



OXFAM

Aotearoa

IMPACT

REPORT 2024

OUR VALUES

MANAAKI/CONNECTEDNESS

We link up, between, across and most importantly, with.
We reach out respectfully, authentically, and with reciprocity.
We engage, we care, and we use knowledge drawn from diverse thinking.
We strengthen solidarity through inclusion.

MĀIA/COURAGE

We choose courage over comfort.
We challenge ourselves and others.
We hold ourselves and others to account.
We ask brave questions and make bold decisions.

TIKA/JUSTICE

We recognise everyone's equal value and fight for their rights.
We promote what's fair and right.
We challenge those in power alongside those who feel they are powerless.
We strive for power-sharing in all we do.



Photo: Nana Kofi/Oxfam

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Oxfam is a worldwide development organisation that mobilises the power of people against injustice. At Oxfam Aotearoa, our work challenges the underlying causes of poverty and injustice through long-term development programs, advocacy work and emergency relief.

OUR VISION & MISSION

TE PAE TAWHITI, OUR VISION:

We believe in a just, inclusive, and sustainable world for everyone, now and for future generations.

TE WHĀINGA, OUR MISSION:

Together with you, we challenge and transform the systems that drive injustice: climate breakdown, women's inequality, and unfair economies.

TE TIKANGA, HOW WE BEHAVE AND APPLY TE KAUPAPA:

We understand that how we behave is as important as the issues we work on.



Photo: Rachel Schaevitz/Oxfam

WHAT WE DO

RESPOND TO EMERGENCIES



Helping local partners to be better prepared allows us to respond efficiently to people affected by recurrent disasters exacerbated by climate change and to humanitarian crises such as conflicts and violence.

REMOVE BARRIERS TO ESCAPING POVERTY



Our long-term relationships with local partners expand their voices and support their communities to address the root causes of poverty and work to change the systems that keep families poor.

EXPOSE AND CHANGE UNJUST LAWS & IDEAS



Our work holds powerful people in governments and corporations to account, so they make decisions that prevent and reduce poverty and discrimination to ensure joyful abundance for all.

FOCUS AREAS



ECONOMIC JUSTICE



We help create an economy that puts people and the planet at the centre. We work to hold powerful people to account, and to transform our global economic system so that everybody can flourish on a healthy planet.



GENDER JUSTICE



We work for a world where people of all genders can realise their human rights and live free from violence. We work to transform harmful gender norms and achieve women's equal participation in political processes. We push for women to be able to own land and businesses, and to get the resources they need to live dignified lives.



CLIMATE JUSTICE



We act to change the course of the climate crisis, especially for those who have done the least to cause it. We pressure people in governments and corporations to stop harmful practices and instead invest in sustainable solutions. We learn with others about ways to build resilience and adapt in the face of changing environmental conditions.

INTRODUCTION



Welcome to the 2024 Impact Report for Oxfam Aotearoa. It is our privilege to offer some words of introduction on behalf of both Management and the Board.

It would be remiss of us not to start without leaning into the reality of

what a difficult year it was for Oxfam. In years prior, public fundraising revenue had been in decline at the same time as the cost of running the organisation had been increasing. The Board was faced with a challenging decision in approving a \$1.3 million deficit budget for FY2024. In doing so, it was clear that the operating model was going to need to be reviewed.

The scale of corrective action required became clear as we moved through the first half of the financial year. Forecast modelling needed to see Oxfam landing as close as possible to the approved budget deficit, while also getting us to a position of building a breakeven budget for FY2025. At the end of December, we ultimately reduced our workforce by 57%.

Organisational change is never easy, and certainly not at this scale. The way in which the Oxfam team engaged throughout with professionalism and grace is testament to who they are not only as professionals, but as humans. We are deeply grateful for their ability to lift above themselves to put Oxfam and our work ahead of their own interests. While the resize has not solved all our challenges, we have now embarked on an exciting phase of work to rethink Oxfam Aotearoa and ensure its sustainability into the future.

While we necessarily looked inward for the reasons outlined above, the team and our partners continued to have impressive impact because of their efforts. Our livelihoods programme in Laos, which had already reached more than 11,000 vulnerable people with cash and livelihoods support, was extended and expanded thanks to \$2 million from New Zealand's Ministry of Foreign Affairs and Trade that will provide small-scale business capacity building. Our collaboration with

the government also supported a highly participatory programme design for a new Oxfam Aotearoa project called HAMRIIK, which will bring climate smart agricultural techniques to the rural areas of Liquiçá and Oecusse, in Timor-Leste. And on the advocacy front, our What She Makes campaign successfully pressured brands to publicly disclose their supply chains and labour practices, so that we can better track how the workers who make their clothes are paid and treated. We also released a new report detailing how Aotearoa can and should shift away from fossil fuels, which was endorsed by 18 organisations, including unions and environmental NGOs.

It was also a busy year for our Governance group. While supporting Management to work through a series of difficult operational realities, the Board has also kept their eye on the horizon. In the spirit of looking to the future of Oxfam in the region, we hosted a joint meeting of the Boards of Oxfam Aotearoa, Oxfam Australia and Oxfam in the Pacific. The world of international development is rapidly changing, and it remains incumbent on the Board to ensure that we are well placed to meet these changes with clarity and conviction.

With deep appreciation, we wish to acknowledge the work of outgoing Chair Luc Shorter. Luc gave generously of his time and expertise to help ensure that the organisation emerged from FY2024 in a stable position. Other departing Board members included Jan Gregor, George Makapatama and Minnie Baragwanath. We are grateful for their service. The Board continues to rebuild following these departures and is looking forward to the year ahead.

In closing, we wish to thank all those who have contributed to our work over the past year. Our efforts are only possible because of the the unrelenting support of our donors, supporters, volunteers and partners. At this time in global history when the world arguably needs Oxfam more than ever, we look forward to moving forward together. As a movement, we will continue to meet challenges with determination, and we will seize opportunities with open arms.

Thank you in advance for your continued support.

Jason Myers (Executive Director) and **Ngila Bevan** (Board Chair)

OUR STRATEGIC GOALS



1

RELATIONSHIPS

We will continue our journey to become true tāngata tiriti, supporting Māori to achieve tino rangatiratanga and demonstrating Indigenous leadership through our work.



2

SELF-DETERMINATION

The people we work alongside, across the Pacific and beyond, will drive decisions that are made about them, their whānau, communities, countries and regions on climate, gender and economic issues.



3

GOVERNMENT SUPPORT

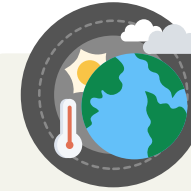
The NZ government will do all it can to support the Pacific and beyond to stop climate destruction, build human economies and improve equality for women/girls and diverse communities.



4

CORPORATE ACTION

Multinational corporations and NZ's private sector will stop climate breakdown and build a human-centred economy.



5

CLIMATE ACTION

Aotearoa New Zealand and its people will drastically reduce climate pollution and be a strong global voice for a 1.5° C planet.



6

ADAPTATION

We will be an adaptable, dynamic and sustainable organisation, with deep and strong relationships founded on our values.

We recognise that change doesn't happen in a silo, or in a straight line. As we work towards these goals, we will also be driving progress on these U.N. Sustainable Development Goals:



ECONOMIC JUSTICE. CLIMATE JUSTICE. GENDER JUSTICE.

Across all of our goals, we see the interconnectedness of how different systems impact on each of these areas of focus.

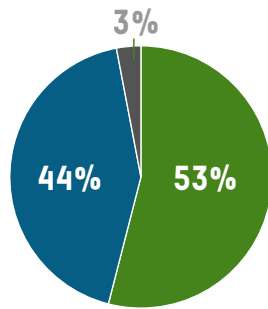
WHERE WE SUPPORTED PROGRAMMES AND CAMPAIGNS

Our development programmes and humanitarian aid reach people in need all across the globe, but our work is concentrated in the Pacific region and Southeast Asia.



Photo: Kishor Sharma/Oxfam

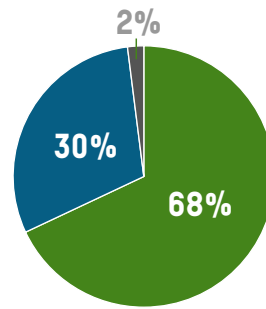
WHAT WE RAISED



FY24

Total revenue: \$7,477,993

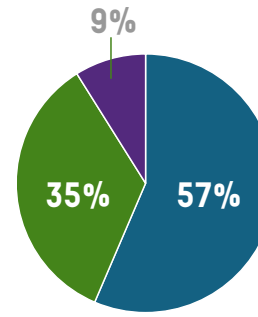
Public Fundraising Institutional & Government Funding Interest Revenue



FY23

Total revenue: \$7,561,214

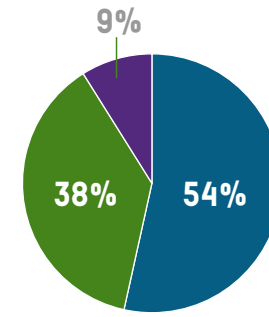
WHAT WE SPENT



FY24

Total expenditure: \$8,527,132

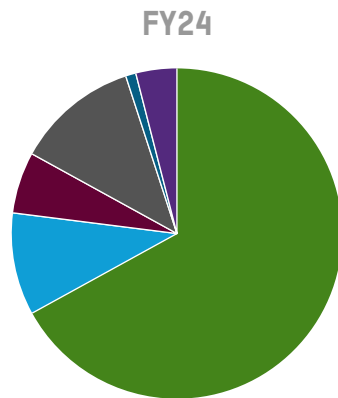
Advocacy, Development Programmes & Humanitarian Responses Fundraising Administration



FY23

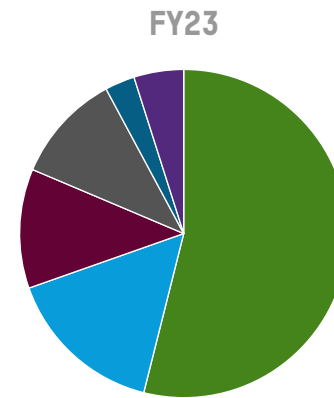
Total expenditure: \$7,729,106

PUBLIC FUNDRAISING



FY24

67% Regular giving
10% Philanthropy
6% Single giving
12% Event fundraising
1% Special Appeal
4% Other



FY23

55% Regular giving
16% Philanthropy
12% Single giving
11% Event fundraising
3% Special Appeal
5% Other



We develop deep and strong relationships to bring our kaupapa to life

WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

► NUMBER OF CIVIL SOCIETY PARTNERS IN THE PACIFIC AND BEYOND THAT OAO WORKS WITH: 21

We worked with several partner organisations across multiple countries including:

- Bangladesh: Rights of Women Welfare Society (RWWS)
- Papua New Guinea: Oxfam in PNG
- Solomon Islands: West 'Are'are Rokotanikeni Association, Solomon Islands Climate Action Network
- Timor-Leste: Rede ba Rai, Core Group Transparency, Juristas Advocasia, Oxfam in Timor-Leste, Youth Parliament Alumni Association, Asosiasaun Chega! Ba Ita, Forum Komunikasaun ba Feto Timor (FOKUPERS)
- Laos: Community Association for Knowledge in Development (CAMKID),

Informal Women Advancement Association (IWAA), Gender Development Association (GDA), Community Health and Inclusion Association (CHIAs), OiLaos

- Tuvalu: Tuvalu Climate Action Network
- Advocacy partners: Climate Action Network Australia, Pacific Islands Climate Action Network, Oxfam in the Pacific, Oxfam Canada, Oxfam Australia

► NUMBER OF ECONOMIC, CLIMATE AND GENDER JUSTICE GROUPS IN AOTEAROA THAT OAO PARTNERS WITH: 23

- We partnered with several justice groups this year including AUT Students' Association, E tū, Climate Justice Taranaki, 350 Aotearoa, ActionStation, Climate Club, Forest and Bird, Greenpeace, & Tax Justice Aotearoa.



Above: Tanya Afu of SICAN representing Solomon Islands at COP28



SICAN REPRESENTS SOLOMON ISLANDS AT COP28

Over the last three years, Oxfam’s Kōtui Programme has strongly supported the growth and development of local partner organisations across Solomon Islands, Tuvalu, and Timor-Leste. An incredible exemplar of this kind of mutually beneficial relationship is Kōtui’s investment in SICAN (Solomon Islands Climate Action Network).

SICAN has developed from a loose affiliation of organisations, with a Board but no staff, into a strong network of climate justice groups united with a common purpose. SICAN’s value both to partner organisations in Solomon Islands, as well as to the SI government is clear. This value was illustrated in 2023 at the UN Climate Change Conference, commonly known as COP28.

The 2023 conference hosted more than 85,000 participants including more than 150 Heads of State and Government. And representing the nation of Solomon Islands in negotiations on climate change and gender was Tanya Afu, coordinator of SICAN.

While always important, COP28 was a particularly critical event in the climate justice space this year because countries reflected on a ‘global stocktake’ which revealed that “progress was too slow across all areas of climate action – from reducing greenhouse gas emissions, to strengthening resilience to a changing climate, to getting the financial and technological support to vulnerable nations.”¹

With a total population of less than a million people, Solomon Islands might be considered too small to make an impact. However, Pacific Island nations are among the countries in the world bearing the brunt of the changes brought on by rising global temperatures, especially rising seas. The World Bank recently noted that, “Solomon Islands, like many Pacific countries,

is vulnerable to both sudden climate shocks like tropical cyclones and flooding, but also more gradual climate-driven changes like sea level rise and saltwater intrusion. These environmental changes often combine with other factors like poverty and health, which can exacerbate inequality, affect peoples’ livelihoods, and drive temporary displacement as well as migration and planned relocation.”²

SICAN stood alongside much bigger, more powerful global leaders, and made sure that the rest of the world heard how our changing climate is impacting those who have contributed the least to the problem.

Kōtui’s strong relationship with and support of SICAN over the past three years has helped the organisation dramatically grow and evolve into the influential leader in the climate change space that it now is.

1. UN Climate Change Conference Dubai, United Arab Emirates, 30 Nov–12 Dec 2023: <https://unfccc.int/cop28>

2. Social Dimensions of Climate Change in Solomon Islands <https://www.worldbank.org/en/country/pacificislands/brief/social-dimensions-of-climate-change-in-solomon-islands>



The people we work with drive the decisions that affect them

WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

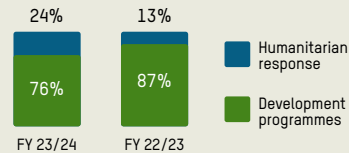
▶ NUMBER OF PEOPLE IN NEED OF HUMANITARIAN ASSISTANCE THAT OAO FUNDS AND TECHNICAL SUPPORT HAVE HELPED REACH: 273,420

- Four humanitarian projects were implemented during 2023-24 including continued work on hygiene and gender protection with Rohingya refugees in Cox's Bazar, delivery of hygiene kits following the dual cyclones in Vanuatu, continued disaster preparedness training in Tonga, and new outreach to vulnerable people impacted by the war in Gaza.
- These projects reached a total of 273,420 people including elderly and people living with disabilities.

▶ NUMBER OF PEOPLE WE HAVE WORKED WITH THROUGH OAO DEVELOPMENT PROGRAMMES: 45,794

- We worked with 7271 people directly, and a further 10,077 people indirectly in Timor-Leste, Papua New Guinea, Tuvalu and Solomon Islands through Kōtui projects
- We worked with 11,098 people through the Essential Cash and Livelihood Support to Vulnerable Communities in Lao PDR programme

DEVELOPMENT PROGRAMME & HUMANITARIAN SPEND





LAND & LIVELIHOODS

Access to land is central to life and resilience in Timor-Leste and across the region. Over 65% of the population of Timor-Leste is involved in some form of agricultural activity.

With the vast majority of the population depending directly on customary land for agricultural livelihoods, and limited social security systems, land is the most important social safety net for Timorese communities, and is central to identity, culture, social cohesion and resilience.

Though gender equality is guaranteed in the Timorese constitution, patriarchal social norms often prevent women from exercising control over the assets on which their livelihoods depend, especially land.

An important aspect of improving women's land rights will be making sure that formal and informal leaders recognise how important it is that women have these rights in the first place. Oxfam's Kōtui Women and Land Project is working on this problem through collaborative research, developing public campaign materials relating to women's land rights, and sharing positive stories about ways in which Timorese customs and customary leaders can protect women's land rights.

This leadership starts with our local partners on the ground, and the communities themselves. Often community practices are what is driving land policy and legislation.

For example, the research team found that in the past, it was not uncommon for land to be distributed equally between women and men.

Oxfam's Essential Cash and Livelihood Support programme provides crucial assistance to communities facing severe economic challenges exacerbated by various factors, including impacts from the pandemic and climate-related disasters.

Through this initiative, Oxfam delivered cash transfers to vulnerable households, enabling them to meet their immediate needs such as food, shelter, and healthcare. Additionally, the program focuses on supporting livelihoods through training in sustainable agricultural practices, vocational skills development, and access to markets. By enhancing economic resilience and empowering communities to manage their own recovery, Oxfam seeks to build long-term stability and reduce vulnerability in Lao PDR.

Chansouk owns a convenience store in his village of Nam Ngow. He lives with a degenerative eye condition that prevents him from working most other jobs, but has built a flourishing business with his wife, Soua, to help support his young family.

Oxfam's livelihoods programme provided him with cash transfers that he used to add support beams and a corrugated tin roof to his shop, so



that it can stay open during the rainy season. He has big plans for further expanding his business by applying for a small community grant through Oxfam's extended programme.

The extended and expanded programme, supported with \$2 million from New Zealand's Ministry of Foreign Affairs and Trade, will include a component delivering cash transfers for inclusive and participatory community projects that will provide small-scale business capacity building, especially to vulnerable communities.



The world watched in horror on October 7, 2023, when extremist militant group Hamas launched a large-scale attack on Israel, resulting in the deaths of approximately 1,200 Israeli civilians.

The assault involved coordinated attacks on various targets, including a music festival near Re'im and border communities, where gunmen killed and kidnapped civilians. This attack was one of the deadliest in Israeli history. In response, the Israeli government launched a massive military operation. These actions have continued in the months since October 7, resulting in a widespread humanitarian crisis across Gaza.

Most of Gaza's civilian population has been displaced, multiple times, under the gravest hostilities imaginable. The Israeli military forced Palestinians from the north into southern Gaza, and into ever smaller so-called 'safe zones' – although it's clear that nowhere in Gaza is safe.

Gaza's healthcare system is in ruins, with health care centres and ambulances destroyed, and most major hospitals unable to operate. Several refugee and IDP camps, including designated 'safe zones,' have been bombed, leading to mass casualties and displacements. Tens of thousands of Palestinian civilians have been killed in this conflict already.

The Israeli military has closed most of the entry and exit points into Gaza, slowing the flow of aid to millions of people in need to a trickle. Gaza's water and sanitation systems are shattered.

The food situation is also catastrophic. Where food is available, prices are skyrocketing so it's unaffordable for people who have extremely limited access to cash. People are lacking the basics needed to survive. They desperately need food, water, sanitation, and appropriate shelter.

Oxfam has mounted a humanitarian response despite unprecedented challenges. Along with partner organisations in Gaza, Oxfam has delivered cash,

GAZA HUMANITARIAN RESPONSE



Top: Destruction of Gaza infrastructure, Photo: Marwan Sawwaf/Oxfam. **Bottom L-R:** Hygiene kit distribution, Photo: Palestinian Environment Friends (PEF); Water Bladders, Photo: Alef Multimedia/Oxfam; Desalination units in use in Rafah, Photo: Alef Multimedia/Oxfam; Hand Washing Station at Al Mawasi Area, Photo: Alef Multimedia- Oxfam

food, and drinking water, and restored water and sanitation services. But it is not nearly enough to meet the needs.

In the first six months of the war, Oxfam successfully delivered more than 14,000 jerry cans and buckets, 3,000 protection kits, over 800 bedpans and commodes, 1,000 bedding kits, 29 tap stands and two pallets of handwashing stations. We are progressively also sending in around 4,500 food kits.

Along with our partners, we have also made cash and voucher distributions into Northern Gaza, distributed dignity kits and mother and baby kits, and provided clean drinking water to more than 44,000 people in Rafah. Despite the extremely difficult operational environment, Oxfam and its partners have reached more than 250,000 individuals with life-saving aid and support in six months. However, a permanent ceasefire is the most important humanitarian intervention that Gaza needs now. We need a ceasefire to stop atrocities being committed, and to end the deadly and destructive cycle of violence.

VANUATU CYCLONE RESPONSE



Two Category Four cyclones hit Vanuatu within 72 hours in March 2023. While Oxfam's partners on the ground were able to respond immediately, staff in the Oxfam Aotearoa office got their own response ready.

Together the Auckland-based team, packed and shipped 196 emergency supply kits for communities in Vanuatu impacted by the severe tropical cyclones. These kits contained essential hygiene items like soap, towels, period products, and toothpaste all packed into a plastic bucket with a lid that can store clean water. These items were shipped to Vanuatu to help families get through the immediate aftermath of the storms.

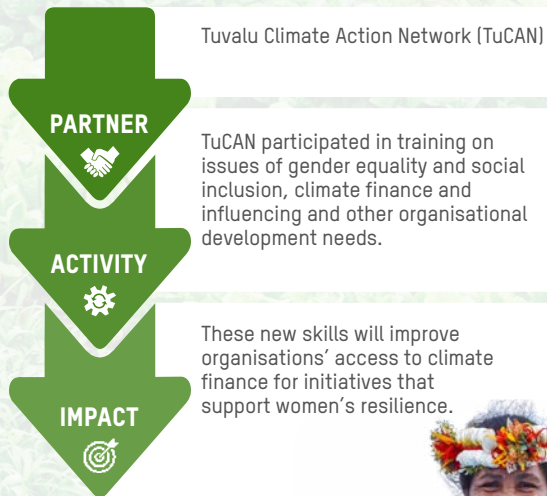


KŌTUI: TUVALU CLIMATE FINANCE PROJECT

Tuvalu

ISSUE:

Women in Tuvalu are not often included in decision-making groups and so climate finance does not always benefit them.



WHY IT MATTERS:

Decision-making around climate finance must be inclusive, equitable, and transparent, so that all people have the power to influence the decisions that impact them.



Photo: Gitty Yee, Oxfam

ESSENTIAL CASH & LIVELIHOOD SUPPORT TO VULNERABLE COMMUNITIES

Lao PDR

ISSUE:

Vulnerable and rural communities suffered from the economic impacts of the Covid-19 pandemic



WHY IT MATTERS:

With a reliable income source, families can make improvements to their homes, send their children to school, and plan for the future.



Photo: Rachel Schaevitz, Oxfam

KŌTUI: CLIMATE FINANCE PROJECT

Timor-Leste

ISSUE:

Women and girls are disproportionately affected by climate breakdown, but don't always benefit equally from climate finance.



WHY IT MATTERS:

For climate finance to provide the most impact, it must get to where it is most needed. For women to access funding, they need to be at the table when the decisions are being made.

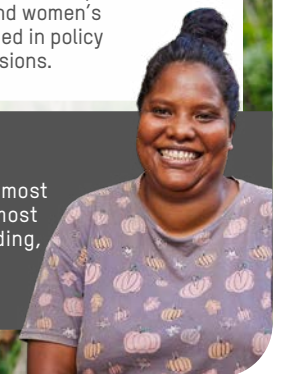


Photo: Keith Parsons, Oxfam

KŌTUI: FLOW PROJECT

Papua New Guinea

ISSUE:

Girls often miss school during their period, so they aren't getting the education they need to escape poverty.

Oxfam in PNG

PARTNER

Construction of dams, piping, gravity-fed water systems, and tap stands in schools, healthcare centres, and hamlets. Menstrual hygiene training in schools continues and expands.

ACTIVITY

Seven more communities have earned their Open Defecation Free certification and installed water systems benefiting over 4,200 people. Girls can manage their periods at school and keep up with their studies.

IMPACT

WHY IT MATTERS:

Regular access to clean water improves health outcomes and allows women and girls more time to earn an income or go to school. With education, girls can get higher wage jobs, advocate for their rights, and move themselves and their families out of poverty.

Photo: Belinda Bradley, Oxfam



KŌTUI: CLIMATE FINANCE & EMPOWERMENT PROJECT

Solomon Islands

ISSUE:

Women in Solomon Islands are not often included in decision-making groups or processes.

West 'Are'are Rokotanikeni Association, Solomon Islands Climate Action Network

PARTNER

Building collaborative relationships with key decision-makers in communities including the houses of chiefs, to enable women's voices to be heard. Continuing financial literacy and savings group work with rural women.

ACTIVITY

Climate finance decision-makers factor in the needs of women, and women's voices are included in policy and finance decisions.

IMPACT

WHY IT MATTERS:

Decision-making around climate finance must be inclusive, equitable, and transparent, so that all people have the power to influence the decisions that impact them.

Photo: Keith Parsons, Oxfam



KŌTUI: WOMEN AND LAND PROJECT

Timor-Leste

ISSUE:

Women's access to land where they live and farm often depends on the support of their husbands or fathers, leaving their livelihoods, identity and resilience at risk.

Rede ba Rai, Juristas Advokasia Asosiasaun Chega!, Ba Ita, Forum Komunikaun be Feto Timor (FOUKUPERS)

PARTNER

Completed research on daughters' inheritance of land, ensured women were included in land consultations and advocated for compensation for people evicted from their homes for government land use.

ACTIVITY

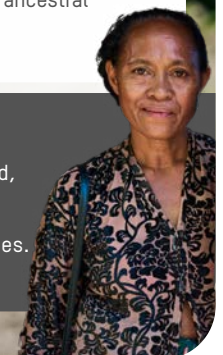
Families who have had to leave their homes are able to rebuild and women are able to inherit their ancestral lands.

IMPACT

WHY IT MATTERS:

With secure access to and control of land, women can build long term livelihood strategies with confidence, building resilience for themselves and their families.

Photo: Keith Parsons, Oxfam





New Zealand government aid supports climate, gender, and economic justice

WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

- ▶ **NUMBER OF PEOPLE WE REACH WITH OUR RESEARCH: 271** unique views of the 5 policy briefings, reports, and research papers that we shared.
- ▶ **NUMBER OF PEOPLE ENGAGING WITH OUR CAMPAIGNS: 1,599** unique views of our campaign pages urging government action on our justice goals.
- ▶ **TOTAL NUMBER OF MEDIA PIECES SPECIFICALLY RELATED TO OUR WORK ON ADVISING, INFLUENCING, AND BRIEFING POLICY MAKERS: 111**
 - Radio NZ, Newstalk ZB, The Spinoff, and Breakfast TV are just some of the outlets that reported on OAo's humanitarian work, advocacy work, reactions and insights.



NZ GOVERNMENT AID SUPPORTS CLIMATE, GENDER, AND ECONOMIC JUSTICE

Oxfam Aotearoa continues to engage with our government to promote the need for climate finance to communities grappling with the impacts of climate change.

NGOs are uniquely positioned to work with communities on climate adaptation, so we were pleased to see the New Zealand Government allocate funding specifically for NGOs as a way of ensuring that funding reaches communities. We were even more pleased to see a requirement for a strong focus on gender and inclusion for initiatives funded through this window.

Part of the climate finance that the New Zealand government approved this year supported a highly participatory programme design for a new Oxfam Aotearoa project called HAMRIIK, which will be based in the rural areas of Liquiçá and Oecusse, in Timor-Leste.

More than 65% of Timorese households rely on agriculture to some extent, the majority engaged in crop cultivation and raising



livestock and poultry on their own land. This makes the population highly vulnerable to climate-induced weather changes and natural disasters, which are expected to lead to reduced yields.

‘Climate smart’ agricultural practices, including methods such as mulching and terracing, are widely used in other parts of the world but are not well-known in Liquiçá and Oecusse. Instead, a traditional ‘slash and burn’ method is frequently used to clear agricultural land, but alongside the risk of uncontrolled forest fires, the practice of slash-and-burn prior to farming has significantly contributed to the depletion of soil nutrients and the loss of forest cover. Large-scale land degradation, when coupled with heavy rainfall, can lead to devastating results. Heavier rains wash away valuable topsoil and can cause landslides from mountainous areas. In short, the traditional practices that farmers in this area have used for generations are no longer helping them grow food, and instead, are making it more difficult, and in some cases, more dangerous.

The New Zealand government’s support of HAMRIIK means that Oxfam is able to provide practical tools, equipment and training to improve communities’ ability to use climate smart agriculture techniques and water conservation practices. Our specialist sustainable agriculture partner PERMATIL will train other partner organisations and communities on conservation agriculture (production and use of organic fertilisers and pesticides, live fencing, etc.), conservation of local seeds, agriculture methods in hilly areas (terracing), water conservation and

management (including rainwater harvesting), and soil conservation. Where equipment that requires maintenance is provided, training will be given on basic maintenance of that equipment. Trainings on crops, techniques and methods will be designed to be inclusive of women and people with some disabilities.

Oxfam is working with four community-based organisations who have ongoing relationships with communities in their areas. People from a number of these communities were consulted during the project design process, and proposed activities and objectives were built around their needs and priorities. This has resulted in a project that has been designed in a truly participatory way, increased local “buy in” from communities who feel that they’ve had a hand in the project’s creation, and a deeper understanding of the barriers women in this area face.

For example, women told us: “We women usually wake up at around 4 or 5 o’clock. We wake up when we hear the sound of the chicken – then start preparing breakfast, clean the house, prepare children to go to school, cooking, etc. from morning until we go to sleep at around 8 or 9 o’clock at night. Especially during rainy season, we do farming and could not rest. Some of us even work until late at night, weaving... We have a lot of work to do at home. If we participate in any activities or meetings, then when we go back home we still have to do the housework. We need some free time in order to participate.” They asked us to involve men in gender equity work also, so that men get a better understanding of why it’s important to share responsibilities.



Private sector reduces climate breakdown and builds a just economy

WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

- ▶ **NUMBER OF MEETINGS WITH A PRIVATE SECTOR ENTITY TO DISCUSS ECONOMIC, GENDER OR CLIMATE JUSTICE: 12**
 - This year we worked with our target brands for the What She Makes campaign: lululemon, H&M, Glassons, Hallenstein Brothers, Macpac, and Kathmandu.
- ▶ **NUMBER OF MEDIA PIECES RELATED TO ECONOMIC JUSTICE: 151**
 - Major outlets like the NZ Herald and RNZ reported on Oxfam's campaigns on domestic tax justice and living wages for women in the garment industry.
- ▶ **NUMBER OF UNIQUE VIEWS OF OUR CAMPAIGN PAGES ON ECONOMIC JUSTICE: 3,221**
- ▶ **NUMBER OF CAMPAIGN ACTIONS TAKEN BY OXFAM SUPPORTERS TO INFLUENCE CORPORATE BEHAVIOUR: 227**
 - Following the launch of the What She Makes campaign we asked our supporters to continue pressuring brands to meet their milestones, including being transparent about where their clothes are made.





WHAT SHE MAKES

Oxfam Aotearoa's What She Makes campaign is a powerful initiative aimed at addressing and transforming the systemic issues of gender inequality and labour exploitation within the global fashion industry.

The campaign focuses on the plight of women who work in garment factories, often under harsh conditions and for meager wages, producing clothes for some of the world's most recognisable brands. By highlighting the stark realities these women face, Oxfam Aotearoa seeks to raise awareness and drive consumer and corporate action towards more equitable and just labour practices.

Central to the What She Makes campaign is the demand for a living wage for all garment workers. A living wage, distinct from the minimum wage, is defined as the amount needed for a worker to meet their basic needs, including housing, food, healthcare, education, and savings. We argue that the current wages paid to garment workers in many countries are insufficient for a dignified life, trapping them in a cycle of poverty. The campaign calls on major fashion brands to commit to paying living wages throughout their supply chains, ensuring that the workers who make their clothes can live decent lives. In New Zealand, we focused our efforts on H&M, Glassons, Hallenstein Bros, lululemon, Kathmandu, and Macpac.



The campaign works with brands to bring about incremental and tangible changes ranging from transparency in supply chains to sound purchasing policies, that eventually facilitate the payment of a living wage to the women who make their clothes.

The brands are rated out of five stars and their ratings are periodically updated on the WSM website, based on their progress in terms of the five main public milestones. This fiscal year, the brands needed to hit a new milestone: disclosing where they source their clothes from. If brands are not transparent about their

sourcing, there is no way for us to know if human rights are being violated. They need to disclose their suppliers, including factory names and addresses, parent companies, number of workers and breakdown by gender, and types of products made. All of the brands we are working with made some progress on this milestone, with some brands, namely H&M, Kathmandu, lululemon, and Macpac, achieving five stars, our highest rating.

This second year of the campaign, we emphasised the need for greater transparency and accountability within the fashion industry. Oxfam Aotearoa advocates for brands to publicly disclose their supply chains and labour practices, enabling consumers to make informed choices about the products they purchase. By putting pressure on companies to be transparent, the campaign aims to create a ripple effect, encouraging more brands to adopt ethical practices and improving conditions for workers on a broader scale.

Through a combination of public awareness efforts, advocacy, and direct engagement with fashion brands, our What She Makes campaign seeks to empower consumers and workers alike. By making the realities of garment workers' lives visible and calling for systemic change, the campaign aspires to foster a more just and equitable fashion industry. This initiative underscores the potential for collective action to bring about meaningful change in global labour practices.



New Zealand reduces climate pollution

WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

- ▶ NUMBER OF CAMPAIGN ACTIONS TAKEN BY OXFAM CAMPAIGNERS FOR CLIMATE JUSTICE: 824
- ▶ NUMBER OF UNIQUE VIEWS OF OUR CAMPAIGN PAGES RELATED TO CLIMATE JUSTICE: 1,553
- ▶ NUMBER OF MEDIA PIECES ON CLIMATE ACTION THAT MENTION OAO OR OUR RESEARCH: 115
 - Almost every major media outlet in New Zealand reported on OAO's advocacy on keeping global warming to 1.5 degrees through our recommendations to government including our collaborative Climate Shift campaign.





URGING OUR LEADERS TO TAKE ACTION AGAINST CLIMATE DESTRUCTION

In the lead-up to New Zealand's 2023 election, Oxfam Aotearoa collaborated with over 40 organisations around the motu to launch Climate Shift, a ten point plan for climate action. Climate Shift intentionally sought to stand with the Pacific and included a focus on two advocacy priorities:

- End new oil, gas and coal exploration and extraction on land and at sea, and commit to the Port Vila Call for a Just Transition to a Fossil Fuel Free Pacific.
- Stand with affected communities in the Pacific by renewing and scaling up our climate finance commitments, with new and additional funding to address loss and damage caused by climate change.

More than 16,000 people across Aotearoa signed on to a pledge supporting the Climate Shift plan. Oxfam Aotearoa supported organisations in communities across the country to share and coordinate their efforts to raise the profile of climate justice issues during the election campaign.

In December, as representatives of New Zealand's newly elected Government joined world leaders at the COP28 climate summit in Dubai, Oxfam Aotearoa launched a major new report: *Closing Time: Why Aotearoa needs a just transition from fossil fuel production now*. The report was endorsed by 18 organisations, including unions and environmental NGOs. *Closing Time* focused attention on the



damaging impact of fossil fuel production for Indigenous Peoples and local communities in Aotearoa and the Pacific, on the frontlines of a climate crisis driven by fossil fuel emissions. The report laid out a detailed and evidenced case for a just transition based on a managed decline of fossil gas, oil and coal production. **By producing *Closing Time*, Oxfam Aotearoa made a significant contribution to framing the fossil fuel debate around climate justice for communities in Aotearoa and the Pacific.**

Both of these efforts supported Oxfam's goal of advocating for climate justice by highlighting the urgent need for New Zealand to take decisive action against climate change. The

campaign and the report emphasise the disproportionate impact of climate breakdown on the most vulnerable communities, both locally and globally. They called for ambitious emissions reductions, greater support for adaptation measures, and policies that prioritise justice. The *Closing Time* report specifically focuses on the critical window for action, stressing that delay will exacerbate inequalities and endanger future generations. With both of these efforts, and many others, Oxfam Aotearoa continues to urge political leaders to commit to immediate and substantial climate action to mitigate the severe consequences already unfolding.



Resilient, dynamic, and sustainable organisation

WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

► FINANCIAL RESILIENCY

- Number of donors who made at least 9 regular gifts within the year:
 - FY24: 6,161
 - FY23: 6,720
8.3% decrease
- Total number of donors:
 - FY24: 14,671
 - FY23: 15,949
8.01% decrease
- Average annual commitment:
 - FY24: \$271
 - FY23: \$316
14.37% decrease

• Total gross donations within the year:

- FY24: \$3,970,470
- FY23: \$5,040,808
21.23% decrease

► SUSTAINABILITY

- Oxfam Aotearoa has continued working to reduce the emissions resulting from its operational activities. By reducing our office footprint by 50%, we have also reduced our energy use. And by encouraging a flexible working policy that only requires staff members to commute to the office two days per week, we continue to reduce emissions resulting from driving to the office.





ADAPTATION CAN BE TOUGH

As outlined in the Leadership and Governance introduction to this Impact Report on page 6, the 2024 financial year was a difficult one for Oxfam Aotearoa.

In December of 2023, we farewelled 57% of our hard working and dedicated people because of significant financial constraints.

More changes were coming. In March 2024, Oxfam Aotearoa hosted its final Trailwalker event in New Plymouth, marking the end of a significant chapter in the organisation's fundraising history. Since its inception in 2006, the Trailwalker event included over 21,000 participants who collectively walked tens of thousands of kilometres through the scenic landscapes of Aotearoa. The 2024 event alone featured 125 teams and raised over \$505,000 NZD, contributing to the more than \$16.5 million raised throughout the event's history. With every step that our Trailwalker teams made on the trail, they made a lasting impact on the lives of countless people around the globe, as their fundraising efforts supported Oxfam's mission to address the root causes of poverty and build a more just and sustainable world.

The decision to conclude the Trailwalker event was driven by several challenges, including rising operational costs and the impacts of recent global events on the fundraising sector. Despite these difficulties, the final event was a celebration of community spirit and dedication. Participants, volunteers, and supporters came together to honour the legacy of the Trailwalker

event, which has been instrumental in funding Oxfam's vital programmes in areas such as clean water access, sanitation, and sustainable livelihoods in regions like Papua New Guinea and Timor-Leste.

The final Trailwalker event not only highlighted the resilience and commitment of its participants but also underscored the importance of community-driven efforts in supporting humanitarian causes. We were so proud to celebrate so many incredible years of support and continue to express our profound gratitude to everyone who contributed to the success of Trailwalker over the years.

Oxfam Aotearoa is committed to remaining both viable in the short term and sustainable in the long term. Regrettably, meeting this commitment has indeed meant some very tough decisions over the past year. What the changes have given us however is the ability to look forward. The December change process meant that a break-even budget could be developed for the 2025 financial year and we have since embarked on an exciting reset of our public fundraising programme. We look forward to sharing the fruits of this labour with you in our next Impact Report. Oxfam Aotearoa remains deeply committed to a world without poverty and inequality and we are far from done yet.



From the bottom of our hearts, we thank everyone who has contributed to our work over the past year.

This incredible impact is only possible because of the the dedication of our donors, supporters, volunteers and partner on the ground. As a movement and an organisation, we will continue to meet challenges standing arm in arm with all of you. Together, we know we can build a more just, inclusive, and sustainable world. THANK YOU!







OXFAM

Aotearoa