

## ReefClean Online Workshop

<b>Workshop Date:</b>	8 May 2020
<b>Location:</b>	Online
<b>Project:</b>	ReefClean <i>Ditch the Flick</i> campaign
<b>Campaigner:</b>	Tom Godfrey
<b>TBF Coordinator:</b>	David Coley, Jodi Jones
<b>Partners:</b>	Ashlee Stockwell, Townsville City Council   Karly Fowler, Gladstone Regional Council

### Introduction

Tangaroa Blue ran an online ReefClean Source Reduction Project (SRP) workshop on 8 May 2020 with the aim of reducing single-use plastic cigarette butts being littered around The Great Barrier Reef. It was the third online workshop run in response to Covid-19 restrictions and attracted 32 attendees from local councils and community groups.

### Project Description

The ReefClean Australian Marine Debris Initiative (AMDII) data shows single-use plastics such as cigarette butts are one of the top 10 items of litter found around the reef. We also know that cigarette butt litter is a persistent problem for many other communities around Australia. Numerous campaigns in the past have attempted to shame smokers into quitting, without ever trying to help smokers better understand the environmental impacts of their habit. The project aimed to draw attention to the habitual action and impact of flicking a cigarette butt. In developing the campaign there was discussion around the ability to influence entrenched attitudes of smokers to flicking cigarette butts. We also considered the insight that many smokers may not realise that cigarette butts are made from single-use plastic. After due consideration, the workshop developed the *Ditch the Flick* campaign to engage, inform and help change behaviour. The campaign messages were:

1. *Ditch the Flick.*
2. *Cigarette butts are plastic. Please bin them.*
3. *What do you use as a butt bin? Bottle it. Tin it. Tub it.*

By engaging with smokers in cigarette butt hotspots around the reef and promoting the campaign through local and social media, we aimed to empower smokers to make an informed decision to bin their butts or use a personal butt bin.

### Current Status

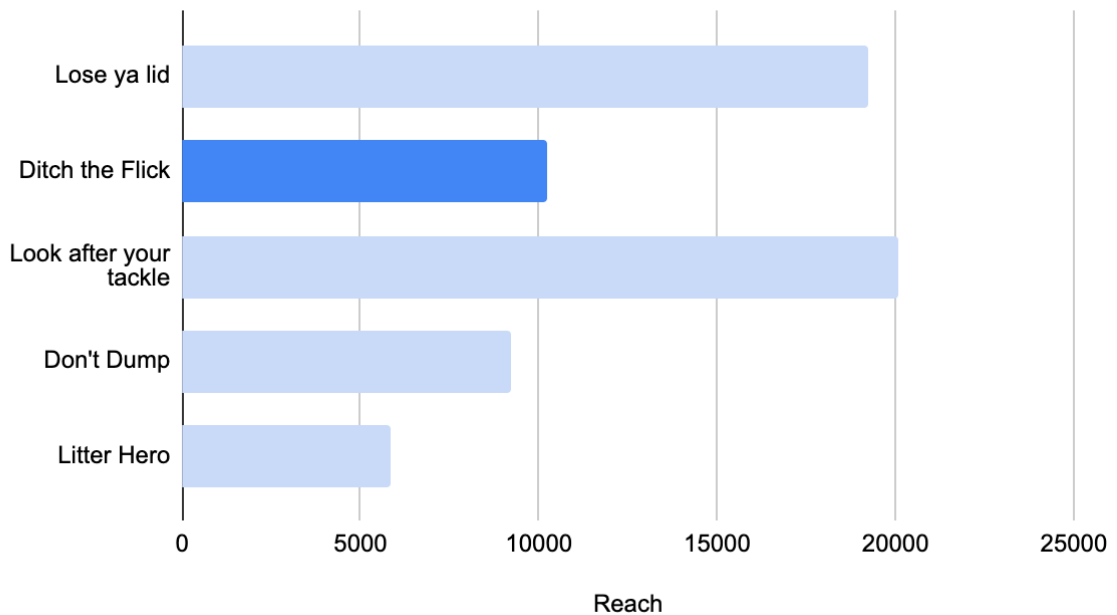
	Next Steps:	TO DO	Actions
Task 1	Digital workshop and weekly check-ins	Promote and host an online cigarette butt litter workshop on 8 May and facilitate weekly check-in meetings.	Completed

<b>Task 2</b>	<b>Audit</b>	Audit cigarette butts in Gladstone, Townsville and Cairns from 28 May to 25 June.	Completed
<b>Task 3</b>	<b>Design - physical assets</b>	Design UV stable directional signage stickers for display on benches, seats, butt bins and personal butt bins.	Completed
<b>Task 4</b>	<b>Design and write - social assets</b>	Design and write weekly social media posts to promote the campaign on Facebook.	Completed
<b>Task 5</b>	<b>Design and write - website landing page</b>	Design and write the campaign website landing reefclean.org/ditchtheflick	Completed
<b>Task 6</b>	<b>Print - directional signage stickers</b>	Print and distribute UV stable directional signage stickers to project officers	Completed
<b>Task 7</b>	<b>Display - directional signage</b>	Gain council approval and display directional signage in hotspot locations	Completed
<b>Task 8</b>	<b>Awareness - media management</b>	Write and sell in local media releases featuring local businesses in hotspot locations.	Completed
<b>Task 9</b>	<b>Audit progress - weekly check-ins</b>	Conducted regular monitoring surveys in Gladstone, Townsville and Cairns to see if the directional signage and awareness has resulted in a reduction in cigarette butts	Completed

### ***Outcome and Data***

The ReefClean *Ditch the Flick* campaign ran for four weeks and reached 10,893 people through Facebook and more through local media coverage (attached).

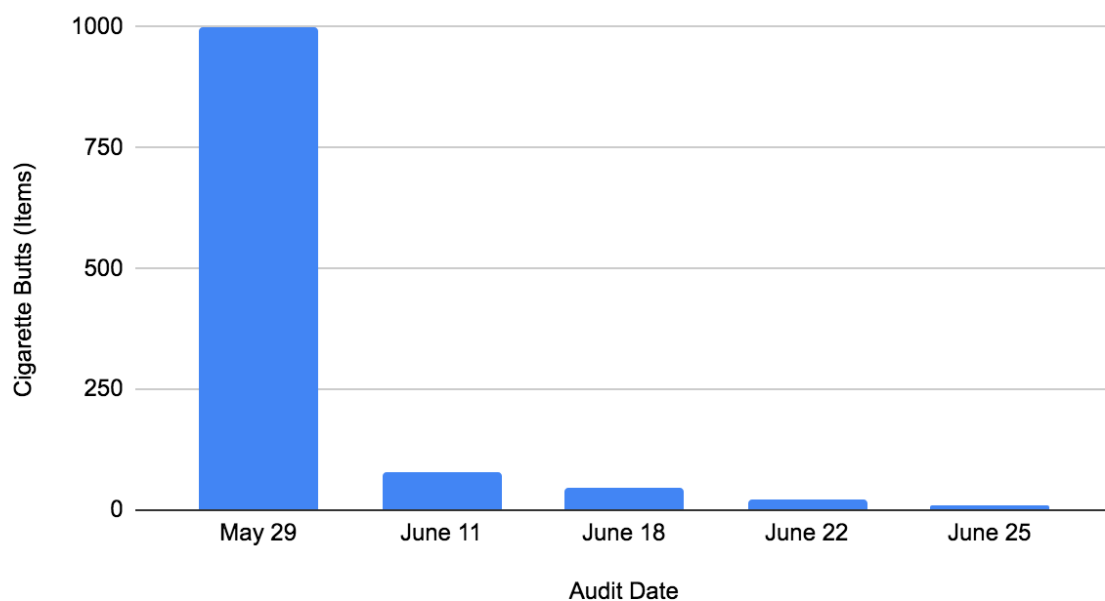
## Facebook Reach by Campaign



Audit programs were implemented in hotspot locations in Gladstone, Townsville and Cairns. Across the three locations around the reef we saw a reduction in cigarette butts following the implementation of the campaign. A project in Port Douglas was also started but is ongoing, and will be reported on during the next round of reports

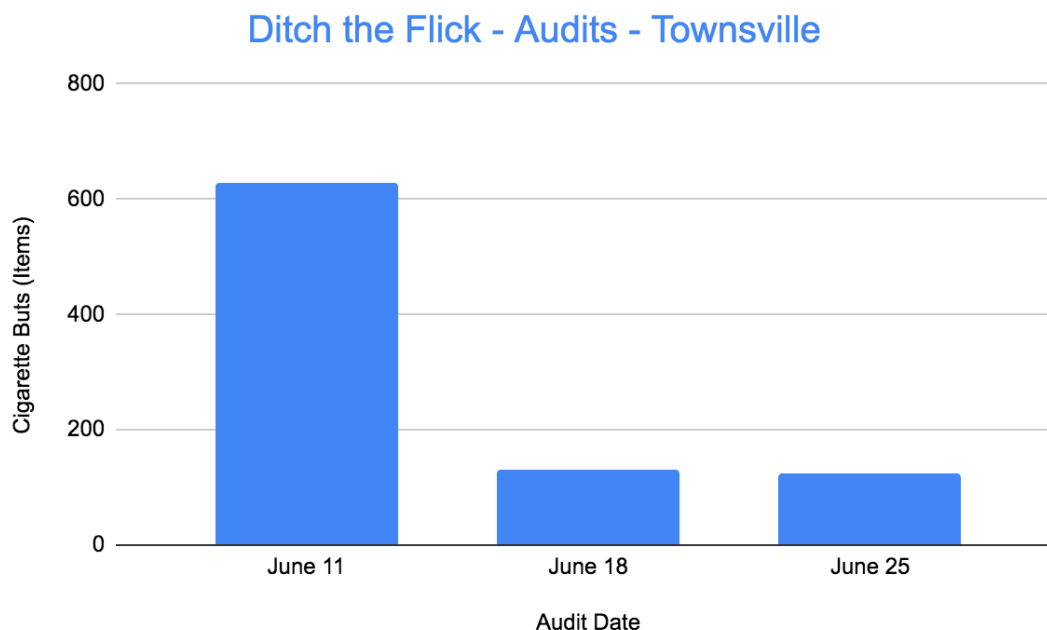
Five audits were conducted in Gladstone at two cigarette butt litter hotspots on Goondoon Street. The initial campaign audit on 29 May recorded 1,000 butts but the number rapidly decreased to just 80 a week later (11 June). The trend continued over the month with 48 butts recorded on 18 June, 22 butts on 22 June and just 11 butts by the final audit on 25 June.

## Ditch the flick - Audits - Gladstone

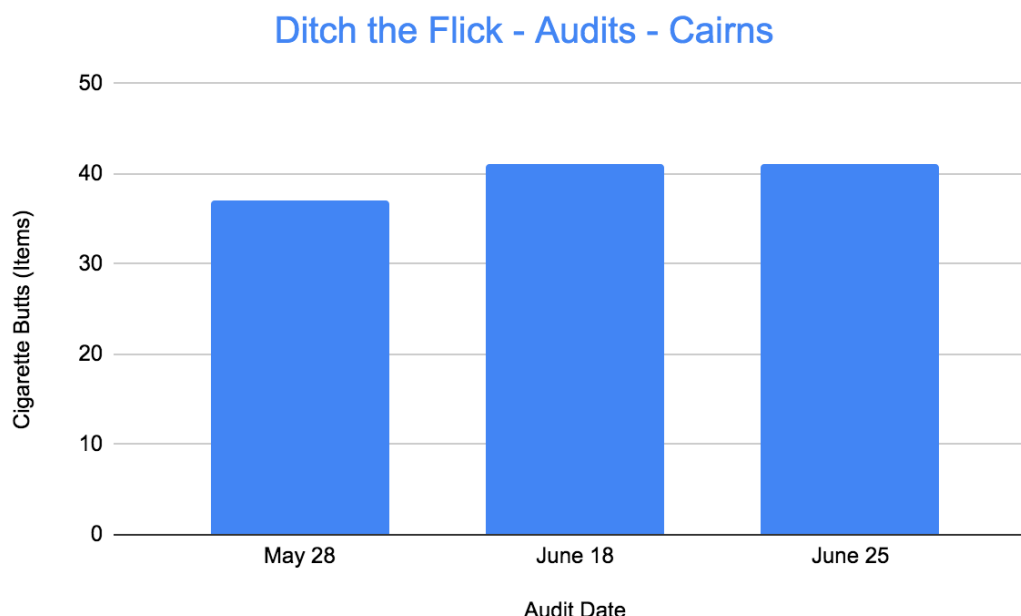


Three audits were conducted in Townsville at cigarette butt hotspots along Walker Street. Earlier audits have established on average 279.5 butts are littered each week. The initial campaign audit on 11 June recorded 629 butts, with the number decreasing to 131 a week later (18 June) and to just

123 butts by the final audit on 15 June. Compared to the weekly average there was approximately a 56% decrease in butts being littered in the final week of the campaign.<sup>1</sup>



Three audits were also completed at the IGA Manoora in Cairns. The IGA is located in a large shopping area that includes many small businesses, as well as outdoor eating and smoking areas. Although the areas are supposed to be separate, the signage is not clear enough for a casual shopper to observe, so they have tended to merge. Ditch the Flick stickers were placed in both areas on the 11th of June but were later found to have been removed from some of the tables in the food areas which may have impacted the effectiveness of the campaign.



<sup>1</sup> The average 279.5 butts compared to the final week audit total of 123 butts.

50 portable butt bins were distributed across two local pubs, the Gladstone Reef Hotel and the Light Box. Each venue was given 25 bins each.

### ***Observations***

During the campaign period, there was a noticeable reduction in cigarette butt litter in Gladstone. The colourful UV stable stickers were received well by the local community. It was also noted that some historical butts were found in the garden as a result of bark being moved but these have not been included in the count. The campaign also went very well in Townsville, which also saw a sizable decrease in cigarette butt litter. In Cairns, the setup of the space audited limited the effectiveness the campaign could have, as well as the issue of people removing our stickers.

### ***Challenges, barriers and opportunities***

Gaining council approval for the directional signage in some locations slowed the delivery of the campaign but once achieved, the campaigns proved successful. There is an opportunity to run the *Ditch the Flick* campaign in other cigarette butt hotspots around the reef.


### ***Budget***

Organisation	Details	Amount
Campaign Coordination	Project Officer(s)	\$330
Sticker Printing & Distribution	Sticker signage	\$108.96
Campaign Design and Development	Bell George Communications	\$4,667
In-kind Support	Partner & volunteer hours based at \$30/hr	\$2670
Total		\$7,775.96

### ***Closing Statement***

The ReefClean *Ditch the Flick* campaign was an effective way to engage smokers and encourage them to think about their habit of flicking cigarette butts. It also offered an opportunity to inform smokers that cigarette butts are made of plastic and are having a detrimental impact on the environment. Displaying bright and engaging UV stable directional signage to help smokers identify and use butt bins is an effective way to encourage smokers to bin their cigarette butts. When butt bins are not available for smokers, providing personal butt bins is also an effective tactic for reducing litter.

## Socials Screenshots


**ReefClean**  
 June 10 at 12:00 PM · 🌐

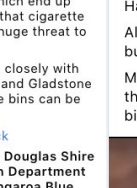
Could you tell these posts were actually ciggy butt bins from a distance?


In our recent audits of these sites, the surrounding garden beds were full of hundreds of cigarette butts which end up straight in the drain! Many people don't realise that cigarette butts are made of plastic and therefore pose a huge threat to the marine environment.

For the #ditchtheflick campaign we are working closely with Cairns Regional Council, Douglas Shire Council and Gladstone Council to distribute clear signage so that these bins can be easily identified and used.

Find out more at [www.reefclean.org/ditchtheflick](http://www.reefclean.org/ditchtheflick)

#AMD1 #ditchtheflick Cairns Regional Council Douglas Shire Council Gladstone Regional Council Australian Department of Agriculture, Water and the Environment Tangaroa Blue ReefClean #ReefTrust Great Barrier Reef Marine Park

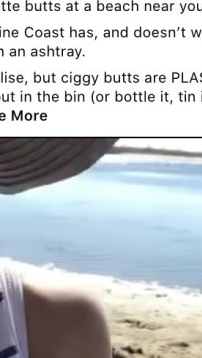




**ReefClean**  
 June 16 at 6:04 PM · 🌐

Have you found cigarette butts at a beach near you?

Alison from the Sunshine Coast has, and doesn't want her kids building sandcastles in an ashtray.

Many people don't realise, but ciggy butts are PLASTIC and therefore need to be put in the bin (or bottle it, tin it, tub it if a bin isn't around!)... [See More](#)





**Reach More People With This Post**

You could reach up to 1,253 people daily by boosting your post for A\$25.

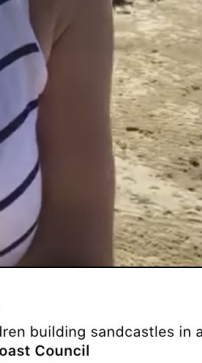
563  
People Reached

77  
Engagements

Boost Post


**Ten Little Pieces**  
 June 15 at 1:24 PM · 🌐




I don't want my children building sandcastles in an ashtray do you? [Sunshine Coast Council](#)




275  
People Reached

20  
Engagements

Boost Unavailable




 You and 15 others


 1 Share


**ReefClean**  
 June 17 at 12:00 PM · 🌐

This week **Tangaroa Blue** staff and Alexandra from **Douglas Shire Council** teamed up and headed out to collect data on a ciggy butt hot spot on the main street of Port Douglas. Directional signage was installed in order to direct people to existing bins in the area.

Even **N 17 Burger Co. Port Douglas** jumped on board and posted a few stickers outside their venue to support the cause - thanks so much to Simon and the team!

Cigarette butts are plastic, so **#ditchtheflick** and bin it... [See More](#)







**Reach More People With This Post**
×

You could reach up to 1,253 people daily by boosting your post for A\$25.

**356**  
 People Reached

**44**  
 Engagements

Boost Post




 24

2 Comments


**Emu Park Surf Lifesaving Club**  
 2 hrs · 🌐

Be part of the solution! Not the problem. These butts were collected in front on our clubhouse this afternoon. This is exactly NOT the warm-up our members want when training.

#NotCool  
 #EmuPark  
 #CapricorniaCatchments  
 #DitchTheFlick  
 #ReefClean #ReefTrust #TangaroaBlue #AMD  
 #leaveitbetterthanyoufoundit  
 #lookingafterourplace









 18

6 Comments 4 Shares





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www.reefclean.org

### LOCAL BUSINESSES HELPING SMOKERS DITCH THE FLICK

#### Queensland businesses supporting smokers to reduce the number of cigarette butts that end up in our waterways

**Yet to be released to the media:** The Reef Hotel and The Lightbox wine bar in Gladstone have joined Tangaroa Blue Foundation's ReefClean *Ditch the Flick* campaign to help reduce the number of cigarette butts that end up in our waterways.

The move comes as the Australian Marine Debris Initiative Database shows cigarette butts are one of the top 10 items of litter impacting the Great Barrier Reef and in waterways across Australia.

"With so many cigarette butts ending up in our waterways, helping smokers to bin their butts is one of our top priorities," says Tangaroa Blue CEO Heidi Tait.

"Something as simple as carrying a personal butt bin, can mean the difference between a ciggy butt being flicked and ending up in a waterway or finding its way to landfill," Tait says.

"Although cigarette butts seem soft and fibrous, they are actually made of plastic and one of most littered items that end up on the Great Barrier Reef.

"It's great to see these local businesses helping people in Gladstone to change behaviour and ditch the cigarette butt flick."

[Insert name] from The Reef Hotel in Gladstone was one of the first in Australia to join the campaign. According to [Insert spokesperson]: "Providing butt bins our locals is a simple and effective way to help smokers ditch the flick."

The news comes in the wake of Tangaroa Blue's ReefClean report that found cigarette butts continue to plague the reef with many people not realising they are actually made of plastic.

"After a year of pulling waste from our waterways, we have more data than ever before about how litter lands in our most precious places," says Tait.

"Our data shows a rising tide of litter washing up in the reef and we need to do everything we can to help turn the tide when it comes to single-use plastics."

ReefClean is funded by the Australian Government's Reef Trust and delivered by Tangaroa Blue Foundation.

ReefClean is funded by the Australian Government's Reef Trust. ReefClean is a project to remove and reduce marine debris impacting the Great Barrier Reef.





## NEWS

## Campaign encourages community to 'Ditch the Flick'



SAM REYNOLDS,  
samantha.reynolds@glad-  
stoneobserver.com.au  
18th Jun 2020 12:00 PM  
Subscriber only

<https://www.gladstoneobserver.com.au/news/campaign-encourages-community-to-ditch-the-flick/4039535/>

1/3

6/18/2020

Campaign encourages community to 'Ditch the Flick' | Observer

Foundation chief executive Heidi Tait said the campaigns would help prevent and remove marine debris across the Great Barrier Reef.

"From coffee cup lids and cigarette butts to public space litter, with so many single-use plastic items continuing to find their way into our oceans and waterways, we need community support to help turn the tide more than ever," Ms Tait said.

"We really need to look at how we stop this stuff from entering the environment in the first place."

Gladstone locals will be able to join three of the ReefClean campaigns.

The Lose Ya Lid campaign encourages people to say no to single-use plastic cup lids at The Junction and T3 cafes.

Ditch the Flick encourages smokers to bin their cigarette butts instead of flicking them on Goondoon St.

"It also addresses a bit of a knowledge gap because apparently there's a lot of people that don't realise cigarette butts are made of plastic," Ms Tait said.

She said people thinking the butts were biodegradable or not harmful to the environment might be a reason they choose not to dispose of them properly.

"If you understand it is a plastic item and takes decades to break down but never really goes away, people might change their behaviour and how they dispose of cigarette butts," she said.

At Bray Park in Boyne Island, Tangaroa Blue has worked with Gladstone Regional Council on the Ditch the Flick campaign, installing signage directing people to the nearest bin.

"We hope it will encourage people to use those bins instead of littering," Ms Tait said.

The campaigns come following five public digital workshops held last month focusing on key items of litter that impacting the Great Barrier Reef and are designed to help reduce litter and drive behaviour change.

"Although COVID-19 has changed the way we usually deliver clean-ups around the reef, it has also given us an opportunity to develop digital assets that the Gladstone community can tap into," Ms Tait said.

"From rejecting the barista's offer of a single-use plastic coffee cup lid with a 'flat no' to flicking the cigarette butt flick and being a litter hero, there's a lot you can do to stop the spread of litter around our waterways."

ReefClean is funded by the Australian Government's Reef Trust and delivered by Tangaroa Blue.

**FIFO worker sentenced over 'uncivilised' supermarket scuffle**  
Heroes  
26 minutes ago

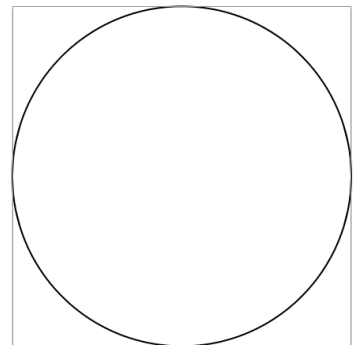
**Vile abuse after TV appearance**  
29 minutes ago

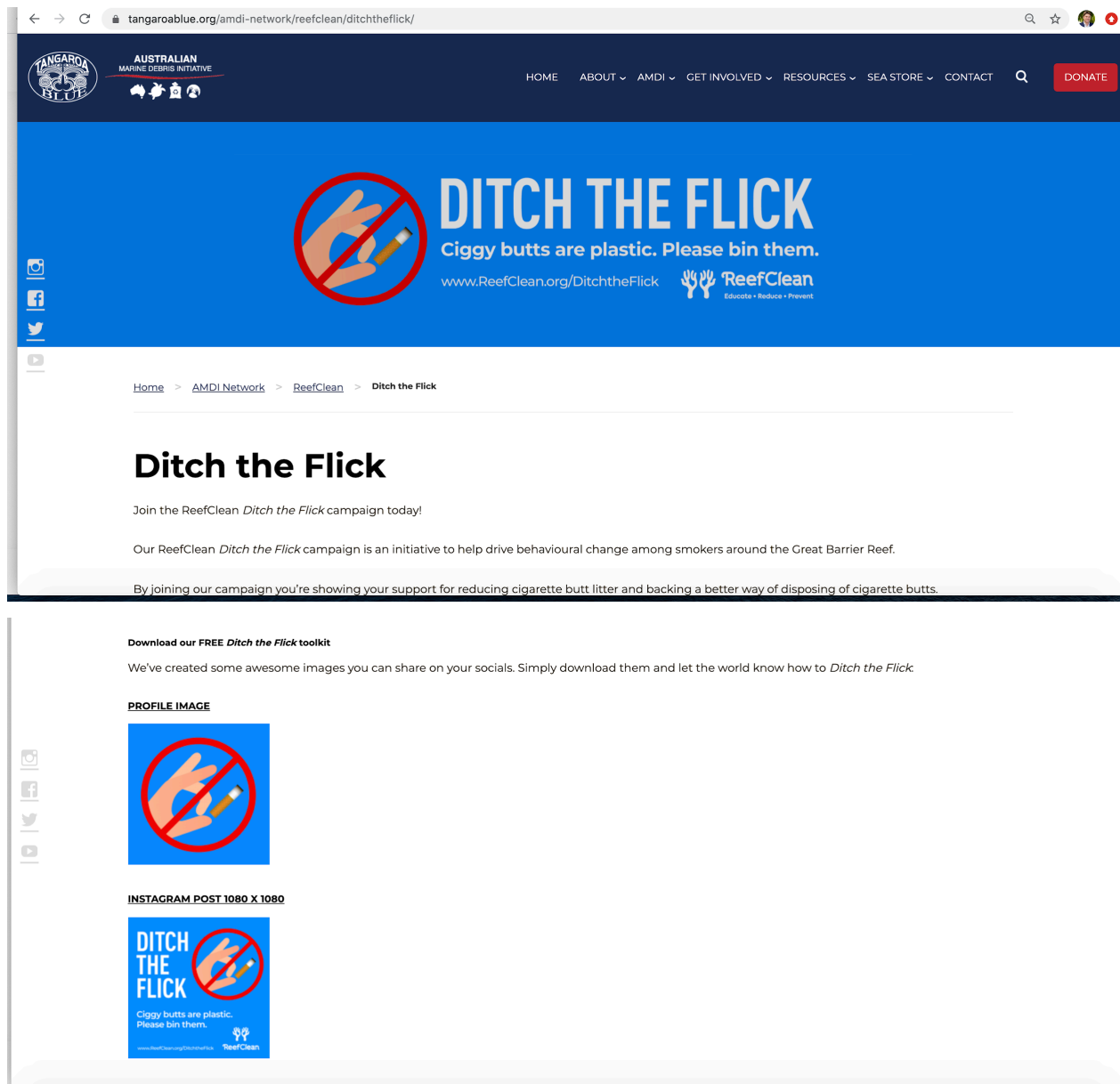
**10-year-old entrepreneur's first business deal**  
29 minutes ago

**Fight against reef regulations rages on**  
1

<https://www.gladstoneobserver.com.au/news/campaign-encourages-community-to-ditch-the-flick/4039535/>

2/3





#### FACEBOOK COVER 2037 X 754



#### DITCH THE FLICK MINT TIN STICKER 75 X 30MM



#### Why encourage smokers to *Ditch the Flick*?

With single-use plastic items plaguing the Great Barrier Reef, in May this year, we ran an online ReefClean Source Reduction Plan Workshop looking at how to prevent litter, such as cigarette butts, from ending up in the environment.

We are focusing on helping smokers *Ditch the Flick* because the Australian Marine Debris Initiative Database shows cigarette butts are one of the many items of single-use plastic litter impacting the reef and waterways across Australia.

We also know that even when cigarette butt bins are available, smokers continue to flick cigarette butts.

#### How does the campaign work?

On the ground, we are rolling out targeted directional signage at four cigarette butt hotspot locations around reef catchments. We are then monitoring the number of cigarette butts in these hotspots before and after the signage is implemented.

#### How can individuals get involved?

The easiest way to show your support for the campaign is to display the *Ditch the Flick* imagery on your social channels and if you smoke, simply dispose of your butts in a bin and – *Ditch the Flick*.

#### How can venues and councils help?

We need venues and councils to help change the behaviour of smokers by encouraging them to bin their butts. To get involved:

- Download the campaign assets at [reefclean.org/ditchtheflick](http://reefclean.org/ditchtheflick).
- Display the campaign messaging at your venue or a hotspot in your council area
- Offer pocket butt bins to customers when you can

#### Why should you join the campaign?

It's free! And you'll help to reduce the number of cigarette butts that end up in our waterways.

#### Why are you encouraging smoking?

We're not encouraging smoking, we're encouraging smokers to change their behaviour and *Ditch the Flick*.

#### How long will the campaign run for?

The on the ground *Ditch the Flick* campaign will be launched in June and the first four sites will be reported on by June 30. We'll look to expand the campaign in the new financial year.

For more information, email [reefclean@tangaroablue.org](mailto:reefclean@tangaroablue.org).

ReefClean is funded by the Australian Government's Reef Trust.

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### Timeline

	5/4/2020	5/5/2020	5/6/2020	5/7/2020	5/8/2020	5/11/2020	5/12/2020	5/13/2020	5/14/2020	5/15/2020	5/18/2020	5/19/2020	5/20/2020	5/21/2020	5/22/2020	5/25/2020	5/26/2020	5/27/2020	5/28/2020	5/29/2020	6/1/2020	6/2/2020	6/3/2020	6/4/2020	6/5/2020	6/8/2020	6/9/2020	6/10/2020	6/11/2020	6/12/2020	6/14/2020	6/15/2020	6/16/2020	6/17/2020	6/18/2020	6/19/2020	6/22/2020	6/23/2020	6/24/2020	6/25/2020	6/26/2020	6/29/2020	6/30/2020	7/1/2020			
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- Briefing																																															
- Workshop																																															
- Draft plan & creative																																															
- WIP																																															
- Plan approval																																															
- Go live																																															
- Draft report																																															
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Gladstone sticker posting x 2																																															
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Reef Hotel (mint tins)																																															
WESTPAC (collecting mint tins)																																															
Gladstone audits																																															
Townsville sticker posting																																															
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