



For Animals
Ngā Kararehe Haumaru

Annual Report

2019/20



safe.org.nz





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Taking bold, historic action for animals

As a nation, we've been through a lot in this past year. We've seen that we can achieve great things when we come together. We are a small yet mighty country, and in many ways that reminds me of SAFE, a small yet mighty charity, that, together with our supporters, achieve so much on behalf of animals. Thanks to the support of donors, volunteers and members like you, we are inspiring more and more people to join us to create positive change for animals — now and in the future.

This year, our staff came together to define what we most value in the delivery of our work. Together, we've committed to act with integrity, be strategic, courageous and kind, to act together with others in our movement and to be innovative and inspirational. As an organisation, we are proud to act according to these values in all that we do. Our values translated into action for animals in many key areas in the past year.

We took bold, historic action, filing legal proceedings along with New Zealand Animal Law Association against the continued use of farrowing crates for mother pigs. These barren pens are so small these intelligent, beautiful mothers cannot turn around or properly care for their piglets. After exhausting all other available avenues for change, we knew we had to take decisive action through the courts.

We stood up for animals suffering in the live export trade, exerting political pressure which resulted in a review of the practice of live export. We presented submissions on fireworks, the Zero Carbon Bill and proposed animal welfare regulations on significant surgical procedures. Together with you, our supporters, we protested outside rodeos across the country, where the routine bullying of animals would have otherwise gone unquestioned. As an inferno burned across the Tasman, SAFE supported HUHA and Animal Evac so that they could provide on-the-ground support to Australian animal rescue efforts. We also took to the streets with our allies at the 2019 animal rights march in Auckland. We stood in the streets with New Zealand youth as they marched to protect our planet in the climate strikes. We partnered the New Zealand Anti-Vivisection Society, and we handed in a petition on the cruel and invalid Forced Swim Test.

Our ongoing work with the Open Wing Alliance, an international alliance of organisations committed to ending the cage age, has meant more and more businesses, food suppliers and retailers have chosen to go cage-free. We have also continued to help people make kinder choices for animals through our popular Eat Kind programme.

Our values translated into action for animals in many key areas this past year.

Looking to the future, it is clear that humane education will be more important than ever if we want to transform the world for animals — which is why we have launched our new website and, with it, our digital education database. This new online resource allows us to now deliver digital resources to teachers throughout the country. Our growing Animal Squad youth group will also help ensure that our movement is sustainable and that young people can speak out on behalf of animals throughout their lives.

We did all this for animals this past year, and there is much more we will achieve in the year and years ahead. All of it is only possible because of supporters like you, who just like us, know that all animals matter.



Debra Ashton
CEO

A handwritten signature in blue ink that reads "Debra Ashton". The signature is fluid and cursive, with the first name and last name clearly distinguishable.



Animal Squad

Young voices are powerful. One only needs to look at international activist (and vegan) Greta Thunberg, who has led the discussion on the climate emergency worldwide.



Young people are key to the future of animal advocacy, and we have a responsibility to nurture the next generation so that their innate disposition towards compassion can be put to work on behalf of animals.

Our free-to-join Animal Squad youth group does just that by providing children with fascinating facts about animals and their idiosyncrasies so that they can more easily connect and empathise with all living beings. With over 1,000 members and growing, this group shows that youth are hungry for information about how to create positive change in our world. We have had enthusiastic responses from the schools which receive our newsletters and the group members themselves, highlighting how important helping animals and protecting our planet is to young people.

We have also released a new online component to our programme called the Action Kit, where young people can gain inspiration and share the work that they do for animals with their community. From petition signing to planting flowers for bees, the Action Kit has plenty of ideas on how to help animals. Children from across the country have taken us up on our offer to showcase their kind actions to their peers, through our quarterly newsletters and our newly released Action Kit online.

As part of the Animal Squad programme we held a beach clean-up at the popular New Brighton beach in Christchurch. Nearly 40 children and their caregivers braved the elements to help clean up a rubbish-filled part of the beach. It was wonderful to see so many children interested in keeping Aotearoa's beaches clean and safe for the animals that live there.

By supporting the change-makers of tomorrow, we are inspired — and hope you are too. Their genuine concern for both the welfare of animals, and the environmental impact of animal agriculture gives us hope for the future.

It is without question that SAFE Animal Squad members have the power to transform Aotearoa for animals.

Youth are hungry for information about how to create positive change in our world.



In 2019/20, Animal Squad had

1,117 members

a **12% increase** in membership



Volunteer events

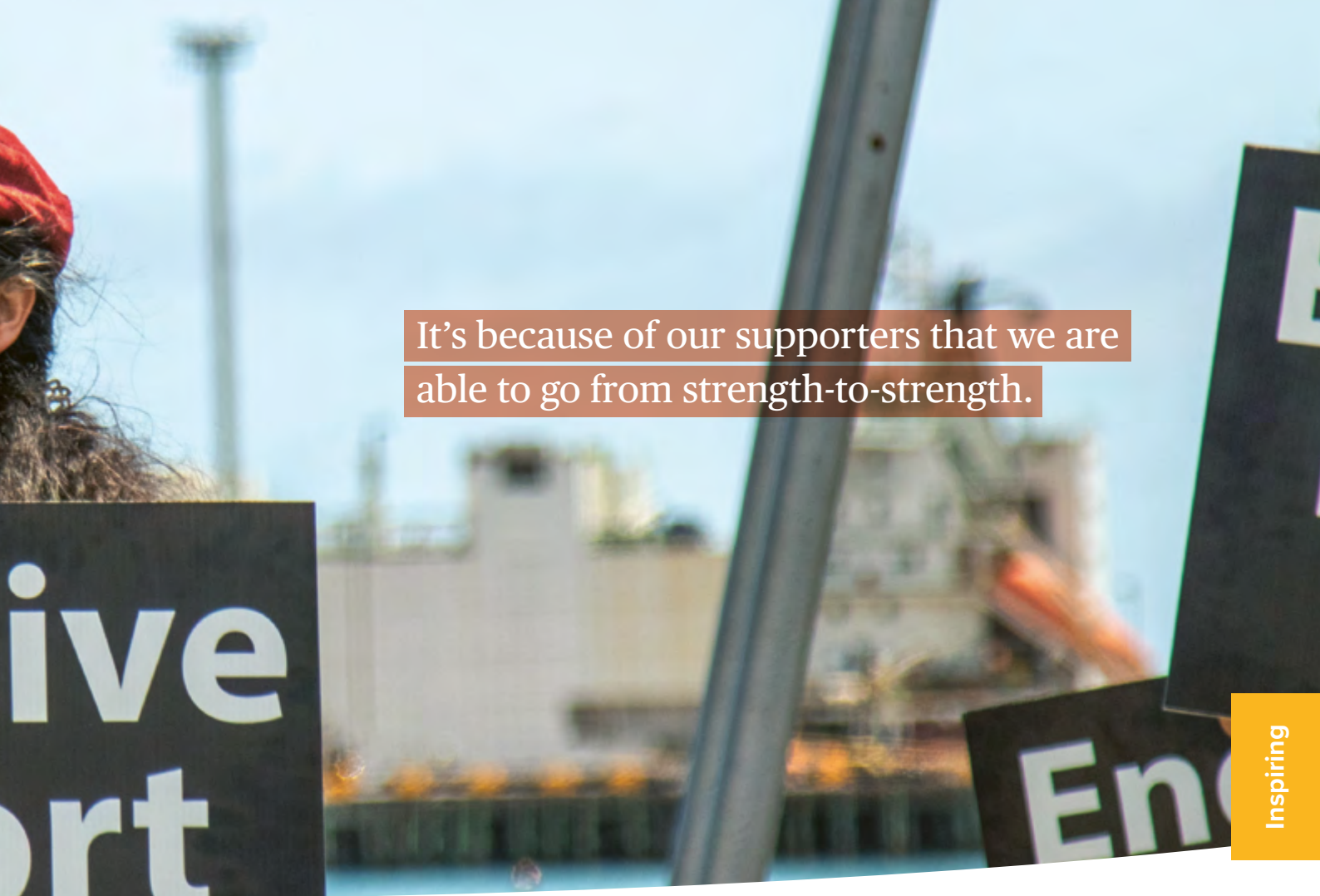
At SAFE, we believe the gift of time is priceless – which is why we are so incredibly grateful for our caring team of volunteers who give their time to act for animals.

The year has been filled with wonderful events, protests, stalls and more. Volunteers have been out and about taking action for the animals, working on SAFE's current campaigns and helping people to consider the impacts of their choices on animals and the environment.

In Christchurch, Wellington and Auckland, the Go Green Expo was a huge success – the SAFE stall attracted plenty of interest, and volunteers introduced many people to SAFE's Plant-Based Challenge. It was a fantastic opportunity to engage with a range of different people and have meaningful conversations. Meanwhile, at Auckland

University, volunteers collected thousands of signatures for petitions and showcased SAFE's virtual-reality Farm360 footage to help people understand what it is like to be an animal in an intensive farm.

We were proud of the large crowd of caring people who travelled a long way to join us to peacefully protest at the Martinborough Bull Ride event in November. In Auckland, the SAFE team and volunteers showed their support for racehorses at the Auckland Viaduct in a powerful demonstration against horseracing.



It's because of our supporters that we are able to go from strength-to-strength.

Inspiring

In addition to all these actions, volunteers had a strong presence at SAFE's protest against live export in Napier, as well as that against the Forced Swim Test with members of the New Zealand Anti-Vivisection Society at Victoria University of Wellington. At the animal rights march in Auckland, SAFE staff and volunteers also came together to stand up for animals and made their voices heard.

Amongst all of this, we hosted a very popular vegan cheese and kombucha tasting evening in Christchurch. The event was a perfect opportunity to help people embrace a kinder way of eating and showcased a wide variety of plant-based products. We also attended Christchurch's Vegan Night Markets and the Whangarei Vegan Expo.

It's because of supporters like you that we are able to go from strength-to-strength. Every action, big or small, is helping to drive a better future for animals in New Zealand.



Whether staffing a stall at a public event, like these volunteers, or attending a protest like the ones held for live export and rodeo this past year, our volunteers play a key role in creating a better future for animals.

SAFE in the media

When it comes to animal welfare, we don't shy away from telling the hard facts.

This year alone, we put out 65 media releases which led to 641 media stories, ensuring animals were frequently in the headlines. Which is why, when we learnt about cruelty at a Northern Eggs colony cage farm, we demanded that the Ministry for Primary Industries take action, filing a complaint this past December.

Footage showed unspeakable cruelty to hens at the Whangārei farm. Bodies of long-dead hens had been trampled flat into the floor of cages in what was a clear breach of the layer hen code of welfare, which specifies that dead hens must be removed from cages at least once a day.

This cruelty reminded us of similar footage taken in 2016 of dying, dead and rotting hens at Heyden Farms in the Waikato, a farm that also supplies the Morning Harvest brand of eggs.

The same month as the Northern Eggs expose we learnt through a tip-off that nearly 200,000 chickens had suffocated during a power cut at a farm in Helensville that supplies Tegel Foods. Only

once the story appeared in a few media outlets did the issue come to the attention of the Ministry for Primary Industries.

This catastrophic loss of life signalled not just negligence at this farm, but a catalogue of failures in a system that is not built to protect the wellbeing of animals. This horrendous incident happened just less than a year after Tegel found itself in hot water over dangerous farming practices that had led to a fire causing the death of 50,000 chickens.

In each of these cases, the farms avoided prosecution, signalling to us that the system is broken. More than ever, we need a voice for animals that has the power and resources to enforce our animal welfare laws, which is why we are continuing to advocate for a Crown entity for animals. We may have some of the world's best animal welfare laws, but without enforcement, they aren't worth the paper they are printed on.

More than ever, we need a voice for animals that has the power and resources to enforce our animal welfare laws.

In 2019–20, **SAFE** sent out

65 media releases
which lead to
641 media stories



Help us advocate for a **CROWN ENTITY FOR ANIMALS**

A dedicated voice for animals with the power and resources to ensure our animal welfare laws are upheld.

Go to www.safe.org.nz to take action.



Image: Jo Moore Photography



Justice for animals

Farrowing crates

Strategic

An historic action for animals

Never before in New Zealand has anyone taken legal action against the Government for violating the Animal Welfare Act 1999. But this year, SAFE and the New Zealand Animal Law Association filed legal proceedings and took the Government to court.

In New Zealand, pig farmers are allowed to confine mother pigs in small cages called farrowing crates. These crates are so small that mother pigs cannot even turn around. Farrowing crates confine a mother pig when she gives birth and when she tries to mother her piglets. Our Government is breaking the law so the pig farming industry can profit. And as a result, animals are suffering every day.

For more than 18 months, SAFE has campaigned to ban farrowing crates. More than 112,000 caring Kiwis told the Government that they want mother pigs freed from these cruel crates. This bold,

historic action was our only legal avenue to free mother pigs. When we said we weren't giving up on mother pigs, we meant it – this case is fighting for their basic rights. Winning this case can mean freedom for mother pigs, but potentially it will have implications for the other codes of welfare. Stay tuned as we await the verdict on this historic case.

This case is fighting for the basic rights of mother pigs.

Justice for animals

Live export

Together with our supporters, we are calling for a permanent ban on the cruel live export trade.

Petition handover

Thanks to the amazing work of our volunteers and supporters, we received over 30,000 signatures for our petition to the Government to end live export. To commemorate the 16th anniversary of the Cormo Express disaster, in which SAFE presented the petition to Green MP Gareth Hughes and Labour MP Angie Warren-Clark.

Along with the petition, we took 4,700 ear tags to represent the number of cows approved for live export in September, and 7,500 chicks to represent the number of chickens exported every day from New Zealand. We needed the Government to see the scale of live animal exports from New Zealand and take action to end this trade for good.

Submission

In June, the Government opened a review of the live export of cows, goats, sheep and deer. Our supporters sent in 3,814 submissions on behalf of animals sent on harrowing journeys in the live export trade.

After the announcement of the review, SAFE was disappointed to learn that the Ministry for Primary Industries had approved the largest shipment of cows from New Zealand in two years. We would not allow the Government to send these animals to unknown horrors without making some noise. SAFE organised a protest outside Napier Port, from which 5,400 cows were due to leave for China. Over 80 protesters arrived to take a stand against the controversial shipment and to demand that the Government take their review into live export seriously.

Despite the public outcry and serious concerns for animal welfare, the Government has completely undermined its review by allowing this shipment to go ahead. SAFE will continue to call for a halt of all live exports of cows while the review is underway.

Our supporters have been keeping the pressure on in campaigning against live export. In January, SAFE and concerned locals organised protests against the live export ship Yangtze Fortune – first when it docked at the Port of Auckland, and then when it stopped at Port Taranaki to be loaded with cows for export. Locals continued the opposition with protests when the Gelbray Express, another such ship, arrived in March.

3,814 submissions


were made on behalf of animals to end this cruel trade.

NEW ZEALANDERS
DEMAND THE GOVERNMENT
END LIVE EXPORT



Courage

Image: Jo Moore Photography



All summer, we exposed the many facets of the cruelty involved in rodeo – horses, bulls and calves are all subjected to cruel treatment so that a small group of people can play ‘cowboy’ at rodeo events.

Justice for animals

Rodeo

Courage

We won't stop until all animals in New Zealand are protected from this cruel and unnecessary form of entertainment.

There is nothing Kiwi about taking the family to watch animals suffer and die for ‘entertainment.’ New Zealand is a nation of animal lovers, and as such, it's no surprise that a 2016 Horizon Research poll showed that the majority of Kiwis supported a ban on rodeo. How we treat our animals reflects who we are as a society – and New Zealanders are better than this.

Which is why, when the annual rodeo season began in October, we were ready with protests planned at all major events during the entire season. Together, we joined with supporters as a force to be reckoned with. All summer, we exposed the many facets of the cruelty involved in rodeo – horses, bulls and calves are all subjected to cruel treatment so that a small group of people can play ‘cowboy’ at rodeo events. These so-called cowboys killed four animals at rodeo events last year, and countless more animals could face the same fate this coming season.

The National Animal Welfare Advisory Committee (NAWAC) has expressed “serious concerns” that the calf roping event had “substantial negative impacts” on the baby animals used. So, we asked NAWAC to ban the use of calves under 12 months of age in rodeo.

We have also turned up the heat by urging the Government to take action on rodeo. In an open letter published in the New Zealand Herald, SAFE called on the Labour-led Government to uphold their pre-election promise to ban some of the cruellest aspects of rodeo. Twenty-four veterinarians, animal welfare authorities and law experts signed the letter, adding public support to the campaign. Among the signatories was the world-famous animal behaviour expert Dr Jane Goodall, as well as long-term animal welfare advocate Bob Kerridge.



Not long after the publication of this letter, Green Party MP Gareth Hughes announced a Member's Bill that could ban some of the most barbaric practices in rodeo. He announced this move at a rodeo protest in the Waikato attended by SAFE and our dedicated volunteers. SAFE is in full support of this bill and is now putting pressure on the coalition Government to adopt it. This increase in pressure on the Government to deliver on their promises demonstrates that the writing is on the wall for rodeo.



Justice for animals

Colony cages

We are single-minded in our determination to free hens from cruel cages, and that tireless effort is paying off, as we are achieving extraordinary change in New Zealand. In the past fiscal year, 24 new cage-free policies have been announced by compassionate companies across the country.

After negotiations with SAFE, Bidfood New Zealand, the country's leading wholesale foodservice and distribution company, released a 2024 cage-free policy. With over 15,000 customers nationwide, Bidfood is the largest supplier of eggs to the food industry and the second largest national supplier of eggs after supermarkets. It's cage-free commitment epitomises how rapidly New Zealand's egg industry is changing and responding to people making animal welfare a priority when they shop. Bidfood's announcement adds yet another voice to a growing chorus of companies saying no to cage cruelty.

Prior to Bidfood's announcement, SAFE had joined forces with over 58 organisations in a campaign against the world's largest hotel company, Marriott International. After 48 hours, a cage-free policy was produced by the hotel chain. Following this, SAFE received cage-free commitments from over 25 hotels around the country. Honourable mentions include The Rees, Brook Serene Hotels and Cordis.

We have also secured another cage-free victory from Service Foods New Zealand. Service Foods is the country's second-leading wholesale foodservice and distribution company. It announced the good news just months after it's biggest competitor, Bidfood NZ, had released it's cage-free policy after dialogue with SAFE.

SAFE is also delighted to have secured a 2020 cage-free commitment from Starbucks New Zealand. This pledge makes New Zealand the first country in the world to have all its license-operated Starbucks cafés pledge to go cage-free.

More recently, SAFE has received several cage-free victories, one of the more significant being from Original Foods Baking Co. (Original Foods). This company is one of New Zealand's most established wholesale bakeries and supplies baked goods to hundreds of businesses across the country. We were also pleased to have secured cage-free commitments from international brands Nando's



New Zealand has lost its appetite for caged eggs.
We're seeing more cage-free commitments from
both national and international businesses.

Kind

and Denny's, which up until this year, had refused to extend their overseas cage-free commitments to New Zealand.

New Zealand owned hotel businesses, Williams Hotel Group, Left Bank Hotel and Bolton Hotel, also joined the growing list of cage-free hotels in New Zealand. In other exciting news, SAFE secured a cage-free commitment from food manufacturer The Casual Foodie, which produce over 5,000 ready-to-eat meals every week.

It is evident that a new standard has been set within the New Zealand foodservice sector, and SAFE looks forward to securing more commitments within the industry. SAFE's corporate campaigns team is working every day to secure even more cage-free commitments from both national and international businesses.



Open Wing Alliance

This past year SAFE joined the Open Wing Alliance, a coalition of 46 organisations dedicated to freeing hens from cages, in a global campaign. Together, we asked global hotel companies Wyndham Destinations and Wyndham Hotels & Resorts to go cage-free. After a short campaign, both major hotel companies released global cage-free egg commitments. This fantastic win means future generations of hens around the world will be free from a lifetime inside cages.

In May, two members from SAFE's campaigns team were thrilled to attend the Open Wing Alliance annual Global Summit in Warsaw, Poland, with the aid of a grant from them. SAFE joined representatives from 46 animal protection organisations from 40 countries for the four-day conference. The summit was an excellent

opportunity for attendees to learn new and innovative campaign techniques, discuss the importance of corporate campaigning and form invaluable relationships with other like-minded organisations.

During the conference, all 46 organisations joined together under the Open Wing Alliance banner in launching a global cage-free campaign against Hilton Hotel Group and Best Western Hotels. Hilton set a new record by producing a global cage-free policy within 24 hours of the campaign kick-off. Hilton's action was followed by Best Western, which also produced a strong cage-free egg policy just last week. These massive wins prove just how much can be achieved when we work together as a collective to free hens from cruel cages!

Cage-free directory

In August, SAFE launched New Zealand's first-ever Cage-Free Egg Directory. This lists companies operating across the country and features their current cage-free status. The directory is a powerful tool for caring Kiwis concerned about where their food comes from and will also help people make purchasing choices that align with their values.

Many of the businesses on our cage-free list chose to ditch cage eggs after private negotiations with SAFE. Others on the list are companies that have pledged to go cage-free thanks to the help and generosity of SAFE supporters.



Kind

A guide for business

With so much interest in going cage-free amongst businesses in Aotearoa, we put together a guide to help progressive companies that are looking to remove caged-egg products from their supply chains.

1 billion
eggs

are produced annually in New Zealand every year.
% of these are purchased by supermarkets. All of the country's major supermarkets will be cage-free by 2027.

76% of Kiwis
oppose colony cages.

Battery cages account for **44.7%** of egg production in New Zealand and will become illegal in 2022.

Farmers will likely switch to cage-free farming methods to meet the nation's demand for cage-free eggs.

Why are businesses choosing to go cage-free?

Kiwis care about hens and we are seeing more and more businesses respond by making kinder egg purchasing choices.

Foodservice and hospitality companies

Free-range farming



High flock numbers

Hens recognise other individual hens and naturally maintain a pecking order within a flock. Hens raised in commercial systems live among consistently larger numbers of other hens, making it impossible for the hens to form a normal social structure. This results in hens living in a continuous state of stress, trying to establish their place in a hierarchy, but never achieving it.

Quick facts

- The maximum indoor stocking density for free-range production is 10 hens per square metre.
- The maximum outdoor stocking density for free-range production is 4 hens per square metre.
- Many free-range hens are beak-trimmed, depending on the certification standards applied.

Common misconceptions and frequently asked questions

I've concerned about the extra cost of cage-free egg ingredients

This is a common concern put forward by companies wanting to move forward with a cage-free commitment. As of November 2019, over 44% of eggs produced annually in New Zealand were from battery cage farms. With the 2022 ban on battery cages approaching, New Zealand will see an increase in cage-free egg availability in the near future, which will lead to more competitive prices.

A cost sheet provided to SAFE by an Auckland foodservice group reveals the price difference between cage eggs and free-range eggs. Initially this seems large when looking at the overall cost, however the price difference per egg works out to be very reasonable at only a 11 cent price increase per free-range egg in comparison to a cage egg.

EGG TYPE	PRICE PER 15 DOZEN (15 TRAYS)	PRICE PER DOZEN
Free range eggs	\$55.50	\$3.70
Cage eggs	\$40.80	\$2.72

Wholesale cost difference calculated from a foodservice group located in Auckland (8 November 2019)

Our customers won't like it if we raise the price of our products to cover the extra cost of cage-free eggs

The cost difference between cage egg and free-range egg products is not large. Kiwis care about animal welfare and are highly supportive of brands that use higher welfare ingredients in their food products.

As of 2019, SAFE has not received any comment on customer pricing issues from any business which has published a cage-free egg commitment in New Zealand.

We don't use that many eggs

All the more reason to go cage-free.

A cage-free policy from your business sets an important animal welfare standard for competitors, customers and the egg farming industry. No matter how many eggs your business uses, you can play an important role in setting this standard.

Going
Cage-Free

A Guide for Businesses



Eat Kind

Research has shown that along with concern for animals, health is a key driver encouraging Kiwis to opt for plant-based alternatives to meat.

Kind

The year kicked off with a month of Veganuary, a vegan advocacy month started in the United Kingdom which has been building momentum here in New Zealand each year. We saw record numbers of people signing up to try vegan living for the month, once again demonstrating growth in awareness around the benefits of plant-based eating. This was reflected by an astounding 350% increase on the previous January for orders of our Plant-Based Starter Guide.

Research has shown that along with concern for animals, health is a key driver in encouraging Kiwis to opt for plant-based alternatives to meat. This was an ideal area for Eat Kind to focus on throughout Meat-Free May. Teaming up with plant-based doctors, including Nicholas Wright, Luke Wilson and Chloe Corbett, the Eat Kind team inspired Kiwis to adjust their diets for the month to benefit their health.

In addition to this, Meat-Free May was an excellent opportunity to launch our updated Plant-Based Starter Guide and Plant-Based Challenge. This year 1,146 people completed our Plant-Based Challenge.

SAFE's Eat Kind team also drew attention to a great opportunity for our Government to incorporate a climate-friendly focus into their school lunch initiative. In a piece run by Newshub, Eat Kind recommended that the Government provide school children with access to plant-based food that is healthier both for them and for the environment.

With sustainable food being a hot topic, this made for the perfect time to celebrate World Plant Milk Day. Eat Kind teamed up with ProVeg International and Plant Based News to encourage Kiwis to 'milk the benefits' of sustainable, dairy-free choices. Kiwis joined millions of people around the globe by taking SAFE's Dairy-Free Pledge to learn about the huge variety of dairy-free options available.



In 2019/20

1,146 people
took our Plant-Based Challenge.

Kind Christmas

With more and more people choosing plant-based foods, the Eat Kind team wanted to ensure that those new to, or transitioning towards, plant-based eating had all they needed to celebrate a kind Christmas with family and friends. Easy-to-follow recipe videos showed Kiwis how to make anything from 'salmon' gravlax bagels to vegan Greek-style roast 'lamb,' rosemary and garlic hasselback potatoes and a scrumptious take on the traditional Christmas pudding.

For more amazing recipes go to eatkind.org.nz



PLANTS - MORE THAN *meats* THE EYE



For Animals
Ngā Kararehe Hauāmanu

eatkind.org.nz

World Vegetarian Month

To celebrate World Vegetarian Month in October, SAFE's Eat Kind team worked with public libraries to provide communities around the country with material on plant-based eating.

High-school libraries were also invited to take part – resulting in over 180 libraries hosting World Vegetarian Month displays for the public and students. Meanwhile, Kiwis in the main centres around the country had their mouths watering as giant billboards depicting plant-based burgers, BBQ jackfruit tacos and seitan fried 'chicken' encouraged them to sign-up to our Plant-Based Challenge!

Kind



Kind

Eat Kind awards

As we ticked over into November, eating with kindness was still being celebrated. SAFE's annual Eat Kind awards took place on World Vegan Day, recognising eateries nationwide that have gone above and beyond, offering delicious and innovative plant-based dishes. Gorilla Kitchen in Auckland won the North Island award, Grater Goods in Christchurch took away the award for the South Island and Plant Blazed in Wellington received this year's Themed Cuisine award. Supporters were able to take part in the action, by tuning in to watch live as each eatery was surprised with their award.



Submission on fireworks

Private firework use is unpredictable, making it difficult for people with companion animals to mitigate the effects fireworks may have on them, which was why we presented a submission to the Governance and Administration Select Committee asking for a ban on private sales.



Helping animals across the Tasman



Together

SAFE supported HUHA and Animal Evac to provide on-the-ground support during the Australian bushfires.

When fires raged across the Tasman and over half a billion animals were estimated to have died, we had a moral responsibility to help. To that end, we supported Animal Evac New Zealand to deploy a team of volunteers from Wellington to New South Wales. This team assisted both animals and communities affected by the Australian bushfires.

The specialist six-person disaster response team had experience in animal disaster management, international humanitarian aid, veterinary medicine, disaster victim identification, paramedicine, incident management, animal control, wildland firefighting and technical animal rescue.

“We are grateful to SAFE for their financial support. As a new charity we don’t have the funds necessary for an overseas deployment, so SAFE’s sponsorship has made this possible,” said Steve Glassey, Animal Evac spokesperson.

SAFE was also able to assist HUHA (Helping you help animals) to send a team of specialists and tradespeople to help locals set up systems and infrastructure to help animals on the ground in the aftermath of the fires.



SAFE CEO Debra Ashton with the Animal Evac team



Image: Jo Moore Photography

Forced Swim Test

The Forced Swim Test is an animal experiment that forces small animals such as rats or mice to swim in an inescapable beaker of water until they 'give up' and float. The test is an invalid attempt to mimic a state of depression or hopelessness in humans.

In 2019 SAFE and the New Zealand Anti-Vivisection Society (NZAVS) joined forces and launched a petition calling on the Government to ban this cruel and unscientific animal test from being used at universities in New Zealand.

In August, SAFE staff and a dedicated team of volunteers displayed a mobile billboard at the

Kelburn campus of the Victoria University of Wellington along with video footage of the Forced Swim Test. This took place during the university open day to raise awareness of the test among the current and future student body. Many students and members of faculty were shocked to learn that this animal test takes place at the university.

The following month, SAFE and NZAVS were joined by over 80 people in another protest on campus. This included individuals from other animal protection groups such as HUHA, Speak Up for Animals and PETA Australia.

We joined forces to launch a petition calling on the Government to ban this cruel and unscientific animal test.



In 2019/20, we presented a petition with over

25,000
signatures

calling for a ban on this
cruel and invalid test.

Together

Petition

Together with our partners from NZAVS, SAFE celebrated World Animal Day on 4 October by delivering a petition to ban the Forced Swim Test. The sun was shining as we presented over 25,000 signatures to MP Gareth Hughes outside Parliament, joined by SAFE and NZAVS supporters. A Horizon Research poll asked New Zealanders what they thought of this animal test and the results demonstrated that a majority polled supported an end to the Forced Swim Test.

Supporters also rallied online to take action. For a week, Victoria University was flooded with messages asking them to end its use of the Forced Swim Test. Altogether, over 300 actions were taken on Facebook, over 200 people took action on Twitter and more than 200 actions on Instagram. Countless people took action on Google, and at one point, the rating of Victoria University dropped from 4.4 stars to 3.6 stars! The university obviously noticed and was concerned with what the wider public would think, as Google removed the reviews. In total, over 700 online actions were taken by caring people who wanted to see the Forced Swim Test banned at Victoria University.

To end the week with a bang, with NZAVS we held a powerful action outside the LUSH Newmarket store in Auckland. LUSH staff hopped into a giant tank filled with water to highlight just how absurd the Forced Swim Test is.

Joined by NZAVS and PETA, we delivered a presentation to the committee of MPs who had been reviewing our petition to ban the cruel Forced Swim Test.



Animal rights march

The Official Animal Rights March 2019 was held in Auckland in August. SAFE united with 700 other passionate animal activists and marched up Queen Street to take a stand for the animals.

Traffic came to a halt as activists flooded the streets and filled downtown Auckland with the sound of chanting and drumming. Kiwis of all age groups shouted and raised their banners and placards, singing to the same tune – we must end the exploitation of all animals.

The march concluded at Myers Park, where some of Aotearoa's leading voices in the animal rights movement gave powerful speeches. This included Green Party MP Gareth Hughes and SAFE CEO Debra Ashton.

Debra spoke about the important work SAFE had been doing to protect animals in New Zealand, such as our highly successful cage-free campaigning. The crowd cheered when Debra spoke of SAFE's intention to take the Government to court over its failure to ban farrowing crates. Overall, the day brought about a strong sense of solidarity and hope for a kinder future for animals.



Zero Carbon Bill and climate marches

Responding to the climate emergency requires transformational change and 2019 was a critical year for action on this global issue. In New Zealand and around the world, school students have been striking and are demanding urgent action to prevent further global warming. More recently, reports of fires in the Amazon have dominated news headlines and ignited discussions surrounding the fate of our planet. It is evident that the climate emergency is affecting everyone – so why are animals being left out of the conversation? Climate change is a disaster that affects humans as well as animals. Our Government consulted on ground-breaking legislation – known as the Zero Carbon Bill – that will set the path for climate action over the next 30 years.

In New Zealand, animal agriculture industries produce nearly half of its greenhouse gas emissions. The most effective way to reduce our emissions is to set a target of net zero for all greenhouse gases and to support landowners to transition towards plant-based agriculture.

To that end, SAFE made a submission on the Zero Carbon Bill that advocated for a Government-led response to climate change. SAFE also asked for animals to be included in the National Adaptation Plan, and for them to be protected from the expected increase in extreme weather events.

On Friday 27 September, SAFE stood together with youth and closed its offices to take part in the global climate strike to take a stand for the planet, for people and for animals.

New regulations for dairy cows

SAFE shared footage showing cows chasing after a trailer and repeatedly calling for their calves, as the baby animals are removed. This followed footage released by winter cropping campaigners, showing a calf being roughly thrown into a trailer and another one kicked. These calves were being collected in a paddock which had turned to mud.

The Ministry for Primary Industries has introduced new regulations on the handling of young calves over the last three years, following public outrage over an earlier exposé by SAFE and Farmwatch of calf mistreatment in the dairy industry.



Together



Winter grazing

SAFE worked with an environmental campaigner, Angus Robson, to shine the spotlight on winter grazing practices. Through the winter, large numbers of cows are forced to live in wet, muddy paddocks, and many are confined to narrow strips, feeding on crops until the ground is bare. These winter-cropping practices cause suffering to the cows, who are rarely able to lie down because the ground is mostly too wet. The welfare of calves is also severely affected when they are born into these appalling conditions. The runoff of mud and nutrients from these barren strips of land is also an environmental threat to vulnerable waterways.

The campaign showed just how widespread the suffering caused by winter cropping is and was successful in getting government action: a winter grazing task force was set up. As a result, this winter there has been an improvement in some areas, but more work needs to be done.

Launch of our new website and online education database

In October, we launched a new digital platform for our website that will better serve us and our audiences today and in the future. In the past year, we saw huge engagement with our digital platforms, with 422,944 people interacting with our social content, 187,105 people regularly following our posts and 94,412 unique visitors to our website.

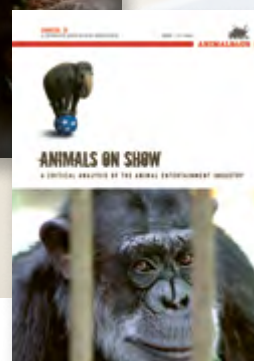
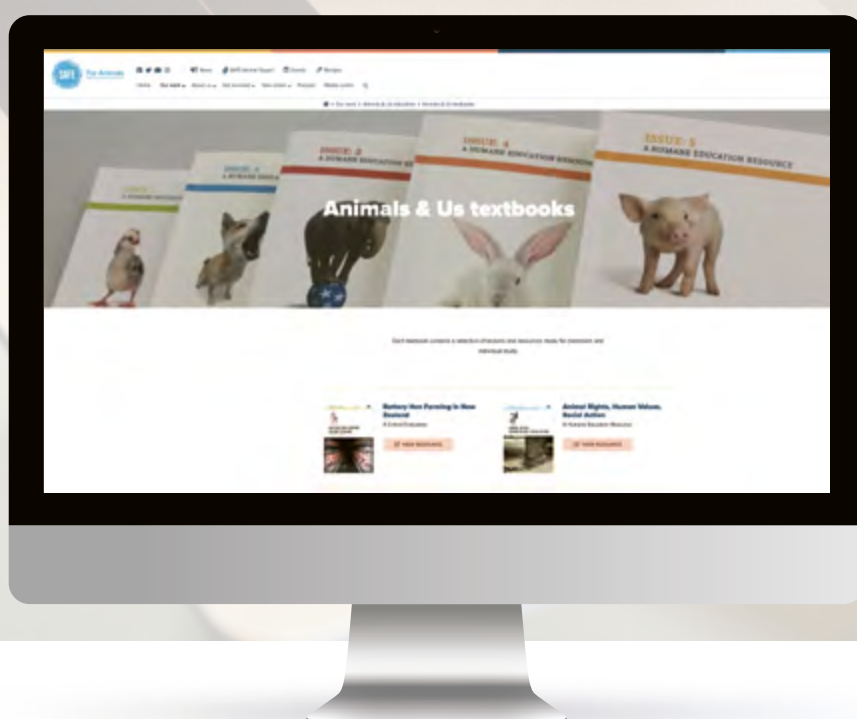
This year we also took our Animals & Us programme digital, creating a database to provide New Zealand teachers and students with a suite of animal-rights teaching resources from the Animals & Us textbook series. Packed with easy-to-search lessons, readings, resources and aligned with the New Zealand curriculum, it has never been easier for teachers and students to learn about animal rights!

In 2019/20 we had

422,944 people
interacting with our social content

187,105 people
regularly following our posts

94,412 unique
visitors to our website.



New Zealanders are with us as we fight for the rights of animals

As you have read in this annual report, we have had many successes to celebrate in the past financial year. Standing out among them, was our bold and historic legal action to ensure that mother pigs got their day in court. New Zealanders were with us as we fought the cruel caging of animals, supporting our litigation on behalf of mother pigs to free them from barbaric farrowing crates, cages so small mother pigs cannot even turn around. We heard from thousands of Kiwis who care immensely about this issue. We are proud to have taken such a critical historic case forward on behalf of these intelligent, sensitive animals.

I would also like to recognise and thank Glen Real for his excellent leadership and commitment to SAFE as a long-standing board member and former chair. Glen stepped down this year.

Our voice can be heard in the media, at the Beehive, in meetings with businesses and retailers. When amplified by the voices of our supporters, we create tangible change for millions of animals.

Our ongoing work on securing cage-free policies is an example of that. Kiwis are losing their appetite for caged eggs, and this past year we've secured commitments from major retailers, food service providers and all major supermarkets to remove caged eggs from their supply chain. This has meant millions of hens will be spared a horrendously cruel, short life in a cramped cage.

Together with you, our supporters, we also pushed back on the live export trade, which ships animals to an unknown future in countries with even lower animal welfare protections than ours. This practice undermines our laws and puts animals through

immense suffering. Our voices were heard and resulted in an ongoing Government review of the practice.

Society is changing, as are our attitudes towards animals. We need to redefine our relationship with animals, not just because it is kinder, but also because it is what our planet and our human health demand.

While there is much to still achieve, every year we are getting closer to a better, kinder Aotearoa. We couldn't have done it without you.

On behalf of the board and the animals, thank you.



Mark Rocket
Chair, Board of Directors



Treasurers report 2019/20

Thank you to all our wonderful supporters. Because of you, we have been able to retain financial stability even with the threat of a global pandemic at the end of our financial year. Beginning the next year with a surplus means we are able to make a good start in what will be unprecedented times for us all.

Finance

As a charity, we rely solely on the generosity of our supporters. This year we have raised nearly \$2 million in donations and from those who have remembered us in their wills.

These funds will enable us to make a real difference for animals. Education comprises 21% of our expenditure, which incorporates Eat Kind and the youth group, Animal Squad, encouraging a plant-based diet and educating children about animal sentience. More than half of our expenditure is used to continually campaign to bring justice for those who can't speak for themselves.

Some of our major achievements and collaborations this year include SAFE joining forces with the New Zealand Anti-Vivisection Society to end the cruel, invalid Forced Swim Test. The Open Wing Alliance Global Summit in Poland has enabled

SAFE to take its cage-free campaign to the next level. Two staff members were sponsored to attend the ground breaking four-day conference in May 2019. Since then, we have seen significant cage-free commitments come through from Hilton Hotel Group, Best Western Hotels, Service Foods New Zealand and many more. This past summer, we actively campaigned to end rodeo.

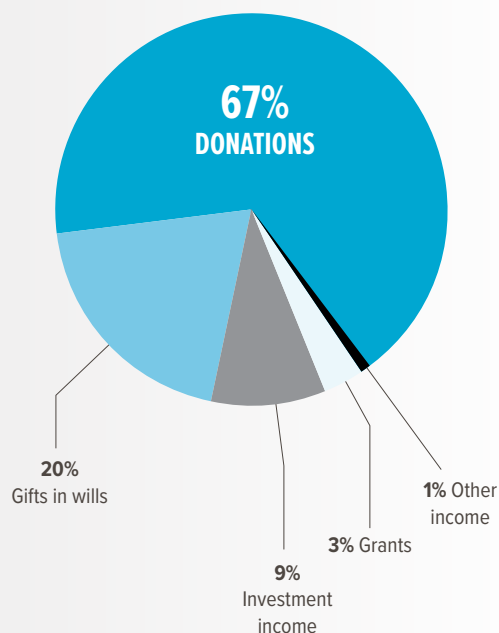
We have more major campaigns lined up for the coming year and we wouldn't be able to do this work without your help. Thank you to all our supporters for your donations and to our volunteers for your time. Together we will reach our goal to create a cruelty-free New Zealand.



Sarah Barnes
Treasurer

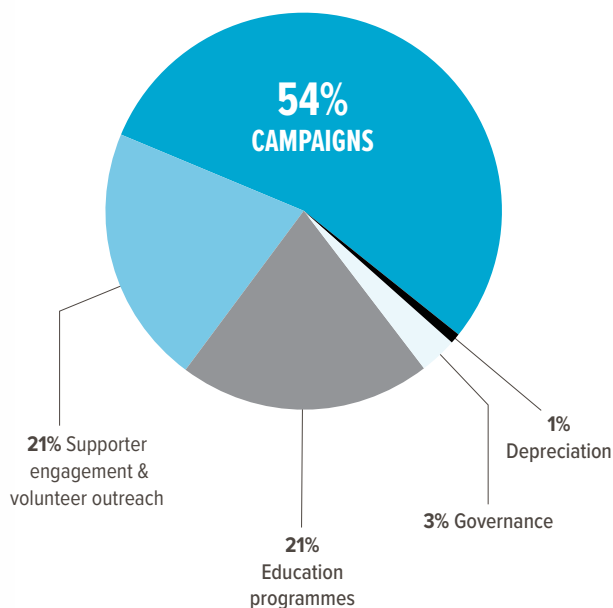
Financial summary

Income



INCOME	2019/20	
Donations	1,487,111	67%
Gifts in wills	433,125	20%
Investment income	207,157	9%
Grants	74,679	3%
Other income	4,474	1%
	2,206,546	100%

Expenditure



EXPENDITURE	2019/20	
Campaigns	1,027,619	54%
Supporter engagement & volunteer outreach	398,598	21%
Education programmes	389,159	21%
Governance	57,020	3%
Depreciation	21,012	1%
	1,893,408	100%

Support overhead costs (e.g., administration and fundraising) have been allocated out to our core services to show the true cost of providing those services.

SAFE's full financial statements have been audited by Baker Tilly Staples Rodway Audit Ltd and are available for viewing on the Charities Services website.

Key measures



1,117

Animal Squad (youth group) members

998 members last year

1,146

Eat Kind challenge completions

New measure



641

Media stories mentioning SAFE

828 last year

24

New cage free policies announced

New measure



65

SAFE media releases

66 last year



422,944

Number of people engaging with SAFE's social media content

575,806 last year

187,105

Social media followers

New measure

94,412

SAFE websites unique visitors

110,840 last year





Farewell to Hans and Nichola

This year, New Zealand animal rights icons husband and wife, Hans and Nichola Kriek retired from SAFE. Together their work has had a huge impact on the country and raised the profile of animal issues in Aotearoa. We wish them all the best as they enjoy spending more time with their animal companions.

The SAFE team

Board of Directors

Mark Rocket, Chair
Troy Coyle, Secretary
Sarah Barnes, Treasurer

Katherine Birks, Member
Joanne Child, Member
Saar Cohen, Member

Tim Groenendaal, Member
Kirsten Magnusson, Member
Glen Real, Member

Chief Executive Officer

Debra Ashton

Senior Team

Liz Atkinson
 Fleur Auber
 Ilan Goldberg
 Hans Kriek
 Nichola Kriek
 Clare Marks
 Jennifer Riley

Staff

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 Rosalind Holland
 Courtenay Lacey
 Natalie Litras
 Nellie Lyon
 Marianne Macdonald

Elise McDonald
 Krysta Neve
 Michelle Perkins
 Mona Oliver
 Lauren Orchard
 Greg Simpson
 Maddy Tatom
 Paris Waterworth
 Alexander Woodham



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