

SAFE IN ACTION!

SAFE continues to extend the circle of compassion through its dedicated team of volunteers, staff, activists and members. SAFE's outreach and promotional programmes have had an added boost with the recruitment of new personnel, not to mention the relocation of the Auckland SAFE office. Here's a low down on SAFE's high points!

PROMOTIONS

SAFE takes to K'Road!

The SAFE office in Auckland has moved to Karangahape Road! Nestled in the heart of Auckland central city, SAFE is now situated in St Kevins Arcade, an ornate and authentic arcade harbouring the infamous Alleluya café, and is surrounded by a diverse range of

retail outlets. 'Planet Species' (shop 23) hosts a modest-sized office and retail outlet (specialising in cruelty-free wares), alongside an educational resource centre. SAFE's newly appointed Auckland Manager, Deirdre Sims, says, "Planet Species is a huge step forward for SAFE. I see it as the tangible form of the Caring Consumer

Shopping Guide! We have an excellent range of cruelty-free toiletries and household products, as well as lots of lovely vegan chocolates! We also stock the latest, very cool SAFE t-shirts and have a diverse selection of Vegan Wares products, such as cruelty-free shoes, belts and wallets." Planet Species is open from 10am week days.

Advertising

Magazine advertisements, billboards and street posters have been some of the various ways SAFE has taken the message to the public. Keep an eye out for exciting ideas for the coming months.

EXPOSING



STALLS

Upfront and personal!

The Big Day Out, Grey Lynn Festival, Mind, Body and Soul festivals, the Festival of Opportunities and Canterbury market days — you name it, SAFE has had a stall at it! Not to mention its regular stalls in city malls nationwide.

SAFE at Moby stall

The 'coolest' of stall locations had to be in the foyer of the Moby concert at the St James complex in Auckland. Moby, a staunch vegan and environmentalist, also gave permission for SAFE to use one



OUTREACH

Street canvassing

SAFE has mounted a pilot scheme that takes professional SAFE campaigners onto the streets to inform people about what SAFE does within the community and to canvass support on particular campaign issues. Launched in Christchurch during March, the

scheme has received a terrific response from those approached. Four campaign issues are identified along with a brief outline of SAFE's role within New Zealand. People are encouraged to pledge against animal cruelty, thereby agreeing to receive a free info pack in the mail. Leading street canvasser and coordinator David Cowles says it's been marvellous.

"On the streets, we have immediately seen a very positive response to our introduction of SAFE. The public provides a diverse and stimulating environment, and we enjoy this direct form of contact. Every personal approach gives us an opportunity to address the vast suffering of animals and instantly sows a seed for change," says Cowles.



Tauranga gets active

Volunteers protested at the Whirling Brothers Circus with banners such as "Circuses — no fun for the animals". Displays on factory farming and the benefits of a vegetarian lifestyle have been touring festivals.

Auckland's all action

Circus protests, stalls (including one at the Moby concert), displays, fortnightly meetings, animal testing actions in supermarkets — the rapidly expanding Auckland group are going from strength to strength. The group is now based in St Kevins Arcade on K-Road. Check out their selection of animal-friendly merchandise.

Getting busy in Wellington

A stall was recently held on clubs day at Victoria University with the aim of setting up a group on campus. More stalls and displays are planned.



Nelson speaks out

Animal advocates in Nelson recently funded and organised the release of eight Kaimanawa horses to a life of freedom in Golden Bay. The group also objected to the Motueka rodeo and have run several stalls on the cruelty of factory farming.

VOLUNTEERS

Christchurch on the move

A rodeo protest, video projections, weekly demonstrations outside battery hen farm Farmer Browns (resulting in the announcement they intend to close), regular stalls, street canvassing, library displays and fortnightly meetings have made it a pretty busy schedule for the Cantabrian team.

SUPPORT



LOBBYING

Submissions

Extensive hours and resources have been spent thoroughly researching and writing comprehensive submissions used by SAFE to argue for greater legal protection for animals. SAFE owes enormous gratitude to senior researcher Karen Petersen, who has aided in producing submissions opposing

intensive pig farming, battery hens, rodeos, slaughter, broiler meat chickens, glue traps, trapping and electromobilisers. Next up, ... circuses and zoos! Brilliant work, Karen!



of the songs off his latest album to accompany SAFE's new promotional video." SAFE Director Anthony Terry briefly met with Moby before his show. "Moby spoke positively about SAFE and was most appreciative of the surprise vegan hamper we delivered to his hotel room as a welcoming gift for being such an ambassador for the animals," says Terry.



Chris P. Carrot in NZ

SAFE and international animal rights organisation People for the Ethical Treatment of Animals (PETA) united outside an Auckland intermediate school accompanied by Chris P. Carrot, with his message "Eat your veggies, not your friends!" SAFE was delighted to assist PETA's novelty demonstration as part of a global campaign promoting veganism on every continent.

SAFE forging allies in UK

SAFE met with Compassion in World Farming (CIWF) International Development Director, Janice Cox, and Australian representative, Carole de Fraga, in Christchurch recently. During their Australasian visit the CIWF representatives discussed current campaigns and proposals to forge a greater international alliance with SAFE.

THERE WILL BE NO JUSTICE AS LONG AS MAN WILL STAND WITH A KNIFE OR WITH A GUN AND DESTROY THOSE WHO ARE WEAKER THAN HE IS.
ISAAC BASHEVIS SINGER (AUTHOR, NOBEL 1978)

NATIONAL

SAFE Christchurch: Rachel Sheldon, safe@chch.planet.co.nz
SAFE Auckland: Lisa Shalom, safe.ak@ihug.co.nz

REGIONAL

Russell - Gill Jackson, paws.for.thought@xtra.co.nz
Auckland - Deirdre Sims, deirdredavinasims@hotmail.com
Hamilton - Adrienne Corfe, gilcor@thenet.net.nz
Wellington - Joanne Wakelin, rjshobak@macrocom.co.nz
Nelson - Karen Howieson, karenhowiesonnott@paradise.co.nz
Christchurch - Philip Armstrong, philip.armstrong@engl.canterbury.ac.nz
Invercargill - Brendan Woodford-Robinson, woody_@ihug.co.nz

CONTACTS



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