

NOMOREBUTTS®

ANNUAL REPORT

2023





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Letter from the Chair

I am pleased to report that this year has seen us achieve significant milestones and take further steps towards our mission. The little charity that was is now not so little.

CEO Shannon Mead continues to deliver high level campaign awareness and performance daily, continuing to forge strong relationships with federal and state bodies on tobacco waste policy, while also delivering programs which are beginning to have an impact in real time.



This year has seen us deliver the CigCycle program through Sustainability Victoria, attend a United Nations Conference on the Plastics Treaty as one of only a few observers from Australia, speak at conferences such as the Ocean Lovers Festival, while receiving considerable representation at events such as Zero Waste Festival.

Our community engagement continues to develop, with fresh new faces joining us in most states and territories. My heartfelt thanks goes out to all volunteers in our network who give up their time for our mission. The simple fact is we don't exist without you! To all other members and contributors, I say thank you for your efforts, we see it all.

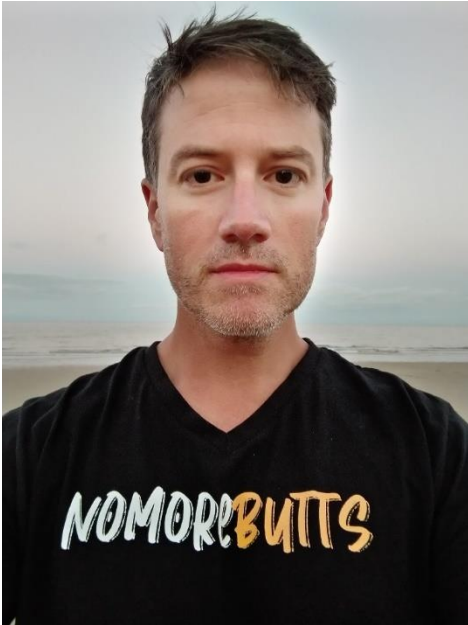
I would like to take the opportunity to thank the current board, those outgoing for all their work over the past year, and those about to be elected. As with all of our volunteers, the board is comprised of volunteers from all over the country, including one member based overseas. This will be my last note as Chair, as I step down from the position and hand over the reigns to Sam Hawkins. I thank each and every one of you for your support in the position over the last 3 years.

Who would have thought we'd be where we are now? Please keep doing what you are doing and embracing the challenge of cleaning up Australia's most littered item. The journey has only just begun. It is an exciting time for our charity as we continue to make significant impact in ridding the environment of this toxic material, and ensuring there are sustainable processes in place which benefit all Australians.

Roderic Byrnes

Roderic Byrnes
Outgoing Chair, NO MORE BUTTS LTD

Letter from the Founder



After nearly three years since the inception of No More Butts, the momentum is palpable.

After finding and refining our mission, we have now accelerated our vision for a butt free environment through advocacy on the global stage. There have been more discussions about action on tobacco filters than ever before and I am confident in tangible action into 2024.

Since being one of the first organisations to raise the issue of the environmental impact of vaping, we have also seen lots of momentum here in the past year, with action being taken nationally and internationally.

Conferences have continued to be a great way to share our message and also to network. I have had the pleasure to present on behalf of No More Butts at eight conferences across this financial year, including a poster presentation at the UN 7th International Marine Debris Conference in South Korea.

In early 2023, our application to be an accredited observer for the UN Environment Assembly was accepted, opening up many opportunities to engage on key global topics, including the Intergovernmental Negotiating Committee for the Plastics Treaty.

Although there has still been no formal progress on a regulated product stewardship scheme for tobacco products, there is increased momentum in most states, with dialogues around single-use plastic bans and Extended Producer Responsibility schemes. We now have engagements across seven of the States and Territories, through various streams and projects.

As an entirely volunteer-run charity, we would literally not be able to operate without the dedication of our wonderful team. The nature of volunteering means that we will always have people come and go, but I am delighted that we still have several of our original volunteers still with us today. In mid 2023, I proposed to the current Board that we expand our amount of Non-Executive Directors and also bring on another Company Secretary. After reviewing several great candidates, we have found some great talent to join us to help steer the charity through the next period.

Shannon Mead
Founder, No More Butts

NO MORE BUTTS, AUSTRALIA

Let's aim for a butt free environment

IT'S NOT THAT BIG OF A PROBLEM, IS IT? YES!

~9

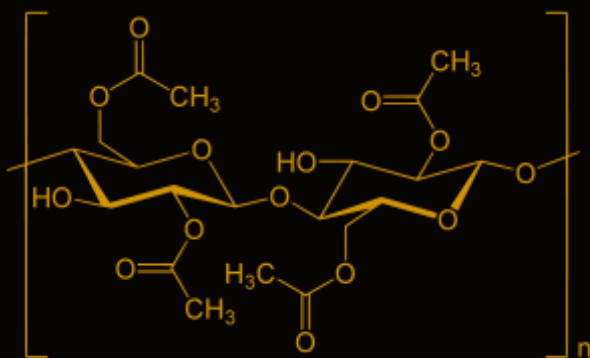


> 16%
of all litter

BILLION discarded into the environment yearly.

BUT THEY'RE BIO-DEGRADABLE, RIGHT?

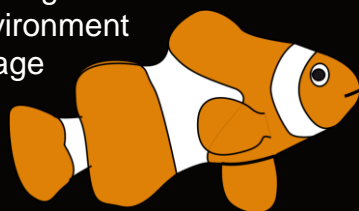
Cigarette butts are made from a fibrous plastic, known as cellulose acetate.



It can take up to 15 years for a cigarette butt to breakdown in sea water.

HOW ELSE CAN IT CAUSE HARM?

In 1 hour, chemicals begin leaching into the environment and can cause damage to our marine life.



Hundreds of fires, including bush fires, are attributed to smoking related causes each year.



WHAT CAN I DO?

RE-EDUCATE - Let people know that butts are litter, aren't biodegradable and suggest they put their butts in a bin.

RETRIEVE - Make sure butts aren't on the ground. You can even arrange a Butt Patrol or a Big Butt Hunt to collect them.

REMOVE - Join us in advocating for the removal of plastic tobacco filters as part of State or National Single-use Plastic Bans.

GET INVOLVED

nomorebutts.org | [@NoMoreButtsOrg](https://twitter.com/NoMoreButtsOrg) | [#nomorebutts](https://hashtagnomorebutts.org)
contact@nomorebutts.org | +61 411 868 275 | bit.ly/nmbdonation

NOMOREBUTTS.

Background on the Issue

Despite a reported decline in the amount of people smoking by percentage, due to population growth, cigarette butts remain the most littered item by count in Australia.

Nearly 9 billion cigarette butts are littered into the Australian environment every year. With a plastic filter made from cellulose acetate, cigarette butts are not biodegradable. The filter contains toxic chemicals that leach into the environment, causing significant damage to vegetation, marine life, and our reef.

The alarming increase in vaping unfortunately hasn't curtailed littering of cigarette butts by smokers. Instead, a new environmental threat has been created. As an issue pre-empted by No More Butts nearly two years ago, the disposal of batteries from vaping devices into general rubbish and recycling bins has resulted in many fires and significant resources wasted.

As a registered environmental charity, No More Butts has been focussed on designing and deploying initiatives to tackle cigarette butt litter and waste, including pushing for the implementation of a regulated product stewardship or extended producer responsibility scheme for tobacco products.



Cigarette butt litter remains the most reported litter item, but vaping poses a new threat

CEO Report

They say time flies when you're having fun!

The financial year started off with a flurry of activity, mainly around events, conferences and programs.

We were invited to present our Poster on Calculating the Cost of Cigarette Butt Litter at the 7th International Marine Debris Conference in Busan, South Korea. This led into a presentation at Waste & Recycle in Perth on the environmental impacts of vaping.

In parallel, we held the inaugural Big Butt Hunt in Cairns in early September. Over a dozen enthusiastic volunteers joined in the event, which collected more than 4,500 cigarette butts in one hour. We had fantastic media coverage and are grateful to our partners, including Cairns Regional Council and Clean Up Australia.

We were finally advised on the outcome of the Minister's Priority List, with cigarette butts not making the list, despite being the most nominated item. Our work has continued at Federal and State level to advocate for action on tobacco filters.

The end of the year continued with conferences, with Waste Expo and AWARE both being held in Melbourne, providing opportunities to discuss issues and network amongst delegates.

We were also advised of the successful outcome of our application for funding for Sustainability Victoria to collect and remediate cigarette butts, through our ongoing partnership with Fungi Solutions.



Image attributed to [Ocean Lovers](#).



Image attributed to [Waste Management Review](#).

The new calendar year opened many new opportunities and avenues for our charity. We started engaging with other organisations globally that had a similar mission to ban plastic tobacco filters. Our application for accreditation for UNEP was accepted, as was our registration to attend the 2nd Intergovernmental Negotiating Committee meeting on Plastic Pollution. This is one of the best opportunities to take international action on tobacco filters, supported by other passionate Environmental NGOs, as well as UN member States.

Our attendance at INC2 in Paris was successful, gaining some media coverage, holding a clean up event on World No Tobacco Day and having significant radio, social, and print coverage before and after the event.

Our KABC WA program concluded after an extension. Despite the best efforts of our volunteers and even some councils and peak bodies, businesses would not buy into the idea of handling cigarette butts.

The first of our three research projects with RMIT concluded in October 2022 with some promising data. In February 2023, we engaged with some new supervisors and a new group of students to diversify and deepen this research. I am excited and enthused by the results that have come out of these projects so far.

Later in the financial year, we were notified of another successful grant outcome. This time, Queensland Community Foundation awarded a small amount of money, so that we could expand the Big Butt Hunt into additional locations in the next year. These events are important to build awareness of the issue, as well as provide a platform for advocacy.

Our relationships with councils such as Byron Bay, Melbourne and Cairns have provided great support and we have become a trusted advisor.



Our CigCycle program in Victoria started to gain momentum, securing the bulk of our targeted businesses by the end of May and we continue to on board one a week on average. The collections have been lower than anticipated, so we have taken some learnings into our transition plan, to ensure that we can have a successful program and potentially a revenue stream in the future.

Our submissions to various State, Commonwealth and International consultations continued, as did our engagement across the political spectrum to find advocates for our cause within government.

We were invited to give evidence at two Parliamentary Inquiries in Queensland and were also invited to present to the Interjurisdictional (ANZ) Single-use Plastics taskforce about actions being taken in countries around the world to ban tobacco filters and make producers responsible for the cost of cleaning up.

Our media coverage grew, with over one hundred articles featuring No More Butts or CigCycle. Coupled with around 10 radio slots and several podcast appearances, our message is spreading across multiple mediums. We even had a chance to write for industry publications, including Inside Waste and Waste Management Review on four occasions.

Our passion for data has continued, collaborating with the CSIRO on the National Plastic Pollution Portal after advocating for action on democratic access to open source marine debris data for several years.

In June, we were invited to attend a roundtable with the NSW Environment Minister, chaired by the NSW EPA CEO. This created a great platform for further engagement on our policy advocacy and building awareness of the two core issues that we focus on: cigarette butts and vaping.

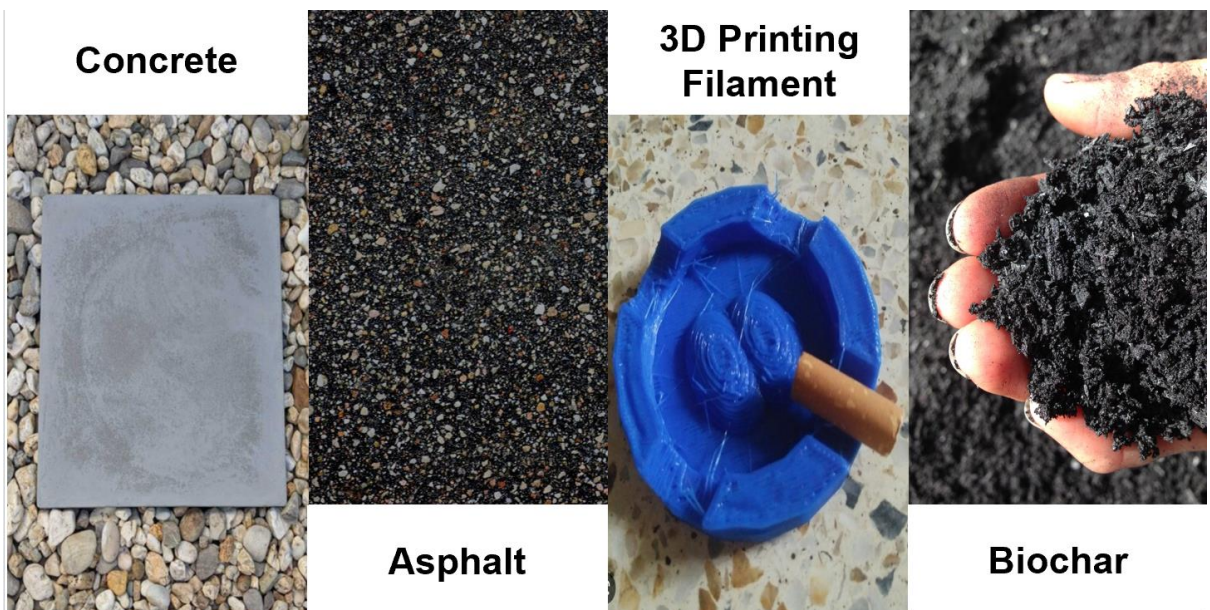


Whilst our mission is spearheaded by advocating for removal of tobacco filters, we are aware that any such actions may take some time to implement. As an environmental charity, whose objective is the protection of the natural environment, we believe it's our responsibility to continue this research to see if we can solve another problem through this waste stream.

From a fundraising perspective, unfortunately, we have had very little momentum. Although we did receive some nominal donations into our Public Fund account for promoted occasions such as volunteer birthdays and also tax time, this remains an underutilised opportunity. Given our DGR1 status, we continue to search for a Giving Manager to help us drive some income to support our programs. As a volunteer run organisation, donors can be assured their generous donations are going into our programs and advocacy costs. We were lucky enough to be highlighted at Grill'd Cairns Central on the Local Matters donation jar this year and we have been notified that we are also successful in Frankston. This is a great way for a small cash injection.

At the end of this financial year, we were able to secure a new program with NSW EPA, to help build their Cigarette Butt Litter Prevention programs into new industries.

Our charity continues to be supported by the significant thousands of hours offered from our volunteers annually, who we highlight later in this document. If you think you've got something to contribute, we welcome you to get in touch.



Looking Forward

There is no rest for our volunteers as we head into a new financial year.

The return of the successful Big Butt Hunt will take place in Cairns in late August as the first event funded by the QCF grant. We have also locked in a collaboration with the Sea Shepherd Australia Marine Debris team to hold a Great Butt Hunt post Schoolies on the Gold Coast in December and are talking with LGAs or organisations to scale these events further in 2024.

We are scheduled to be on a panel at Waste Expo around the Hidden Cost of Batteries, where we will highlight the gaps in disposal schemes for vaping devices that are severely impacting our environment. We will deploy our NSW EPA programs and wrap up the CigCycle program, eventually planning to scale this across Australia.

We have planned engagements with Engineers Australia, as well as James Cook University and the ANZBIG to investigate ramping up our research into circular opportunities for cigarette butte which can form part of the evolution of our CigCycle program.

We are currently awaiting to hear of grant outcomes for two application made earlier recently to DCCEEW for Great Barrier Reef Marine Debris mitigation and a Cairns Regional Council sustainability grant.

Our engagement with Governments, Councils, State and Commonwealth Departments, Peak Bodies, ENGOs will continue to be a focus.

In November, we will be present at INC3 in Nairobi as the Intersessional work ramps up to define the criteria for problematic products for the Plastics Treaty.

We are looking forward to the prioritisation and refinement of our objectives with the introduction of our expanded Board of Management and we look forward to building on the momentum from this year.



The logo for 'NOMOREBUTTS' is displayed within a black rectangular background. The text 'NOMORE' is in white, and 'BUTTS' is in yellow. A registered trademark symbol (®) is located at the end of the word 'BUTTS'.

NO MORE BUTTS LTD

June 2023 Annual Reports

Prepared on August 04 2023

Annual Report - Profit and Loss

Accrual mode

01 Jul 2022 - 30 Jun 2023

	Total	
	Actual	Last Year
Income		
Membership Fees	\$0	\$9
Consultancy Fees	\$14,850	\$13,750
Grant Income	\$15,021	\$705
Merchandise Sales	\$145	\$0
Donations Received	\$781	\$192
Total Income	\$30,798	\$14,655
Gross Profit	\$30,798	\$14,655
Expenses		
Food & Accommodation - Domestic	\$2,566	\$905
Travel Expenses - International	\$4,935	\$0
Travel Expenses - Domestic	\$3,410	\$1,329
Registration & Subscription Expenses	\$1,966	\$1,764
Insurance Expenses	\$1,350	\$1,393
Website Expenses	\$616	\$0
Marketing & Advertising Expenses	\$4,604	\$0
Cigarette Collection Materials Expense	\$1,879	\$0
Subcontractor Expenses	\$741	\$0
Subcontractor Travel Expenses	\$4,217	\$0
Telephone & Internet Expenses	\$387	\$209
Bookkeeping & Accounting Expenses	\$315	\$288
KAB Grant Expenses	\$12	\$705
Postage Freight & Courier	\$0	\$57
Other Expenses	\$72	\$0
Merchandise Purchase	\$0	\$41
Fungi Remediation Expenses	\$1,302	\$9
Total Expenses	\$28,373	\$6,701
Operating Profit	\$2,424	\$7,955
Other Expenses		
Donations Made	\$0	\$5
Total Other Expenses	\$0	\$5
Net Profit	\$2,424	\$7,949

Annual Report - Balance Sheet

Accrual mode

30 Jun 2023

	Total	
	Actual	Last Year
Assets		
Westpac Community Solution One	\$22,725	\$6,938
Westpac Community Solution Two	\$200	\$200
Westpac Community Solution Three	\$99	\$152
Trade Debtors	\$9,980	\$330
Total Assets	\$33,004	\$7,620
Liabilities		
GST Balance	\$1,877	(\$153)
Deferred Revenue	\$28,177	\$7,248
Total Liabilities	\$30,054	\$7,095
Net Assets	\$2,950	\$525
Equity		
Retained Earnings	\$525	(\$7,424)
Current Year Earnings	\$2,424	\$7,949
Total Equity	\$2,950	\$525

Grant Income Breakdown

Payments mode

01 Jul 2022 - 30 Jun 2023

	CigCycle	KAB	Total
Income	13,823	1,198	15,021

Our Vision

“A butt free environment”.

We see a future where tobacco waste is not carelessly littered into the environment.

Our Mission

We encourage and deliver awareness campaigns on the impact of littering cigarette butts, with the aim to make people think twice before carelessly discarding their butts.

We assist in the beautification and regeneration of our natural environment, through participation or coordination of clean-up events.

We work with research institutes to investigate potential uses for cigarette butts and advocate for the ban of tobacco filters.

Our Approach

We have refined our activities to deliver our mission around three core bodies of work: advocacy, program delivery and research. However, the focus has remained on our core pillars.

Re-educate - We *re-educate* people, businesses, governments and organisations on the importance of correct disposal, options for awareness programs and infrastructure and we advocate for the removal of tobacco filters, through a science-based approach.

Remove - We advocate for a ban on plastic tobacco filters to *remove* cigarette butts from the environment.

Research - We work across *research* institutes to identify potential recycling methods and investigate the environmental impact of novel products.

Retrieve - We *retrieve* cigarette butts where they have been discarded. This promotes the preservation and recovery of the natural environment. We partner with other groups and organisations to coordinate events and we collect and share data.

Our Values



Respect

“We respect the natural environment and we respect the diverse backgrounds and opinions of those involved in our charitable purpose.”



Preserve

“We preserve the natural environment by supporting activities related to sustainable litter and waste management along with clean-up events.”



Question

“We question and challenge how things have been done and how innovation can lead towards the best outcomes for the environment and our charity.”



Grow

“We seek opportunities to support the personal and professional growth of our team. We identify opportunities for funding to help our charity grow.”

Our Memberships



Marine Debris Research

#BreakFreeFromPlastic



One planet
handle with care



UNEP-Accreditation

Non-Governmental Organization (WEOG)

Civil Society Organization

Alignment with United Nations SDGs



Governance

Board

Roderic Byrnes (Executive Director)

Samuel Hawkins (Executive Director)

Shannon Mead (Executive Director)

Natalie Pharaoh (Company Secretary)

Public Fund Committee

Roderic Byrnes

Shannon Mead

Natalie Pharaoh

Structure

NO MORE BUTTS LTD is an Australian based charity, as a public company, limited by guarantee.

The No More Butts Public Fund has been granted Deductible Gift Recipient status in Australia, and as such, all donors are entitled to a tax receipt and a full tax deduction for their donations.

Policies

The Board works with a number of Policies, which provide a framework for the corporate governance of NO MORE BUTTS LTD.

All Directors are required upon appointment to disclose any conflict of interest and must complete a Declaration for Responsible Persons, confirming that they are not disqualified under Governance Standard 4 to hold a Director position on the Board.

Conflict of Interest Statement

As part of the United Nations Sustainable Development Goals, SDG3 – “Ensure healthy lives and promote well-being for all ages” – UN member states pledged to “Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control [WHO FCTC] in all countries, as appropriate.”. This pledge is known as Target 3.a.

Article 5.3 of the WHO’s FCTC notes that there is a fundamental and irreconcilable conflict between public health interests and tobacco industry interests. At No More Butts, we believe that this conflict also extends to the impact on the environment.

Although we are not a state actor covered directly by Article 5.3, as a non-governmental organisation that advocates for the protection of our natural environment, No More Butts does not engage with the tobacco industry and those furthering its interests.

As per the Handbook for non-state actors on engagement with the World Health Organization, the latter includes but is not limited to: "entities and subsidiaries engaged in the manufacturing, distribution and/or sale of tobacco or tobacco-related products; entities working to specifically further the interests of the tobacco industry through lobbying, advertising, legal advice or similar activities; entities being funded, supported or influenced in their governance by tobacco-related entities; and entities having tobacco industry or their representatives among their members."

All volunteers or future employees of No More Butts will be asked to complete a Conflict of Interest Declaration and may be excluded from engaging with the charity.

Membership

In order to be entered and retained on the Register of Environmental Organisations (REO), No More Butts conducted a recruitment drive in the first year of our operation.

Using our website, along with organic Facebook, LinkedIn, and Instagram marketing, we reached and retained the requirement of a minimum of 50 members.

As a public company, limited by guarantee, our members have a financial obligation to the company. This obligation can either be fulfilled up front, or if ever called upon. In our constitution, we resolved to have this membership fee at \$10.

There is currently no separation of obligations or entitlements for members who have already contributed their obligation.

We are required to submit a annual report to retain our REO status, confirming the current level of membership. This was completed after the 2021 Annual General Meeting, where a motion was passed to change the name of the legal entity from NO BUTTS ABOUT IT (INTERNATIONAL) LTD to NO MORE BUTTS LTD.

Volunteers

As at 30th June 2023



Rod Byrnes
Operations Manager



Samuel Hawkins
Controller



Natalie Pharaoh
Copywriter



Yuki Sato
Accountant



Yut Cheng
Admin & Analytics

We acknowledge our other current volunteers (not pictured): Anna Radel (Legal), Brandy Leibel (Grants), James (Volunteer), Jeffrey (Digital Analytics) and Kelvin (Projects) for their contributions.

We also wish to acknowledge Blair, David, Grace, Ingrid and Matthieu who have supported us during the year.

We would like to extend a huge thank you to Dentsu Australia for their support during the year, including spending time with us for their “One Day for Change”.



NOMOREBUTTS

BIG CIGARETTE BUTT HUNT

CAIRNS 2022

THURSDAY 1st SEPTEMBER @ 10AM



GETTING AHEAD OF THE CURVE.

Tackling an emerging litter threat: vaping devices & products

Shannon Mead

NOMOREBUTTS

#vapewaste #nomorebutts

Extended Panel: Key Waste Issues and Strategy 2022 and Beyond

Register Now

Shannon Mead
CEO
No More Butts

Waste EXPO AUSTRALIA

26 October 2022

Melbourne Convention and Exhibition Centre

NOMOREBUTTS

@NoMoreButtsAU #nomorebutts

The Guardian

Environment groups call for urgent action on hazardous waste from e-cigarettes

Henry Beloit

Mon 11 Feb 2023 07:08 AEST

NOMOREBUTTS

@NoMoreButtsAU #nomorebutts



Calculating The Cost Of Cigarette Butt Litter

\$47m

WILLINGNESS TO PAY

ELEMENTS OF LITTER COSTS

POTENTIAL OUTLAY

WILLINGNESS TO PAY

ELEMENTS OF LITTER COSTS

POTENTIAL OUTLAY

WILLINGNESS TO PAY

ELEMENTS OF LITTER COSTS

POTENTIAL OUTLAY

SMOKING DOUBLES YOUR RISK OF STROKE

SMOKING CAUSES THROAT CANCER

YOUR SMOKING IS CHOKING THE ENVIRONMENT

Brand Variant

NOMOREBUTTS

@NoMoreButtsAU #nomorebutts

TOBACCO ENDGAME

WORLD NO TOBACCO DAY SYMPOSIUM 2023

31 MAY 2023

CHIC LEARNING THEATRE
10 HERSTON CAMPUS AND ONLINE

REGISTER HERE

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