



**GREENPEACE**  
AOTEAROA

# ANNUAL IMPACT REPORT 2024





## DEFENDING NATURE

**Dr Russel Norman** | Executive Director

***In 2024, in the midst of a global climate and biodiversity crisis, we faced the full force of a new New Zealand Government determined to strip away environmental protections.***

We spent much of the year slowing down the wheels of destruction while alerting New Zealanders to the new reality of the Government's War on Nature.

***We then helped civil society mobilise against the Government's environmental destruction,*** notably with the massive March for Nature. People power in action.

***We worked with allies in the environment movement and te Ao Māori.*** The latter became even more important with the Treaty Principles Bill, a Bill designed to nullify Te Tiriti, not only undermining Māori rights but also the environmental protection provided by Te Tiriti.

***Simultaneously we looked for leverage points independent of the government.***

We worked leverage points against corporations with vulnerabilities: such as oil and gas companies that don't want to face the risk of civil society opposition and regulatory uncertainty; and multinational companies

that have customers who expect a level of environmental credibility. We leveraged multi-national fora to pressure the New Zealand Government. We worked with civil society allies in the Pacific and the world, particularly on seabed mining.

***We found new allies, especially in rural New Zealand where people are sick of their health and clean water being sacrificed for dairy corporations' profits.***

And of course we used civil disobedience and bearing witness.

***But we had to find a way to finance these many forms of resistance in the middle of an ongoing recession.*** Greenpeace is a people powered organisation, but this means that when people are short of cash so are we.

We leaned into our strategy of increased retention, better quality telefundraising, and investing in digital fundraising. But we added a discounting strategy to allow people to sign up with lower regular gift amounts in light of the grinding recession. We were frugal and routinely sourced cheaper providers where we could.

It mostly worked: our retention rates hit new highs; we (marginally) grew the net number of regular donors; and we did it within pretty tight budgets.



***I have listed below some of the external activities we delivered in 2024 to achieve our mission. This is separate to our regular very significant output of communications in the digital world.***

- Presence at Waitangi for Toitū te Tiriti
- Townhall water testing in Taranaki, Canterbury and Waikato
- Mail-in water testing of houses on rural bores
- Fast Track protest on Parliament lawns - with a giant pollution tap
- Protested with Ngāti Ruanui and others at seabed mining hearing in Taranaki
- Greenpeace presence and support for Palestine Ceasefire rallies
- Facilitated thousands of Fast Track Bill submissions
- Support for Climate Strikers
- Cameras on fishing boats campaign delivered data on deaths of seabirds, dolphins, and seals, which forced new regulations to protect them
- The Government backed down on cameras on boats, i.e. they stayed
- Released research report, “Tangled”, about oceans policy
- Lobbied Pacific governments re: deep sea mining
- Released research report - People versus Plastic
- Public meeting on Deep Sea Mining in Auckland
- Presented at Deep Sea Mining workshop at Festival of Pacific Arts & Culture in Hawai’i
- 20,000-strong March for Nature in Auckland
- Attended UN International Seabed Authority meeting in Jamaica and supported Pacific civil society allies
- Supported Deep Sea Mining activities at Pacific Islands Forum and Cook Islands
- Lodged legal action against Fonterra’s greenwashing (100% grass fed, yeah right)
- Occupied mining lobby group Straterra’s office in Wellington
- Hung banner off railway tower re: seabed mining in Wellington
- Letter writing workshop for volunteers re: agriculture
- Published documentary about fur seals in Kaikōura - deaths due to climate and fishing
- Supported allies hīkoi in Patea re: seabed mining
- Hung giant methane banner on Fonterra’s giant Horotiu factory
- Protested at TTR (seabed miner) AGM in Sydney with Ngāti Ruanui
- Presence at Fonterra AGM re: palm kernel
- Presence at Fonterra shareholders meeting re: palm kernel
- Ads in The Press re: regional council’s failure to support water testing
- Met with EU and UK ambassadors re: breaches of environment chapters of free trade agreements
- Met with Prime Minister, Ministers, officials; Select Committee presentations
- Supported Greenpeace work at Global Plastics Treaty
- Public meeting on water in Canterbury with launch of network of water defenders
- Submitted against Treaty Principles Bill and encouraged supporters to submit
- Submitted against Te Awamutu waste incinerator



And much much more! We live in challenging times. But people before us have faced down these kinds of attacks, and worse, so it's all hands on deck.

*There are no passengers on Planet Earth so grab a rope and pull!*

Russel

**Russel Norman**

Greenpeace Aotearoa, Executive Director





An aerial photograph of three orcas swimming in the ocean. The water is a deep teal color, and the orcas are dark grey with white underbellies. They are moving from the top left towards the bottom right, leaving white wakes behind them. The image has a torn-edge effect on the right side.

# THANK YOU

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*Greenpeace couldn't exist without you. Every contribution you make helps to build a better world.*

*Whether it's through donating, signing a petition, sharing social media posts, leaving a special gift in your will, running your own campaign, or attending a peaceful protest, you're making a difference for everything that calls Earth home.*

# GROWING THE MOVEMENT

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**205,958**  
ONLINE  
ACTIONS



**4,660**  
NEW REGULAR  
DONORS



**50,200**  
PHONE  
CONVERSATIONS





# TACKLING THE ROOTS OF THE **CLIMATE CRISIS** AND **WATER CONTAMINATION**

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*Thanks to the generosity of our supporters, 2024 was a big year for standing up to New Zealand's most polluting industry - intensive dairying.*

***This year, we delivered town hall water testing events in Canterbury, Taranaki and Waikato, including our largest ever event, where we tested 450 water samples on one weekend in North Canterbury.***

Since beginning the programme in 2021, we have provided rural communities with thousands of free in-person and mail-in tests to check for nitrate contamination levels in their drinking water. With your help, we can proudly deliver this free service to rural people who are at risk of health impacts linked to high nitrate, resulting from the pollution of drinking water by the dairy industry.

***Off the back of our water testing programme, we have begun supporting local community groups in Canterbury to advocate for clean drinking water, through our new Water Action Network.*** With your help, we have also kept up the pressure on regional and national decision-makers through petitions, submissions, poster campaigns and letter writing. This is all having an impact. Our polling shows growing concern about the dairy industry's effects on freshwater and increasing support for laws to reduce the number of dairy cows and the volume of fertiliser used on New Zealand farms.

***In addition to our long-standing work to protect rivers, lakes and drinking water, we launched a new campaign to protect the rainforests from the destruction caused by the New Zealand dairy industry.***

We called on Fonterra to end its use of rain-forest-destroying palm kernel for cattle feed. We kicked off our campaign by suing Fonterra for putting misleading claims on their Anchor Butter packaging. Fonterra markets its butter as 100% New Zealand grass-fed when, in fact, up to 20% of a dairy cow's diet could be palm kernel. With your help, we are holding New Zealand's most polluting industry to account for greenwash claims.

***While we wait for our day in court, we are keeping up the pressure on Fonterra in other ways.*** Because of the generosity of supporters like you, we were able to take action at Fonterra's Te Rapa milk processing plant. Our brave activists scaled the 15-storey building and unfurled a huge pink banner with the message Fonterra's methane cooks the climate. It was part of a coordinated day of action against big livestock polluters around the world, with pink banners turning up at the headquarters of other major meat and dairy polluters like Arla and Danish Crown.



Campaigner Sinéad Deighton-O'Flynn suing Fonterra.  
© Bryce Groves / Greenpeace



***Alongside our peaceful civil disobedience tactics, we have also appealed directly to Fonterra's shareholders and investors.***

We brought billboards and leaflets to both their annual general meeting in Taranaki and their investors meeting in Auckland.

With your help in 2024, we were able to investigate and expose the political lobbying of the dairy industry.

We discovered that lobby groups have been drafting policies and communications plans on freshwater and climate change. Through privileged access to politicians via text messages and dinners, they have played a really significant part in pushing the National-led Government to unwind environmental and climate protections.

***There is no doubt that big dairy is the most polluting but also the most powerful industry in New Zealand.*** The dairy industry has direct access to politicians, and they use it to make sure they're never held accountable for their pollution. We don't have that kind of access, so we rely on strength in numbers. That's why your support is so important.

***With your help, we can take on the country's biggest polluters. And we can win. Thank you!***



# PROTECTING THE OCEAN - IN AOTEAROA AND AROUND THE WORLD

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*The ocean faces urgent threats from overfishing, the climate crisis, plastic pollution, destructive commercial fishing methods and seabed mining. It's not just a far away problem, it's happening in our own backyard - even in the Hauraki Gulf.*





***Thanks to your support we had some great returns on the long-fought for cameras on boats campaign, showing why they're so needed.***

We proved how much reporting of protected species catch has increased even with the threat of cameras. Ocean adversary Shane Jones admitted that the cameras are giving us more accurate insight into the impacts of fishing - and he didn't intend to rollback the existing commitment. A campaign win.

In addition, the cameras programme also prompted New Zealand to adopt stronger seabird protections due to the scale of seabird bycatch - which wouldn't have happened if the crisis hadn't been revealed by the cameras.

***With your support we have been able to dig into the problems and create content to help New Zealanders understand them.*** We ran a Greenpeace Live special on bottom trawling, featuring Kat Goddard, Karli Thomas from the DSCC and Mandy Kupenga. We also released a mini documentary video about the reasons fur seals are starving in Kaikōura which helped raise awareness about the problems sealife is facing due to climate change and overfishing.

We told the story of the Orange Roughy, a main target of the bottom trawling industry, by responding to the announcement of a reduced allowable catch limit for the species, including a projection in Silo Park. This highlighted the declining fish numbers and the fact that New Zealand is the last country to continue bottom trawling in the South Pacific High Seas. With this tactic we also brought attention to a study published at SPRFMO's Science Committee reporting that the usual spawning sites for Orange Roughy could not be found.

***We collaborated with our allies from the Hauraki Gulf Alliance in response to a last minute amendment to the Hauraki Gulf / Tikapa Moana Marine Protection Bill Discussed in Parliament.***

The change would allow ring net commercial fishing in what was supposed to be a protected area. We launched a petition and attended a rally in Oneroa beach in Waiheke. We delivered our petition to Parliament where a group of MPs from every party except NZ First received it, and expressed their support for proper protection of the Hauraki Gulf / Tikapa Moana Marine Reserve.

***At the end of the year alongside the Environmental Law Initiative we supported the closure of a zone of crayfish fishery.*** This will give the crayfish population an opportunity to recover, providing a natural solution to the proliferation of kina and kina barrens in underwater ecosystems.



Projections raising awareness of the decline of Orange Roughy as a consequence of bottom trawling in the South Pacific high seas © Bryce Groves / Greenpeace

# YOU'RE FIGHTING TO **PROTECT THE SEABED**

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*Seabed mining is an imminent threat in Aotearoa. Australian-owned mining company Trans-Tasman Resources has tried to mine the seabed in the South Taranaki Bight for more than ten years.*

A large, textured iceberg with a protest message painted on it. The message is in white, blocky capital letters and includes a decorative wave symbol at the top and a series of triangles at the bottom.

**STOP  
DEEP SEA  
MINING  
GREENPEACE**



***TTR wants to suck up 50 million tons of iron sand every year for 35 years to extract vanadium, iron and titanium.*** Experts say it will have a devastating impact on rare marine life, such as the pygmy blue whale and Māui and Hector's Dolphins.

***Again and again, the courts – all the way up to the Supreme Court – have turned down their application on the grounds that TTR has never been able to prove that seabed mining will not cause environmental harm.***

Trans-Tasman Resources is now banking on getting its project over the line via the Luxon government's reckless fast-track process. TTR is in the process of applying for fast-track approval and could be given the go-ahead in a matter of weeks.

***Greenpeace stepped up the campaign against Trans-Tasman Resources after it pulled out of the Environmental Protection Authority hearings in March 2024.*** We held a public meeting on seabed mining and the new threat of the Fast Track Approvals Bill in Mount Eden in May 2024. It featured a panel discussion and Q&A with Juressa Lee, Russel Norman and leading dolphin expert Liz Slooten, in front of a full house.

***We took direct action to show the Luxon government and the mining industry we mean business, and to keep seabed mining off the fast track list.*** Trans-Tasman Resources don't have a presence in Aotearoa (and we're going to keep it that way, by the way) so Straterra, the mining lobbyists were challenged by activists for their role representing the interests of TTR and other mining companies. After a meeting at the Straterra offices in Wellington, three activists locked themselves inside the building and two more occupied the awning outside after a meeting with Straterra.

***Before the day was over, we surprised Wellingtonians once more with a 27-metre tall vertical banner*** which was dropped by two activists who climbed the light tower at Wellington Central Station.



Occupation of Straterra offices in Wellington in September 2024.  
© Marty Melville / Greenpeace



Occupation of Straterra offices in Wellington in September 2024.  
© Marty Melville / Greenpeace

***Further action was taken against Manuka Resources, the Australian owners of Trans-Tasman Resources. Greenpeace activists, together with representatives of Ngāti Ruanui, shut down Manuka Resources' AGM in Sydney in November 2024.***

The fight against seabed mining is inextricably linked to the campaign against deep sea mining in the Pacific.

***Greenpeace has continued to support grassroots efforts in the Cook Islands to stop seabed mining in their waters.*** We've also supported civil society from the Cook Islands and across the Pacific engaging in the global fight against deep sea mining. A big part of this allyship has been helping Indigenous Pacific activists have a strong presence at the International Seabed Authority in Kingston, including the most recent meeting in March 2025.

The election of a new secretary-general of the International Seabed Authority, oceanographer Leticia Carvalho, is an opportunity to reset the ISA's focus away from prioritising deep sea mining industry interests and towards its mandate of protecting the seabed for all.

***The movement against deep sea mining is growing. Norway has postponed its plans to open up Arctic waters to deep sea mining and 32 governments have called for a moratorium on deep sea mining.***



Shutting down Manuka Resources AGM with Rukutai Watene in Sydney, November 2024 © Olivia Bradley / Greenpeace

A flotilla in protest against deep sea mining in the Cook Islands in Sept 2024. Photo Supplied.





# A PLASTIC-FREE FUTURE

*Greenpeace supporters are vital in our efforts to create a plastic-free future, where unnecessary single-use plastics are a thing of the past.*



***We're taking action on a local and global level. Here in Aotearoa, we're fighting for a ban on single-use plastic bottles like the ones being pumped out in their billions by Coca Cola.***

It is estimated that more than a billion single-use plastic bottles are sold in New Zealand every year. So, during Plastic Free July we launched a CGI video to visualise the impact of dumping a billion plastic bottles into Eden Park in order to demonstrate the scale of the problem.

***In November Greenpeace Aotearoa submitted to the Board of Inquiry against GCSL's resource consent applications to build and operate a waste-to-energy incinerator in Te Awamutu.***

The proposed waste incinerator would burn up to 166,525 tonnes of waste a year or 456 tonnes a day, emitting dioxins and furans, toxic metals, and ultra fine particles into the air (PM10 and PM2.5), which is a major source of harmful air pollution.

On an international level, we are campaigning for a strong Global Plastics Treaty.

***In November a petition signed by almost three million people from over 182 countries calling for a historic, legally binding,***

***Global Plastics Treaty*** to drastically reduce production and use, and protect human health and the environment, was delivered to government delegates ahead of the most pivotal negotiation of the Global Plastics Treaty. Greenpeace International, alongside Frontline activists, poet Nikita Gill, WWF, and Break Free From Plastic, delivered our collective petition — to Senator Jeff Merkley and Juliet Kabera, Director General, Rwanda Environment Management Authority. The petition was delivered as a globe to symbolise the millions of people around the world who have been calling for cuts to plastic production over the last two years.

While we didn't come away with a Plastics Treaty in 2024, there was a real risk that we ended up with a weak treaty written to please a minority of blocking states and their fossil fuel industry supporters.

But thanks to strong pressure, Member States rejected a toothless deal that would have accomplished nothing, and stood before the world committing to an ambitious treaty. ***Now, it's time they stand by this promise and deliver a strong treaty for people and the planet!***



Computer generated image of a billion plastic bottles filling Eden Park in Auckland © Greenpeace



Polar Bear with Plastic Waste in the Arctic  
© Roie Galitz / Greenpeace





*Greenpeace Aotearoa has continued to have a regular presence at the demonstrations protesting the war on Gaza. We have also provided activist and campaign support to the organisers leading this movement.*

## THE 'PEACE' IN GREENPEACE

# FINANCIAL REPORT 2024

## STATEMENT OF COMPREHENSIVE REVENUE AND EXPENSES FOR THE YEAR ENDED 31 DEC 2024

REVENUE	NZ\$ 000
Donations	7,648
Bequests	864
Investment Income	530
Grants from Greenpeace International	480
Grants from other organisations	181
Miscellaneous Income	70
<b>TOTAL REVENUE</b>	<b>9,773</b>

EXPENDITURE	NZ\$ 000
National Campaigns	3,735
Fundraising	3,484
Support Services/Property Costs/Audit Fees	2,127
International Campaigns & Coordination	1,401
Depreciation	72
<b>TOTAL EXPENDITURE</b>	<b>10,818</b>

**NET DEFICIT** -1,046

## STATEMENT OF FINANCIAL POSITION AS AT 31 DEC 2024

	NZ\$000 2024	NZ\$000 2023
Current Assets	4,017	5,543
Non Current Assets	4,259	4,140
<b>TOTAL ASSETS</b>	<b>8,276</b>	<b>9,683</b>
Total Liabilities	474	835
Accumulated Fund Balance	7,802	8,848
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<b>8,276</b>	<b>9,683</b>

## FUNDRAISING COST BREAKDOWN



	%
Recruiting new supporters	47.4
High value giving	15.3
Other	12.3
Database (licenses and management)	9.0
Information to supporters	8.0
Supporter care	4.2
Bank and transaction fees	3.7
Merchandise costs	0.2

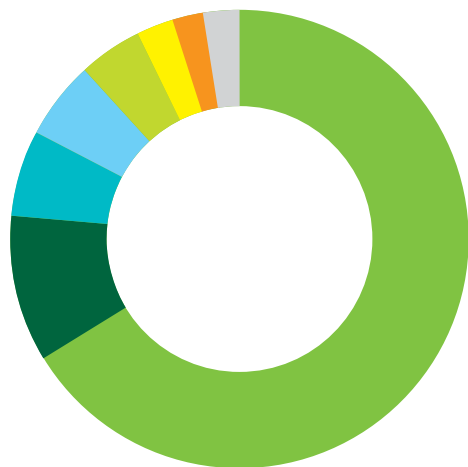
## AOTEAROA CAMPAIGNING COST BREAKDOWN



	%
Information, education & outreach across all campaigns	27.9
Ocean campaign	19.3
Actions & Mobilisations	14.3
Media & Communications across all campaigns	14.1
Agriculture/Climate campaign	10.9
Other campaigns	9.4
Fast Track/War on Nature	3.6
Green Ideas	0.4



## WHERE THE MONEY COMES FROM



	%
Gifts from regular (direct debit) donors	68.5
Bequests	8.8
Investment Income	5.4
Grants from Greenpeace International	4.9
One-off gifts/Unprompted	3.9
Major Gifts	3.0
Grants from Organisations	2.4
Campaign appeals	2.2
Other income	0.4
Merchandise sales (calendars)	0.3

	<b>FINANCIAL SUPPORTER NUMBERS</b>	<b>INCOME NZ\$000</b>
2010	61,970	9,163
2011	57,683	8,650
2012	55,740	9,063
2013	54,136	9,790
2014	53,428	10,272
2015	50,810	10,868
2016	46,493	10,315
2017	42,925	10,063
2018	43,611	9,510
2019	43,058	9,455
2020	39,866	8,748
2021	38,267	11,126
2022	36,675	10,649
2023	32,850	14,810
<b>2024</b>	<b>33,269</b>	<b>9,773</b>





# PEOPLE POWER

*Over 2024 Greenpeace got behind many important Community campaigns using our public petition platform.*

***You may have signed and supported the petition from Kevin and his group Save Our Springs.*** A mining company was planning to fast track a gold mine near the precious waters of Te Waikoropupū Springs, in Golden Bay. Kevin's group went to Parliament with a huge petition with the names of over 25,000 people to stop the plan - thankfully for now the project is not on the fast track list.

The Dolphin Defenders group worked successfully to stop the high speed sail race from going back to Lyttelton, which is a dolphin reserve. And the Why Waste Waimate local group launched (and won!) an effort to stop a polluting waste incinerator near their town.

***You may have been one of the many Greenpeace supporters adding your people power!*** Greenpeace Community is a place for you and everyone to lead change for the environment. The platform offers petition and event tools for flaxroots change for the health of Papatūānuku.



© Save our Springs



The Save our Springs delivery of the petition at Parliament, New Zealand © Save our Springs



# THANK YOU

A close-up photograph showing a human hand reaching out from the right side of the frame, gently holding the small, dark-furred hand of a primate. The primate's arm, covered in thick brown fur, extends from the left. The background is a soft-focus green, suggesting a natural habitat with tropical plants. The overall mood is one of connection and care.

**Any questions? Get in touch:**

**Greenpeace Aotearoa**

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