



PLASTIC
OCEANS

AUSTRALASIA

ANNUAL REPORT
2019-20

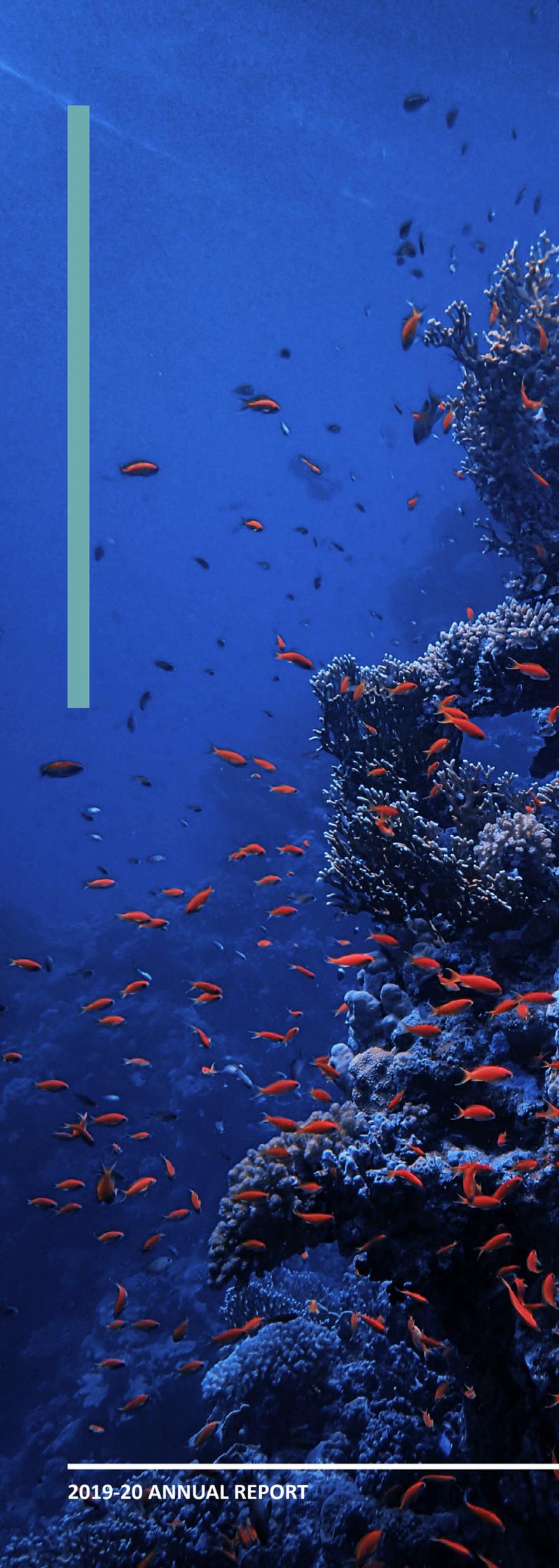


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CHAIR'S MESSAGE

I am delighted to present Plastic Oceans Australasia's (POA) inaugural Annual Report. When asked to Chair the Board, I was at first honoured but also reluctant because of my lack of knowledge about the problem and its dimensions. I agreed after viewing the documentary 'A Plastic Ocean' and familiarising myself with the damning scientific research on this matter.

Over 80 million tons of plastic is going into our oceans annually and this number is ever increasing. Every human being has a role to play in making a difference. POA works throughout Australasia to change the way we deal with plastic waste by challenging society's perception that this indestructible substance can be treated as disposable.

POA is working diligently on this mission using education by offering comprehensive programs for people of all ages to encourage behavioural change activities to minimise their plastic footprint. We also offer programs for councils and businesses to help support their sustainability goals by reducing their use of plastic. All our education programs are backed by the latest developments in science and research.

I would like to acknowledge the members of the POA Board for their tireless work and their commitment to the cause. Our Executive Director, Ricki Hersburgh for her dedicated, passionate and timeless commitment to her role. She is ably backed up by a wonderful team of staff, volunteers and interns alike who have put their heart and soul into POA. I would also like to acknowledge our partners and supporters who have contributed greatly to our cause.

Sincerely,



Tony De Domenico OAM
Chairman

EXECUTIVE DIRECTOR MESSAGE

This year has been a year of growth and consolidation challenged by unforeseen circumstances from the COVID-19 pandemic. However, we recognised quickly that it was more important than ever to remain focussed on our mission to change people's attitude towards plastic within a generation.

Our team grew significantly, and this enabled us to mobilise and expand on a number of key initiatives including the Education Program, the EPIC Business Program and the introduction of our 'No Time to Waste' Webinar Series.

We remain committed to educating the community about plastic pollution and how they can reduce their plastic footprint. Our learning programs are underpinned by science and evidenced-based learning practices.

Over the past 12 months, we have delivered our scientifically endorsed education program to over 5,600 students throughout Australia. We have also introduced the EPIC Business Program to help organisations eliminate single-use plastics from their workplaces and supply chains.

Demand for our services continues to grow as the general public is becoming more informed about the devastating effect of plastics on our oceans.

A very special 'Thank You' is extended to everyone on the POA team along with a deep appreciation to our supporters, partners and the POA Board of Directors, for without you, this year would not have been possible.

As we look forward to the year ahead, we expect and envisage rapid growth across the organisation. In particular we look forward to the expansion of our science and research unit through the introduction of our first technical advisory panel. We also expect to see our team grow rapidly as the education and business sustainability units gather momentum.

We know that there is a lot to deliver in the next 12 months, COVID-19 has created a plastic pandemic on our natural environment; now more than ever there is no time to waste as we forge on to create a global wave of change for all of our constituents.

Warm Regards,



Ricki Hersburgh
Executive Director



MISSION

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

VISION

Change the world's attitude towards plastic within a generation.

Founded in 2017, Plastic Oceans Australasia Ltd (POA) is a Not-for-profit organisation addressing the root cause of single use plastic consumption.

Working with community groups, businesses, government and individuals, Plastic Oceans Australasia offers professional programs that are scientifically endorsed to inspire people to reduce their plastic-footprint and encourage others to live sustainably without single use plastic.

The organisation is affiliated with Plastic Oceans UK and the award-winning documentary A Plastic Ocean, which Sir David Attenborough has described as being “one of the most important films of our time” igniting mass consumer awareness of the issue of plastic pollution in our waterways and oceans.

Plastic Oceans Australasia Ltd is a registered charity with the Australian Charities and Not-for-profits Commission (ACNC) and has deductible gift recipient (DGR) status.

The 2019-20 report includes relevant achievements that occurred during the 2019-20 financial year.

STRATEGIC OBJECTIVES

02

Leverage science and evidence-based resources to deliver learning programs tailored to each target audience.

04

Engage with companies to help them to eliminate the use soft plastics in the workplace through the EPIC program.

01

Engage with communities to provide insights, information and tools to drive behavioural change.

03

Empower students through the education program to become leaders within their communities by reducing their plastic footprint and living sustainably.

05

Be an influencer to assist in the delivery of a national waste policy.



SNAPSHOT OF THE YEAR'S ACHIEVEMENTS

Volunteers and Interns worked a combined total of

1,524 hours



Delivered our education program to **5,562** students



7 new schools signed up to the education program across Australia



Launched EPIC Business Program



Education partnerships with Containers for Change and Dirt Girl World



Launched the No Time to Waste Webinar Series



EDUCATION PROGRAM

Delivered education program to **5,562** students



31 new expressions of interest in the education program



Aligned education program and materials with Australian and State Education Curriculum Standards



Launched the Turn the Tide 2020 competition. Received applicants from



34 different schools

7 new schools signed up to the education program across VIC, NSW and ACT



Launched education partnerships with Containers for Change and Dirt Girl World



3 ambassador schools leading the program



Marketing and promotion at festivals, events and conferences





“ Through ongoing commitment and dedication, the POA Education Program has established itself as a sought-after package in several states across Australia as well as in New Zealand. The behavioural change elements of the Education Program, wholeheartedly backed by the organisation, have been commended by stakeholders time and time again, and we are proud to continue empowering young people to engage in the plastic issue in the year to come.

”

Stephanie Karras
Senior Education Coordinator



“ I believe it is critical that we encourage our wider community to incite agency and burgeon social awareness so that, we, together can tackle the significant global issue that is plastic pollution. Working alongside Plastic Oceans Australasia will thus aid my personal endeavour to empower as many people as possible to make the choice to refuse, reduce, reuse and recycle single use plastic waste.”

”

Angelina Arora
POA University Ambassador



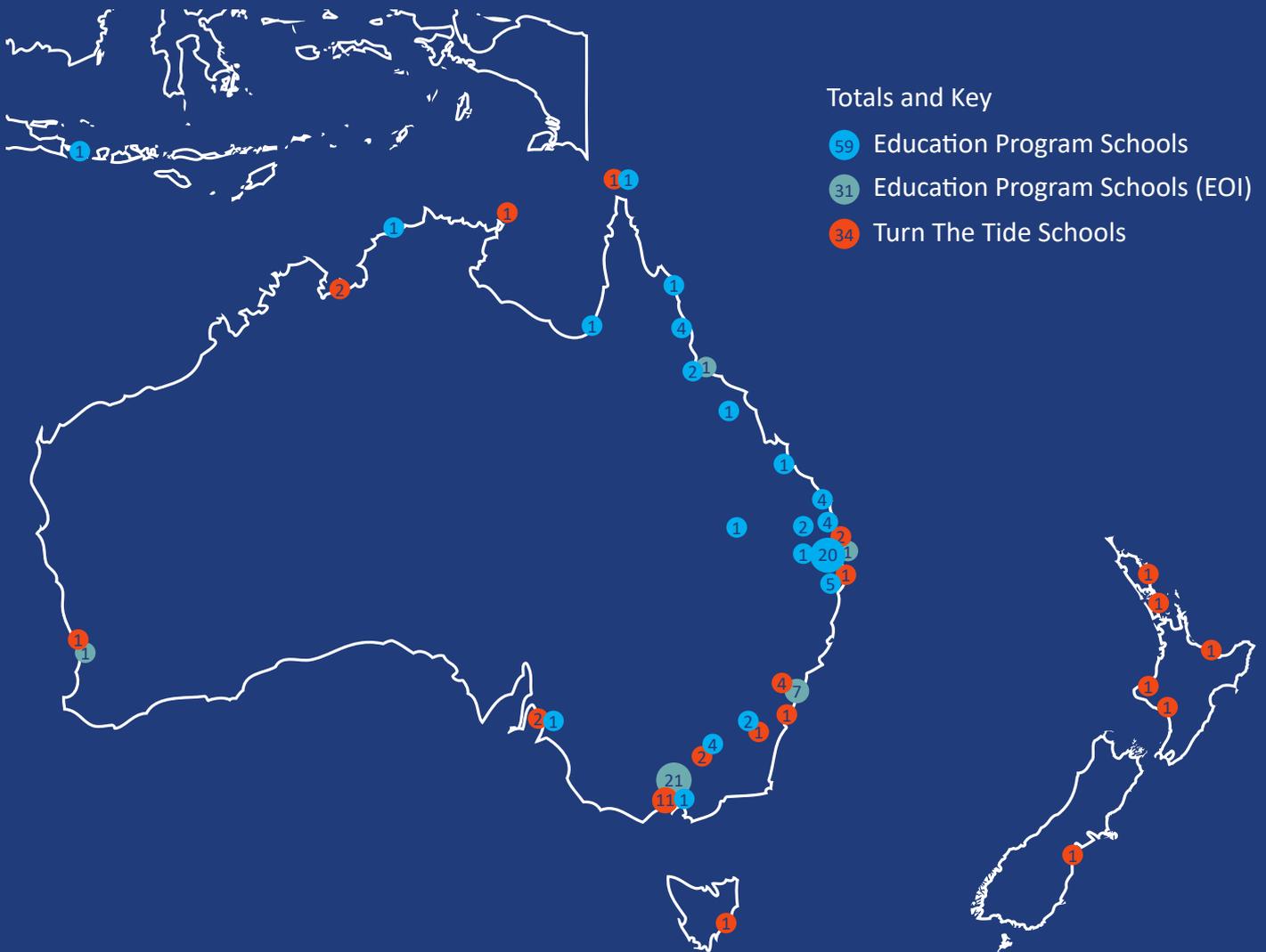
ENGAGEMENT

80%
growth in Facebook Followers

8%
Follower Engagement rate on LinkedIn

325%
Increase in Website Visits

284%
Increase in Unique Website Visits

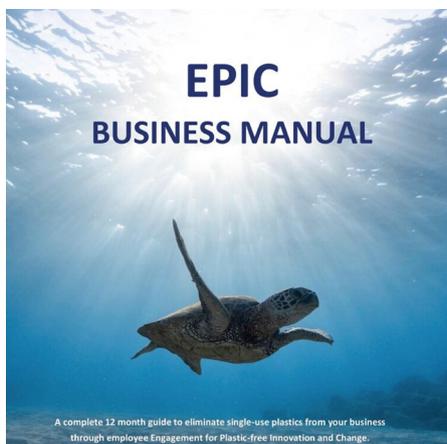


EPIC BUSINESS PROGRAM

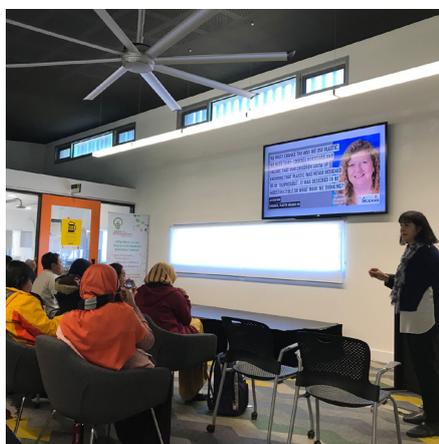
(Engagement for Plastic-Free Innovation for Change)

We launched the EPIC program to help organisations eliminate the use of single use plastics in the 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 Business 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.



EPIC Business Manual



EPIC Program Presentation

Resources Included in the EPIC Toolkit:

- a step-by-step manual to guide you through the program;
- access to scientific research and documentaries on plastic pollution;
- four custom workshops run by a POA facilitator;
- surveys to measure and track changes in workplace plastic habits;
- plastic waste audit guides and personalised analysis to produce custom data for your organisation;
- a database of product alternatives, including environmentally friendly choices;
- comprehensive procurement support, including unique tips for adapting to change;
- leadership and training opportunities;
- creative communication and marketing materials to raise awareness and encourage participation at each stage of the journey;
- staff recognition and rewards;
- an action plan to continue the program with extension options;
- case studies and examples of plastic elimination success; and
- ongoing advice and support from the POA team throughout the 12 months.

NO TIME TO WASTE WEBINAR SERIES

Plastic Oceans Australasia (POA) introduced a webinar series in March 2020 aptly named-No Time to Waste- driven by the onset of COVID-19. The concept was initiated by POA Executive Director Ricki Hersburgh who was concerned that society would become complacent about responsibly disposing of single use plastic during the pandemic.

“ All the work spent in the past few years to change behaviour that had been accepted as the ‘social norm’ like people using reusable bags and cups, seemed to dissipate overnight when the pandemic landed. ”

She says the impact has been exponential, quoting staggering figures from the UK predicting 66,000. tons of plastic waste will be produced alone from the use of disposable face masks.

The objective was to seek solution-based outcomes with expert guest speakers. The first session focussed on behaviour change, human health and waterways with Chris Chesterfield, Danielle Storey and Sharyn Rundle-Thiele.

The webinar was so popular that Social Marketing @ Griffith and POA decided to join forces to deliver further sessions with Professor Rundle-Thiele co-hosting the second session which explored the science behind plastic. Professor Rundle-Thiele said in some ways the worldwide lockdowns have greatly benefited conversations around sustainability.

Episode 1

Episode 1 featured Chris Chesterfield, Director at the Cooperative Research Centre for Water Sensitive Cities, and Founding Director Social Marketing at Griffith University Professor Sharyn Rundle-Thiele; the panel explored behavioural change practices on how we can minimise our plastic footprint and toxic waste in our waterways.



Episode 2

Episode 2 featured Dr. Geoff Brighty, Founder and MD of Environmental Sustainability Associates Limited UK, Dr Len Humphreys, co-founder of Licella Holdings, and Associate Professor Sunil Heart, Griffith University. This episode focused on scientific research with a waste to energy case study to consider solution-based outcomes.



Video recordings from series 1 of No Time to Waste are available on our website.

OUR TEAM



Ricki Hersburgh

Executive Director



Stephanie Karras

*Education Program
Coordinator*



Teresa Dominik

*Mentoring Leadership
Coordinator*



Morgan Pumpa

*Communications and
Media Manager*



Maria Bavins

*Education Program
Queensland*



Michael Truong

*Business Support,
Procurement Project*



Caitlin O'Shea

*Communication Media
Officer*

OUR INTERNS

Li Lee

*Monash University
Business Program Support*

Cody Fowler

*Monash University
Education marketing support*

Monica Coleman

*Monash University
Business Program Support*

Natalia Wongso

*Monash University
Communication Support
Social media*

Ella Tierney

*Monash University
Education Program support*

Sharon Li

*Monash University
Website redevelopment and
Graphic Design*

Jacky Tan

*Monash University
Data base / IT systems support
(procurement and schools)*

Daniel Starcevich

*Monash University
Business Program Support
including procurement*

TOTAL HOURS WORKED

838 hours from Interns

686 hours from Volunteers

Thank you to all our interns and volunteers for their continuing contribution and support.

YEAR AHEAD

We look forward to continuing to grow our internship program and providing more opportunities for students to work in a not-for-profit environment with exposure to all areas of operations.



“ Since commencing with Plastic Oceans Australasia, I have been inspired by the six interns I’ve assisted to bring onboard to accelerate POA’s mission. I’m particularly thrilled that three are staying on as volunteers. Their practical contribution and passion for positive change is supported by the enabling and empowering culture of the POA Team that matches student’s talents, skills and interests with the POA work programs. This includes all Team members encouraged to proactively collaborate, motivate and support each other. ”

Teresa Dominik

Mentoring Leadership Coordinator



“ During my time with POA, I was inspired to meet and work with such a passionate and proactive group of professionals. I was constantly challenged and encouraged to broaden my thinking, and to consider how I can use my knowledge and capabilities to encourage environmental action. Having kept in touch with the team, the growth which has been achieved in recent months has been extraordinary, especially considering the many challenges the year has presented us ”

Cody Fowler

*Former Student Intern,
Monash University WIL Program*

OUR BOARD



Tony De Domenico OAM

Chairman

Tony is an experienced director and a highly skilled negotiator. He is a strong business professional and was previously a member of the ACT Legislative Assembly.

Alex Fearnside

Deputy Chairman

Alex is a collaborative enterprise specialist with twenty years' experience in environmental advocacy and executive management in the public, private and not-for-profit sectors.



Ricki Hersburgh

Executive Director

Ricki is a passionate and dynamic executive director with extensive knowledge in the waste and resource recovery industry. Ricki has over 25 years' experience working with NGOs, corporates and government agencies.

Janaline Oh

Director

Janaline is a former diplomat and international negotiator, with leadership, policy and legal skills and experience. She is passionate about the environment and determined to leave her children a better planet than the one she inherited.

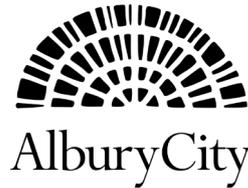


Marcus Mandie

Director

Marcus is an experienced fundraiser, originating from his role as CEO of the Australia-Israel Chamber of Commerce and directorships on other advisory bodies. He brings a breadth of business knowledge and organisational skills.

OUR SUPPORTERS



Social Marketing @ Griffith



“The Bob Eatt foundation is proud to support the crucial work of Plastic Oceans Australasia (POA) in educating and empowering students to reduce their environmental impact on the planet, whilst inspiring others to do the same. In honouring Bob and his passion for recycling, The Foundation believes POA’s Education Program is an important tool in changing the way people see and use plastic, not as a disposable product but as something that should be refused at all costs.



OUR AFFILIATES



Plastic Oceans UK



Plastic Oceans HK



PLASTIC
OCEANS
AUSTRALASIA

Plasticoceans.org.au 

Info@plasticoceans.org.au 

PlasticOceansAu 

Plastic Oceans Australasia 

Plasticoceansaustralasia 

Plastic Oceans Australasia 

Plastic Oceans Australasia Ltd
ABN 65 620 434 942

The Trustee for Plastic Oceans Australasia
ABN 28 249 159 294