



For Animals
Ngā Kararehe Haumaru

2023–24 Annual Report



Te kaupapa | Vision

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

Te koromakinga | Mission

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

Rautaki | Strategy

Identifying the problem, providing solutions, making change happen.

Uara | Values

We are innovative, courageous, strategic, inspirational, and kind. We work with integrity and togetherness. SAFE is committed to cultural diversity and inclusiveness.

Arahi Nga Tikana | Guiding Principles

We are focused, compassionate, researched, evidence-based, creative, informative, and professional. We are results driven and we are sustainable.

safe.org.nz



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Chair's report



Gareth Hughes
SAFE Chair

SAFE has defended hard-won victories like the live export ban, while building momentum for future change. This year, we've expanded our legal, investigative, and communications tools, strengthened our campaigns, and set an ambitious plan for animal advocacy through to 2030.

Sometimes your impact can be measured by how your opponents view you. It was heartening to hear SAFE described as a formidable opponent by Livestock Export New Zealand (LENZ) in their million-dollar PR and lobbying campaign strategy exposed by Radio New Zealand. LENZ acknowledged that SAFE "... led the campaign to have live exports banned and they have openly stated their intention to do everything possible to ensure the ban remains." They got that right.

This year has been about defending hard-won gains like the ban on live export and continuing to build the movement for change for bobby calves, hens, greyhounds, and all animals suffering for profit, for entertainment, or for food.

I would like to congratulate and thank Debra and her team for their incredible hard work and creative campaigning over the last twelve months. The team has built a formidable campaigning machine that has been strengthened through additional legal and investigations tools and savvy communications.

I am proud to report to members that the organisation is in good form and is in a healthy financial state. After our Vision Project last year, which canvassed the views of members, staff, experts, and external stakeholders, we have signed off on a plan through to 2030 that maps out an ambitious pathway for animals in the future. We will use new tools, technologies, and tactics to achieve this.

Lastly, thank you to the members of the SAFE Board whose expertise, leadership, and passion provide governance for SAFE. It's a privilege to work with you. I'd like to acknowledge Katharine Birks, our long-standing Secretary, and Logan Smedley, our Treasurer who are both stepping down at the AGM. We thank them for their service. Looking to the future, the Board will have to review our organisational rules as part of the modernisation of the Incorporated Societies Act and I look forward to discussing this with you at our AGM.

Thank you to our members, supporters, and generous donors who support this important mahi for animals.

Ngā mihi.

A handwritten signature in blue ink, appearing to read 'Gareth Hughes'.

Chief Executive Officer's report



Debra Ashton

SAFE Chief Executive Officer

This year, SAFE has faced significant challenges and achieved new milestones, from defending the live export ban to launching a Commissioner for Animals Alliance. Through collaboration and new initiatives, we've fought to protect animals and ensure their voices are heard at the highest levels.

We know that working together makes us stronger and this financial year has been no exception. From speaking up for hunted cats, to advocating for racing dogs and farmed animals, our team has had a busy year. But, it has also been one of disbelief.

No sooner had we celebrated an end to live export by sea than we were confronted with the possibility of a new government overturning the ban. We were surprised because this was the first time any government had proposed lowering animal welfare standards under the Animal Welfare Act 1999.

With your help, we again launched a comprehensive campaign to protect the rights of animals from harrowing journeys at sea and a life without adequate protection. SAFE also met with key decision makers and experts and supported the petition of Dr John Hellstrom, a former veterinarian and chair of the government's very own National Animal Welfare Advisory Committee, to protect the ban.

It is clear that our animal welfare system is broken and is failing animals. Until they are treated as sentient, as stated in the Act, animals will continue to be seen as mere commodities – something to be bought and sold, rather than someone who can suffer.

We need an independent voice for animals to ensure animals have a voice at the highest levels, and we are not alone in our thinking. This is why we have worked together with 15 animal advocacy groups to launch the Commissioner for Animals Alliance, which could ensure independent oversight of animal welfare regulations and enforcement of the Act.

Thank you for your incredible support. You enable SAFE to be a strong voice for animals and we couldn't do this without you.

Kia kaha.

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

FEATURED CAMPAIGN: LIVE EXPORT

A victory under threat



In April 2023, Aotearoa New Zealand made history by banning the live export of cows, sheep, deer, and goats by sea. However, the ban has since come under threat after opposition parties threatened to overturn it. In response, SAFE launched a powerful campaign to protect the ban and the animals at risk.

April 2023 marked a historic milestone for animal welfare as Aotearoa New Zealand became the first country in the world to ban live export by sea. This landmark victory was a testament to the efforts of SAFE and our supporters, who worked tirelessly to ensure that no animal would again endure the horrific conditions of live export.

However, as with any significant change, this victory has not come without challenges. The ban is now under threat, and SAFE has moved swiftly to protect the hundreds of thousands of animals whose welfare is at risk.

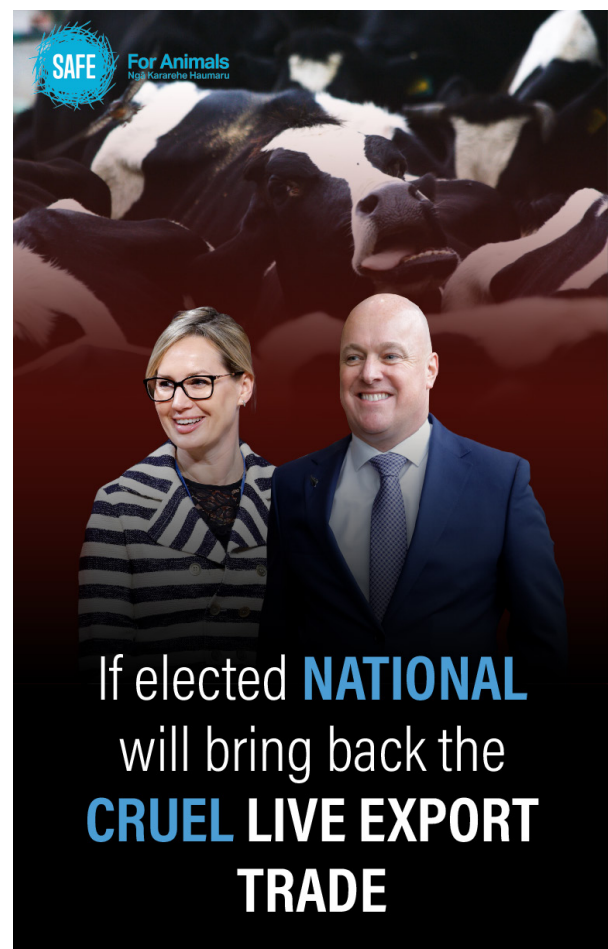
As soon as the ban was in place, opposition forces began to mobilise and SAFE launched a comprehensive campaign to protect the ban. Our strategy was multifaceted, designed to reach every corner of New Zealand society and to resonate with key audiences. Digital advertisements and billboards targeting key political figures were deployed nationwide, calling on them to uphold the ban. Parties that did not support the ban were quickly inundated with emails from our supporters and the public.

We engaged in meaningful conversations with key decision makers, presenting research and reports supporting the strong case against live export. In March, we joined forces with a coalition

of animal protection groups, including Animals Aotearoa, End Live Export NZ, Helping You Help Animals (HUHA), SPCA, Veterinarians for Animal Welfare Aotearoa (VAWA), and World Animal Protection, to promote Dr John Hellström's petition to protect the ban.

Above: SAFE CEO, Debra Ashton, holding a 'Banned – Live Export' sign.

Below: Pre-election 2023 Billboard highlighting SAFE's concerns if national was elected as the government.



A close-up, high-contrast photograph of a horse's head, focusing on its eye. The horse's coat is dark and textured. The eye is large and dark, and within its reflection, a large white cargo ship is visible, sailing on a body of water under a blue sky. The ship has multiple decks and a prominent funnel.

“

We know a majority of people don't support live export, and we will fight tooth and nail if there are any moves to bring it back.

Debra Ashton, CEO

“

We were really shocked at the lengths that they (LENZ) were prepared to go to overturn the ban.

Debra Ashton, SAFE CEO

SAFE was a constant presence in the media, highlighting live export's horrendous impact on animals and the risk to our international reputation. Questions about live export were put to the National and Labour leaders in two election debates, a reflection of the level of public interest and pressure.

In early 2024, investigative reporter Guyon Espiner revealed Livestock Exports New Zealand's

(LENZ) plans for a \$1 million lobbying campaign to pressure the Government to overturn the ban. Strategy documents showed the industry feared SAFE's efforts would derail their plan to have live exports back up and running by August 2024. SAFE was described as a formidable opponent by LENZ – highlighting the relentless determination of SAFE and our supporters to safeguard the lives and welfare of countless animals.

New Zealand became the first country to ban live animal exports, earning widespread acclaim from animal rights organizations worldwide.

30,000
SIGNED SAFE'S
PETITION CALLING FOR
A BAN IN 2021





The fight to protect the ban

SAFE's Protect the Ban campaign dominated public spaces and social media, reaching New Zealanders nationwide and mobilising support.

In 2023 SAFE and the Protect the Ban campaign were everywhere. Eye-catching billboards were strategically placed in key urban centres to reach both everyday New Zealanders and the politicians who represent them.

We also took our message to the heart of Wellington's youth culture at CubaDupa and engaged with students through large-scale advertising on bus stops around university campuses. We reached farmers and the general public through digital ads on platforms like the Stuff and MetService websites.

Social media played a pivotal role in our efforts. We reached tens of thousands of people across social media platforms, raising awareness and rallying support against live export. Our posts, videos, and infographics were shared widely, sparking important conversations and mobilising public opinion.

We also engaged directly with our supporters, providing them with the tools they needed to advocate for the ban in their own communities. Activists on the ground distributed flyers with QR codes, making it easy for people to learn more and take action.

In a demonstration of solidarity, we also aligned our campaign with the School Strike for Climate movement. This collaboration allowed us to connect the issue of live export with broader social and environmental concerns and to engage a passionate and activist-driven youth audience.

Through an innovative and strategic campaign, both on the ground and in the media, SAFE ensured protection of the ban remained at the forefront of the national conversation.

From the tracks to the debating stage

A critical year for greyhounds

Despite mounting evidence of the harm caused by greyhound racing, Government delays have left hundreds of dogs at risk. SAFE's relentless campaign kept the issue front and centre in the political arena and secured a crucial win for greyhounds.



The past year has been critical in the fight to end greyhound racing. Despite mounting evidence of the harm caused by this industry, the Government's reluctance to act quickly has been a source of deep frustration. Early in the financial year, we urged then Racing Minister, Hon Kieran McNulty to decide on the future of greyhound racing. However, the Government's focus on 'bread and butter' issues meant that our calls were met with delays, leaving the fate of hundreds of dogs hanging in the balance.

SAFE's creative campaign kept the issue at the forefront of the political agenda. A billboard was placed directly across from Minister McNulty's office, a reminder of the lives at stake. To further drive home the urgency, we sent pawprint cookies to his office, each bearing the name of a dog that had died or been injured on the tracks that month. These actions, combined with meetings with MPs and stakeholders, made it clear that greyhounds could not be ignored.

As it became apparent that the Government was not going to take immediate action, SAFE intensified its efforts. We worked tirelessly to

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There is clear cross-party support for a ban, with the Greens, Labour, and even the Prime Minister supporting an end to greyhound racing.

Emma Brodie, SAFE Campaign Manager

74%

OF KIWIS WOULD VOTE TO BAN GREYHOUND RACING IN A REFERENDUM.*

highlight in the media the ongoing injuries, deaths, and doping incidents, ensuring that the plight of these dogs remained a key issue during the election season. Our persistence paid off when the future of greyhound racing was questioned during the final leaders' debate and, in a surprising show of bipartisan unity, both Hon Christopher Luxon and Rt Hon Christopher Hipkins agreed that the industry should be banned.

This pivotal moment provided SAFE with the opportunity to debate the Greyhound Racing New Zealand CEO on live television, bringing the issue into the homes of New Zealanders across Aotearoa. The dedication of SAFE supporters was instrumental in the campaign. Through thousands of emails and phone calls to politicians and policymakers, supporters helped secure these significant steps toward protecting the health and wellbeing of hundreds of greyhounds.

A victory for greyhounds and the community

After a year of dedicated campaigning, December 2023 brought a significant victory for greyhounds with confirmation that the greyhound track at Manukau Sports Bowl would be transformed into an athletics track. Once actioned, this decision will mark the end of greyhound racing in Auckland and will pave the way for a community facility that will benefit families and all ages.

SAFE and supporters in the region played a crucial role in this outcome, speaking at the Ōtara-Papatoetoe Local Board meeting, submitting on the draft proposal, providing key statistics to the

Council, and drawing media attention to this once-in-a-generation opportunity to prioritise family and community over animal cruelty.

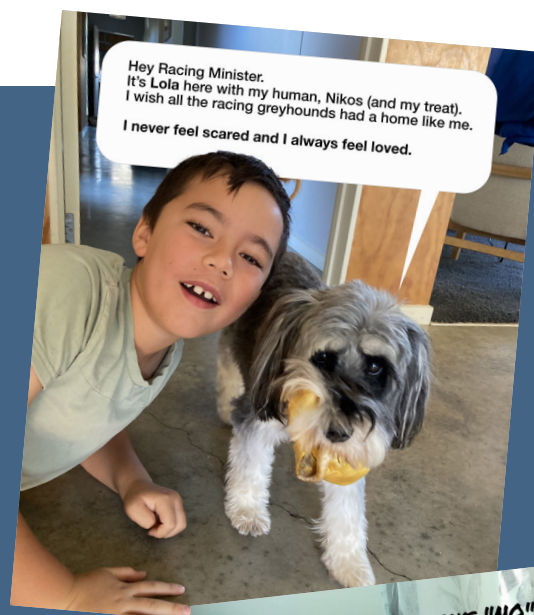
Hundreds of Aucklanders provided feedback on the Council's plan – with many enthusiastic about changing the facility into a welcoming space for local families. This was a clear sign of communities championing family-friendly spaces ahead of gambling and animal cruelty.

* Public survey just carried out by an independent research company, Camorra Research, on behalf of SPCA

Dogs speak out for greyhounds

In a unique initiative, dogs from across the country – and even a few cats and rabbits – joined the campaign to end greyhound racing. Over a hundred companion animals, with the help of their humans, sent personalised messages to key political figures, advocating for a ban on dog racing and standing in solidarity with greyhounds.

These messages ranged from heartfelt pleas to protect their greyhound friends, to testimonials from rescued greyhounds who had endured the harsh realities of the racing industry. This creative demonstration not only captured attention across Aotearoa New Zealand, but also resonated internationally, highlighting the broad and overwhelming support for an end to greyhound racing.



The dark side of dairy

The fate of millions of bobby calves was spotlighted through SAFE's campaigns. Our media strategies challenged industry narratives and demanded humane treatment for all calves.

In 2023, SAFE intensified its efforts to expose the harsh realities of New Zealand's dairy industry, particularly the fate of millions of bobby calves. Every year, two million newborn calves are killed as a byproduct of the dairy industry, a grim statistic that SAFE is determined to change.

During the 2023 calving season, we brought this issue to the forefront with a modern revival of the iconic 'calf in a glass' campaign. In 2015, SAFE's image of a dead bobby calf in a glass of milk stained with blood, along with the caption, 'contaminated by cruelty,' made waves around the world – as the striking image brought to life the dark underbelly of the New Zealand dairy industry.

The image now has a second life and impact as an animated video, which has engaged new audiences through digital advertising and high-impact TVNZ+ advertisements – which reached over 130,000 viewers.

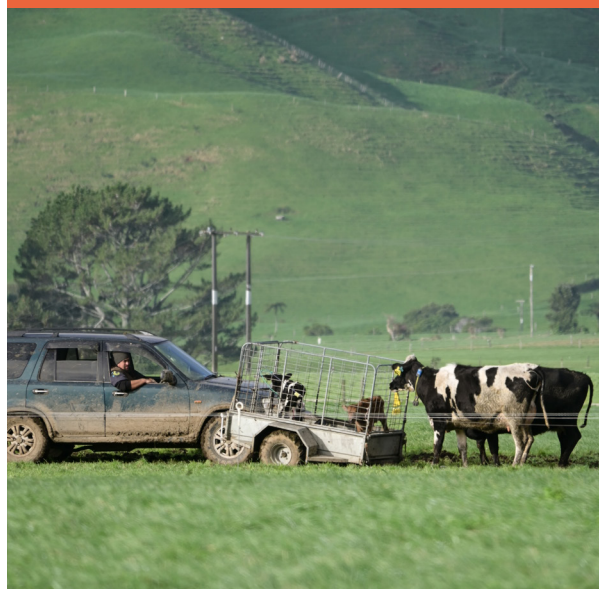
The campaign did more than raise awareness; it also challenged the industry narratives. In January 2023, Fonterra made a misleading announcement, claiming they would no longer kill bobby calves "on the farm" and that this would improve welfare. SAFE spoke out forcefully against this announcement in the media, making it clear that the reality remained unchanged: bobby calves would still be sent to slaughter at just four days of age.

Throughout the calving season, we engaged with the media to ensure that the public was aware of the reality behind Fonterra's claims. Our work this year has laid the groundwork for ongoing campaigns that will keep the pressure on the dairy industry and demand a humane life for cows and their calves.

New Zealand's dairy industry is responsible for extraordinary suffering

Mother cows are being pushed to their limits and every year as many as two million calves are killed within their first week of life. Intensive dairying is also devastating our waterways, our climate, and the integrity of our land.

For the sake of our environment, our future, and the millions of cows suffering at the hands of this industry, it's time to address the true impacts of dairy production.



Two million
newborn
calves will
be **killed** by
New Zealand's
dairy industry
this year.



Relentless advocacy for hens

SAFE's campaign to end the cruel confinement of hens has achieved significant milestones but the fight continues, as over a million hens remain trapped in inhumane colony cages.

SAFE's fight to end the cruel confinement of hens in Aotearoa New Zealand has been a cornerstone of our advocacy efforts. While the ban on battery cages in January 2023 marked a significant victory, the continued use of colony cages remains a pressing concern. These cages, which confine over 1.2 million hens in conditions that blatantly violate their rights under the Animal Welfare Act 1999, are a stark reminder that our work is far from finished.

In July 2023, SAFE provided a comprehensive written submission to the Parliamentary Petitions Committee. This submission supported our previously handed-over petition, making a strong case for the urgent need to ban colony cages. The evidence was clear: these cages are inhumane, and their continued use is indefensible.

SAFE also took its concerns directly to the Government. In a meeting with then Associate Animal Welfare Minister Hon Jo Luxton, we raised the critical issue of the prolonged delays in reviewing the layer hen code of welfare. It had been 13 years since the last review, and the impact of these delays on the welfare of hens is severe. Ministry for Primary Industries (MPI) staff present at the meeting acknowledged the delays and SAFE made it clear that the government's inaction is prolonging the suffering of millions of hens.

As we look ahead, SAFE remains committed to ensuring that every hen in New Zealand is free from the confines of cruel and outdated caging systems.



A COLONY CAGE HOUSES UP TO
80 hens
AND PROVIDES EACH BIRD WITH JUST
750 cms²
OF SPACE TO LIVE OUT HER LIFE
(ABOUT THE SIZE OF AN
A4 PIECE OF PAPER).



Transforming animal welfare

SAFE is part of a powerful alliance of 15 organisations who are calling for the establishment of a Commissioner for Animals. This could drive transformative change for animals across Aotearoa New Zealand.

In a landmark effort to safeguard animal welfare, SAFE has joined forces with diverse animal welfare and rights organisations from around the country to form the Commissioner for Animals Alliance in Aotearoa New Zealand. This united front is pushing for the establishment of an independent voice at the highest level, advocating for animals, whose welfare is often overshadowed by the industries that profit from their exploitation.

The Alliance is driven by the urgent need to address the systematic abuse animals face involving practices that blatantly breach the legal rights of animals under the Animal Welfare Act 1999. Without an independent voice for animals in Parliament, enforcement of the Act remains weak, with minimal penalties for even the most egregious cases of abuse. The high-profile cases of mass animal starvation and abuse in Aotearoa New Zealand have only underscored the need for stronger oversight and accountability.

SAFE has played a pivotal role in this campaign, launching an engaging digital advertising strategy that has helped the Alliance obtain thousands of petition signatures supporting the initiative. We have also liaised with and brought on board many environmental and marine animal protection organisations, expanding the scope and strength of the Alliance.

Through media advocacy, SAFE has highlighted the failures in enforcing the Animal Welfare Act 1999, linking these issues to the urgent need for a Commissioner who can champion the rights and welfare of all animals in Aotearoa New Zealand. Progress continues apace for this important campaign, which could bring about widespread improvements for all animals –from those used for entertainment to those experimented on in labs.



Exposing the truth

SAFE's investigations team exposed serious animal welfare violations across Aotearoa New Zealand, and escalated cases where authorities failed to act, highlighting the urgent need for stronger animal welfare enforcement.

SAFE's investigations team has played a critical role in uncovering and addressing pressing animal welfare issues in Aotearoa New Zealand over the past year. Through our 0800 EXPOSE programme, we received 147 calls from concerned citizens, providing valuable insights into the conditions animals face across the country. These calls were sent to the appropriate authorities, ensuring that animal welfare remained a priority.

Where authorities didn't respond, SAFE escalated. One such case involved footage from Southland, showing sheep caked in mud and struggling to walk. This property had a history of mud-farming issues, and the footage, captured in August 2023, once again highlighted ongoing failures in animal welfare enforcement in Aotearoa New Zealand. SAFE quickly brought this to the attention of the Ministry for Primary Industries (MPI), and then the media, emphasising the clear breach of the Animal Welfare Act 1999, which mandates the provision of adequate shelter for animals.

In another troubling case, images were sent to SAFE showing emaciated cows on a farm near Palmerston. Despite the shocking condition of the animals, MPI inspectors found no offences had been committed. Shortly after, similar images from a farm near Whangamatā showed more starved cows, yet again MPI deemed the situation acceptable. Despite clear violations, MPI's response was negligent, prompting SAFE to escalate the issue in the media and renew calls for an independent Commissioner for Animals to ensure that animal welfare is not compromised by conflicting interests. SAFE's investigations have been instrumental in exposing these issues and pushing for systemic change.

Above: Sheep standing in mud on a winter grazing paddock in Southland.

Below: Emaciated cows on a farm near Palmerston.



Photo: Matt Coffey

SAFE on the march

In 2023, SAFE proudly joined forces with other passionate advocates in two public demonstrations. The Wellington Animal Rights March, initiated by local activists from Wellington Vegan Actions and supported by SAFE, brought together hundreds of activists from across the country. Marchers demanded a transition from animal agriculture to plant-based farming, greater transparency in the agricultural industry, and educational initiatives to promote plant-based diets.

SAFE's CEO, Debra Ashton, addressed the crowd at Parliament, emphasising the need for Aotearoa New Zealand's farming systems to align with ethical standards and climate obligations. The march was a rallying cry for animal rights.

SAFE also played a role in the 'Nup to the Cup' protest, standing alongside the Coalition for the Protection of Racehorses to challenge the cruelty inherent in the racing industry. The protest, held in Auckland, encouraged the public to reconsider their participation in the Melbourne Cup and to opt for cruelty-free alternatives. By amplifying this message, SAFE highlighted the often-overlooked suffering of racehorses.

From the top: SAFE CEO, Debra Ashton, and SAFE staff members, Emma Brodie; Courtney White; and William Vandenberg Gracie; supporting the Wellington Animal Rights March.



INTENSIVE FARMING



Challenging the rise of indoor feedlots

SAFE challenged a proposal for intensive feedlots on Banks Peninsula, rallying public support against the confinement of cows in unnatural conditions. The subsequent overwhelming opposition led to a significant victory in June 2023.

New Zealand's reputation for ethical farming is often underpinned by images of cows grazing on lush, green pastures. However, this vision is threatened by an increase in large-scale, intensive farming systems that confine animals to unnatural conditions. In 2023, SAFE took a stand against one such proposal that would have seen over 2,000 cows permanently housed indoors in a series of feedlots on Banks Peninsula.

The proposed feedlots, which would have kept cows indoors 24 hours a day, year-round, posed significant risks to animal health and welfare. The shift towards intensive indoor farming not only jeopardises the wellbeing of these animals but also undermines New Zealand's international reputation for good animal welfare practices.

SAFE's response was swift – we quickly prepared a detailed submission for Environment Canterbury, opposing the feedlot proposal and rallying public support. Our submission was backed by 6,145 people who shared our concerns about the implications of this proposed development. The overwhelming public opposition led to a significant victory in June 2023 when the company behind the proposal decided to withdraw their consent application.

This victory underscores the power of SAFE and our supporters in safeguarding animal welfare. SAFE will continue to fight against the intensification of farming practices that compromise the rights and wellbeing of animals.

SAFE's swift action and the overwhelming response from supporters stopped a harmful feedlot proposal, protecting over 2,000 cows from permanent indoor confinement.





Beyond the rhetoric

Where do parties stand on animal welfare?

SAFE's 2023 political survey revealed a troubling disconnect between New Zealand's political leaders and the public on animal welfare issues.

As New Zealand approached the 2023 general election SAFE sought to clarify where the nation's political parties stood on critical animal welfare issues. Through surveys, SAFE reached out to the key parliamentary parties, asking them to state their positions on pressing issues such as the banning of caged hens, the establishment of a Commissioner for Animals, and the prohibition of farrowing crates and live export.

The results revealed a stark disconnect between political leaders and the New Zealand public. While the Green Party emerged as a strong advocate for animal welfare, the other parties fell significantly short. The Labour Party was ambivalent, with the Party only backing three of the proposed policies. The National Party and Te Pāti Māori failed to respond altogether, and ACT's policy positions suggested a potential rollback of existing animal welfare protections.

SAFE emphasised the gravity of these findings, noting that the welfare of animals is a priority for 75% of New Zealanders, as reflected in a recent Kantar Poll. Yet, many political entities seem to neglect this crucial issue.

SAFE's survey served as a wake-up call, highlighting the need for a stronger political

commitment to animal welfare and urging parties to take meaningful action. Under pressure from the public and SAFE supporters, the Labour and National leaders have since vocally supported a ban on greyhound racing, demonstrating the powerful impact of SAFE and the commitment of our supporters to drive meaningful change for animals.

Election 2023 UPDATED SAFE Survey Results					
	ACT	Green	Labour	National	Te Pāti Māori
CAGING HENS	X	✓	X	—	—
COMMISSIONER FOR ANIMALS	X	✓	X	—	—
FARROWING CRATES	X	✓	✓	—	—
LIVE EXPORT	X	✓	✓	—	—
ANIMAL WELFARE LEGISLATION	X	✓	✓	—	—
ANIMAL AGRICULTURE	X	✓	X	—	—
GREYHOUND RACING	X	✓	?*	—	—
FISH FARMING	X	✓	X	—	—
RODEO	X	✓	X	—	—

Authorised by D. Ashton, 297 Durham Street, Christchurch 8013

— NO RESPONSE

* PARTY REFUSED TO PROVIDE A CLEAR ANSWER



Digital engagement reaching a broad audience

The year 2023/24 was one of significant growth and impact for SAFE's media and social media presence, with SAFE solidifying its position as a leading voice in animal advocacy.

Our social media channels were pivotal in engaging the public and raising awareness about critical animal welfare issues. Over the past year, SAFE's social media following grew to an impressive **191,533 followers across all platforms**. This growth reflects the effectiveness of our digital engagement strategies.

SAFE also continued to be a leading voice for animal advocacy in traditional media. The campaign to protect the ban on live export by sea garnered over 80 media features, with CEO Debra Ashton leading the conversation. Debra spoke with Newshub regarding the live export disaster off the coast of Australia in February 2024 and also appeared on 1 News following the release of a 1 News Verian Poll – that found over half of those surveyed supported the live export ban. Debra urged political parties to take the public's views seriously, reminding them of the nation's concern for animal welfare.

Greyhounds were another major focus for SAFE, with 130 features in the media. Campaign Manager Anna de Roo appeared on TVNZ's Breakfast to debate Greyhound Racing New Zealand's CEO Edward Rennell, after the Labour and National

Party leaders voiced support for a greyhound racing ban. Head of Investigations Will Appelbe was featured on Newshub multiple times to discuss greyhound racing's ongoing controversies. These included one of New Zealand's top trainers being disqualified after a racing dog tested positive for methamphetamine, and another dog was mistreated.

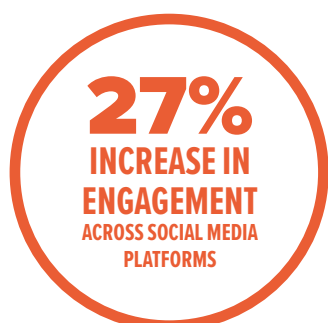
Cat-killing competition

The power of SAFE's rapid response

In 2023, SAFE's Rapid Response Team quickly mobilised against a proposed cat-killing competition in North Canterbury, which aimed to reward children for hunting 'feral' cats. The competition sparked an immediate backlash and SAFE led the charge in calling for the competition's cancellation, citing the grave risks to companion animals and the disturbing message it sent to young people. The campaign garnered international attention, with media outlets like the BBC covering the story, and even celebrities like Ricky Gervais criticising the event.



Newshub: Canterbury competition backtracks on kids' feral cat hunt after backlash.



By the numbers

Engagement with our social media content reached new heights, with **295,781 people actively participating in conversations**, sharing our content, and taking action. This high level of engagement underscores the power of social media to mobilise support for our campaigns and spread our message far and wide.

The SAFE website also saw significant traffic, with **121,000 unique visitors** seeking information, resources, and ways to get involved. Over the year **34,354 actions were taken** through SAFE's website, including: petition signatures; emails to ministers; submissions made through SAFE's website; and signups to plant-based challenges and the SAFE animal action network.

SAFE social media



FACEBOOK FOLLOWERS

177,635



INSTAGRAM FOLLOWERS

6,914



TIK TOK FOLLOWERS

561



X (TWITTER) FOLLOWERS

4,249



THREADS FOLLOWERS

800



LINKEDIN FOLLOWERS

1,375

SAFE website

121,000

UNIQUE WEBSITE VISITORS

34,354

ACTIONS TAKEN THROUGH SAFE'S WEBSITE

Media stories resulting from SAFE's work



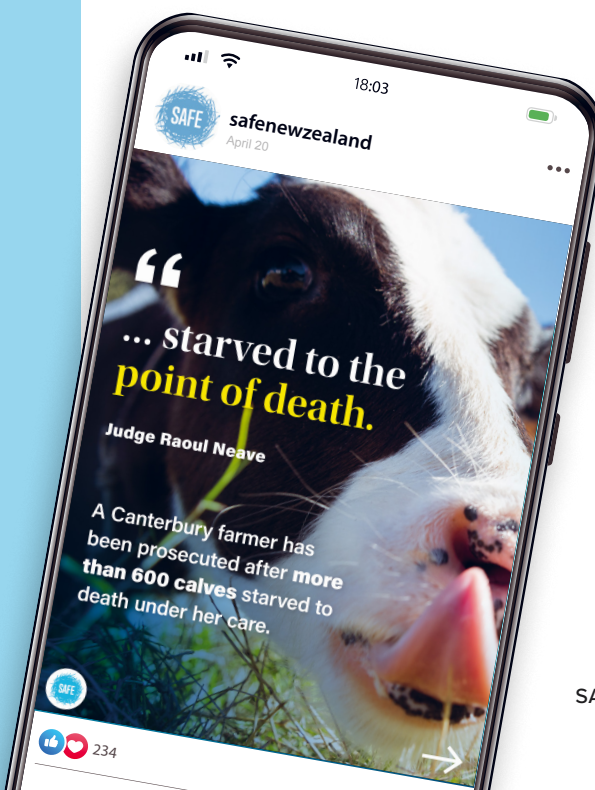
TVNZ Breakfast: 'Disappointed' Greyhound Racing CEO responds to potential ban.



Newshub: Renewed concerns about live animal exports restarting in NZ after Australian operation goes wrong.



Newshub: Top greyhound trainer faces disqualification from industry after dog tests positive for methamphetamine.



Compassion in action

In 2023/24, SAFE's community engagement efforts strengthened the bond between our organisation and the public, fostering a growing network of compassionate individuals committed to the welfare of animals. This year, we focused on deepening relationships with our supporters, expanding our outreach, and providing more opportunities for people to get involved in our mission.

We are incredibly grateful to the thousands of people who have stood by us throughout this journey. Whether through volunteering, donations, or advocacy, your contributions have been instrumental in driving our work forward.

These generous contributions have enabled us to sustain our campaigns, invest in impactful media and social media strategies, pursue political engagement, and respond quickly to emerging animal welfare issues. The ongoing support from our community ensures that our voice for animals continues to get stronger year after year.



Left: SAFE staff member, Michelle Perkins, supporting 'Nup to the Cup' protest.

Ways that you can support SAFE

Become an Animal Guardian

Animals play a wonderful part in our lives and by giving back with a gift to SAFE in your will, you are improving the lives of animals for many years to come.

SAFE's 'Animal Guardians' are a special group of people who understand the importance of making a provision for animals in their will.

If you are already an Animal Guardian – thank you! Your legacy will live on and put the hope for a better future into action, by enabling SAFE to continue our work.

Leaving a gift to SAFE is a fitting way to celebrate your love of animals in this lifetime, and by becoming an Animal Guardian you contribute to a kinder, more compassionate world for animals.

For more information:

- safe.org.nz/donate-now/leave-a-bequest
- or contact lyn@safe.org.nz to have any questions answered.



“

I see SAFE as brave and strong and rely on your organisation to fight the good fight for animals.

SAFE Supporter



Join Heart for Animals

A special thank you to the 'Heart for Animals' monthly Regular Giving supporters who have donated over 10,500 gifts during the year.

The Heart for Animals program includes an incredibly important group of people who give what they can afford each month and are part of a compassionate community dedicated to transforming the lives of animals in Aotearoa New Zealand.

Each monthly donation empowers SAFE's critical year-round work, ensuring that help reaches where it is needed most in the lives of animals, through standing up for their rights and championing meaningful change.

If you would like to find out more about giving a monthly regular donation and becoming a Heart for Animals supporter, please contact:

- safe@safe.org.nz
- or go to safe.org.nz/donate-now/heart-for-animals



Stay connected



Facebook | Instagram | X | YouTube

TikTok | LinkedIn | Threads: [@SAFEnewzealand](https://www.tiktok.com/@SAFEnewzealand)

YouTube: [SAFEAnimalAdvocacy](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)

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.

SAFE SUPPORTERS

Donor interview



Marina van Dijk has been a dedicated supporter and donor to SAFE for many years, continuing a legacy of commitment to animal rights that began with her father.

Marina's father was deeply involved in the anti-fur movement in Holland in the late 1970s, and their family rescued a range of animals, her father was also a legacy donor to SAFE. SAFE is profoundly grateful for the contributions made by Marina and her father in the fight to protect animals. Though her father passed away a couple of years ago, his legacy of compassion and advocacy lives on.



SAFE (S): Could you tell me a bit about yourself and what drew you towards SAFE and protecting animals?

Marina van Dijk (MvD): Well, it started a long time ago in my teenage years. I was born in New Zealand but we moved to Holland when I was eleven. After being there for a few years, Dad thought that the meat tasted funny. It wasn't the same as in New Zealand.

He ended up going to a food festival in Holland where there was a vegetarian information stand and he thought "Aha!" and he did a lot of research in the meantime. So, he came home and told Mum, "Right, we're not eating meat anymore." This didn't go down with my Mum very well, because she was the chef! She thought "How am I going to make my Nasi Goreng?"

We all went from there. I stayed with it and Dad and I never went back to eating meat. Animal welfare was our main reason.



S: What's your favourite part of being part of the SAFE community?

MvD: It was difficult because of the hours I worked to go to many things, but Dad and I went to some things. The *Elsa the Lion* movie was an event put on by SAFE and we met some people there. I met a woman when we were both volunteering at the SPCA op-shop and she told me a lot about what she got up to with SAFE.

Hans Kriek [a previous Director of SAFE] came and met Dad one day and I met Hans as well – we had that Dutch connection. Dad had been supporting SAFE for quite a long time. It's definitely easier to meet vegan and vegetarian women than it is to meet men who think like that.

S: Is there any particular campaign or animal issue that resonates with you?

MvD: All of them really but at the moment live export is quite a big one. Australia does that as well. Spending time in two countries has allowed me to get an idea of what's happening in Australia, plus I read the Dutch news. They all resonate with me.

S: What are your hopes for the future of SAFE?

MvD: That it's not needed anymore! But I can see that would be a long way off. That's the long-term goal, I think. The short-term goal would be to change people's perceptions on where animals belong in our lives and SAFE's doing that. Especially on things like greyhound racing. I can't believe that they're still racing. Just close it down!

S: What would you say to someone who was thinking of signing up as a donor or legacy donor to SAFE?

MvD: There's no reason not to support animal welfare. Changing how animals are treated changes society. My Dad told me of an experiment in an American prison where they fed the prisoners vegetarian food for a few months and violence went down. Improving the plight of animals improves society, improves everything.

“

The short-term goal would be to change people's perceptions on where animals belong in our lives and SAFE's doing that.

Our people

Board and staff, 1 April 2023 – 31 March 2024

Board of Directors

Gareth Hughes, Chair
Katharine Birks, Secretary
Logan Smedley, Treasurer
Troy Coyle
Timothy Groenendaal
Dee Lodhia
Kat MacMillan
Marcelo Rodriguez Ferrere

Staff

Debra Ashton, CEO
Will Appelbe
Luke Bailey
Emma Brodie
Jessica Chambers
Anna de Roo
Kendall Green
Elise Herrera
Gabriel Herrera
Gerald Jordan

Ian Munro
Belle Ong
Michelle Perkins,
Greg Simpson
Courtney Tainui
Lyn Thomas
William Vandenberg Gracie
Courtney White



“

Thanks so much to our supporters. You have been a powerful voice for animals and have made a tangible difference to their lives. Together, we create real change, and we are stronger for animals because of you.

Debra Ashton, SAFE CEO



Treasurer's report 2023



Logan Smedley
Treasurer

SAFE's advocacy for animal rights has thrived in 2024, thanks to the generosity of our supporters, who continue to fuel our mission despite challenging times.

Through the 2024 financial year, we saw people come together to support SAFE's vision of ensuring that the rights of animals are upheld in Aotearoa.

In a challenging climate for all, we are pleased to report that regular giving and appeals donations have increased from the previous year. While overall revenue has decreased, this hasn't stopped us from standing up for animals exploited in cruel industries, including live export, greyhound racing, and intensive farming.

Our expenses have remained flat year-on-year, achieved through streamlining our operations and focusing on the most effective spending for SAFE. This impact is evident through our social media engagement and the number of news stories

featuring SAFE, as outlined in the statement of service performance.

Our bottom line result is a profit of \$343K. This, along with the rest of our reserves, will allow us to invest in our mission, weather any economic downturn that may arise, and continue doing what needs to be done.

After four years as SAFE's Treasurer, Dee Lodhia will be taking over from me in this role. I wish Dee and the Board well as they continue the journey of growing SAFE and ensuring the best outcomes for animals.

Ngā mihi,

A blue ink handwritten signature, likely of Logan Smedley, consisting of stylized, overlapping loops.

Financial summary

Statement of comprehensive revenue and expenses

Year ended 31 March 2024

	Note	2024	2023
Revenue from non-exchange transactions	1		
Donations and other fundraising		2,171,173	2,204,400
Grants		–	185,496
Interest		167,624	78,392
Total from non-exchange transactions		2,338,797	2,468,288
Revenue from exchange transactions	2		
Memberships		1,297	921
Gain/(Loss) on sale of assets		–	–
Other Income		–	–
Total from exchange transactions		1,297	921
Total revenue		2,340,094	2,469,209
Expenses			
Employee related expenses		1,470,160	1,299,250
Expenses related to provision of goods and services		487,922	655,002
Lease Payments		22,638	19,440
Donations made		480	4,116
Depreciation and amortisation	5/6	5,394	7,437
Other		10,981	7,725
Total expenses		1,997,575	1,992,970
Total comprehensive profit/(loss)		342,519	476,239

Statement of changes in equity

Year ended 31 March 2024

	2024	2023
Balance at 1 April	3,089,519	2,612,280
Total Comprehensive profit/(loss) for the year	342,519	476,239
Reserves (sale of goodwill 2012)	1,000	1,000
Transfer of Reserves to Retained Earnings	(1,000)	–
Balance as at 31 March	3,432,038	3,089,519

Statement of financial position

Year ended 31 March 2024

	Note	2024	2023
Assets			
Current assets			
Cash and cash equivalents	3/9	794,480	416,302
Investments	4	2,716,343	2,626,300
Receivables from exchange transactions		21,000	65,347
Receivables from non-exchange transactions		50,612	48,353
Prepayments		7,907	39,943
Inventory		–	2,883
GST		11,815	6,696
Total current assets		3,602,157	3,205,824
Non-current assets			
Property, plant and equipment	5	12,474	6,400
Intangibles	6	1,111	2,222
Total non-current assets		13,585	8,622
Total assets		3,615,742	3,214,446
Liabilities			
Current liabilities			
Payables under exchange transactions	9	61,161	38,384
Employee entitlements	7	115,487	73,340
Payables under non-exchange transactions	9	–	7,653
Other current liabilities		7,055	5,550
Total current liabilities		183,703	124,927
Non-current liabilities			
Total non-current liabilities		–	–
Total liabilities		183,703	124,927
Total assets less total liabilities (net assets)		3,432,038	3,089,519
Accumulated funds			
Accumulated comprehensive revenue and expense		3,431,038	3,088,519
Reserves		1,000	1,000
Total accumulated Funds		3,432,038	3,089,519



Gareth Hughes

Chairman

21/08/2024



Logan Smedley

Treasurer

21/08/2024

Statement of cash flows

Year ended 31 March 2024

Cash flows from operating activities

Cash was received from:	Actual 2024	Actual 2023
Donations, fundraising and other similar receipts	2,209,180	2,350,227
Membership fees	1,318	921
Receipts from providing goods or services	–	–
Interest	164,032	50,603
Cash flows from other operating activities	–	–
Net GST	(5,119)	1,230

Cash was applied to:

Payments to employees	1,428,013	1,315,624
Payments to suppliers	462,339	756,513
Donations made	480	4,116

Net cash flows from operating activities	478,579	326,728
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Cash flows from investing and financing activities

Cash was received from:

Receipts from the sale of assets	159	–
Receipt from the sale of investments	–	–

Cash was applied to:

Payments to acquire property, plant and equipment	10,516	–
Payments to purchase investments	90,043	576,300

Net cash flows from investing and financing activities	(100,400)	(576,300)
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Net increase / (decrease) in cash	378,179	(249,572)
Opening cash	416,302	665,874
Closing cash	794,481	416,302

This is represented by:

Bank accounts and cash	794,480	416,302
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Notes to the financial statements

Year ended 31 March 2024

1. Revenue from non exchange transactions

	2024 \$	2023 \$
Donations received	1,648,477	1,646,919
Grants	–	185,496
Interest	167,624	78,392
Legacies	522,696	557,481
Total revenue from non exchange transactions	2,338,797	2,468,288

2. Revenue from exchange transactions

	2024 \$	2023 \$
Membership fees	1,297	921
Total revenue from non exchange transactions	1,297	921

3. Cash and cash equivalents

	2024 \$	2023 \$
Current accounts	777,777	59,369
Savings accounts	16,702	356,933
Total transactions cash and cash equivalents	794,479	416,302

4. Investments

	2024 \$	2023 \$
Long term deposits (maturing in less than 12 months but more than 3)	2,716,343	2,626,300
Total investments	2,626,300	2,626,300

Notes to the financial statements

Year ended 31 March 2024

5. Property, plant and equipment

2024

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Furniture and fixtures	–	–	–	–	–
Office equipment	–	–	–	–	–
Computers	4,764	10,516	142	3,956	11,182
Other equipment	1,636	–	17	327	1,292
Total	6,400	10,516	159	4,283	12,474

2024

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Furniture and fixtures	–	–	–
Office equipment	869	869	–
Computers	84,855	73,673	11,182
Other equipment	40,642	39,350	1,292
Total	126,366	113,892	12,474

2023

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Furniture and fixtures	–	–	–	–	–
Office equipment	1	–	–	1	–
Computers	9564	–	–	4,800	4,764
Other equipment	2051	–	–	415	1,636
Total	11,616	–	–	5,216	6,400

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
Total	116,009	109,609	6,400

Notes to the financial statements

Year ended 31 March 2024

6. Intangible assets

2024

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Intangible assets	2,222			1,111	1,111
Total	2,222	–	–	1,111	1,111

2024

Asset class	Cost or valuation	Accumulated depreciation	Net book value
Intangible assets	130,680	129,570	1,110
Total	130,680	129,570	1,110

2023

Asset class	Opening carrying amount	Purchases	Sales/ disposals	Current year depreciation	Closing carrying amount
Intangible assets	4,222			2,000	2,222
Total	4,222	–	–	2,000	2,222

2023

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

7. Employee entitlements

	2024 \$	2023 \$
Wages payable	34,648	28,732
Leave liability	80,839	44,608
Total	115,487	73,340

- 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 2024

8. Commitments and contingencies

Commitment	Explanation and timing	2024 \$	2023 \$
Commitments to lease or rent assets	Not later than 1 year	22,173	27,247
	Later than 1 year and not later than 5 years	4,326	22,624
	Regus – Christchurch office lease	12,078	11,384
	Ricoh – photocopier lease to December 2025	10,095	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 \$
2024		
Cash and cash equivalent (assets)	794,479	–
Receivables	6,000	–
Payables	–	67,594
2023		
Cash and cash equivalent (assets)	416,302	–
Receivables	8,531	–
Payables	–	46,037

10. Related party transactions

Description of related party relationship	Description of the transaction (whether in cash or amount in kind)*	2024 \$	2023 \$
Future Foods Foundation – Commonality of some Trustees and SAFE being a settlor of Future Foods Foundation.	Cash grant	–	150,000

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

	2024	2023
Total individuals	9	8
Total amount	670,537	503,402

13. Reserves

Reserves (Sale of Goodwill 2012) are no longer relevant have been transferred to Retained Earnings.

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

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Opinion

We have audited the performance report of SAFE ("the Society") on pages 2 to 11, which comprises the entity information, 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 2024, the statement of financial position as at 31 March 2024, 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 entity information as at 31 March 2024
- the financial position of the Society as at 31 March 2024 and its financial performance, and its cash flows for the year ended; and
- the service performance for the year ended 31 March 2024, 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 entity information and service performance information in accordance with the ISA's and New Zealand Auditing Standards (NZ AS) 1 (Revised) *The Audit of Service Performance Information*. 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 entity information, statement of service performance, the financial statements, and our auditor's report

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 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 entity information, 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 (Revised) 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

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 Auckland Audit | Qualified Auditors, Auckland, New Zealand
21 August 2024



safe.org.nz