



For Animals  
Ngā Kararehe Haumarū

# 2022/23 annual report



## **Ko te whakakitenga | SAFE's vision**

Kia whai mana ngā mōtika kararehe | The rights of animals are valued

## **Ko te uaratanga | SAFE's mission**

Kia whakamutua atu te whakahāwini kararehe | To end the exploitation of animals

## **Founding ethos**

A future in which animals across New Zealand live free from systemic exploitation is not far away. With the help of our supporters, SAFE is making strides toward that future every day. Each step forward, no matter how small, brings us closer to an Aotearoa in which all animals matter.

## **Cross-cutting principles**

In everything we do, we strive to create positive change for animals through our strategic work. We inspire through living our principles of courage, innovation, kindness, integrity and togetherness.

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# Chair's report



**Gareth Hughes**  
SAFE Chair

During the past twelve months, effective advocacy for Aotearoa's animals has been more important than ever before. SAFE has been hard at work speaking with politicians, informing voters of where parties sit on important animal issues, and of course, campaigning for a Commissioner for Animals to enter parliament. With the 2023 election now over, our attention remains focussed on giving animals a seat at the table.

Firstly, I would like to congratulate and thank Debra and her team for the incredible dedication and tenacity they have shown across the course of this year. It has not been an easy year, but it has been one of monumental effort and resulting success.

This year SAFE has celebrated not one, but two historic bans finally coming into place. Firstly in January battery cages were phased out after a hard fought win ten years ago. Secondly, a ban on live export by sea came into place in April. Both bans take us further in cementing Aotearoa's place as a world leader in animal welfare, and SAFE is proud to have championed both in years past.

Also this year, SAFE has worked incredibly hard to make plain the issues inherent within the animal entertainment industries, such as rodeo, horse racing and greyhound racing.

We have shed light on the dark secrets of the dairy industry, informing New Zealanders about the abhorrent practice of calf blooding. We have also worked hard to cut through rhetoric around those often forgotten victims – bobby calves. We have stood as voices for these animals so they can be seen for what they really are – sentient individuals who deserve more than to be seen as waste products.

We have worked with media to tell the story of those millions of hens still imprisoned in cruel colony cages across New Zealand, and delivered a 22,035 strong petition to parliament in March to call for these cages, too, to be banned.



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**Our team have continued to ensure that animals have a voice and have empowered other New Zealanders to stand up for them too.**

Gareth Hughes, SAFE Chair

We have raised our collective voices to ensure individual choices are made with the impact on animals in mind. We have also encouraged New Zealanders to amplify the call, so political leaders and organisations are held to account.

One of our proudest achievements has been the strong launch of a petition calling for an independent Commissioner for Animals. This comes in alliance with multiple key partners from across the motu, and will be delivered early in 2024.

In addition to our outward facing work, this year SAFE undertook a project to refresh and strengthen our strategy, in order that we remain as effective as possible in our work for animals. This project was shaped through input from key external stakeholders, SAFE members, staff and board. I am excited to watch this work unfold across all areas of our organisation as we move into a new phase. A renewed vision is now becoming a clear pathway to ending animal exploitation in Aotearoa.

It's my privilege to work with such a dedicated team of supporters, board members, and staff. I'd like to personally thank each team member for the role that they have played in progress that we have made this year.

I look forward to the year ahead and what else can be achieved.

Ngā mihi.



# CEO's report



**Debra Ashton**  
SAFE CEO

The last few years have been a challenge for all of us in one way or another, with the ongoing effects of the pandemic, a financial crisis, and the increasing impacts of climate change. However, throughout this period, SAFE has continued to fight for the rights of animals across the country, ensuring their voices are not drowned out. Our team has worked extremely hard to hold to account those who are responsible for animals and those who have threatened to undo the good work for animals that we all care so much about.

This year we celebrated the fact that millions of hens would no longer have to spend their lives confined in battery cages. The ban was announced back in 2012 after SAFE exposed these cruel cages and immense pressure was put on the Government to ban them. Sadly for the hens it took ten long years before this came to fruition, and during this time colony cages, which are equally cruel, were introduced as a replacement. By the time the battery cages were gone, the industry had already begun confining 1.2 million hens to a life of cruelty in the new cages. This has been a stark reminder that until all are free, we must remain vigilant. As such, our campaign to free hens from cages continued into early 2023. The handover of our petition to ban colony cages to parliament in March was a high point among the hard work. We gathered on parliament steps, accompanied by members of the public, and made a stand for hens.

Likewise, just as we were on the cusp of celebrating the hard-won phaseout of live export by sea, opposition parties announced that they would walk back the decision if they won the general election. We immediately responded that reinstating live export by sea would not only support animal cruelty, but it would also put New Zealand's international reputation at risk.

This year we once again ascended the steps of the High Court to hold New Zealand's Government to account. This time we advocated on behalf of the animals used, abused, and even killed in rodeos across the country.

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**The system is clearly broken and delays like this are unacceptable.**

Debra Ashton, SAFE CEO

Together with our incredible partners at the New Zealand Animal Law Association (NZALA), we argued that rodeo activities were a violation of the Animal Welfare Act 1999. We argued that a country who stands as a leader in animal welfare cannot be synonymous with one who torments animals with spurs, whips and cattle prods for the sake of ‘entertainment’.

We are incredibly grateful to those of you who supported us and took a stand. The High Court did not make a ruling on the legality of rodeo, but instead handed it back to the Government’s animal welfare advisors, the National Animal Welfare Advisory Committee (NAWAC) to undertake consultation and to make recommendations to the Government. We are still waiting.

Unfortunately, we are also still waiting for the Government to act on the successful judicial review in 2020 by SAFE and NZALA, which showed that farrowing crates and mating stalls were unlawful. In the meantime, mother pigs continue to suffer.

Delays like this are unacceptable, and illustrate how broken the system really is. We must ask ourselves why it is left to animal charities to advocate for animals. The Ministry for Primary Industries (MPI) is responsible for animal welfare however, as the Ministry’s job is also to promote exports, a clear conflict of interest exists. This is why SAFE has launched a petition calling for an independent Commissioner for Animals to ensure animals get the protection they so desperately need.

I am grateful for my dedicated team who work relentlessly each day to help animals and to our board of directors for their governance and expertise.

Thank you for your support that enables us to undertake this work. We are stronger for animals together.

Kia Kaha.





# A win, and a caveat, for hens

For many years, SAFE has led the charge on freeing hens from a life in cages. After a ten-year phaseout period, battery cages were officially banned in Aotearoa on 1 January 2023. This was a huge win for millions of hens, but it is not the whole story.

In 2012, a phaseout of battery cages was initiated after it was recognised that confining hens in battery cages breached their legal rights under the Animal Welfare Act 1999. At that time, 89% of hens farmed for their eggs were kept in battery cages.

Hens confined in battery cages were forced to endure a lifetime of discomfort and deprivation. Up to six hens would be kept in one battery cage, restricting each bird to a space smaller than an A4 sheet of paper for their entire lives.

After many years of campaigning, and a 10 year phaseout period, the dawn of 2023 also brought with it a new, battery cage-free era in New Zealand.

In the lead up to the ban, SAFE teamed up with Free as a Bird Rescue to liberate hundreds of hens from a battery cage farm. It was a confronting experience for everyone; the level of suffering these birds had endured was heart-breaking. Many of the hens were unwell and suffered from feather loss, overgrown claws, and parasite infestations.

Clockwise from the top: SAFE staff members Michelle, Jessica and Emma, helping with the rescue.

While it was an incredibly difficult day, we all took comfort in knowing these hens were about to experience something beautiful – freedom. We watched on in awe as they felt the warmth of sunshine for the first time in their lives, walked on solid ground instead of cold metal bars, and moved around freely without restriction. The hens we rescued had a long road to recovery, but they had a second chance to live the life they always deserved. ▶





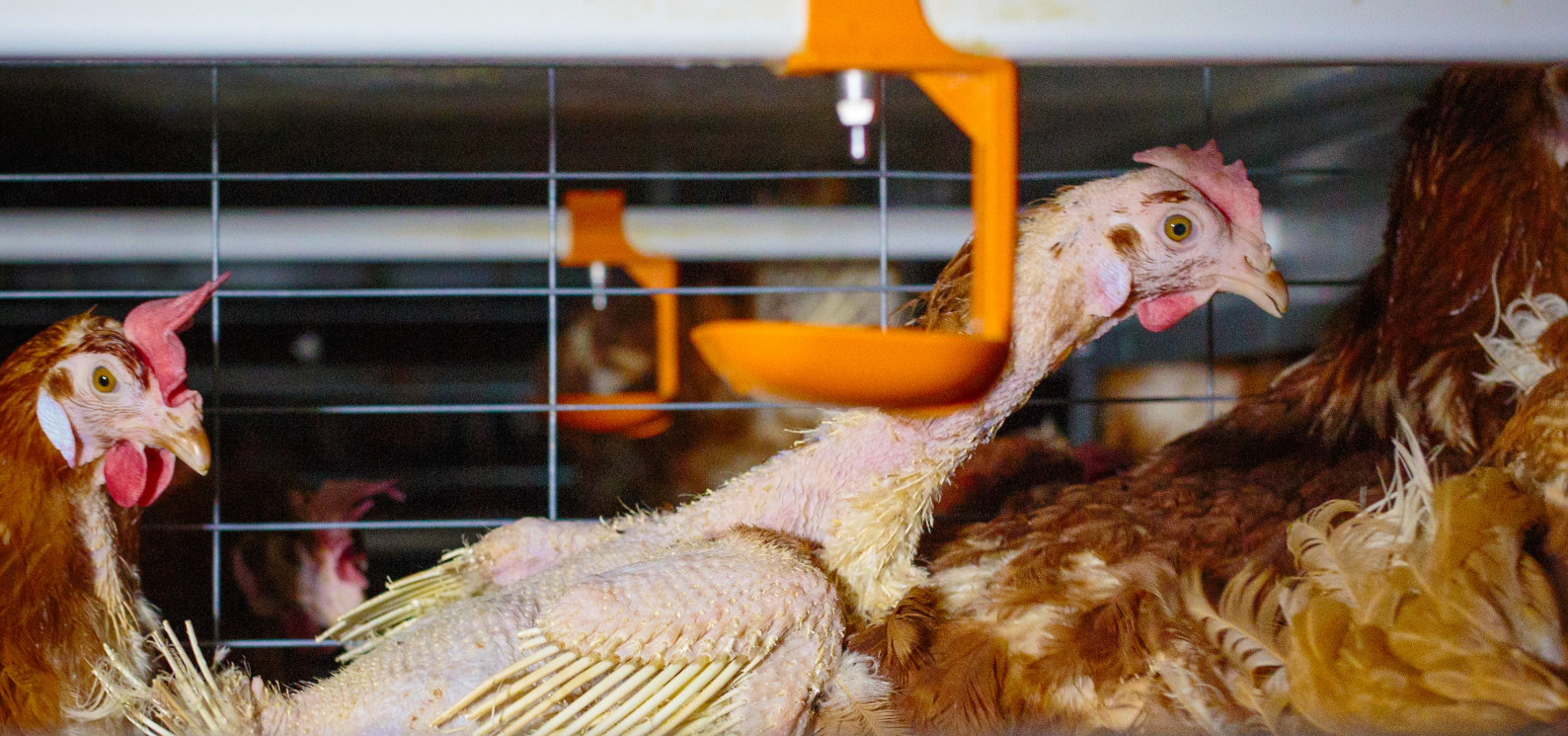


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**Hens have waited ten long years for battery cages to be banned in Aotearoa. While this is good progress, we must ensure the millions of hens who are still confined in colony cages are given the same freedom.**

Jessica Chambers, SAFE Head of Campaigns





## Although the ban on battery cages in Aotearoa is an enormous win, it's not the end of our fight for hens.

Today, 33% of commercially farmed hens are classed as 'free range'. However, another 33% are farmed in intensive indoor barns, and the final 33% are kept in colony cages, which are barely distinguishable from battery cages.

Sadly, these cages remain in use across New Zealand even though they too violate the legal rights of hens. The Animal Welfare Act 1999 states animals must be able to display normal patterns of behavior, an impossible feat for hens confined within intensive colony cages. Colony cages prevent hens from expressing their most basic natural behavior, including moving around freely, stretching their wings, foraging for food, manipulating nesting materials, and dustbathing.

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**While we celebrate a ban on battery cages, swapping one cage for another is no way to move forward as a country. It's time for an end to the cage age.**

*Jessica Chambers, SAFE Head of Campaigns*

One colony cage is crammed with up to 80 hens, where each bird is restricted to a space slightly larger than an A4 sheet of paper. These overcrowded conditions can lead to serious health issues and cause hens to experience elevated levels of frustration and distress. This can lead to aggressive behaviors like pecking, feather pulling, and even cannibalism.

The egg industry wants New Zealanders to believe colony cages are a welfare-friendly farming environment, but video and photographic evidence SAFE has repeatedly made public show the filthy and cramped conditions these birds are kept in are anything but humane. Scientific evidence clearly shows confining hens in such unnatural living conditions is incompatible with their welfare needs, a fact being recognised by leaders around the world.

Cages are banned or are being actively phased out in Switzerland, Denmark, Luxembourg, Austria, Germany, Slovakia, the Czech Republic, Israel, and Belgium. In the USA, ten states have already banned the sale and production of cage eggs.





## Open Wing Alliance

SAFE is proud to have received an international grant from the Open Wing Alliance organisation for the fifth consecutive year. This grant has allowed SAFE to continue its cage-free corporate campaign work ensuring policy holders adhere to their commitments to remove eggs supplied from caged hens from their supply chains. Open Wing Alliance is made up of 55 animal groups from around the world.

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## Petition handover

In March 2023, SAFE supporters attended our petition handover calling for a ban on the caging of all hens in New Zealand.

The petition was accepted by the former Associate Minister for Animal Welfare, Hon Meka Whaitiri. Also present at the handover were Green MP Chloë Swarbrick and caged hen rescuer Sally Hart from Franklin Farm Sanctuary. With the help of tens of thousands of caring people who signed our petition, we made it clear to the Minister that we will not give up until all hens in New Zealand are given the freedom they so rightly deserve.

Until all are free, we will not rest. SAFE will continue to keep you updated on our progress fighting for hens, and together we will ban all cages.

Right: SAFE staff member Ian, at the petition handover.



FEATURED CAMPAIGN: LIVE EXPORT

# Aotearoa leading the way



After a two-year phase out, the long-awaited ban on live export by sea finally came into place this year.

Fuelled by the tireless advocacy of SAFE and supporters across the country, this year marked Aotearoa becoming the first country to ban the export of animals by sea. The legislation, which came into effect on April 30, will spare hundreds of thousands of animals from the horrors of live export.

We are eternally grateful to those who have stood in tireless protest for every ship that came into the ports of Taranaki, Timaru, and Napier.

Over 52,000 emails were sent to Government officials over the course of our campaign, with over 4,000 emails sent to the Minister of Agriculture Damien O'Connor calling for an immediate ban, rather than a phase out. Media coverage was extensive, with staff regularly interviewed by key media including Newshub, 1News, Radio New Zealand, Stuff and Al Jazeera.

Since the ban was announced, SAFE has supported and liaised with international groups working to achieve a ban on live export to and from their countries. It was encouraging to see a Brazilian court announce a ban on live export on the eve of the ban coming into effect here in New Zealand.

On the day of the ban, SAFE proudly celebrated with supporters across the country at shipping ports in Timaru and Napier.

Amid the celebrations, however, came shocking news. Soon after the ban came into effect, ACT party MP, Mark Cameron, put a member's bill in the ballot box to overturn the ban. National's animal welfare spokesperson Nichola Grigg said their party would reintroduce live export, with the addition of a 'gold standard' welfare conditions.

Of course, SAFE immediately began work to protect and entrench the ban. With your help, we will continue to advocate for animals shipped in dangerous conditions, to countries with lower standards of welfare than our own.

SAFE CEO, Debra Ashton observes a live export ship at Napier's port.







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**The ban sends a powerful message to the world that the mistreatment of animals will no longer be tolerated.**

Debra Ashton, SAFE CEO

# Rodeo litigation



Injuries in rodeo are nothing new, but a horror start to last season sparked fresh calls to put an end to the barbaric industry.

Following the tragic deaths of three animals within a matter of weeks as the rodeo season opened, SAFE renewed its push for Government to put an immediate end to rodeo in New Zealand.

Two bulls sadly lost their lives due to their injuries, one after breaking his leg and another after sustaining a spinal injury. One horse also died after suffering a seizure. Before long, another horse endured a painful degloving after their leg got stuck in the rails of a chute.

Of course, these incidents were not isolated. Injuries and deaths, in the name of 'entertainment', occur across the country each rodeo season. Around 35 rodeos take place in New Zealand each year. Activities such as calf roping, bareback bronc riding, steer wrestling, barrel racing, team roping, saddle bronc riding, and bull riding all put animals at risk. Not only can these activities cause injury, pain and distress to the animals used, but they can also lead to death.

In 2022, the New Zealand Animal Law Association (NZALA) partnered with SAFE once again to take the Government to court. The case came hot on the heels of the historic win for mother pigs suffering in farrowing crates, attained in 2019.

This time we argued that rodeo was also a violation of the Animal Welfare Act 1999.

The Court agreed that the Government had made procedural errors when re-issuing the rodeo code of welfare back in 2018. However, the Judge would not make a ruling on the legality of rodeo and dismissed the judicial review, saying the place to challenge the legality of rodeo was within the National Animal Welfare Advisory Committee's (NAWAC) consultation process. While this was not the outcome we were hoping for, both the NZALA and SAFE are committed to working through this process and will continue to voice our concerns that rodeo is unlawful and violates the Animal Welfare Act 1999.

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**We've petitioned, we've protested, we've made our call heard very, very loudly.**

Debra Ashton, SAFE CEO



# Safeguarding the rights of animals

It is time for the voices of Aotearoa's animals to be heard loud and clear.

In our previous annual report we highlighted the urgent need to repair New Zealand's broken animal welfare system. Our efforts centred around the establishment of a new Commissioner for Animals role, aimed at safeguarding the rights and wellbeing of animals across Aotearoa.

Since its inception in 2021, the campaign for a Commissioner for Animals has gained momentum and support, rallying individuals, organisations, and policymakers alike. Last year, SAFE launched a petition calling for a Commissioner for Animals, attracting over 17,000 signatures. This past year we have gained further momentum, with 19 local and international animal advocacy organisations endorsing our campaign.

Over the past year SAFE has run a targeted national advertising campaign, engaged with members of Parliament, and spoken out in the media, highlighting specific instances of cruelty and explaining the impact a Commissioner for Animals could have for these animals.

We hope you will join us in calling for an independent voice for animals, to ensure that their legal rights are upheld.

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**There are Government bodies to represent the interests of vulnerable members of our community, including children and the environment. Animals also need to be represented at the highest level.**

Debra Ashton, SAFE CEO





## ADVOCACY: FISHES

# Forgotten victims of factory farming

All too often, out of sight means out of mind. So it is for fishes kept in factory farms across New Zealand. Confined, stressed, and depressed, the horrific conditions they are forced to endure are hidden beneath the water. As it currently stands, salmon in underwater factory farms have no protection under the law.

Last year, SAFE went below the surface to expose the truth of these cruel factory farms, bringing to light the unimaginable suffering of the millions of salmon trapped in barren underwater cages, out of sight and out of mind.

SAFE called on Kiwis to act and over 5,000 of you emailed the National Animal Welfare Advisory Committee and the Associate Minister of Agriculture (Animal Welfare) calling for a ban on fish factory farming.

Over 100 Kiwis took SAFE's Fish-Free Challenge and swapped out fish for delicious fish-free recipes that still have all the flavours of the sea.





# Greyhound racing continues despite failings

Year after year countless dogs suffer injury, mistreatment and even death within New Zealand’s racing industry – all in the name of ‘entertainment’.

With its social licence well and truly revoked, Greyhound racing in New Zealand should, by rights, be a thing of the past. However, despite repeated warnings from the Government, injuries, methamphetamine cases, poor kennel conditions, abuse, and deaths persist.

This financial year SAFE met with the Minister for Racing and the Associate Minister of Agriculture (Animal Welfare) to express our grave concerns regarding the high rates of injuries and fatalities among greyhounds, as well as the lack of transparency within the industry.

During the same year, our dedicated supporters sent over 11,000 emails to the Minister for Racing and the Prime Minister, urging them to enact a ban.

When the lease for the Manukau greyhound racetrack was up for renewal at the Manukau Sports Bowl, SAFE’s Auckland supporters and many in the Otara-Papatoetoe community advocated for an athletics track to replace it. SAFE Campaign Manager, Emma Brodie, spoke at the Ōtara-Papatoetoe local board meeting in support of greyhounds and provided the board with key statistics on greyhound racing.

Through the media SAFE drew attention to the “once in a generation” opportunity for Auckland to have their say on the future of the track.



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**SAFE believes this draft plan for the Manukau Sports Bowl is a fantastic opportunity to put family and community ahead of gambling and animal cruelty.**

Anna de Roo, SAFE Campaign Manager



# Update on cattle farmed for meat and dairy

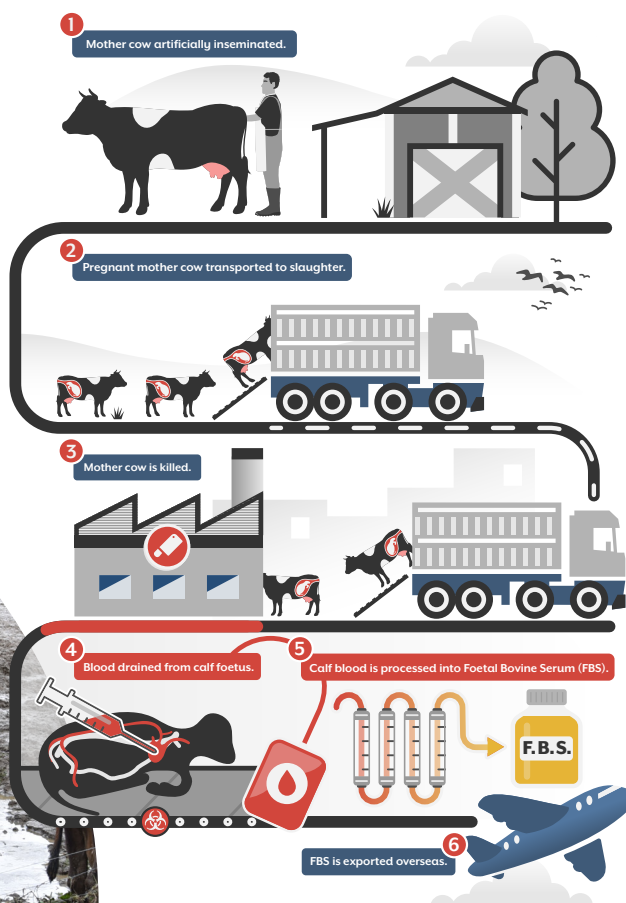
## JUNE 2022

SAFE made a submission on the proposed code of **welfare for dairy cattle** and associated regulations and facilitated **3,464 public submissions** through SAFE's website. SAFE's submission urged the committee to prioritise the welfare needs of cows by prohibiting the use of electricity to manage behavior, limit the use of off-paddock facilities, explicitly require that farms provide shelter, and urgently progress regulations relating to intensive winter grazing.

SAFE joined forces with Greenpeace Aotearoa, alongside SPCA, the NZALA, and Animals Aotearoa, signing on to their submission calling for **an end to intensive winter grazing**.

## AUGUST 2022

SAFE launched a campaign exposing one of dairy's dirtiest secrets — the production of **fetal bovine serum (FBS)**, which involves killing cows during pregnancy and draining blood from their unborn calves.







# Pregnant cows *do not* belong in slaughterhouses

## SEPTEMBER 2022

In September 2022, SAFE published an open letter in the Dominion Post, calling for **a ban on the commercial slaughter of pregnant cows in Aotearoa**. More than **10,500 people signed the letter** in support of SAFE's proposal. This action prompted a formal response from the animal welfare team at MPI, ensuring that this issue would not remain behind closed doors.

## JANUARY 2023

In January 2023, SAFE participated in a targeted consultation with the National Animal Welfare Advisory Committee (NAWAC) on an **updated draft code of welfare for dairy cattle**. We provided feedback in several key areas including: (1) lack of explicit shelter requirements; (2) the need to list grazing as a behavioral need for cows (to prevent the continuation of intensive operations); and (3) the urgent need to progress regulations relating to intensive winter grazing.

## MARCH 2023

In March 2023, **SAFE opposed a resource consent application which sought to build four intensive indoor feedlots housing 2,200 cows permanently indoors**. SAFE's submission to Environment Canterbury was backed by 6,145 animal advocates. In June 2023 the company decided to cancel the feedlot development.



## The Karuna Foundation

SAFE is thrilled to have the support of the Karuna Foundation, which provided a grant to help further our work for mother cows and calves exploited by the New Zealand dairy industry.

# A new tool for whistleblowers

Mistreatment of animals is unfortunately not uncommon across New Zealand's agriculture industry. However, because it is often done behind closed doors, it can be hard to call out.

Witnessing animal abuse, neglect or mistreatment can be traumatising for a witness. For those working in New Zealand's agricultural industry, this can be compounded by the feeling that there is no recourse, and they could face reprisals for speaking out.

To combat these issues, in September 2022 SAFE rolled out 0800 EXPOSE, a helpline and submission form to allow people to voice their concerns about what they may have witnessed in the agricultural industry in Aotearoa.

The confidential helpline acts as a safe space where abuse can be reported and acted upon without the risk of bullying or reprisal. Once an issue is reported, institutional and government oversight bodies can investigate and take action to hold those responsible to account or raise the alarm through strategic media engagement.

Since its launch, 204 people have used 0800 EXPOSE to raise their concerns about the treatment of animals in the community, and SAFE has been able to advise those whistleblowers on how to navigate New Zealand's patchwork animal welfare regime and help them make a report to the relevant enforcement agency. In three notable examples, SAFE has been able to expose cruelty to animals, in which the Ministry for Primary Industries has failed to hold perpetrators to account, in the media. One disturbing case involved the dumping of dead sheep in the middle of a paddock following a polar blast in Canterbury. This case was reported by Newshub and Stuff, drawing attention to the lack of monitoring and enforcement of animal welfare on New Zealand farms.







IF IT WERE  
YOUR WORKMATE  
WOULD YOU  
CALL IT OUT?

0800 EXPOSE animal abuse in your industry.

This is a real incident  
of farmyard neglect.



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Over the years, we have received reports of several farm workers who have had to leave their jobs because they were so sickened by the brutality they saw inflicted on animals. Some of these workers told us they had been bullied out of their roles. This is completely unacceptable.

Will Appelbe, Head of Investigations



# Future thinking

The global market for plant-based foods is predicted to grow threefold in the next ten years. Demand for plant-based foods is also increasing in New Zealand. A 2020 Kantar survey of Kiwis aged 18 and over found that 15% of those surveyed always or mostly ate plant-based meals, and 49% of those surveyed agreed that a change in diet was needed to protect the environment.

## Vegan Challenge

Veganism is bigger than it's ever been before and is continuing to grow.

A Otago University study published in January 2020 indicated that several billion dollars in health care could be saved by people switching to a wholefood plant-based diet.

SAFE's Vegan Challenge encourages people to do better for their health, improve the environment, and save animal lives by choosing a plant-based diet. Since April 2022, over 410 people have taken part in SAFE's Vegan Challenge.

SAFE continues to share vegan recipes and videos through social media channels and our website. People searching for these vegan recipes are what drives the majority of SAFE's organic website traffic.

Those who sign up to the Vegan Challenge are encouraged and educated through recipe inspiration, tips, and product recommendations. Plus, it is great for the animals too!



**49%**

**OF PEOPLE SURVEYED  
AGREED THAT A CHANGE IN DIET  
WAS NEEDED TO PROTECT THE  
ENVIRONMENT.**



## Done with Dairy

Done with Dairy is a campaign that empowers people to give up dairy products for the sake of our environment, our health, and for a better life for mother cows and their calves.

On 1 April 2022, SAFE launched a provocative April Fool's joke called 'Human Milk – made by humans, for humans!' This sought to question why it has become normalised to consume the milk of another species. SAFE has continued to encourage people to sign up to the Dairy-Free Challenge, with 282 entries since 1 April 2022.

DAIRY-FREE  
CHALLENGE

**282**

ENTRIES  
SINCE 1 APRIL 2022

## Fish-Free Challenge

The Fish Free Challenge has continued to run, with another 100 people pledging to take the Fish Free Challenge this year, taking the total number of participants to 450.

FISH-FREE  
CHALLENGE

**450**

TOTAL NUMBER OF  
PARTICIPANTS







# The face of animal advocacy

As in previous years, 2022 to early 2023 was full of challenges and unforeseen events. The world was facing the effects of war in the north and an economic crisis, and back in New Zealand many people experienced terrible weather events and the repercussions of these. During this period SAFE worked harder than ever to make sure that animals were still at the forefront of people's minds.

SAFE is continuing to be the face of animal advocacy in the media. In May 2022 SAFE, alongside other protesters, featured on Newshub protesting the arrival of the 'Death Ships' in Napier in May 2022. Protesters were calling for the live export ban to be brought forward.

Greyhounds have been a focus for SAFE in 2022. They have featured in the media **63 times** for various reasons, ranging from owners blatantly ignoring injuries, to the state of kennels, to four new methamphetamine cases in the racing industry. This is a cause that people feel strongly about.

Aotearoa's most prolific greyhound trainer, John McInerney, was investigated by the racing regulator for neglect and abuse of several dogs under his care. Will Appelbe from SAFE, alongside industry leaders, were quoted in media reports supporting this inquiry.

A highlight was the coverage given to SAFE CEO Debra Ashton and Board member Marcelo Rodriguez Ferrere on 1News and Breakfast. Both were seen challenging the legality of rodeo in Aotearoa, arguing rodeo rules under the Animal Welfare Act 1999 are unlawful, causing unnecessary pain to animals.

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People have made their voice loud and clear on [greyhound racing]. **Over 37,000 people signed the petition for a ban, over 11,000 people emailed the Minister with their concerns, and a poll shows that 74% of New Zealand surveyed would vote to ban greyhound racing.**

Will Appelbe, Head of Investigations



SAFE is proud of Board member Tim Groenendaal who headed over to Ukraine to help animals adversely affected by the war and was interviewed by Seven Sharp.

He has teamed up with animal rights organisation UAnimals, a registered animal rights charity based in Ukraine, to raise funds to support their work.



# Social media by the numbers

SAFE continues to maintain a strong social media presence over LinkedIn, X, Facebook, and Instagram. Over the past year SAFE has pushed a social media strategy that focuses on telling both the good and the not so good news. A presence on social media actively encourages people to be a part of the SAFE community – whether through petitions, current events, or sharing plant-based recipe inspiration. SAFE’s social channels are used to educate, engage, and inspire a wider audience.

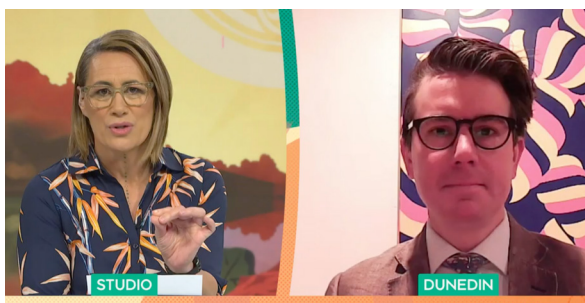
## Media stories resulting from SAFE’s work



**Newshub:** Animal welfare advocates assemble in Napier to protest arrival of live export ‘death ship’.



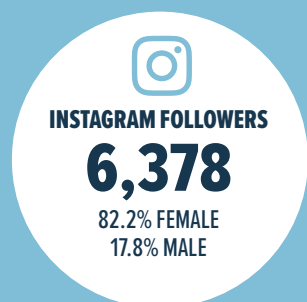
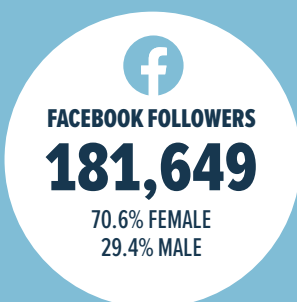
**1 News:** Rodeo legal challenge heard in High Court.



**1 Breakfast:** Challenging the legality of rodeo in NZ.



**Newshub:** Racing regulator inquires into condition of dogs owned by John McInerney, NZ’s most prolific greyhound trainer.



# Website by the numbers





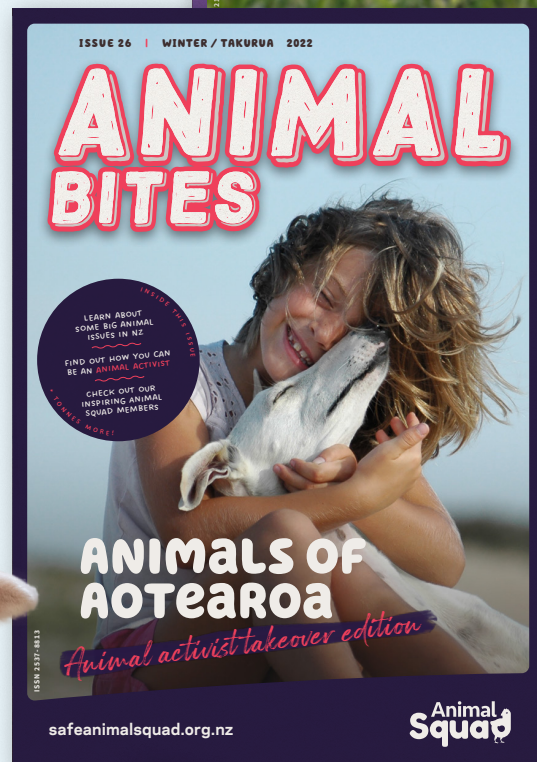
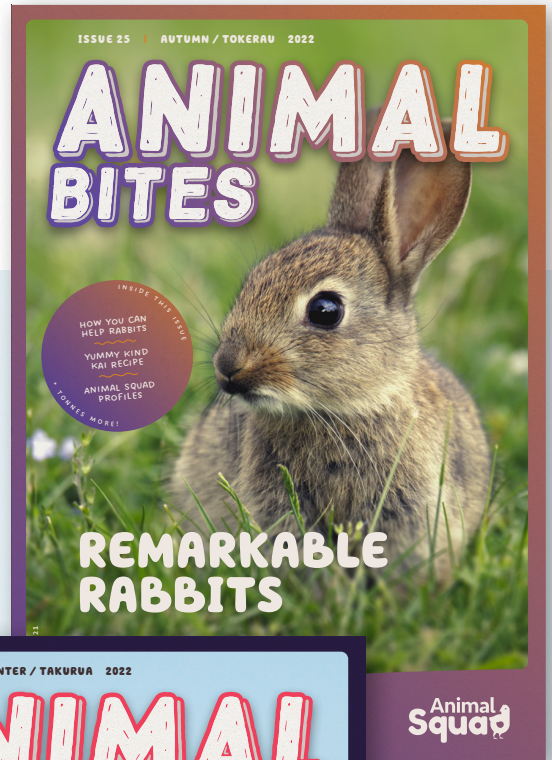
## YOUTH ENGAGEMENT

# Education

We have always known how important it is to educate the next generation of animal advocates and to enable them to act for animals.

Following on from SAFE's physical education resources of the past, SAFE created an online module – Fishes – onto the widely used Education Perfect platform which reaches both New Zealand and Australian audiences. We are grateful to the Australian group Voiceless who provided support for this work. This module has been used across the motu by teachers and students.

In addition, SAFE created two Animal Bites newsletters which were sent to over 1,000 members of SAFE's Animal Squad, covering a wide range of topics.



## School Strike 4 Climate

Knowing how important climate change issues are for animals, SAFE was proud to promote and support the School Strike 4 Climate movement, reinforcing the message that to reduce the impact on the climate and to help animals, people can adopt a vegan diet.



SAFE staff members, Elise and Anna, at Parliament Grounds in support of the School Strike 4 Climate in 2022.



SUCCESS THROUGH  
COMMUNITY

# SAFE's supporters are essential

to achieving victories for animals

We're incredibly grateful to those of you that showed up to support animals around the motu during protests for live export, signed petitions, or emailed ministers. We couldn't do this without.

## Supporter donations by the numbers

**729**

PEOPLE WHO MADE  
THEIR FIRST GIFT

UNIQUE DONORS

**2,829**

MORE THAN THE  
PREVIOUS YEAR

AVERAGE  
MONTHLY GIFT

**\$26.41**

PER MONTH  
MORE THAN THE  
PREVIOUS YEAR

## Some words of support from our supporters

"We are regular givers to SAFE and do our best to make extra donations. Animal welfare will always be at the very, very top of my list. THANK YOU for your amazing work ♥"

"CONGRATULATIONS!!! A MASSIVE THANK YOU! Your team are incredible superwomen and supermen. Thank you for creating a kinder world and helping humans evolve. You are one of a kind. Well done!"

"Congratulations and thank you for all your hard work! You are truly leading the way from New Zealand."

"Congratulations on a wonderful effort! You are leading the way! You have my total support."



## SAFE SUPPORTERS

# Ways that you can support SAFE



## Remembering SAFE in your Will

If animals have had an impact on your life, you can return the favour and make a positive change for theirs. By remembering SAFE in your will, you can help improve the lives of animals for years to come. It's an action you can take now to ensure a kinder, more compassionate world for future generations.

Go to: [safe.org.nz/donate-now/leave-a-bequest](https://safe.org.nz/donate-now/leave-a-bequest)



## Join Heart for Animals

Heart for Animals is SAFE's whanau who regularly donate to better support the lives of animals across Aotearoa. By joining Heart for Animals your donations will educate the next generation, support a just transition for New Zealand's dairy industry, call for an end to animals being used in the entertainment industry, and free hens to live a life outside of cages.

Go to:

[safe.org.nz/donate-now/heart-for-animals](https://safe.org.nz/donate-now/heart-for-animals)



“

Well done to you, and thank you for the hard work and the effort for speaking up for the hens.

SAFE Supporter





“

**A MASSIVE THANK YOU! Your team are incredible superwomen and supermen.**

SAFE Supporter



## Stay connected



Facebook | Instagram | X | YouTube | TikTok:  
**@SAFEnewzealand**  
YouTube: **SAFEAnimalAdvocacy**

## Volunteer

Join the SAFE Animal Action Network, SAFE’s community of people who use their voice to create a kinder Aotearoa for animals.

Go to:  
**safe.org.nz/get-involved/safe-animal-network**

## Take action

Visit the ‘Take Action’ page on the SAFE website to learn about all the ways you can take action for animals. Even if all you have is a spare minute, you can make a world of difference.

Go to: **safe.org.nz/take-action**

## Raise awareness

Share our videos at youtube or follow us on our social media channels and share our content to spread the word about animal advocacy.

## Contact us

Have questions? Reach us through our website or by email or phone.

Find details at: **safe.org.nz/contact-us**

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





# Our people

Board and staff, 1 April 2022 – 31 March 2023

## Board of Directors

Gareth Hughes, Chair  
Katharine Birks, Secretary  
Logan Smedley, Treasurer  
Tim Groenendaal  
Marcelo Rodriguez Ferrere  
Troy Coyle  
Dallas Hopkins  
Kirsten Magnusson  
Laura Thomson-Bache (adjunct role)

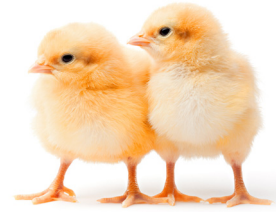
## Staff

Debra Ashton, CEO  
Courtenay Lacey  
Alison Travaglia  
Jessica Chambers  
Emma Brodie  
Anna de Roo  
Laura Gentle  
Carlene Field  
Giselle Keenleyside

Michelle Perkins  
Kathryn Willcox  
Lisa Hall  
Clare Marks  
Will Appelbe  
Courtney White  
Greg Simpson  
Elise McDonald  
Ian Munro



“



**Thanks so much to all of you for your ongoing support, including my dedicated and talented team who work relentlessly each day to help animals, and our board of directors for their governance and expertise. We are stronger for animals together.**

Debra Ashton, SAFE CEO





# Treasurers report 2023



**Logan Smedley**  
Treasurer

SAFE has continued to fight for the rights of animals. This is only possible because of the support and generosity of our supporters.

Throughout the year we have seen an increase of 6% in our donation and fundraising revenue, with the majority of our fundraising coming from individuals. What we receive is not taken for granted.

SAFE has received an incredible amount of support for the work undertaken this year. In particular, the litigation campaign against rodeo in New Zealand was well received. I'd also like to highlight the generosity shown throughout the 10 year journey fighting for better conditions for hens. We have reason to celebrate our success in these campaigns. Furthermore, a significant step this year has been the banning of live export. This wouldn't have been possible without the generous support we have received from our donors.

As in previous years, I would also like to draw special attention to our legacy donations. These funds are either living legacies or, more often, people who want to know that animals are being fought for long into the future.

Looking forward, we anticipate a strong 2023/24 where we will build on this strong foundation with the support of our members and funders. Thank you for believing and trusting in the work that we do. Together we have been able to, and will continue to, fight for the rights of animals in Aotearoa.

Ngā mihi,

A stylized, handwritten signature in blue ink, consisting of several loops and a long horizontal stroke extending to the right.

# Financial summary

## Statement of comprehensive revenue and expenses

Year ended 31 March 2023

	Note	2023	2022
<b>Revenue from non-exchange transactions</b>	1		
Donations and other fundraising		2,204,400	2,069,344
Grants		185,496	34,607
Interest		78,392	35,684
<b>Total from non-exchange transactions</b>		<b>2,468,288</b>	<b>2,139,635</b>
<b>Revenue from exchange transactions</b>	2		
Memberships		921	840
Gain/(Loss) on sale of assets		–	374
Other Income		–	924
<b>Total from exchange transactions</b>		<b>921</b>	<b>2,138</b>
<b>Total revenue</b>		<b>2,469,209</b>	<b>2,141,773</b>
<b>Expenses</b>			
Employee related expenses		1,299,250	1,331,952
Expenses related to provision of goods and services		655,002	394,470
Lease Payments		19,440	32,771
Donations made		4,116	5,018,035
Depreciation and amortisation	5/6	7,437	14,457
Other		7,725	6,200
<b>Total expenses</b>		<b>1,992,970</b>	<b>6,797,885</b>
<b>Total comprehensive profit/(loss)</b>		<b>476,239</b>	<b>(4,656,112)</b>



# Statement of financial position

Year ended 31 March 2023

	Note	2023	2022
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents	3/9	416,302	665,874
Investments	4	2,626,300	2,050,000
Receivables from exchange transactions		65,347	40
Receivables from non-exchange transactions		48,353	8,491
Prepayments		39,943	32,457
Inventory		2,883	2,883
GST		6,696	7,926
<b>Total current assets</b>		<b>3,205,824</b>	<b>2,767,671</b>
<b>Non-current assets</b>			
Property, plant and equipment	5	6,400	11,616
Intangibles	6	2,222	4,443
<b>Total non-current assets</b>		<b>8,622</b>	<b>16,059</b>
<b>Total assets</b>		<b>3,214,446</b>	<b>2,783,730</b>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Payables under exchange transactions	9	38,384	43,632
Employee entitlements	7	73,340	76,761
Payables under non-exchange transactions	9	7,653	34,607
Other current liabilities		5,550	2,162
<b>Total current liabilities</b>		<b>124,927</b>	<b>170,450</b>
<b>Non-current liabilities</b>			
<b>Total non-current liabilities</b>		<b>-</b>	<b>-</b>
<b>Total liabilities</b>		<b>124,927</b>	<b>170,450</b>
<b>Total assets less total liabilities (net assets)</b>		<b>3,089,519</b>	<b>2,613,280</b>
<b>Accumulated funds</b>			
Accumulated comprehensive revenue and expense		3,088,519	2,612,280
Reserves		1,000	1,000
<b>Total accumulated Funds</b>		<b>3,089,519</b>	<b>2,613,280</b>



**Gareth Hughes**

Chairman

29/08/2023



**Logan Smedley**

Treasurer

29/08/2023

# Statement of changes in equity

Year ended 31 March 2023

	2023	2022
<b>Balance at 1 April</b>	<b>2,612,280</b>	<b>7,268,392</b>
Total Comprehensive profit/(loss) for the year	476,239	(4,656,112)
Reserves (sale of goodwill 2012)	1,000	1,000
<b>Balance as at 31 March</b>	<b>3,089,519</b>	<b>2,612,280</b>



# Statement of cash flows

Year ended 31 March 2023

## Cash flows from operating activities

Cash was received from:	Actual 2023	Actual 2022
Donations, fundraising and other similar receipts	2,350,227	2,103,951
Membership fees	921	800
Receipts from providing goods or services	–	337
Interest	50,603	56,723
Cash flows from other operating activities	–	1,848
Net GST	1,230	(1,949)

## Cash was applied to:

Payments to employees	1,315,624	1,256,695
Payments to suppliers	756,513	515,062
Donations made	4,116	5,018,035

<b>Net cash flows from operating activities</b>	<b>326,728</b>	<b>(4,628,082)</b>
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## Cash flows from investing and financing activities

### Cash was received from:

Receipts from the sale of assets	–	432
Receipt from the sale of investments	–	5,736,552

### Cash was applied to:

Payments to acquire property, plant and equipment	–	7,302
Payments to purchase investments	576,300	1,000,000

<b>Net cash flows from investing and financing activities</b>	<b>(576,300)</b>	<b>4,729,682</b>
---------------------------------------------------------------	------------------	------------------

<b>Net increase / (decrease) in cash</b>	<b>(249,572)</b>	<b>101,600</b>
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<b>Opening cash</b>	<b>665,874</b>	<b>564,274</b>
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<b>Closing cash</b>	<b>416,302</b>	<b>665,874</b>
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### This is represented by:

<b>Bank accounts and cash</b>	<b>416,302</b>	<b>665,874</b>
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# Notes to the financial statements

Year ended 31 March 2023

## 1. Revenue from non exchange transactions

	2023 \$	2022 \$
Donations received	1,646,919	1,600,780
Grants – Humane League	185,496	34,607
Interest	78,392	35,684
Legacies	557,481	468,564
<b>Total revenue from non exchange transactions</b>	<b>2,468,288</b>	<b>2,139,635</b>

## 2. Revenue from exchange transactions

	2023 \$	2022 \$
Membership fees	921	840
Merchandise sales	–	–
Gain on sale of assets	–	374
Sundry income	–	924
<b>Total revenue from non exchange transactions</b>	<b>921</b>	<b>2,138</b>

## 3. Cash and cash equivalents

	2023 \$	2022 \$
Current accounts	59,369	68,769
Savings accounts	356,933	246,284
Petty cash	–	–
Credit card	–	821
Short term deposit (less than 3 months)	–	350,000
<b>Total transactions cash and cash equivalents</b>	<b>416,302</b>	<b>665,874</b>

## 4. Investments

	2023 \$	2022 \$
Long term deposits (maturing in less than 12 months but more than 3)	2,626,300	2,050,000
<b>Total investments</b>	<b>2,626,300</b>	<b>2,050,000</b>



# Notes to the financial statements

Year ended 31 March 2023

## 5. Property, plant and equipment

2023

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Furniture and fixtures	–	–	–	–	–
Office equipment	1	–	–	1	–
Computers	9,564	–	–	4,800	4,764
Other equipment	2,051	–	–	415	1,636
<b>Total</b>	<b>11,616</b>	<b>–</b>	<b>–</b>	<b>5,216</b>	<b>6,400</b>

2023

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Furniture and fixtures	–	–	–
Office equipment	869	869	–
Computers	74,481	64,917	4,764
Other equipment	40,659	39,023	1,636
<b>Total</b>	<b>116,009</b>	<b>109,609</b>	<b>6,400</b>

2022

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Furniture and fixtures	398	–	380	18	–
Office equipment	3	–	–	2	1
Computers	11,787	7,302	53	9,472	9,564
Other equipment	2,571	–	–	520	2,051
<b>Total</b>	<b>14,759</b>	<b>7,302</b>	<b>433</b>	<b>10,012</b>	<b>11,616</b>

2022

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Furniture and fixtures	–	–	–
Office equipment	869	868	1
Computers	74,481	64,917	9,564
Other equipment	40,659	38,608	2,051
<b>Total</b>	<b>116,009</b>	<b>104,393</b>	<b>11,616</b>

# Notes to the financial statements

Year ended 31 March 2023

## 6. Intangible assets

2023

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Intangible assets	4,444			2,222	2,222
<b>Total</b>	<b>4,444</b>	<b>–</b>	<b>–</b>	<b>2,222</b>	<b>2,222</b>

2023

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Intangible assets	130,680	128,459	2,221
<b>Total</b>	<b>130,680</b>	<b>128,459</b>	<b>2,221</b>

2022

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Intangible assets	8,887			4,444	4,443
<b>Total</b>	<b>8,887</b>	<b>–</b>	<b>–</b>	<b>4,444</b>	<b>4,443</b>

2022

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Intangible assets	130,680	126,237	4,443
<b>Total</b>	<b>130,680</b>	<b>126,237</b>	<b>4,443</b>

## 7. Employee entitlements

	2023 \$	2022 \$
Wages payable	28,732	29,067
Leave liability	44,608	60,647
<b>Total</b>	<b>73,340</b>	<b>89,714</b>

- Wages Payable represents wages that relate to the current year but are paid out the week of the following year.
- Leave liability is the amount due to be paid to an employee when they leave representing annual leave earned but not taken.

# Notes to the financial statements

Year ended 31 March 2023

## 8. Commitments and contingencies

Commitment	Explanation and timing	2023 \$	2022 \$
Commitments to lease or rent assets	Not later than 1 year	27,247	4,179
	Later than 1 year and not later than 5 years	22,624	15,863
	Regus – Christchurch office lease	11,384	4,179
	Ricoh – photocopier lease to December 2025	15,863	15,863
Contingent liabilities and guarantees	There are no contingent liabilities or guarantees as at balance date (last year – nil)		

## 9. Financial instruments

	Financial assets loans and receivables \$	Financial liabilities fair value \$
<b>2023</b>		
Cash and cash equivalent (assets)	416,302	–
Receivables	111,700	–
Payables	–	46,037
<b>2022</b>		
Cash and cash equivalent (assets)	665,874	–
Receivables	8,531	–
Payables	–	78,574

## 10. Related party transactions

Description of related party relationship	Description of the transaction (whether in cash or amount in kind)*	2023 \$ Value of transactions	2022 \$ Value of transactions
Future Foods Foundation – Commonality of some Trustees and SAFE being a settlor of Future Foods Foundation.	Cash grant	-150,000	5,000,000
Avatar Limited – Mark Rocket (Board Member) is the owner of this company.	Cash donation	–	300

## 11. Events after balance date

There were no events that have occurred after the balance date that would have a material impact on the Performance Report.  
(Last Year – nil)

## 12. Key management personnel

	2023	2022
Total individuals	8	6
<b>Total amount</b>	<b>503,402</b>	<b>507,357</b>

A full set of these financials can be found on the Charities Services Website.



# Independent auditor's report 2023



Moore Markhams Christchurch Audit  
Audit and Assurance

PO Box 2194  
Auckland 1140  
New Zealand

T +64 (0)9 365 5988

[www.markhams.co.nz](http://www.markhams.co.nz)

## Opinion

We have audited the performance report of SAFE ("the Society") on pages 2 to 10, which comprises the statement of service performance, the statement of comprehensive revenue and expenses, statement of changes in equity and the statement of cash flows, for the year ended 31 March 2023, the statement of financial position as at 31 March 2023, and notes to the financial statements including the statement of accounting policies.

In our opinion, the accompanying performance report presents fairly, in all material respects:

- the financial position of the Society as at 31 March 2023 and its financial performance, and its cash flows for the year ended; and
- the service performance for the year ended 31 March 2023, in accordance with the Society's service performance criteria,

in accordance with Public Benefit Entity Standards Reduced Disclosure Regime ("PBE Standards RDR") issued by the New Zealand accounting Standards Board.

## Basis for Opinion

We conducted our audit of the statement of comprehensive revenue and expenses, statement of changes in equity, statement of financial position, statement of cash flows and notes to the financial statements including the statement of accounting policies in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)) and the audit of the service performance information in accordance with the ISA's and New Zealand Auditing Standards (NZ AS)1 *The Audit of Service Performance Information (NZ)*. Our responsibilities under those standards are further described in the 'Auditor's responsibilities for the audit of the performance report section of our report.

We are independent of the Society in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor, we have no relationship with, or interests in, the Society.

## Other Information

The Board is responsible for the other information. The other information obtained at the date of the auditor's report is information contained in the performance report, but does not include the statement of service performance, the financial statements, and our auditor's report thereon. Our opinion on the performance report does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the performance report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the performance report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

## Boards' responsibilities for the performance report

The Board is responsible on behalf of the Society for:

- the preparation and fair presentation of the financial statements and statement of service performance in accordance with Public Benefit Entity Reduced Disclosure Regime (PBE Standards RDR) issued in New Zealand by the New Zealand Accounting Standards Board;
- service performance criteria that are suitable in order to prepare service performance information in accordance with PBE standards RDR; and
- for such internal control as the trustees determine is necessary to enable the preparation of the performance report that is free from material misstatement, whether due to fraud or error.

In preparing the performance report, the Board are responsible on behalf of the Society's for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the board either intend to liquidate the organisation or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the performance report

Our objectives are to obtain reasonable assurance about whether the statement of service performance and the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) and NZ AS 1 will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of the performance report.

A further description of the auditor's responsibilities for the audit of the performance report is located at the XRB's website at

[https://xrb.govt.nz/Site/Auditing\\_Assurance\\_Standards/Current\\_Standards/Page8.aspx](https://xrb.govt.nz/Site/Auditing_Assurance_Standards/Current_Standards/Page8.aspx)

## Who we report to

This report is made solely to the Board of the Society. Our audit has been undertaken so that we might state to the Board those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Board, for our audit work, for this report, or for the opinions we have formed.



**Moore Markhams Christchurch Audit** | Qualified Auditors, Auckland, New Zealand  
31 August 2023







[safe.org.nz](http://safe.org.nz)