



For Animals
Ngā Kararehe Haumarū

Annual Report 2020/21

safe.org.nz



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In a year like no other, we still made history for animals

Like most Kiwis, when we set out our plans for what we wanted to achieve in 2020/21, we had no idea that a global pandemic would be on our doorstep.

I'm very proud of our team, who together with our Board, were proactive in not only managing the risk to our staff, but also open and eager to pivot our priorities so that we could continue to deliver on our mission for animals.

We made some difficult decisions, including to wind down our volunteer programme and instead put more resources into digital activism, to host our first-ever virtual protest to end live export and to livestream a political panel prior to the 2020 parliamentary election.

It's no secret that Kiwis were spending more time at home, and we reached them where they were, delivering two on-demand advertisements. The first was delivered during the election campaign, with a provocative ad pointing out our politicians' failure to free hens from cages. The second was released during the rodeo season and targeted rural communities, urging them to skip the rodeo.

It was a successful year offline as well. A key highlight came when I got the call notifying me that together with our partners from the New Zealand Animal Law Association, we had won our historic

court case to free mother pigs from tiny crates and stalls. We were elated to learn that the judge had ruled farrowing crates 'invalid.'

Animals need more voices amongst our nation's decision makers. Another major success for animals was finally realised when the Government reinstated the position of Associate Minister for Animal Welfare. We will however continue in our efforts to call for a Commissioner for Animals so that charities don't have to shoulder the burden of rectifying systemic animal abuse.

We continued to draw attention to the horrors of live export. When tragedy struck the ship Gulf Live Export 1, causing it to capsize in the East China Sea, thousands of cows and 41 crew members, including two New Zealanders, needlessly lost their lives. In response, we mobilised our supporters and worked with local groups to exert further pressure on the Government and forced it to scrutinise the viability of the live export trade more closely. This time, they could not ignore the risks, nor the tens of thousands of messages sent by caring people like you.

In what was a difficult year for many, as an

...we had won our historic court case to free
mother pigs from tiny crates and stalls.

organisation we've risen to meet the challenges. We did this because of our steadfast belief that the lives of animals matter. We were able to do it because of people like you, who even in uncertain times continued to provide unwavering support.



Debra Ashton
CEO

A handwritten signature in blue ink that reads "Debra Ashton".

Thanks to this historic case, the Government can no longer ignore the daily suffering of mother pigs.

Justice for animals

Our historic win for mother pigs



Last year, together with the New Zealand Animal Law Association we filed legal proceedings to fight for the basic rights of mother pigs. Our case was heard at the High Court in Wellington last year and we (anxiously) awaited the judge's ruling.

We were thrilled when on 13 November we received the verdict on this case – that the Minister of Agriculture acted unlawfully by allowing the use of farrowing crates and mating stalls. By doing so, New Zealand pig farmers had been able to routinely confine mother pigs in these crates and stalls so small that the mother pigs could not even turn around.

Together with you, our supporters, we campaigned for decades to ban farrowing crates and mating stalls. More than 112,000 caring people told the Government that they wanted mother pigs freed. Our call for change continued to fall on deaf ears, until the High Court's ruling. Thanks to

this historic case, the Government can no longer ignore the daily suffering of mother pigs.

It was the first time anyone in Aotearoa New Zealand had taken legal action against the Government for violating the Animal Welfare Act 1999. Here at home, this case has the potential to have implications for other codes of welfare. Abroad, it has inspired other animal rights organisations to look to the law as a lever for change.

SAFE would like to thank NZALA and Gillian Coumbe QC for all their hard work in winning this case.

More than

112,000 caring people

told the Government that they wanted mother pigs freed.



In 2020/2021, Animal Squad had

1,677 members

a **67% increase** in membership

Empowering

Empowering the next generation

Animal Squad

Our Animal Squad youth group helps nurture the next generation so that their innate compassion can be put to work to create a better world for animals.

Members receive regular communications including newsletters and opportunities to enter competitions that help them to connect with who animals are, so they can empathise with all creatures.

With over 1,600 members and growing, we have had positive feedback from the children, parents and schools who receive our newsletters, highlighting how important helping animals and protecting our planet are to young people.

Fires, floods, droughts – these extreme weather events are becoming ever-more common due to the climate emergency. The impact of such events can be catastrophic for animals. The urgency of these events has caught the attention of young people in Aotearoa and around the world. We stood in solidarity with them as they protested Government inaction in the Climate Strikes.

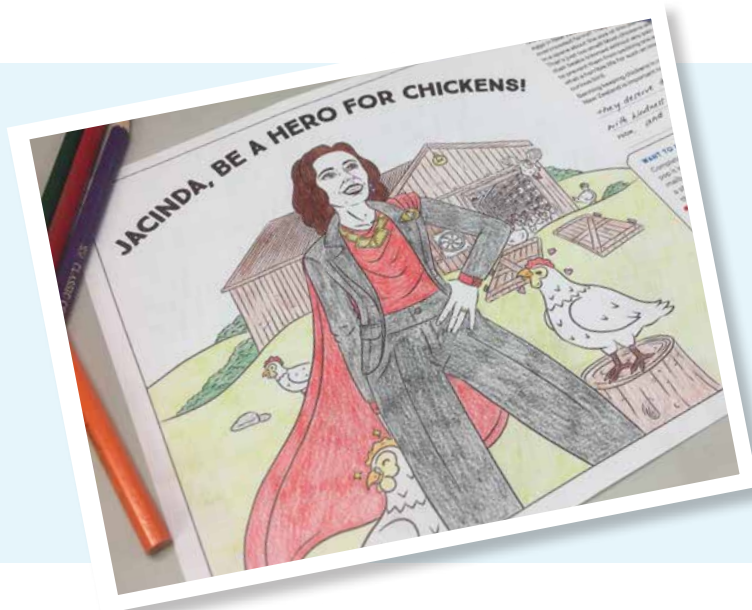
By supporting youth, we are also ensuring that animals have a new generation of people who can advocate for their rights.



Animal
Squad

Empowering

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Political heros

As a tie into our work on the 2020 election campaign, we included a hero-themed colouring competition with our 19th issue of Animal Bites to capture the attention of Prime Minister Jacinda Ardern. Tamariki from around the country sent their work to the Prime Minister 'drawing' attention to the plight of hens in cages.

Live export

Tragedy in the East China Sea

Strategic

On 3 September, the Gulf Livestock 1 capsized with the loss of nearly 6,000 cows and 41 crew members, including two Kiwis.

This tragedy was an event that awakened the nation to the urgent need to put the live export trade to bed, for good.

After quickly mobilising to get ahead of the story, we had early success in pressuring the Government to temporarily ban live export following the disaster. That decision was quietly reversed on 24 October when 'conditional' exports were allowed to resume.

We continued to advocate to end the suffering launching an ambitious international campaign to put pressure on Prime Minister Jacinda Ardern to impose a complete ban on live export.

Thanks to local advocacy groups, the pressure continued to mount to a point where the Government agreed to undertake an additional review of the trade, further scrutinising the agonising journey our animals face by sea which would lead to the eventual announcement of a phaseout of live export by sea.

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BAN LIVE EXPORT

We ran digital advertising in the Guardian UK to shine a spotlight on this tragedy for animals.

Strategic

IT'S NOT
WORTH THE
SUFFERING



We have some of the best animal welfare laws in the world, but without enforcement, the animal agriculture industry will continue to prioritise profit over the wellbeing of animals.

Commissioner for Animals

Animals need a voice they can count on

In Aotearoa New Zealand, we have revolutionary animal welfare laws. Unfortunately, they aren't worth the paper they are written on if they aren't enforced.

Sadly, less than 1% of all complaints received by the Ministry for Primary Industries ever lead to a prosecution. This is far lower than other areas of criminal law. Our animals deserve better.

Along with our supporters, we were horrified to learn of a catastrophic loss of life when more than 180,000 chickens suffocated on a New Zealand poultry farm due to a power failure in 2019. Despite repeated calls for justice throughout the 2020/21 year, to date, no one has been held accountable.

This is not the first time that negligence has led to mass animal deaths and where farmers have avoided prosecution. We have some of the best animal welfare laws in the world, but without enforcement, the animal agriculture industry will continue to prioritise profit over the wellbeing of animals.

Tragic events such as these underscore why we need a Commissioner for Animals with the power and resources to ensure our animal welfare laws are upheld. We made this clear to our politicians by running a series of online actions, print ads and media stories calling for a Commissioner.

Meet Chickens



Integrity

Pou, one of the lucky ones

Every life should be treasured

At only six weeks of age, Pounamu's traumatic life was about to end when she was scheduled to be killed to be eaten.

But against the odds, Pou's life instead changed forever when she fell off a truck on the way to the slaughterhouse. Pou was rescued from the side of the road and adopted into a loving home. Now at almost three years of age, this cheeky, inquisitive girl spends her days roaming a sunny garden and nibbling on fruit.

Over 120 million gentle, intelligent birds like Pou have a different fate. One that is hidden by chicken producers who raise them to reach an explosive slaughter weight at just six weeks of age. We drew our inspiration from Pou, a true survivor, and launched a long-term campaign to expose the truth behind chicken farming.





Justice for animals

We're Kiwis, not cowboys

SAFE continued to shine the spotlight on rodeo – a horrific form of animal abuse.

Thanks to your help, we raised funds for an on-demand advertisement reminding rural New Zealanders that we're Kiwis, not cowboys. The ad was targeted at rural communities who still host rodeo events.

All season long, we raised our voices for animals bullied and abused in rodeo events, and worked alongside other animal activists who want to see these tortuous events stopped. Even the

Government's own animal welfare advisors expressed "serious concerns" about the "substantial negative impacts" on animals used in steer wrestling and calf roping, and concerns over the negative impacts of all rodeo events. We will continue to pressure the Government to put these concerns into action to protect these animals abused in rodeos.

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Supporters joined us to stand up for animals abused at the Canterbury rodeo.

THERE'S NOTHING KIND ABOUT RODEO

Innovative



SAFE Media Manager Will Applebe is interviewed at the Canterbury rodeo protest.

Putting animals on the agenda

It's Time: Political Panel

With Aotearoa New Zealand moving in and out of COVID-levels, SAFE convened a livestreamed political panel to put animals on the agenda prior to the 2020 election.



The panel proved to be one of the most important conversations ever held about animals in Aotearoa New Zealand, revealing where key political parties stood on the animal issues we all care about.

Hosted by journalist Charlotte Graham-McLay, panellists included Agriculture Minister Damien O'Connor, National Party Agricultural spokesperson David Bennett, Green Party Animal Welfare spokesperson Gareth Hughes and New Zealand First's Primary Industries spokesperson Mark Patterson.



Provocative election ad for hens



Innovative

In 2012, you helped SAFE secure a ban on battery cages.

Clever marketing by the poultry industry and their desire to put profit before animal welfare saw the introduction of a new caging system – colony cages – which is not much different from the cages they replaced.

We know that life in a cage is not a life worth living. Despite promises made by both the Labour and Green parties, colony cages are still legal in Aotearoa.

With elected officials vying for attention throughout the election cycle, we launched a provocative on-demand advertisement following up on these broken promises. We won't give up until hens are free. We need legislative change to ensure cages are where they belong – in the history books.

IT'S TIME

TO PUT THE CHICKEN

BEFORE THE EGG

Help free hens from cages



Supporting our animal rights movement

Working together with other activists is at the core of who we are, which is why we were proud to support the work of other organisations throughout the year.

Here are just a few highlights:

- When Helping You Help Animals (HUHA) undertook a massive project to rehome over 100 cows in Canterbury, we were there to help.
- We continued to work with environmental campaigners to end the widespread suffering caused by winter cropping in his local area..
- We joined hundreds of grassroots activists at the 2020 Animal Rights March in Wellington.
- SAFE joined the Coalition for the Protection of Racehorses at Parliament where they presented their petition asking our Government to cancel its \$72.5 million bailout for the racing industry.
- Together with animal rights groups in 30 other countries, we exposed the conditions for salmon farmed in Scotland, as part of an investigation by Compassion in World Farming.

We simply could not have kept the pressure on both levels of Government without the local activists who made it clear that Kiwis want to see live export banned.



Don't bet on their lives

Love greyhounds

We are stronger together, which is why we partnered with our friends at the Greyhound Protection League of Aotearoa New Zealand and Grey2K USA Worldwide to campaign to ban commercial greyhound racing in Aotearoa New Zealand.

Aotearoa is one of only one of seven countries in the world that still has a commercial greyhound

racing industry. Around the world and at home it's clear that the social licence for this risky and dangerous form of "entertainment" has long expired.

The death of even one dog for gambling profits is one too many. Together with you, we amplified this message by encouraging tens of thousands of caring people to sign GPLNZ's petition and to raise awareness of this underhanded and abusive industry.

Together

From ports to Parliament

Local live export protests

Just two months after the Gulf Livestock 1 tragedy, four live export ships arrived in Aotearoa's ports – within just two weeks of one another. SAFE joined concerned locals at protests and vigils at Napier, Taranaki and Timaru ports. The ships and their fierce opposition attracted considerable media attention as the nation awaited the Government's decision about the fate of the trade.

We simply could not have kept the pressure on both levels of Government without the local activists who made it clear that Kiwis want to see live export banned.



Our choices matter

Eat Kind

Veganuary

Resolutions are top of mind at the beginning of every year, and as in previous years, we joined the global Veganuary campaign. The annual month of vegan advocacy was started in the United Kingdom and here in Aotearoa we had a thousand people sign up to participate. During lockdown, we encouraged our supporters to stay healthy at home by sharing new ways to help people incorporate nutritious plant-based meals into their diets with a series of delicious immune-boosting recipes to try.

A Kiwiana Christmas

Every Christmas, kind supporters turn to us for our Christmas recipe ideas. This year, we offered some suggestions for a Kiwiana Christmas that is kind to animals. With barbeques dominating summer gatherings, we shared some simple and spectacular ideas. And for the traditionalists, a festive nut roast made for a spectacular table centrepiece.



World Vegetarian Month

Diverging from the norm and capitalising on the increased interest in plant milks and dairy-free products, we celebrated World Vegetarian Month in October by launching our new Dairy-Free Challenge 'Mooove Over Dairy.' The challenge covers everything from plant-based cheese to ice cream, condiments, spreads, and milk alternatives – making eating dairy-free easy for everyone.





Providing SAFE passage

When we heard about a retired research pig, Winston, who needed safe passage to his forever home, we worked to organise safe transport across the country so he could spend the rest of his days in his cosy new Canterbury paddock with people who would never harm him.

Right: Tara Sutherland with Winnie. Tara reached out to SAFE to ensure Winnie's future and secure his forever home.



“I looked at Winnie’s picture on the fridge and I was like – I can’t let him down,”

— Tara Sutherland

Integrity

Meat-Free May

With an increasing number of people making the connection between our treatment of animals and global pandemics, it’s no wonder that the Meat-Free May numbers were up over 400% compared to the previous year.

During May 2020

600 people

took the Plant-Based Challenge. This represents a

400% increase

compared to the previous year.



Bringing activists
together the world over

Virtual protest to ban live export

On 16 September, we hosted our first virtual protest calling for a ban on live exports from Aotearoa New Zealand. The format was hugely popular, attracting over 1,000 participants from around the nation and the world.



Behind the
headlines

Animal Matters



SAFE's new podcast

With the media saturated with stories about the COVID-19 pandemic, animal issues were at risk of not being heard. We used this as an opportunity to launch our new podcast, Animal Matters.

The podcast is hosted by SAFE Media Manager, Will Appelbe and features in-depth coverage of the animal issues of the day. The programme also holds interviews with key change-makers in animal rights. Animal Matters is released weekly and can be found on all major podcasting platforms, including Apple, Spotify and Google Podcasts.

Letter from the Acting Chair

We have much to be proud of over the past financial year. Among our many accomplishments our historic legal victory on behalf of mother pigs stands out.

Creating this kind of lasting change for mother pigs is deeply motivating and would not have been possible without the thousands of kind people who supported our work in myriad ways. Whether you are a regular donor through our Heart for Animals programme, you've remembered SAFE in your will or you simply give when you can – on behalf of the Board, I would like to extend my gratitude. You make our work possible.

This has been a year of perseverance, adaptation, and change. Through such turbulent times, we have continued to be the leading voice for animals in Aotearoa New Zealand. We have continued to keep animals on the agenda and to ensure that their stories and plight are given the consideration they are due.

It has also been a period for reflection, to reimagine and more concisely define the ethos of our organisation so that we can bring it back to what truly matters – ensuring the rights of animals.

Our vision of a world where the rights of animals is valued is being realised. We are investing in our future generations through our Animal Squad programme; we continue to push forward on difficult issues, such as the caging of animals like hens and pigs; we continue to work with other organisations as we did for greyhounds; and seize moments of opportunity such as the Gulf Livestock 1 tragedy.

While there is much to still achieve, every year we are getting closer to a better, kinder Aotearoa New Zealand for animals. Thank you to our staff for their passion and to each, and every one of our supporters.

I'd like to thank outgoing Chair and Board member, Mark Rocket for his sterling efforts and leadership over the past nine years, four of these as Chair. I'd also like to acknowledge Sarah Barnes, former Treasurer and Troy Coyle, former Secretary for their contributions too.

On behalf of the Board of Directors and the animals we serve, thank you.



Tim Groenendaal
Acting Chair
Board of Directors

Treasurer's report

2020/21



The 2020/21 financial year saw Aotearoa New Zealand cope with the effects of COVID-19 on our community and our economy. Through this hardship, we extend our thanks to those that supported us in our ongoing vision to ensure that the rights of animals are valued.

SAFE are empowered to push for progress by that shared set of beliefs with those in the public. This support is reflected by 88% of our income coming from donations.

While we have posted a loss for the year, the expenses we did incur were utilised to run successful campaigns and activities to encourage individuals to expand their knowledge of animal rights issues. These included the political panel for animals, an online live export protest, and litigation to ban the use of farrowing crates and mating stalls. Whether a donation was made, a petition signed, or a line of support was shared on social media – it all helps to make these campaigns a success.

While those major campaigns are a significant portion of SAFE's expenditure, 12% relates to education. The SAFE education team creates content that is curated for their intended audiences.

Whether this is aimed at children/youth, or general information for plant-based eating ideas, it's important to not only look at the financial return on investment, but also the societal impact that these resources have on working towards our vision.

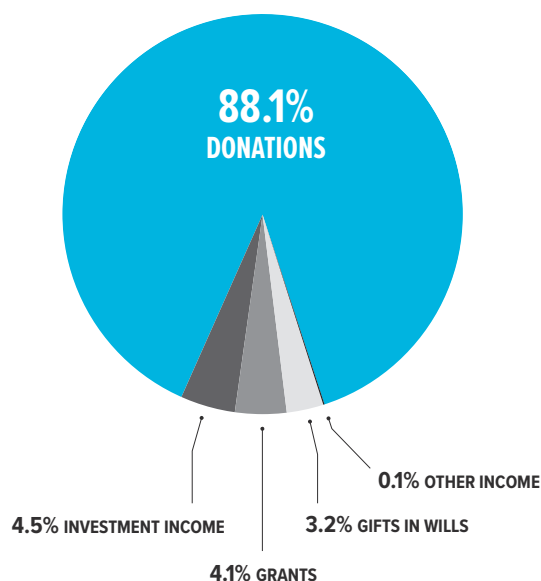
Over the coming year, we look forward to both your continued support and to celebrate our successes as they come.



Logan Smedley
Treasurer
Board of Directors

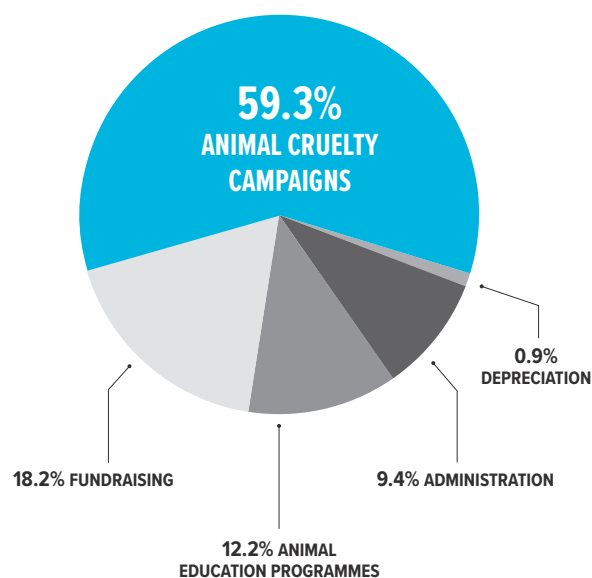
Financial summary

Income



INCOME	2020/2021
Donations	1,606,733
Investment income	82,856
Grants	74,267
Gifts in wills	57,458
Other income	2,619
	1,823,933

Expenditure



EXPENDITURE	2020/2021
Animal Cruelty Campaigns	1,254,768
Fundraising	383,780
Animal Education Programmes	258,195
Administration	198,780
Depreciation	19,421
	2,114,944

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.

The SAFE team

Board of Directors

Mark Rocket, Chair

Sarah Barnes, Treasurer

(until August 2020)

Logan Smedley, Treasurer

(from September 2020)

Troy Coyle, Secretary

(until October 2020)

Katherine Birks, Secretary

(from October 2020)

Tim Groenendaal, Member

Gareth Hughes, Member

Tim Groenendaal, Member

Kirsten Magnusson, Member

Chief Executive Officer

Debra Ashton

Senior Team

Liz Atkinson

Fleur Auber

Ilan Goldberg

Lisa Hall

Clare Marks

Jennifer Riley

Staff

Will Appelbe

Bianka Atlas

Jessica Chambers

Kylie Dale

Carlene Field

Laura Gentle

Brian Hainsworth

Courtenay Lacy

Nellie Lyon

Marianne MacDonald

Elise McDonald

Lucia McEwan

Lauren Orchard

Michelle Perkins

Greg Simpson

Maddy Tatom

Paris Waterworth



Thank you for your
kind and generous support.
It enables us to continue
working towards
a better world for animals.

The team at SAFE



safe.org.nz