it.



**TAP Team Communications** 



### **OUR TEAM**



RICKI HERSBURGH
Executive Director



PATRICIA LEE

Marketing and
Communications and
Manager



DOMENICA MORENO

EPIC Program
Coordinator



SALISBURY

Education Program
Coordinator NSW



**MEGAN GOLDSMITH**WEB/IT Manager



HELEN STEINBERG

Senior Progam

Facilitator



RACHEL WILLIAMS

Education Program
Facilitator



**SALLY TAM**Education Program
Coordinator WA/NT





#### **VOLUNTEERS**

#### **TERESA DOMINIK**

Mentoring Leadership Coordinator

#### **SOPHIA CLARK**

**Education Officer NSW** 

#### **JODIE WONG**

**Operations Support** 

#### **MARIA LERIS**

**Business Support Officer** 

#### **ANASTASIOS GORANTIS**

IT/Business Analyst Support

#### **SATSUKI SETOGUCHI**

**Education Officer WA** 

#### **FIONA LLOYD**

**Business Support Officer** 

#### **CAIT O'SHEA**

Communication Media Officer

#### **KHAN NGUYEN**

**Procurement Officer** 

#### **GAVIN LI**

**Education Ambassador** 

#### **IAN JAMES**

Science TAP Team Coordinator

#### **ROBIN SPIRO**

Business Development Officer

#### **VIVIANA RODRIGUEZ**

Data Analyst

#### **AILEENA MATHEWS**

**POA Research Assistant** 

#### **MAXINE DI PETTA**

Communication Support Officer

#### **PAUL TAYLOR**

**Education Officer VIC** 

#### **SOFYA SCHERBAK**

**Education Ambassador** 

#### **PHOEBE TRETT**

IT/Web Support

#### **WEI HENG CHAN**

Project Research Officer

#### **JEN PAK**

Graphic Design Support Officer

#### **JOSEPHINE SKINNER**

Volunteer Coordinator





#### **INTERNS**

Interns play an important contribution to the development and delivery of Plastic Oceans Australasia's programs. One intern continued their internship during the 2021/22 financial year (from the William Light Institute) and five new interns (from Monash University and RMIT) were onboarded to join the Plastic Oceans Australasia team to complete the requirements of their courses. The practical contribution and passion of the students continue to inspire all involved in the organisation. Plastic Oceans Australasia works to match student talents, skills and interests to provide mutual benefits. This includes all team members encouraged to proactively collaborate, motivate and support each other.

Three interns have stayed on as volunteers after completing their internship/work placement.

POA is very excited to further strengthen our relationship with Griffith University with a PhD candidate Alieena Mathew joining the Team as EPIC Program Researcher. She is conducting research under the umbrella of Social Marketing.

Her 3-year PhD project aims to identify and evaluate voluntary behaviour change plastic reduction programs that have been effective, and it seeks to evaluate POA's EPIC and Schools Programs. Her dissertation will explore how to best use theory in the development, implementation, and evaluation of voluntary single-use plastic reduction programs. The project will conduct a systematic literature review of current single-use plastic waste reduction programs and evaluate POA's EPIC and school-based programs; ultimately, adding new insights aimed at assisting further uptake of voluntary behaviour change approaches that can improve rates of avoidance of single-use plastics.

She is passionate about environmental sustainability and hopes that her research will add positively to this space. Alieena believes strongly in the power of the bottom-up approach – engaging with end-users to find community-led solutions to complex problems.

KADE BERMAN KATE O'DONNELL KHANH NGUYEEN
SUHAILAH SALIM ANASTASIOS GORANTIS RUSHPURI GOSAI

TOTAL HOURS WORKED 1,632
HOURS

740 HOURS

# MESSAGES FROM OUR VOLUNTEER TEAM

While being a data analyst at POA, the role has helped shape my efficiency in gathering and automating data. It has helped enhance my skills in how to become a more successful engineer and data analyst, and has easily enabled me to smoothly transition into my new jobs. The researching tasks have helped me broaden my knowledge in different aspects of environmentalism and enabled me to support a good cause with well-informed knowledge. These bases have given me the skills and confidence to succeed at my new position.



#### ANASTASIOS GORANITIS Epic Data Analyst



Volunteering with the Plastic Oceans
Australasia's Technical Advisory Panel has
provided me with an opportunity to engage
with a broad range of experts all dedicated to
understanding and overcoming the issues of
plastic waste, especially with single-use
plastics.

IAN JAMES
Science Manager

#### **BOARD MEMBERS**



TONY DE DEMONICO

Chairman



RICKI
HERSBURGH
Executive
Director



Director



JANALINE OH
Director



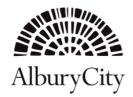
MARCUS MANDIE
Director

I was delighted to join the Plastic Oceans Australasia board to help support the important work of changing people's attitude towards plastic waste within a generation. The school's program to educate our youth is making a real difference.

MARCUS MANDIE
POA DIRECTOR



#### **OUR SUPPORTERS**

























































#### **OUR AFFILIATES**





