



# 2010

Impact Report

GREENPEACE

New Zealand

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## **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.

# Looking back over 2010



**Greenpeace  
NZ/Aotearoa  
Executive  
Director Bunny  
McDiarmid looks  
back on 2010.**

Last year - 2010 - was a busy one for Greenpeace NZ/Aotearoa. It was a year in which we challenged what constitutes a sustainable economy, and also what constitutes a charity, in today's world... and the jury is still out!

After the world's leaders failed to take action over climate change at the Copenhagen climate talks in December 2009, we needed to recharge the batteries, swell our ranks and broaden the way we were working on climate change. Throughout 2010 we highlighted the connections between the decisions being taken on energy and economic development and the benefits or threats that will result for New Zealanders.

Getting a backdown on the Government's plans to open up our best conservation land to coal mining was the year's highlight. Their plans undermined our image as a country which valued, looked after and made a damn good return on its best assets; were a wasted opportunity to invest and attract investment in our clean tech potential and in a clean energy future; and completely ignored the costs such mining would have added to the country's Kyoto bill. Forty thousand New Zealanders agreed, and marched to make the point.

The event was a shot in the arm for people power, and sent a strong message to the Government that a 19th century economic agenda was just not going to cut it in the 21st century - 'economic development at any cost' isn't smart economics any more.

Exposing the costs of Fonterra's unsustainable industrial dairying model on the rainforests of Indonesia, our climate and on New Zealand's brand, land and waterways, finally started to gain the attention of both the co-operative, and the Government. We expect to see some movement on these issues, by Fonterra, this year.

On the oceans front our Government supported a proposal to close areas of high seas in the Western and Central Pacific to all fishing to give tuna stocks a chance to recover. While the proposal has yet to be adopted by the body regulating tuna fishing in the Pacific, we see it as a critical step towards protecting the world's last healthy tuna stocks from overfishing.

Also in 2010, we marked the 25th anniversary of the bombing of the Rainbow Warrior, which ironically coincided with the Charities Commission's decision to deny us charitable status. Our political advocacy was judged to be at an 'uncharitable' level. We are appealing this because what constitutes a charity in today's world needs public debate. The definition has evolved since the 19th century and political debate today is seen by many as a necessary aspect of a functioning democracy, and an important part of how many charities work for the public good. Being an advocate for change in today's world is one of the most important public services you can provide. We are reminded that dissent has been the driving force behind almost every recent progressive social change we've known – from gaining women the vote, through to achieving our nuclear-free status.

Our ability to campaign both online and offline together with our supporters took a leap forward with the setting up of our volunteer networks around the country. These groups have persuaded thousands to sign our 'No new oil and coal' petitions; run workshops to get public submissions on the Government's draft energy strategy; and participated in activities to support the Government's anti whaling position. Our cyber activist lists and our web skills are expanding and are giving us more opportunities to pressure our decision makers to make better decisions for the environment. Our spoof Fonterra milk ad was our best effort thus far, and gained widespread attention and acclaim.

We hope you will enjoy looking back over the last year's activities and reading about what progress we have managed to achieve with your support.

We want to thank our crew of 60,000 plus supporters; our more than 400 volunteers from all over the country; our intrepid street and door fundraisers (who speak to more than 250,000 New Zealanders a year); our skilful and growing team of activists who have willingly risked their liberty for all our benefit time and time again; and last but not least our very hardworking crew at Greenpeace central, all of whom have helped make us one of the most influential and respected environmental organisations today - not just in New Zealand, but globally.



# People power stops mining



Greenpeace's Senior Climate Campaigner, Simon Boxer, reflects on the progress made by the climate campaign during 2010.

People power has successfully stopped the New Zealand Government opening up protected areas of New Zealand's national parks to mining.

In July 2010 the Government announced a complete u-turn on plans to mine New Zealand's best conservation land. There will be no mining in Schedule 4 land or any national parks now or in the future.

This followed an avalanche of submissions against the plans, celebrities Robyn Malcolm and Lucy Lawless visiting one of the areas proposed to be mined and the 'No Mining' march in Auckland on May 1st which over 40,000 people joined – the biggest protest in a generation.

Greenpeace along with Forest and Bird, Coromandel Watchdog, Federated Mountain Clubs and ECO worked together and organised the March in just three weeks.



© Greenpeace / Nigel Marple

Many Greenpeace volunteers and supporters helped to get the message out about the March and were there on the day showing their support for the campaign to stop the mining of our national parks.

The Government's plans also received international condemnation from conservation organisations saying New Zealand's reputation for protecting its outstanding natural values and biodiversity was being put at serious risk.

This was a huge victory for the environment and for future generations. It goes to show that people power works, that when enough of us act together – we are unstoppable.



**Sign On campaign ambassadors Lucy Lawless and Robyn Malcolm added their opposition to the Government's plans by visiting the site of a proposed coal mine in the Paparoa National Park.**

**They were there to draw the link between the Government's Schedule 4 mining plans and climate change.**

**They spoke with tourists at Punakaiki about their views on New Zealand's "clean green" reputation, and the role it had played in their decision to visit.**

**While on the road they also created a viral video called 'sexy coal' a play on Energy Minister Gerry Brownlee's feeling towards coal. The video was a hit and received a lot of hits and media after it was released.**

# Fonterra's climate impacts are



**Greenpeace  
New Zealand's  
Communications  
Manager  
Suzette Jackson  
details how the  
campaign against  
Fonterra's model  
of industrialised  
dairying played  
out in 2010.**

Last year was a busy one for Greenpeace's climate campaign, in regards to New Zealand's biggest company.

It started with an action in Canterbury, at Fonterra's Clandeboye coal-fired milk dehydration plant. A group of activists delivered a truckload of biomass – a cheap, practical, carbon-neutral alternative to coal – to where the plant would normally take deliveries of coal. Two activists then chained themselves to a heavy drum that they had placed in the entrance to the coal shed, while another two chained themselves to machinery used to help load coal. Together they stopped deliveries for 10 hours, and brought widespread attention to the fact that Fonterra uses 500,000 tonnes of coal every year – making it the country's third largest coal user.

Then, in September, I travelled to Indonesia to again document (I had done the same in 2009) the destruction wrought by the palm products industry, as it expands into rainforests throughout South



© Greenpeace / Oka Budhi

# brought home to New Zealanders



© Greenpeace / Oka Buchi

The orangutan is under threat as their habitat is destroyed by de-forestation

East Asia. Fonterra is one of the world's largest users of palm kernel for cattle feed. The photos I managed to send back (at one point our team was arrested, and our memory cards were wiped, but luckily I had already sent some images home) were then used in a 'direct communication' at Fonterra's headquarters in Auckland, during which the documentary evidence I had collected was presented to staff in ways that could not be missed. The activity happened to occur on the day of the company's Milk Price payout announcement, so Fonterra Chief Executive Andrew Ferrier found himself ducking questions on deforestation, at a press conference which was just meant to be about Fonterra's 'good' news. It was at this point that Ferrier now infamously referred a journalist's questions on palm kernel to the company's "comms department."

The activity at the headquarters prompted Fonterra to put out a statement contradicting its long insistence that palm kernel was a waste product, admitting instead that palm kernel does indeed have a market value. In fact, the company paid \$230 million for its palm kernel in 2010.

Fonterra's statement also spoke of the palm products industry as being one which "we believe follow[s] industry best practice in responsible sourcing"; a carefully crafted but undeniable admission that the company does not know where its palm kernel comes from. The Roundtable on Sustainable Palm Oil – an industry governed body – concedes that only six per cent of the world's palm kernel is grown sustainably. But almost a quarter of the world's palm kernel trade ends up on Fonterra's farms.

# Exposing corruption in the whaling industry



**Executive Director Bunny McDiarmid describes how a high profile court case in Japan exposed corruption within the whaling industry helping our campaign against commercial whaling.**

After two and a half years of hard work in Japan to expose corruption at the heart of the whaling industry we had a significant victory. The Japanese Government admitted publicly that its officials had received free whale meat from the company contracted to perform the whaling. It conceded this “kickback” was against its ethics code, apologised to the Japanese public and announced plans to take disciplinary action against five officials.

This issue has been in the public eye since 2008 due to the trial of two of our activists, also known as the Tokyo Two, who were arrested during an undercover operation to expose industry corruption. Last September Junichi Sato and Toru Suzuki were convicted and sentenced to a 12-month suspended prison sentence. Their convictions are currently under appeal.

The court case gave us the opportunity to raise the profile of the whaling debate in Japan. Three years ago we moved the focus of our international campaign to end commercial whaling away from direct action in the Southern Ocean to changing public and political opinions within Japan.

Not only has this change in strategy helped to expose the corruption within the taxpayer subsidised whaling industry it has also revealed that Japan’s whaling programme is in serious trouble due to falling consumer demand making it economically unviable.

By putting more effort into the Japanese end, whilst other groups have confronted the whalers in the Southern Ocean we have been able to increase the pressure on the Japanese Government from the people of Japan themselves.

It has been 25 years since the moratorium on commercial whaling was agreed and still the Japanese go whaling. Our new strategies are encouraging Japan to end whaling in the Southern Ocean whale sanctuary without appearing to be backing down to the desires of westerners and environmental groups.



© Greenpeace / Jeremy Sutton-Hibbert

# Saving Pacific Tuna helped by NZ campaign



**Oceans Campaigner Karli Thomas describes how we lobbied the New Zealand Government to support a plan to save Pacific tuna stocks and help protect our oceans.**

New Zealanders love tuna. Most of the canned tuna sold in our supermarkets comes from the Pacific but industrial fishing is putting those stocks under strain and damaging the ocean ecosystem.

Until recently the Pacific had the world's last healthy tuna fisheries. These are now being overfished as industrial fishing fleets, which have exhausted tuna stocks in other oceans, are concentrating their efforts in the Pacific.

All Pacific tuna stocks are in decline. Bigeye and Yellowfin are the most at risk. Scientists have advised that fishing needs to be cut by up to 50 per cent to allow Bigeye tuna to recover.

We first made our supporters aware of this issue in 2009 and last year we called on them to urge our Government to support a bold plan by a group of eight Pacific Island countries wanting to close the areas of high seas in the Western and Central Pacific to all fishing to give tuna stocks a chance to recover. We gave this proposal our full support as it fits with our goal of turning 40 per cent of the world's oceans into marine reserves.



© Greenpeace / Gregoire Aubourg

While Australia supported the plan our Government was sitting on the fence and giving indications that it would not lend its support. As well as an online campaign we took to the streets to ensure the Government supported our Pacific neighbours to protect their tuna fisheries and livelihoods. As a result thousands of our supporters contacted the Government, asking them to do the right thing. In just a few hours at the Grey Lynn Festival more than 1000 people lent their support to the campaign – an inspiring response.

When it came to crunch time at the Pacific Tuna Commission meeting in December, our Government finally stood up for what New Zealanders believe in, speaking out in support of the conservation proposal. Sadly the proposal was still defeated by a handful of foreign fishing nations, but Pacific countries are becoming more empowered to sustainably manage their own fisheries. New Zealand must support their efforts, and continue pushing for these areas to be closed.

### **What's next:**

- We're now campaigning to influence the supply chain and create a surge in demand for sustainably caught tuna.
- We'll be continuing to lobby our Government to stand with our Pacific neighbours to ban the most destructive fishing methods, end overfishing and create marine reserves.
- We're also lobbying New Zealand's tuna fishing companies to switch to more sustainable methods.



© Greenpeace / Gregoire Aubourg

# The oil industry's final frontiers

An update on the campaign to stop the expansion of the oil industry's final frontiers.



© Greenpeace / Daniel Beltrá

Deep sea oil exploration takes place in waters deeper than 200 metres. These are depths beyond which a diver can go and where even the smallest mistakes are very difficult to fix as we saw in the Gulf of Mexico in 2010.

In addition the further from the coast an oil rig is, the more exposed it is to storms, and so the more likely it is that there could be a major leak.

Continuing to open up new frontiers in the search for the last drop of oil will only bring closer the tipping point for runaway climate change.

The alternative to the exploitation of extreme fossil fuels is renewable energy generation, and energy efficiency technologies, which are already a major global growth area. The May 2011 Intergovernmental Panel on Climate Change report on renewables put global subsidies for fossil fuels at US\$455 billion compared to US\$45 billion for renewables, when it is renewables that are desperately needed to shift us away from a carbon based economy.

### **The Arctic Sunrise documents the impact of the Deepwater Horizon disaster**

The Deepwater Horizon is a prime example of what the problem is with deep sea oil. The Macondo well poured millions of barrels of crude into the Gulf of Mexico during the almost three months it remained out of control. Why did it take so long? Because at 1500 metres, the drillhead was too deep for any existing technologies to quickly and effectively plug it.

In August, the Greenpeace ship the Arctic Sunrise, with scientists from various universities on board, sailed for the Gulf of Mexico to document the incredible damage caused by the Deepwater Horizon oil disaster. The ship provided a vital base for the scientist's work, at a time when there was little going on in the way of an independent study into the effects of the spill. The scientists, over the course of the three month expedition, found that much of the spilt oil was settling on the sea floor, and wasn't being eaten by bacteria, probably because of a combination of water pressure, and temperature (later studies found a layer of oil up to five centimetres thick, stretching for miles - one scientist put the level of oil consumed by microbes at only 10 per cent). The Arctic Sunrise was also used as a base for a deep water submarine to collect samples of dead coral.

Others on board the Sunrise gathered evidence of the effects of the spill on the living building blocks of the ocean environment, such as on plankton, and the chemical balance of the seawater.

The expedition also found strong evidence of a decline in the number of whales in the Gulf.



© Greenpeace / Fraser Newman

## **New Zealand is being turned into another of oil's final frontiers**

- Greenpeace New Zealand put on a number of 'oily people' events during 2010, to underline how the prospect of deep sea drilling was, and still is, looming over New Zealand thanks to Government policy. One of these took place at Muriwai Beach, west of Auckland, in July – earning our brave volunteers a special mention!
- It wouldn't have been much warmer in Wellington in October, when another oily people event delivered the message to the Government that deep sea drilling will only lead to disaster, and that a clean economy is the way forward. Both events received widespread media coverage, and would have been the first time most New Zealanders had heard the term 'deep sea oil' – an important first step in building awareness, and opposition, to the Government's plans to invite international oil giants to drill off New Zealand.

## Extreme oil drilling in the Arctic

In August, the Esperanza left on a voyage to take action against deep sea oil exploration in the Arctic Circle.

First, activists attached a survival pod to the anchor chain of the Chevron-owned drill ship the Stena Carron, off Shetland, stopping the ship from leaving port for five days. Then, swimmers delayed the ship from reaching its planned drill site for another three days, by getting into the water to stop it proceeding.

In late August, despite the presence of the Danish military, activists from the Esperanza boarded Cairn Energy's Stena Don rig, forcing a halt to the drilling that it was carrying out in Baffin Bay, off Greenland.

Operating in an area known as 'Iceberg Alley,' the rig was protected from what would likely be a disastrous collision by tugs, employed to tow away icebergs, or spray them with water.

Some of Cairn's wells will be drilled in water more than 1500 metres deep, deeper than that in which the Deepwater Horizon was operating in. Any Deepwater Horizon-style leak that would have to be capped by the end of summer, otherwise it would have to be left to continue leaking beneath the sea ice that covers Cairn's permit area in the winter.

Work is continuing on taking direct, non-violent action against the exploitation of 'extreme oil around the world,' whether that be in the Arctic, in formerly untouched, pristine environments, or in deep water. Greenpeace's work in the Arctic over the summer of 2010 put deep water oil firmly on many people's radar, setting it up as a crucial issue for our world during 2011.



# Leaving a legacy for future generations



© Greenpeace / Marty Melville

**“After I am gone Greenpeace can take real steps to safeguard the future of the planet and all the creatures on it. I hope my money doesn’t arrive too late!”**

*Legacy donor,  
Greenpeace*

Legacy gifts are a very special way of supporting Greenpeace’s work. A growing number of supporters have chosen to leave a gift to Greenpeace in their Wills and by doing so they will contribute to Greenpeace’s work well into the future.

For most people it allows them to make a gift that would not have been possible in their lifetime.

In 2010 Greenpeace received hugely generous donations via bequests and over one million dollars was gifted to the organisation. We are incredibly grateful to all these people for their bighearted gifts and the ability that it gave us to campaign more widely and more effectively than ever before.

# Reaching out for change



John Amos is the Team Leader for our Hawkes Bay Community Outreach team.

He's a great example of what it means to be a Outreach Campaigner for Greenpeace. Signing people up for regular donations and training up new team members are part of what he does, but the bigger picture is about engaging with people to create positive change.

"The most satisfying part of the job is helping to empower people to take action and to believe they can begin to make a difference to the environment they live in," says John.

John has been working for Greenpeace since May last year, having returned to New Zealand after twenty five years away.

"After coming back to New Zealand, I wanted to work somewhere that had real meaning to it, and contribute to the country I was coming back to. That's why I chose to work at Greenpeace," he says.

He'd previously worked in Latin America, assisting with economic development projects, particularly in indigenous communities.

He's also worked extensively with Maori communities in New Zealand, and together with local iwi, is helping to organise an environmental festival in the Hawkes Bay.

He's concerned about plans for deep sea oil drilling off the East Cape, having spent many years living on the East Coast.

"I really believe this is a watershed moment in our history," John says "The issues we are dealing with at this moment are critical. This is a battle that we absolutely cannot afford to lose".

John is a grandfather, with a son and two granddaughters living in New Zealand – and they are a big part of his motivation for doing what he does.

"Often when someone goes to work, they are one person and when they come home they are another," says John "but I believe that health and satisfaction in life are dependent on who one is and what one does. I feel privileged to be in a position where what I believe in and what I do for a job are the same thing".

# New flagship to be launched this year

The Rainbow Warrior III will be our premier campaigning vessel for the next 25 years.



© Greenpeace

The flotilla protest against deep sea oil exploration off the East Cape has once again highlighted how important ships are to our campaigns.

They allow us to directly challenge destructive activities going on out of sight and out of mind and out at sea. We can make the invisible visible.

As this article is being written, Greenpeace New Zealand's long-time web campaigner, Nick Young is aboard the Greenpeace ship, the Arctic Sunrise, which is in the Arctic to challenge oil drilling.

The new frontiers being opened up in dangerous deep sea oil exploration are just one example of why Greenpeace ships are needed more than ever to protect our endangered planet.

Whether it be challenging destructive fishing in the Pacific, sailing up the Amazon to confront deforestation, or visiting ports across Asia to promote renewable energy, our ships are an integral part of the life and soul of Greenpeace.

And there is no more important ship to Greenpeace than the Rainbow Warrior. She holds a special place in the hearts of New Zealanders, after playing such a pivotal role in the anti-nuclear campaign, and after being bombed in an act of state terrorism by the French secret service in 1985.

You can't sink a rainbow though, and the second Rainbow Warrior was launched in 1989. She has been a loyal and reliable campaigner, and has played a key role in many victories over the years, from ending Pacific nuclear testing through to stopping large scale driftnet fishing.

But she's old, tired, needing constant and expensive repairs and we need to replace her this year.

Work on the Rainbow Warrior III has commenced, Built with the latest in green technology, and equipped for campaigning in the 21st century we will launch her in October this year.

Last year, the New Zealand office committed to raising \$400,000 to complete her "rapid response centre" – the action hub of the ship.

We're almost halfway there, which means we've still got halfway to go and just a few months in which to raise the extra funding. To help us get there, Greenpeace New Zealand has appointed a major gift fundraiser – Annabel Chaston – who will be working with individuals who may be able to make larger contributions towards the Rainbow Warrior III.

If you, or someone you know, is interested in contributing to the Rainbow Warrior III fund, please contact Annabel at [achaston@greenpeace.org](mailto:achaston@greenpeace.org)



# Together we can make the difference

Our dedicated volunteers work behind the scenes and as frontline activists to deliver our campaigns.

Volunteer mobilisation reached its peak in 2010 with a huge amount of 'on the ground' activity taking place. Highlights include the march against mining, and the establishment of Greenpeace New Zealand's new volunteer network.

The March Against Mining up Queen Street in Auckland on May 1 was one of the biggest marches in living memory with 40,000 people stretching from the bottom of Queen Street to Myer's Park. For three busy weeks in April volunteers participated in huge numbers behind the scenes to organise meetings, get petitions and submissions signed, chalk streets, put up posters, make phone calls, send emails, cheer lead, drum, make placards, direct the crowds and assist the media. The march was a huge tribute to highly effective organising and it played a large part in the government's decision to withdraw its plans to mine in National Parks.

Also in April over 200 volunteers turned out for the whales direct communication in Wellington to ensure our Government's efforts to bring whaling in the Southern Ocean whale sanctuary to an end did not compromise its long term opposition to commercial whaling.



© Greenpeace / Nigel Marple



In May four of our activists put themselves on the line to block Fonterra's use of coal (the worst culprit when it comes to greenhouse gas emissions) in their milk dehydrator factory (the world's second biggest) near Timaru. It was an extremely cold and hard activity and they persevered until they were forced to leave.

Volunteer activity for the oceans campaign, included getting fish cards and petitions signed, volunteers writing letters to their local supermarkets and managing the oceans themed stall at the Pasifika festival in

Auckland. Other activities included hosting the End of the Line Premier in Wellington and a second screening in Christchurch.

On the ground mobilisation activities for the climate campaign included volunteers getting no new oil and coal petitions signed nationwide, promoting and participating in the march against mining in Nelson, and volunteering for an oily people activity in Muriwai, Auckland.

Our Auckland networkers organised a Hands across the Sands photo opportunity in Auckland for an international day of action, and nationwide submissions were written for the Draft Energy Strategy and Fonterra's proposed coal fired power plant in Darfield (Christchurch).

Volunteer actions trainings included two three day Basic Actions Trainings with over 40 volunteers, and extensive climb and boat trainings for experienced activists. The first ever volunteer skillshare was held for networkers from around the country and covered leadership, motivation, communications, lobbying key influencers, writing letters to the editor. As a result the networkers built solid relationships with each other and volunteer networks are now established in the key cities of Auckland, Hamilton, Tauranga, Wellington, Nelson, Christchurch and Dunedin.

# Greening Greenpeace

## Greenpeace New Zealand Governance

One of Greenpeace's key strengths is its ability to work across borders, while running its national offices and campaigns in a way that is relevant and appropriate to the local context. Our governance structure has been critical to Greenpeace's success as a global campaigning organisation, and to Greenpeace's success in New Zealand. We sometimes get questions from supporters about how Greenpeace New Zealand is governed, so here is an explanation of how it works:

Greenpeace New Zealand Incorporated (GPNZ) is an independent, not for profit organisation which is affiliated with Greenpeace International (GPI, based in the Netherlands) and 32 other Greenpeace offices around the world.

The GPNZ Executive Director is responsible for overall management of the organisation. She reports to, and is hired by, the GPNZ Board.

The Board is comprised of six directors, who are elected at the Annual General Meeting, each for a term of three years. They ensure that the organisation is being managed in an effective and ethical manner, in accordance with Greenpeace's objectives. The Board is elected by the Voting Assembly, a group of 35 supporters or staff from other Greenpeace offices (or GPI) and 10 former Greenpeace NZ staff.

While GPNZ is an autonomous organisation, its campaigns, fundraising and administration must align with the framework and policies agreed by the organisation globally.



The Executive Director and other senior managers at GPNZ will work collaboratively with GPI, and with their counterparts in other Greenpeace offices, to develop and implement global strategies and plans.

As a global organisation and GPNZ we have signed up to the INGO Accountability Charter, a global cross not-for-profit sector accountability framework that aims at quality reporting in this sector to all stakeholders including donors.

Greenpeace International

Coordinates

Greenpeace New Zealand

**GPNZ  
Voting Assembly**

*Elects*

*Stephanie Mills (chair)*  
*Daren Day*  
*Lindsay Jeffs*

**GPNZ  
Board**

*Noel Josephson*  
*Glen Saunders*  
*Wendy Reid*

*Appoints*

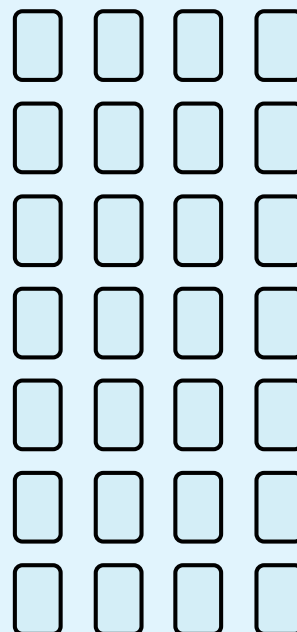
**GPNZ Executive Director**

*Bunny McDiarmid*

*Manages*

**GPNZ Staff**

28 other Greenpeace Offices



*Plans and  
cooperates with*

## Environmental Statement

As an organisation that defends our global environment, it is important that we lead by example. Many of the day to day activities of Greenpeace do have an environmental impact. For instance, our commitment to effective direct action means we use ships, inflatable boats and road vehicles that run on fossil fuels. Our computers and office need electricity, and being a global organisation, meeting face to face is sometimes required, which (when you are from New Zealand) means flying.

In line with our core values we seek to minimise these impacts. We are implementing an ongoing system of environmental management and improvement within the organisation. This enables us to measure and monitor our impacts, review our practices, commit to improvements within set timeframes and report publicly on progress.

When we moved into our current office in 2008 we ensured that it was energy efficient (e.g. double glazing, full insulation), installed solar panels on the roof and used timber from sustainable sources for the renovations. We use 100 per cent post-consumer recycled paper; we compost and recycle our waste. We continue our changes towards better energy efficiency and in 2010 these included moving our vehicles to bio-diesel, and many small improvements reducing electricity and water consumption and resulting in a measurable reduction of our carbon footprint.

We are committed to:

- Continuously reducing the use of fossil fuels and greenhouse gases in our operations.
- Reducing to a minimum our use of energy (fossil or renewable).
- Altering our transport use to reduce our contribution of greenhouse gas emissions.
- Purchasing products and using suppliers that meet strict environmental criteria in line with our campaign objectives.
- Separating our waste streams, re-using, recycling and composting materials wherever possible and working with suppliers to continuously move towards the goal of zero waste.
- Altering our work practices to reduce our greenhouse gas production.

These goals will be achieved without compromising our ability to campaign beyond national borders and continue our use of non-violent action. These changes will also be balanced against ensuring that we make the best use of our supporters' money.

# GPNZ Financial report

## 2010 Income & Expenditure

NZD\$000

Income	
Regular giving (direct debit) supporters	\$7,423
Other supporter contributions	\$598
Bequests	\$1,057
Other income	\$85
<b>Total Income</b>	<b>\$9,163</b>
Expenditure	
Campaign activity	\$2,541
International campaigns & co-ordination	\$1,470
Organisational support & governance	\$702
Fundraising	\$2,495
Depreciation	\$171
<b>Total Expenditure</b>	<b>\$7,379</b>
Surplus/(deficit)	\$1,784
<b>Net Fundraising Income</b>	<b>\$6,583</b>

## Summary of Financial Position

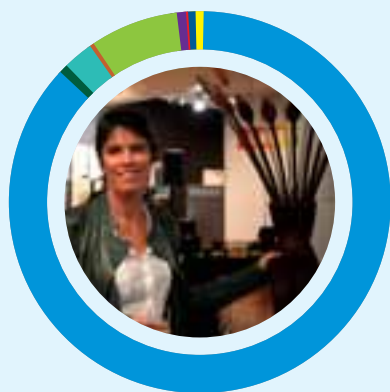
NZD\$000

	2010	2009*
Current assets	\$2,643	\$1,171
Fixed assets	\$802	\$865
<b>Total Assets</b>	<b>\$3,445</b>	<b>\$2,036</b>
Current liabilities	\$730	\$1,105
<b>Total Liabilities</b>	<b>\$730</b>	<b>\$1,105</b>
Accumulated funds	\$2,715	\$931
<b>Total Liabilities plus Accumulated Funds</b>	<b>\$3,445</b>	<b>\$2,036</b>

\*These figures do not include the Greenpeace educational trust.

The information in this report has been summarised from the annual accounts of Greenpeace New Zealand for the year ending 31st December 2010. The full financial statements have been audited by Hayes Knight. Further information relating to the annual accounts including our auditors report, statement of financial position and performance, movement of equity, and our accounting policies can be found on the Societies website [www.societies.govt.nz](http://www.societies.govt.nz).

## Where the money comes from



81.1%	■ Gifts from Regular (Direct Debit) Donors
0.4%	■ Membership renewals
3.1%	■ Campaign Appeals
11.5%	■ Bequests
0.9%	■ Merchandise sales (calendar and SO Shop)
1.0%	■ Unprompted one-off gifts
0.3%	■ Rainbow Warrior III Auction
0.8%	■ Major gifts and gifts in kind
0.9%	■ Interest income

## New Zealand campaigning costs breakdown



6%	■ Oceans Campaign
18%	■ Climate Campaign
< 1%	■ GMO Campaign
9%	■ Campaign coordination
16%	■ Media and Campaign Communication
36%	■ Public information and outreach
12%	■ Actions support
3%	■ Political

## Fundraising costs breakdown



- 57% Recruiting new supporters
- 12% Supporter Care
- 2% Info to Supporters
- 6% Database (licenses and management)
- 3% Bank Fees
- 19% Other Fundraising
- 1% Merchandise costs

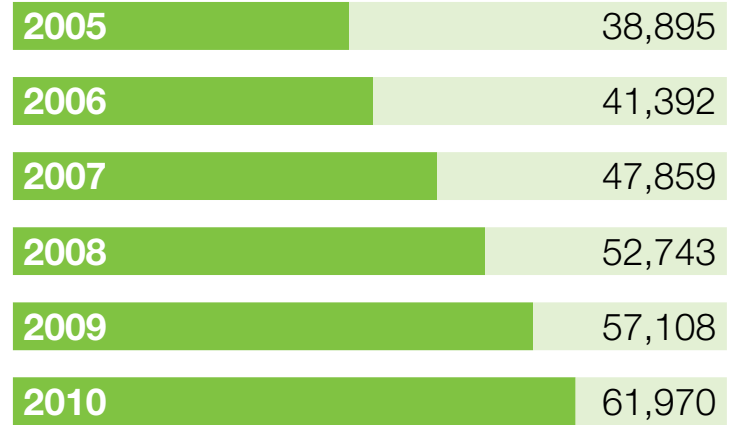


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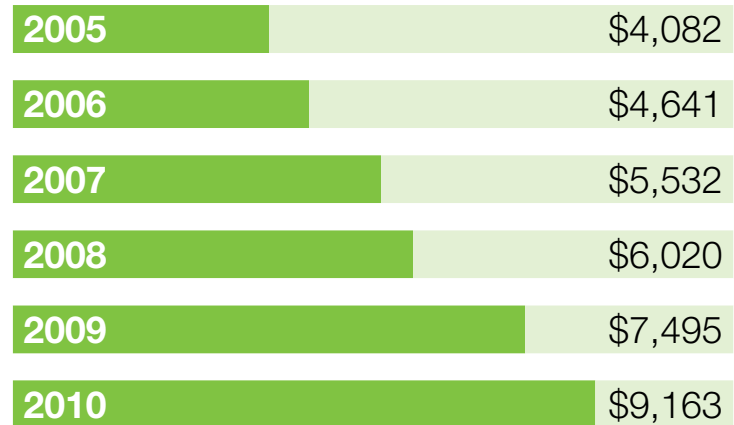
## Fundraising Facts

- 250,000 Approximately number of Kiwis our Face to Face and Phone Outreach team talked to about our campaigns in 2010
- 21,603 New supporters joined Greenpeace NZ in 2010
- 16,733 Supporters who cancelled their support in 2010
- 58,887 Number of regular giving (direct debit) supporters in 2010
- 3,083 Number of supporters who made a one-off gift in 2010
- \$66 cost to recruit a new supporter
- \$3.64 the return for every \$1 spent on fundraising
- \$200,000 raised for the building of a new Rainbow Warrior
- 12 wonderful supporters left a gift in their will to Greenpeace and these gifts made a huge impact to our campaigns.
- Though Greenpeace's charitable status is still to be decided by the courts, we maintain our full donee status, which means our financial supporters can claim their tax rebate from IRD.

## Supporter numbers are growing



## Organisational income - NZD\$000





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## A BIG THANK YOU...

...to all the amazing supporters who make a regular donation, those that leave a gift in their will to Greenpeace, those that made specific donations to campaign appeals, those who donated to help fund a new Rainbow Warrior, those who loyally send us a cheque every year, those who organised events and raised funds for us, those who purchased virtual gifts from Greenpeace Giving or Calendars...

...and everyone who made a donation the Greenpeace NZ in 2010. You make it possible for us to give this fragile planet a voice.

# 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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