

**NOMOREBUTTS**

# ANNUAL REPORT

**2021**





# **Contents**

**Founders Letter**

**Chair's Letter**

**Background**

**Year in Review**

**Looking Forward**

**Our Financials**

**Governance**

**Membership**

**Volunteers**

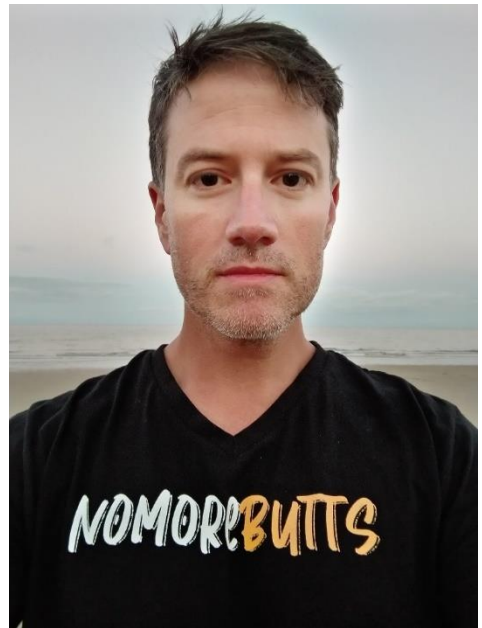


## Letter from the Founder

After filling empty bottles with cigarette butts on a holiday in Greece in 2019, I exclaimed to my travel companions, “there’s no butts about it, something has to be done”.

In April 2020, I resigned from my corporate career to pursue this passion for impact and No More Butts was founded.

In the first 12 months of operation, I have been excited to see No More Butts become a registered Australian environmental charity, and be entered onto the Register of Environmental Organisations, enabling us to be listed as a Deductible Gift Recipient.



The opportunity in the last year to engage key stakeholders at events such as KAB NSW Litter Congress were important steps to build awareness of our cause to help tackle cigarette butt litter.

We now need to build on this momentum and have a serious discussion around the importance of a formal cross-sectoral product stewardship scheme when it comes to identifying solutions to reduce the impacts related to the production and consumption of tobacco products. We believe everyone has an opportunity to provide input in how to address this issue.

I would like to thank our members, who are scattered across the globe and I would also like to thank all of our volunteers, in particular Nat and Rod who were there from the first conversation and have supported this journey amidst all of the challenges that our current environment has presented.

When I engage with new volunteers I often say, “This isn’t about smoking, it’s about littering”. Our vision is for a butt free environment. Together, I know we can deliver this vision.

**Shannon Mead**

Founder, No More Butts

## Letter from the Chair



Thank you for joining us on our mission. The past year has been one of great development for our growing charity, and I am pleased to report that we have achieved a number of significant milestones.

We have engaged with the community, and have a network of volunteers in most states and territories, some of whom will join our board today, all engaged in our mission.

No More Butts was once just an idea. It is fair to say that we have grown far beyond this now, and we are beginning to see the conceptual road map start to materialise.

Much of what we do day to day now are actionable tasks directly contributing to our mission in a more tangible way that gives me, and I am sure you, a great sense of purpose and drive to keep going. It is easy to be passionate about this, and I am genuinely excited for all of us as to what comes next as our programs develop.

I would like to take the opportunity to thank the current board for all their work up until now. We say a fond farewell to Darrell and Lynn, and thank them for their contribution to the board. I would also like to extend my heartfelt thanks to all volunteers who have worked with us to date, any time you have given to us is most appreciated.

To all current members, volunteers, and to those about to take on the responsibility of being on the board, I also thank you for your dedication and vision. Nothing worth doing is ever easy, as they say, but you all make it look very easy. I appreciate your effort, and even more so, I appreciate the clarity with which you operate in taking on this mission.

It is a privilege to be working alongside other passionate individuals who see the cigarette butt litter issue for what it is, as an opportunity to put this plastic waste into the forefront of mainstream consciousness and make a difference.

Let us keep doing so.

*Roderic Byrnes*

**Roderic Byrnes**

Chair, NO BUTTS ABOUT IT (INTERNATIONAL) LTD

# NO MORE BUTTS, AUSTRALIA

Butts aren't good for our country.

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

# 8

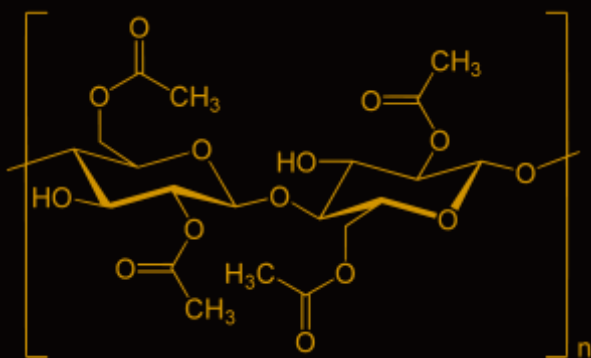


>20%  
of all litter

**BILLION** discarded into the environment yearly.

BUT THEY'RE BIO-DEGRADABLE, RIGHT?

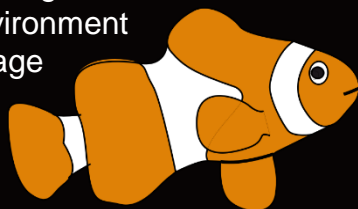
Cigarette butts are made from a fibrous plastic, known as cellulose acetate.



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 aren't biodegradable and suggest they putt their butts in a bin.

**RETRIEVE** - Make sure butts aren't on the ground. You can even arrange a Butt Patrol to collect discarded butts.

**RECYCLE** - Ask your employer to buy a recycling container from TerraCycle.

NOMOREBUTTS

## Background

Over 2.5 million Australian smokers purchase nearly 1 billion packets of cigarettes each year. These packets contain 20 billion cigarette sticks and generate federal revenue from excise and duties of more than \$15 billion annually.

8 billion of these cigarette butts are littered into the Australian environment every year and continue to be reported by most States and groups as the most littered item. 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.

Every year, cigarette butts are a high contributor to fires, with an estimated 7% of all bushfires in Australia being caused by discarded cigarette butts and matches.

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 formal tobacco industry product stewardship scheme.



*Cigarette butt litter remains the most reported litter item*



## **Our Vision**

“A butt free environment”.

We see a future where cigarette butts will be recycled, with the products created having a further positive impact on the community.

## **Our Mission**

We run national awareness campaigns on the impact of littering and recycling options, with the aim to make people think twice before carelessly discarding their butts.

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

We will scale national recycling programs and research alternative solutions whilst challenging industry to identify more environmentally friendly materials for cigarette butt filters.

## **Our Approach**

**Re-educate** - We re-educate people, businesses, governments and organisations on the importance of the correct disposal, options for awareness programs and infrastructure, and on the ability to recycle.

**Retrieve** - We retrieve cigarette butts where they have been discarded, promoting the preservation and recovery of the natural environment. We partner with groups and run our own events.

**Recycle** - We promote existing recycling options and intend to scale these into as many communities and workplaces as possible.

**Research** – We work across research foundations and engage industry to identify alternative recycling methods, commercialise products made from the recycled materials, and progress research into alternative materials for filters.

**Reward** - We plan to pilot rewards schemes, with support from companies and governments, to drive a step-change in awareness and mindset.



# Our Values



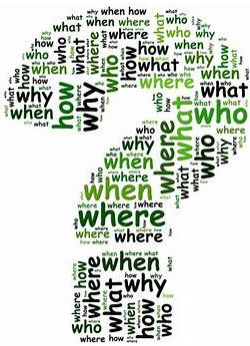
## Respect

*“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.”*

# CEO Report

What started as an idea turned into some casual conversations. Day by day, these conversations grew and, as the learnings grew, they turned into actionable insights.

On July 1<sup>st</sup> 2020, No More Butts formally started operating and, since then, we have gained significant momentum as we continue our mission to talk about the biggest little issue there is – littering of cigarette butts.

From the outset, we acted like a start-up. We had to be nimble and responsive in all facets of our operation. This included our obligations from a governance perspective, as well as pursuing opportunities whilst being frugal with our spending. This meant leveraging existing networks to assume critical roles, allowing the company to operate.

By the end of our first month of operation, we had social channels set up across Instagram, Facebook, YouTube, and LinkedIn, with content being posted regularly. We had produced a professional video and had already engaged with several councils on their localised issue of cigarette butt litter, including Kingston, Cairns and Douglas Shire.

We explored many angles - from infrastructure, servicing, remediation, education and awareness - commencing discussions with infrastructure providers, potential recycling partners, and set about understanding previous initiatives.



At only 6 weeks old, in the midst of attending a clean up event in Noosa, we submitted our application to the Federal Government for the New Product Stewardship Incentive Fund. At this point, we were already engaging with several established groups with similar visions, including WWF. We had found inspired individuals, such as Buttman, and we started accelerating our plans.

Through serendipitous happenings, we found further research into mycology and how mushrooms were being used to remediate waste, including cigarette butts. From our network, we were drawn to contacts across Australia and eventually to Mycelium Made, where the beginning of our collaboration with Fungi Solutions started.

In the meantime, our founder had continued to dedicate several hours per week to conducting 'Butt Patrols' in an effort to better understand the intricacies of the issue we were battling, as well as the opportunities to fix it, all the while recovering tens of thousands of filters from the environment.

Over the following few months we continued to apply for grants and reached out to many companies, including tobacco companies, to progress discussions into providing solutions.

As the visibility of our cause and our action continued to grow, we began to secure audiences with several State and Federal departments. At the same time, the Federal Government announced an action on cigarette butts (under their National Plastics Plan) which would create an opportunity for deeper dialogue.





In March, we decided to amplify our reach and skillset as we set to embark on a volunteer recruitment drive. We were fortunate to find some great volunteers that have helped in all facets of the running of the charity: from onboarding new volunteers, to preparing our financial statements, and creating legal agreements.

In April, our founder was offered the opportunity to present on the topic of product stewardship, based on a submitted abstract - "Igniting a new Scheme".

In May, Shannon was invited to speak about our mission on the Ocean Protect Podcast, which spawned further interest by other organisations.

In June, we had the opportunity to exhibit at Cairns Ecofiesta, creating an experience for both the public and businesses to understand the issue and solutions. We used this opportunity to 'soft launch' our Butt Muncher Box concept, which offers a collection, transportation, and recycling opportunity for this litter stream.

Later in June, after providing support and guidance for several months, we were contracted by EPA NSW to consult on issues relating to cigarette butt litter. We see consultancy as a viable revenue stream to fund initiatives of the charity that progress our charitable purpose.





The timing of the inception of our charity was poetic. The focus on recycling and waste from the current Federal Government is a fantastic coincidence.

The action of the State Governments on Single Use Plastics within their state has enabled questions to be raised around the legitimacy of cigarette butt filters in this discussion.

The momentum in other countries around the world of Extended Producer Responsibility schemes and viable recycling programs for cigarette butts validates our decision and our vision for a “butt free environment”.



*A Product Stewardship scheme exists for tyres – can it exist for cigarette butts?*

Photo credit to Buttman Original

## Our Future Goals

With such great momentum, we now need to drive system awareness and change on this issue.

With platforms such as the Recycle & Waste Conference in WA, as well as scheduled meetings with various industry partners, we will now amplify the call for a coordinated product stewardship scheme. We wait with anticipation to participate in the industry event to discuss the need for a product stewardship program and discuss alternatives to plastic filters.

As a contributing partner to the recent Plastic Waste CRC bid, we will continue to focus on collaboration to amplify our message. As a new member of the Boomerang Alliance, we will look amongst this network for opportunities to share our story.

We will be implementing a “Bin Your Butts” program through KAB WA, which will see us collect cigarette butts for remediation.

We will execute a Service Agreement with Fungi Solutions, which will see us enable the scaling of the first myco-cycling facility in Australia by providing a solution of “Butt Muncher Boxes” to businesses and local councils across Australia.



*Mycelium running. The network is advancing and remediating the cigarette butts.*



*A living ash tray – mycelium consumes cigarette butts in a glass bowl.*

Images © Mycelium Made | Reproduced with permission

We intend to deepen our relationship with NSW Government via the NSW EPA to explore the implementation of an Extended Producer Responsibility scheme.

As data is critical, we will continue our engagements across multiple government agencies to standardise and democratise data collection platforms.

In line with both of the above points, we will deliver a pilot program through Wollongong council to collect data to enable these discussions as a base.

We will leverage trademarked assets, such as Squatober, to create fundraising platforms and community engagement.

We will further research the ability to use discarded cigarette butt filters as a composite or replacement product to enable greater recycling.

We will explore the option of a pilot program for a rebate/refund scheme.

We have a lot of actions planned, but we have the tenacity, capability, and energy to get this done.

We plan to challenge the current packaging materials to see if they can be recycled and endorsed by APCO.



CREDIT: Photo: REUTERS









NOMOREBUTTS

**NO BUTTS ABOUT IT  
(INTERNATIONAL) LTD**  
Annual Financial Report 2021

Prepared on August 14 2021

## Profit and loss

Accrual mode

01 Jul 2020 - 30 Jun 2021

	Total
<b>Income</b>	
Membership Fees	\$472.71
Merchandise Sales	\$30.00
Interest Received	\$0.06
Donations Received	\$441.13
<b>Total Income</b>	<b>\$943.90</b>
<b>Gross Profit</b>	<b>\$943.90</b>
<b>Expenses</b>	
Food & Accommodation - Domestic	\$1,532.71
Travel Expenses - Domestic	\$1,553.96
Registration & Subscription Expenses	\$2,542.53
Insurance Expenses	\$1,197.28
Uniform Expenses	\$331.73
Marketing & Advertising Expenses	\$329.00
Telephone & Internet Expenses	\$178.19
Postage Freight & Courier	\$63.04
Merchant Fees	\$15.18
Other Expenses	\$121.64
Merchandise Purchase	\$502.93
<b>Total Expenses</b>	<b>\$8,368.19</b>
<b>Operating Profit</b>	<b>-\$7,424.29</b>
<b>Net Profit</b>	<b>-\$7,424.29</b>

## Balance sheet

30 Jun 2021

	<b>Total</b>
<b>Assets</b>	
Westpac Community Solution One	\$1,686.95
Westpac Community Solution Two	\$190.00
Westpac Community Solution Three	\$102.09
Trade Debtors	\$22,110.00
<b>Total Assets</b>	<b>\$24,089.04</b>
<b>Liabilities</b>	
GST Balance	-\$268.67
Trade Creditors	\$2.00
Deferred Revenue	\$21,780.00
<b>Non Current Liabilities</b>	
Shannon Mead - Loan	\$10,000.00
<b>Total Non Current Liabilities</b>	<b>\$10,000.00</b>
<b>Total Liabilities</b>	<b>\$31,513.33</b>
<b>Net Assets</b>	<b>-\$7,424.29</b>
<b>Equity</b>	
Current Year Earnings	-\$7,424.29
<b>Total Equity</b>	<b>-\$7,424.29</b>

## **Governance**

### **Board**

Roderic Byrnes (Executive Director)

Beryl (Lynnette) Mead (Non-Executive Director)  
*until the 2021 AGM*

Darrell Mead (Non-Executive Director)  
*until the 2021 AGM*

Shannon Mead (Executive Director)

Natalie Pharaoh (Company Secretary)

### **Public Fund Committee**

Roderic Byrnes  
Shannon Mead  
Natalie Pharaoh

### **Structure**

NO BUTTS ABOUT IT (INTERNATIONAL) LTD is an Australian based charity, as a public company, limited by guarantee.

NO BUTTS ABOUT IT (INTERNATIONAL) LTD 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 BUTTS ABOUT IT (INTERNATIONAL) 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.

### **Meetings**

Due to COVID, the Board passed most motions as Directors Circular Resolutions. In addition, the Board met four times.



# Volunteers

As at 31<sup>st</sup> August 2021



**Samuel Hawkins**  
Controller



**Emma Frampton**  
Legal Counsel



**Aidan Smith**  
Marketing & Communications



**Julie Tkalec**  
Volunteer Coordinator



**Yut Cheng**  
Admin & Analytics



**Deepthy John**  
Accountant



**Natalie Pharaoh**  
Company Secretary



We also acknowledge Mabel Coelho and Emily Crowther for their fantastic assistance as volunteers in the first year of operation.

## Membership

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

Using our website, along with organic Facebook, LinkedIn, and Instagram marketing, we reached our goal 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 report to retain our REO status, confirming the current level of membership. We will complete this after the Annual General Meeting, where we plan to vote on a motion to change the name of the legal entity to No More Butts Ltd.

# NOMOREBUTTS

[nomorebutts.org.au](http://nomorebutts.org.au) | [contact@nomorebutts.org](mailto:contact@nomorebutts.org) | 0411 868 275

**@NoMoreButtsAU**  
**#nomorebutts**



ABN: 48 641 916 903





NOMOREBUTTS