

ServeGlobe Incorporated 2025 monthly beach clean-up

Mid-year project report



Prepared for: ServeGlobe

Period covered: March 29 – June 28, 2025

Number of clean-ups: 6

Locations:

Osborne (SA);

Semaphore (SA);

Christies Beach (SA);

Largs Beach (SA);

Grange (SA);

Henley Beach (SA)

Total field operation time: ~30 hours (6 events × ~5 hours each)

Total waste removed: ≈ 5,000 kg (all sites combined)

Data recorded in: Australian Marine Debris Initiative (AMDI) database and AUSMAP (all projects approved/entered)

Executive summary

Between 29 March and 28 June 2025 ServeGlobe Incorporated completed six organised, volunteer-led beach clean-ups across South Australia. Over roughly 30 hours of on-site activity we removed an estimated 5,000 kg of debris from shorelines and near-shore areas. That equates to an average of approximately 833 kg per clean-up ($5,000 \div 6 = 833.33$ kg). All events followed AMDI/AUSMAP protocols for data collection and have been recorded in those systems.

Collected items included (but were not limited to): foam items, aluminium cans and tins, batteries, pet-handling material, condoms, cigarette butts, rubber balloons and toys, rubber footwear, steamer (kitchenware), clothing items, tetra packs, toothbrushes, and wooden cutlery/utensils. Several hazardous items (notably batteries) and small, high-risk items such as cigarette butts and toothbrushes were consistently present.

These clean-ups delivered clear environmental benefit, provided measurable data to AMDI/AUSMAP, and strengthened community engagement while also revealing several operational gaps and opportunities for improved safety, efficiency and impact measurement.

The following is a full account of observations, volunteer feedback, lessons learned and recommended improvements for future projects.

Quick numeric takeaways

- Total weight removed: $\approx 5,000$ kg
- Average per event: ≈ 833.33 kg (rounded ≈ 833 kg)
 - Calculation shown explicitly: $5,000 \div 6 = 833.3333\dots \rightarrow$ report rounded to 833 kg per event (approx.)
- Total on-site operational time: 6 events \times ~ 5 hours each = ~ 30 hours of organised field activity (not including prep/packdown/time spent entering AMDI/AUSMAP data)

Project objectives & methodology

Primary objective: remove plastic and other marine debris from public coastlines to reduce harm to wildlife and the community, while collecting AMDI/AUSMAP-compatible data to inform long-term prevention strategies.

Methodology (consistent across events):

- Pre-event risk assessment and site briefing for volunteers.
- On-site safety briefing and PPE distribution (gloves, high-vis vests where required, collection bags).
- Teamed clean-up zones: high-tide line, dune wrack, promenade/boardwalk, and identified hotspots.
- Segregation of waste into: recyclables, general waste, and hazardous items (batteries, sharps flagged for council disposal).
- Detailed item-level data entry into the AMDI and AUSMAP systems after each event (standard AMDI categories used).
- Secure storage and responsible disposal via council collection or authorised waste disposal contractors.

Site-by-site overview (high level)

Each of the six sites followed the same core approach. The notes below summarise the principal observations and site-specific nuances recorded by team leads and volunteers.

1) Osborne – 29 March 2025 (≈ 5 hours)

Focus: shoreline and adjacent promenade.

Observations: mix of small plastics and metal debris; presence of industrial-grade items (cans, tins). Cigarette butt concentration near seating areas. Batteries were found intermittently and managed as hazardous waste. Volunteers reported strong turnout and good local interest.

2) Semaphore – 26 April 2025 (≈ 5 hours)

Focus: beach and dune wrack lines.

Observations: large volumes of small plastic fragments (bottle caps, toothbrushes) plus tetra packs. Rubber balloons/toys and clothing items were visible in dune wrack. Volunteers noted easier access for disposal via nearby council bins, improving throughput.

3) Christies Beach – 30 April 2025 (≈ 5 hours)

Focus: family and picnic areas, high-traffic shoreline.

Observations: high incidence of single-use items (food packaging, wooden utensils, straws). Condoms and pet-related items were found near picnic spots – indicates public behaviour hotspots. Positive community engagement; a number of passers-by joined spontaneously.

4) Largs Beach – 6 May 2025 (≈ 5 hours)

Focus: rocky intertidal and beach access points.

Observations: higher share of rigid plastics and some rubber footwear. Notable find: a small quantity of household items (steamer, cookware) washed up. Volunteers required careful handling of some heavier items.

5) Grange – 25 May 2025 (≈ 5 hours)

Focus: dune line and shoreline.

Observations: cigarette butts again prevalent; foam pieces and fragmented plastic

dominated weight (foam can be heavy in aggregate). Efficient sorting station helped volunteers separate recyclables onsite.

6) Henley Beach – 28 June 2025 (≈ 5 hours)

Focus: popular beach area and groyne zones.

Observations: notable number of fishing-related items, small plastics and balloons. Volunteers reported cold/windy conditions that slightly reduced turnout but those who attended worked intensively.

Note: exact per-site weights were logged in AMDI/AUSMAP and can be pulled for site-level charts; the 5,000 kg figure is the combined total across the six projects.

Key observations & patterns (across all events)

- **Prevalence of small, persistent items:** cigarette butts, bottle caps, toothbrushes and small plastic fragments appeared at every site. These items are low in individual mass but high in count and ecological risk (ingestion).
- **Single-use packaging dominates:** tetra packs, wooden cutlery, and food wrappers were common in family and picnic zones.
- **Hazardous items present:** batteries and occasional sharps were found; these require separate handling and council notification.
- **Rubber items common:** balloons and rubber toys/footwear were present – balloons are particularly harmful to marine life.
- **Evidence of human behaviour hotspots:** condoms, pet handling items, and food packaging were concentrated near recreational areas, suggesting targeted education and signage could be effective.
- **Volume vs. weight:** foam and textiles contributed significant volume but lower per-unit density, meaning transport logistics can be volume-constrained even if weight appears moderate.

Volunteer feedback (synthesised themes)

Collected via short post-event surveys and informal debriefs. Feedback was overwhelmingly positive in spirit and included constructive suggestions:

Positive comments

- Pride in direct impact and the visible “before & after” change to beaches.
- Enjoyment of working with other locals – strong sense of community.
- Appreciation for practical training and the structure of the events.

Requests / constructive feedback

- Better signage and clearer meeting point directions for first-time volunteers.
- More PPE and grabbers for volunteer comfort (some volunteers prefer lighter-weight options).
- Improved hot-drink/refreshment provisions in cooler months.
- A desire for more frequent, shorter events (some volunteers found five hours long for first timers).
- Interest in follow-up communications showing how the funds and data were used.

Drawbacks, challenges and risks encountered

- **Hazardous waste handling:** batteries and occasional medical waste required careful segregation – this highlighted the need for more robust hazardous-waste protocols and supplies (sharps containers, secure bins).
- **Logistics & disposal:** at times council collections were delayed, creating storage pressure for collected items; some venues required multiple drop-offs.
- **Data entry workload:** while AMDI/AUSMAP entries were completed, the post-event data entry was time consuming; volunteers expressed that it reduced time for post-event socialising and debriefing.

- **Weather & turnout:** wind and cooler weather reduced attendance at Henley – scheduling close to favourable tide/weather windows is vital.
- **Volunteer onboarding:** first-time volunteers sometimes needed extra one-on-one instruction which can slow early morning starts.

Benefits & successes

- **Tangible environmental impact:** removing ~5,000 kg of debris reduces immediate risk to marine life and visibly improves local amenity.
- **Data contribution:** all events were logged in AMDI and AUSMAP – the data will support local councils and national analyses of marine debris sources and trends.
- **Community building:** local residents engaged strongly, several new volunteers committed to ongoing involvement, and public interest increased in several communities.
- **Operational learning:** the team established a repeatable event playbook (briefing, PPE, zoning, data capture) that is already improving efficiency from event to event.

Recommendations & improvements for future clean-ups

The following actions are recommended to increase safety, efficiency and impact:

Safety & compliance

1. **Hazardous-waste kit:** procure sharps containers, separate labelled bins for batteries and hazardous items, and a clear hazardous-item protocol to follow.
2. **First-aid & trained safety officer:** ensure a designated trained first-aider is present at every event.
3. **Insurance & permits checklist:** maintain a compliance pack for each site (permits, council contacts, emergency plan).

Logistics & operations

4. **Pre-event mapping:** create a one-page site map showing meeting point, toilets, disposal points and high-risk areas.
5. **Dedicated waste collection agreement:** secure a standing arrangement with local council or a waste contractor for timely pickup after events.
6. **Compact transport solutions:** for volume-heavy sites consider on-site compaction (where permitted) or prearranged skips.

Volunteer experience & growth

7. **Shorter shifts & flexible roles:** offer 2-3 hour shifts in addition to full 5-hour sessions to broaden volunteer appeal.
8. **Volunteer leader program:** train volunteer leaders who can run sub-teams and onboard newcomers, freeing coordinators for logistics.
9. **Post-event communications:** automatic thank-you emails with impact stats, photos and an invitation to upcoming events.

Data & impact measurement

10. **Site KPIs:** track kg removed per metre, items per metre, volunteer hours, and % plastic by count/weight – publish these quarterly.
11. **AMDI/AUSMAP efficiency:** streamline data entry via a dedicated data volunteer or a short post-event data session with clear roles.
12. **Photographic evidence:** standardise a before/after photo protocol (fixed reference points) for credible public reporting.

Outreach & partnerships

13. **Targeted education at hotspots:** install partnership signage at picnic and recreation areas; run short awareness stalls near high-footfall times.
14. **Corporate & local business engagement:** invite nearby cafés/shops to host collection boxes or provide refreshments/volunteer incentives.
15. **Youth & schools program:** scale a schools outreach stream to bring younger volunteers and embed long-term behavioural change.

Suggested metrics to publish publicly (for transparency & fundraising)

- Total kilograms removed (already tracked)
- Number of clean-ups per quarter / year
- Volunteer hours (sum across events) – suggested immediate goal: publish volunteer hours for past six events once recorded
- Top 10 items collected (by count) – useful for targeted education campaigns
- Number of AMDI/AUSMAP records submitted (to demonstrate data contribution)

Communications & follow-up

- Publish a short public report (1-2 pages) summarising the six events, with before/after photos and the headline figure 5,000 kg removed.
- Use volunteer testimonials (with permission) and photos to build the next fundraising appeal – donors respond well to tangible results.
- Share AMDI/AUSMAP data highlights with local councils to seek support for waste collection and prevention measures.

Immediate action plan (next 60 days)

1. Secure hazardous-waste kit and sharps containers.
2. Formalise a council/contractor collection agreement for post-event disposal.
3. Implement a volunteer-leader training session and recruit 6-8 leaders.
4. Standardise pre/post event data entry workflow (assign one data lead per event).

5. Produce and publish a 1-page public impact summary of the six clean-ups for the website, social media and donor communications.

Conclusion

ServeGlobe's first six clean-ups in 2025 delivered meaningful environmental outcomes and a strong foundation for scaling impact. Removing an estimated 5,000 kg of beach debris in six events is an important achievement – one that proves community action delivers measurable results and produces data useful for broader policy and prevention work. At the same time, the program has identified clear operational improvements in hazardous waste handling, volunteer management, logistics and impact reporting.

By acting on the recommendations above – particularly around hazardous-waste protocols, prearranged disposal, volunteer leadership and streamlined data entry – ServeGlobe can increase efficiency, improve volunteer experience and amplify environmental benefit in future clean-ups.

Appendix A – Full item list (collected across all events)

- Foam items
- Aluminium cans
- Tins
- Batteries (hazardous)
- Pet-handling material (leashes, pet waste bags, pet accessories)
- Condoms
- Cigarette butts
- Rubber balloons and toys
- Rubber footwear
- Steamer (kitchen cookware)
- Clothing materials
- Tetra packs
- Toothbrushes
- Wooden cutlery and utensils