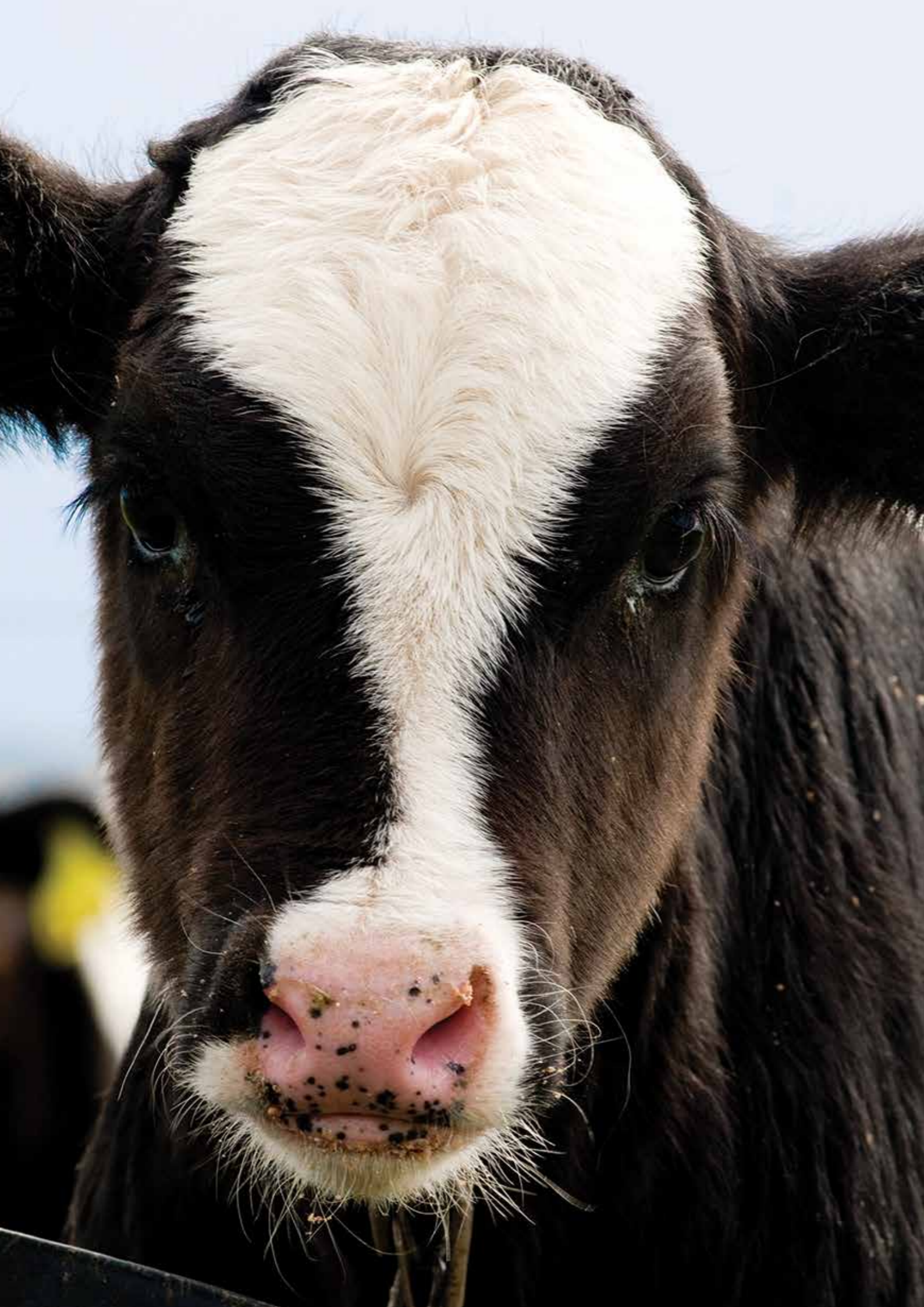


2016-2017 ANNUAL REPORT

CELEBRATING YOUR
IMPACT FOR ANIMALS





FROM THE CHAIR

Welcome to SAFE's Annual Report for 2016-2017

This year's SAFE Annual Report is one I am truly proud to present to you. It is a reflection of the impact that your support has made and of what can be achieved when our voices join together and persevere. It's about incrementally moving the middle line of what New Zealand society finds acceptable, and step-by-step we will continue to make a real difference.

The 2016/2017 financial year has been one of landmark successes and ongoing challenges. Due to your support we are able to continue to work both publicly and behind the scenes to change the narrative for all animals in New Zealand.

The most notable victory was the commitment from supermarket chain Countdown (owned by Progressive Enterprises) to no longer sell cage eggs from 2025.

This victory was the result of a year-long campaign where thousands of individual actions and hours of campaigning, petitioning, protesting, and educating has changed the situation for 400,000 hens. It was great to see children and teenagers speaking out side by side with adults, including various celebrities, such as Aidee Walker, Suzanne Paul and Robyn Malcolm.

The cruel and antiquated practise of rodeo in New Zealand was also successfully challenged, with over 10 key corporate sponsors withdrawing their support from rodeo events around the country. MPI also investigated various breaches following our media stories. SAFE will not give up campaigning for rodeo animals - we cannot stand by while this barbaric form of 'entertainment' continues.

We also took the opportunity to shine the spotlight on the controversial practice of live export for so-called 'breeding' purposes. The reality is that thousands of these animals and their offspring are dying in horrific conditions and this needs to stop.

In this annual report we are looking to the future with high expectations - not only the next big victory for animals but also the opportunity SAFE supporters have given us to have a wider impact. We will expand our work in the area of scientific research undertaken by internationally renowned Professor of Animal Welfare and Ethics, Andrew Knight, who recently joined SAFE as Director of Research and Education.

SAFE's education programmes grew in leaps and bounds this year, with the release of the fifth curriculum-based textbook, *Animals in Factory Farms*, and the growth of the children's group, SAFE Animal Squad. We can't wait to offer our youngest supporters more of the tools and education they need to be the next generation of effective animal advocates.

An emphatic thank you to our extraordinarily talented SAFE team! Some changes of special note last year include Debra Ashton stepping down from her Managing Director role and Hans Kriek changing from Executive Director to SAFE Ambassador. Kudos to their incredible leadership over the years. Jasmijn de Boo joined SAFE as CEO in November and is already excelling. I'd also like to make a resounding acknowledgement to my predecessor Glen Real, who was the Board Chairperson for nearly a decade and navigated SAFE through significant growth and success.

Finally, thank you to SAFE's members and supporters. We have proven that we can achieve tangible results if we work together - literally hundreds of millions of animals suffer every day in our country and we must continue to have the courage to speak out on their behalf.

Your support of SAFE means animals have a voice - thank you for helping make the world a better place.

For the animals,

Mark Rocket
SAFE Chair on Behalf of the SAFE Board

2016-2017

A YEAR IN REVIEW

Thank you!

By sending e-mails, writing letters, signing petitions, collecting funds, posting on social media, becoming a member, lobbying MPs, donating to a campaign and adopting cruelty-free diets, you achieved some amazing things for animals last year! Here are just some of the highlights...



9,000+
VOLUNTEERS AND
SUPPORTERS WHO TOOK
ACTION ON BEHALF OF SAFE




30 MILLION+
REACHED THROUGH SOCIAL
MEDIA AND TRADITIONAL
MEDIA GLOBALLY



47,802
RECEIVE OUR
EMAILS REGULARLY

FROM
87,709 TO
165,250
FACEBOOK 'LIKES'




612,338
WEB PAGE VIEWS

Victory! Countdown to Go Cage Egg-Free

It started with a Facebook post, and it ended with victory for caring New Zealanders and 400,000 hens.

Countdown has announced that they will phase out cage eggs from their stores nationwide by 2025, making them the first New Zealand supermarket and major retailer to join the global revolution to free hens from cages. This forms part of an international movement that marks the beginning of the end for ALL cage hen cruelty.

Thousands of caring people like you fuelled this campaign by taking action - from protesting to phoning, writing, and

talking to local store managers. Your support also helped fund a nationwide television advert that rallied even more supporters across the country.

Countdown listened.

We won't rest however until every single hen in New Zealand is free from life in a cage. We have a long way to go, but we are one step closer to their freedom. We are already in contact with other retailers to work towards a similar phase-out of cage eggs, and with you behind us we know we can make this a reality.



The Cycle of Dairy Cruelty

Throughout the year, SAFE has welcomed the news that more farm workers have been convicted of cruelty to dairy cows and bobby calves following our exposés in 2015 and 2016. Although the Ministry for Primary Industries (MPI) investigations take a long time to complete, we are pleased to see they are taking animal welfare cruelty cases more seriously. However, SAFE will continue to shine a spotlight on dairy cow and calf suffering as long as it exists.

Following our campaign with FarmWatch, MPI was forced to issue new regulations aimed at protecting the most vulnerable - young calves born into the dairy industry. Although MPI has taken some welfare issues seriously, sadly, little has been done to ensure that such cruelty does not happen in the first place. Over two million calves born every year are surplus to requirements and are killed at only a few days old. Even when no laws are broken, these calves aren't given a chance at life. Mothers grieve when their calves are removed from them at just a few hours or days old. Some will run after the farm truck transporting their calf, bellowing in distress.

Despite our explosive 2015 exposé of the New Zealand dairy industry, calves continue to be mistreated. In the October 2016 calving season investigation, calves were seen being pulled out of cages, thrown into transport and roughly dragged away by their hind legs. Mother cows were also recorded desperately trying to stay with their calves.

SAFE addressed this head-on, calling MPI's updated regulations 'mediocre at best' and publishing a confronting billboard in central Auckland illustrating the impact the dairy industry has for bobby calves.



As well as the billboard, SAFE released investigation footage including that of a cow who had just given birth and was being held up by a 'hip clamp'. The cow was left suspended for over half an hour before being dragged around as the farmer drove the tractor that held her up. This is likely to be extremely painful and in breach of the Code of Welfare; MPI is still investigating the case. The footage has since been viewed more than 40 million times, and public outrage has been substantial.

We are pleased to see that increasing public awareness of cow cruelty is putting more and more pressure on the dairy industry.



It's Time To End Live Export of Farmed Animals

New Zealanders are concerned about the exportation of live animals overseas where travel can last for weeks on end, causing suffering both during the journey and upon arrival, where their fate is unknown. Your support last year enabled SAFE to campaign against this cruel and unnecessary practice. We met with the Minister of Primary Industries (MPI), Nathan Guy, to implore him to end all export of livestock.

Live export for slaughter has been banned, but export for so-called 'breeding programmes' is allowed, and tens of thousands of animals have been shipped overseas during the past few years. Recently, thousands of cattle have been exported to China, a country with some of the weakest animal welfare laws in the world.

The 'breeding' cows are kept in barren environments, causing welfare problems for months or years before they're slaughtered. Promotional footage from inside China's dairy farms show intense factory farming, where cows are confined inside sheds and in metal cubicles with concrete floors. It is likely that these cows will never eat fresh grass, or feel the sun on their backs ever again.

Rodeo Events Lose Sponsorship

Pressure is increasing against the abuse of animals in rodeo events, and thanks to your actions and support, rodeo clubs across the country are now losing vital sponsorship income.

With 62,000 signatures, SAFE, FarmWatch and the SPCA achieved widespread support on an anti-rodeo petition in 2016. Sadly, the Rodeo Code of Welfare essentially allows animals to suffer in ways that would not be acceptable under the Animal Welfare Act directly, and MPI believes that rodeos are largely 'complying' with the Code.

The New Zealand public and SAFE agree that these events are cruel. In January 2017, the public was outraged to witness footage of calf roping (where calves were caused to flip 180 degrees mid-air) and electric prods being used on calves. With your support, SAFE

Animals exported for 'breeding' may be slaughtered in the same inhumane way that animals shipped for slaughter were in the past; some may be bludgeoned to death with sledge-hammers and others may not be stunned prior to killing. These methods are in breach of the New Zealand Code of Welfare.

SAFE witnessed the loading of cattle at a Napier port twice this year, and documented these events. We informed New Zealanders about these shipments, which are frequently carried out at night, with some ships remaining 'unlisted' to attract minimal attention. Many New Zealand farmers share our concerns about live exports.

The terrible conditions aboard these live export vessels have been well documented. Large numbers of animals can be crammed together with little room to move for weeks at a time. Seas may be rough; the climate can be too hot or too cold and disease can spread onboard. Every shipment is a risk. SAFE believes the stakes for these animals are too high, and your support has helped shine a spotlight on this secretive business. With your support, we will continue to place pressure on the Government to ban this cruel trade.

worked hard to raise awareness of this in mainstream media and among rodeo event sponsors.

Rodeo events rely heavily on support from business sponsorship, and they struggle when companies withdraw. Cyclone Wire, one of the main sponsors of the NZ Rodeo Cowboys Association (NZRCA) as well as many individual events around the country, decided to stop funding rodeo. At least ten other companies similarly ceased their rodeo sponsorship programmes in February and March 2017.

We welcome the news that MPI issued a formal warning to an animal handler at the Mid-Northern Rodeo for inflicting cruelty, but we believe a warning is not enough. The repeated breaches of the Rodeo Code of Welfare and this most recent warning show that the law falls well short in protecting animals.

PigCare Labelling May Be Misleading According to the Commerce Commission, New Zealand

SAFE's complaint about the misleading 'PigCare' label on pig meat products, followed by hundreds of similar complaints from concerned members of the public, resulted in the Commerce Commission (CC) telling NZ Pork to clarify what their PigCare label represents.

PigCare aims to capitalise on New Zealanders' concern for animal welfare, but the animal welfare requirements for PigCare do not go beyond the lowest standards for the treatment of pigs required by law. PigCare allows for the cruel treatment of pigs, including the use of farrowing

crates. The CC investigation found that the label may be in breach of the Fair Trading Act 1986 and a compliance letter was issued.

Farrowing crates are cages that the pork industry lock mother pigs in, just before giving birth. Pigs are confined to these cages for four to five weeks, two to three times a year. Space is so limited that they are unable to turn around and can barely take one step back or forward. The sows cannot adequately nurse their babies, who are abruptly taken away at the end of this period.



CEO Jasmijn de Boo attended two rodeo events in her own time and filmed the events. She witnessed distressed bulls with bleeding noses, horses running into fences and falling over backwards, calves limping away from the arena and a wide range of other issues that are simply unjustifiable.

SAFE will continue to fight for a rodeo ban, with an immediate end to calf roping being a top priority.

Cruelty-Free Living

Since the release of our '100% Vegetarian Starter Guide' in 2016, over four thousand Kiwis have received this resource. Thousands have also taken the pledge to try a plant-based diet for six weeks. Our guide has been distributed to libraries, medical centres, secondary schools, health shops and, of course, letterboxes around the country.



The Guide and the Eat Kind programme encourages a key philosophy - that the most effective way to help animals is to keep them off your plate! Plant-based eating saves the largest number of farmed animals. Encouraging friends and family to also take part means many more people can benefit from a free resource that helps them to live a cruelty-free lifestyle.

Every single meal makes a difference, not only to your own health, but also to the environment and the wellbeing of animals.

Sophie Morvillers (Dunedin) has taken the six-week challenge and put the Starter Guide to good use. She is having fun experimenting with new foods and says "I can now look an animal in the eye and feel better about myself and for them, as I am not harming them in any way." Sophie is from France and has had some challenges with cheese (as it is regarded highly in her culture) but she has successfully pushed through and says her friends and family now have a good understanding of the reasons behind her kind food choices.

Both Sophie and her partner have now been vegan for over seven months and she has said the SAFE Starter Guide and the challenge are great resources for people interested in moving to a plant based diet as they offer key information, such as tips and recipes, making the transition easier.

Celebrating the Invaluable Contribution of Volunteers and Supporters

SAFE relies on the generosity of volunteers across the country to make a difference for animals. Without our active volunteers and supporters, our campaigns wouldn't have the visibility and impact that they do. Volunteers are vital to SAFE's work - from helping with educational resources, to protests and petitions, to fundraising. At shows where volunteers promote SAFE's Eat Kind programme, we reach thousands of people who might not have otherwise heard about SAFE's work to help the millions of animals suffering the most - farmed animals.

SAFE are also very grateful for the dozens of supportive business partners who care about New Zealand's animals and want to make a difference through their product or service. Your support means that a real, direct difference is made to animals in New Zealand and you are leading the way for other businesses to support animals.

And finally, special thanks go to FarmWatch, Anti Rodeo Action New Zealand, sanctuaries and shelters and other brave individuals on the frontline taking footage and risking their lives to help animals in need. Without these groups, the suffering of animals would go unnoticed.

We salute you all, dedicated volunteers, supporters, activists and businesses from Invercargill to Northland!



The Next Generation of Animal Advocates - SAFE ANIMAL SQUAD

For years, SAFE has offered effective national learning programmes, nurturing compassion through education in secondary schools. We believe that supporting children as they develop empathy and compassion for animals is vital to the future of New Zealand.

SAFE Animal Squad is for children aged 8 - 14, and offers regular newsletters packed full of information, competitions, games and photos. Thanks to so many amazing supporters who believed in our vision to create a kinder world for animals by educating children, we have been developing an exciting new website, which will be launched around the time of the 2017 AGM.

Providing children with the opportunity to learn about animals, interact with one another on a digital platform and easily share resources is the next step toward building compassion through education.

Over 300 children across the country have already signed up to the SAFE Animal Squad, and actively take part in community events, such as the local beach clean-up in Christchurch, and animal-themed colouring competitions to win cool cruelty-free prizes!

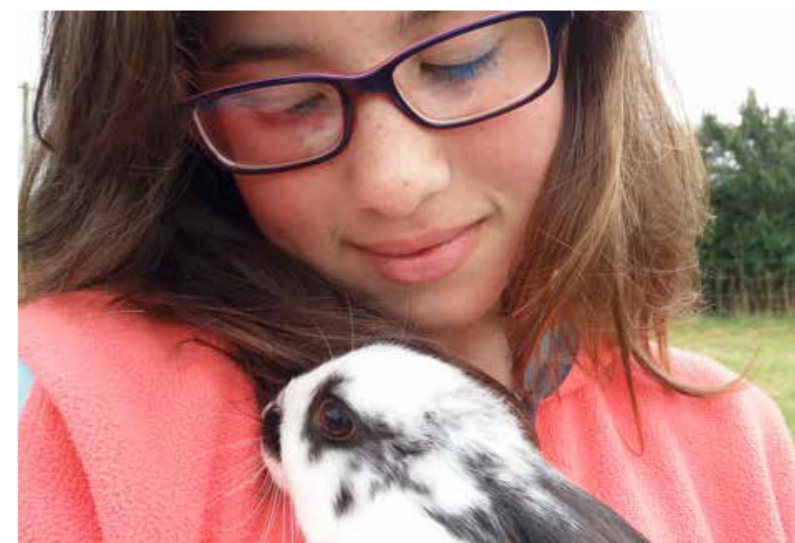
In addition to individual membership, every primary school library across the country receives a copy of the newsletter. Individual classrooms can also sign up, with some classes even setting up their own Animal Rights group.

The future of New Zealand animals rests in the hands of the next generation. Thanks for being a part of this amazing and unique investment in animal protection education programmes.

SAFEshopper

SAFEshopper continues to be the only smartphone app in New Zealand with a mission to help Kiwi shoppers identify products not tested on animals. SAFE is committed to keeping SAFEshopper free to use, so that everyone has access to the tools they need to select cosmetic and household products that have not been tested on animals.

SAFEshopper is available in iTunes and GooglePlay, and is easy to use while out shopping.



Animals & Us: The Fifth Textbook Inspires Educators and Students

In November 2016, we sent over 4,500 copies of the fifth issue of the Animals & Us textbook series, *Animals in Factory Farms*, to hundreds of secondary schools across the country. We celebrated the start of the academic year with a book launch in March, and were pleased to see a mix of educators, students and our loyal supporters attending.

SAFE CEO Jasmijn de Boo hosted the event, and explained her own background in humane and animal welfare education. She mentioned that the Animals & Us education programme is unique, and that other countries are looking to New Zealand to learn from the impressive and well-researched textbooks. SAFE Ambassador, Hans Kriek, described how a lesson on factory farming by his biology teacher at school changed the course of his life – and sparked his desire to become an animal advocate.



Recognition and Awards

SAFE continues to be the go-to New Zealand organisation for the media when it comes to animal issues. In the 2016-2017 year under review, we had more than 1066 pieces of media coverage, from online and print, to radio and TV.

The articles and stories included our own media releases and issues we were asked to comment on. On a number of occasions we were also able to reach international audiences, for example through global blogging platforms the Huffington Post and One Green Planet. Over 21 million people viewed the footage we achieved in partnership with Farmwatch of the cow suspended by a painful 'hip clamp'. In this way SAFE has educated over 40 million people worldwide, and support for our work has been overwhelming.



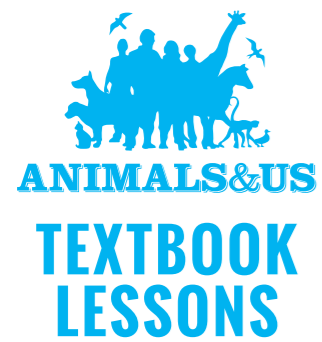
Techsoup

SAFE also received recognition from a completely different field, the digital sector. Techsoup is an international network of non-governmental organisations that provides technical support and technological tools to other nonprofits. In March, SAFE was awarded 'Best Social Media Campaign of the Year' in the 2017 Techsoup New Zealand Charities Technology Awards for our dairy awareness campaign.

The integrated 2016 multi-media campaign won for showcasing innovation, communication story-telling and technology service excellence to connect people with some of the realities of animal agriculture, challenging their beliefs and convictions, and offering a practical and digital option to personally make a difference and reduce animal suffering.

The now famous visual of a dead calf in a glass of milk gained so much attention that it was eventually censored by Facebook. This graphic was shared by numerous animal protection charities worldwide, resulting in the ability to educate consumers about dairy globally.

Your support has helped SAFE to 'punch above our weight' and for the factory farming industry to sit up and take notice. SAFE may focus on New Zealand animals, but technology has enabled us to inspire millions of people worldwide to take action for animals. This global impact is something to be proud of. Your support of SAFE has made a difference for the animals that count on you. Thank you.



Social Studies - Taking a Stand:

Examining the transformation of social action into justice with the successful campaign to ban sow stalls.



English - Unlocking Factory Farms:

Reading and researching texts relating to factory farming and drawing developed, convincing and perceptive conclusions from these texts.



Biology - Meat Chickens: Grow Fast, Die Young:

Studying the use of selective breeding for increased production and cost effectiveness, and the biological implications for chickens.



Science - 'Normal Behaviour' on Factory Farms:

Conducting an investigation into what constitutes 'normal behaviour' on a factory farm; a study of animal behavior and abnormal activities.

FINANCIAL SUMMARY 2016-2017

Income

Donations	\$549,735	▬
Grants	n/a	
Gifts in Wills	\$858,376	▬
Membership Subscriptions	\$3,000	▬
Merchandise Sales	\$9,383	▬
Interest	\$36,149	▬
Other	\$7,845	▬
	\$1,464,488	

Expenditure

Animal Cruelty Campaigns & Outreach	\$398,550	▬
Animal Education Programmes	\$263,836	▬
Administration	\$169,801	▬
Governance	\$30,824	▬
Depreciation	\$40,845	▬
Wellington Office	\$63,165	▬
Christchurch Office	\$44,519	▬
Auckland Office	\$53,235	▬
Animal-Related Policy Advice	\$15,619	▬
Supporter Engagement	\$97,405	▬
Fundraising	\$160,638	▬
Marketing & Communications	\$62,369	▬
	\$1,400,806	

Notes

1. Governance costs used to be included in 'Administration'. In addition to standard expenses, such as travel and Board meeting costs, Audit and AGM, additional one-off expenses were incurred to support organisational development.
2. IT infrastructure was upgraded in 2016-2017.



FROM THE TREASURER

Without the generous support of everyday New Zealanders like you, SAFE would not be able to continue to fight to make the world a better place for all animals.

SAFE members, financial supporters and those who leave planned gifts in their Wills ensure we can carry out our work for animals now and into the future. This continued support meant we were able to finish the year with a small surplus. These funds will be put to excellent use as we tackle issues in the coming year.

The stability your ongoing support brings means we can plan for the longer term and continue to affect real change in New Zealand.

Funds raised during the 2016/2017 financial year have directly affected 400,000 hens as Countdown committed to going cage-free by 2025. A further exposé into the dairy industry has also brought about criminal convictions and legislative change. Without your financial support these hard-won victories would not have been possible.

Gifts to SAFE also directly support our education programmes (including the *Animals and Us* school texts and our children's club 'SAFE Animal Squad'), the Eat Kind 100% vegetarian starter programme, and ongoing campaigns to expose animal cruelty around the country. Sharing our investigations into animal cruelty and other SAFE programmes with the public is a detailed and carefully planned endeavour, and would not be possible without the generosity of our supporters.

As we work hard toward our goal of a cruelty-free future, we rely on your support and look forward to achieving more lasting change for animals in the year to come.

Thank you for making a difference,

Joanne Child
Treasurer



© TARA SWAN 2017

A Cruelty-Free New Zealand

SAFE was founded in 1932, and has grown substantially in the last 15-20 years thanks to visionary and hard-working staff, volunteers, and Board members.

SAFE's vision is a New Zealand (and world, ideally) where animals are no longer exploited, abused, or made to suffer.

It is a bold vision that requires a shift in our collective consciousness. We are heading towards a more civilised society; one that challenges old ways of doing things. We believe New Zealand embraces change well, and that Kiwi values, such as celebrating the great outdoors, freedom, progressive world attitudes and being kind to animals, are already in line with our vision for a better, kinder, world.

To achieve our vision, SAFE raises awareness of animal sentience and increases understanding of, and respect for, animals through education, campaigns and public engagement. SAFE aims to:

- Confront animal cruelty and end exploitation of animals
- Foster and expand compassion and respect for animals
- Enable positive social change in attitudes and behaviour towards animals

In our strategic plan, we have set some ambitious targets that we would like to achieve by 2025. They include:

- Reducing the number of factory farmed animals and animals used in scientific research

- Banning certain cruel agricultural practices and housing systems, such as colony cages and farrowing crates
- Ending the harmful use of animals in entertainment and education

We will also:

- Work hard to encourage better practice in companies and retailers by achieving policy changes on the use of colony cage eggs, for example, and by offering more vegan options
- Help individuals, public institutions, companies and anyone else interested in transitioning towards a plant-based diet with advice, support and recipes
- Promote and support our exciting new SAFE Animal Squad youth programme that specifically builds compassion, kindness and respect in children and teenagers, who will be the decision and policy makers of the future

SAFE will continue to educate, inspire, investigate and expose, achieve widespread media coverage, run corporate campaigns, and use political and social advocacy to achieve these aims and more.

In this report, we highlighted some achievements of the financial year 2016-2017 under review. We hope you feel inspired and motivated to stay involved, and make the much-needed changes for animals together with us.

Thanks for sharing our belief in a better world for animals, people and the environment!



FROM THE CHIEF EXECUTIVE OFFICER

It was a privilege to join SAFE in November 2016. Being able to combine my passion for animals with living in one of the most beautiful countries on earth is an opportunity not to be missed.

During my first week, we took action on rodeo, which was followed by SAFE putting up a giant billboard about the millions of bobby calves who are killed each year, and a dairy investigation into the cruel use of a hip clamp. I enjoyed getting involved in the wide range of animal issues that SAFE works on, and am grateful for a great, dedicated team of staff.

Thanks to help from our dedicated supporters, the highlight of the year was of course the Countdown victory, and we also significantly influenced public opinion on many other animal cruelty issues. As a result, more and more people are eating less meat, or going vegetarian or vegan, which helps the largest number of animals.

I would like to thank Hans and Debra for leading SAFE to such great heights, and achieving various bans and legislative changes as a result of SAFE's education, campaign, exposés and media work. Hans continues to be SAFE's Ambassador, for which we are very grateful.

Thank you also to the Board, who have supported me during the past year, and SAFE for much longer. Their governance has helped the organisation grow and become more professional.

Lastly, we couldn't have improved the fate of animals without your continued support. SAFE's work covers the areas where animals suffer the most, in factory farming conditions and in other unnecessary situations that cause pain, distress and poor welfare. Your kindness helps us help millions of animals.

Thank you!

Jasmin de Boo
SAFE CEO



Plans for the Future

While some battles have been won, we will continue to campaign and educate people about factory farming, and animal needs and interests that can never be met in such conditions. We must focus on better ways of farming that don't inflict systemic suffering. Animals are frequently treated as a means to an end, or objects that are not worthy of consideration. Exposés have shown time and time again that rough handling and 'modern' agriculture

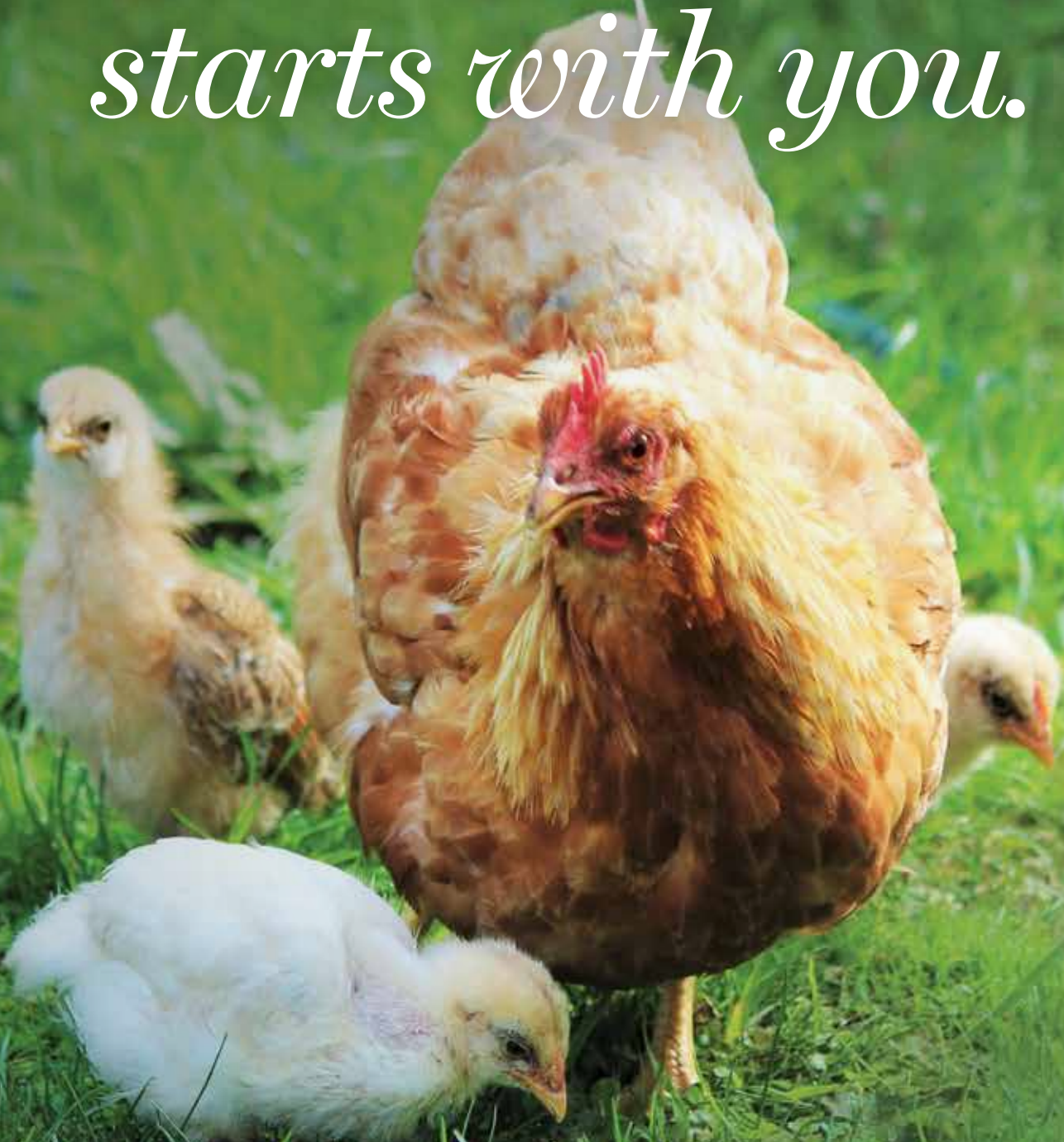
wreak havoc on the land, causes untold animal suffering and affects people too.

SAFE will continue existing campaigns and education projects, but also start researching alternatives. We will need your help to start addressing some of the root causes of animal suffering to achieve a more sustainable change that benefits animals, people and the environment.



© TARA SWAN 2017

A kinder world *starts with you.*



SAFE is New Zealand's leading animal advocacy organisation.

By raising awareness, challenging cruel practices, changing attitudes and fostering compassion, SAFE aims to make significant improvements to the lives of animals so that they are no longer exploited or abused by humans.

www.safe.org.nz



PO Box 28110, Kelburn,
Wellington 6150
Ph: (+64) 04 472 9311

www.safe.org.nz