

ANNUAL

REPORT

APRIL 2024-MARCH 2025



ANIMALS
AOTEAROA



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A MESSAGE FROM OUR EXECUTIVE DIRECTOR



Every time I see the incredible response to our campaigns, I'm reminded of how many people truly care about creating a kinder world. Whether it's sharing a post, signing a petition, or standing in protest, you show up - and that gives me hope.

I'm lucky to get to reflect on the work of Animals Aotearoa and both the short and long term impacts we're making for animals in New Zealand. In this report, you'll read about some of the things I am most proud of:

- Our work with other animal organisations in New Zealand and around the world.
- The creative and powerful campaigns our team has delivered to hold brands accountable for failing chickens.
- Our research and education work. Giving animals a voice in Parliament, raising public awareness about factory farming, and speaking out against the prospect of octopus factory farming.

As an organisation, we strive to make campaign decisions informed by the principles of Effective Altruism. We are always looking for ways in which we can have the most impact with our relatively small resources. We continue to focus the majority of our work on chickens bred for meat – the animal that is closest to my heart and suffers the most appalling plight in New Zealand.

A highlight for me this year was speaking at the Effective Altruism Conference in Sydney and connecting with advocates there. We also expanded our global reach by co-funding a full-time Better Chicken campaigner in Australia.

Our organisation also evolved over 2024 and 2025. We farewelled Debbie Matthews with deep gratitude, and welcomed Hannah Lessels to the board, bringing new insights and energy to our leadership. Mona took parental leave, which led us to expand our team with Clare Shufflebotham and Bridie Chetwin-Kelly. Mona has returned to run the Operations of Animals Aotearoa, and Clare has stayed on as our chief campaigner (aka mischief maker). We also welcomed Dr. Belinda Oppenheimer, an Australian-based veterinarian, to strengthen our evidence base and make sure our voice was heard in various important submissions.

That's all from me. Thank you all for your support. It's amazing to get to work with such wonderful people.



Marianne Macdonald
Executive Director

CAMPAIGN UPDATE

Campaigns are the exciting part of our work that makes its way out into the world. Before we dive into some of the amazing campaigns of the year, we wanted to give a massive THANK YOU to everyone who took part in action parties, contacted companies, joined protests, signed e-cards and petitions to take a stand for animals.

Upping the anti on Nando's

Billboards, online ads, in store actions, over 1,200 emails sent, and a hand-delivered Christmas card to their headquarters in Australia.

Nando's was inundated with action after we re-launched our campaign in September 2024. Here at Animals Aotearoa, we strongly believe the best campaigns are the ones we don't need to run, and after an initial break, it became clear to our corporate engagement team that Nando's had no plans to improve their standards for chickens.

So onwards and upwards we went with our campaign, all cleverly targeted with our re-design of the Nando's logo and custom website www.heartless-nandos.com, all to truly reflect the reality for chickens in their supply chains.



Clare Shufflebotham

Clare Shufflebotham
Campaign Director



Raising awareness for chickens bred for meat

So much suffering of farmed animals takes place locked behind shed doors, out of sight of the caring public. Working with Campaigns Lab, a non-profit organisation that supports animal protection organisations with their campaigning efforts, we developed a new digital awareness campaign focused on the inherent suffering resulting from fast-growing breeds of chickens bred for meat. Drawing similarities between the unhealthy growth of cancer and the unhealthy growth of chickens.

Soon, this campaign will be hitting the streets!

This year, our volunteers and staff went out to the streets of Auckland to show the reality of chicken farming – showing footage from inside a so-called ‘free-range’ farm and interviewing people about what they saw. Only one person correctly guessed that the huge industrial metal sheds were a farm. All viewers were horrified by what they saw inside.



The start of our campaign for octopuses

In the summer of 2025, the issue of octopus farming came urgently into focus. What began as a quiet research project into the progress of octopus farming plans, quickly escalated when we discovered that the Government had already wasted **at least one million dollars on factory farming research for octopuses** - and that this funding might soon be renewed.

In partnership with the Aquatic Life Institute and the Aquatic Animal Alliance, we laid the groundwork for a powerful campaign to stop government funding for this new and deeply concerning form of cruelty. This led to the mobilisation of 169 organisations to sign an open letter to the Government, and inspired thousands of letters sent to oppose funding this research.



Ending Cages, Globally

As proud members of the Open Wing Alliance (OWA), we've helped turn up the pressure on global food giants avoiding or stalling on cage-free egg commitments. Along with 90+ organisations around the world, we've joined campaigns and held corporations accountable for real progress.

Our victories this year include REWE Group, Grupo Reina, Orkla, Joe & The Juice, Associated British Foods, and more, reporting on their cage-free progress.

Major breakthrough! Our campaign led to Kewpie, Japan's largest egg buyer, pledging to go cage-free. Their shift alone will spare at least 200 million hens from cages by 2030 – proof that global action drives lasting change for animals.

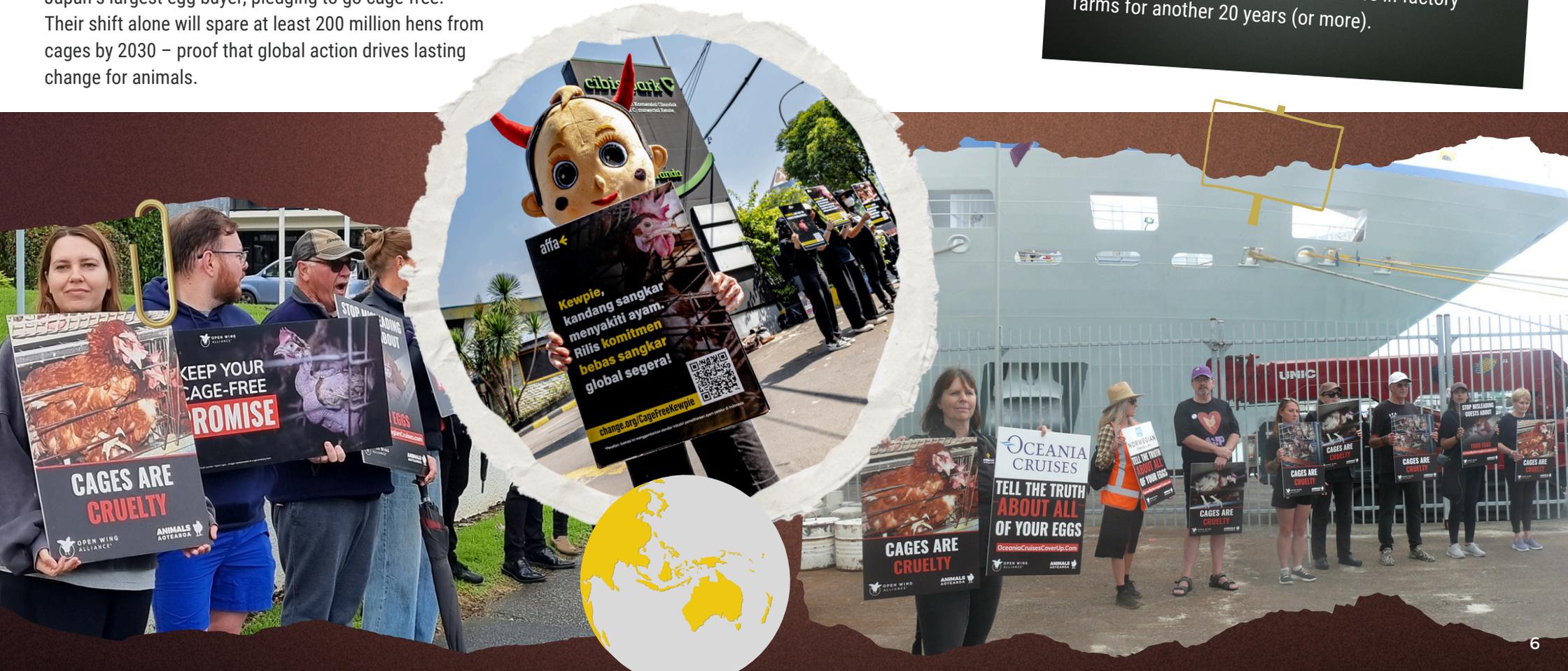
Supporting global actions

Over the past year, we've joined more than a dozen international submissions and open letters alongside global allies, **amplifying the call to end animal suffering worldwide.**

These actions have ranged from urging the World Bank to stop financing factory farming, to opposing octopus farming in Spain and the U.S., to calling for a ban on shark finning in Taiwan and Brazil. We've also supported efforts to free captive orcas in Japan, and protect wild fishes from factory farms. **Together, these coordinated efforts show the power of collective global advocacy.**

MAKING THE VOICES OF ANIMALS HEARD IN PARLIAMENT

Here in New Zealand, we opposed the Resource Management (Extended Duration of Coastal Permits for Marine Farms) Amendment Bill, which sought to grant a blanket 20-year extension to all fish farm permits. Our submission made clear that the Bill should be rejected in full, sadly this Government rushed the changes through select committee, condemning millions of salmon to life in factory farms for another 20 years (or more).



COLLABORATION IS KEY TO OUR SUCCESS AS A MOVEMENT

End Cruel Imports

In September 2024, we joined Animal Policy International at Parliament to launch a petition calling for a ban on cruel imports. The petition demanded that the Government close the loophole that allows animal products that do not meet our animal welfare standards to be imported and sold. **Together, we raised over 11,000 signatures.**



Protect the Live Export Ban

With the current Government planning to reinstate live export by sea, we mobilised alongside End Live Export New Zealand, Helping You Help Animals (HUHA), SAFE, SPCA, Veterinarians for Animal Welfare Aotearoa (VAWA), World Animal Protection, and with a highly committed team of grassroots activists. **The petition, signed by over 57,000 people, was delivered to Parliament in June 2024.**

We also participated in the pre-consultation from the Ministry for Primary Industries, to put pressure on the Government to revoke their plans to bring back live export.



The End of the Line for Factory Farming

For the last two years, we've been partnering with Compassion in World Farming's global campaign to end factory farming. Their petition to the United Nations asks world leaders to transform the global food system and end factory farming – for the sake of animals, people and the planet. **In September 2025, this petition closed with over 1 million signatures.**



END OF THE LINE FOR FACTORY FARMING

Commissioner for Animals

We've continued supporting SAFE's Commissioner for Animals Alliance, calling for an independent Commissioner with the authority to review and monitor animal welfare law and ensure animals are given the protection they deserve. **This petition has almost 30,000 signatures and is due to be handed into Parliament in 2026.**



MAKING HEADLINES FOR ANIMALS

Trailer unit crash strewing crates of hens over the road shines a light on grim state of chickens

Jennifer Dutton | THE PRESS

May 15, 2025

How humane is the gas plan for culling 80,000 chickens?

Ryan Anderson

December 4, 2024 - 5:00am



The Otago farm at the centre of a chicken cull

Home / New Zealand

Truck rolls outside Christchurch, chickens all over the road



NZ Herald
13 May, 2025 10:40 AM Quick Read

BUSINESS

The worrying circumstance in which barn eggs can be sold as 'free-range'

A NZ bird flu outbreak would disproportionately impact free range hens, meaning they may need to be brought indoors

by Andrew Bevin 01/04/2025

Share

NEW ZEALAND / POLITICS

'An atrocious idea' - outcry over taxpayer-funded octopus farming research

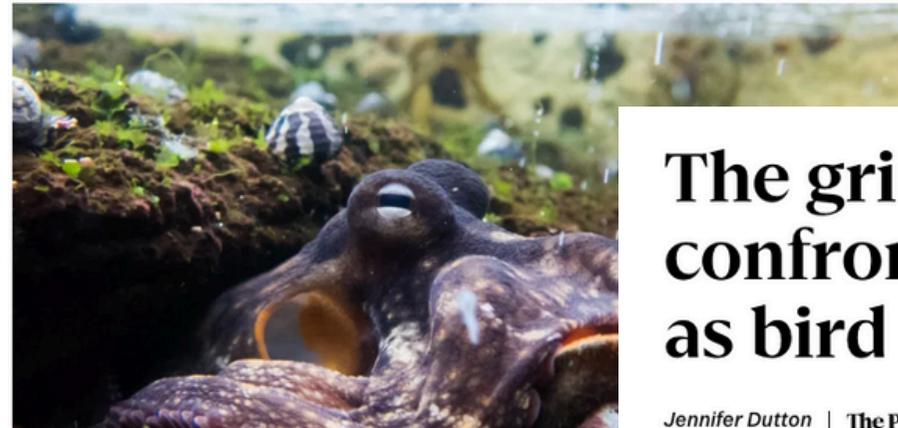
9:42 am on 21 May 2025

Share this



 **Farah Hancock**, Data journalist, In Depth
✉ farah.hancock@rnz.co.nz

 **Mary Argue**, Reporter
✉ mary.argue@rnz.co.nz



The grisly questions confronting the country as bird flu nears

Jennifer Dutton | The Post

September 24, 2024

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FOOD BUSINESS ENGAGEMENT

With the drastically increasing price of food and the ongoing cost of living crisis, our efforts this year have been mostly focused on international corporate campaigns with our global and regional alliances.

New Zealand has very strict import requirements for chickens and chicken meat, and our biggest chicken producers are foreign-owned, relying on genetics from Australia and other biosecurity-approved countries. Getting improvements to chicken breeds in Australia is crucial to success here in New Zealand. This is why we've been working with the Australian Alliance for Animals and World Animal Protection to launch an Australian campaign called Better Chicken Australia. We've helped ensure this project's success by granting money to cover 50% of the salary for a full-time campaigner.

Closer to home, we've broken down the key facts along with questions and answers on the Better Chicken Commitment (BCC) in New Zealand as part of the overhaul of our Guide for New Zealand Businesses. The guide contains consumer data, a case study, testimonial quotes from BCC-allied brands, and Better Chicken global progress, guiding the way for how the ideals of transformation can be put into practice.

As cost pressures slowly ease and success is growing across the Tasman, we are starting to build up our corporate engagement here in New Zealand to ensure we are getting the much-needed demand for better welfare chicken, through food business pledges to reach BCC standards by 2030.



Jennifer Dutton
Corporate Engagement Specialist

A LETTER FROM OUR BOARD

In 2025, Animals Aotearoa will celebrate five years of operation – a milestone that feels both significant and inspiring. Looking back on the past year, it has been a time of change, challenge, and growth.

We farewelled one of our founding board members, Debbie Matthews, with deep gratitude for her years of commitment and guidance. We've welcomed Hannah Lessels to our board with her expertise in software development and long involvement with the animal advocacy movement, greyhound protection in particular.

At the same time, we were excited to have Clare Shufflebotham join us permanently as Campaigns Director, bringing decades of experience to our work.

And, in true Animals Aotearoa style, we also welcomed a new rescue chicken into the fold – Barnaby. A reminder of the individuals at the heart of our work.

The challenges we face are real. An uncertain economic climate, strong resistance from the chicken industry, and the ongoing threat of bird flu outbreaks have made it an uphill battle to change the way chickens are farmed. Yet our team continues to meet these challenges with determination, creativity, and compassion.

We're also proud to see our impact extending beyond chickens, launching our campaign against the very real prospect of octopus factory farming coming to New Zealand.

And globally, we've been encouraged to see organisations like RSPCA Australia moving forward on chicken welfare – a reminder that change is happening, and that our collective efforts are making a difference.



FINANCIAL UPDATE

The past year would not have been possible without grants from Open Philanthropy and Effective Ventures to cover the costs of our staff and our crucial campaigns for chickens.

Donations from our supporters have helped strengthen our work for all animals, ensuring we're there to campaign on other issues, including octopuses and live export.

We would also like to thank World Animal Protection for its continued support for our ongoing campaign costs.



INCOME

Open Philanthropy Grant	\$125,586.00
World Animal Protection	\$20,000.00
Travel Grants	\$351.00
Donations	\$7,423.00
Merchandise Sales	\$966.00
Investment interest	\$15,969.00
Total income	\$170,295.00

Values are presented in New Zealand dollars (NZ\$) and are rounded to the nearest NZ\$

View our full financial statements on the [Charities Services Website](#).

EXPENSES

Accountancy Fees	\$750.00
Bank Charges	\$20.00
Campaign Expenses	\$44,211.00
Contractors	\$176,746.00
Conference Expenses	\$8,827.00
Expenses Office	\$944.00
Expert advice	\$2,572.00
General Expenses	\$82.00
Licenses & Registration	\$193.00
Merchandise purchases	\$819.00
Processing Fees	\$307.00
Photography, Video & Design	\$1,677.00
Postage	\$11.00
Staff Training	\$816.00
Subscriptions	\$2,015.00
Travelling Expenses	\$1,831.00
Travelling Expenses-Overseas	\$953.00
Grant to Australian Animal Alliance	\$43,578.00
Volunteer Expenses	\$118.00
Total expenses	\$286,470.00

ACKNOWLEDGEMENTS

Throughout this report, we've already mentioned, with gratitude, our amazing supporters and donors. But we've compiled all our thank you's here on one page, as we wanted to again express our gratitude for everyone who has made our work possible.

- Our fantastic board members, **Avril, Roz, Hannah and Debbie**, for their governance and guidance.
- Alf Jamieson of **M5 Media** for billboards.
- **Zdeňka Kolářová** for ongoing technical support with our website.
- Amy and James Odene of **Campaigns Lab** for graphic design and campaigns' advice.
- The whole team at **The Australian Alliance for Animals**, especially Bidda, April and Nadia.
- The **Aquatic Animal Alliance** for helping us get the octopus campaign off the ground.
- Our **donors**, who believe in our work and contribute financially.
- Our **volunteers**, who go above and beyond to help us with our campaigns.
- **Jinki Cambroner**, for photographing the beautiful rescue chickens and hens for social media and our website.
- **Effective Ventures** Animal Welfare Fund, for grants awarded to cover 2024 & 2025 expenses.
- **Open Philanthropy** for grants awarded to cover 2024 & 2025 expenses.
- **World Animal Protection** for financial support for staff-related costs.
- Our chicken ambassadors, **Pou, Beluga and Barnaby**, and the rescue hens at the sanctuary.



Ending the suffering of Farmed Animals
Kia mutu ai te whakataumaha i ngā kararehe pāmu.

IMAGE CREDITS

Jinki Cambroner for images on COVER | pages 2, 8 & 10 | BACK
Farmwatch for image on page 11