

THE BIG BUTT HUNT Partner Guide

September 2026



Table of Contents

Acknowledgement of Country	3
Welcome to the Big Butt Hunt	4
About No More Butts	5
What is the Big Butt Hunt?	6
Why It Matters	6
Quick Stats	7
Your Role as Our Partner	9
Report Your Results	11
Butt Hunting Safety Tips	12
Useful Links & Resources	13
Suggested Captions	14
Read & Sign the Petition	15



Acknowledgement of Country

No More Butts acknowledges the Traditional Custodians of the lands and waterways across Australia where we live, work, and take action.

We recognise Aboriginal and Torres Strait Islander peoples as the original and continuing custodians of Country, and honour their enduring connection to land, waters, culture, and community.

We pay our respects to Elders past and present, and to all Aboriginal and Torres Strait Islander peoples. As an organisation, we are committed to learning from and supporting First Nations communities through our work.

Artwork by Jaymen Drahm



Thank you.

A massive *thank you* for joining No More Butts for the Big Butt Hunt 2026.

As a partner, you play an important role not only in helping remove cigarette butt litter, but in helping volunteers understand why this work matters and what needs to change.

This brief is designed to give you the key information, messages, and resources you need to communicate the campaign to your community.



About us

No More Butts is an environmental charity, registered in Australia in 2020.

We advocate globally for environmental protection from the impacts of tobacco product waste, including cigarette butts and disposable vapes.

Our mission

We want a world without tobacco waste.

We work towards this by reducing cigarette butt and vape waste through policy change, education, practical solutions, and clean-ups like the Big Butt Hunt.

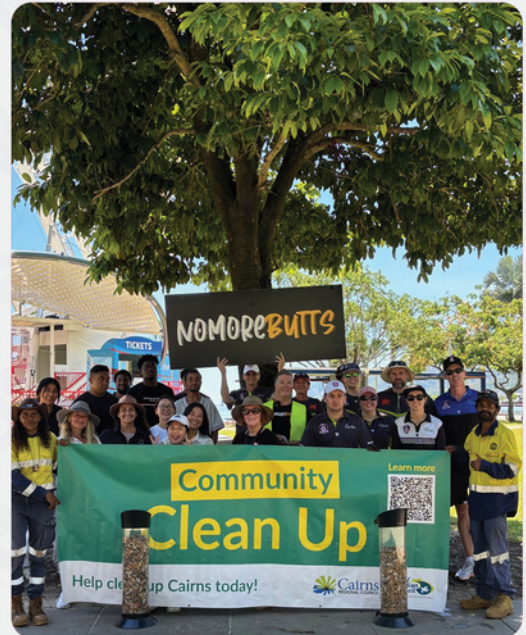


What is the Big Butt Hunt?

The Big Butt Hunt is No More Butts' annual nationwide cigarette butt clean-up campaign.

On 20 September, volunteers, community groups, and partners across Australia come together to collect cigarette butts from streets, parks, beaches, and other public spaces.

The Big Butt Hunt is held alongside World Cleanup Day, a United Nations-recognised international day of action that brings communities together to tackle waste and litter. No More Butts has supported the initiative for five years and serves as a regional co-leader.



Why do we do it?

Cigarette butts are one of Australia's most common forms of litter.

Their filters contain plastic and can persist in the environment for years, breaking down into microplastics rather than simply disappearing.

The Big Butt Hunt combines clean-up action with awareness by making cigarette butt pollution visible while building support for longer-term solutions to tobacco product waste.



Together, we've collected more than

340,000

cigarette butts since 2020.

**This year, we'll add
thousands more with *your* help.**

QUICK STATS

8.9
BILLION

cigarette butts are littered across Australia **each year**.^[1]

15
THOUSAND

plastic microfibres can be shed by a single cigarette butt.^[2]

30
YEARS

That's how long cigarette butts can persist in nature.^[3]

^[1] WORLD WILDLIFE FUND, W. 2021. Ending cigarette butt pollution. No Plastics in Nature. Australia: WWF.

^[2] Belzagui, F., et al. (2021). Cigarette butts as a microfiber source with a microplastic level of concern. Science of The Total Environment, 762, 144165. <https://doi.org/10.1016/j.scitotenv.2020.144165>

^[3] *ibid*

Your Role as our Partner



INFORM

Help volunteers understand what the Big Butt Hunt is, why cigarette butt litter matters, and what their participation contributes to.



PREPARE

Share key event details, the Volunteer Brief, meeting information, and anything volunteers need to know or bring before arriving.



COLLECT

Brief volunteers on safe collection, then work together to collect cigarette butts from your designated clean-up area.



COUNT

Keep track of the cigarette butts your team collects and record your final total. We'll use your result as part of the overall Big Butt Hunt count.

Your Role as our Partner



CAPTURE

Take photos and short videos throughout the event, including your volunteers in action and the final collection. These help us document and share the Big Butt Hunt's collective impact.



SHARE

Send us your final count, photos, and highlights from the day. If you post about your Hunt on social media, tag No More Butts so we can see and share your efforts.



ACT

Encourage volunteers to scan the QR code and sign the petition for a *Filter Free Australia*. Every signature helps build support for action on cigarette filter waste.

Report your Big Butt Hunt results

Your event data helps us measure the collective impact of the Big Butt Hunt across Australia.

After your clean up, please complete our short Partner Event Report and share your results with us.

**SCAN TO SUBMIT
YOUR EVENT RESULTS**



**SUBMIT YOUR
PARTNER EVENT REPORT**

bit.ly/butthuntreport

You'll be asked to provide:

- Organisation name
- Event location
- Number of volunteers
- Event duration
- Cigarette butts collected
- Any additional comments
- At least one event photo

Butt Hunting Safety Tips

New to clean-ups? We've put together some simple safety tips to help you and your volunteers prepare for the Big Butt Hunt. If your organisation already has established safety procedures in place, please continue to follow those — there's no need to replace them with our suggestions.



WEAR GLOVES

Remind volunteers to never pick up cigarette butts or other litter with bare hands. Make sure they use gloves and any collection equipment provided.



LEAVE HAZARDS

Instruct volunteers not to handle needles, broken glass, chemicals, batteries, or anything sharp or suspicious. Make sure they know who to alert if they find a hazard.



STAY ALERT

Remind volunteers to watch for traffic, cyclists, uneven ground, and other surroundings. Keep everyone within the designated clean-up area and away from unsafe locations.



SPEAK UP

Encourage volunteers to stay hydrated, use sun protection, and take breaks when needed. Make sure they know to report any injuries or safety concerns to you immediately.

Useful Links & Resources

BIG BUTT HUNT HUB



EXPLORE THE HUB

bit.ly/butthunthub

Looking for more? Explore additional Big Butt Hunt information, updates, and resources.

VOLUNTEER BRIEF



OPEN VOLUNTEER BRIEF

bit.ly/butthuntvolunteerbrief

Share this with your volunteers and community to support our call for a filter-free Australia.

Suggested Captions

OPTION 1: For business or organisation use

We joined the 2026 Big Butt Hunt!

We're proud to have taken part in No More Butts' Big Butt Hunt 2026 and doing our part to tackle one of Australia's most littered items: cigarette butts.

 Together, we can help reduce cigarette butt litter, protect our environment and create a cleaner, healthier future.

Want to get involved? Join the 2026 Big Butt Hunt with @NoMoreButtsOrg

#BigButtHunt #BigButtHunt2026 #NoMoreButts #Microplastics #CharityAustralia

OPTION 2: For individual use

I joined the 2026 Big Butt Hunt!

I'm excited to have taken part in No More Butts' Big Butt Hunt 2026 this September!

On 20 September 2026, I joined people across Australia to find, collect and count cigarette butts as part of the Big Butt Hunt.

It's a simple action, but together our collective impact can be huge.

I'm proud to do my part to help tackle cigarette butt litter and plastic pollution and keep our communities cleaner.

Will you join me? 

#BigButtHunt #BigButtHunt2026 #NoMoreButts #Microplastics #AustralianCharity
#PlasticPollution

OPTION 3: For individual use

Today I went out and grabbed some butts...

I joined No More Butts' Big Butt Hunt 2026 on September 20! 

We're hunting down cigarette butts, cleaning up our streets and helping kick plastic cigarette litter to the curb.

Get involved and help clean up the mess. 

#BigButtHunt #BigButtHunt2026 #NoMoreButts #CigaretteButtLitter
#PlasticPollution #CleanUpAustralia #EnvironmentalAction #Microplastics

Sign the petition for a filter free future



READ & SIGN THE PETITION

nomorebutts.org/petitions

Share this with your volunteers and community to
support our call for a filter free Australia.

Thank you!

& happy butt hunting!

NOMOREBUTTS

   nomorebuttsorg

 nomorebutts.org

 linkedin.com/company/no-more-butts