

# TAKE 3 FOR THE SEA



## FY23 ANNUAL REVIEW



[www.take3.org](http://www.take3.org)

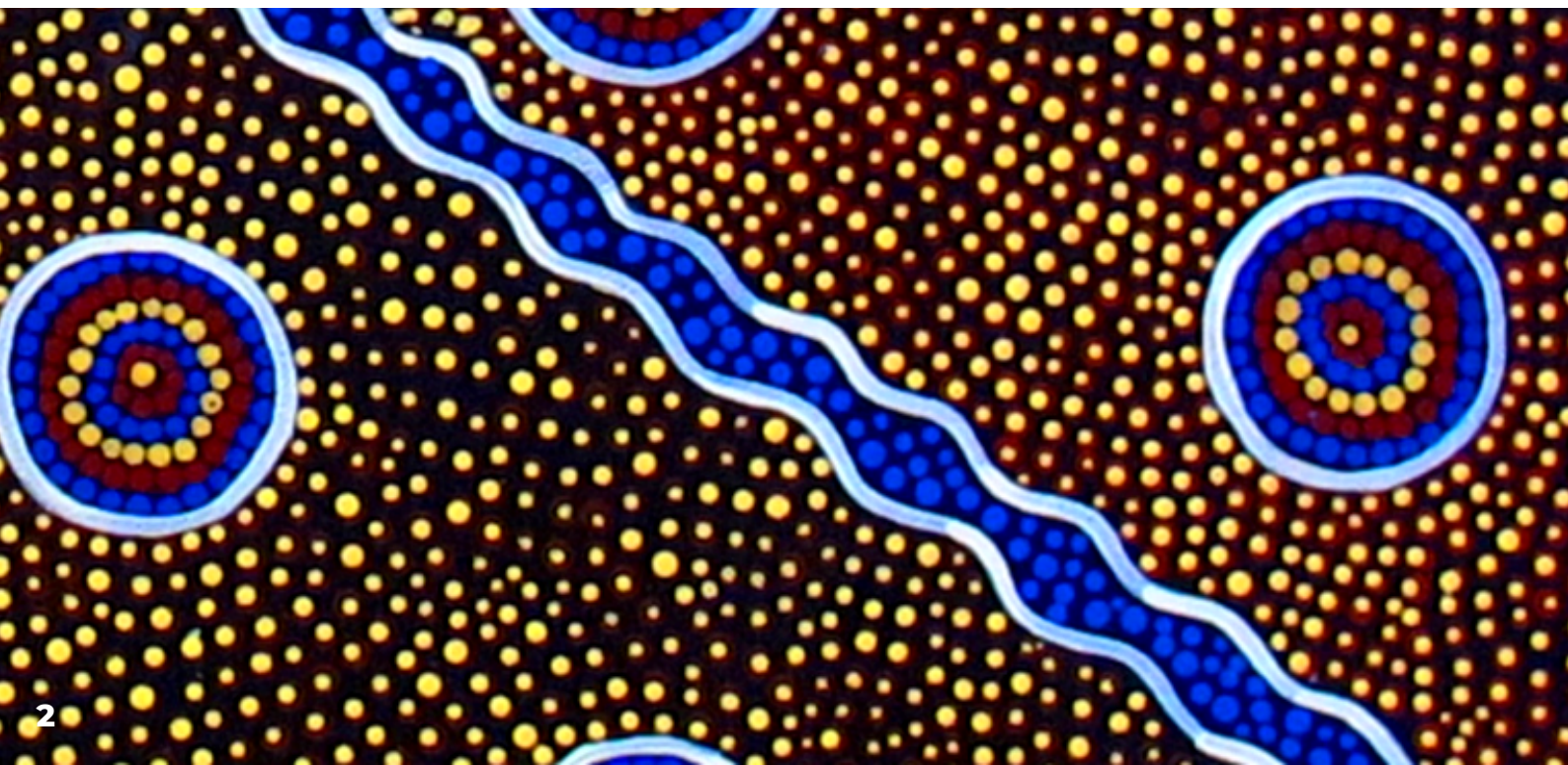




## **Acknowledgment of Country**

Take 3 acknowledges that we operate and function on the lands of the Darkinjung people. We pay our respects to their elders past, present and emerging.

Take 3 acknowledges the traditional custodians of country here and throughout Australia, and recognises their continuing connection to land, waters and culture.





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# LETTER FROM THE CEO

Dear Take 3 for the Sea Community,

As we reflect on the events and achievements of the past fiscal year, I am filled with pride and optimism for what we have accomplished together, and can still accomplish together. This review marks an important moment in our journey, a time to celebrate our successes, acknowledge our challenges, and importantly share our vision for the future.

The world is coming together like never before, with landmark initiatives such as the UN Global Plastics Treaty and state-level plastic bans in Australia. The establishment of the Global Plastic Laws database and the High Seas Treaty are testaments to the growing consensus that urgent action is required to address the plastic crisis. Take 3 for the Sea has played a pivotal role in creating a landscape where such monumental actions can take place.

Our journey started with a simple idea – to empower individuals to make a difference in the fight against plastic pollution. Today, that idea has evolved into a movement, a force that has not only inspired individuals but also influences governments, businesses, and global policies. The power of our collective voice cannot be understated.

As we navigate through this changing world, we are refining our mission and adapting to the evolving landscape. Our focus is on complementing and working alongside other environmental organizations. We are streamlining our efforts and enhancing our global impact.

The lens through which we view our mission has sharpened, and we are now more determined than ever to be a catalyst for change. We are investing in online education, to reach a wider audience. Our content is designed to engage and inspire, fostering a global community of like-minded individuals dedicated to a plastic-free ocean.



We are also thrilled to welcome new staff and board members who bring fresh perspectives, skills, and enthusiasm. Their expertise will undoubtedly strengthen our ability to make a lasting impact.

As we move forward, let us remember that our strength lies in our 'human sized actions'. It is the collective actions of individuals, organizations, and governments that will shape our future. Take 3 for the Sea is a movement fuelled by the passion and dedication of each and every one of you.

Thank you for being a part of this incredible journey. Together, we are shaping a world where the oceans are free from plastic pollution, and every small action creates a ripple that reverberates globally.

With gratitude and optimism,

A handwritten signature in black ink, appearing to read 'Jacquie Riddell'.

**Jacquie Riddell**

**Chief Executive Officer, Take 3 for the Sea**



# OUR IMPACT IN FY23

Our work has real impact. How do we know? We measure the outcomes of our campaigns, programs and activities year on year, including our social media reach across multiple platforms. We record the amount of rubbish removed from the environment by our supporters, the students we educate and the participants in our programs. Every year, our impact is growing - the numbers speak for themselves!

## Pieces of rubbish removed



**STILL  
TO GO**

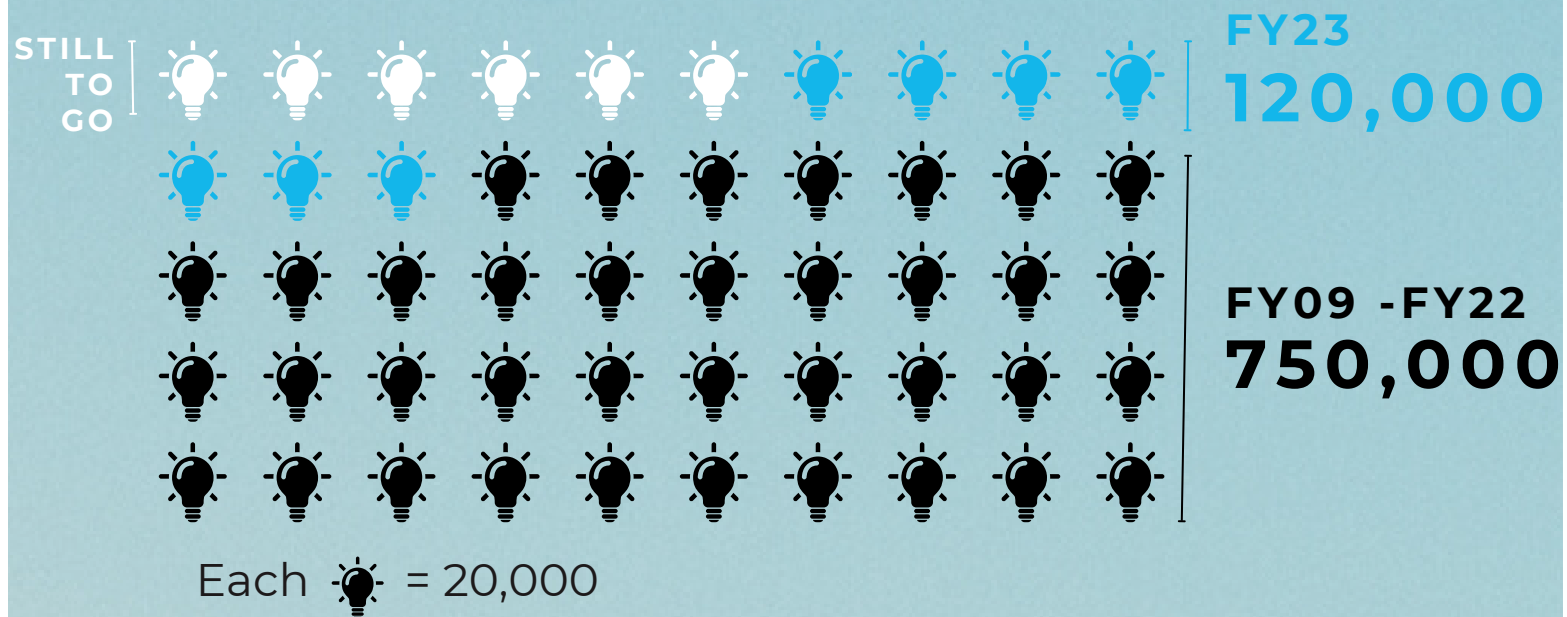
**FY23**

**FY09  
- FY22**

**2025  
GOAL  
50  
MILLION**



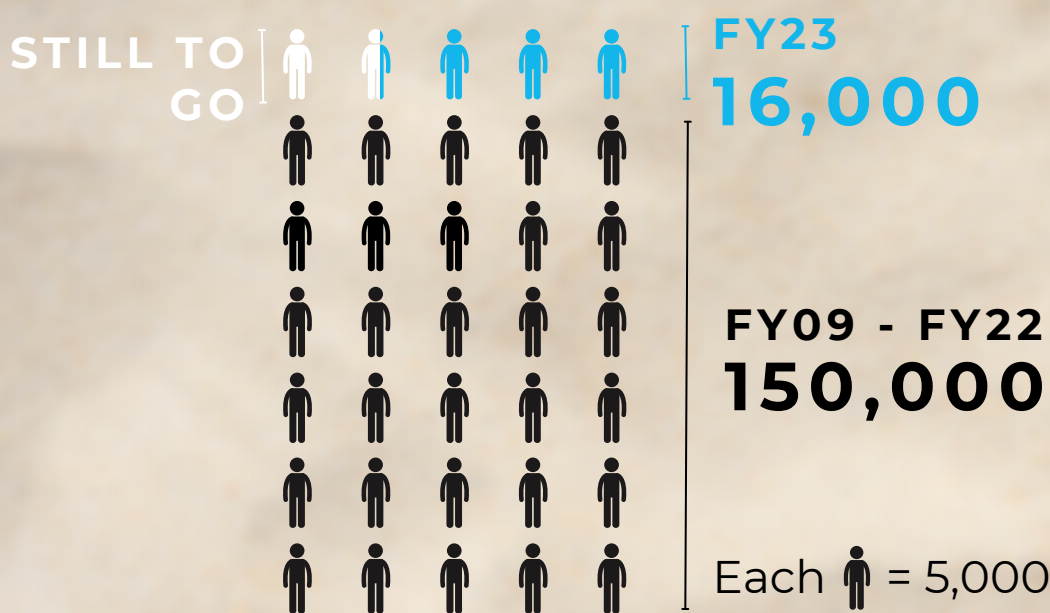
## Students Educated through our programs & resources



TO DATE **870,000**  
2025 GOAL **1 MILLION**



## Participants in our programs & events

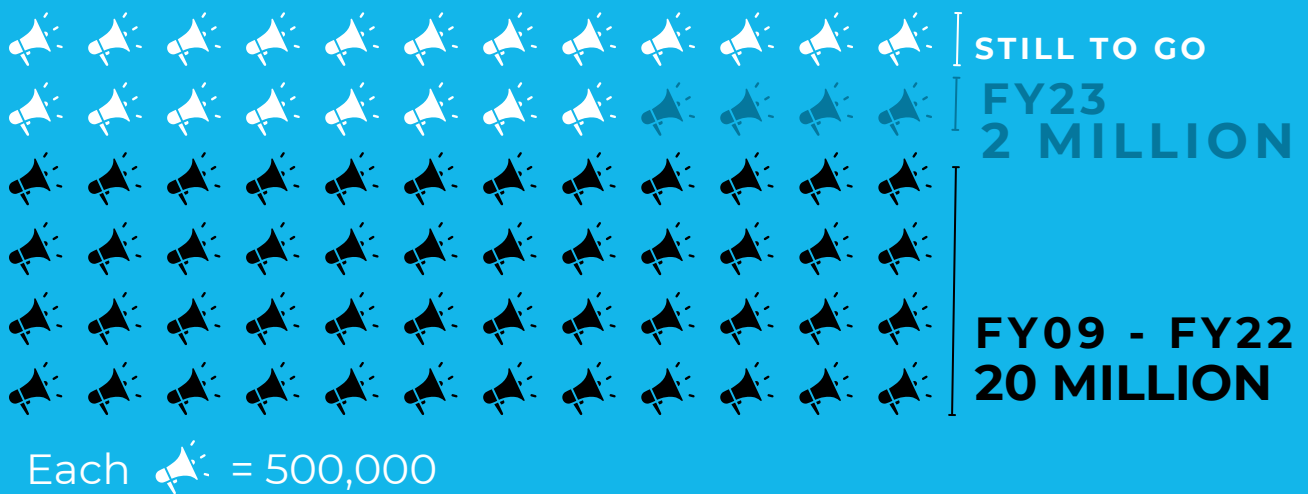


TO DATE **166,000**  
2025 GOAL **175,000**





# People reached through social media



TO DATE **22 MILLION**  
2025 GOAL **30 MILLION**



The Take 3 for the Sea Communications team worked tirelessly in FY23 to deliver engaging campaigns to inspire and educate a global audience about the plastic pollution crisis, and the steps every individual can take to minimise their use of plastic.

## AUDIENCE ENGAGEMENT IN NUMBERS



**4  
MILLION**

People interacted  
through social media



**15,000**

Newsletter  
subscribers



**37,000**

Unique  
visitors to  
[www.take3.org](http://www.take3.org)





# PROGRAM AND EVENT HIGHLIGHTS

What a year! We hosted numerous events and activities and ran some groundbreaking campaigns. There's just too much to include everything so here are a few highlights:

## CEO CLEAN UP

The 2022 Take 3 CEO Clean Up was a huge success as more than 50 business leaders swapped offices and boardrooms for a morning of education and action at Manly Cove Beach on Friday 9 September.

This unique event encourages CEOs, directors and business owners to take time out of their busy schedules to clean up their local community while fundraising to support Take 3's work to rid the world of plastic pollution. It was an ideal opportunity for business leaders to roll up their sleeves and make a difference in the community and show leadership on sustainability at the same time.



More than 35 kg of rubbish was gathered from the beach and water, much of it in the shape of micro plastics. The haul included over 320 items of plastic packaging, 150 cigarette butts and 250 pieces of polystyrene. Some of the CEOs took to kayaks and we were also joined by scuba divers from Sydney's Underwater Research Group who pulled many large items out from beneath the surface.

We would like to thank the Official Supporter of the CEO Clean Up, Norwegian Cruise Line (NCL) Australia, as well as LEP Digital, Underwater Research Group of NSW, Manly Kayak Centre, and of course, all our supporters, volunteers and donors who helped make this event a huge success..





## NSW EPA SINGLE-USE PLASTICS BAN CAMPAIGN

In November 2022, the state of New South Wales joined the growing number of jurisdictions to ban single-use plastic items such as plastic straws, cutlery, bowls and plates. Clearly this ban would require a big adjustment by the cafes, restaurants and takeaways that had long relied on these food service items. Take 3 for the Sea partnered with NSW EPA to create a campaign to inspire hospitality business owners to feel a sense of pride and excitement as they transitioned away from single-use plastics to sustainable alternatives. Take 3's 'We're Doing It' campaign ran on mainstream and social media, spotlighting those business owners who had demonstrated leadership in protecting the environment by embracing the ban and transitioned to sustainable alternatives.



The campaign clearly had an impact on the residents of NSW. When asked, 'Has the campaign inspired you to make any changes that will reduce your use of single-use plastics?', 62% of respondents said they now feel inspired to make changes, 33% said they didn't need any more inspiration as they were already making lots of changes, and just 4% said the video did not inspire them. This means an impressive 96% of respondents will be making changes to reduce their plastic use – an excellent outcome!





## TAKE 3 YOUTH SUMMIT

We hosted the second Take 3 Youth Summit at the Taronga Western Plains Zoo, Dubbo, New South Wales (NSW) in September 2022. Over 100 secondary school students and their teachers from across NSW took two days away from their regular classes to attend the event which was designed to teach students about the problem of plastic pollution while simultaneously building and enhancing their leadership skills.

This Summit was the first to be held inland and was specifically designed for students living in regional and rural areas. The focus was on reframing the plastic pollution crisis as a problem not just of the oceans but of our inland rivers and waterways too. The connections between plastic pollution and climate change were explored, and students were introduced to the concepts of environmental justice, and intergenerational equity in the context of the Sustainable Development Goals.



Student feedback was positive. They reported that they had learned more about the problem of plastic pollution, and been introduced to new ways to reduce their plastic footprint at home. Many students pledged to avoid products wrapped in single-use plastic and to only buy essential products in order to reduce waste.







## TAKE 3 PROTECTS THE TURTLE HATCHLINGS

In February 2022, Shelly Beach, NSW, became the site of a loggerhead turtle nest, making it the southernmost site for a nest on record. Turtle numbers have declined in the past 20 years because of the sheer number of challenges they face, including plastic which they can mistakenly ingest believing it to be food, leading to starvation and death.

In order to increase their chances of success Take 3 for the Sea joined forces with Marine Wildlife Rescue Central Coast to host a clean-up around the nest to keep the beach free of marine debris when the eggs hatched. More than 100 people attended the clean-up and the beach was left in a pristine state when their work was done. The eggs were later transferred to special incubators at Taronga Zoo when temperatures on Shelly Beach unexpectedly dropped. But we were delighted to receive the news some weeks later that nearly 100 healthy hatchlings were released back to Shelly Beach where they made it successfully to the ocean.



[WATCH VIDEO](#)

## MEET DIANNE MCGRATH, TAKE 3 FOR THE SEA AMBASSADOR

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In May 2023 we welcomed a new Take 3 for the Sea Ambassador, Dr Dianne McGrath. All our Ambassadors are passionate environmentalists and Dianne is no exception. With a lifelong dedication to promoting environmental sustainability, a PhD in Environmental Engineering and a taste for adventure, she signed up as crew member on the Clipper Round the World Yacht Race, one of the world's most challenging and exhilarating ocean races.

During the year-long race, the Clipper yachts will be docking at ports around the world and Dianne will be checking in with Take 3 for the Sea whenever she's on land. She will be reporting on the incredible encounters she has at sea, the plastic pollution she finds as she crosses each ocean, and the beach clean-ups she attends while in port.

It's amazing to have an Ambassador who can, quite literally, spread the Take 3 for the Sea message around the world. We are eagerly following Dianne, and all the Clipper Race crews, as they continue their journey across the world's oceans.





## TAKE 3 PHOTOGRAPHY CONTEST

In a first for Take 3, we partnered with the Underwater Photography Tour Awards 2022 to present the inaugural **Take 3 Photography Contest**. A prestigious annual international competition, the Underwater Photography Tour Awards encourage and inspire passion for photography, exploration and discovery from behind the lens and help to raise awareness of the world's incredible, fragile marine and aquatic inhabitants and their environments.

The Take 3 Photo Contest embraced the Take 3 message, and photos could be taken on any camera or device, above, in, around, or under any marine or freshwater area. The winners were announced in a special 20-minute recorded presentation released in December 2022 on YouTube.

All proceeds from entrants' fees plus additional generous donations were passed to Take 3 for the Sea to support environmental education programs and activities.



### WINNING IMAGE

Oblivious to the dislocation of a more natural habitat option, a goby makes a discarded plastic bottle its home. © Emma Turner



# OUR COMMUNITY: SOCIAL MEDIA



**193,000**  
**USES OF**  
**#TAKE3FORTHESSEA**







## OUR GLOBAL AUDIENCE

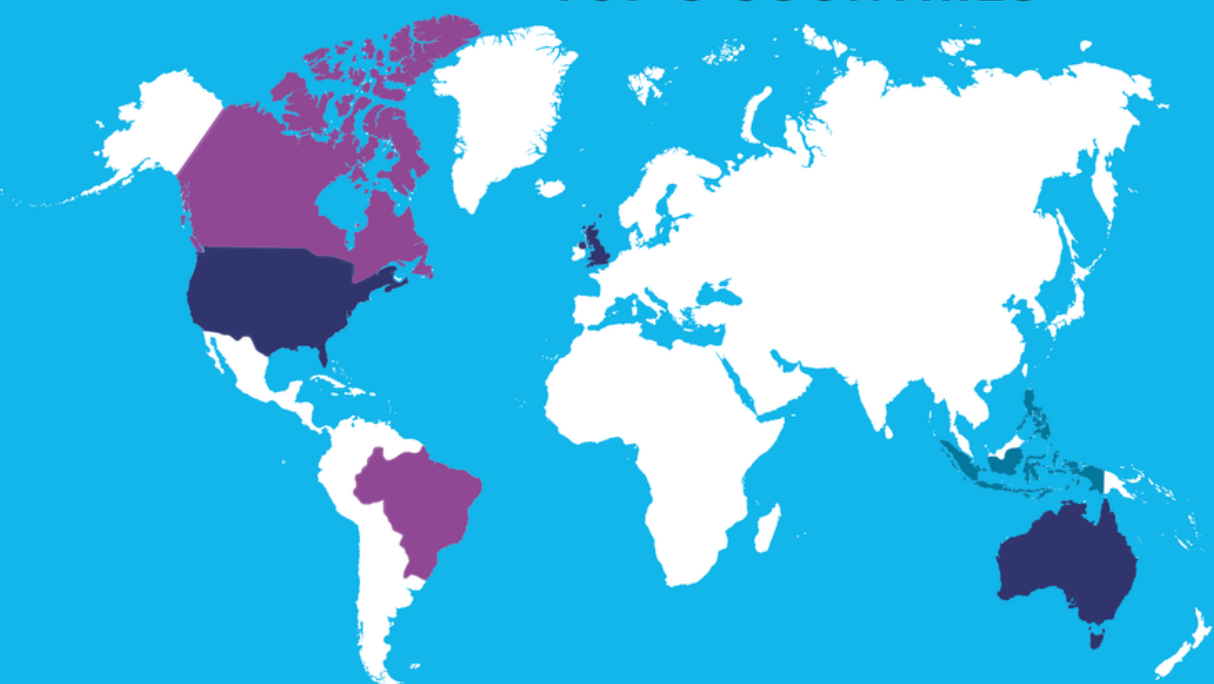
Take 3 for the Sea's network of supporters have been growing across the world! Highlights from FY23 include:

**10 MILLION**  
**PEOPLE REACHED**  
THROUGH SOCIAL MEDIA

**340,000**  
**FOLLOWERS**  
ON SOCIAL MEDIA

Instagram and Facebook are Take 3's highest performing platforms. Followers can be found around the globe. The top 5 countries from which these followers are located can be found below:

### TOP 5 COUNTRIES



#### FACEBOOK

|                |      |
|----------------|------|
| Indonesia      | 37%  |
| Phillipines    | 34%  |
| Australia      | 14%  |
| United States  | 4%   |
| United Kingdom | 1.2% |



#### INSTAGRAM

|                |      |
|----------------|------|
| Australia      | 40%  |
| United States  | 18%  |
| United Kingdom | 5.5% |
| Canada         | 2%   |
| Brazil         | 2%   |



FACEBOOK



INSTAGRAM



INSTAGRAM & FACEBOOK

# OUR COMMUNITY: PARTNERS AND SUPPORTERS

**We continued to enjoy collaborative and supportive relationships with a variety of new and long-standing business partners throughout FY23. Here are some of the highlights from our year.**



Take 3 for the Sea partnered with **new Silver Sponsor Norwegian Cruise Line Australia (NCL)**, one of the world's largest cruise lines, joining forces to reduce plastic pollution. NCL Australia has pledged its support over three years while also actively encouraging staff, stakeholders, and guests to do their bit to stop plastic pollution reaching our waterways through education, training sessions and travel partner initiatives.

"Conserving the health of our oceans and reducing plastic pollution is an important part of our comprehensive Sail & Sustain program," said Ben Angell, Managing Director and Vice President of NCL APAC. "As the first major cruise line to eradicate single-use plastic water bottles from our ships, we're proud to say that so far, across our three sister brands at NCL we've kept over 14 million water bottles and 50 million plastic straws from harming the environment."

"As an avid surfer and swimmer, the ocean is a big part of my life," Ben continued. "Together with my family, I've been 'taking 3 for the sea' for many years in my local community. Now, I'm honored to share my passion and roll up my sleeves alongside my colleagues, travel industry partners and NCL guests to empower others to get involved."

NCL's first year of support included sponsorship of the Take 3 CEO Cleanup, team and industry beach clean-up events and a dedicated shore excursion clean-up for cruise guests in Eden NSW.



## AVID PROPERTY GROUP

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In their continued efforts to support future changemakers Avid Property Group teamed up with Take 3 to deliver curriculum aligned education programs to inspire action and participation to protect the environment. Take 3 School incursions took place within AVID communities at Palmview State Secondary College on the Sunshine Coast and at Officer Primary School in Victoria.

## MYERS BRIGGS COMPANY

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Take 3 for the Sea are the proud new Global charity partner of the Myers Briggs Company. By employee vote, The Myers-Briggs Company selected Take 3 for The Sea as their new charity partner. Employees were enamored with Take 3's impactful work and simple, direct message.

"Plastic is a big problem for our planet," says The Myers-Briggs Company CEO, Jeff Hayes. "Our employees are excited to get behind the mission of reducing plastic pollution in our waterways and being mindful of our own plastic use. And as a B Corp, we're aligned with Take 3 for the Sea in leaving the planet better than we found it." The partnership commenced with the Myers-Briggs Company's Oxford office employees getting together for their first Take 3 for the Sea-inspired litter pick-up, collecting over 1,300 kilograms of litter along the Cherwell River, England.



# Thank you to current and ongoing partners and official supporters of Take 3 for the Sea

## SILVER SPONSOR



## BRONZE SPONSORS



## OFFICIAL SUPPORTERS



## OFFICIAL SUPPORTER STARTUPS





## BUSINESS DONORS

A big thank you to all businesses that have supported Take 3 this year, whether it be with donations, clean-up activations or supporting our campaigns. Your support helps us stop plastic pollution.





## GOVERNMENT PARTNERS

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In FY23, Take 3 for the Sea continued working with the NSW Government to reduce our reliance on problematic single-use plastics. We partnered with the NSW Environment Protection Authority (EPA) to lead a project focused on inspiring the owners, employees and customers of small businesses within the hospitality industry to move away from single-use plastics and towards more sustainable alternatives.

Take 3 was also successful in a second round of funding to support the delivery of our award-winning litter prevention program, Ground Swell. In 2022, 160 tourism businesses enrolled in the program, taking the lead in their communities to prevent litter – especially plastic – from entering or remaining in the environment.

Guided by the Ground Swell team, businesses collaborated during scheduled workshops and, using the newly developed Litter Reduction Toolkit for NSW Tourism Operators, participants developed individually tailored action plans to integrate into their daily operations.

The impact to date has been outstanding! Businesses of all types have not only reduced visitor litter in their environments but have also informed and educated their communities and their visitors, with **litter prevention messages reaching an estimated one million holiday makers** in 2022.

“By educating us, we’ve been able to educate others in our community – we love it!”  
Shelly Beach Caravan Park



LITTER REDUCTION  
TOOLKIT FOR NSW  
TOURISM OPERATORS



## INAUGURAL LITTER PREVENTION AWARD AT THE NSW TOURISM AWARDS

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An exciting new partnership with Business NSW saw Take 3 for the Sea presenting commendations at the 2022 NSW Tourism Awards. In front of 600 of the state's tourism industry representatives, Take 3 awarded commendations to three businesses who participated in Ground Swell and excelled in litter prevention. Those commended were; The 2022 Festival of Canoe and Kayak - Kangaroo Valley, Glenworth Valley Outdoor Adventures and Sealy Lookout / Niigi Niigi In Coffs Harbour's East Orana State Forest.

Jenny-Lee Scharnboeck, Head of Business Development – Partnerships, Grants & Fundraising, at Take 3 for the Sea, said, “The NSW tourism industry recognises litter prevention as an essential and responsible action and the new award is a positive step towards protecting the very environment that sustains us.”





## GRANTS

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The grants we received this year enabled us to ramp up our programs and activities. We were able to transition two long-term volunteers into paid team members, thereby strengthening our team and providing valuable paid employment. We expanded the Ground Swell Litter Prevention Program across NSW to address and reduce the impact of visitor litter, and we hosted a Youth Summit in Dubbo, NSW which took the Take 3 message inland and empowered regional youth. We express our sincere gratitude to the following organisations for their invaluable support:

Australian Government: Department of Social Services 2022-23 Volunteer Grants NSW - Volunteer Program

Department of Regional NSW: Children and Young People Well-being Recovery Initiative - Dubbo Youth Summit

Greater Bank Central Coast - Capacity Building

NSW Environment Protection Authority: Litter Prevention Grants Program - Ground Swell Litter Prevention Program for the Visitor Economy

Qantas: Regional Grants - Ground Swell Litter Prevention Program for the Visitor Economy

Vincent Fairfax Family Foundation - Capacity Building

Wild Country Environment Fund - Dubbo Youth Summit



## PRESENTATIONS

Take 3 for the Sea took to the stage to inspire audiences to act on plastic pollution and litter, with presentations delivered at the National Landcare Conference, Coastal Councils Conference and Wellness Tourism Summit.





# AWARDS

We continued to add to our collection of awards this year. Soon we'll need a new shelf to display them all on!

**NEW!**

## ENERGY GLOBE AWARD 2022

In an amazing double triumph, Take 3 for the Sea was first announced the winner of the National Energy Globe Award for Australia, then was awarded the Energy Globe WORLD Award 2022 just days later!

The Energy Globe World Award for Sustainability is a prestigious environmental prize awarded by the Energy Globe Foundation of Vienna, Austria to individuals and organizations committed to working for environmental well-being and sustainability. The foundation's goal is to highlight solutions to environmental problems. It recognizes projects that focus on innovative ways to protect the environment through personal action and campaigns for raising awareness about sustainability.

There were more than 3,000 entries worldwide from 160 countries and we were delighted that the Energy Globe Foundation recognised Take 3 for the Sea's unique, simple and positive solution to the complex global environmental problem of marine plastic pollution.





## PAST AWARDS

2022



**WINNER**  
**Sustainable Communities, Tidy Towns Awards**  
**2022, NSW EPA Litter Prevention Award**

2021



**FINALIST**  
**Landcare Australia Awards 2021,**  
**National Landcare Award**



2020



**WINNER**  
**Work Integrated Learning Hall of Fame Award,**  
**University of Newcastle's 2020 Employability**  
**Excellence Awards**



**WINNER**  
**Keep Australia Beautiful:**  
**2020 Environmental Communication Award**



# FINANCIALS

## TAKE 3 LTD ABN 39 169 307 340

### STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2023

|  | NOTE | 2023<br>\$         | 2022<br>\$        |
|--|------|--------------------|-------------------|
| <b>REVENUE</b>   |      |                    |                   |
| Revenue  | 2    | 906,659.84         | 880,711.87        |
| <b>EXPENDITURE</b>   |      |                    |                   |
| Employee benefits expense  |      | 700,131.39         | 433,996.31        |
| Rental Lease and outgoings                                       | 3    | 30,838.30          | 20,956.34         |
| Audit, accounting and consultancy expense                        |      | 33,697.59          | 22,147.85         |
| Insurance expense  |      | 6,114.55           | 6,913.44          |
| Depreciation and amortisation expense                            | 3    | 10,254.73          | 10,504.73         |
| Advertising  |      | 922.60             | 10,955.39         |
| Cost of sale   |      | 130,985.33         | 103,961.40        |
| Other expenses   |      | 28,445.94          | 139,258.54        |
|  |      |                    |                   |
| <b>Profit/(Loss) before income tax</b>                           |      | (34,730.60)        | 112,017.87        |
| Income tax expense   |      |                    |                   |
|  |      |                    |                   |
| <b>Surplus/(Deficit) for the year</b>                            |      | <u>(34,730.60)</u> | <u>112,017.87</u> |
| <b>Other comprehensive income for the year</b>                   |      | <u>-</u>           | <u>-</u>          |
| <b>Total comprehensive income for the year</b>                   |      | <u>-</u>           | <u>-</u>          |
| Profit attributable to members of the entity                     |      | <u>(34,730.60)</u> | <u>112,017.87</u> |
| Total comprehensive income attributable to members of the entity |      | <u>(34,730.60)</u> | <u>112,017.87</u> |



**TAKE 3 LTD**  
**ABN 39 169 307 340**

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 JUNE 2023**

|                                      | NOTE | 2023<br>\$          | 2022<br>\$        |
|--------------------------------------|------|---------------------|-------------------|
| <b>ASSETS</b>                        |      |                     |                   |
| <b>CURRENT ASSETS</b>                |      |                     |                   |
| Cash and cash equivalents            | 4    | 549,938.58          | 756,545.21        |
| Trade and other receivables          | 5    | 489,909.33          | 76,971.17         |
| Other assets                         | 6    | 19,524.88           | 21,066.13         |
| <b>TOTAL CURRENT ASSETS</b>          |      | <u>1,059,372.79</u> | <u>854,582.51</u> |
| <b>NON-CURRENT ASSETS</b>            |      |                     |                   |
| Building Improvements                | 7    | 21,333.89           | 21,890.65         |
| Property, plant and equipment        | 7    | 11,687.64           | 21,385.61         |
| <b>TOTAL NON-CURRENT ASSETS</b>      |      | <u>33,021.53</u>    | <u>43,276.26</u>  |
| <b>TOTAL ASSETS</b>                  |      | <u>1,092,394.32</u> | <u>897,858.77</u> |
| <b>LIABILITIES</b>                   |      |                     |                   |
| <b>CURRENT LIABILITIES</b>           |      |                     |                   |
| Trade and other payables             | 8    | 66,149.10           | 68,386.76         |
| Provisions                           | 9    | 25,552.93           | 19,662.48         |
| Other Liabilities                    | 8    | 506,128.67          | 259,342.80        |
| <b>TOTAL CURRENT LIABILITIES</b>     |      | <u>597,830.70</u>   | <u>347,392.04</u> |
| <b>NON-CURRENT LIABILITIES</b>       |      |                     |                   |
| Provisions                           | 9    | -                   | -                 |
| <b>TOTAL NON-CURRENT LIABILITIES</b> |      | <u>-</u>            | <u>-</u>          |
| <b>TOTAL LIABILITIES</b>             |      | <u>597,830.70</u>   | <u>347,392.04</u> |
| <b>NET ASSETS</b>                    |      | <u>494,563.62</u>   | <u>550,466.73</u> |
| <b>EQUITY</b>                        |      |                     |                   |
| Retained earnings                    |      | 494,563.62          | 550,466.73        |
| <b>TOTAL EQUITY</b>                  |      | <u>494,563.62</u>   | <u>550,466.73</u> |



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Take 3 is proud to be a registered charity with the Australian Charities and Not-for-profits Commission (ACNC) and an endorsed tax deductible gift recipient in Australia.  
ABN: 39 169 307 340

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