



2016

Annual Report

GREENPEACE

New Zealand



# Statement from the Executive Director

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When Clair Patterson, a geochemistry professor at the California Institute of Technology, was trying to estimate the age of the solar system in the 1940s, he tried to measure the age of a meteorite that had fallen to Earth.

Patterson reckoned he could figure out the age of the meteorite by measuring how much of the uranium in it had decayed into lead, as he knew how long this took. The first step was to measure how much uranium was in the meteorite, and that proved easy. The second step was to measure how much lead was in the meteorite, but that proved almost impossible, as every attempt produced a different result. There was so much lead contamination that every surface in his lab was contaminated. It was only by building one of the first clean rooms in the world that he could determine how much lead was in the meteorite, and consequently in 1956 he declared the age of the solar system was around 4.55 billion years.

But once he'd done this he wondered where all the lead was coming from? It was well understood that lead was a dangerous neurotoxin and chronic exposure was a major health issue, so this was no small matter.

It turned out the lead was coming from petrol. The oil industry began adding lead to petrol in the 1920s in spite of warnings from health professionals. The levels of lead in the environment, and in people, escalated rapidly afterwards. As Patterson did more work he discovered that lead was being spread everywhere, as cars drove around raining a neurotoxin down on everyone from their exhaust pipes.

From the 1960s Patterson called for lead to be removed from petrol. But in spite of Patterson's evidence, the oil industry fought back and used every dirty trick in the book. He was denied research grants, he was blocked from contracts with the US Public Health Service, and other scientists were paid by the oil industry to testify that lead in petrol was safe. The Government backed the oil industry.

But the oil industry is not invincible. A public campaign run by scientists and people like you and me eventually forced the removal of lead in the 1980s and 90s.

Since then blood lead levels in populations have dropped dramatically.

As we confront the global fossil fuel industry over climate change it's worth remembering that they can be beaten. Of course now it's harder, because they are fighting for their very survival. But then again, so are we.

This Greenpeace Annual Report is a brief record of some of the campaigning done by Greenpeace in 2016 on climate change and other issues.

**Greenpeace doesn't take money from governments or businesses so none of this campaigning could happen without your support.**

As the battle over lead in petrol showed, ordinary people acting together have changed the world for the better in the past, in spite of massive opposition from vested interests. And so we will again.

A handwritten signature in black ink, appearing to read 'R. Norman'.

Russel Norman,  
Executive Director





Greenpeace wouldn't exist without its generous supporters. It's the efforts of those who give us a monthly donation, who sign petitions, sponsor the work of the *Rainbow Warrior*, share our posts on social media. It's the result of those who take the time to write to their MP, respond to urgent appeals, attend campaign events, and those amazingly kind people who leave us a gift in their will. You are standing up for our environment and it's your help that gives this fragile planet a voice.





# Key Figures

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**6.2 million**

Number of times people watched our videos on Facebook or Youtube.

**2558**

Tweets

**175,855**

Number of signatures for Greenpeace New Zealand petitions.

**173**

New community led campaigns started on Toko, our people-powered petition platform.

**1500**

Number of times Greenpeace was mentioned in the New Zealand media.

**45,000**

Number of paper suns spread around the Electricity Authority's Wellington office, each representing a petition signature.

**200+**

Approximate number of people who blockaded the annual New Zealand Petroleum conference.

**550,000**

The number of people who have signed up globally to tell Thai Union to change their practices to protect workers and the environment. And it's working - Thai Union has agreed to enter formal discussion with Greenpeace about large scale reform of their supply chains.

**174,472**

Approximate number of Kiwis who had a conversation about Greenpeace campaigns with one of our phone or face to face outreach team members.

**1.7 million**

Approximate number of likes received on Facebook posts.

**11**

Number of Māui dolphins spotted during research conducted with Auckland University.

**250**

People trained in the principles of nonviolent direct action.





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**\$3.26**

Income for every \$1 spent on fundraising.

**3,938**

People made contributions to urgent campaign appeals.

**8,387**

People became new monthly supporters of Greenpeace New Zealand.

**12**

Wonderful supporters left a gift to Greenpeace New Zealand in their will.

**3,305**

People generously increased their support to Greenpeace New Zealand.

**41,492**

Supporters made a regular donation to Greenpeace New Zealand in 2016.



## Our Vision

Our vision is for a green, ecologically healthy and peaceful planet.

## Our Mission

Greenpeace stands for positive change through non-violent action.

We champion environmentally responsible and socially just solutions, including scientific and technological innovation, to protect the ability of the earth to nurture life in all its diversity.

We investigate and expose environmental abuse by governments and corporations.

Greenpeace works in several key areas to further our vision. Our campaign goals include protecting the climate, defending ocean life and ancient forests, and exposing nuclear, chemical and biological threats to the environment and human health.



In 2016 Greenpeace NZ launched an ambitious campaign to change the polluting industrial model of dairy farming to a sustainable, regenerative model of farming that looks after our land, water, and people. Despite the worsening contamination of our precious freshwater, the dairy industry is still trying to put more cows on the land and the Government is using public money to help them. They're subsidising big irrigation schemes around the country which are designed to suck water from our rivers to grow more grass for more dairy cows.

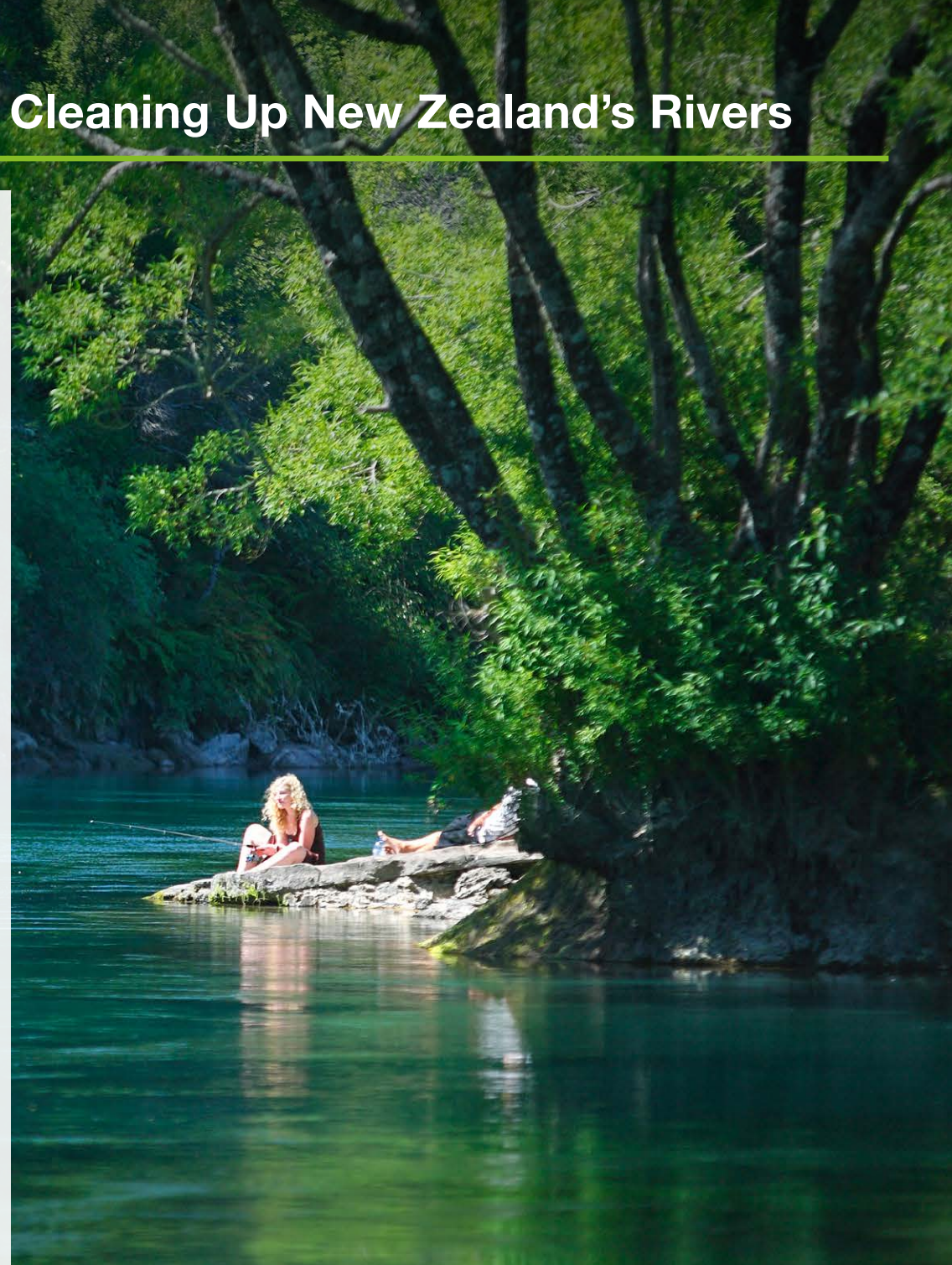
Last year, the Accident Compensation Corporation (ACC) was tipped to be planning to invest millions of taxpayer money into one of these big irrigation schemes, the Ruataniwha dam. In order to draw attention to the issue and encourage them to pull out, we brought the problem back to them, using six tonnes of dairy sewage to blockade ACC's Wellington office.



Over the course of the year, we worked with locals to stop the Ruataniwha dam by demanding that the Hawke's Bay Regional Council (HBRC) pull out the 80 million ratepayer dollars they had set aside to fund the dam. We raised awareness by putting up billboards, holding a community meeting, sending out thousands of flyers, and protesting

at Council meetings. Then we took direct action. We picked up the construction site office for the dam, put it on a truck, and returned it to the HBRC offices. It must have had a big impact on the community: during the local body elections, several new councillors ran on anti-dam tickets and were elected, swinging the majority against the dam. They swiftly voted on a moratorium on any further activities that would progress the dam.

By the end of the year, a TV ad of ours provoked the industry lobby group DairyNZ to make a complaint to the Advertising Standards Authority (ASA). They claimed the ad was untruthful, but we put forward 10 pages of scientific evidence to back it up. The ASA ruled that our ad was truthful and not misleading--a major victory over industrial dairying! Our challenge now is to ensure that these polluting irrigation schemes do not go ahead and encourage the Government to shift its support and subsidies to sustainable, regenerative farming.





## For Us To Have A Future, The Oil Industry Must Have No Future

In March 2016, the international oil industry got a bit of a surprise when its top executives rocked up to the annual oil conference: 200 people blockading the conference doors at Auckland's Sky City in protest of the government's climate denialist plans to sell deep sea oil drilling permits. It was a landmark event for Greenpeace. Never before had we facilitated a mass civil disobedience action with an open invitation to any member of the public to attend. It was a risk in many ways, but together we succeeded in delaying the conference for several hours, took a stand for the climate, and empowered new members of the climate movement through collective peaceful civil disobedience.



Also in 2016, Hawke's Bay lines company, Unison Energy, moved to penalise solar users by charging them an additional fee, seemingly to stifle solar uptake. Over 45,000 people demanded that the Electricity Authority (the industry watchdog) stop the solar tax. In September 2016, we teamed up with musician Tiki Taane who delivered the petition to the Electricity Authority with a song he had written for the occasion. While he sang, four brightly clad dancers showered the lobby with 45,000 paper suns, each with the name of someone who had signed the petition. The petition now has 80,000 signatures and we have big plans for when it hits 100,000!

In October, the Government announced a new round of "Block Offers". More of our precious ocean and country would be opened up to international oil giants for oil exploration. We worked with New Zealanders all around the country to lobby their local councils (who are consulted on the matter) to say NO to the block offer and NO to deep sea oil exploration. And we had some amazing wins! Auckland Council, Gisborne District Council, Kaikoura District Council, Christchurch City Council, Environment Canterbury and Dunedin City Council all stood up to Central Government and said they would not support the 2017 Block Offers or any more oil exploration in our waters.

However, by the end of the year, the oil majors were back. Arctic driller, Statoil and Trump-backed Chevron had sent The Beast (the enormous seismic ship, the *Amazon Warrior*) to look for deep sea oil NZ waters between Napier and Kaikoura. We were ready and waiting to meet The Beast on its arrival in Wellington, but it never came into port. Together with Oil Free Wellington and a large crowd of Wellingtonians, we got out in kayaks on the harbour and threw Statoil and Chevron an un-welcome party. At the same time in Napier, locals were rallying to show their opposition to exploration off their coast. We figure The Beast got the message because it still hasn't come into port to face its growing opposition.





## Sustainable Fishing: Because it's #NotJustTuna

In the winter of 2016, we sent the largest and fastest Greenpeace ship, the *Esperanza*, to intercept and remove FADs from the Indian Ocean. FADs are Fish Aggregating Devices - floating fish magnets that tuna companies litter throughout the ocean. Unfortunately, FADs also attract sharks, turtles and other animals. When the ships come back to catch the tuna, they kill the whole lot and dump the unwanted animals back in the sea.

Fishing companies use FADs and other high output fishing methods, like long lining and transshipment, to suck fish out of our oceans. This model of fishing is simply unsustainable. Oceans are the life support system of our planet, containing and sustaining most of the life on earth. But over-harvesting tuna pushes fish stocks closer to collapse.

One of the worst offenders is Thai Union which has been linked to human rights abuses and the trafficking of workers. So, while the *Esperanza* was busy cleaning up the oceans, we thought we'd help some of Thai Union's customers clean up their supply chain. In May, Greenpeace activists shut down the Mars-owned Whiskas plant in Wanganui because they had been buying tuna from Thai Union to make their cat food.



And it wasn't just New Zealand - other offices wanted to join the party too. Around the world, people have been protesting this tainted tuna and encouraging major brands to "change their *tune-a*" to more sustainably and ethically sourced fish. And at home? A couple of months after our 11 hour blockade of the Whiskas cat food factory, Mars agreed to adopt a strong new action plan to clean up their supply chain. We're now working with them, and other companies, to ensure that happens in a way that's safe for oceans, marine wildlife and people.





# We are strongest when we stand together



At Greenpeace, we believe that we are strongest when we stand together and 2016 proved it to be true. We saw people uniting in New Zealand and around the world to fight for a better tomorrow. Together, we protested against climate change and greedy oil companies, toxic tech, shady government practices, and many other environmental ills. Together we gave a voice to vulnerable people and endangered nature and wildlife.

In 2016 everything we achieved was only possible because we stood together in defence of our common values. When US President Obama and Canadian PM Trudeau agreed to cancel drilling in the Arctic, it was because millions of people had made their voices heard. When the license for the Tapajós dam was cancelled, it was because thousands of people mobilised against the Brazilian government and the companies which were to invest in the dam. And the world's two biggest pet food companies, Mars and Nestlé, never would have moved to clean up their Tuna supply chains had it not been for the pressure that you and our global campaign applied to get them to challenge Thai Union's standards.

Together, we're fighting for a better future. We want to leave the next generation something better than what we inherited. We're building a movement so that we can make sure that happens. And it's working.

**There is perhaps no better way to say it than simply: Thank you. Nothing we do would be possible without you and your fellow Greenpeace supporters standing up for our planet, our future, and a Green and Peaceful world.**





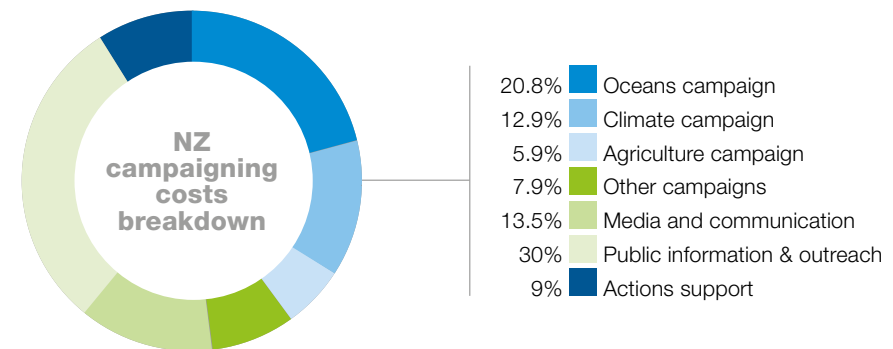
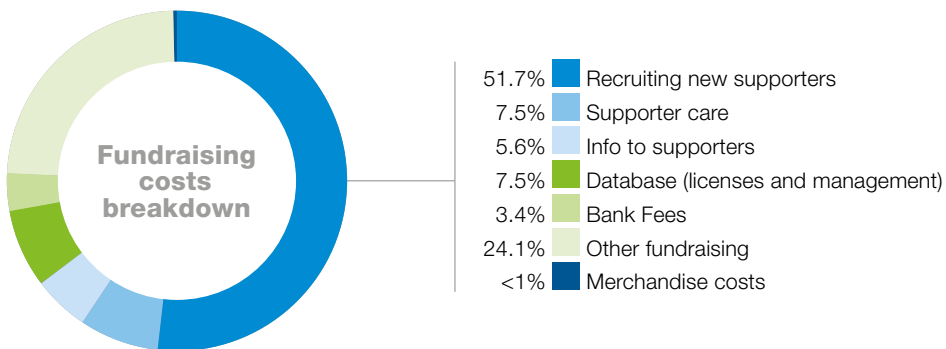
# Greenpeace New Zealand financial report

## 2016 Income & Expenditure NZD\$000

Income	
Regular giving (direct debit) supporters	\$8,766
Other supporter contributions	\$741
Bequests	\$528
Grants from Greenpeace International	\$183
Other income	\$97
<b>Total Income</b>	<b>\$10,315</b>
Expenditure	
Campaign activity	\$3,450
International campaigns & co-ordination	\$2,235
Organisational support & governance	\$1,188
Fundraising	\$3,165
Depreciation	\$321
<b>Total Expenditure</b>	<b>\$10,359</b>
Surplus/(deficit)	-\$44
<b>Net Fundraising Income</b>	<b>\$6,870</b>

## Statement of Financial Position as at 31st December 2016 NZD\$000

	2016	2015
Current Assets	\$3,651	\$3,269
Non-Current Assets	\$153	\$111
Fixed Assets	\$539	\$743
<b>Total Assets</b>	<b>\$4,343</b>	<b>\$4,123</b>
Current Liabilities	\$1,677	\$1,454
Non-Current Liabilities	\$153	\$111
<b>Total Liabilities</b>	<b>\$1,830</b>	<b>\$1,565</b>
Accumulated Fund Balance	\$2,513	\$2,558
<b>Total Liabilities and Fund Balance</b>	<b>\$4,343</b>	<b>\$4,123</b>





# Greenpeace New Zealand financial report

## Income 2016 NZD\$000

2007	\$5,532
2008	\$6,020
2009	\$7,495
2010	\$9,163
2011	\$8,650
2012	\$9,063
2013	\$9,790
2014	\$10,272
2015	\$10,868
2016	\$10,315

Income for Greenpeace New Zealand in 2016 was once again over 10 million dollars. We are financially independent so we don't accept money from companies, governments or political parties.

This means that our income is thanks entirely to the generous and committed donations from individual Greenpeace supporters, who enable actions to happen, and make achievements possible.

## Online support

Views on the Greenpeace websites

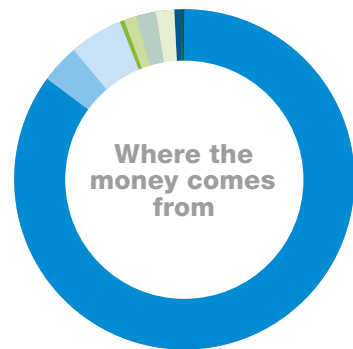
2014	1,670,503
2015	1,487,559
2016	1,163,957

Facebook Fans

2014	110,008
2015	142,281
2016	172,756

Twitter Followers

2014	26,123
2015	28,668
2016	31,195



85%	Gifts from regular donors
3.7%	Campaign appeals
5.1%	Bequests
<1%	Merchandise sales (calendars)
1.2%	Unprompted/ one-off gifts
1.9%	Major gifts
1.8%	Grants from Greenpeace International
<1%	Interest income
<1%	Fees for admin services to other NGO's

## Number of Donors

2007	47,859
2008	52,743
2009	57,108
2010	61,970
2011	57,683
2012	55,740
2013	54,136
2014	53,428
2015*	50,810
2016	46,493

The information in this report has been summarized from the annual accounts of Greenpeace New Zealand for the year ending 31st December 2016. The full Financial Statements have been audited by William Buck Christmas Gouwland Audit. Some of the breakdowns in this report differ from our audited accounts to make the data more useful for the public to interpret (our audited reports use the breakdowns required by Greenpeace International). Further information relating to the annual accounts including our auditors report, statement of financial position and comprehensive revenue and expenses, statement of changes in net assets and cash-flow statement can be found on the Societies website [www.societies.govt.nz](http://www.societies.govt.nz)

\*A different method was incorrectly used to calculate supporter numbers for the 2015 annual report. The number was published as 52,580. A correction has been made on the online version of the report.



# GREENPEACE

Greenpeace is an independent global campaigning organisation that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace.



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Refugee child rescued from the Aegean:

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