



WWF

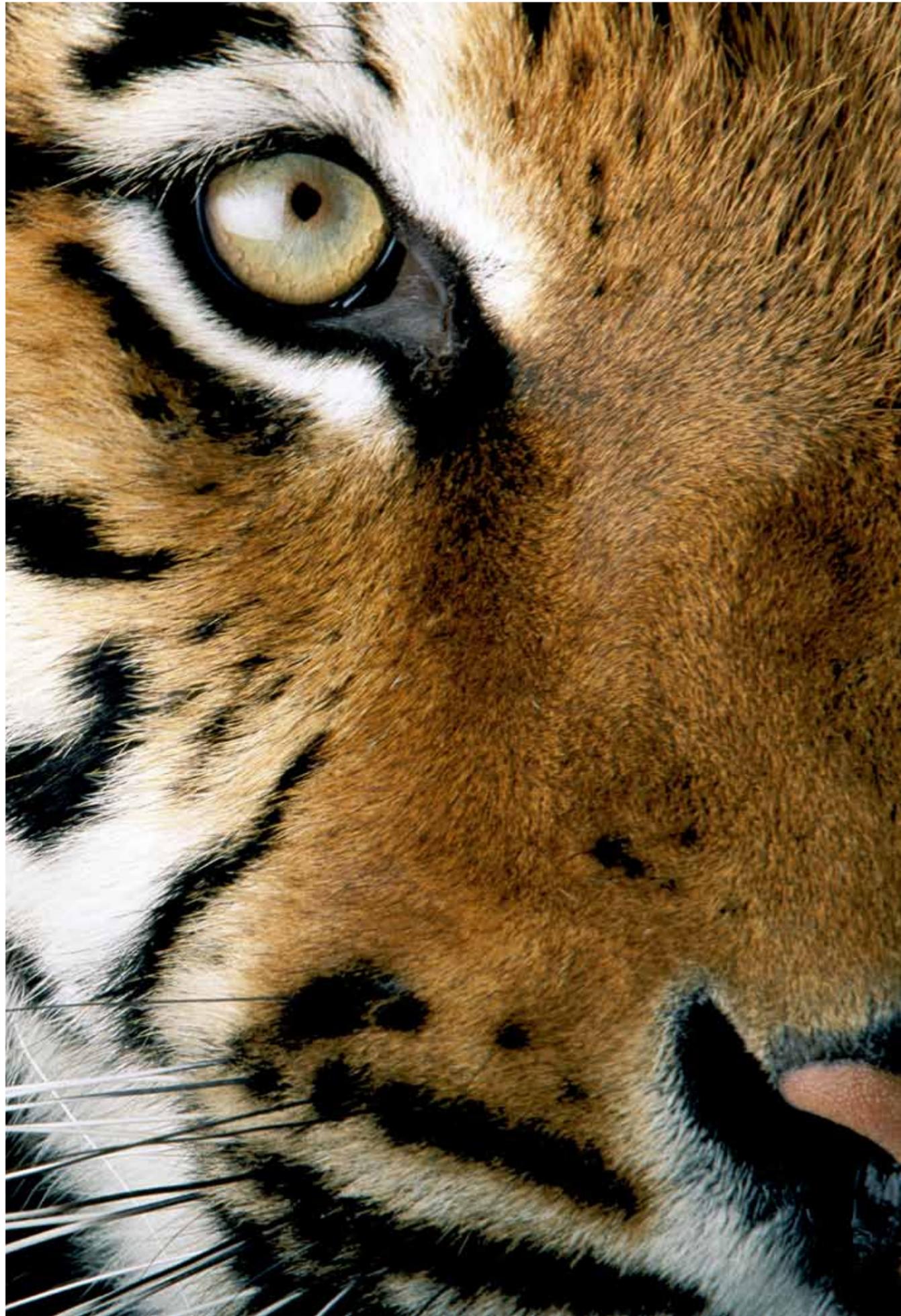
ANNUAL  
REPORT

NZ

2011

# Annual Report 2011





## FOREWORD FROM DENISE CHURCH

### A welcome from the outgoing Chair of WWF-New Zealand.

In April 2011, WWF marked its 50th anniversary, celebrating a half century of conservation.

Since WWF began, we've helped establish over a billion hectares of protected habitat, protected untold numbers of endangered wildlife, and helped millions of people make a better living through conserving their natural resources. All of WWF's successes are based on strong partnerships, and we are grateful to all those who have helped WWF make such significant progress in conserving nature throughout our history.

There is much to celebrate, much to thank others for, but there remains much to be done.

In 2010, WWF's Living Planet report presented some stark truths about the scale of the task ahead of us, finding that human demands on nature – our ecological footprint – has been growing: we now use the equivalent of 1.5 planets to support our lifestyles.

Humanity's relationship with the natural world is at a crossroads, and we urgently need to change course towards truly sustainable development, if people and nature are to thrive.

Yet the achievements of organisations like WWF, backed by supporters who share our mission, gives me cause for optimism about meeting the challenges of the future.

It has been an honour to be Chair of WWF-New Zealand's board for five years. Over this time I have witnessed inspiring, ground-breaking conservation projects to protect nature in New Zealand and around the world. And I have seen first-hand the strength of passion New Zealanders feel for protecting our world – from the thousands who took part in Earth Hour, to community groups coming up with new ways to restore habitats, to those supporting WWF campaigns for greater marine protection.

I remain a trustee of WWF, and firmly committed to the organisation's mission, and I can think of no-one better to hand the role over to than WWF-New Zealand's incoming Chair, Dr Morgan Williams, former Parliamentary Commissioner for the Environment.

Over the last half-century, many thousands of New Zealanders have supported WWF. I'd like to extend my warm thanks to everyone involved in helping WWF protect our living planet. We couldn't have achieved so much without you – and as we enter our next half-century, we need your support more than ever.



DENISE CHURCH,  
OUTGOING CHAIR,  
WWF-NEW ZEALAND

# INTRODUCTION FROM CHRIS HOWE

## EXECUTIVE DIRECTOR WWF-NEW ZEALAND

Looking back over the past year I'm once again struck by the power of individual people to make a difference in protecting New Zealand's special places, and our shared planet. Perhaps one of the most defining moments of the last 12 months was the Government's decision to shelve its plans to open up Schedule 4 land for mining, following an unprecedented number of New Zealanders speaking out in protest.

It was a critical win in the ongoing battle for our natural heritage, and the strength of New Zealanders' response sent an important message - that as a nation, we believe that conservation land is not for sale, and not

for commercial exploitation. Our wild spaces and our unique wildlife have a value of their own, and our national parks must be protected for future generations of Kiwis to enjoy in perpetuity.

Fortunately many New Zealanders and WWF partners are united by this strong belief in safeguarding our natural world - from volunteer groups restoring native habitats across the country, to those who supported our Ocean: Views competition, to our trustees, staff and donors. It is what drives the communities in New Zealand who participated in Earth Hour, and those who backed WWF's campaign for clean energy by making submissions to the Government's draft Energy Strategy.



CHRIS HOWE,  
EXECUTIVE DIRECTOR,  
WWF-NEW ZEALAND

As WWF marks a half century of protecting nature worldwide, it is a privilege to have the support of so many people and organisations throughout New Zealand. It is particularly heartening to look back at some of the highly successful projects we have supported over the years, such as the restoration of Whaingaroa's harbour over the last two decades. This year, we were proud to partner with the Raglan community once again, helping fund a new project to teach the next generation how to keep their harbour clean.

Despite the steps forward to conserve nature, there remains much to be done. Many of our unique species are still in decline, from our iconic kiwi to our Hector's and Maui's dolphins, and government progress on everything from marine protection to reducing emissions is damagingly slow. Mining plans may yet again threaten some of our important conservation land.

Thanks to the ongoing commitment of all of our donors, partners, trustees, staff and volunteers, we will continue to campaign for a future where people and nature thrive. Together with your support, we look forward to the next 50 years of defending our unique living planet.



NEW ZEALAND'S OCEANS ARE HOME TO AN EXQUISITE DIVERSITY OF WILDLIFE, YET LESS THAN 1 PER CENT IS FULLY PROTECTED.  
WWF IS CAMPAIGNING FOR GREATER MARINE PROTECTION TO SAFEGUARD OUR SEAS. © WWW.DARRYLTORCKLER.CO.NZ



# 50 YEARS OF WWF

*“We must save the world’s wild life”*

In 1961, a small group of conservationists founded WWF based on this single-minded statement of intent. Half a century on, our founders’ belief in saving the world’s wildlife is shared by over 5 million WWF supporters worldwide, and remains at the heart of all of WWF’s work.

In some ways our founders were ahead of their time – WWF’s cause is today more relevant than ever before. Despite significant conservation victories, wildlife species face a proliferation of threats old and new, from illegal poaching, to habitat loss to palm oil plantations, to climate change. Many of our most precious species remain at risk of extinction. True to our founders’ state of intent, and with the support of all of those who share our mission, WWF continues to fight for their survival.

In the last 12 months, WWF led the charge to double the wild tiger population by 2022, the next Chinese Year of the Tiger. Over the last century, the world has lost 97 per cent of its wild tigers and today as few as 3,200 individuals remain. At an historic Tiger Summit in November 2010, international governments backed a plan to immediately reverse the decline of wild tigers, with all 13 tiger countries agreeing to work together to protect critical habitats and crack down on illegal trade.

## WWF BACKS KIWI CONSERVATION PIONEERS

An exciting new project to restore native kōkako to the forests of East Taranaki and a venture that aims to see kererū populations thrive from Kāpiti Island to the Wairarapa have been the first to receive backing from WWF's new Conservation Innovation Fund. The new fund builds on over a decade of WWF and the Tindall Foundation partnering to fund hundreds of community-led conservation projects across the country.

"Together with the Tindall Foundation, we have launched the new fund to support innovative approaches that could have a significant conservation impact. It's clear that fresh thinking and world-class Kiwi ingenuity is critical in the fight to save New Zealand's wildlife and wild spaces," said the fund's manager, Marc Slade of WWF-New Zealand.

*"The new innovation fund provides financial backing for ground-breaking projects that test new approaches to conservation – driving innovation and promoting successful projects to the wider sector," said Mr Slade.*

One of the first projects to have received funding is the trial of a non-toxic possum trap in the forests of East Taranaki. This device – the only possum trap to meet the National Animal Welfare Advisory Board Committee's A-class humane standard – has been designed to avoid the accidental killing of birds or other animals and will kill up to 12 possums before it needs to be reset. "If the trial is successful, we expect to restore the call of the kōkako, unheard since the turn of the century, to the East Taranaki area," said Karen Schumacher, founder of the East Taranaki Environment Trust, which is trialling the traps.

Beyond the project, the new traps could offer community groups all over New Zealand the potential to carry out wide-scale, cost-effective pest control operations. "This would contribute hugely to the number of threatened and iconic native species we're able to protect and save," said Mr Slade.

The new fund is part of WWF's Community Conservation Innovation Project, which launched this year to promote community-led conservation in New Zealand, and support the sector to grow.

As well as funding innovative conservation projects, WWF is bringing together community conservation groups so they can work effectively alongside each other and share ideas.

"Communities and iwi play a pivotal role in the battle to restore New Zealand's biodiversity," said Mr Slade. "We believe they need greater support and recognition for their work with DOC and regional councils. In partnership with the Tindall Foundation, we're proud to be able to provide this investment which we believe is critical for New Zealand's native species to stand a fighting chance of survival."



A project to bring Kōkako back to East Taranaki forests is among the first to receive support from WWF's new Conservation Innovation Fund.

## A CLEAN SWITCH - IT'S 100% POSSIBLE

The campaign to halt runaway climate change took a step forward in February 2011, with a groundbreaking new global report which found that by 2050, 100% of the world's energy needs could be met using entirely renewable sources.

WWF commissioned the highly respected consultancy company Ecofys to produce the Energy Report, a two-year analysis which looks 40 years into the future and sets out how the world can meet its energy demands using clean, renewable sources.



© LOUISE HATTON

“The report shows that such a transition is not only possible but also cost-effective. Energy that is affordable for all can be produced in ways that the global economy and the planet can sustain,” said Peter Hardstaff, WWF-New Zealand Climate Change Programme Manager.

And here in New Zealand, national opinion polling by Colmar Brunton for WWF found that the majority of New Zealanders support a clean energy future.

“Real opportunities exist to build on New Zealand's significant renewable energy potential including wind, geothermal and home-grown biofuels, and the opinion

research indicated the majority of Kiwis want the Government to develop those opportunities,” said Mr Hardstaff.

Yet the Government's Energy Strategy, released in draft form in August 2010, focused more on exploiting fossil fuels, rather than meeting New Zealand's future energy needs while reducing pollution.

“The draft lacked a clear strategy for developing renewable energy and instead focused on developing fossil fuels. It was an important opportunity missed, and we advocated strongly for the Government to make improvements in this area,” said Mr Hardstaff. “Although our efforts yielded some modest changes, much still needs to be done to prompt government action on clean energy.”

*“The next stage of the campaign is a project with Ecofys to produce a report that shows how New Zealand can meet its energy demands using 100% renewable energy, or as close to this figure as possible. We're currently hard at work seeking funding for this report,” said Mr Hardstaff.*

WWF's Energy Report made it clear that the future of energy generation is renewable. New Zealand's potential to generate renewable energy is a great natural advantage that will give us a head start in the race to a clean, green future. As WWF's Peter Hardstaff says: “We need to make the most of our opportunities and think smarter. We are demonstrating to the Government that New Zealanders back a clean energy future – one hundred percent.”

## INSPIRING NEW ZEALAND TO GO 'BEYOND THE HOUR'

In late March, communities the length and breadth of New Zealand united with millions of people around the world to take part in Earth Hour, switching off lights and unnecessary appliances to show their commitment to action on climate change.

New Zealand's proximity to the date line means Kiwis are the first to hit the switches and this year 134 territories and countries followed our lead, turning out lights as night fell around the world.

As well as embracing the hour of darkness, people, businesses and organisations responded to Earth Hour's call to go 'beyond the hour', pledging to lighten their tread on the planet year-round.

Here in New Zealand, WWF encouraged local communities to host their own events and take action 'beyond the hour', and through an Earth Hour Community Fund:



© WWF / FABIAN CABALLERO

“For the last three years local councils and communities have been the main partners delivering Earth Hour

community events,” said WWF-New Zealand Climate Change Campaigner, Lee Barry. “So this year we were delighted to offer some of them our support through the Earth Hour Community Fund.”

Councils in Central Otago, Hastings, Selwyn, Tauranga and Upper Hutt won funding for Earth Hour activities ranging from a *Healthy Homes, Happy Pockets* seminar on energy efficiency to sessions on the dark art of composting.

Tauranga City Council ran an Earth Hour 'Sixty 4 Sixty' campaign, challenging sixty local businesses, schools and organisations to take action. In Roxburgh and Alexandra, Earth Hour expos featured speakers, displays and workshops on a variety of topics including growing your own food, saving energy, raising hens, preparing and preserving food on a budget and making candles.

“This year, Earth Hour's global message is strongly focused on inspiring people to make a personal commitment to build on the momentum of Earth Hour and go 'beyond the hour', one that local councils have fully embraced,” said Ms. Barry.

Earth Hour's message is more urgent and relevant today than ever before. Governments need to take action on climate change - now. Building on the momentum of Earth Hour, WWF is campaigning for the New Zealand Government to address this global issue.

“New Zealanders are strong supporters of Earth Hour, with large proportions of the population taking part over the last three years,” said Ms Barry. “It's clear Kiwis want action on climate change, and we're prepared to take personal action to do our bit.”

“WWF is committed to making sure the Government also takes strong action on climate change, which will make living sustainably easier for everyone,” she said.

  
**134**  
COUNTRIES  
TOOK PART IN  
EARTH HOUR  
2011



Raglan school students testing storm water for heavy metals and pH level, as part of a project to help teach the next generation to keep their harbour and waterways clean.

## EDUCATING A NEW GENERATION OF HARBOUR GUARDIANS

Students at two Raglan schools are learning how to measure water quality in the district's wetlands, streams and harbour thanks to a grant from WWF's Environmental Education Action Fund. This is the latest in an eleven-year series of projects WWF has helped fund in support of the conservation efforts of the people of Whaingaroa.

Water quality is a big issue in Raglan. All year round, locals kayak on the estuary, fish in the harbour, swim at the beaches and surf Raglan's world-famous breaks. In summer, the population of the town doubles as tourists flock to the coast. Here, clean, clear water is as central to the regional economy as it is to the local way of life.

Several years ago, however, the quality of the water was found to be seriously compromised. Whaingaroa harbour, with its 115km of coastline and 525km<sup>2</sup> catchment area, was a mess – badly polluted by agricultural runoff. The community made a decision to protect its waterways by working with local landowners, planting native trees alongside the region's streams and rivers. This initiative, designed to prevent runoff flowing down to the harbour, has worked wonders in helping to restore the health of the ecosystem.

WWF was one of a group of organisations that supported the project in its inception. In 2009 and 2010, we were delighted to support the community's conservation efforts once again, by making a grant of \$3450 to help Raglan's next generation learn how to care for their harbour.

Through WWF's Environmental Education Action Fund, students from both Raglan Area School and Te Uku School have been learning how pollution upstream affects the quality of water downstream. Raglan school students have measured water quality using indicator sticks, probes and chemical tests. They've learned how to identify specific parameters, testing for copper, zinc, pH, dissolved oxygen, salinity, conductivity, turbidity and nitrates.

"Students make the connection between the runoff and pollutants in our drains and the health of our oceans and waterways. They look for everyday solutions – like not washing cars near drains, and not tipping paint down them," says Rachael Goddard, of the Whaingaroa Environment Centre.

"This is a significant issue locally, and also nationally," says Wendy Barry, WWF-New Zealand's Education Programme Manager. "Many of New Zealand's waterways are seriously compromised by agricultural runoff. The project gives young people in Raglan the ability to make the connection between looking after our land and protecting our oceans."

"We've championed the efforts of the Raglan community for eleven years now, supporting them with community and school education, helping raise awareness and taking action on marine issues."

# BATTLING TO SAVE OUR RARE DOLPHINS

In March this year, the Government confirmed its decision to extend restrictions on set net fishing in waters off the west coast of the North Island following a legal challenge from the fishing industry. This was a life-saving decision for the critically endangered Maui's dolphin whose population now numbers around 100 animals. The decision was a small victory for WWF's ongoing campaign to restore New Zealand's Maui's and Hector's dolphin populations to their pre-1970s abundance.

On the same day, however, the Government announced that commercial set net fishing would be allowed to increase in some South Island habitats of the endangered Hector's dolphin. WWF-New Zealand welcomed the confirmation of offshore protection for Maui's dolphin but like many, were dismayed at the decision to increase set net fishing in important South Island Hector's habitat:

“It's very simple – fishing nets kill dolphins, so the decision to restrict net fishing in more of Maui's habitat is good news for a species on the brink,” said WWF-New Zealand's Marine Programme Manager, Rebecca Bird. “The Government's decision to allow commercial set net fishing along the east coast of the South Island, however, means Hector's dolphins will continue to die needlessly in fishing nets. For a species that has lost nearly three-quarters of its population in three decades, we need to be pulling out all the stops to help them recover.”

Both Hector's and Maui's dolphins are dangerously close to extinction. WWF is campaigning for the Government to develop and implement a plan of action that identifies, manages and mitigates all human threats to Hector's and Maui's dolphins including net fishing, boat strike, pollution, coastal development and exploration for oil and gas to give them a fighting chance of survival.

**“FOR A SPECIES THAT HAS LOST NEARLY THREE-QUARTERS OF ITS POPULATION IN THREE DECADES, WE NEED TO BE PULLING OUT ALL THE STOPS TO HELP THEM RECOVER.”**



**111**  
TODAY AS FEW  
AS 111 MAUI'S  
DOLPHINS REMAIN



HECTOR'S DOLPHIN IMAGE © HEDDERHOOGHOUSE.COM

Hector's dolphin. WWF is continuing to campaign for Hector's and Maui's dolphins to be protected from all threats to their existence.



New Zealand artist Liam Gerrard illustrates musician Hollie Smith's Ocean View to encourage entries to the competition. WWF is grateful to all the artists involved in Ocean: Views.

## NEW ZEALAND ARTISTS UNITE TO SAVE OUR SEAS

WWF ranks New Zealand's oceans as among the most biologically diverse places in the world, yet less than 1 per cent is fully protected in 'no take' marine reserves, placing our sea life at risk. To focus attention on the need for greater marine conservation, WWF launched Ocean:Views, a creative competition calling for artworks celebrating New Zealand's seas.

"We wanted to give people a creative way of sending a message about the importance of protecting our marine life, and called on the nation to produce artworks expressing their personal connection to the sea," said Chris Howe, WWF-New Zealand's Executive Director.

The campaign drew support from some of New Zealand's leading creative talents who shared their connection to the sea to help encourage entries, from author Lloyd Jones, to artists Dick and Otis Frizzell, and musicians Hollie Smith and Ladyhawke.

New Zealanders responded in their hundreds, submitting highly original artworks celebrating our oceans and their place at the heart of the national identity.



*Hundreds of creative New Zealanders lent their artistic talents to the conservation cause, producing artworks to shine a spotlight on the need for greater protection of New Zealand's unique seas.*

"We are deeply grateful to everyone involved in Ocean:Views who helped to make it a success, and we were blown away by the diverse range of highly creative entries. The common thread weaving all the artworks together is New Zealanders' love of the sea, and the will to secure better protection for our oceans, so Kiwis can continue to enjoy what we have today and in the future," said Mr Howe.

A COMPETITION ENTRANT SHARES  
THEIR OCEAN: VIEW © CARSELLULAR

The judging panel selected Rachel Sawaya's short story - Paying Back the Ocean - from the 354 entries as the overall winning work. The piece stood out for its creativity, originality and unique expression of New Zealanders' connection to their oceans.

On World Oceans Day, WWF called on the Government to protect a third of the ocean in marine reserves, presenting the winning artwork to the Prime Minister's office along with Colmar Brunton opinion research on New Zealanders' attitudes to marine conservation.

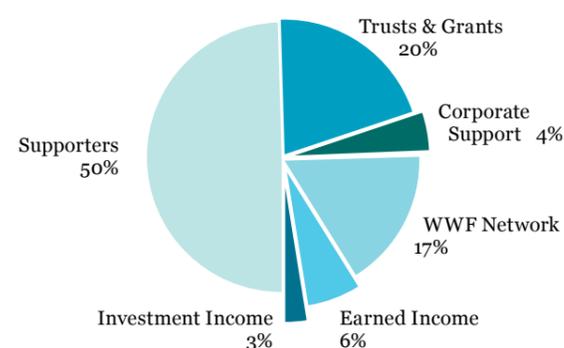
## AUTHOR LLOYD JONES SHARES HIS OCEAN: VIEW

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Each of us is inhabited by an inner sea. You can find it on a MRI scan of the human brain, a beautiful blue sea cupped by bone and tissue. Here reason and irrational impulses lap back and forth. As a child, I remember crouching above a rock pool crammed with layers of life – a tiny fish worked its way into a finger groove of rock, a crab sank into the mud and waited – while I pondered whether I would be a wrecker or custodian of that world. I could also see the distant heads, beyond which lay the sea highways. From that direction had come waka and sailing ships and now container ships and flotsam from other worlds. Of all worldly substance, the sea is the binding one. It is the grand schemer and connector. Whenever we look for a metaphor that speaks of the soul we turn to the sea. We marvel at it. We play in it. We eat from it. As much as it sustains us, we need to sustain it.



# WWF-NEW ZEALAND SUMMARY OF FINANCIAL INFORMATION FOR THE YEAR ENDED AND AS AT 30 JUNE 2011



## SOURCES OF INCOME 2010-11

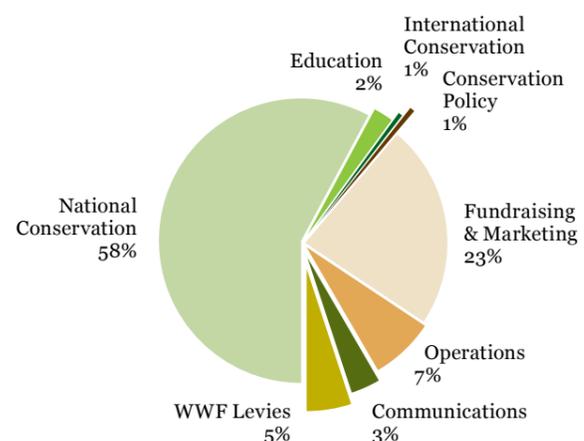
Supporters	1,376,477
Trusts and Grants	564,807
Corporate Support	125,000
Government	5,000
WWF Network	460,772
Earned Income	176,030
Investment Income	70,586
<b>Total Income for Year</b>	<b>2,778,672</b>

## AREAS OF EXPENDITURE 2010-11

National Conservation	1,587,816
Education	61,122
International Conservation	16,000
Conservation Policy	15,178
Fundraising and Marketing	634,678
Operations	200,024
Communications	91,283
WWF Network Levies	138,853
<b>Total Expenditure for Year</b>	<b>2,744,954</b>

Surplus/Deficit for Year 33,718

The information in this report has been summarised from the annual accounts of WWF-New Zealand for the year ending 30 June 2011. The full financial statements have been audited by Ernst & Young. Copies of the full report are available from WWF-New Zealand by request.



## FINANCIAL POSITION AS AT 30 JUNE 2011 (summarised)

<b>Current Assets</b>	
Cash, Bank and Savings	1,648,474
Accounts Receivable and Accrued Income	152,155
Prepayments	5,185
Inventory	37,418
<b>TOTAL CURRENT ASSETS</b>	<b>1,843,232</b>

## NON CURRENT ASSETS

Treehouse Lease	263,069
Property, Plant and Equipment	17,735
<b>Total Non Current Assets</b>	<b>280,804</b>
<b>TOTAL ASSETS</b>	<b>2,124,036</b>

## CURRENT LIABILITIES

Accounts Payable and Accrued	222,540
Funds under Management	206,879
Income Received in Advance	802,718
WWF-GMI Loan	201,927
<b>Total Current Liabilities</b>	<b>1,434,064</b>
<b>TOTAL LIABILITIES</b>	<b>1,434,064</b>

## EQUITY

Restricted Fund	256,038
Operating Fund	433,934
<b>TOTAL EQUITY</b>	<b>689,972</b>
<b>TOTAL FUNDS EMPLOYED</b>	<b>2,124,036</b>

# ACKNOWLEDGEMENTS

*WWF is grateful to the many organisations and individuals who make our work possible. We would like to acknowledge and thank the following people, businesses and organisations for their support, along with all of our supporters now and over the years who have given time, resources or funds to help WWF build a future where people and nature thrive.*

## ALL OUR VOLUNTEERS, IN THE OFFICE AND FIELD

### TRUSTEES

Denise Church QSO  
(Chair)  
Rob Murdoch  
(Deputy Chair)  
Peter Schuyt  
Bob Field (resigned  
August 2010)  
Morgan Williams  
Kerry MacDonald  
Bruce Burns  
Marge Scott

### FOUNDATIONS AND TRUSTS

ASB Community Trust  
Nikau Foundation  
Purves Environmental  
Fund  
The Tindall Foundation  
The Pew Environment  
Group  
Wellington City Council –  
General Grants  
The Lou and Iris Fisher  
Charitable Trust

### COMPANIES

Aaron K Photography  
Aim Proximity  
Antics Marketing  
APN  
Buddle Findlay  
Caffe L'affare  
CarboNZero  
Clemenger BBDO  
Colmar Brunton  
Cooper and Company

Craig Potton Publishing  
Ecobob  
Ecostore  
Escape Rentals  
FACTORIE  
French Art Shop  
Good Magazine  
Hedgehog House  
Human Dynamo  
Idealog  
Intrepid Travel  
Kelly Tarlton's  
The Langham Hotel  
Auckland

MEC  
MetService  
MiniMonos  
Natural History  
New Zealand Limited  
NIWA  
Ocean Design  
Olssen's Garden Vineyard  
OMD  
Phantom Billstickers  
Point Carbon  
Spicers Paper  
Starfish  
TBD Design  
the-collection  
Thinkbox  
Totally Wired  
Toyota New Zealand  
Trademe  
Travelex  
Trees Please NZ  
The Radio Network  
The Big Picture  
WWF-International  
Yahoo

### ORGANISATIONS AND GROUPS

Department  
Of Conservation  
Kidsfirst kindergarten

### INDIVIDUALS

Andy Kenworthy  
Anna Paquin  
Bernard Steeds  
Bill Manhire  
Brian Lee  
Debbie Weaver  
Derek Foo  
Dick Frizzell  
Emma Ballara  
Eli Ballara  
Freya Argent  
Hollie Smith  
Jemimah Khufeld  
Jordan Barnes  
Karen Bell  
Kelly Thompson  
Kim Westerskov  
Ladyhawke  
Laura Daly  
Liam Gerrard  
Dr Liz Slooten  
Lloyd Jones  
Louise Hatton  
Naomi Kaltman  
Otis Frizzell  
Renee Te Pairi  
Richard Hill  
Richie Robinson  
Sarah Larnach  
Will Rayment



1961

WWF was founded in 1961

+ 100

WWF is in over 100 countries on 5 continents



+ 5M

WWF has over 5 million supporters

+ 5,000

WWF has over 5,000 staff worldwide



Why we are here.  
To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.  
wwf.org.nz

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