



TAKE3

FOR THE SEA

FY25 ANNUAL REVIEW



www.take3.org



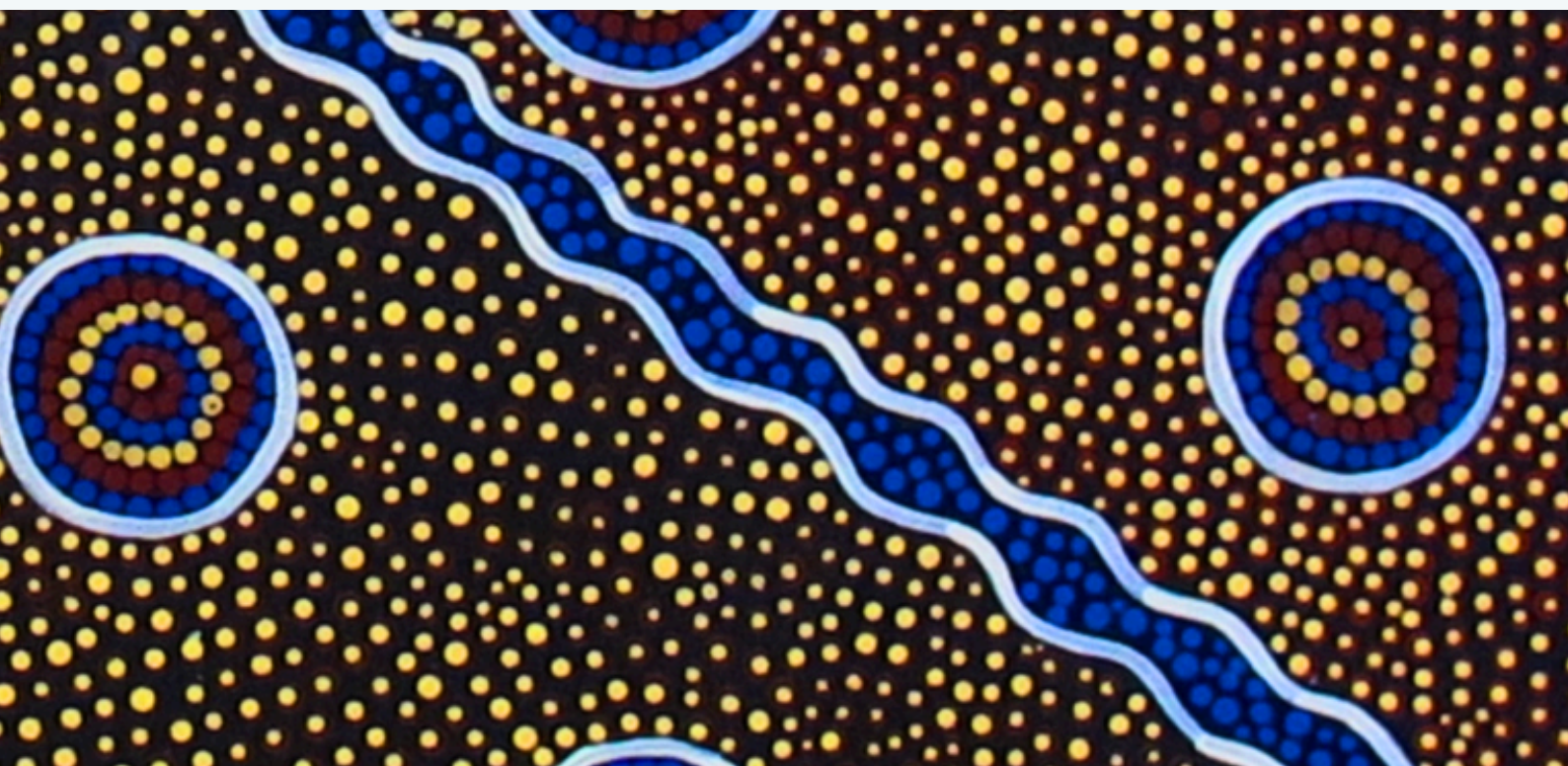
Acknowledgment of Country

We at Take 3 acknowledge the traditional custodians of the lands on which we all live and work across Australia.

We extend our deepest respect and recognition to all First Nations Peoples holding Australia's hopes, dreams, traditions and cultures. Yours is a conservation culture, rich in knowledge, interlinked with the land, waters, skies and seas.

We thank you for protecting country, coastlines and ecosystems since time immemorial.

We have much to learn from your storytelling and we pay our heart-felt respect to Elders past, present and future.



LETTER FROM THE CHAIR

Dear friends and supporters of Take 3,

In FY25, Take 3 celebrated our 15th birthday, a remarkable achievement for our small but mighty organisation that has worked tirelessly to reduce the impacts of plastic pollution & waste on the environment since 2009.

Celebrating 15 years of Take 3 brought enormous joy and pride to myself, the founders, the board and everyone who has supported this organisation since the early days. What an incredible journey it has been!

I regularly think back to those first years of Take 3, marvelling at the passion, commitment and unwavering enthusiasm we harnessed to turn a “great idea” into the successful charity and global movement that continues to inspire us all today.

It truly takes a village to enable an organisation like Take 3 to make its greatest impact and I wish to share my enormous gratitude to all of the people, partners and donors who supported us in FY25 and will continue to support us into the future.

As Chair of the Board I would also like to acknowledge the incredible team at Take 3 for their consistent dedication to the organisation, and to thank my fellow board members for the immense contributions they have provided, on a voluntary basis, for many years.

In November 2025 I was elected Chair of Take 3 and we welcomed three new Directors to the Board, including ex-CEO Sarah Beard; ex-Communications Manager Madeleine Evans, and long-serving volunteer (and previous Treasurer/Office Manager) Giselle Coates.

The Board is thrilled to oversee the organisation as it continues to make a tremendous positive impact on the planet, with much more to come.

I wish to share a special thanks to outgoing CEO Jenny-Lee Sharnboeck, who after over 6 years working with Take 3 has commenced a new position in local Government. Jenny-Lee is a truly special person who, consistently, went over and above to support Take 3 and shape the organisation to be where it is today. I'm sure I speak for the many people who have worked with JL over the years, that she will be sorely missed.

I hope you enjoy reading this FY25 Annual Review, and feel as wonderful as I do about the unique stories and outcomes that emanate from Take 3's work. As Chair of the Board, I am incredibly excited to report on and celebrate what comes next, if I know one thing from my 16+ years with this organisation, it's going to be inspiring, surprising and always impactful.



Tim Silverwood

**Tim Silverwood, Co-founder and Chair,
Take 3 for the Sea**

SNAPSHOT OF THE YEAR

FY25 was another amazing year for Take 3, our 15th year since we started back in 2009! We collaborated with some incredible new partners, allowing us to spread the Take 3 message far and wide. Here are some highlights.

Hipster Whale hits the beach to Take 3 for the Sea!

Take 3 collaborated with Hipster Whale, an independent Australian game studio, to produce the Crossy Road Clean-Up Collectathon. This was a limited-time event in Crossy Road, the popular online game, where players collect pieces of plastic waste in-game in exchange for daily rewards.

See page [XX](#).



Twinkl Educational Resources

Global educational platform Twinkl, in partnership with Take 3, produced a set of brand-new educational resources, introducing early years and primary students to real-world environmental issues in an engaging manner.

See page [XX](#).

We're 15 Years Old!

We hit a major milestone this year – 15 years since the founding of Take 3! In that time, we've grown from a grassroots organisation into an internationally recognised movement, inspiring millions to take simple steps to protect the planet. Learn more about the impact we've had, and continue to have, on [page XX](#).



OUR IMPACT IN FY25

Each year, we track the results of our campaigns, programs and activities, including our reach on social media across various platforms. We measure how much litter and plastic pollution our supporters, students and program participants remove from the environment. Year after year, our impact continues to grow - the numbers tell the story.



Pieces of rubbish kept out of the ocean

2009 – 2025 GOAL
50 million



2009 – 2025 IMPACT
69.5 million



People reached through our social media channels

2009 – 2025 GOAL
30 million



2009 – 2025 IMPACT
68.2 million



Students educated through Take 3 programs & resources

2009 – 2025 GOAL
1,000,000



2009 – 2025 IMPACT
1, 128,000



Participants in Take 3 programs & events

2009 – 2025 GOAL
175,000



2009 – 2025 IMPACT
194,000



IN FY25
13,500,000



IN FY25
5.3 million



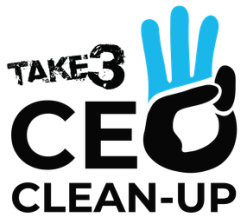
IN FY25
108,000



IN FY25
18,000

PROGRAM & EVENT HIGHLIGHTS

Take 3 hosted a wide variety of events and activities during the year, all designed to support our mission to reduce plastic pollution and its impacts. Here are just a few of our favourites from the year:



FOURTH ANNUAL CEO CLEAN UP

March 2025: Take 3 hosted the fourth annual CEO Clean-Up at Terrigal Haven, NSW. The event brought together more than 40 business leaders and CEOs who traded their office spaces and boardrooms for a hands-on morning of education and environmental action. The Take 3 CEO Clean-Up is the first of its kind, providing business leaders with the opportunity to lead by example and make a positive change in their community.

Despite the beach and nearby parkland appearing relatively clean at first glance, the team managed to collect an impressive 45 kg of litter. This serves as a reminder that even seemingly clean coastal areas can conceal significant amounts of waste, hidden beneath the sand or embedded along the shoreline.

A fundraising component to the day raised a total of \$8471 for Take 3. Michael Seton of Seton Family Lawyers topped the leaderboard, closely followed by Michael Dyson of Dyson Logistics, Llewellyn Visagie of Renew Projects, Cassandra Andrews of Key to Reality, Kathy Beverley of Coast and Country Primary Care, Laura Prael of LEP Digital, Kellie Chandler of ESS Board Store, Lana Ratapu of Your Business Realm and Kate Parsons.



Participants received a safety briefing at the start of the clean up.

For the fourth year running, the event was proudly supported by LEP Digital, a Central Coast-based digital content marketing agency. Laura Prael, Director of LEP Digital and a long-time advocate for Take 3's mission, emphasized the urgency of tackling plastic pollution. "We are proud to support this initiative," said Laura. "Plastic pollution remains one of the biggest threats to our oceans, marine life, and environment but we can be part of the solution. Reducing single-use plastics in our businesses, communities, and homes is essential. It all starts with awareness and a commitment to change."



Delivering the annual Take 3 CEO Clean Up represents an important part of our mission, where education and engagement of leading figures in the business community can create "ripple effects" far and wide. We want to share our deep thanks and gratitude to all of the businesses and representatives who participated this year and we look forward to many more CEO Clean Ups to come!



2024/25 SURF LIFE SAVING PROGRAM INSPIRES ACTION FROM THE NATION'S SURF LIFESAVERS



2024/25 Surf Life Saving
Program proudly
supported by



October 2024: Take 3 For the Sea was thrilled to launch the 2024/25 Program for Surf Life Saving Clubs (SLSC). Available for free to SLSCs across Australia, this program empowers club members to help reduce plastic pollution and protect our beautiful beaches and waterways.

This year the program was proudly supported by Norwegian Cruise Line, “NCL is proud to strengthen its partnership with Take 3 for the Sea, by supporting the rollout of the Take 3 Surf Life Saving Program across Australia,” said Ben Angell, VP and Managing Director NCL APAC. “As one of the cornerstones of our NCL Cares philosophy, this initiative aligns with our commitment to make a positive impact on the environment and the communities across the country. By bringing recognition to this valuable, grass roots initiative, we are empowering even more Australians with simple actions to help protect our oceans.”

Take 3's SLSC Program is designed to educate and inspire action within the surf lifesaving community by highlighting the critical issue of plastic pollution and its harmful effects on marine ecosystems. Through this program, SLSCs are provided with the tools and knowledge needed to tackle plastic pollution locally and broaden environmental awareness throughout coastal communities.

This season 46 clubs across the nation signed up for the Take 3 program, reaching and engaging up to 23,000 Surf life Saving Club members.

Registered clubs rallied their communities for beach clean ups and litter education. Despite Cyclone Alfred in Queensland and Northern NSW, additional severe weather events and dangerous beach conditions across the country throughout Australia's Southern Hemisphere summer, members heard and shared the Take 3 call to action far and wide.

Participating SLS clubs were recognised for their tremendous efforts. Congratulations to the Take 3 Clean Beach Award winners for 2024/25!



**Most Impactful Club:
Coolangatta SLSC**

Coolangatta conducted 3 beach clean-ups, one on New Years Day, one on Australia Day and another after Cyclone Alfred.

Bronte have been long running participants in the Program over the years, implementing simple litter removal methods into their everyday activities at club level.

**Most Consistent Club:
Bronte SLSC**



**Youth Environmental
Champion: Rose Fry
(Beachport SLSC)**

Youth member Rose Fry is a passionate and conscientious ambassador for Take 3. During the season she conducted ‘Plastic Facts’ Nippers talks and activities, and organised a beach clean-up.



SLSC IMPACT FY25

337

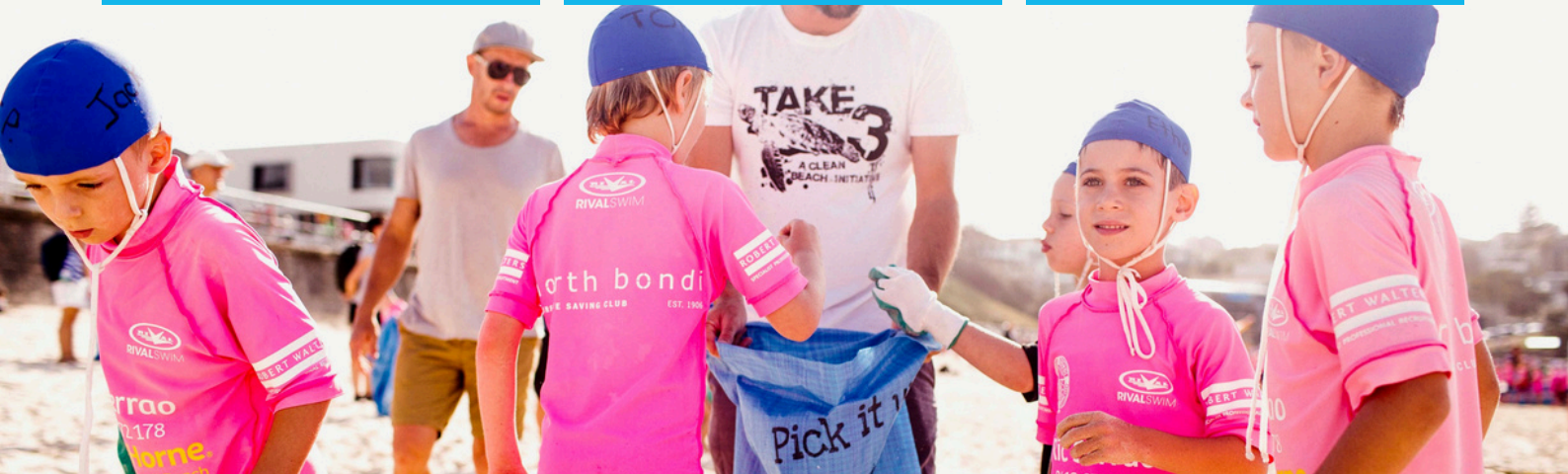
Participants in Take 3
SLSC Program

4,541

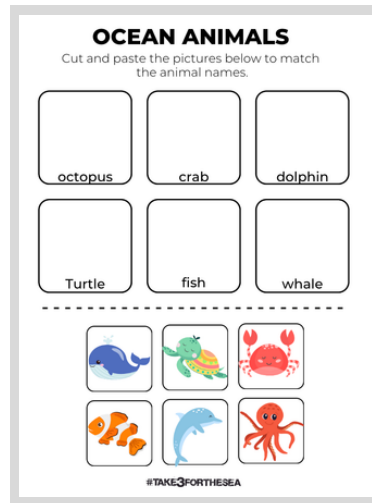
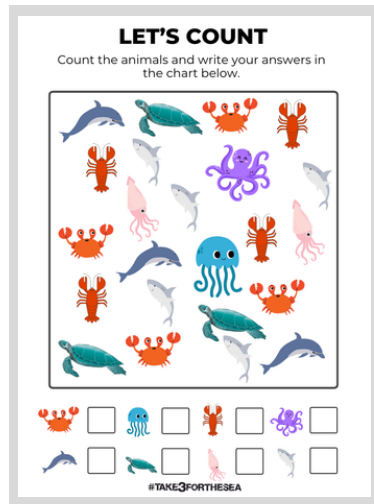
pieces of rubbish kept
out of the ocean

173.5 kg

of rubbish kept
out of the ocean



TAKE 3'S OCEAN CLASSROOM INITIATIVE RESOURCES USED BY STUDENTS IN 20 COUNTRIES



Early Childhood Resources

Ocean Classroom Initiative proudly supported by



Education is at the heart of everything we do at Take 3, so we are delighted with the success of our education program for Early Childhood, Primary and Secondary schools, *Ocean Classroom Initiative* (OCI).

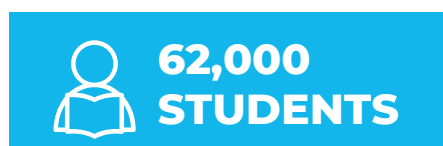
OCI offers free downloadable curriculum resources for educators to help them address environmental conservation and sustainability issues within their classrooms. Once enrolled, educators gain access to a wealth of free resources, ranging from lesson plans, classroom slide decks and teaching guides to worksheets, songs and additional activities, all thoughtfully designed for flexible implementation.

The OCI program is designed by educators for educators. The materials require little preparation by teachers, and key curriculum concepts are intricately woven into the program. The content is aligned with the United Nations Sustainable Development Goals (SDGs) and linked to the United Nations Ocean Decade.

We would like to thank ongoing partner S.C. Johnson, who have been supporting Take 3 since 2020, for their generous support of the Ocean Classroom Initiative in FY25.

THE IMPACT OF OCI SINCE LAUNCH

Since its launch in February 2023, over 750 teachers have enrolled in the program, reaching 62,000 students in 20 countries with the Take 3 message.



TAKE 3 SCHOOL INCURSION DELIGHTS STUDENTS AND TEACHERS ALIKE



Students showing the litter they collected from the school grounds.

June 2025: Students at Thornton Public School, Thornton, NSW learnt all about marine life preservation and protecting the environment with a visit from Take 3 for the Sea. In celebration of Plastic Free July, Chisholm developer Waterford by AVID Property Group introduced Take 3 for the Sea founder Roberta Dixon-Valk to students from kindergarten to grade six for a day filled with fun and learning. Together, they conducted a school-wide clean-up, a rubbish audit activity and learnt about how caring for the waterways around their community has big impacts on the ocean and marine life.

**School incursion
proudly supported by:**

AVID
Property Group

Ms Dixon-Valk said local events, like the visit to Thornton Public School, are the key to unlocking awareness of the risks facing our oceans and waterways. "Educating the next generation about what they can do to reduce plastic pollution, protect marine life and preserve precious water sources is a core part of Take 3's mission," she said.

TAKE 3 COLLABORATES WITH TWINKL TO PRODUCE NEW EDUCATIONAL RESOURCES

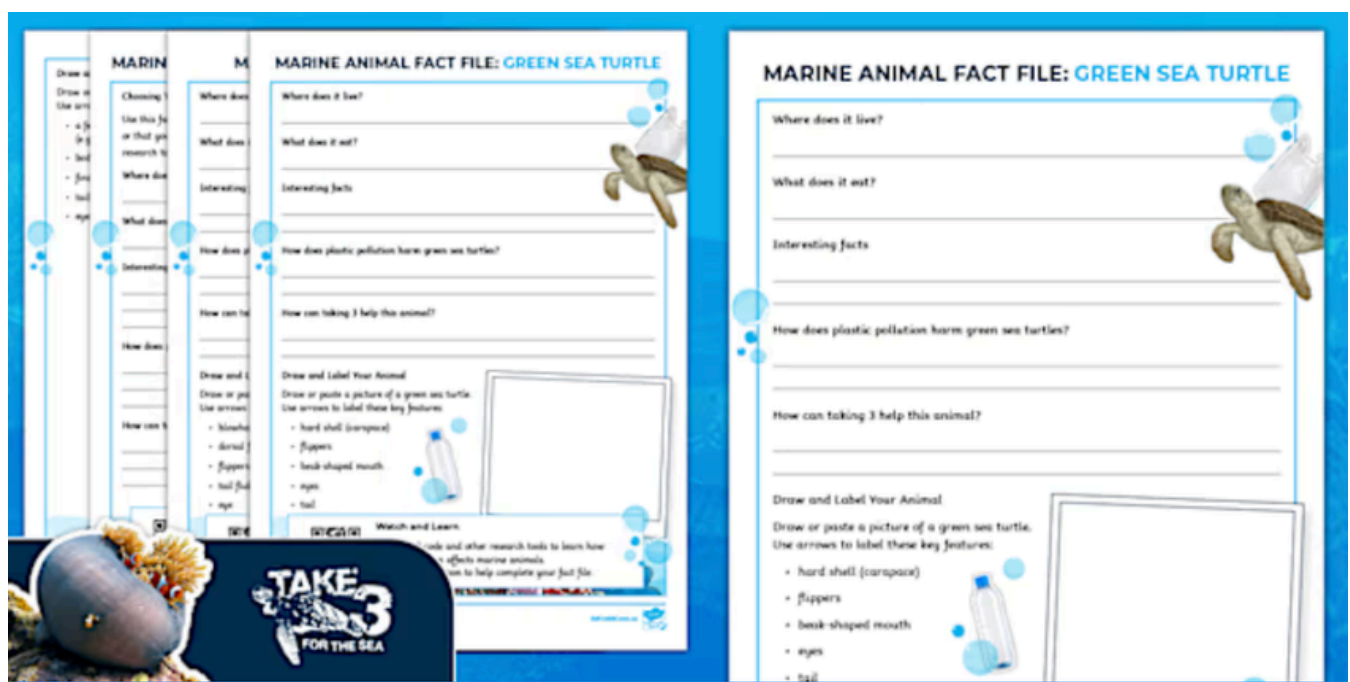


Turtle challenge game for Early Years students

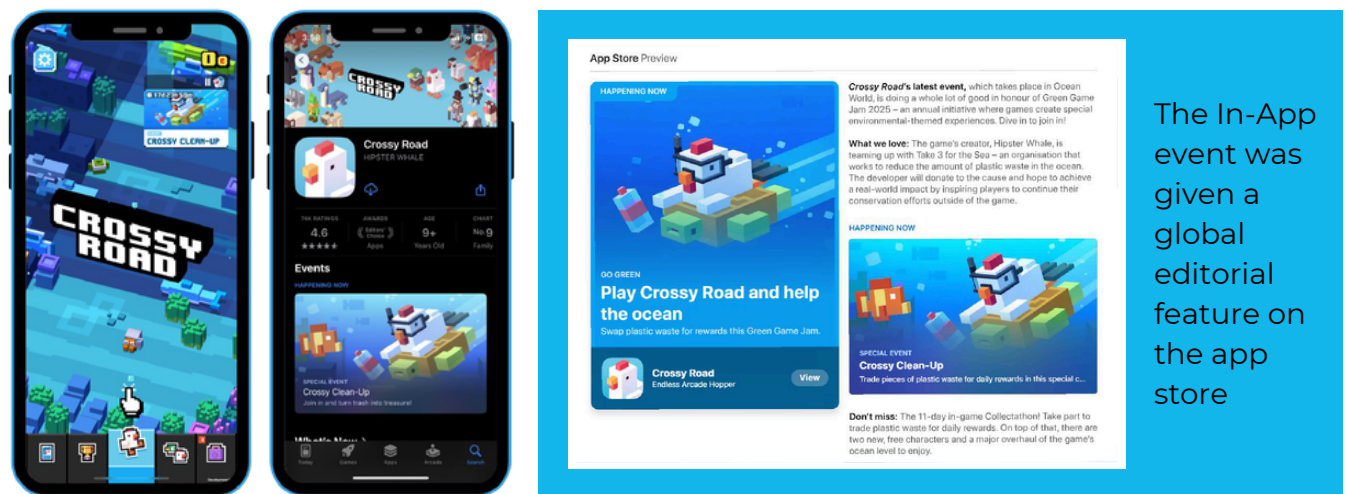
In a new collaboration, Take 3 partnered with global educational platform, Twinkl, to produce a set of lively educational resources for students in Early Childhood to Upper Primary School. The resources include a wide range of engaging lesson plans, worksheets, and activities that introduce students to real-world environmental issues in an engaging and age-appropriate manner. They are aligned to the Australian Curriculum and designed to empower children to make a difference in the world.

The resources, which have received 5-star reviews from teachers, have been downloaded more than two thousand times, and used by students in Australia, the UK, New Zealand and South Africa, as well as other countries.

Animal Fact Files for Primary students



HIPSTER WHALE HITS THE BEACH FOR TAKE 3!



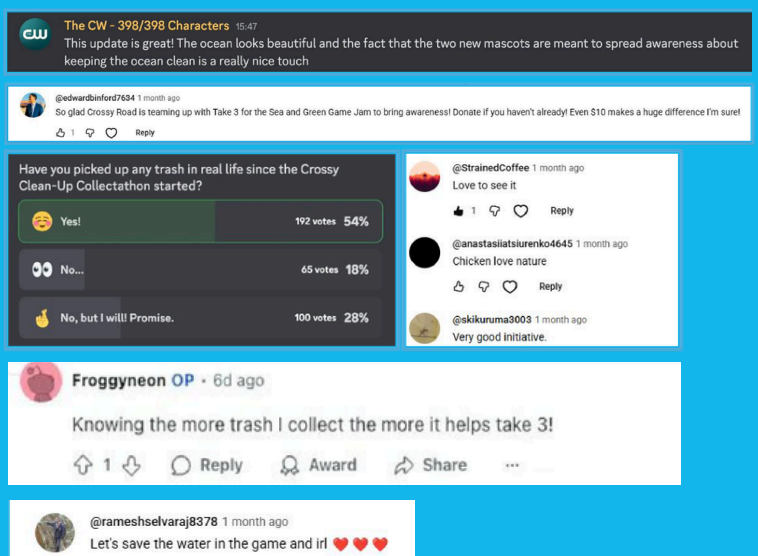
Online game developer Hipster Whale collaborated with Take 3 as part of the Green Game Jam 2025, an initiative coordinated by Playing for the Planet to encourage the global video games industry to advance environmental sustainability. The Green Game Jam invites participating studios to integrate 'green activations' into their titles, using in-game engagement to promote real-world behavioural change.

As part of this collab, Hipster Whale introduced the Crossy Clean-Up Collectathon, a time-limited event within Crossy Road, their popular arcade game. The activation required players to collect virtual plastic waste in exchange for daily rewards. Notably, player participation extended beyond the digital environment, with many community members undertaking litter collection activities in their local areas in response to the campaign's message.

The innovative game went on to win the Best Newcomer Award at the Green Game Jam, as well as being nominated in two other categories.

The support of Hipster Whale and the engagement of the Crossy Road community enabled Take 3 to:

- Remove of 25,000 pieces of rubbish from the environment
- Distribute 80 clean-up kits to community-led events
- Invest in new online learning resources projected to reach thousands of students





GROUND SWELL - TAKE 3'S LITTER PREVENTION PROGRAM FOR THE NSW TOURISM INDUSTRY

Communities thrive on the economic success tourism brings, but unfortunately, the more visitors – the more likely there is to be more litter and the greater the negative impact to wildlife, the environment and the community.

Funded by a three-year NSW Environment Protection Authority (EPA) litter prevention grant, Ground Swell - Take 3 for the Sea's Litter Prevention Program for the Visitor Economy - continues to attract strong, hands-on engagement from a broad cross-section of tourism industry partners, including hotels, major attractions, eco-tourism operators, cruise lines, outdoor adventure providers, and local councils.

The program's free workshop and resources inform and equip participants with insight and tools with which to identify, measure, understand, solve and prevent visitor litter challenges, empowering the industry to 'own it and act' and to ensure litter prevention is a key part of everyday business in the tourism community.

This fiscal year, 89 tourism businesses registered for Ground Swell workshops. Promotion of the program reached 29,731 tourism businesses across the state via Steering Group networks and workshop demand continues to grow.

Hand in hand with the NSW EPA and the NSW Department of Climate Change, Energy, the Environment and Water, and with assistance from MidWaste, Take 3's Ground Swell Team implemented Take 3's NSW Visitor Economy Litter Prevention Monitoring Strategy developed in 2023/24.

Four quarters of visitor litter data (both volumes and litter types) have been collected in popular visitor spots located in Port Macquarie and Coffs Harbour. The raw data has been submitted to government stakeholders and will be available for interpretation in 2026 on an EPA online platform purpose-built for grantees. By gathering these baseline data points, we are creating a clear starting point from which we can measure progress towards NSW's goal of a 60% reduction in total litter in visitor hotspots by 2030.



**VISITOR LITTER
IS EVERYONE'S
BUSINESS**



A SHOWCASE OF TOURISM INDUSTRY IMPACT

Celebration of positive impact is a pillar of the Ground Swell program, helping businesses and communities weave positive litter prevention initiatives into their promotional narratives. A series of inspiring Ground Swell mini case studies were developed in 2024 to showcase tourism businesses leading litter prevention their way, demonstrating that even small changes can have a big impact.



November 2024: In an exciting collaboration with the New South Wales Tourism Association, Take 3 was thrilled to present the 'Take 3 for the Sea Litter Prevention Awards' at the NSW Tourism Awards ceremony for the second year running.

The three-year category sponsorship by the Ground Swell Program showcases visitor litter prevention best practice directly to the industry, increasing Take 3's visibility among a broader audience of tourism professionals committed to making a positive environmental impact. As a result, litter prevention is now well and truly considered best practice in NSW's tourism community.

The Award recognises businesses that go over and above their day-to-day commercial focus to prevent visitor litter reaching or remaining in the natural environment. The winners demonstrated the required leadership, commitment, and an established process to reduce and prevent visitor litter and were applauded by 800 of the State's tourism community who gathered for the gala celebration to recognise and reward the industry's brightest achievers.

The winners of the 2024 NSW Tourism Awards in the 'Take 3 for the Sea Litter Prevention category' were:



Gold: Sydney by Kayak



Silver: Cruise Eden



OUR COMMUNITY: SOCIAL MEDIA

OUR GLOBAL AUDIENCE

Take 3 for the Sea's network of supporters continues to grow across the world!



5,376,748
PEOPLE REACHED
THROUGH SOCIAL MEDIA



356,244
FOLLOWERS
ON SOCIAL MEDIA

Instagram and Facebook are Take 3's highest performing platforms, with followers found around the globe.

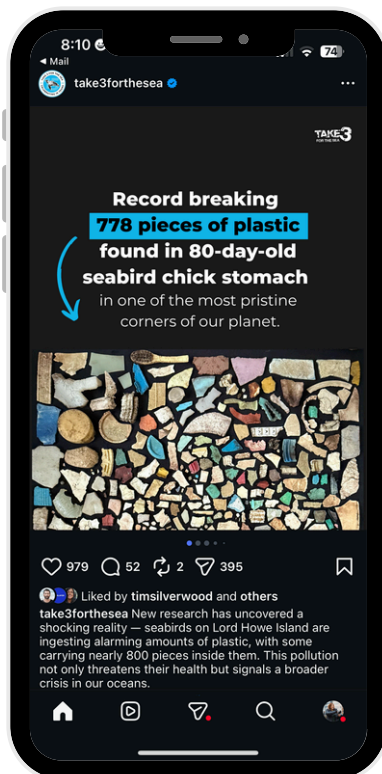


3,074,530
PEOPLE REACHED
THROUGH FACEBOOK



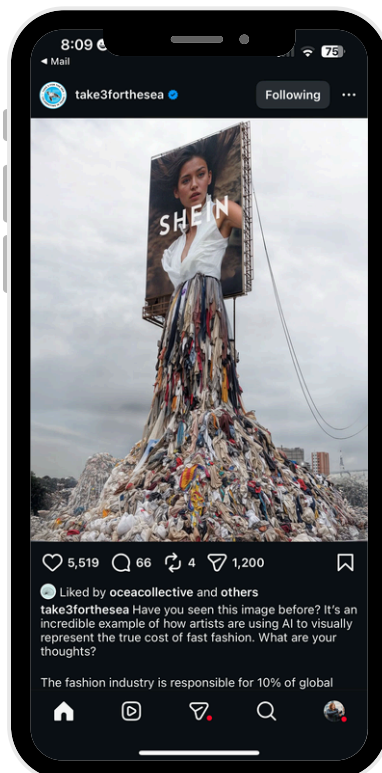
2,302,109
PEOPLE REACHED
THROUGH INSTAGRAM

TOP PERFORMING POSTS

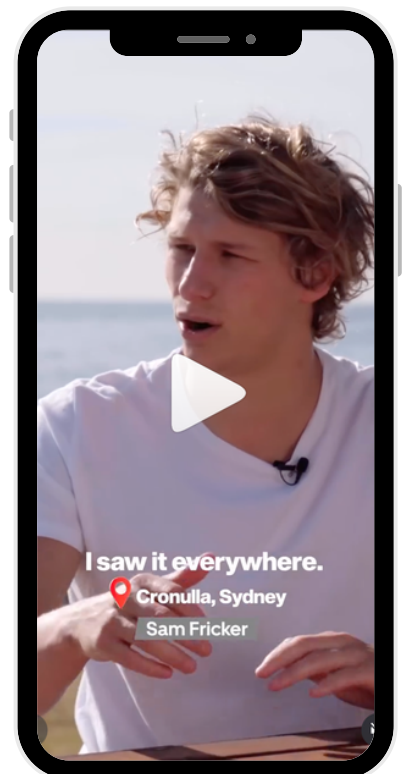


49,660
VIEWS

142,222
VIEWS



32,378
VIEWS



OUR COMMUNITY: SOCIAL MEDIA



TAKE 3'S A WINNER IN THE 2025 SURF INDUSTRY AWARDS!

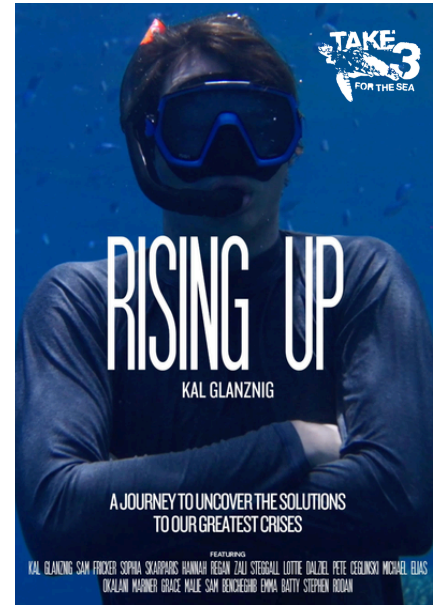


Take 3 co-founders Tim Silverwood and Amanda Marechal accepting the award

May 2025: We were thrilled to announce that Take 3 for the Sea was honored with the 2025 Surf Industry Award for Environmental and Social Impact by the Australian Surf Industry Association. This prestigious recognition celebrates Take 3's unwavering commitment to reducing plastic pollution through education, community engagement, and grassroots action. This award underscores the vital role of environmental advocacy within the surf community and highlights the power of collective action in protecting the planet. The award was presented by MC Ronnie Blakey with additional awards on the evening going to Laura Enever and a lifetime achievement award going to surf film pioneer Jack McCoy.

TAKE 3 AMBASSADOR: KAL GLANZNIG

Take 3 for the Sea Ambassadors come from many backgrounds and life stages, but they're united by a passion for the ocean and reducing plastic pollution. Our young Ambassador, Kal Glanznig is showing what's possible when passion and purpose collide. Well done Kal, you're an inspiration.



Take 3 Chair Tim Silverwood and Kal Glanznig at a screening for 'Rising Up'

AMBASSADOR KAL GLANZNIG, YOUNG ENVIRONMENTAL ACTIVIST AND FILMMAKER

Since high school, Kal has championed environmental causes around climate change and plastic pollution. Shocked by the plastic pollution choking the waters off his home town of Cronulla, NSW, Kal founded Plastic Free Cronulla, tackling the plastic problem head-on using gamification, positivity and community spirit to encourage behaviour change. One business at a time, one school at a time, he built a movement that turned the tide on single-use plastics in the region.

More recently Kal has honed his film making skills, culminating in the documentary film [Rising Up](#) produced in partnership with Take 3 for the Sea. *Rising Up* has toured across Australia with screenings in cinemas, schools, at festivals, and even in Federal Parliament as part of the Parliament Friends of Waste event. In February 2025, it crossed the Pacific for its U.S. debut.

Kal told us, "I want to take the Take 3 message globally. Through my travels I've seen the lack of education about plastic pollution and with the amount of plastic in our ocean increasing across the world now is an important time to get more people to Take 3." We look forward to working with Kal and his projects into the future.

CORPORATE CLEAN UPS

Corporate clean up events generated \$68,000 this year and continue to be a popular and impactful Take 3 activation offering. Take 3 arranged and facilitated fifteen events in NSW and Victoria this year. Corporate volunteers rolled up their sleeves removing an incredible combined 314.05 kg or 23,760 pieces of rubbish. Our knowledgeable educators provided information and insight into the issue of plastics in the environment. Each group received a concise event report from Take 3 outlining clear project impact, data outcomes and photos from the day to share with their teams and stakeholders, demonstrating corporate sustainability commitment, action and positive impact.

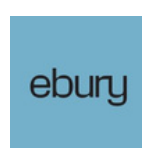
Pictured: Teams from L'Oreal Sydney and Melbourne, Foxtel, Godfrey Hirst, Capgemini Melbourne and Sydney, Sarah & Sebastian, J P Morgan, Pacific Link Housing, Ebury, Light and Wonder, Great Barrier Reef Foundation and Norwegian Cruise Line.



The Take 3 group were amazing, super friendly and informative on the plastic issues on Sydney beaches! The clean-up was well organised and it was amazing how much micro plastic we did end up finding despite the beaches appearing clean! Great morning and really made us think about our plastic consumption - L'Oreal, Sydney

Take 3 for the Sea do a tremendous job of advocating, educating and actioning the clean-up of our waterways! We enjoy our annual clean-up and the education experience, alongside our team getting together in the outdoors! Thank you! - Godfrey Hirst, Geelong

A big THANK YOU to our FY25 Impact Partners





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