



*for a living planet*<sup>®</sup>

WWF-New Zealand

# Annual Report 2010



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# A message from Chris Howe

WWF-New Zealand's Executive Director



Once again we are celebrating the contribution that so many New Zealanders have made over the past twelve months in our mission to create a future where people live in harmony with nature. You have written letters, made telephone calls, donated, volunteered, taken part in Earth Hour, planted trees, cleaned up beaches and much, much more. As a supporter of WWF, you can be very proud of being part of the world's largest and most effective conservation organisation.

When you support WWF-New Zealand, you're part of a global family that has over five million supporters, but never loses sight of the fact that all of us are individuals. No other organisation can mobilise

hundreds of millions of people around the world to act together, as we did for Earth Hour, while also making hundreds of small grants to local conservation projects throughout New Zealand. WWF truly makes a difference at all levels, from local to global.

Over the last year, we have continued to tackle some of New Zealand's most pressing environmental and conservation issues. We've sent strong messages to government about the need for action on climate change, and highlighted the shortcomings of the government's policy on energy and transport. We've showcased the precious nature of our marine environment and the need to protect it for the current and future prosperity of the nation as well as the survival of thousands of amazing species. And we've strengthened our support for hundreds of community-led conservation groups throughout the country who are doing their bit for their local environment.

In this report we've been able to highlight only a few of the many actions we've taken on your behalf over the past year. As we look forward to 2011, it is clear that many great challenges lie ahead. The world is beginning to wake up to the possibilities of a cleaner and more sustainable future but urgency is needed in finding solutions. Maui's and Hector's dolphins are still in troubled waters and need more protection if their populations stand any chance of recovery. The thing that fills me with hope is the knowledge that you, and thousands of passionate New Zealanders, support WWF in our work to make a difference.

Thank you for your important contribution,

Chris Howe

# WWF-New Zealand

## How we work

WWF-New Zealand is part of the WWF International Network, the world's largest and most experienced independent conservation organisation, with more than five million supporters across the globe. We're here to **stop the degradation of the planet's natural environment, and build a future where people live in harmony with nature.**

We do this by:

- **protecting biodiversity** – the magnificent array of living things that inhabit our planet and the places where they live
- **reducing humanity's footprint** on the natural world by challenging wasteful consumption and pollution, and promoting sustainable ways to use the Earth's resources.

This is achieved by working on the ground with local communities, and in partnership with government and industry, using the best possible science to press for change and effective conservation policy.

Our New Zealand programmes include research, advocacy and partnerships aimed at protecting precious habitats and species such as the Hector's dolphin; minimising harm from unsustainable fishing activities; and inspiring action to tackle climate change through Earth Hour.

And **sustainability has an important place in our office.** The WWF- New Zealand team has embraced everyday practices including recycling our paper and plastic waste, composting our food scraps, walking where possible and driving a hybrid low-emissions Toyota Prius when needed. In addition to achieving carboNZero certification, we have committed ourselves to reducing the organisation's carbon footprint by 51% below 2009 levels by 2020. WWF is working to ensure similar commitments are made by developed nations such as New Zealand – the level of cuts considered necessary to avoid runaway climate change.

The WWF team is made up of dedicated and passionate individuals who believe that when communities, businesses and government come together we can achieve real results for the environment. Our **most important partnership**, however, is with our supporters. Thank you for all you do to help us protect our living planet.

# Habitat Protection Fund

## Celebrating a decade of homegrown, community conservation

This year hundreds of volunteers have been hard at work restoring sand dunes near Whanganui, reintroducing grey-faced petrels back onto a mainland reserve in the Bay of Plenty, and controlling pests and weeds on a South Island braided river. Behind these and many other important and diverse **community conservation projects** stands The Tindall Foundation and WWF's Habitat Protection Fund.

This year we celebrated the tenth anniversary of the fund which has teamed up with over **200 community groups across the country to invest over \$2.5 million in grassroots conservation.** WWF estimates that the projects combined have contributed more than 5 million volunteer hours to conservation<sup>1</sup>.

Marc Slade, WWF-New Zealand's Terrestrial Conservation Programme Manager, says the Habitat Protection Fund's achievements are part of a **global effort to halt the decline of species**: "The UN declared 2010 the International Year of Biodiversity with the goal of safeguarding nature and reducing biodiversity loss. At home, communities play a vital role in helping to protect and restore New Zealand's cherished landscapes. WWF is proud to support the many thousands of Kiwis who are custodians of the natural world in their own backyards."



© Geoff Walker

Students from Hadlow School, Masterton plant native vegetation on the banks of the Papawai Mangarara Stream. The project seeks to improve the stream's water quality and protect biodiversity by clearing it of invasive weeds and exotic tree species and planting native vegetation along the banks.

Marae based group, Papawai Stream Care is working with its local community to restore the mauri - or life-force - of the Papawai Stream, protecting it from nutrient runoff from surrounding farmland.

Papawai Community Trust chairman, Peter Rewi, said the project has seen rich life return to the stream, including fish. "We have even seen the return of eels to the stream as a result of the restoration." Rewi said the donation recently received from WWF-New Zealand's Habitat Protection Fund will go toward clearing willow trees from the area and planting native vegetation along the stream flowing behind the marae.

<sup>1</sup> From WWF's study, 'Not Just Trees in the Ground' [http://assets.wwf.org.nz/downloads/wwfnz\\_not\\_just\\_trees\\_in\\_the\\_ground.pdf](http://assets.wwf.org.nz/downloads/wwfnz_not_just_trees_in_the_ground.pdf)

# Saving species

## Protecting our endangered dolphins

New Zealand's coastal waters and oceans are home to a stunning array of wildlife – including the world's smallest and rarest marine dolphins. Yet **Hector's and Maui's dolphins are threatened with extinction**, in large part due to dangerous fishing practices in their coastal habitats.

Set net and trawl fishing are threatening the survival of Hector's dolphin and the critically endangered sub-species, Maui's dolphin, as the animals cannot detect the fine mesh of set nets and quickly become entangled and drown.

Dolphin numbers have plummeted since the 1970s when the use of nylon fishing nets became widespread: Hector's dolphin numbers declined by three-quarters to an estimated 7,270, and Maui's numbers declined by around 90 per cent with just 111 individuals surviving today.

In the face of this **national conservation emergency** WWF has long campaigned with others to halt the decline of the dolphins - and in recent years we celebrated one of the biggest conservation wins for the species. A range of protective measures were introduced in 2008, including increasing restrictions on set net and trawl fishing along the west coast of the North Island – critical Maui's dolphin habitat.

However after a legal appeal from a small group of fishers, the government is this year reviewing some aspects of the restrictions - a move that has been heavily criticised by conservationists and scientists alike. WWF has continued to campaign for the **legal protection needed** to ensure the survival and recovery of these very rare dolphins.

In addition to working with the government and the fishing industry to ensure they act to halt dolphin deaths, we also support and work with local communities and individuals around the country who care deeply about protecting these dolphins.

Earlier this year, fifteen year old Christchurch student Aescleah Hawkins literally stepped forward to help the dolphins. After hearing about the plight of Hector's and Maui's dolphins, she organised a 42 kilometre sponsored walk from Lyttelton to Akaroa on Banks Peninsula. Twelve walkers completed the three day **Walk for Hector's**, to raise vital funds for WWF's campaign to Stop Their Extinction and to inspire the public to take responsibility to protect these dolphins.



"We are very heartened by the level of ownership Kiwis are showing by taking action to protect Hector's and Maui's dolphins. Community groups are really leading the charge, whether it is by walking to raise awareness and funds, to declaring their communities 'set-net free', everyone can make a difference at a local level to protect our national treasure. Doing this will help to ensure that these dolphins no longer die needlessly in fishing nets and give them a fighting chance of survival and recovery."

Rebecca Bird, WWF-New Zealand's Marine Programme Manager

# Auckland Marine Matters

School kids discover what lies beneath the waves

New Zealand's native forests are widely recognised as national treasure troves brimming with unique trees, plants, birds and other animals. However our marine environment is less well known. Incredibly, 80 per cent of New Zealand's plant and animal life is found in our seas - largely hidden from view beneath the waves.

WWF is working to increase knowledge of, and respect for, this underwater world. In partnership with the **Experiencing Marine Reserves** programme we are helping Auckland school children better understand this important natural resource.



© Churchill Park School

Children aged 11 and 12 from Churchill Park School in Glendowie donned snorkelling masks to get up close and personal with the plants and animals that live in their local, unprotected marine environment. They were then given the opportunity to compare the underwater world they experienced with that of a fully-protected marine reserve.

The students investigated nearby Karaka Bay – a gem of a beach accessible only by a walking track, and the site where members of Ngati Paoa signed the Treaty of Waitangi in 1840. It was the first time some of the students had experienced snorkelling. After this, they traveled north to New Zealand's oldest marine reserve at Goat Island in Leigh.

The difference between Karaka Bay and Goat Island Marine Reserve gave the children a new understanding of previously unseen threats to their local sealife, such as pollution, run-off and overfishing. They also witnessed the impact that removing large predators, such as large snapper and crayfish, has had on our rocky reefs. Kina (or sea urchin) numbers have consequently risen and mown down kelp forests. Kelp forests provide food and shelter for a rich number of species, without it, biodiversity plummets.

WWF-New Zealand's Auckland Marine Matters Programme Leader Victoria Travers says: "The natural world can be the best classroom and this is one lesson in biodiversity that children do not easily forget. Experiencing Marine Reserves really inspires young **New Zealanders to take action** to protect our precious marine environments for the future."

A parent who accompanied their daughter to Karaka Bay describes it as a "wonderful experience": "We learnt so much and now have a new appreciation for the beauty and importance of marine environments. We also better understand the need to actively improve our marine environments. We both feel privileged to have had the experience."

# Smart fishing

Kiwi inspired innovation to save seabirds

A new invention designed to save thousands of albatrosses and other seabirds from dying accidentally on longlines each year has been hailed as the 'brainchild' of New Zealand fisher Dave Kellian. The underwater hook won first prize in WWF's international **Smart Gear Competition**, after it was developed by Australian-based researchers.

The competition seeks real-world solutions that allow fishermen to fish 'smarter' – using better gear to target their intended catch while greatly reducing the vast quantities of fish and other creatures caught unintentionally as 'bycatch' or wasted.

The **underwater baited hook** allows longline vessels to set hooks below the ocean's surface, out of reach of seabirds. Designed for use on coastal tuna and swordfish vessels worldwide, the invention aims to bring an end to the accidental death of seabirds including albatrosses, petrels and shearwaters, which are sometimes killed when they attempt to seize bait attached to longline hooks.

"Competitions like Smart Gear are crucial to stimulate and showcase new technologies to reduce this threat," says Rebecca Bird, WWF-New Zealand Marine Programme Manager.

"From New Zealand beginnings, a simple prototype has been turned into an effective device that could help save thousands of seabirds, including albatrosses. We are proud to support science-based, practical innovations that are helping to solve some of the world's most pressing environmental problems."



© Wild Press / WWF

Chatham albatross. New Zealand is regarded as a hot-spot for albatrosses globally.

# Climate change

## Children's lanterns shine spotlight on need for action

In the last year, climate change has dominated the world's headlines like never before as the need for action becomes more urgent. In the run-up to the Copenhagen summit, WWF worked tirelessly to get policymakers, industry and the public to tackle the greatest threat our world has faced.

In New Zealand, thousands of school children took part in WWF's Project Lantern, joining young people from across the globe in asking world leaders to protect the planet. Children made paper lanterns decorated with pictures and words expressing their personal reason for 'voting' for Earth and calling for action against climate change. Nearly 3,000 lanterns from across the country were displayed in an eye-catching globe shaped 'ballot-box' in Wellington's Te Papa, sending a strong message to politicians and the public before the Copenhagen meeting.

Though Copenhagen failed to deliver the decisive progress we hoped for, we will keep up the pressure on world leaders until they agree to the fair, ambitious and legally-binding deal the world needs.



Pupils from Thorndon School, Wellington display their lanterns in Te Papa. Messages of hope from around NZ were sent to Copenhagen. Nicola Vincent, 10, Nelson wrote "I vote Earth because without the earth we wouldn't exist"

# Earth Hour

1.25 million Kiwis joined global climate action



© Langham / Sav Schulman

Earth Hour 2010 is marked with a candle-lit vigil at the Langham Hotel, Auckland

On Saturday 27 March, a group of young people made a procession up Mount Victoria in Devonport where, to the backdrop of drumming and jazz, they watched the lights go off across Auckland's CBD while celebrating this special moment in history.

Their upbeat event was just one of the many diverse and creative ways that New Zealanders of all ages embraced Earth Hour - joining hundreds of millions of people across the globe in demanding action on climate change.

More than four out of ten adults, or an **incredible 1.25 million Kiwis**, took part in Earth Hour this year, Colmar Brunton research revealed. Lee Barry, WWF-New Zealand's Earth Hour Coordinator, says that the high level of participation "clearly demonstrates that New Zealanders care about climate change, and are prepared to take personal action to get the message across".

It wasn't just individuals, households and communities getting involved. Public figures from sports heroes to TV personalities backed the event. Forty-seven councils participated, along with a host of businesses large and small. Iconic landmarks across the country including the Sky Tower, Beehive and Te Puke's giant Kiwi fruit were plunged into darkness for one hour, as New Zealand - the first country to take part - set in motion a wave of hope and action that swept around the globe.

More than 1500 famous landmarks worldwide switched off to show their support, including Paris's Eiffel Tower, Victoria Falls in Zimbabwe and Beijing's Forbidden City. A record 128 countries and territories joined the celebration for a climate-friendly future.

Earth Hour 2010 was the **world's largest ever global climate change initiative** and showed a world united. As Earth Hour Ambassador and former Prime Minister Helen Clark observed, Earth Hour's message is "simple but powerful. Our individual actions may be small, but together we can make a difference." We are proud to be part of this truly local and global movement for change.

# Our donors

Financing the planet's future

Thanks to people like you, WWF-New Zealand is growing. Over 70 per cent of our income comes through donations from individuals - essential support that helps us build stronger partnerships and mobilise more resources as we work to address the most significant environmental challenges our country, and planet, face.

We couldn't achieve a fraction of what we do without the loyalty, generosity and personal involvement of our donors - giving what they can to support our work.

## Why I give

A WWF-New Zealand supporter's story.

Auckland health worker Fleur Bolton has been a valued supporter of WWF-New Zealand since 1996. A regular zoo visitor, Fleur gave her first donation to WWF upon realising that "the world was in real danger of losing some of its most precious species" and a strong belief that "we all have a responsibility to take action".

"I was appalled when I found out that there were only 111 Maui's dolphins left," recounts Fleur. "WWF does a great job to keep this issue in the public eye, though sadly not everyone is getting the message and we need to keep fighting to save these animals."

And helping WWF save the planet need not cost the earth. Fleur started out donating what she could afford saying "even the price of a cup of coffee helps".

Over the past fourteen years she has increased her donations as her income has risen, and says that setting up regular Automatic Payments means she never has a chance to miss the money.

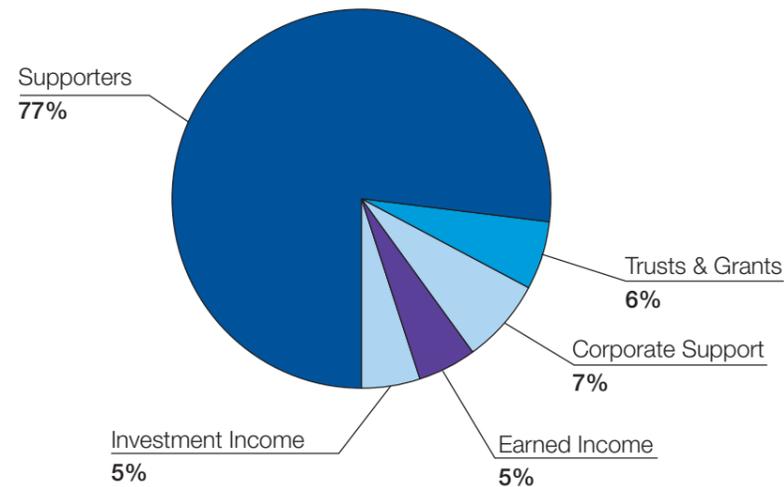
Fleur says: "For me, this type of giving is an effortless way I can do my bit. I'm grateful that there are organisations such as WWF that work to protect the planet on my behalf.

"I trust WWF to use my money wisely to care for and preserve this wonderful world we live in. I'm sure it must seem like an uphill battle a lot of the time, but I know that every bit of energy spent trying to look after our wildlife and environment is worth it."

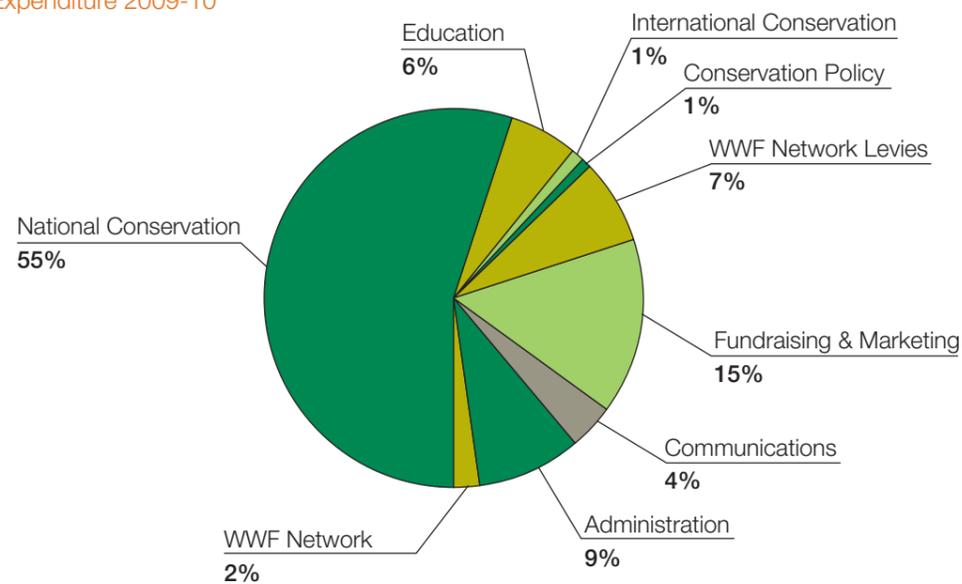
# Financial summary

Summary of Financial Year ending 30 June 2010

## Where the money comes from Income 2009-10



## Where the money goes Expenditure 2009-10



The information in this report has been summarised from the annual accounts of WWF-New Zealand for the year ending 30 June 2010. The full financial statements have been audited by Ernst & Young. Copies of the full report are available on request.

# 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 to help WWF build a better world for people and nature.

### Foundations & Trusts

Hikurangi Foundation  
Purves Environmental Fund  
The ASB Trust  
The Koala Trust  
The Packard Foundation  
The Pew Environment Group  
The Tindall Foundation

### Companies

AMCOR Kiwi Packaging  
Black Cat Group  
Buddle Findlay  
Cafe L'affare  
Carters and Associates  
Clemenger BBDO  
Clutha Ridge  
Colmar Brunton  
Cooper and Company  
Dolphin Blue  
ECAN (Environment Canterbury)  
Environmental Education  
Consultancy  
Ecobob  
Full Stop  
Gemrock Design  
Global Culture  
Go Deep Scuba  
Good Magazine  
Guala Closures  
Herald on Sunday  
Ideas Shop  
Kowtow Clothing  
Logan Brown  
Mobilize Mail  
MoreFM  
NIWA  
Ocean Design  
Olssen's Garden Vineyard  
OMD  
One Girl Creative  
Online Distribution  
Palliser Estate Wines  
Powershop  
Rapid Labels  
Red-i Offset Press Solutions

Remarkable Vets  
RGB designers, Christchurch  
Saatchi & Saatchi  
Spicers Paper  
Starfish  
The Dominion Post  
The Langham, Auckland  
Thinkbox  
Totally Wired  
Toyota New Zealand Ltd  
TradeMe  
Travelex  
Tuatara Tours  
TV3  
Vinotech Contracting Ltd  
VinPro  
Westegg  
Whalewatch Kaikoura  
WHO Weekly

### Organisations and groups

Akaroa Area School  
Department Of Conservation  
Kidsfirst Kindergarten  
Heart of the City, Auckland  
SuRe at Massey University  
Museum of New Zealand,  
Te Papa Tongarewa

### Individuals

Eileen Arnett  
Lyn Bachop  
Brian Betts  
Paul Bingham  
Shelly Biswell  
Louis Brown  
Sioux Campbell  
Wallace Chapman  
Monica Clark  
Prue Clark  
Phil Claude  
Jane Demeter  
Ray Dennison  
Ricky Douglas  
Laurie Foon  
Nathan Gladstone

Donald Gibson  
Dave Hansford  
Louise Hatton  
Aescleah Hawkins  
Sarah-Jayne Hawkins  
Adrian Hewson  
Kurt Hewson  
Jim Instone  
Tanya Jenkins  
Ruth Killoran  
Andy Kenworthy  
Anne Lewinson  
Matthew Maitland  
Janice Molloy  
Jono More  
Rob Murdoch  
Rod Oram  
Jocelyn Papprell  
Will Rayment  
Vanessa Reed  
Ben Reid  
Claudia Reid  
Rio Rossollini  
Eugenie Sage  
Bill Simpson  
Dr Liz Slooten  
Ella Soryl  
Bernard Steeds  
Llew Summers  
Bon Suter  
Minke Unwin  
Jennie Upton  
Marjorie van Roon  
Kim Westerskov  
Emma Whiteside  
Rick Zwaan

All our volunteers,  
in the office and field.



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