

2025 Annual Impact Report



A year of defending our ocean

CEO REPORT

Australia's ocean and coasts are exceptional. From the coral wonderlands of the Great Barrier Reef and Ningaloo to the wild waters of the Southern Ocean, our marine environment supports an astonishing diversity of life and sustains communities across the country.

However, these ecosystems are under increasing pressure. Accelerating climate change, pollution, unsustainable fishing practices and destructive development continue to threaten the health of our ocean.

Celebrating our 60th year of campaigning to protect our awe-inspiring marine estate, we look back on our successes but realise the work of the Australian Marine Conservation Society (AMCS) is more important than ever. In 2025, our campaigns, collaborations and community engagement delivered big leaps for ocean protection across Australia.

There were significant achievements in protecting our ocean, coasts and marine life nationally and even beyond our borders. After strong advocacy, Australia's environment minister, Murray Watt, used the United Nations Ocean Conference (UNOC3) to announce the government's commitment to fully protecting 30% of Australia's ocean by 2030, and ratifying the High Seas Treaty.

The Australian Parliament finally delivered long-awaited reforms to national nature laws on the final day of sitting in November, providing stronger protections for our ocean, reefs and coastal ecosystems. AMCS played a leading role over many years, setting out the reforms needed for Australia's environment and

the ocean. The reforms also closed important loopholes that had previously allowed land clearing in Great Barrier Reef catchments without proper environmental assessment. We will continue our work to improve nature laws, alongside our allies.

The parliament also implemented management plans for the South-East Marine Parks Network, including Macquarie Island in the Southern Ocean, and the Christmas and Cocos (Keeling) Islands marine parks in the Indian Ocean. These plans added more than 70,000 square kilometres of new marine sanctuaries off Victoria and Tasmania in the South-East. In addition, the freshwater sawfish was listed as Endangered under national law, an important step forward for a remarkable species facing growing threats.

One of the most significant achievements in 2025 was the withdrawal of a major industrial saltworks proposal in Exmouth Gulf after years of advocacy through our Protect Ningaloo campaign. Soon after, the Western Australian Government committed to establishing a marine park across the entire Gulf, with at least 30% in sanctuary zones, to be jointly managed by Nyinggulu Traditional Owners – an important step forward for one of Australia's most ecologically important marine environments.

Climate action remains central to the future of our ocean. This year we mobilised national attention on proposals to expand fossil fuel development in sensitive marine environments, including the joint campaign to protect Scott Reef. Communities across the country are increasingly recognising that protecting the ocean must be part of Australia's climate response.

We also continued our work to tackle pollution and improve ocean management. From securing increased funding for the Ghost Nets

Initiative to advocating for stronger action on plastic pollution and sustainable fisheries, AMCS worked with governments, industry leaders and communities to drive practical solutions that will provide long-lasting benefits to the ocean.

None of this work would be possible without the support of the thousands of Australians who stand with us. Supporters across the country took action through petitions, community campaigns and public advocacy. We also work together with generous donors and grant funders to ensure the ocean has a strong voice in national debates.

As we celebrated six decades of ocean conservation, we also focused on preparing AMCS for the future. During the year we finalised our Strategic Plan for 2026-2030, which sets out an ambitious path to expand our impact and strengthen protection for Australia's ocean in the years ahead.

This work depends on strong foundations. We invested in the systems, people and governance needed to support effective advocacy, while continuing to grow our community of supporters and partners.

There is still much to do. The challenges facing our ocean are immense, but so too is the determination to protect it.

With your support, AMCS will continue working to ensure Australia's ocean remains healthy, resilient and full of life for generations to come.



Paul Gamblin
Chief Executive Officer
AMCS



Paying Respect

The Australian Marine Conservation Society acknowledges the Traditional Custodians of the Land and Sea Country across Australia and the Torres Strait, who have enduring connections to country, sea and community.

We pay our respects to Elders, past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples today. AMCS celebrates the continuous living cultures of First Australians and acknowledges the important role they play in the life of this country.

COVER: Emperor penguin and chick, Snow Hill Island, Weddell Sea, Antarctica.

Frieda Roberts, Saltwater Dunghutti artist from South West Rocks.



WHO WE ARE

Since 1965, the Australian Marine Conservation Society (AMCS) has been the leading voice for protecting Australia's ocean, coasts and marine life.

Founded to safeguard Australia's extraordinary marine environment, AMCS works at the intersection of science, public campaigning and policy reform. Our mission is to secure a thriving ocean, essential for life on Earth, climate stability and the wellbeing of communities and marine biodiversity.

Over six decades, AMCS has helped shape every major advance in marine conservation in

Australia, leading the campaign to ban whaling, securing marine sanctuaries, strengthening fisheries management and driving pivotal progress from Ningaloo to the Great Barrier Reef and beyond.

We are an independent charity, powered by a dedicated team of scientists, educators and passionate advocates. Our people are at the heart of everything we do.

Together with our community of over 300,000 ocean advocates, AMCS works every day to protect and restore Australia's ocean now and for generations to come.



AMCS Staff
Green sea turtle (Chelonia mydas), Lady Elliot Island, Queensland Australia

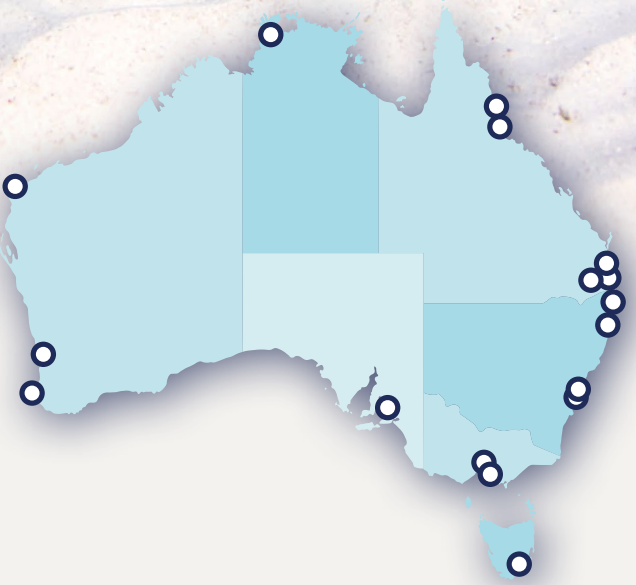
Our Mission

We are the guardians and voice for marine life. We connect people, science and action to protect Australia's extraordinary ocean.



Board of Directors 2025

- Brian Donaldson (President)
- Dr Selina Ward, Secretary
- John Baglow, Treasurer
- Jason Hincks
- Mary-Ann Pattison
- Tim Lo Surdo
- Laura Smith
- Dr Jill St John
- Clara Wilson



Team Locations

2025: AMCS in Action

Scott Reef, WA
National campaign mobilises communities to protect Scott Reef from gas development.

Arnhem Land Sea Country, NT
Dhimurru Rangers supported to represent Sea Country at Global Plastics Treaty negotiations.

Cairns/Far North Queensland
Community mobilisation campaign calling for stronger climate action for the Reef.

Great Barrier Reef, QLD
International advocacy strengthens global scrutiny of Great Barrier Reef protection.

Global Plastics Treaty negotiations
AMCS represented ocean protection priorities at international negotiations to tackle plastic pollution.

South-East Marine Parks, VIC & TAS
Expanded marine parks network strengthens protection across southern Australian waters.

Australia-wide community campaigns
Thousands of supporters took action through petitions, community events and digital campaigns to protect coasts, ocean and marine wildlife.

UN Ocean Conference
AMCS engaged with global policymakers and conservation leaders to strengthen ocean protection.

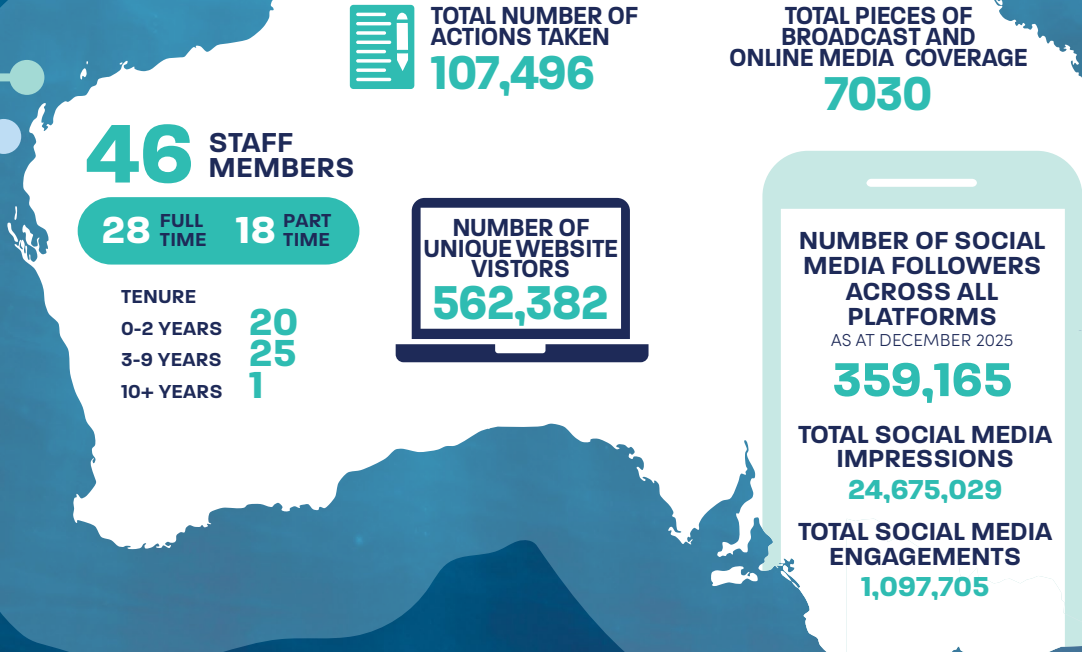
Western Victoria coast
Communities mobilise against seismic blasting along Victoria's southern coastline.

National plastics advocacy
AMCS led national research and advocacy to hold supermarkets accountable for plastic packaging.

National environment law reform
AMCS played a leading role in delivering long-awaited reforms to Australia's federal nature laws, providing stronger protections for our ocean, reefs and coastal ecosystems.

Ningaloo / Exmouth Gulf, WA
Industrial saltworks proposal withdrawn after years of Protect Ningaloo campaigning.

Exmouth Gulf, WA
Marine park announced across Exmouth Gulf following sustained conservation advocacy.





DEFENDING OCEAN HABITATS AND WILDLIFE



From the Great Barrier Reef to remote island sanctuaries, Australia's marine ecosystems are among the most extraordinary on Earth, yet these habitats face increasing pressure from climate change, water pollution, industrial development and destructive fishing.

AMCS works to strengthen protection for marine ecosystems by expanding marine sanctuaries, safeguarding World Heritage reefs, protecting threatened species and empowering communities to defend the places they love.

In 2025, Traditional Owners and Custodians, local communities and ocean advocates helped secure major breakthroughs in protecting some of Australia's most important marine environments.

Establishing world-leading marine sanctuaries

Marine sanctuaries are one of the most effective tools for protecting ocean ecosystems and the wildlife that depends on them. This year we saw important progress in expanding and strengthening the protection of Australia's ocean.

After strong advocacy from environmental groups including AMCS, federal environment minister Murray Watt used the United Nations Oceans Conference (UNOC3) in Nice, France, to make a pivotal announcement on Australia's ocean and the high seas. Watt committed the government to fully protecting 30% of Australia's ocean by 2030, and ratifying the High Seas Treaty to protect the ocean beyond our exclusive economic zone.

The Western Australian Government committed to establishing a marine park across the whole of Exmouth Gulf, including a minimum of 30% sanctuary zones, following recommendations from the Exmouth Gulf Taskforce, which included AMCS CEO Paul Gamblin. Earlier proposals had only protected parts of the Gulf, making this a major step forward for one of Australia's most ecologically significant coastal ecosystems.

Nationally, the Australian Parliament implemented management plans for the South-East Marine Parks Network, including Macquarie Island in the Southern Ocean, and the Christmas and Cocos (Keeling) Islands marine parks. The plans added more than 70,000 km² of new marine sanctuaries off Victoria and Tasmania in the South-East, and increased protection around Australia's Indian Ocean territories, strengthening conservation across some of the most biodiverse waters in the country.

Looking ahead, AMCS will continue advocating for stronger protection in upcoming reviews of Australia's offshore marine park networks, including the Coral Sea Marine Park and the Temperate East region, which stretches from the lower Great Barrier Reef, to southern New South Wales, as well as around Norfolk Island.

With the Save Our Marine Life alliance, we showcased the power of marine sanctuaries while hosting screenings of *Ocean with David Attenborough* to thousands of Australians around the country.

2025 Achievements

- **Advocacy supported Australian Government's commitment to protect 30% of ocean in highly protected areas.**
- **State marine park announced across the entire Exmouth Gulf with 30% sanctuary zones.**
- **New management plans implemented for Australia's South-East and Indian Ocean Territories marine park networks.**
- **More than 70,000 km² of marine sanctuaries added to Australia's South-East Marine Parks Network.**
- ***Ocean with David Attenborough* screenings brought the power of marine sanctuaries to politicians and thousands in communities across Australia.**

Ocean with David Attenborough at Parliament House, Sydney



Ningaloo Reef

Protecting our World Heritage reefs

Australia's great reefs are globally significant ecosystems that support extraordinary biodiversity, tourism and coastal communities.

In Western Australia, a major conservation victory was secured when German industrial company K+S withdrew its proposal to build a massive industrial saltworks across nationally "Important Wetlands" in Exmouth Gulf. The decision followed years of advocacy by AMCS and the Protect Ningaloo campaign, which mobilised communities in Australia and Germany and generated nearly 18,000 emails to the WA environment minister opposing the project. The win removed a major industrial threat to the World Heritage-listed Ningaloo Coast and helped pave the way for stronger long-term protection of Exmouth Gulf.

In Queensland, new national environment laws introduced stronger safeguards for the Great Barrier Reef by closing loopholes that previously allowed land clearing along waterways that flow into the marine park, a major cause of the Reef's poor water quality. AMCS mobilised its supporters to back the required changes, helping secure the

support of local federal MPs and senators. AMCS then undertook further advocacy to support the passage of the legislation through federal parliament in November. These changes increase protection of the Reef from soil erosion and land-based water pollution.

AMCS continues to advocate nationally and internationally for stronger protection of the Reef to ensure it retains its World Heritage status in the face of climate change and other pressures.

2025 Achievements

- **Industrial saltworks proposal withdrawn from Exmouth Gulf wetlands after nearly 18,000 supporters sent emails to WA environment minister opposing project that could impact Ningaloo.**
- **WA Government commits to marine park protection across Exmouth Gulf.**
- **Stronger national laws reduce water pollution risks to the Great Barrier Reef.**

Protecting threatened species

Australia is home to some of the world's most unique marine species, many found nowhere else on Earth. Yet many are under increasing threat from habitat destruction, climate change and unsustainable fishing practices.

In 2025, significant progress was made in strengthening national protections for marine wildlife.

Most critically, long-awaited reforms to Australia's federal nature laws were finally delivered on the final day of Parliament in November, providing stronger protections for our ocean, reefs and coastal ecosystems. AMCS played a leading role over many years, setting out the reforms needed for Australia's environment and the ocean, analysing rafts of policy and legislation. In early November we supported a delegation of tourism and other nature-based businesses to Canberra to speak to elected representatives on the importance of the reforms for businesses that rely on a healthy environment. With colleagues across the sector, we presented a petition to federal environment minister Murray Watt with more than 770,000 signatures calling for strong nature laws.

After years of advocacy by conservation organisations, led by AMCS, the freshwater

sawfish was listed as Endangered under Australia's national environment laws, marking a crucial step toward protecting the species and its critical habitats.

AMCS also welcomed the closure of the Pilbara Fish Trawl Fishery, which will reduce risks to vulnerable marine wildlife including dolphins and sawfish.

AMCS continues to lead efforts to protect threatened marine species across Australia, including ongoing work to safeguard the endangered Maugean skate in Tasmania.

2025 Achievements

- **Long-awaited reform of Australia's federal nature laws pass Parliament, strengthening ocean and coastal protections for wildlife and their habitats.**
- **Freshwater sawfish listed as Endangered under national environment laws.**
- **Pilbara Fish Trawl Fishery closed, reducing threats to dolphins and sawfish.**
- **Ongoing advocacy to protect threatened marine species including Maugean skate.**



Green sawfish



CLIMATE ACTION FOR OUR OCEAN

Climate change remains the single greatest threat to the health of Australia's ocean.

Throughout the year, AMCS worked to ensure climate policy reflects the urgency required to protect coral reefs, marine ecosystems and coastal communities.

This included driving increased international scrutiny of Australia's Great Barrier Reef management through the UNESCO World Heritage process and engaging in global forums to elevate ocean climate action.

Our advocacy focused on reducing emissions and accelerating the transition away from fossil fuels. Campaigns to protect areas such as Scott Reef highlighted the risks of expanding oil and gas developments in sensitive marine environments. Our Great Barrier Reef and Protect Ningaloo campaigns continue to highlight the increasing damage climate change is having, such as the back-to-back mass coral bleaching events on the Great Barrier Reef and the devastating mass bleaching event at Ningaloo.

At the same time, AMCS engaged with governments, scientists and industry to ensure renewable energy development occurs in ways that protect ocean ecosystems and biodiversity. We also connected climate impacts with broader global efforts to reduce pollution, including

advocating for strong outcomes in international negotiations on plastic pollution.

We worked to strengthen the resilience of marine ecosystems already experiencing climate impacts. This included advancing policy solutions to improve water quality in the Great Barrier Reef and developing an emergency response framework to help the Reef respond to extreme events such as coral bleaching, cyclones and floods.

In partnership with scientists and research institutions, AMCS progressed work identifying priority areas for blue carbon restoration, exploring how wetland and coastal habitat restoration can deliver both climate mitigation and water quality benefits.

2025 Achievements

- **Great Barrier Reef and Protect Ningaloo campaigns highlight climate change impacts.**
- **Emergency response framework for the Great Barrier Reef developed to strengthen climate resilience.**
- **Research partnerships progressed mapping priorities for blue carbon ecosystem restoration.**

Australia's ocean plays a vital role in stabilising the climate, absorbing carbon and supporting ecosystems essential to life on Earth. However, fossil fuel exploration and extraction not only drive climate change but also directly damage marine habitats and wildlife.

AMCS works to safeguard ocean health by: Campaigning against harmful fossil fuel projects in Australia's ocean; advocating for stronger climate policies that protect marine ecosystems; supporting science-based solutions to strengthen ocean resilience; and empowering communities to oppose damaging industrial developments in their waters

Through these efforts, AMCS continues to ensure that ocean protection remains central to Australia's climate response.

Stopping offshore fossil fuel developments

Throughout 2025, AMCS worked with communities across Australia to challenge fossil fuel exploration proposals that threaten marine ecosystems and accelerate climate change.

Strong community opposition helped push back seismic blasting proposed by fossil fuel exploration company CGG in the Otway Basin off the Victorian coast. More than 14,000 AMCS supporters lodged submissions opposing the project, which targeted waters including important blue whale habitat. The proposal has been postponed four times.

AMCS brought national attention to offshore oil and gas projects, such as Woodside's plans to drill off Scott Reef, the spectacular oceanic reef system off Western Australia's Kimberley coast. The project has become a major national issue, with growing public scrutiny of the proposal and its associated carbon dumping plans.

In an important decision, following huge community opposition, the Commonwealth-NSW Offshore Petroleum Joint Authority rejected

the controversial PEP11 gas project, which sought to drill for gas off the New South Wales coast between Sydney and Newcastle.

Further south, ExxonMobil withdrew its proposal to repurpose ageing gas infrastructure in Bass Strait for a carbon capture and storage project after public concerns were aired.

2025 Achievements

- **More than 14,000 AMCS supporters lodge submissions opposing CGG's huge seismic blasting plan in the Otway Basin, which have been postponed four times.**
- **PEP11 gas project, to drill for gas off the New South Wales coast, rejected.**
- **National campaign mobilised public support to protect Scott Reef from Woodside's gas drilling plans.**



A CLEAN, THRIVING OCEAN

A healthy ocean depends on sustainable fisheries, reduced pollution and responsible ocean management. Pollution, damaging fishing practices and weak regulations continue to threaten marine ecosystems across Australia.

AMCS works to tackle these challenges by improving fisheries management, reducing plastic pollution and advocating for stronger policies to protect ocean health.

Tackling plastic pollution

Plastic pollution continues to pose a major threat to marine ecosystems and wildlife. Each week, Australians use enough plastic to outweigh the Sydney Harbour Bridge, with much of it ending up in the ocean.

AMCS works to reduce plastic pollution by advocating for stronger government policies, holding corporations accountable for plastic packaging and supporting international action to address plastic waste at its source.

In 2025, several states introduced stronger policies to reduce plastic waste. New bans on problematic single-use plastics were introduced or expanded in New South Wales, South Australia and Western Australia, while container deposit schemes were rolled out across every state and territory.

AMCS also continued to advocate for strong international action through the Global Plastics Treaty negotiations. Representatives attended negotiations alongside Dhimurru Rangers from northern Australia, whose Sea Country is heavily impacted by marine plastic pollution. Despite lobbying efforts by oil-producing nations to weaken the agreement, AMCS helped ensure plastic fishing and aquaculture gear remained part of the negotiations.

Public accountability remained central to AMCS's plastics work. Our *Unwrapped* supermarket

plastics report continued to expose excessive plastic packaging used by major retailers. The report was launched at Coles' annual general meeting, where AMCS publicly challenged supermarket executives on their plastic use. The campaign generated widespread media attention and mobilised thousands of Australians to take action.

More than 5,000 supporters have signed up to our Plastic Investigation Unit, collecting data in supermarkets across Australia to support the *Unwrapped* report.

2025 Achievements

- **Container deposit schemes now operating in every Australian state and territory.**
- **Expanded state bans on problematic single-use plastics in NSW, SA and WA.**
- **Plastic fishing gear retained in negotiations for a Global Plastics Treaty.**
- **\$25.1 million secured for the Ghost Nets Initiative across northern Australia.**
- ***Unwrapped* supermarket plastics campaign generated more than 1,000 media stories.**



Removing ghost nets

AMCS helped secure increased funding for the Ghost Nets Initiative, a program led by Indigenous ranger groups that removes dangerous ghost fishing gear from northern Australia's coast and waters. The \$25.1 million in funding allowed the program to expand its work across Western

Australia, the Torres Strait and the Arafura and Timor seas. This initiative supports Indigenous ranger employment while protecting marine wildlife including turtles, dugongs and sharks from deadly discarded fishing nets.

Sustainable low-impact fisheries

Healthy fisheries are essential for a thriving ocean, food security and coastal livelihoods. However, some fisheries continue to cause harm through overfishing, bycatch of threatened species and damage to marine habitats.

AMCS works to improve fisheries management and strengthen transparency across seafood supply chains. Through the GoodFish Sustainable Seafood Guide, we help Australians choose seafood that supports sustainable fishing practices and protects vulnerable marine species.

In 2025, AMCS continued advocating for improved fisheries regulation and stronger monitoring across Australian fisheries. Major reforms were introduced to Western Australia's overfished demersal fisheries, helping safeguard depleted fish stocks for future generations.

Our advocacy also contributed to improvements in seafood transparency. Following years of campaigning, the hospitality sector announced improvements to seafood labelling requirements, responding to strong public demand for clearer information about where seafood comes from.

At the national level, the Australian Government released its final report on imported seafood, including a commitment to improve tariff codes to better track seafood entering Australia's supply chains.

AMCS also expanded public engagement with sustainable seafood through events and outreach. The GoodFish program reached new audiences when it debuted at the Melbourne Good Food & Wine Christmas Market, encouraging consumers to make simple swaps for the sea.

2025 Achievements

- **Major reforms implemented for WA's overfished demersal fishery.**
- **Improvements announced for seafood labelling in hospitality venues.**
- **National review of imported seafood completed with commitment to improve traceability.**
- **GoodFish Sustainable Seafood Guide promoted at major national food events.**



COMMUNITIES CREATING CHANGE FOR THE OCEAN



Community action is one of the most powerful forces for ocean protection. Across the country, thousands of supporters joined AMCS campaigns, demonstrating the growing public demand for stronger protection of Australia's marine environments.

Community mobilisation played an important role in key campaigns throughout the year. Supporters participated in petitions, local advocacy, film screenings, community events and digital campaigns calling for stronger ocean protection and climate action.

AMCS also worked closely with Traditional Owners and Indigenous ranger groups, supporting participation in international negotiations and amplifying Indigenous leadership in ocean conservation. These partnerships recognise the deep cultural connection between First Nations communities and Sea Country and strengthen the role of Traditional knowledge in ocean stewardship.

Public storytelling also played a key role in building awareness and connection. Documentary screenings, public forums and major communications campaigns helped bring ocean issues into the national conversation while inspiring new audiences to get involved.

We marked our 60th anniversary by launching *Fragile Oceans*, a powerful short film showcasing the beauty and vulnerability of Australia's marine environments. Released as part of a broader awareness campaign, *Fragile Oceans* helped reach new audiences and deepen public connection to the ocean. We also hosted community screenings of *Coral's Last Stand* and *Ocean with David Attenborough* for thousands around Australia.



2025 Achievements

- National community campaign launched to protect Scott Reef, including film screenings and large-scale public engagement.
- Thousands of supporters mobilised through petitions, digital advocacy and local campaign actions.
- Indigenous ranger representatives supported to participate in international plastics treaty negotiations.
- *Fragile Oceans* short film launched to mark AMCS's 60th anniversary and inspire future ocean advocacy.

AMCS Protected Areas Manager Adele Pedder and Australian environment minister Tanya Plibersek



STRONG, EFFECTIVE AND RESPECTED LEADERSHIP



Strong leadership at AMCS is not only about public advocacy – it is also about the systems, governance and stewardship that make sustained impact possible.

In 2025, we strengthened the organisational foundations that enable our campaigns, partnerships and community engagement to thrive. As we marked our 60th anniversary, we also prepared for the next phase of growth, finalising the 2026–2030 Strategic Plan, which sets out an ambitious roadmap to scale our impact and strengthen ocean protection across Australia.

We also acknowledge that the First Nations peoples of these lands need to be at the forefront of our efforts to protect our ocean and coasts. We are developing our first Reconciliation Action Plan, which sets out our commitments to further Traditional Custodians' rights to manage Sea Country, as they have done since time immemorial.

Throughout the year we invested in the people, systems and governance that support effective advocacy. This included upgrades to financial and governance systems, improvements to supporter and Customer Relationship Management (CRM) platforms, and the early stages of a major website redevelopment designed to strengthen supporter engagement.

AMCS also continued to build internal capability through targeted recruitment, leadership development and clearer operational frameworks. At the same time, fundraising programs grew strongly, supported by the commitment of donors, foundations and the wider community.

These investments ensure AMCS remains a credible, resilient and effective voice for the ocean – equipped to meet the growing challenges facing Australia's marine environment.

2025 Achievements

- **Finalised and began implementing the 2026–2030 Strategic Plan, setting priorities for the organisation's next phase of growth.**
- **Strengthened governance, compliance and financial oversight through upgraded systems and clearer approval frameworks.**
- **Improved supporter and operational systems, including CRM enhancements, a new online shop and volunteer management platform.**
- **World Oceans Day campaign raised a record \$1.575 million to support ocean protection.**



OF OCEAN GUARDIANSHIP



The Australian Marine Conservation Society marked 60 years of ocean guardianship in 2025, and celebrated our journey to become the voice for Australia's ocean and marine wildlife.

With a legacy built on commitment, integrity and impact, we have reached major milestones for ocean conservation – from protecting the Great

Barrier Reef to contributing to Australia's new national nature laws. As part of our celebrations, AMCS recognised the dedication of its staff, volunteers, supporters and partners who have all played a crucial role in our achievements.

This 60-year milestone was made possible thanks to our crew of incredible supporters – the hundreds of thousands of Australians who have taken action, engaged with decision makers, and donated to keep our ship seaworthy.

As we look to the future, AMCS remains steadfast in its vision for a thriving ocean for a healthy planet, and we invite Australians from all walks of life to join our ongoing mission to protect our ocean, inspire the next generation of ocean stewards, and continue to innovate and expand our impact.

The Octopus Arms hears from AMCS' founders and leaders

On 19 May, The Octopus Arms, our online gathering place, marked the 60th anniversary of AMCS with a powerful discussion with people who have shaped our organisation from the beginning through to today.

Founders Eddie Hegerl and Di Tarte shared stories from AMCS' early days, key victories and the challenges they faced, while past chief executives Darren Kindleysides and Kate Davey reflected on defining moments in AMCS' evolution. We welcomed new CEO Paul Gamblin, who spoke about the future direction and vision for marine conservation.

Watch the recording at
amcs.org.au/octopus-arms-60years

AMCS history on film

Hear from the founders, former directors and acclaimed author and AMCS Patron Tim Winton on our 60 years.

Watch at <https://bit.ly/4f1tIHq>

Fragile Oceans

We created the *Fragile Oceans* campaign with multi-award winning film production company Collider, who used evocative water-based animal imagery moving through urban streetscapes to remind people that the ocean touches every part of life in Australia – from climate to culture, food to identity. The film and soundtrack speaks especially to hopeful and sensitive nature lovers – those who feel the loss of coral reefs, disappearing species such as the Maugean skate, and the damage done by climate inaction.

Australia's Nick Cave and The Bad Seeds generously provided the powerful soundtrack drawn from their 2024 album *Wild God*, which explores themes of grief, transformation and the human condition. Renowned actor Melanie Zanetti – the voice of Bluey's mum, Chilli, in the eponymous kids' animated series – gave us the voiceover. It underscores the urgency of our ocean's plight, but importantly provides hope and urges people to join AMCS and become guardians of our ocean and wildlife.

Watch the film at amcs.org.au/fragile-oceans

60 YEARS OF MAJOR ACHIEVEMENTS



Great Barrier Reef
Whitsundays QLD Australia



Whaling in the Southern Ocean. Species unknown © Australian Customs Service



2003

Ningaloo Reef protected from marina development

AMCS and allies protected Ningaloo, Australia's largest fringing reef, from a major marina development, then secured 34% of the Ningaloo Marine Park as marine sanctuaries. In 2011 Ningaloo was added to the World Heritage list. In 2025 the WA Government committed to a marine park across neighbouring Exmouth Gulf.



Great hammerhead shark © Ken Kiefer

2004

Live shark finning banned

Live shark finning at sea was declared illegal in Australia. In 2023 AMCS campaigned to close a loophole, and live shark finning was comprehensively banned.



Eastern Blue Groper (*Achoerodus viridis*) © Sahara Frost

2012

Australia creates world's largest marine park network

AMCS campaigned for Australia to establish the world's largest network of marine reserves. The nation showed it could be a global leader in protecting our ocean.



Torquay Paddle Out 2024, Victoria © Katey Shearer

2023

Stopped largest offshore oil and gas seismic proposal

Working with local communities, AMCS helped stop the largest seismic blasting proposal in Australian waters on record, which was targeting the seas between the Victorian and Tasmanian coasts.



2025

Stronger national nature laws delivered

Long-awaited reforms to our national nature laws were delivered after more than a decade of campaigning, providing stronger protections for our ocean, reefs and coastal ecosystems.



GRATITUDE REPORT

Thank you. We extend our heartfelt gratitude to our ocean-loving community that stood by us in 2025.

Your support has significantly bolstered our efforts to safeguard marine wildlife. We are profoundly moved by the generosity of ocean enthusiasts in Australia and supporters worldwide who back our mission.

Volunteers

AMCS is strengthened by a passionate community of ocean enthusiasts who volunteer their time and skills across the nation. We are deeply thankful for our dedicated volunteers who play pivotal roles through campaigns, events, market stalls, fundraising efforts, and office support.

Members & Honorary Life Members

We extend heartfelt thanks to our Honorary Life Members for their lasting service and dedication, and to all Members for your steadfast support throughout 2025. As valued members of the AMCS community, your ongoing contributions are vital to our work in safeguarding our magnificent ocean and sea life.

We are immensely grateful to Steve Parish for generously donating his incredible photographs for our 2026 *Amazing Oceans* calendar. Steve Parish OAM is a renowned photographer, naturalist, author, publisher, speaker, artist and AMCS Honorary Life Member. Steve has dedicated more than five decades of his career to sharing his passion for the science of natural history, with artistic flair – making him one of the world's most respected nature photographers.

Ambassadors

AMCS welcomes the support of musicians, photographers, artists, athletes, actors, chefs, influencers and other well-known people who generously help us raise awareness and drive action for marine conservation through their fame. Whether it's advocating to protect marine life, providing images that help us tell the stories, or simply sharing our important messages, celebrities can help AMCS achieve impacts that protect and restore our ocean.

We are thrilled to have comedian Kirsty Webeck come on board as an AMCS Ambassador, bringing the laughs while making a splash for our ocean. Webeck is an award-winning comedian based in Melbourne, well known for her upbeat and relatable brand of comedy. She's the creator and host of *The Big Animal Quiz* – a live comedy panel show about the animal kingdom – and is a regular panellist on ABC TV and Radio. Webeck's 2025 live show, *Everything I Need To Say About Sea Creatures*, combines her two greatest passions: stand-up comedy and the ocean.

Thanks to our GoodFish Ambassador Ben Shewry, owner of Melbourne restaurant Attica, for his continuous commitment to sustainability. GoodFish is also grateful to all of our partners.



AMCS CEO Paul Gamblin and Patron Tim Winton

Patron

Our ongoing deepest gratitude to the tireless Tim Winton AO, who inspires so many people across the country to do what they can to protect Australia's ocean and coastal heritage. He is a committed advocate for the ocean and coasts, also racking up 20 years of service as Patron of AMCS. Tim's recent writing on the terrible impacts of climate change and the power of vested interests has influenced many. We are ever more determined to play our part in tackling the source of these impacts to the marine and coastal places we love all around the country. We are proud to work alongside our Patron on these most urgent of efforts.

Donors

Ocean champions continued to give to ensure AMCS can meet our mission to connect people, science and action to protect Australia's extraordinary ocean. They are the wind in our sails.

Advocates

With over 107,496 actions taken in 2025, we are blown away by the huge wave of support for ocean conservation. You signed petitions, sent emails directly to MPs, attended rallies, webinars and community events, created signs and pledged to take action.

Your actions have an impact – when nature is a priority for Australians, it becomes a priority for the government too. Thank you for being a voice for our ocean.

Special mentions

AMCS thanks the Dhimurru Aboriginal Corporation for its continued partnership and vital ongoing work in removing plastic pollution from Sea Country in northern Australia.

Jewellers Sarah & Sebastian, through their ambitious Xanthe philanthropy program, generously supported our annual World Oceans Day campaign, in addition to their ongoing

donations and advocacy for our ocean. Their Philanthropy Manager, Phoebe Younger, joined us at last year's Ocean Lovers Festival for our screening of their visually stunning films, *Great Southern Reef* and *Australian Sea Lions*, directed by Sarah's lifelong friend, Alice Wesley-Smith.

Reef Ecologic founder Dr Adam Smith organised AMCS' return trip to Ellison Reef, where we began our first campaign to protect the Great Barrier Reef. Grumpy Turtle films and renowned underwater artist Roger Swainston accompanied us to document the trip, which has been turned into the film *Ellison. The Reef that Saved Them All*.

Many photographers have donated images to support our campaigns, including Blue Media Exmouth, Brooke Pyke Photography, Andre Rerekura, Nush Freedman and Daniel Nicholson, who shared images of coral bleaching at Ningaloo following the 2024-25 marine heatwave. Other photographers to donate work include Paul Hilton, Max Hirschfeld and Tanya Murphy.

Brett Lobwein, founder of UW Images and the Underwater photography awards, has donated a percentage of the sales of his prints to support our work.

Paul Lennon's life-like species drawings continue to be used in our GoodFish app and communications. Guy Shoval's beautiful illustrations have been used in AMCS merchandise, as well as on Jervis Bay Brewing's Port Jackson Pale Ale, which raised money for AMCS.

Our creative agency partner, Collider, has provided significant in-kind support with our *Fragile Oceans* campaign. Creative agency Gozer has supported our work on ending plastic pollution, including our 2025 *Unwrapped* supermarket plastic packaging report and the upcoming Unpackit Awards.

Scuba Diver Magazine editor Adrian Stacey has ensured our issues are covered in the publication.



AMCS Ambassador Kirsty Webeck



FUNDING OUR MISSION



Our financial supporters are guardians of our marine life. They give our ocean a voice. These ocean champions ensure AMCS can meet our mission to connect people, science and action to protect Australia's extraordinary ocean. Thanks to their extraordinary support, AMCS has maintained a strong and stable foundation to achieve ocean conservation outcomes.

Marine champions

Amazing ocean champions, everyday ocean lovers, chip in to ensure our ocean has a voice. We are humbled and filled with joy that our strong community of passionate supporters choose to support marine advocacy and conservation. All of their support underpins all of our work.



World Oceans Day

World Oceans Day is a global day to celebrate our amazing ocean. AMCS marks this day by hosting an annual matched-giving day to raise funds to protect marine life. Visit worldoceansday.org.au.

In 2025, 2,576 ocean lovers raised an astonishing \$1.575 million to significantly boost our campaigns, including opposing the largest fossil fuel seismic blasting on record and banning gillnets in dugong-protected areas on the Great Barrier Reef. This fantastic outcome didn't just allow us to extend the reach and impact of our existing campaigns – it meant we were able to make a range of significant new ocean conservation projects a reality in 2025.



Sea Guardians

Sea Guardians are a community of people who care deeply for our ocean and all the life it holds; people who understand that real change comes from standing up, speaking out and protecting what we love. With their monthly gift, Sea Guardians are helping protect marine life and the special places that shape who we are as a nation – the reefs, bays, beaches and open water that give so many families a sense of joy, belonging and connection.

We thank our guardians for taking a stand and contributing \$1.052 million as a collective community in 2025. Visit seaguardian.org.au.



Ocean Defenders

Ocean Defenders stand on the front lines of ocean conservation and advocacy. They draw a line in the sand, fighting not just for today, but for the generations who will inherit our shorelines.

We thank the Ocean Defenders, individuals and organisations, who have made significant gifts in 2025, contributing more than \$2.32 million to create a wave of momentum for all the work we do.



Ocean Legacy Circle

Ocean Legacy Circle members are a powerful community of Australians protecting the treasures of marine life from the cascading crises that continue to threaten ocean health. By leaving a gift in their will to AMCS they recognise the most fundamental truth of all: we cannot live without a healthy ocean. Leaving a gift in a will is one of the most profound and selfless gifts a person can ever make.



Blue Crew

The Blue Crew is our community of ocean lovers who turn what they enjoy into a fundraiser for the ocean, from beach clean ups and cupcake stalls to sunrise swims and trivia nights. If you are raising money to protect our beautiful blue backyard, you are part of the crew. We thank our Blue Crew for its incredible support in 2025. Your fundraisers helped protect the ocean we love, and the life that depends on them.

Business supporters

AMCS is proud to work with our business supporters, both large and small. This community contributed more than \$158,000 to ocean conservation in 2025. The value of this support isn't just measured in dollars. Our business supporters lead by example by constantly striving to improve their products and practices, and operating in the most ethical and sustainable ways possible. We would like to thank our business supporters for being a force of change for marine conservation in 2025.

Thank you.

We acknowledge our supporters for their generous contributions in 2025 at amcs.org.au/GratitudeRoll.

Grants funding

In 2025, foundations, trusts and philanthropic partners invested more than \$4.125 million in grant funding to advance ocean conservation and protect marine life in Australia's waters. These grants continue to provide vital year-to-year sustainability for key campaigns and programs, strengthening our capacity to plan ahead, retain expertise, and deliver lasting impact.

Importantly, this stable funding base continues to enable community donations to be directed where they are needed most: responding to emerging threats, seizing critical advocacy opportunities, supporting urgent on-ground action, and building the organisational capacity required to meet the evolving challenges facing our ocean.

AMCS Shop

Ocean lovers who shop with AMCS not only look good in marine-themed gear, they feel good in ethically sourced materials and do good with all proceeds supporting marine conservation. The AMCS Shop exists to support and complement the work of our important campaigns. We make a conscious effort to create and stock products that are in line with our values. In 2025 AMCS introduced a new shop experience to better connect supporters with the mission and grow the movement.

We thank these ocean lovers for contributing more than \$141,000 towards our work in 2025. Visit amcs.org.au/shop.



2025 FINANCIAL REPORT

AMCS continues to demonstrate a strong financial position, underpinned by disciplined governance and a clear strategic vision. This reflects both the generosity of our supporters and a deliberate approach by our board and executive to build a resilient, future-ready organisation.

Our 10-year financial trajectory (figure 1) highlights resilience and adaptability in a changing environment. Over this time, AMCS has strategically evolved, strengthening long-term partnerships with trusts, foundations, businesses and individuals aligned with our vision for sustained impact.

At the same time, we have continued to welcome and grow a diverse and committed community of Ocean Defenders, whose collective donations work alongside our larger funders to help keep us agile and responsive to emerging threats.

Our income profile in 2025 (figure 2) illustrates a balanced and diversified funding base, combining individual support with grants, business, retail and interest. This diversity provides financial stability and independence, enabling us to advocate boldly in the best interests of our ocean, coasts and communities.

Expenditure (figure 3) reflects our commitment to impact, with 63% of resources directed toward campaigns, science, alliances, advocacy and communities creating action for our ocean. We also continue to invest in the people, systems and infrastructure needed to scale and sustain this work, including strengthened digital capability, governance frameworks and organisational capacity.

Looking ahead, the need for sustained and diversified investment has never been greater. As pressures on our ocean intensifies, we are steadfast in our resolve to strengthen our capacity to deliver multi-year campaigns, build reserves in the context of global instability, and remain effective in an increasingly complex social, economic and political landscape.

Every contribution is more than a gift – it is an impact investment, enabling us to extend our reach and strengthen the organisation behind the mission.

Together, we are building a more powerful, resilient movement capable of protecting Australia's ocean not just today, but for generations to come. We thank the board for its ongoing and proactive diligence in helping steer AMCS towards achieving its goals.

FIGURE 1: 10-YEAR HISTORIC INCOME AND EXPENDITURE

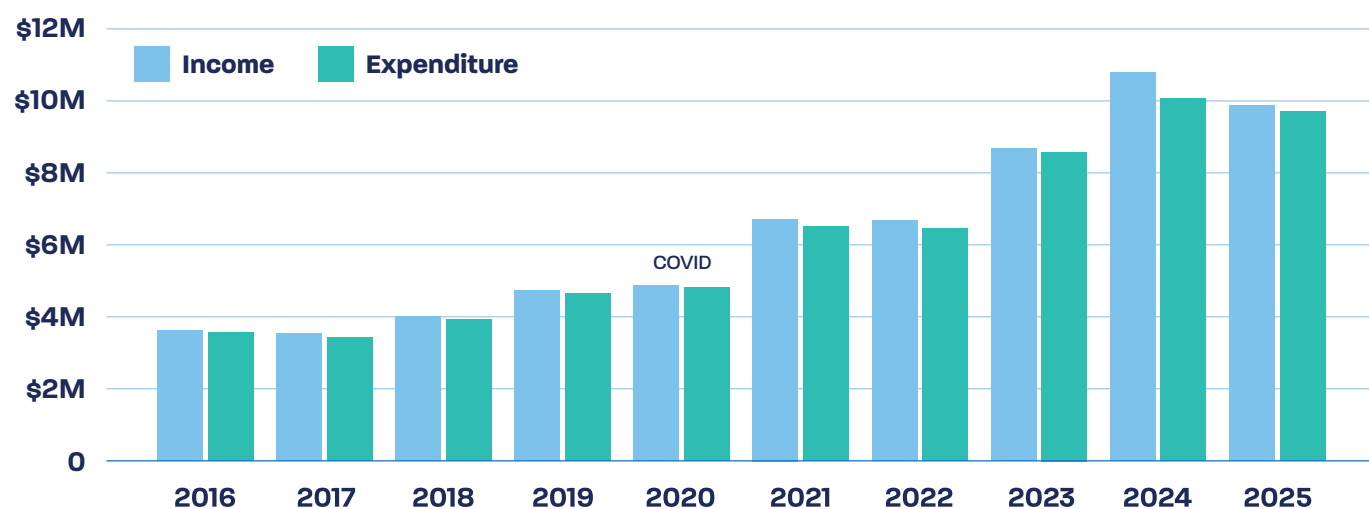


FIGURE 2: INCOME

\$9,859,454

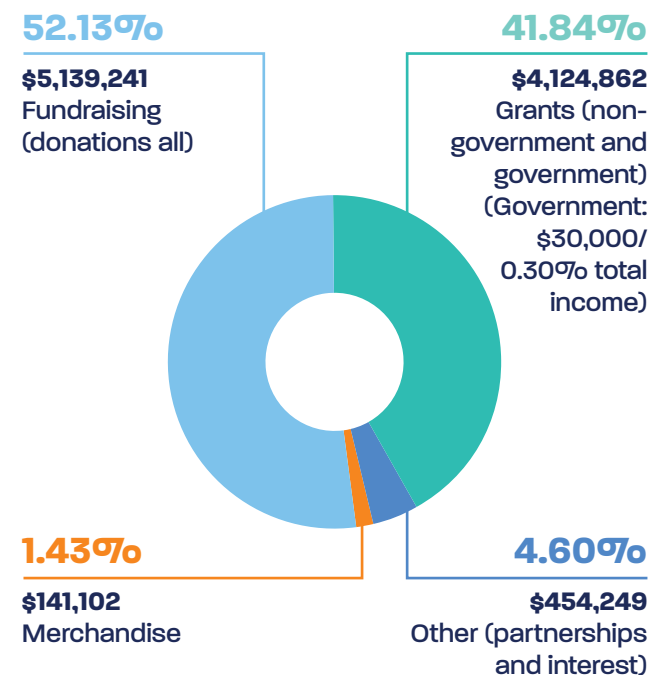
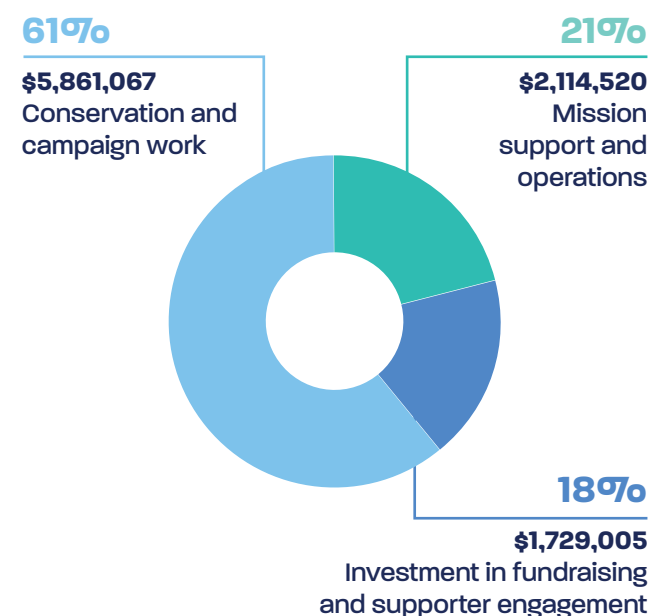


FIGURE 3: EXPENDITURE

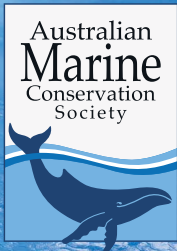
\$9,704,591



Our full audited financial accounts can be found at www.marineconservation.org.au/annual-reports-audited-accounts

Humpback whale (Megaptera novaeangliae) © Vanessa Mignon





Thank you

Images courtesy of The Ocean Agency / Ocean Image Bank

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