## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction from Chair of WWF-New Zealand, Morgan Williams</td>
<td>3</td>
</tr>
<tr>
<td>Year in review from Executive Director of WWF-New Zealand, Chris Howe</td>
<td>4</td>
</tr>
<tr>
<td>Community groups funded by WWF</td>
<td>5</td>
</tr>
<tr>
<td>Summary of Financial Information</td>
<td>6</td>
</tr>
<tr>
<td>Financial Position</td>
<td>7</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>8</td>
</tr>
</tbody>
</table>


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WWF is one of the world’s largest and most experienced independent conservation organisations, with over 5 million supporters and a global network active in more than 100 countries.

WWF’s mission is to stop the degradation of the planet’s natural environment and to help build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.
Sharpening our focus—New Zealand and globally

WWF has a simple powerful vision, to build a future in which people live in harmony with nature. The mounting environmental, economic and social challenges of the last decade have made it clear that we have to work more effectively in the areas that drive our impacts on nature. We need to make an impact on investment priorities, policy settings and the values and beliefs that drive decision-making.

Two major contributions from our team this year target such areas; our healthy oceans campaign, with particular focus on extending the protection of Maui’s dolphin, and our investigation into fossil fuel finance in New Zealand.

The Maui’s dolphin is facing extinction unless more protection is provided. Current policy puts simple economic priorities ahead of the value of a species within a complex ecosystem; our coastal seas. Current policies that are effectively mandating extinction are deeply political decisions that cast a dark cloud on New Zealand’s wider strategic intent and commitment to be a more sustainable society and economy.

Our study of investment by our two largest state owned investment agencies in fossil fuels also reveals a willingness to trade off the future for short-term economic gains. In a world where we must rapidly reduce CO₂ emissions these funds have over one billion dollars of investment in fossil fuels worldwide. Worldwide funds are moving away from fossil fuels. In the last year, ten US cities, a major Norwegian pension fund and the New Zealand Anglican church have all announced they are divesting from fossil fuels. There are many excellent investments to be had that enhance our future, rather than threaten it. That’s where our funds should be.

The last year has also been one of strengthening our team, staff and trustees, and honing our strategies. We have done this while working in the WWF network on relationships with offices in the Asia-Pacific region and the new Truly Global initiative, a network wide change agenda, aimed at increasing the effectiveness of WWF efforts.

Five new trustees joined the board during the year replacing long serving members. Collectively they bring a great depth of experience and energy to the challenge of making the most of our strategic opportunities.

In March I attended the annual WWF Asia-Pacific Growth Strategy meeting in Delhi and in June the WWF Annual conference in Wyoming, USA. These meetings are important for New Zealand given the need for all parts of WWF to work more globally. Asia, especially China, is particularly important given the rapid growth of WWF membership in the region and the reality that this is where New Zealand’s main trading partners now lie. I expect to see increasing collaboration within the WWF Asia-Pacific region on market transformation programmes that focus on the sustainability of supply chains critical to communities and nations.

“Finally, I acknowledge the core work of the WWF team – being great educators and advocates for living in harmony with nature. At the heart of all we do is the desire to engage and share learning through working with communities on action-orientated programmes and by doing research that informs policy debates or options for industry partners.”

Our many supporters, individuals, families, businesses and trusts make all this possible. Without this ongoing support we can’t contribute to driving the changes that are needed. I personally thank you all for your support and pledge to do my best to help deliver what’s needed.
Executive Director
WWF-New Zealand
reflects on a year of working with New Zealand communities
to help look after our country and the planet.

I’d like to thank everyone who supported WWF over the last year for your energy, passion and commitment to making our world a better place.

All our supporters, trustees and staff can be very proud of what has been achieved in the last year to help protect nature and look after the planet. You can read more about the campaigns we have run and the successes we have had in our accompanying magazine – Living Planet – a year in review.

Despite the progress that has been made there is still so much to be done. Our mission is to protect nature and reduce the most pressing threats to the diversity of life on our planet. I believe we have a fighting chance to preserve our living planet for future generations but we have to act now, together, and on a scale never seen before. Every one of us has a part to play.

A focus for WWF is our campaign for healthy oceans. New Zealand has stunning and unique sea life which we are working hard to protect.

To help look after our oceans we have been campaigning to end the senseless and unsustainable practice of shark finning in our waters. The Government has responded to public pressure and is now proposing to ban shark finning in New Zealand – watch this space! We are also part of the global campaign that has seen great success with demand for shark fin soup reducing, and many airlines now refusing to carry fins.

A top priority for us is preventing the extinction of animals on the brink like the Maui’s dolphin. After sustained public pressure, increased Maui’s sightings prompted by the WWF hotline and over 70,000 submissions calling for greater protection, the Government has released proposals for extending protection for Maui’s. However, these proposals do not go far enough to save the dolphins from extinction, so our campaign to save them continues.

On land, we focus on protecting endangered animals, and looking after the beautiful native bush and amazing landscapes of New Zealand. We do this by helping local conservation groups to run projects in their communities. This year we assisted over 50 schools and communities with grassroots conservation projects to protect our native habitats and species, such as the kiwi.

I’m also really excited about our newest programme, Reconnecting Northland. It is the first large landscape restoration programme of its kind in New Zealand. The aim is to restore and reconnect the landscape of Northland as a whole. In partnership with NZ Landcare Trust, and with the support of The Tindall Foundation, HSBC and the ASB Community Trust we are helping communities and local organisations in Northland transform their region. The initial results from the Kiwi Coast pilot project are promising, and I am confident Reconnecting Northland will be at the cutting edge of conservation work in New Zealand in the next few years.

All of this great work is made possible only by the support of our brilliant and dedicated supporters. I am looking forward to 2014 where we will work together with our supporters and partners to find solutions to the most urgent environmental issues facing New Zealand and the world, and campaign for protection for our cherished habitats and species. With your help I am sure there will be many more conservation victories to celebrate.
New Zealand has amazing sea life.

Our work is focused on looking after marine animals, especially those that are endangered or on the brink of extinction, like the Maui’s dolphin.
WWF-New Zealand and The Tindall Foundation have worked together in partnership since 1999. WWF acts as a Funding Manager for The Tindall Foundation, supporting community action with the Habitat Protection Fund and the Environmental Education Action Fund. The Tindall Foundation also supports WWF with funding for the Conservation Innovation Project, the Reconnecting Northland programme, and for WWF and the Department of Conservation to jointly implement the Auckland Marine Matters project.

WWF would like to thank all the groups that we have funded this year for the great work they are doing to protect New Zealand’s endangered species, restore our amazing landscapes and educate the next generation.

**Habitat Protection Fund**
- Bay of Islands Maritime Park Inc.
- Endeavour Inlet Conservation Trust
- Forest & Bird – Golden Bay Branch
- Forest & Bird – Southland Branch
- Friends of Flora
- Kereru Discovery Project
- Mangatarere Restoration Society
- Maketu Ongatoro Wetland Society
- Maungatautari Ecological Island Trust
- Otuwhero Trust
- Project Kiwi Trust
- Rimutaka Forest Park Trust
- Stewart Island Rakiura Community & Environment Trust
- Te Ara Kakariki
- Tomahawk-Smaills Beachcare Trust

**Conservation Innovation Fund**
- Tui Nature Reserve
- Waimate North Landcare Trust Inc.
- Whangaruru North Residents Association
- Whangarehi Catchment Management Group
- Yellow-eyed Penguin Trust

**Environment and Conservation Organisations of Aotearoa New Zealand**
- Karori Sanctuary Trust
- Royal Forest & Bird Protection Society of New Zealand
- Waihora Ellesmere Trust

**Environmental Education Action Fund**
- 350 Aotearoa
- Apiti School
- Darfield High School
- Enviro-Challenge NZ Charitable Trust
- Eskdale School
- Fraser Crescent School
- Hannahs Bay Trust
- Kaitaia College
- Lincoln Envirotown Trust
- Lumsden Primary School
- Mararoa School
- Miramar North School
- Nelson Environment Centre
- Nga Uri o te Ngahere
- Paparangi Kindergarten
- Ruakaka School
- Salisbury School
- Seven Oaks School
- Victory Community Health Centre
- Wellington Zoo Trust
Sources of Income 2012-13

- Supporters: 2,304,979
- WWF Network: 598,095
- Trusts & Grants: 541,692
- Government & Corporate Support: 22,212
- Earned Income: 45,308
- Investment Income: 21,407

Total Income for Year: 3,533,693

Areas of Expenditure 2012-13

- National Conservation: 2,118,626
- Fundraising & Marketing: 648,453
- Operations: 243,471
- WWF Network Levies: 122,044
- Education: 167,912
- International Conservation & Policy: 55,418
- Communications: 109,271

Total Expenditure for Year: 3,465,195

Surplus/Deficit for Year: 68,498
## ASSETS

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<th>Amount</th>
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<tr>
<td><strong>Current Assets</strong></td>
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</tr>
<tr>
<td>Cash, Bank &amp; Savings</td>
<td>1,120,812</td>
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<tr>
<td>Accounts Receivable &amp; Accrued Income</td>
<td>261,006</td>
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<td>Prepayments</td>
<td>10,747</td>
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<td>Inventory</td>
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<td><strong>Total Current Assets</strong></td>
<td>1,431,809</td>
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<tr>
<td><strong>Non Current Assets</strong></td>
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<tr>
<td>Property, Plant and Equipment</td>
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<tr>
<td><strong>Total Non Current Assets</strong></td>
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<td><strong>TOTAL ASSETS</strong></td>
<td>1,480,703</td>
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## LIABILITIES

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<td><strong>Current Liabilities</strong></td>
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<td>Accounts Payable &amp; Accrued</td>
<td>399,493</td>
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<td>Funds under Management</td>
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<td>Income Received in Advance</td>
<td>533,704</td>
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<td>WWF-GMI Loan</td>
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<td><strong>Total Current Liabilities</strong></td>
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<td><strong>TOTAL LIABILITIES</strong></td>
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## EQUITY

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<td>Restricted Fund</td>
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<td>Operating Fund</td>
<td>(54,352)</td>
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<td><strong>TOTAL EQUITY</strong></td>
<td>179,044</td>
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<tr>
<td><strong>TOTAL FUNDS EMPLOYED</strong></td>
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</tbody>
</table>
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.

Trustees
Dr Morgan Williams (Chair)
Ms Denise Church QSO
Mr Mark Wilcox (appointed August 2012)
Mr Mark Christensen (appointed November 2012)
Dr Libby Harrison (appointed November 2012)
Louise Marra (appointed November 2012)
Dr John Hay (appointed November 2012)
Mr Peter Neilson
Ms Sacha McMeeking
Marge Scott
Bruce Burns (resigned February 2013)
Rob Murdoch (resigned November 2012)
Peter Schuyt (resigned November 2012)

Companies
APPCO
Buddle Findlay
BERL
CarbonZero
Ocean Design
The Langham
Small Fish

Central City Labels
Colmar Brunton
Catalyst 90
Corporate Connect
Good Magazine
One4All
Berhampore Nursery, Wellington City Council
The Porirua Print Company
Thinkbox
Travelex
T Whites Bikes
TBD
Natural Balance
Moore Wilsons

Foundations and Trusts
The Pew Foundation
The Tindall Foundation
ASB Community Trust
New Zealand Lottery Grants Board

Organisations and groups
Zealandia
Society for Conservation Biology – Victoria
University of Wellington

Gondwanalink, Australia
Recreation Solutions
BMD
Te Papa
Island Bay Marine Education Centre

Individuals
Grant Blackwell and Emma Blackwell
Will Rayment
Louise Hatton
Brit Finucci
Mega Russell
Stephen Atwood
Richie Robinson
Nicolas Brun
Gavin Bisman
Bruce Burns
Hamish Levack
Ben Sheeran
Levi Hawken
Steve Dimakis
Sue Jarvis
Ganesh Nana
Fiona Stokes
Kevin Prime
每年报告新西兰2013

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 people live in harmony with nature.

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