

PLASTIC
OCEANS
AUSTRALASIA

ANNUAL REPORT
2020-21





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TONY DE
DOMENICO OAM

CHAIR'S MESSAGE



It's an honour to present Plastic oceans Australasia's Annual Report for 2020-21. Despite the last 12 months being a challenging environment for many of us both socially and motivationally, it's been a source of great optimism to see Plastic Oceans Australasia (POA) continuing to secure important wins through science-driven, community-based education.

Plastic use in Australia is projected to double by 2040, and with 130,000 tonnes already making its way into the marine environment in Australia, every win is important. The battle to reduce the amount of plastic in our ocean is about changing perception. It's about building awareness around how people think about plastic, and how they consume it – ideas that POA has been winning people to in a supportive and targeted way through this last year.

The POA approach, of solutions-based, community-focused education, has been a winning formula for maintaining and increasing community engagement during a time when online visibility is particularly difficult. The EPIC campaign for businesses and involvement with schools across Victoria 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 Hershburgh 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,

A handwritten signature in black ink that reads "Tony De Domenico". The signature is written in a cursive, flowing style.

RICKI HERSBURGH

EXECUTIVE DIRECTOR MESSAGE



The last year has been a year of considerable growth for Plastic Oceans Australasia, despite the uncertainties and challenges of social distancing and a saturated online environment. Plastic Oceans Australasia (POA) has, through our adaptability and persistence, delivered significant wins amid deepening patterns of single-use plastic consumption in Australasia's COVID living circumstances.

The objectives we achieved in the last 12 months were reflective of the growth within POA and a testament to the resolve of the entire team. The EPIC program brought plastic consumption into full-focus in the workplace, with 1,870 participants undertaking the campaign, as well as increasing delivery of school education programs by a massive 350%. These are not small wins. Targeting workplaces and schools—places that are key in the cultivation of behaviour—set in place programs and awareness that will continue to drive change into the future.

Adaptability has proved to be a key resource during a time when online visibility has been a challenge for many organisations. Despite the saturation of digital and social media, POA has managed to increase penetration online, with a 328% increase of reach on Facebook and increased stakeholder engagement

generally by 35%. This growth is particularly important given the increase in plastic consumption during the COVID pandemic. Despite the World Health Organisation recommending that people wear 3-layered fabric masks unless in a vulnerable or medical setting, plastic disposable masks are widely used. This, coupled with increases in disposable packaging have led to daily plastic waste estimates climbing exponentially since the start of the outbreak.

At POA we have been tackling this increase in every way we can, delivering webinars to over 1,000 people, delivering education programs to more than 17,500 students and starting our landmark 'Picnics Unwrapped' campaign on World Picnic Day on June 18th which continues to gather momentum with an ever-growing cohort of participants.

We have given ourselves a head start for the next 12 months in what we have achieved already this year. However, it would not be possible without our dedicated staff, POA Board, the TAP team, partners and an incredible and ever-growing team of volunteers. I look forward to what we can accomplish in the year to come.

Warm Regards,

A handwritten signature in black ink that reads "R. Hersburgh". The signature is written in a cursive, flowing style.

ABOUT US

Founded in 2017, Plastic Ocean's Australasia Ltd is a Not-for-profit organisation is 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

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

STRATEGIC OBJECTIVES

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



John Monash Science School Audit



Off Grid Living Festival



Aubury Wodonga School Workshops

A SNAPSHOT OF POA'S ACHIEVEMENTS THIS YEAR



Volunteers and Interns worked a
combined total of **4,056**
HOURS

350% INCREASE
in school delivery across Australia
with the education program

Webinars delivered to more than

1,000
PEOPLE

328%

ONLINE ENGAGEMENT
increase in reach on Facebook

1,870 STAFF

Undertaking our EPIC Program

35% INCREASE
in stakeholder engagement

EDUCATION PROGRAM

Initiated our first primary school drawing competition for the childrens website mascot.

WINNER

INK by Evelyn Newbery, aged 8



RUNNERS UP

Isobel Egan, Lucy Dickson, Beatrice Elison, Chloe Zhang



Developed and expanded the Schools National Curriculum Program to include food waste and composting



Delivered the education program to more than

17,500
STUDENTS



Presented at Off-Grid Living Festival focusing on education - delivering workshops and hands on activities for children to learn about plastic waste.



Education

On the job



Single use plastic waste audits

One of the teams



John Monash Science School, VIC



MESSAGES FROM OUR FIRST UNIVERSITY AMBASSADORS

“ In the past year, Plastic Oceans Australasia provided me with an incredible opportunity to pursue my passion in bringing science and technology into sustainability, while also creating awareness and change in the behaviors of the wider public in pursuit of this common goal shared by so many. From being a part of the education program myself at John Monash Science School to becoming a Plastic Oceans Australasia Education Ambassador, I have, and will definitely uphold the flag of change up high into the future and aim to inspire the next generation into furthering their footprints in making our world plastic free.



GAVIN LI

EDUCATION AMBASSADOR

“ Since the beginning of my journey with Plastic Oceans Australasia, I’ve had the chance to work with many passionate people of all different backgrounds, united in their desire to enact environmental change. Starting off as a student in the education program, I gained a rare practical insight into the interworking of the program, which inspired me to join Plastic Oceans Australasia as a volunteer after graduation. My work in the role of the Education Ambassador has allowed me to contribute to Plastic Oceans Australasia operations in a meaningful way by helping raise awareness of plastic pollution in the new generation.



SOFYA SHCHERBAK

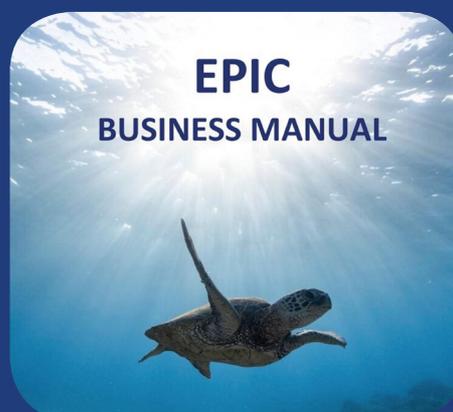
EDUCATION AMBASSADOR

EPIC BUSINESS PROGRAM

The EPIC (Engagement in Plastic-free Innovation for Change) Business Program began branching into new industries this year. More than just an adjustment of an organisation's reproducing and waste systems, EPIC ultimately intends to alter how plastic use is thought about. The aim is for people to take these lessons with them after they leave the office, resulting in more holistic behaviour change and turning community members into community leaders.

EPIC is a solutions-based program, looking at the full lifecycle of plastic within an organisation, from procurement, to use, through to reflecting on the effectiveness of measures implemented during the life of the EPIC program. Through plastic habit surveys, workshops, audits and guides to identifying barriers to behaviour change, EPIC doesn't dwell on the simple identification of the problem. Instead, it focuses on empowering individual decision making and eliminating barriers to change.

- Delivering EPIC to approximately 1,870 members of staff across numerous organisations including private companies, community organisations and councils.
- 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.
- We delivered the EPIC program to organisations to eliminate the use single use plastics in the workplace.
- 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.
- A comprehensive database of supply alternatives, including environmental and cost assessments of alternatives.
- Four custom workshops run by a Plastic Oceans Australasia facilitator.
- Unique communication materials to raise awareness and encourage participation at each stage of the program.
- Scientific research on plastic, including films and up-to-date statistics.
- Support from the Plastic Oceans Team.
- Surveys and audit guides and analysis to measure workplace plastic use.

ENGAGEMENT

Plastic Oceans Australasia uses a range of social media channels to spread awareness about the impact of plastic on our oceans. It has 1,051 Followers on Facebook, 415 followers on Instagram and 380 followers on LinkedIn. The website received 35,478 page views in this financial year and 1,059 online subscribers.

f 51%
growth in Facebook Followers

f 60,275
reach on Facebook page

f 328%
increase in reach on Facebook page

@ 1,203
reach on Instagram profile

@ 44%
increase in reach on Instagram profile

✉ 4581%
growth in newsletter list

🌐 189%
increase in Website Visits

🌐 205%
increase in page views on the website

🌐 158%
increase in unique website visitors

🌐 9,614
total unique website visitors



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**To Change the World's
Attitude to Plastic Within a
Generation**

MESSAGES FROM OUR MEDIA TEAM

“ Plastic Oceans Australasia continued to grow the communications channels across the 2020-2021 financial year due to the strong teamwork by all members of the team. We had the greatest reach in August and September of 2020 when we provided people with a strong SeaWeek and National Science Week campaign including free webinars, resources and social media campaigns. This was only achievable thanks to strong teamwork by the education division, communications team and the business unit. It provided us with partnership opportunities and is a true testament to the dedication of the whole Plastic Oceans Australasia team towards changing people’s behaviour towards plastic within a generation. ”



MORGAN PUMPA

MANAGER OF MEDIA AND COMMUNICATIONS

“ Volunteering with Plastic Oceans Australasia in the area of media and communications has revealed to me the extreme importance of science communication. I’ve gained skills that will help me share important messages in a way that can be understood by diverse audiences, encouraging them to make positive change in the world. Joining Plastic Oceans Australasia in the battle against ocean plastic has also given me insight into the incredible passion that is required to run a non-profit organisation. It takes so much drive and enthusiasm to make a difference and I’m grateful to Plastic Oceans Australasia for having helped me channel my passion into projects that spark action. ”



CAIT O'SHEA

COMMUNICATIONS OFFICER

WEBINARS

In the 2020/2021 financial year, Plastic Oceans Australasia continued to provide free webinars 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.

Throughout 2020 – 2021 webinars included:

- No time to Waste Series 3
- Unwrapped series
- World Turtle Day
- World Oceans Day
- International Women’s Day
- Dive Without Getting Wet
- SeaWeek
- Forever Fest Panel Discussion for City of Greater Dandenong Council
- Shell We Paint virtual art class
- Phasing Out Plastic with John Monash Science School for National Science Week
- Meet Our Marine Mates webinar for SeaWeek

Conferences and Festivals attended:

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

Competitions:

- World Earth Day Poem Competition
- Mascot Competition
- Oceans in Motion Film Competition for Secondary Schools



Sea Week Webinar



Meet our Marine Mates - SeaWeek 2020 Webinar
 Tuesday 15th September 2.00-3.00pm

Matthew Shribman Mark Hamann Scarlett Rosshandler



LIMITED SPACES!

Plastic Oceans Australasia and Social Marketing @ Griffith bring you:

NO TIME TO WASTE

UNWRAPPED: THE GOOD, BAD AND UGLY SIDE OF PLASTIC.

VEOLIA PLASTIC OCEANS AUSTRALASIA
 WORKING IN PARTNERSHIP

Join this exclusive webinar with

Richard Kirkman
Veolia Australia and New Zealand

Ricki Hershburgh
Plastic Oceans Australasia

Wednesday, December 9
12pm - 1pm (AEDT)

Limited spaces
Register now

WORLD TURTLE DAY
 SUNDAY 23 MAY

Dr. Mark Hamann,
Associate Professor,
James Cook University

Daniel González Paredes,
PhD Candidate James,
Cook University

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.

Our 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

STEVE MASON

Senior Environmental Engineer, Arup

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

RICKI HERSBURGH

Executive Director, Plastic Oceans Australasia

Projects from the Technical Advisory Panel team:

The TAP team has two science projects currently underway that will overlap with Plastic Oceans Australasia's education and business units.

'Unpacking plastic in the workplace' will implement organisational behaviour change and awareness around single-use plastics. It seeks to understand which behaviour and communication methodologies work best to end single-use plastic on a day-to-day basis within businesses.

The second project, 'Plastic Waterway Detectives', will work with local communities to locate the pathway of plastics to the ocean – from source to receptor with a focus on stormwater systems. This project compliments Plastic Oceans Australasia's mission of collective change and community awareness beginning at a local level.

MESSAGES FROM OUR TECHNICAL ADVISORY PANEL TEAM

“ I’ve volunteered in both the education and science teams at Plastic Oceans Australasia and as such have been fortunate to gain different perspectives and exposure to what works best in the day-to-day fight against plastic in our oceans. While working in the education team, I was inspired to see the fresh ideas school students created to reduce single-use plastic waste and how Plastic Oceans Australasia encourages them on this journey. It’s a privilege to now be part of the science unit where we will be creating and enriching these experiences through a scientific lens for local communities.



”

HELEN STEINBERG
SCIENCE RESEARCH ASSISTANT

“ I have been fortunate enough to be involved in the formation and then the first 12 months of the Plastic Oceans Australasia Technical Advisory Panel. The Technical Advisory Panel has brought together a diverse team of technical specialists united in their passion for reducing plastic pollution in our oceans and the protection of our environment. As co-chair I have enjoyed shaping the discussions and Projects the team has jumped into and look forward to the next 12 months working with the Technical Advisory Panel team and sharing the outcomes across our networks.



”

STEVE MASON
CO-CHAIR TECHNICAL ADVISORY PANEL

OUR TEAM



RICKI HERSBURGH
Executive Director



STEPHANIE KARRAS
Senior Education
Coordinator



MORGAN PUMPA
Communications and
Media Manager



JARRED ABRAHAMS
EPIC Business Program
Coordinator



**SHANNAN LANGFORD
SALISBURY**
Education Program
Coordinator NSW



BLAKE HIGHT
Waste Education Officer
NSW



HELEN STEINBERG
National Education
Coordinator



DAVID DUNLOP
National Education
Coordinator



VOLUNTEERS

TERESA DOMINIK

Mentoring Leadership
Coordinator

DANIEL STARCEVICH

Communication Support
Officer

MONICA COLEMAN

Business Program
Coordinator

ETTORE ALTOMARE

Business Support Officer

ISABEL WRIGHT

Business Support Officer

CLARE HOGAN

Business Support Officer

NICK SAPOUNAS

Policy Design Research

ALISHA SHEWALE

IT/Business Analytics

IMOGEN STUDDERS

Corporate Coordinator

GEORGIA LAVERS

Education Officer ACT

KATIE HARTLEY

Education Officer QLD

SALLY TAM

Education Officer WA

ALICIA RODRIGUEZ

Graphic Design Support
Officer

CAIT O'SHEA

Communication Media
Officer

ALICE COATE

Digital Engagement
Coordinator

MICHAEL TRUONG

Business Support Officer

EMMA WALKER

Business Support Officer

KIRAN HIRANANDANI

Business Support Officer

CODY FOWLER

Product Researcher EPIC

ROSIE HINGSBERG

Partnership Researcher

ALEX FEARNSDALE

IT Support Technician

JOSEPHINE SKINNER

Volunteer Coordinator

SOPHIA CLARK

Education Officer NSW

MARIA

Education Support QLD

GAVIN LI

Education Ambassador

GIULIA BIANCHI

Graphic Design Support
Officer

MAXINE DI PETTA

Communication Support
Officer

NATALIE SHARP

Business Program
Coordinator

MARIA LERIS

Business Support Officer

MAFAZ WAHEED

Business Support Officer

GRACE PERRIAM

Business Support Officer

ISAAC RICH

Product Researcher EPIC

HELEN STEINBERG

Science Research Assistant

RUSHI GOSAI

IT Support Technician

JULIAN REID

Special Projects

RACHEL WILLIAMS

Education Officer NSW

PAUL TAYLOR

Education Officer VIC

SOFYA SCHERBAK

Education Ambassador

JEN PAK

Graphic Design Support
Officer



INTERNS

Interns play an important contribution to the development and delivery of Plastic Oceans Australasia’s programs. Three interns continued their internship during the 2020/21 financial year and seven new interns 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.

SHARON (CONG) LI

DANIEL STARCEVICH

JACKY ZHENJIE TAN

CLARE HOGAN

USAMA AHMED

SHANNON COOMBES

AGIS (BALGIS) INAYAH

ISABEL WRIGHT

JOSEPHINE SKINNER

RUSHI GOSAI

TOTAL HOURS WORKED

VOLUNTEERS

4,056
HOURS

INTERNS

1,841
HOURS



BOARD MEMBERS



TONY DE DEMONICO
Chairman



RICKI HERSBURGH
Executive Director



ALEX FEARNSIDE
Director



JANALINE OH
Director



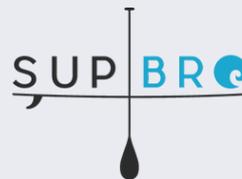
MARCUS MANDIE
Director

“ 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 in reducing the use of plastics today as well as into the future. ”

MARCUS MANDIE
POA DIRECTOR



OUR SUPPORTERS



OUR AFFILIATES



Ocean Generation



Plastic Oceans HK



Plastic Oceans UK



PLASTIC OCEANS

AUSTRALASIA

-
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