

NOMOREBUTTS®

ANNUAL REPORT

2024



NOMOREBUTTS®

Contact information

Shannon Mead
Founder & Executive Director
contact@nomorebutts.org



We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters and culture. We recognise they have cared and maintained the beautiful environment for time immemorial. We would like to pay our respects to Elders past, present and emerging and extend that respect to all Indigenous communities

Contents

Introduction from the Chair	4
A note from the Founder	5
Our year in review	6
Looking forward	12
Our financials	13
Infograph	17
About us	18
Governance	20
Policies and conflict of interest statement	21
Membership and volunteers	22
Our memberships	23



Introduction from the Chair



I am proud to report that this year has marked significant milestones for No More Butts, bringing us closer to achieving our mission. Under the leadership of CEO, Shannon Mead, we have continued to deliver high-impact campaigns and build strong relationships with federal and state bodies on tobacco waste policy. Shannon's efforts, combined with the dedication of our board and volunteers, are driving real-time progress in our programs and initiatives.

This year, we made great strides across our three strategic pillars: advocacy, research, and program implementation. A key achievement was the successful completion of our CigCycle program with Sustainability Victoria, which has now become a standalone service available beyond the initial partnership.

We were honoured to attend United Nations Conferences on the Plastics Treaty, representing Australia as one of the few observers in these critical global discussions. As thought leaders in cigarette butt and vape waste, we continue to influence policymakers and NGOs locally and internationally. Furthermore, No More Butts has strengthened its partnerships with Australian research institutions, collaborating on cutting-edge research to explore innovative methods for reusing and disposing of cigarette butts.

Looking ahead, I am pleased to announce that No More Butts was awarded an EPA NSW Litter Prevention Grant in its third intake, focusing on New South Wales. The grant will enable us to further develop our strengths and build capabilities in other areas to deliver more value to our partners. We will continue working with strategic partners to expand our initiatives and programs throughout Australia while continuously pushing Australian lawmakers to make bold and necessary changes.

Our community engagement efforts also continue to grow, with new volunteers joining us from across Australia. Many of our volunteers have been with us for several years, which is a testament to both their dedication and the strength of our mission. To all our volunteers—thank you. No More Butts would not exist without your unwavering support and passion. I also extend my heartfelt gratitude to all our members and contributors; your efforts are recognized and deeply appreciated.

I would like to take this opportunity to thank the current board, especially those who joined last year, for their incredible effort and commitment. To those stepping down, thank you for your contributions over the past year.

Who would have thought we'd be where we are today? Our journey has only just begun, and it is an exciting time for our charity as we continue to make a significant impact in removing this toxic material from the environment and ensuring sustainable processes for the benefit of all Australians.

Samuel Hawkins
Chair, NO MORE BUTTS LTD

A note from the Founder

I can't believe we're already 4 years old!

The last financial year saw us accelerate with great momentum across our renewed focus areas of cigarette butts and vaping devices.

With an expanded Board voted in at the last AGM, we not only had more brain power to leverage, but more arms and legs to work on our mission.

I have spent much of this year traveling around the world - my original plan before I founded the charity. Unfortunately, I have witnessed cigarette butt litter as bad as it was four years ago.



Over the past year, we have had less involvement in domestic conferences, as we've ramped up our engagement on an international level. I have spent time on our international advocacy and followed up my attendance at INC-3 in Paris by joining in INC-4 in Nairobi, where I was able to continue discussions with global organisations, as well as delegates from member states.

I was fortunate to have my views on the environmental impacts of cigarette butts published by the United Nations Environment Programme in February in their Perspective series, as Issue 45.

I was also extremely proud of my good friend and volunteer since inception, Roderic Byrnes, who was announced as a runner-up in Westfield Sydney's Local Hero program in September 2023. This was well-deserved recognition for everything that Roderic does for No More Butts amongst his other responsibilities.

It has been incredible to witness the outcomes thanks to the ongoing contributions of all our volunteers, with thousands of hours being volunteered each year. I would like to thank every one.

With global and domestic progress on policy for plastics bans and extended producer responsibility schemes, I remain optimistic about our vision for a butt (and vape) free environment.

Shannon Mead
Founder, No More Butts

Our year in review

The past year has been one of measured progress and provides us with a fantastic platform for the coming years.

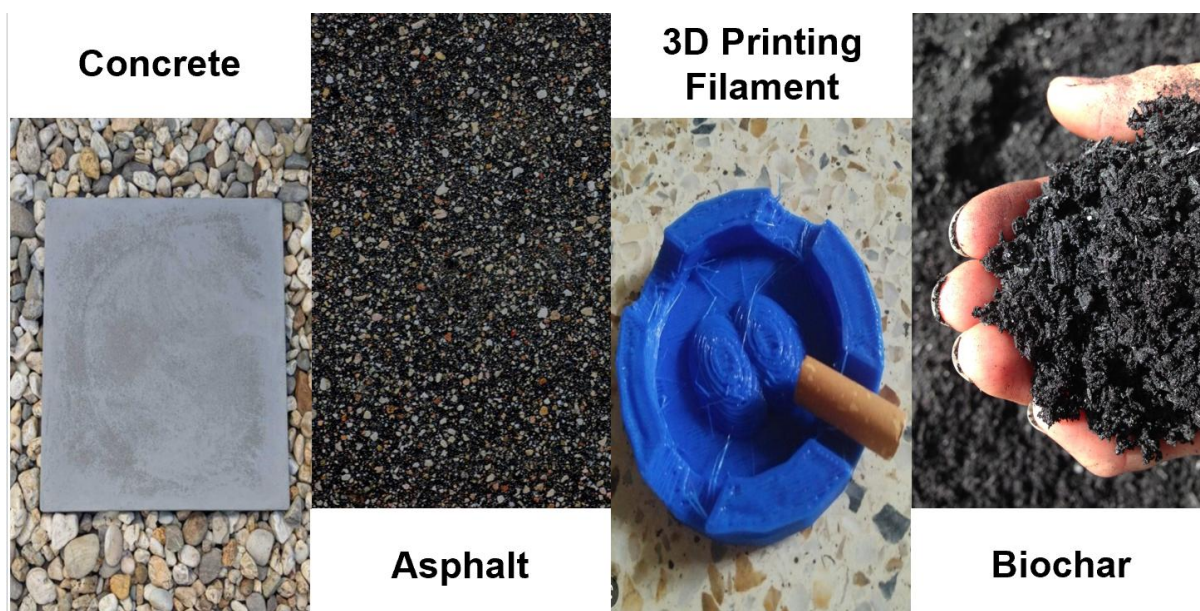
With our new Chair at the helm, we set about categorising our activities into key actions around Research, Advocacy and Reporting.

Research

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 initiate and engage on research to see if we can solve problems through the utilisation of this waste stream.

Building on our relationship with RMIT, we engaged on three more projects during 2023, concluding in October. Two projects continued research from 2022, around 3D printing and creating a composite for asphalt. Another project explored the use of bio char in applications such as water purification.

Based on some funding received by Westfield, we also engaged with James Cook University to investigate further applications for bio char generated from pyrolyzing cigarette butts and we look forward to publishing these results within the next few months.



Advocacy

After announcing that we were bringing the Big Butt Hunt back to Cairns, we doubled our participation for the August event and collected a staggering 10,350 butts in one and a half hours. I was excited to have various environmental NGOs involved in 2023 and look forward to building on the spirit of collaboration for the greater good.

Towards the end of the year, No More Butts teamed up with the Australian Sea Shepherd Marine Debris Campaign and we held a few Great Butt Hunt events. Joining one of their remote campaigners on Gold Coast myself was a great experience, collecting over 14,000 butts at that location. We really were able to demonstrate the power of teamwork.

The end of the year wrapped up with Waste Expo in Melbourne, where I was on a panel talking about the dangers that vaping disposal create. We also joined with several other industry partners and other NGOs in a cooperative group, focused on dealing with battery disposal issues.

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 pleased to have supported various political parties and be featured across Senate estimates and in Parliament on vaping legislation, as well as packaging and smoke-free place consultations.

Our media coverage grew in line with our objectives, with more than a hundred articles featuring No More Butts or CigCycle. Coupled with seven radio slots and four podcast appearances, our message has continued to spread across multiple mediums. We also wrote for industry publications - Inside Waste and Waste Management Review - a few times during the year.



Advocacy (cont.)

Our interest in data continued, as we engaged with CSIRO on the development of the National Plastic Pollution Portal, which is expected to give open access to plastic pollution data to everyone.

As a follow up to the NSW Environment Minister's round table event in June 2023, we were able to engage with the NSW EPA on including cigarette butts in their pending consultation on the next steps for plastic.

Our engagements with politicians from all spectrums continued, primarily within NSW, South Australia and Queensland, as well as at a Federal level. We've also had some engagements with all other states and look forward to building our role to service the government and relevant departments.

Our role as a subject matter expert continued to grow with our engagements with many organisations, including monthly meetings with many organisations that are under the Boomerang Alliance banner in Australia.

We also continued our facilitation of meetings between the global network of Let's Do It World and Clean Up Australia, which sees them collaborate on World Clean Up Day for the first time for the 2024 event on September 20th. World Clean Up Day is now an official date in the United Nations International calendar of events and we are excited to build on this relationship next year.

In June, we attended North Queensland Water Conference in Townsville. Although this was a new audience for us, we made many connections and were able to catch up with our new contact from James Cook University to discuss research possibilities into this waste stream.

Shortly after the Cairns Big Butt Hunt, I returned to Townsville with some butts for Dr Elsa to start her research. This visit also was timed with a regional presentation from Queensland Gives (formerly Queensland Community Foundation), where No More Butts was formally awarded funding to support The North Queensland Big Cigarette Butts Hunts.

In May of this year, we presented to Waste 2024 in Coffs Harbour on the updates from the International Global Plastics Treaty. As I was overseas myself, I wasn't able to join in person, but we were very fortunate that another Board member jumped in to organise a replacement.

Advocacy (cont.)

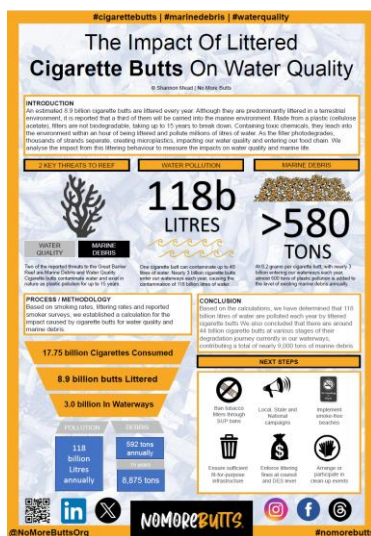
Our abstract to be featured in the UN Environment Programmes Perspectives series was accepted and we were published in Issue 45. This was very timely for the fourth meeting of the intergovernmental negotiations for a plastics treaty.

The third and fourth plastics treaty meetings took place in Nairobi and Ottawa respectively. Some progress was made on the revised draft text for the agreement, but there is still a major disconnect in views around the mandate for the negotiations. The fear is that it may become a voluntary, country-based waste management agreement, rather than the UN mandated agreement to consider all stages of plastic, from design and production, through to waste management.

However, with seven countries specifically calling for a ban on cigarette filters, the stage is set for an international ban, should the treaty progress to signing. The fifth Plastics Treaty will take place in Busan (South Korea) in November this year. I will be in attendance as we seek the inclusion of cigarette filters in a possible appendix to the agreement, as a problematic and unnecessary plastic.

Domestically, the biggest focus is on the Next Steps for plastic consultation in NSW. It is critical that cigarette filters are assessed as a plastic and that the public can have their say on a potential ban of the filter. Cigarette filters are an unnecessary plastic additive and should be removed. We look forward to engaging environmental colleagues, as well as those from health care and tobacco control to make sure this continues to be a conversation point as the consultation progresses.

By far, advocacy remains my key focus, but it's great to have an extended and passionate board, so that we can focus on other elements of litter prevention also.



Programs

In August, we received a new contract to extend the reach of NSW EPA Cigarette Butt Litter Prevention Program. After getting in contact with over 20 businesses and industry associations, we had some great success, with a large airport signing on to roll out a program. We look forward to replicate this success as we move into Phase 2 of this project.

Shortly after the Big Butt Hunt in Cairns in August 2023, we were notified of a successful outcome for our application for a sustainability grant with Cairns Regional Council. This grant will see us work with an Indigenous artist to design artwork to install on several dedicated butt bins around the Cairns region. We will also video the process and create a short film that will be entered into various competitions to raise the profile of the issue of cigarette butt litter and what we're doing to combat this in the Cairns region.

With the funding received from Queensland Gives, we were able to deliver five North Queensland Big Butt Hunt events from August 2023 to April 2024, reaching new locations in North Queensland that we hadn't been to previously, including Mackay, Airlie Beach, Ayr and Innisfail. Through the events, we were able to engage new volunteers and councils and raise the profile of this issue, providing recommendations to council after each event.

Our CigCycle program, that received funding from Sustainability Victoria to trial a cigarette butt waste collection program continued until April. We ended up having our 80 venues participate, but unfortunately, we were only able to divert just over one third of the planned cigarette butts. However, we learned many lessons along the way and have made some refinements to our model and look forward to rolling it out to interested parties as a commercial pilot program in the new financial year.



People

The backbone of any organisation are the people. We have been fortunate to have some fantastic and passionate volunteers over the years. Expanding our Board with two new members and another Secretary has been a great support and I thank their active engagement in driving the charity forward.

We have also been lucky in attracting some great volunteer talent to help with marketing and grant writing, as well as research and administration.

It has also been fantastic for these contributions to be recognised externally. In early 2023, our former Chair, Roderic Byrnes was nominated as a Local Hero for Westfield Sydney. After a long review process, Roderic was announced as a runner-up. This is a fantastic testament to the work he has done since day zero with No More Butts.

On a personal note, I was notified that I had been short-listed for a philanthropy award with Queensland Gives in April. A month or so later, I was humbled to hear the news that I had actually received this recognition, very humbly following Steve Irwin who had received this award posthumously in 2023.

As I wasn't able to be in attendance, I was so happy that one of our new Board members was able to join one of my good friends at the Philanthropy Week launch event, where the finalists were announced.

I would like to take this opportunity to thank our current Chair, Sam Hawkins. Sam has been with us since we were only a few months old. His collaboration on daily finance activities, coupled with his commercial lens and strategic input has been valuable across this year and I look forward to continuing to work with him in the future.



Looking forward

As we look forward to the next financial year, we will be refining our focus on core activities, for the most impact.

Research

We look forward to having the manuscript for the research conducted by James Cook University published and we will advance our research projects with RMIT.

Advocacy

Our engagement with Councils, State and Commonwealth Departments and representatives, as well as Peak Bodies and other Environmental NGOs will continue to be a focus for our advocacy work.

After deploying our butt pole designs in Cairns, we will be bringing the Big Butt Hunt back for the third time. This year, we plan to coincide the date with the new UN Calendar date: World Clean Up Day, which is on September 20th.

We also hope to build on the great collaboration with the Sea Shepherd Australia Marine Debris team to hold a Great National Butt Hunt in November across multiple locations.

We are due to present on the progress and remaining gaps on vaping device disposal at the KAB NSW Litter Congress in August, where we will highlight what is required to implement a disposal scheme for vaping devices across Australia.

We will continue to deploy our NSW EPA program expansion by targeting new businesses and we will deploy the first of our commercial customers for CigCycle.

In November, we will attend INC-5 in Busan (South Korea), as the negotiating committee is due to wrap up their discussions and put pen to paper for problematic products in a Plastics Treaty.

Programs

We are currently awaiting to hear of the outcome of funding for a strategic grant with EPA NSW, which will see us focus on litter prevention strategies within the state and consider our own commercial business model in the future.

It is indeed an exciting time for our humble little charity.



NO MORE BUTTS LTD
June 2024 Annual Report

Annual Report - Profit & Loss

Accrual mode
01 Jul 2023 - 30 Jun 2024

	Total	
	Actual	Last Year
Income		
Consultancy Fees	\$3,300	\$14,850
Grant Income	\$51,526	\$15,021
Merchandise Sales	\$0	\$145
Donations Received	\$9,662	\$781
Total Income	\$64,488	\$30,798
Gross Profit	\$64,488	\$30,798
Expenses		
Cigarette Remediation	\$4,411	\$3,181
Insurance Expenses	\$1,528	\$1,350
Marketing & Advertising Expenses	\$2,609	\$4,604
Other Operating	\$32	\$72
Project Management	\$36,651	\$4,970
Registration and Subscription	\$1,678	\$2,669
Research & Development	\$5,000	\$0
Travel	\$14,199	\$10,911
Website Expenses	\$272	\$616
Total Expenses	\$66,381	\$28,373
Operating Profit	(\$1,893)	\$2,424
Net Profit	(\$1,893)	\$2,424

Annual Report - Balance Sheet

Accrual mode
30 Jun 2024

	Total	
	Actual	Last Year
Assets		
Westpac Community Solution One	\$5,372	\$22,725
Westpac Community Solution Two	\$210	\$200
Westpac Community Solution Three	\$81	\$99
Trade Debtors	\$24,324	\$9,980
Total Assets	\$29,987	\$33,004
Liabilities		
GST Balance	\$2,095	\$1,877
Trade Creditors	(\$4)	\$0
Deferred Revenue	\$26,840	\$28,177
Total Liabilities	\$28,930	\$30,054
Net Assets	\$1,057	\$2,950
Equity		
Retained Earnings	\$2,950	\$525
Current Year Earnings	(\$1,893)	\$2,424
Total Equity	\$1,057	\$2,950

NO MORE BUTTS, AUSTRALIA

Let's aim for a butt free environment

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

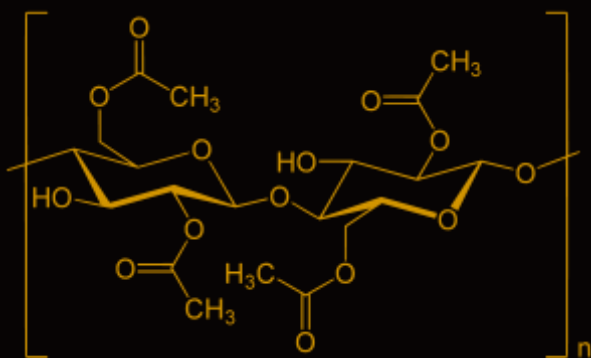
~9



BILLION discarded into the environment yearly.

BUT THEY'RE BIO-DEGRADABLE, RIGHT?

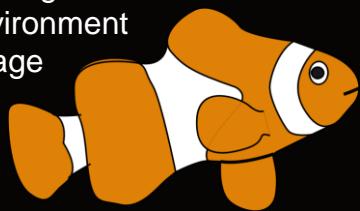
Cigarette butts are made from a fibrous plastic, known as cellulose acetate.



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://twitter.com/nomorebutts)
contact@nomorebutts.org | +61 411 868 275 | bit.ly/nmbdonation

NOMOREBUTTS

Our Vision

“A butt and vape 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.”

NOMOREBUTTS

Governance

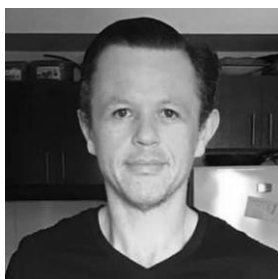
No More Butts Ltd Board of Directors



Samuel Hawkins
Executive Chair



Shannon Mead
Executive Director



Roderic Byrnes
Director



Jonathon Glindemann
Director



Samuel Lawson
Director



Mat Banister
Co-Company
Secretary



Natalie Pharaoh
Co-Company
Secretary

Structure

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

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 disclaimers

Engaging tobacco companies

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.

CigCycle

For the CigCycle program, No More Butts sought and appointed an independent Project Coordinator to work with Shannon Mead, who was the identified volunteer Program Manager. Closer to program delivery, the candidate had secured full-time work and could not commit to the program. Upon agreement by the Board, No More Butts approached an existing volunteer (Natalie Pharaoh) to coordinate the program in a paid capacity.

Upon approval of an extension for the CigCycle program, Natalie had already obtained full-time work externally and wasn’t able to continue in this role. As No More Butts had already delivered our objective of ‘in-kind’ volunteer hours, approval was sought and obtained from both Sustainability Victoria and the No More Butts board for Shannon to deliver the remainder of program. Shannon invoiced No More Butts for delivering this service.

Membership

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 an annual report, confirming the current level of membership. This was completed after the 2023 Annual General Meeting.

Volunteers

As at 30th June 2024



Rod Byrnes
Operations Manager



Samuel Hawkins
Controller



Natalie Pharaoh
Copywriter



Yuki Sato
Accountant



Yut Cheng
Admin & Analytics

We acknowledge our other volunteers (not pictured): Anna Radel (Legal), Brandy Leibel (Grants), Shweta Bagrecha (Marketing), Jeffrey Ho (Digital Analytics) and Kelvin Tran (Projects) for their involvement in a volunteer capacity during the financial year.

Our Memberships



#BreakFreeFromPlastic



Marine Debris
Research



One planet
handle with care



UNEP-Accreditation
Non-Governmental Organization
(WEOG)
Civil Society Organization

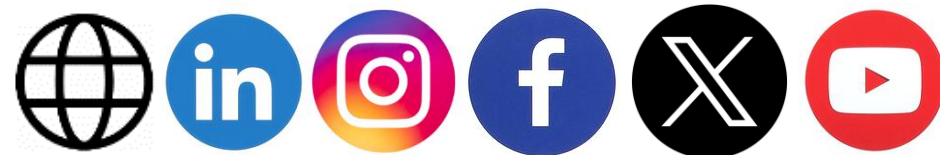
Alignment with United Nations SDGs





NOMOREBUTTS®

nomorebutts.org | contact@nomorebutts.org | +61 411 868 275



@NoMoreButtsOrg
#nomorebutts

ABN: 48 641 916 903

NOMOREBUTTS®