

## Celebrating 90 years advocating for animals

2022 marks our 90th year championing the rights of animals in Aotearoa. We are as privileged and committed today as the pioneers of SAFE must have been back in 1932.

It can be easy to forget just how far we have come since then, and what we have accomplished together. This year is a chance to take a step back and reflect on the immense dedication of those involved across the years, and to celebrate the resulting changes that have been implemented for animals across the country.



Debra Ashton

Debra Ashton  
CEO

# 0800 Expose

This September SAFE launched 0800 EXPOSE, a new confidential and supportive hotline to help witnesses of animal mistreatment come forward.

Since the launch of 0800 EXPOSE we have had over 60 calls and submissions from members of the public concerned about the treatment of animals. In many cases, SAFE is the first organisation they've called, which is for a variety of reasons. They aren't aware who to make a report to, they may not wish to make a complaint to MPI or the SPCA for fear of being targeted in their workplace, or they may have previously made a complaint and not seen results. This tells us that there is real need for this programme in the community.

In September, SAFE was sent photos of thin to emaciated cows on two farms, one near Palmerston in the South Island and one near Whangamatā in the North Island. SAFE sent the pictures to MPI, who reported that after sending inspectors to the farms, they were unconcerned about the state of the animals. Thanks to the support we've had for O800 EXPOSE, we have been able to expose MPI's lacklustre response to animal suffering. ■



One of the photos sent to SAFE via its 0800 EXPOSE programme showing a thin cow on a farm near Palmerston in the South Island.

If MPI considers the condition of these cattle as acceptable, then there are fundamental issues with the minimum standards used to assess animal welfare on farms.



**0800 EXPOSE helps to expose the mistreatment of animals and support those who wish to blow the whistle on animal abuse.**

If you work on a farm, attend a rodeo, or even happen to glance out the window of your home, you may spot negligence, mistreatment, abuse or preventable accidents that harm animals. This

programme will help witnesses of animal abuse to navigate the complex system of animal law, report abuses, and hold the animal law enforcement agencies and abusers responsible.

**For more information or if you wish to contact us about Animal Welfare concerns:**

Call us: **0800 EXPOSE (0800 397 673)**

Report online: [safe.org.nz/contact-us/report-animal-cruelty](https://safe.org.nz/contact-us/report-animal-cruelty)

“Sunlight is said to be the best of disinfectants; electric light the most efficient policeman.”

— LOUIS BRANDEIS



Thank you  
for your support  
and helping us  
make a kinder world  
for animals.

## Join the conversation

Discuss the animal stories most important to you on our social media channels.



Facebook | Instagram | Twitter: **@SAFEnewzealand**

YouTube: **SAFEAnimalAdvocacy**

Want to receive supporter and campaign updates?

- Sign up on our website at **safe.org.nz**
- Or email **safe@safe.org.nz**
- Or write to us at **PO Box 5750, Victoria St West, Auckland, 1142**



## Supporter Update

Kōanga (Spring) 2022



## Working together to ensure the rights of animals



# Celebrating 90 years

## Saving animals from exploitation since 1932

Since its earliest conception in 1932, SAFE has been instrumental in creating systemic change for animals in Aotearoa.

Over the past 90 years we are proud to have achieved a pending ban on live export by sea, a r-eview of the greyhound racing industry, the ruling that farrowing crates and mating stalls for mother pigs are unlawful, a ban on battery caging of hens, an end to exotic animals in circuses, freedom for dolphins from a lifetime in captivity, freedom for mother pigs from sow stalls, an end to cosmetics testing on animals and an end to party pill testing on animals, among many other achievements. ■

We are proud to celebrate with you some of our biggest achievements and notable moments in time.



1932



Originally the Auckland branch of the British Union for the Abolition of Vivisection (BAUV), SAFE is born.

1940s

Regular meetings held in Auckland. Christchurch BUAV branch formed.

1950s

1956 Christchurch BUAV dissolved but Auckland going strong. Public attitudes centre on 'the ends justify the means', and it remains difficult to make headway.

1960s

Letters to the editor and stalls become a regular occurrence (one stall at the Easter Show resulted in stall holders being pelted with objects by university students!).

October 1978 – SAFE is born! Auckland BUAV change their name to Save Animals From Experiments Inc (SAFE).

1970s

1980s



1980s SAFE petition to parliament seeks the abolition of 'non-medical' and 'repetitious' experiments on animals.

1987 SAFE officially changes its name to Save Animals From Exploitation Inc at Auckland AGM.

1990s



1993 Anthony Terry becomes National Coordinator, later to take on the role of Executive Director.

1991 SAFE employs Hans Kriek as National Coordinator. Hans is SAFE's first paid employee.

2010s

2010 Ban on sow stalls is announced.

2009 Pig expose with Mike King. SAFE's most high profile campaign to date. Nearly 50 television appearances and hundreds of articles written.

2000s SAFE writes submissions concerning the pig, broiler and layer hen codes of welfare.

2000s SAFE collaborates with the SPCA, Wellington Animal Action and the Body Shop in a campaign against factory farming.

2000s

2000s Launch of Animals & Us SAFE education programme in secondary schools around the country.

1999 SAFE art auction in Auckland gains national public headlines when it is discovered that the painting Helen Clark donated for auction was painted by someone else. The auction raises over \$25,000.

1995 SAFE collaborates with the SPCA and the Body Shop to pose New Zealand's first Citizens Initiated Referendum, against battery hen farming.

2011–12 Conventional layer hen cages phase out announced. Colony cages still allowed.



2013 Party pill testing on animals comes to an end.

2015 SAFE's Eat Kind programme launches.

2015 SAFE's work brings an end to cosmetics testing on animals.

2002 SAFE website launches.



2019 SAFE joins forces with NZAVS to present a petition to Parliament to ban the forced swim test.



2019 Cage free corporate campaign results in all major supermarkets moving away from cage eggs.



2015 Dairy expose shocks nation but SAFE's international campaign shocks nation even more.

2016 SAFE's youth group Animal Squad launches.

2017 SAFE joins Open Wing Alliance.



2020 Following SAFE's greyhound racing campaign and handing over a petition to parliament, a review of the industry is announced.



2020s



2022 Launched 0800 EXPOSE programme.

2022 Ban on the live export by sea trade is announced.

2020 SAFE holds a virtual protest to ban live export.



2020 Farrowing crates and mating stalls for mother pigs ruled to be unlawful

## Together, we did it!

The Animal Welfare Amendment Bill to ban live export has passed its third and final reading in Parliament.

Your endless emails to the Minister for Agriculture Damien O'Connor, presence at local protests, 30,000 petition signatures, generous gifts and unwavering persistence made this victory possible. Thank you!

Other countries are now also considering phasing out live export, including Australia and the European Union. We are positive that New Zealand's ban will have a knock-on effect, potentially saving hundreds of thousands of animals from suffering a cruel fate.

The live export of cattle, deer, goats and sheep from New Zealand by sea will stop on 30 April 2023.

END LIVE EXPORT

Look after the ones who always love you



By remembering SAFE in your will, you can impact the lives of animals for years to come. It's action you can take now to ensure a kinder, more compassionate world for future generations.

To discuss leaving a gift to SAFE in your will, please email Carlene ([carlene@safe.org.nz](mailto:carlene@safe.org.nz)), or phone her on 03 379 9711.