

*The success of tourism brings with it
the real risk of spoiling our natural
and beautiful holiday destinations.*



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Globally, over 35 million tonnes
of solid waste is generated per year by
visitors.

80% of all tourism takes place in
coastal areas

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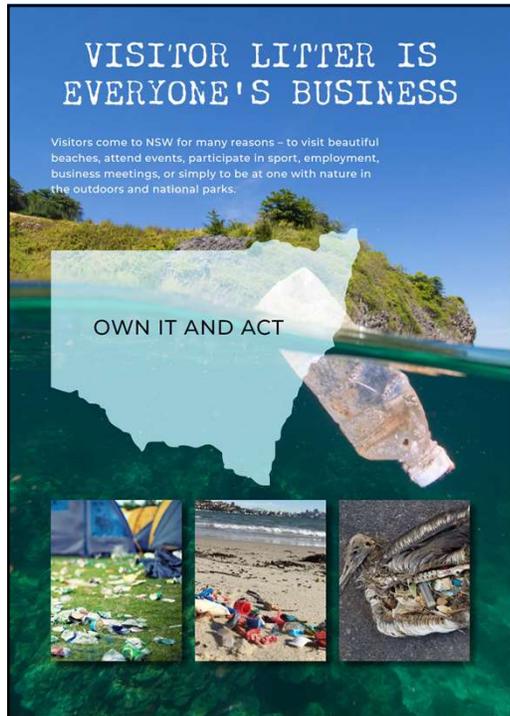
VISITOR LITTER IS EVERYONE'S BUSINESS

Visitors come to NSW for many reasons – to visit beautiful beaches, attend events, participate in sport, employment, business meetings, or simply to be at one with nature in the outdoors and national parks.

OWN IT AND ACT

NSW in 2021

71.8 million visitors
\$22.3bn
91.6 million overnight stays
=
25,000 tonnes
of visitor litter



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First Wave to Ground Swell

#TAKE3FORNSW

First Wave

#Take3forNSW



TAKE3 FOR THE SEA

NSW EPA

'This project is a NSW Environment Protection Authority, Waste Less Recycle More initiative funded from the waste levy'

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#TAKE3FORNSW

Ground Swell's aim is to assist the tourism community in reducing litter hotspots by 30% and to phase out problematic and unnecessary plastics by 2025.

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THE GROUND SWELL 2022 JOURNEY

3 online sessions. 2 litter checks. 1 Action Plan

May - June



July - Aug



Sept - Nov



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Sustainable Development Goals



Take 3's face-to-face and online education programs have educated over 500,000 students around Australia, increasing to one million by 2023.



Take 3's community engagement activities and events teaching sustainability have engaged 100,000 people around Australia.



Take 3 work with businesses, governments and corporations on production and source reduction initiatives that support the circular economy.



Take 3's international campaigns have been actioned in 129 countries and reduces plastic pollution which contributes to climate change.



Take 3's conservation campaign has protected marine animals by removing over 30 million pieces of rubbish from oceans.

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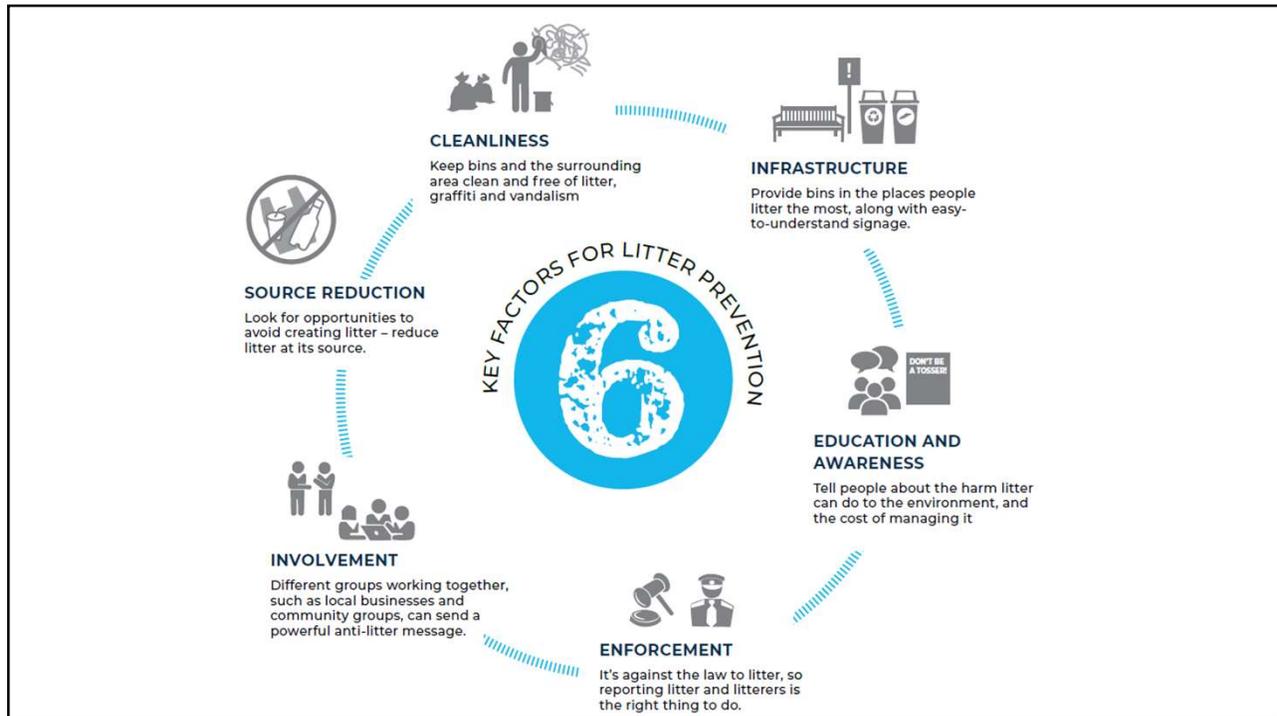
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EPA's Own It & Act Framework

Enablers:

- Leadership
- Commitment
- Permission
- Processes

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In **2022**, NSW is banning certain single-use plastics.

From 1 June	From 1 November		
			
Lightweight plastic shopping bags	Single-use plastic straws*, stirrers and cutlery	Single-use plastic plates and bowls	Expanded polystyrene foodware

*Exemptions will apply for providing a plastic straw for people with a disability or medical need.

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Local Litter Check – hotspot – 48 sqm sample
 Ironbark Flat Picnic Area

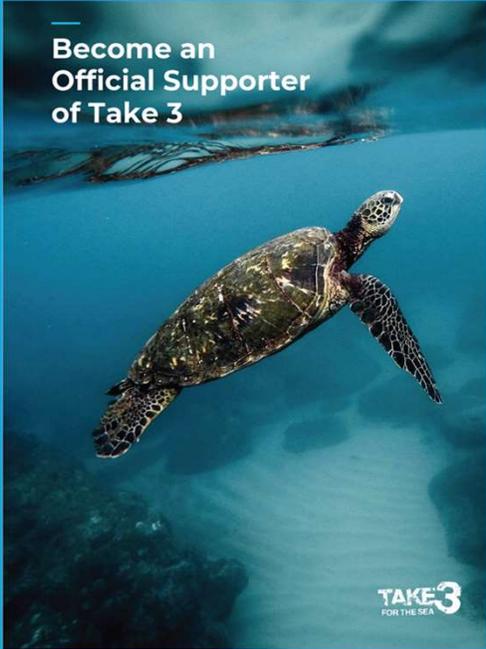


69 pieces of litter collected



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Become an Official Supporter of Take 3

TAKE3
FOR THE SEA



Official Supporter

Take 3's Official Supporters are businesses who wish to support Take 3 whilst having the opportunity to publicly recognise this support.

The program helps Take 3 achieve its mission in reducing plastic pollution and waste. By 2023, Take 3 aims to have educated one million school students through our education programs in pre, primary and secondary schools.

As an Official Supporter of Take 3, you are helping us achieve this milestone!

Official Supporters of Take 3 receive:

- Access to Take 3's suite of official logos
- Access to a suite of Take 3 images and videos
- Feature on Take3.org as an 'Official Supporter'
- Permission to publicly communicate Official Supporter status to your stakeholders and community for the full term of the agreement

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#TAKE3FORNSW

Ground Swell after 3 months: GOOD NEWS!

63 Participants.... and counting

Collaborative hubs being formed

Tourism business surveys being completed, Litter Checks underway, businesses beginning to post their commitment and actions on social media.

Working towards establishing first tourism litter base line

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#TAKE3FORNSW

First Wave to Ground Swell



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