



**Animals  
Australia**  
for a *kinder* world

# Annual Report 2020/21

[www.AnimalsAustralia.org](http://www.AnimalsAustralia.org)



# Thank you

Your commitment  
and compassion are  
creating a kinder  
world for all.







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# A year unlike any other

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Glenys Oogjes  
CEO

Together we have been living through an historic event. During the COVID-19 pandemic we have all had to find different ways of working, coping – and helping. It is truly a privilege to have been able to continue to work through this time to enhance the human animal relationship with the support of such committed donors and members.

Thanks to you, our ground-breaking public awareness campaign for farmed animals, featuring our iconic little flying pig, has so far reached millions of Australians with the message of kindness.

Your support underpins the next phase of that campaign which is set to inspire and spark imaginations everywhere with a vision of how the world can be – if we rediscover our power as individuals to create change.

Recent international progress like the EU proposal to ban cages in farming, or New Zealand's decisive move to end all live export by sea, serves to spotlight how Australia's governments and industries are failing to keep up with community expectations for how animals should be treated.

Governments are too slow to change, and vested interests have too much influence. It is clear that the most direct pathway to a kinder world for all lies not

in changing laws or regulations – though this can be important – but through everyday people making conscious, kind choices and harnessing their power in the process.

“While we are physically stationed closer to home due to lockdowns and international travel restrictions, our work still transcends borders.”

While we are physically stationed closer to home due to lockdowns and international travel restrictions, our work still transcends borders. Climate change, COVID-19 and food system reform all require a global approach – so as a founding member of the new peak body World Federation for Animals, we are stepping into a much-needed role of representation at the international level.

Through this year like no other, although we have been kept apart, we are closer than ever. United by compassion for animals and inspired by possibility, we haven't let a pandemic hold us back.

Thank you for your commitment, and your kindness. Together we stand ready to create positive change for animals whatever the future brings.

A handwritten signature in blue ink, which appears to read 'Glenys Oogjes'.



# Empowering the human heart

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Lyn White AM  
Director of Strategy

Recently, Australia's premier current affairs programme, Four Corners, aired their 60th anniversary tribute episode. That it featured two stories based on Animals Australia investigations speaks to the power and significance of our work for animals.

As you know, as a result of your support, we've achieved an unprecedented number of high-profile exposés across Australian media. Many of those exposés created public outrage and resulted in promises of change and regulatory reforms. Yet governments continue to stand by these animal-harming industries.

Analysing why was the focus of a special day for our team earlier this year. During discussions we deepened our understanding as to what is propping up these industries – before considering bold strategies for change.

What our team realised is that freeing animals from suffering is effectively a battle between the mind and the heart. Between an inherited societal belief that decrees we have the right to harm our fellow species to benefit ourselves, and the deep compassion that is felt in our hearts in response to animal suffering.

In recognising that the heart is our greatest ally, empowering its wisdom and compassion has

become our strategic focus this year. We have seen so often that no matter how ingrained it is to see some animals differently, our hearts see only commonalities, and present us with truths that leave us forever changed.

There is no more memorable an example than dear 'Tommy'. It is a decade since I filmed this beautiful black steer trembling as he watched what was unfolding before him in an Indonesian slaughterhouse. 'Tommy', like millions of other animals sent from our shores, was destined to become another statistic in the live export trade.

Instead, in a single moment, he awakened our nation to the experience of animals raised and killed for food. Outdated belief systems were shattered as we recognised our hearts' desire to protect him from harm.

That's why the 'Tommys' of the world fuel our work on your behalf every day.

And that's why we are so excited to be launching 'Join the Evolution' later this year, a campaign created to birth, nurture and inspire a new belief. A belief in us – in human potential – in our power to create a kinder world for all.

I know we can create this world together. After all, what mightier ally could we have than the human heart?

A handwritten signature in blue ink that reads "Lyn White". The script is fluid and cursive, with the first letters of "Lyn" and "White" being capitalized and prominent.



# Our vision

A world where kindness, compassion  
and respect extend to all living beings.





# Our pathway

We illuminate the pathway  
to a kinder world for all.

> For the first 18 months of her life, all Grace knew was the inside of a barren battery cage. But since being rescued, her days are filled with sunshine, fresh air and a flock of friends.





# Our approach

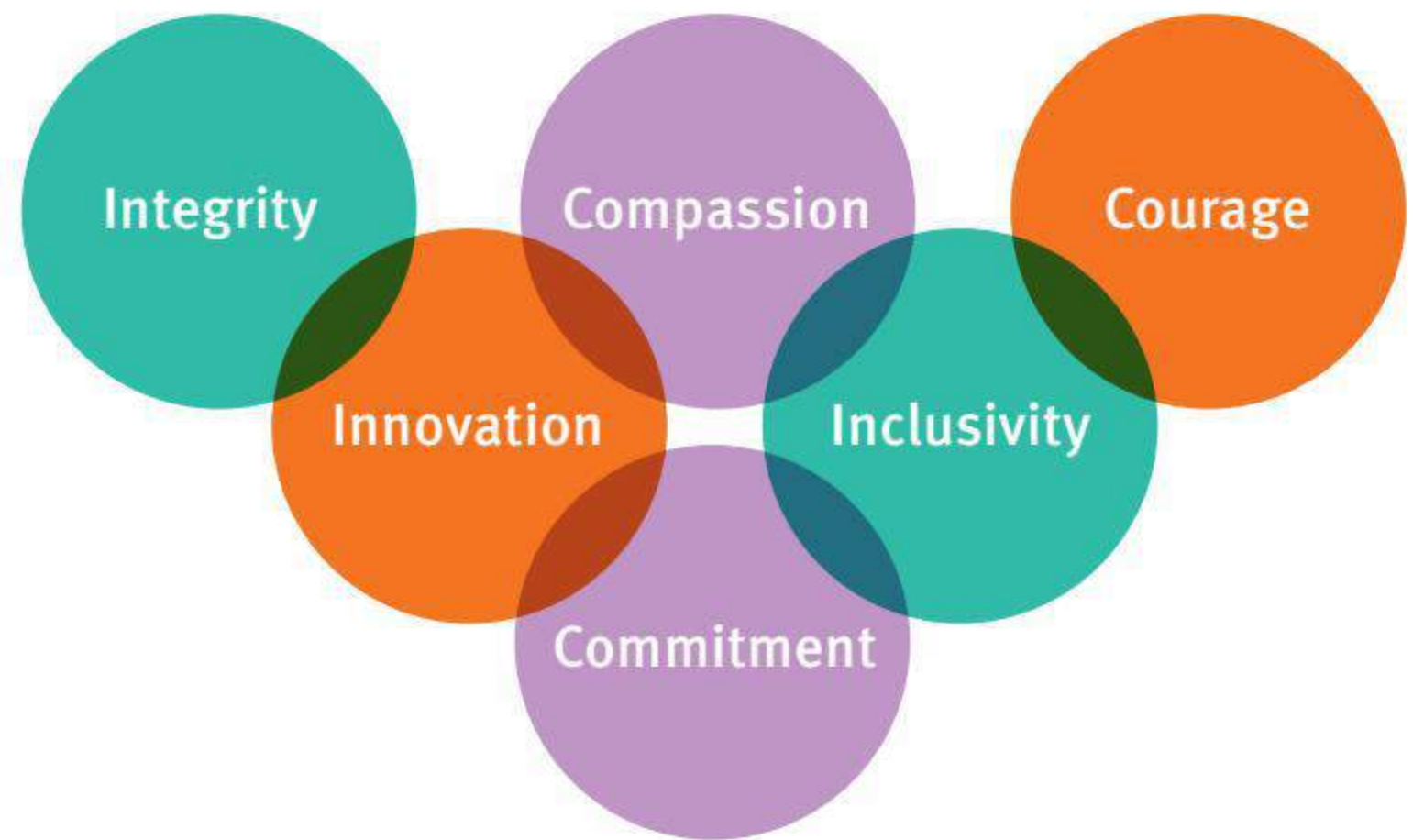
Achieving our vision requires a profound shift in humanity's thinking: how humanity perceives itself, its purpose, our relationship with each other, animals and the natural world, as well as the individual contribution we can make.

We understand that currently, inherited mindsets are primary influencers of human thinking, attitude and choices that result in separation, discrimination and animal suffering.

As a result, we will seek to:

- Ignite an evolution of human thought that will heal the human-animal relationship
- Evoke awe, reverence and respect for nature and our fellow species
- Inspire and empower humanity to live from our highest potential and noblest instincts
- Live our values and vision and embody the change we wish to see in the world.

# Our values





# Our Board

Animals Australia is a charity, registered with the Australian Charities and Not-for-profits Commission. Our Board members offer a valuable suite of professional skills across animal protection, law, governance, finance, strategic planning and advocacy.

For many of us, for the first time over the past year, we have experienced what it means to have some of our freedoms and right to free movement curtailed: a small insight into the daily lives of millions of animals. COVID-19 has given us time to reflect and think about our relationship with the planet, the species we share it with and how we treat them.

Whilst as an organisation we have ourselves faced challenges during the pandemic that you would be familiar with, thanks to your support we have remained steadfastly focused on our work to improve the lives of animals – not only in Australia but through our international work.

This moment of reflection has also provided a unique opportunity to re-imagine a better future for animals. To this end we have built what we believe to be a truly transformational roadmap for our work well into the future, through our new Strategic Framework.

As always, we are so grateful to our wonderful and generous donors and supporters, without whom none of our work would be possible. Sincerest thanks also to our CEO and Director of Strategy, and all our staff. Finally, my appreciation for our Board, who have worked through the challenges of governing Animals Australia this year, mostly remotely and through long days of Zoom meetings – as well as grieving the loss of Helen Marston, a lifetime animal advocate and valued Board member. Thank you.



## Tim Childs, Chair of the Board

Tim works in the not-for-profit human services sector, to support boards with governance and strategic planning, as well as fostering organisational and team development. He has a background in animal welfare, including as the inaugural national animal welfare officer for Humane Society International.





**Lynda Stoner**

Lynda has been a tireless animal advocate since the 1980s when she was President of the Humane Society of Australia and has since led numerous campaigns to champion the plight of exploited animals. She's worked to help animals used for food and clothing, in 'entertainment' like rodeos and circuses, and those hunted for sport. Lynda is currently the CEO of Animal Liberation NSW.



**Mark Pearce**

Mark currently serves as CEO of Volunteering Australia and was previously Principal Consultant at Mandala Advisory. Driven by a strong belief in the power of compassion, Mark applies the expertise gained over his 27-year financial markets career to now provide consultancy services to a number of leading not-for-profits to develop strategic engagement and advocacy proficiency. Mark holds a BSc. Politics and International Relations (Hons) and is currently studying for an MA in Human Rights.



**The Hon. Melissa Parke**

Melissa held the Federal seat of Fremantle from 2007 until her retirement from politics in 2016. Prior to entering politics, Melissa worked as a lawyer for the United Nations in Kosovo, Gaza, Lebanon and New York. As a parliamentarian, she was an active and passionate advocate on social justice and animal welfare issues. Melissa is currently the patron of Native ARC, a wildlife group in WA.



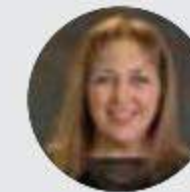
**Lorraine Jokovic**

Lorraine is the CEO and owner of the LOUD Communications Group and has over 30 years' experience in marketing and advertising. She previously worked alongside Animals Australia on the iconic 'Make It Possible' campaign to raise community awareness of factory farming. Lorraine is also a board member of the Communications Council, and has actively engaged in a range of initiatives, including Chairing the Diversity and Inclusion subcommittee.



WITH GRATITUDE:  
**Christine Townend  
OAM**

Our heartfelt thanks go to Christine Townend, who retired from the Board this year with our deepest appreciation. Christine is a leading figure in Australia's animal protection movement, founding Animal Liberation in 1976 and co-founding Animals Australia in 1980. Thank you, Chris, for the foundations you built, and your lifelong commitment to animals.



IN MEMORY:  
**Helen Marston**

This year we lost one of Australia's most dedicated animal advocates. Helen was a valued team member of Animals Australia, later served on our Board, and was CEO of Humane Research Australia for 15 years. The path Helen forged radiated humility, courage, compassion and inspiration. We are grateful to have known her and offer our sincere condolences to her loved ones. ■



# Protecting animals globally

Our worldwide network of compassion is saving the lives of animals across countries and continents. From assisting long-term Australian wildlife bushfire recovery and disaster readiness, to our emergency grants program providing veterinary care and food for 'working' animals suffering during the global pandemic, to speaking out for animals against the horrors of live export and factory farming. Thanks to our generous donors, together we're creating a powerful international movement of kindness. Thank you.



## Live export collaborations & investigations

- Algeria
- Austria
- Belgium
- Croatia
- Czech Republic
- Denmark
- Egypt
- Estonia
- Finland
- France
- Germany
- Greece
- Indonesia
- Ireland
- Israel
- Italy
- Jordan
- Kuwait
- Lebanon
- Libya
- Lithuania
- Morocco
- Namibia
- Netherlands
- New Zealand
- Palestine
- Portugal
- Romania
- Slovakia
- South Africa
- Spain
- Sweden
- UAE
- UK
- Ukraine



### Emergency grants:

- COVID-19 support
- Disaster relief
- Vet treatment
- Feeding programs



### Animals in Indonesia:

- Ending the dog meat trade
- Vet clinics
- Improving pig welfare



### Wildlife:

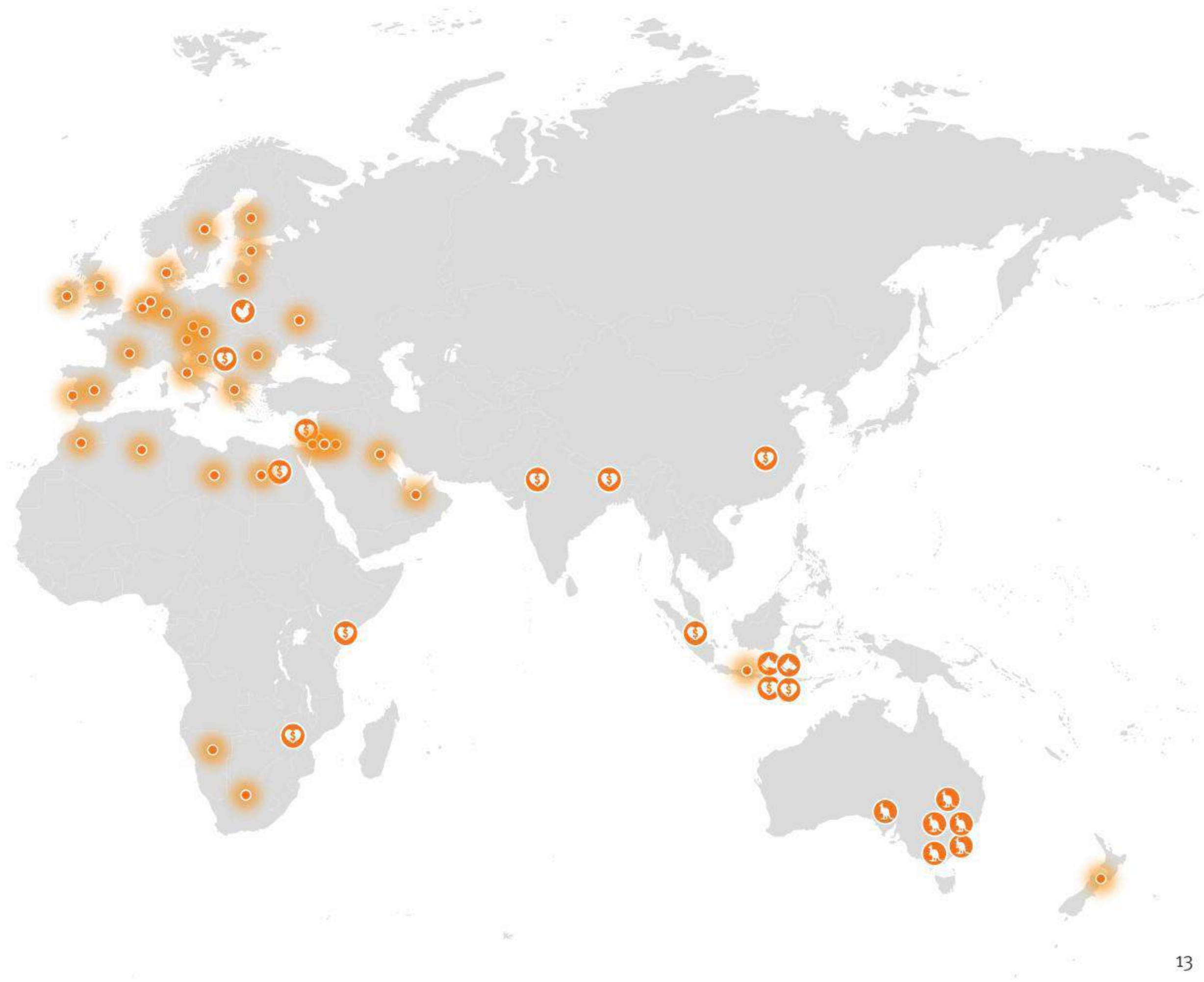
- Bushfire recovery and readiness
- Emergency rescue and treatment



### Caged hen public awareness:

Global coalition through Open Wing Alliance to ban battery cages









## Emergency support for animals in need

The last year brought global challenges, some unprecedented. But compassion for animals never wavered, nor did the generosity of our donors. Whether providing animal ambulances in areas without veterinary support, food for hungry animals when their families couldn't otherwise afford it, or animal protection workshops in regional and remote communities, your support has helped animals where they needed it most.



Our Emergency Grants Program is funding lifesaving work for animals around the world, like Tree of Life for Animals in Rajasthan, India (pictured below and opposite).

As the bushfire recovery period continued in Australia, we set our sights on the animals suffering not only due to the pandemic, but also those in areas affected by disaster.

When we saw animals stranded on empty streets during lockdowns, or rescuers searching rubble in warzones, our despair quickly turned to hope. Our work in this field has proven that amidst even the most harrowing emergency, there are always kind-hearted people helping animals.

Through the year as part of this program, we found them, and thanks to you – we helped them.

Over the last year, our emergency grants directly supported over 20 groups, and helped thousands of individual animals across 10 countries. These grants funded both emergency response initiatives and long-lasting projects for animals.

Our vision for this program will be to continue to support initiatives that showcase 'kindness in action' around the world, through programs that ignite a belief in a higher potential for humanity.







Help in Suffering, India

**Over the last year, our emergency grants directly supported over 20 groups, and helped thousands of individual animals across 10 countries. Your generosity achieved the following:**



Provided food for hungry animals through emergency feeding programs during pandemic lockdowns in India, Nepal and Indonesia.



Funded the rebuild of shelters and wildlife hospitals destroyed by the bushfires in New South Wales and Victoria.



Provided veterinary help for 'working' animals in India, Tanzania and Egypt.



Facilitated animal protection and awareness campaigns in regional schools in Kathmandu, Nepal.



Provided help for illegally trafficked wildlife in Sumatra, Indonesia.



Facilitated training for vets in Wuhan, China.





Helped fuel rescue efforts in Lebanon in the aftermath of the Beirut port explosion, to find and reunite animals with their families.



Tanzania Animal Welfare Society (TAWESO)



Help in Suffering, India



Provided accessible vet treatment through free veterinary clinics for animals in Bali, Indonesia.



Animals Lebanon



Enabled spay-and-neuter programs in India, Nepal and Gaza. ■



Palestinian Animal League

✓ Thanks to our committed supporters, we've helped provide urgent and ongoing veterinary care and food for companion animals, wildlife and 'working' animals alike around the world through our emergency grants program.





## Protecting native wildlife after the fires

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Our work for wildlife has continued well into the bushfire recovery period in Australia. Our representation for animals through government liaison work harnessed the outpouring of care and concern from the global community and helped strengthen the call for this significant emergency response reform. Outcomes of this work aim to ensure that the welfare of our wildlife is elevated to a higher priority in times of disaster.



On the ground, we have been channelling the generosity and kindness of our supporters into helping wildlife well into the future.

Support was provided directly to wildlife carers, whose tireless work has continued long after the worst fires in Australian history were extinguished. We facilitated the rebuilding of shelters and sanctuaries that were destroyed by fires. And this funding will continue to help wildlife on an ongoing basis — through the building of a wildlife vet clinic, the purchase of travelling vet vehicles in New South Wales and Victoria, and a mobile rescue response team in Victoria.

Our Water for Wildlife program distributed over 2000 water stations across the country to fire-affected areas, providing native animals access to water in the aftermath of the bushfires. The program was enthusiastically embraced by dozens of local councils, community groups and wildlife organisations in a heart-warming show of compassion for the survivors of this catastrophic event.



^ 2,000 of our Water for Wildlife stations have been distributed and deployed in fire-ravaged areas to help the wildlife survivors.

> Generous donations will mean that wildlife will have greater access to vet treatment in Victoria and New South Wales, through the donation of our mobile vet triage units. Your support has helped wildlife shelters like Mosswood Wildlife and Possumwood Wildlife to build enclosures and treatment areas to help more animals.



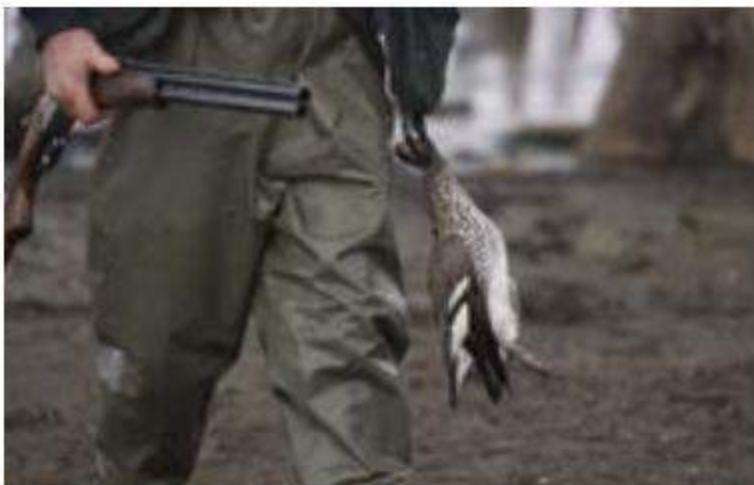


## Defending native waterbirds from shooting

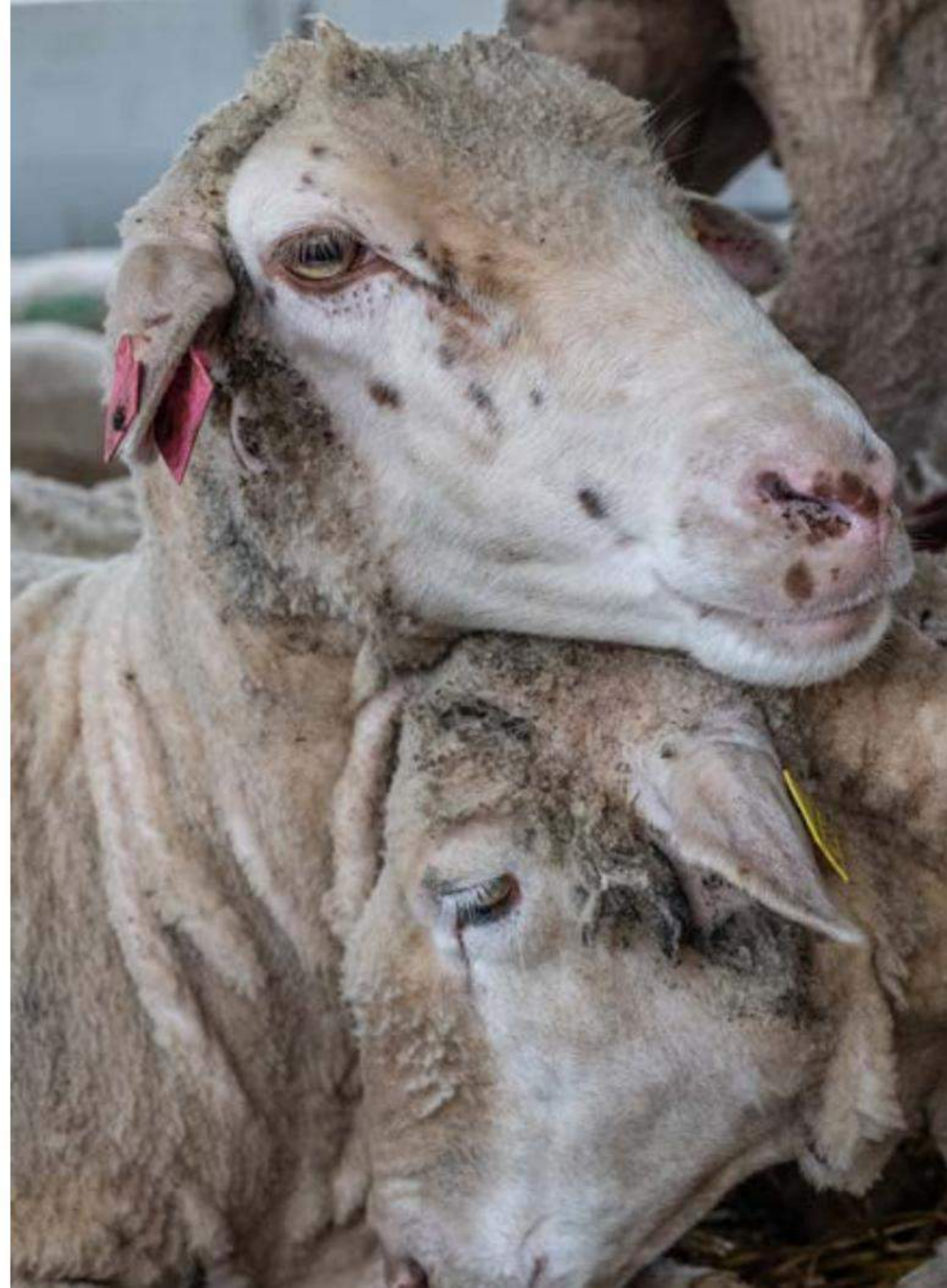
Our efforts to end annual 'recreational' duck shooting seasons continued through the year, and thanks to the commitment of our supporters, we helped keep the protection of our native waterbirds on the political agenda in Victoria, South Australia, and Tasmania.

With investigators deployed to gather evidence of cruel and illegal behaviour, we kept watch over shooting on Victorian wetlands. And our generous donors helped us bring the confronting reality of duck shooting in regional Victoria to social media and television screens across the state, reminding politicians that they have the power to end it.

Your continued support will help us one day see that our waterbirds are protected, not shot and killed in the name of recreation. ■



◀ Without investigators capturing evidence, the suffering of native waterbirds would have gone unseen and unchallenged.





# Live export: perseverance and progress



This year marked the 10-year anniversary of an ABC Four Corners exposé that is credited with fundamentally changing the way we relate to animals.

That Four Corners episode, 'A Bloody Business', revealed the shocking results of our first-ever live export investigation in Indonesia, the images – of Australian cattle in slaughterhouses – which are forever etched into our national psyche.

One such image, of a beautiful black steer – Tommy – who stood trembling as he watched his pen mates slaughtered around him, opened countless hearts.

For many people, coming face to face with Tommy was the first insight they'd ever had into the experience of animals raised and killed for food – their fear, and their clear desire not to be harmed.







People often still share with us how Tommy was the catalyst for change in their lives – from embracing a plant-based diet, to joining our community, to forging a new career to help make the world a kinder place.

Tommy may have been powerless in that moment, but his legacy is a powerful one.

Live export is now more heavily scrutinised, more expensive and fewer Australian animals are being exported.

Since our first investigations in 2003, there has been an 87% drop in the number of sheep exported from Australia annually – that's millions of animals who thanks to your support are not being subjected to this inherently cruel trade.

And it seems fitting that this tenth anniversary coincided with the now-annual ban we won together on shipping sheep from Australia into the Middle Eastern summer – a decision sparing countless gentle sheep the risk of 'cooking alive' on live export ships.



## Representing animals worldwide

The global meat industry sees an animal from Australia as interchangeable with one from South Africa or Romania. But we see them as they are: living, feeling individuals all worthy of protection no matter their country of origin.

Through our global arm, Animals International, this year you've helped us:

- Secure a historic European Parliament Inquiry into live export, during which Members of European Parliament will personally experience our live export investigations
- Achieve widespread media coverage and sustained political pressure when the Queen Hind sank, drowning 14,000 Romanian sheep
- Broadcast major media exposés in France and Portugal, publicly revealing in these countries for the first time the cruel treatment faced by animals exported overseas
- Provide ongoing assistance through legal support and funding to our South African colleagues at NSPCA in their work to protect animals from live export
- Work alongside local advocates to successfully stop live export starting up from Namibia





- Support our colleagues at SAFE for Animals New Zealand to achieve a ban on live export by sea for slaughter.

Our European team has been relentless in advocacy and media engagement this year, succeeding in the introduction of new laws requiring a veterinarian on board all shipments from Romania – the most prolific European country exporting live animals.

We're also putting the final touches on a major public awareness campaign to build on the political momentum in Romania to end the trade for good.

^ Animals International EU Director, Gabriel Paun, speaking to Romanian media about the Queen Hind disaster, in which 14,000 sheep drowned – assisting in historic legal change in Romania.



## Investigations during a global pandemic

Even amidst the challenges and restrictions of COVID-19, this year you helped our brave local investigators work across eight importing countries to gather evidence of cruelty to animals from Australia, Europe and South America that will fuel our collective efforts to end live export globally. ■

^ Exhausted, lying helpless on the scorching road and about to be stuffed alive into a car boot. She is an Australian sheep we found being offered for illegal sale and slaughter in Jordan during the 2020 Festival of Sacrifice. Without the investigations you make possible each year when the Festival occurs, her suffering would have gone undetected.



# Giving farmed animals a powerful voice

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All animals deserve kindness and a life worth living. But for millions of animals each year, this remains but a dream, impacted by practices born in another era.



“With the assistance of some CGI technology, the little winged mascot of our Somewhere campaign took flight across TV screens all around the country.”



It shocks many Australians to learn that farmed animals in our country are largely excluded from the protection of cruelty laws that apply to companion animals like dogs or cats.

Thanks to your support, we have begun to peel back the layers of generational thinking that has deemed some animals worthy of legal protection, and left others – mostly those raised for food – out in the cold.

So, this year, you've not only helped make pigs fly, but sing. With the assistance of some CGI technology, the little winged mascot of our Somewhere campaign took flight across TV screens all around the country. His message of hope inspiring millions of people to explore a new way of living, and thinking.





# Thanks to your support of our work for farmed animals:

Our television commercials have **reached nearly 6 million people** on free to air TV

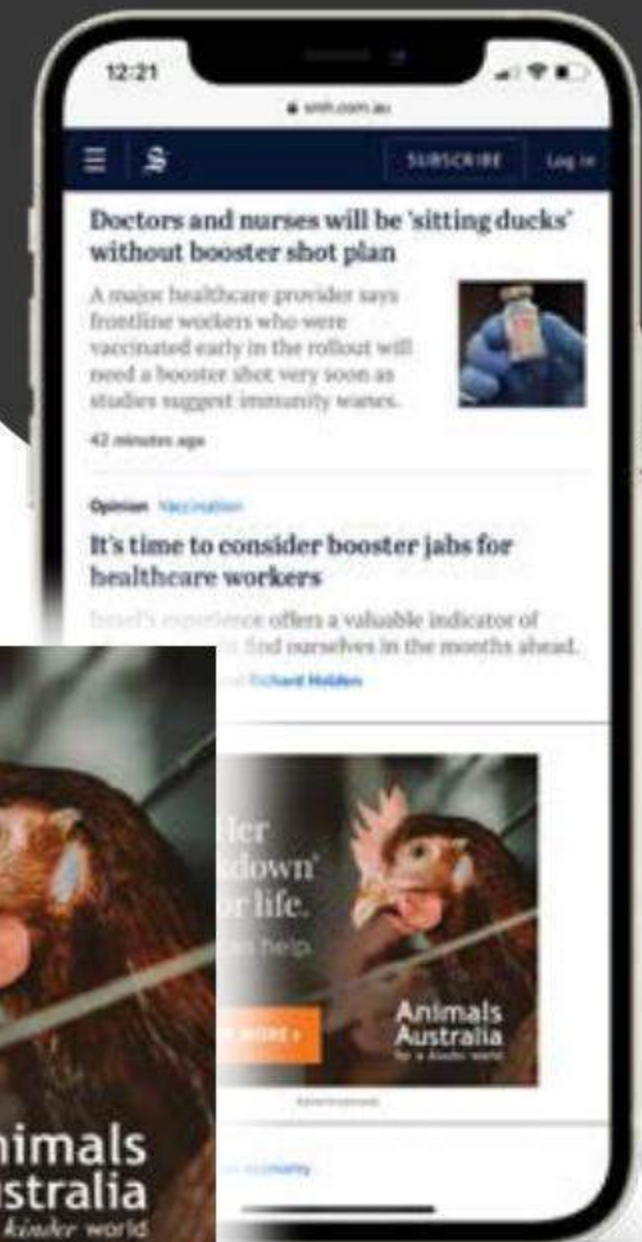


Our TV ads are in **top-rating spots** like 9News, The Project, Sunrise, and State of Origin

Our videos have been **viewed 22 million times across TV and online** (video on demand)



Our online ads are **appearing on top publishers** like 7news.com.au, smh.com.au, news.com.au, buzzfeed.com, yahoo.com





Research over the past year shows that our campaigns are increasing awareness and concern about key issues impacting animals like the gas chamber slaughter of pigs and farmed animals beings subjected to surgical procedures without pain relief. More people also now have an understanding of the miserable lives led by most pigs and chickens farmed for food.

**74%**  
of people

say our campaign has helped them understand that **laws don't protect farmed animals.**

**80%**  
of people

say our campaign has helped them understand that they **as a consumer have a lot of power to change things.**

**78%**  
of people

say our campaign has helped them understand that **food system reform is needed to help animals.**

Reference: Nielsen Consumer Research conducted in June 2021

## Reaching a new audience with video

Over the past year we've deployed a refreshed strategy on a key channel for awareness and behaviour change: the popular video-sharing website YouTube.

We know that to create long-lasting generational change, the message of kindness for all needs to be embraced across demographics. Our new videos are proving highly successful in reaching a largely younger, worldwide and male audience for the first time. ■







## Sharing the power of our food choices

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^ Simon Toohey (of MasterChef fame) is the host of our ratings-winning and 100 percent plant-based cooking show, Freshly Picked.



With consumer demand for animal products underpinning the systems of suffering we are working so hard to free animals from, encouraging people to make conscious, kind food choices continues to be a core pillar of Animals Australia's advocacy.

VegKit.com, our initiative to inspire and empower people to enjoy more plant-based food, saw over half a million new users to the website this year – indicating a strong and growing public interest in plant-rich eating. In response to enthusiastic survey feedback, we're continuously adding to VegKit's 200+ enticing, colourful and delicious plant-based recipes.



### Plant-rich cooking with Freshly Picked

This year we launched Freshly Picked – Australia's first 100 percent plant-based cooking show on free-to-air TV, hosted by MasterChef favourite Simon Toohey. Demonstrating that people are keen to fill their plates with more plants and fewer animals, the series has proven to be such a success that re-runs are airing regularly on TV. New seasons are coming later this year.

Your support has helped us reach hundreds of thousands of new people who are excited to explore a kinder way of eating – kinder for people, for the planet, and most importantly, for the animals. ■







A voice for  
animals behind  
the scenes

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Our investigations and campaign work increasingly reflect the reality that we as individuals are the most powerful change agents for animals. Yet we also know how crucial it is that we have a seat at the table when legal and regulatory decisions are made. If we weren't there, animals would rarely have anyone speaking up for their interests.



Jo-Anne McArthur / We Animals Media

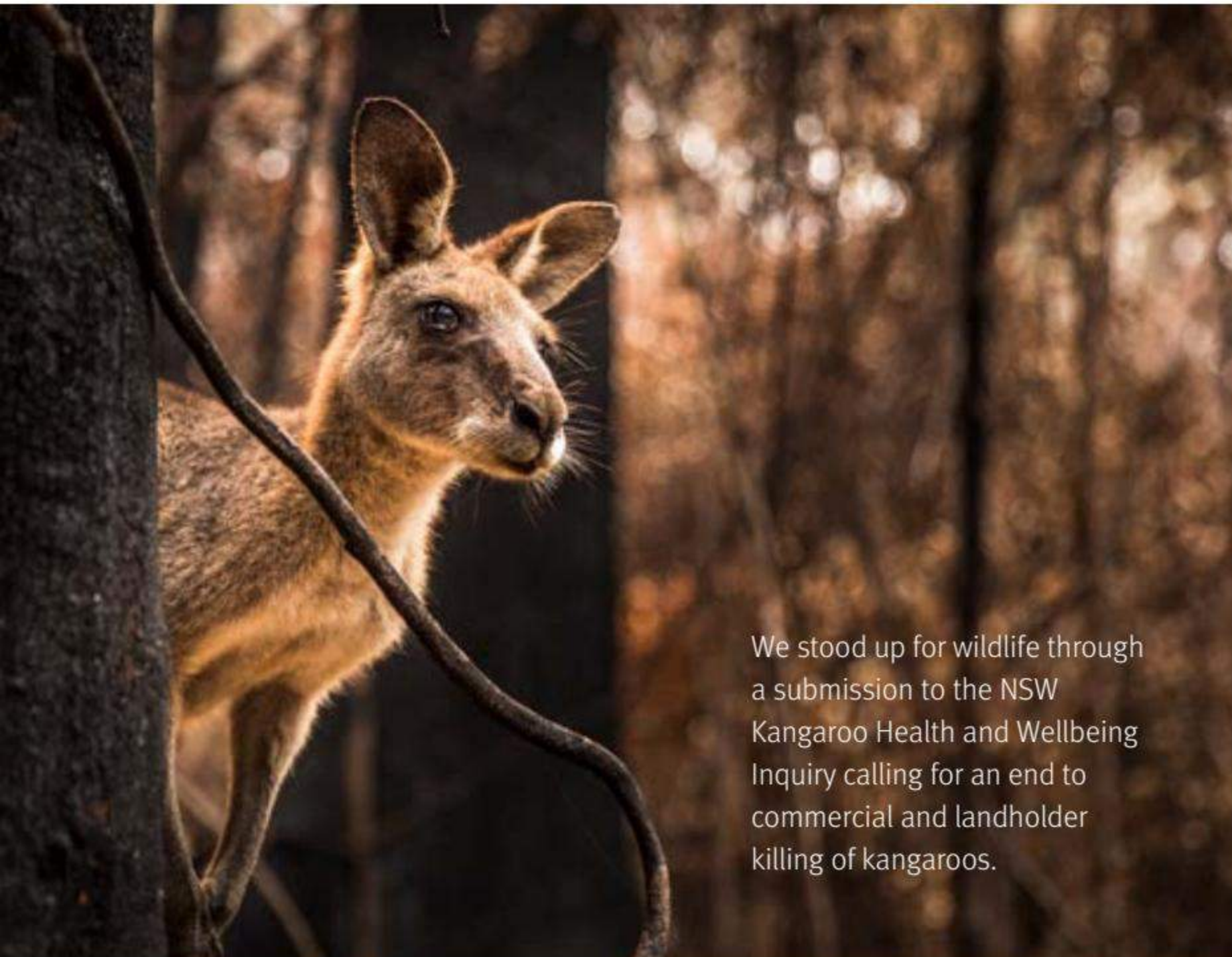
This year, our CEO Glenys Oogjes has represented animals in government processes, as an expert stakeholder on state animal welfare committees and as part of the federal Live Export Animal Welfare Advisory Group. Our evidence captured during the 2020 Festival of Sacrifice resulted in formal complaints against live export companies for breaches in Jordan, Gaza and Indonesia – and we will speak out again following investigations in 2021.

As part of the long-delayed review of the national Poultry Standards and Guidelines, we continued to advocate for caged hens and other farmed birds by providing an extensive further scientific update and submission to the Independent Panel. We're calling for a ban on battery cages for hens and minimising any phase out period on scientific grounds – as well as urging some other basic provision such as surface water for farmed ducks, which is not currently

required despite access to water being an inherent need for waterbirds.

We stood up for wildlife through a submission to the NSW Kangaroo Health and Wellbeing Inquiry calling for an end to commercial and landholder killing of kangaroos. We also provided a detailed submission to the Victorian Wildlife Act review outlining that greater protections are needed for native animals,





We stood up for wildlife through a submission to the NSW Kangaroo Health and Wellbeing Inquiry calling for an end to commercial and landholder killing of kangaroos.

and we ensured that Victorian, Tasmanian and South Australian Ministers understood the suffering caused by duck shooting.

We spoke out against practices within the NSW greyhound racing industry, where dogs are kept in barren environments most hours of the day during 'training', and we highlighted the need for an Independent Office of Animal Welfare during a review of the state's animal-related laws.

In Queensland, we provided feedback on rodeo standards and the first-ever review of the state's animal welfare laws. We also supported hundreds of Queensland residents to make their voices heard in that inquiry, resulting in a record number of community submissions.

In addition, during 2020-21, Animals Australia also provided formal advice on animal issues including:

#### INTERNATIONAL

- Animal welfare considerations of the EU-Australia and the UK-Australia Free Trade Agreements
- Layer hen welfare science for the World Organisation for Animal Health (OIE) Layer Hens Chapter



## AUSTRALIAN

- Southern cattle long haul live shipments review;
- National Land Transport of Horses Standards
- Environment Protection and Biodiversity Conservation Act 1999, opposing a plan to delist humpback whales from the threatened species list
- Thoroughbred (horses) Aftercare Welfare Working Group review

## STATE-BASED

- **VIC:** State animal welfare plan (Prevention of Cruelty to Animals Act major review)
- **NSW:** NSW Parliament Stock Animals Procedures Bill (calling for a mulesing ban); POCTA, Animal Research Act, Exhibited Animals Act review Upper House Inquiries – circus animals and cetacea (dolphins and whales)
- **SA:** Parliamentary Inquiry into the use of bow and arrows for hunting
- **WA:** Animal Welfare Regulations review. ■





Compassion for  
animals knows  
no borders

A white dog, possibly a Weimaraner, stands on the edge of a dark, rocky cliff. The dog is facing away from the camera, looking out over a vast, scenic landscape. In the foreground, there is a dense forest of green trees. Beyond the forest, a large body of water, likely a lake, stretches across the middle ground. In the background, a range of mountains is visible under a clear, light blue sky. The overall atmosphere is peaceful and expansive.



Wherever animals are in the world, we know they share the same capacity to suffer, and to experience joy. They are sentient and need respect and protection. Thankfully, the power of human compassion also reaches hearts worldwide. In recent years, thanks to our donors, Animals Australia's influence for animals has reached far beyond our own country.



Through our global arm, Animals International, your support is allowing world-leading advocates to create change for millions of animals around the globe.

In Europe, our local team is capturing media interest, lobbying governments and achieving wins like a seat at the European Parliamentary Inquiry into live export.

Closer to home, our team of advocates and veterinarians on the ground in Bali is collaborating with universities and government authorities, funding and providing much-needed direct animal care, and successfully monitoring closures of illegal dog meat outlets to ensure the ongoing protection of Bali's iconic indigenous dogs.

### Our Animals International team in Bali continues to:

- Work to end the dog meat trade and prevent new outlets from opening
- Fund and support Bali Animal Defenders – an Indonesian registered charity helping to grow animal welfare advocacy across Indonesia
- Collaborate to improve pig welfare throughout Bali
- Fund and support Udayana University's Faculty of Veterinary Medicine in Denpasar, to treat stray animals needing emergency help and 24/7 care for animals whose owners cannot afford treatment

- Help animals in other Indonesian provinces, including sending our vets on animal inspections and supporting animal protection groups and initiatives through our COVID-19 emergency grants program. ■

▲ Team members from Animals International and Bali Animal Defenders have been engaging closely with local authorities to drive the effective enforcement of Indonesia's animal protection laws.



# Together we're stronger for animals

This year we have forged new relationships and deepened existing collaborations with other campaigning and advocacy groups, amplifying our collective power for animals in Australia and globally.



## Speaking out against rodeo cruelty

**PARTNER:** Animal Liberation QLD (ALQ)



## Revealing 'underwater factory farms'

**PARTNER:** Compassion In World Farming (CIWF)



## Representing greyhounds

**PARTNER:** Animal Liberation NSW





## Winning live export change

**PARTNER:** SAFE for Animals New Zealand



## Fostering kindness in Bali

**PARTNER:** Bali Animal Defenders & Udayana University



## Sharing the power of kind food

**PARTNER:** Asylum Seeker Resource Centre

## Creating global networks for animals

**EUROGROUP  
FOR ANIMALS**

**MEMBER:** Eurogroup for Animals – Our collaborative work is primarily on live animal export, long distance transport, and current EU-Australia trade negotiations.

**WORLD FEDERATION  
FOR ANIMALS**

**MEMBER:** World Federation for Animals – We are a founding member of this new, much-needed international advocacy initiative.

**OPEN WING  
ALLIANCE**

**MEMBER:** Open Wing Alliance – Groups working together to pressure international corporations to phase out battery cage eggs.

**ICFAW**  
INTERNATIONAL COALITION  
FOR ANIMAL WELFARE

**MEMBER:** International Coalition for Animal Welfare – Nonprofit advisory group to the OIE (World Organisation for Animal Health). ■



# Honouring a lifetime of commitment

In 2018, Animals Australia received news of a bequest from the late John Kachel, in the form of land that he had lovingly revegetated with native flora and restored for wildlife.

This gift required extraordinary consideration from our Executive and Board, as it was the first of this kind we have ever been entrusted with.



John's sister, Jenny, reflects on his legacy: "He wasn't afraid of dying, but the thought of leaving his rainforest haven affected him deeply. I would like to thank Animals Australia for retaining the properties which John established... Without their generosity, this would not be possible. Three years on from his passing, his great wish that this haven for flora, fauna and humans remain intact."

We wanted to ensure that what mattered most to John – the protection of wildlife and wild spaces – was honoured as part of us accepting and carrying out his legacy.

John was a relentless advocate against land clearing and destruction of natural habitats, and one of his many great accomplishments was providing much-needed safe habitat for wildlife.

Over the years, John painstakingly restored an acre of land back to native rainforest to 'give back' what had been taken from wildlife in his community. Each sapling lovingly hand-planted now stands tall, creating a soaring canopy for the many wild residents who call the property home. A home – John's lifetime of work – now entrusted to us.

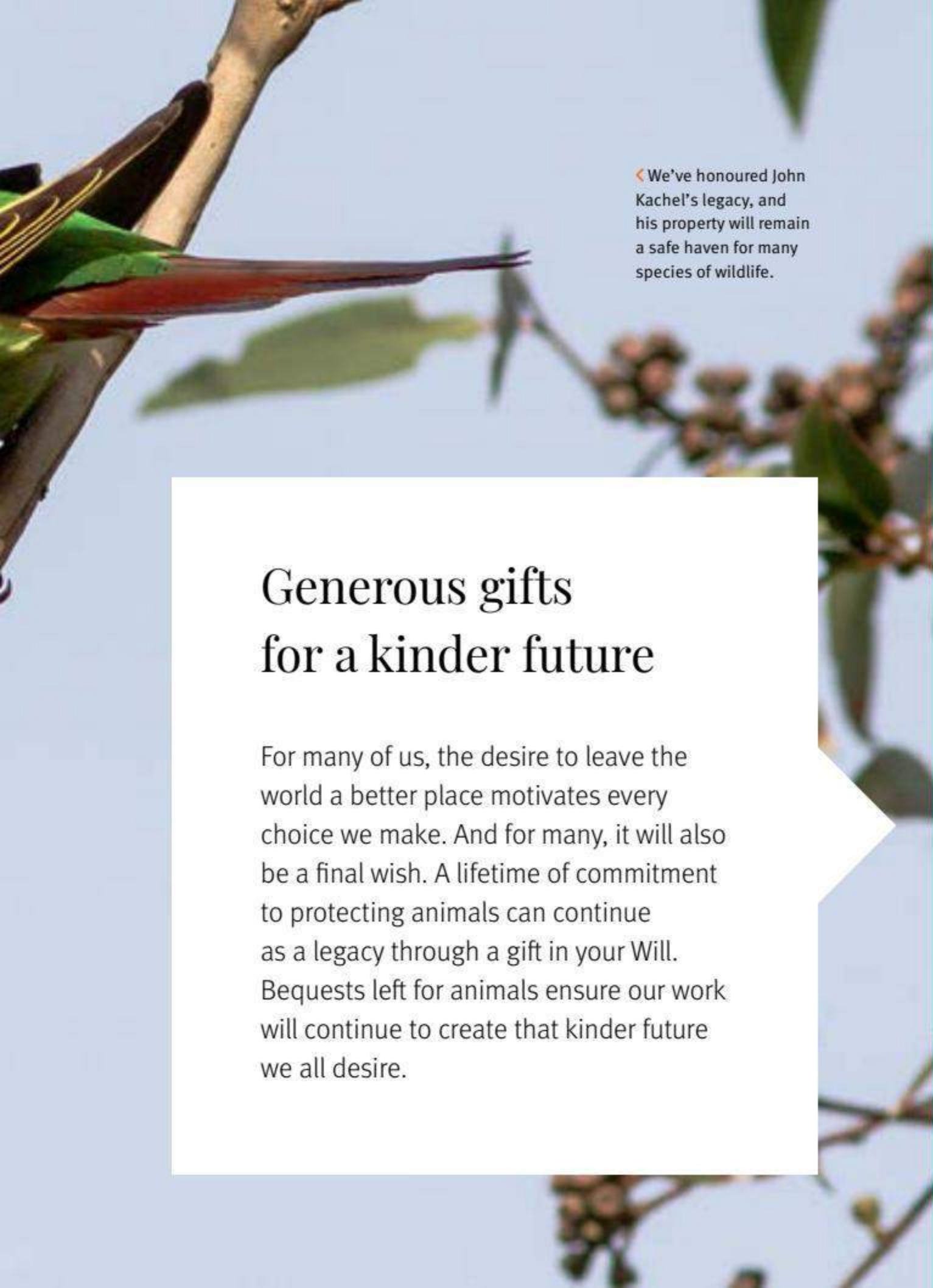


Upon visiting the site, the Chair of our Board understood how our obligation extended to not only John, but also to the abundance of wildlife within. The important decision to take 'custodianship' of this land was wholeheartedly embraced by Animals Australia, and we purchased the property from the remaining two other beneficiaries.

For John, and every animal who calls this property home, we will carry out his legacy with care and pride.

< Pictured left: John Kachel, for whose generosity and foresight we are eternally grateful on behalf of animals – and future generations.





◀ We've honoured John Kachel's legacy, and his property will remain a safe haven for many species of wildlife.

## Generous gifts for a kinder future

For many of us, the desire to leave the world a better place motivates every choice we make. And for many, it will also be a final wish. A lifetime of commitment to protecting animals can continue as a legacy through a gift in your Will. Bequests left for animals ensure our work will continue to create that kinder future we all desire.

### In loving memory and gratitude for our dedicated supporters whose bequest legacy will live on through our work:

- Brigid Bruer
- Caron Buckman
- Ms Chae August
- Ms Diana Kellett
- Mr & Mrs Johannes "Hans" Van Emmerik and Kathy Van Emmerik
- Mrs & Mr Irene and Stanley Johanson
- Ms Jennifer Richardson
- Mr Kane Mason
- Ms Louise Elizabeth Kilpatrick
- Mr Michael Moon
- Owen Lewis White

### In loving memory and with our condolences to the loved ones of kind supporters who left us in recent times, including:

- Mrs Aileen Stone
- Damion Drapac
- Roger Jenner
- Aileen Lowrie
- Dione McDonald
- Fler Beaumont
- Adrienne Byrd
- Jane Andersen
- Mrs Birthe Ross

**If you would like to learn more about leaving a gift in your Will, or to have a confidential discussion, you can contact our Bequest Manager by calling 1800 888 584 or on email at [bequests@animalsaustralia.org](mailto:bequests@animalsaustralia.org) ■**



# Financial snapshot



Our work for animals is only possible thanks to compassionate individual donors. Unlike many other animal protection organisations, we receive no government funding. Every dollar we use to help create change comes directly from individuals who care about animals.

Your generosity is what sustains us and we're so grateful that we can help animals and strive for a kinder world on your behalf.

## Finance and governance

To provide financial transparency and maintain our charity status we are audited every year by DFK Kidsons. This process ensures we remain accountable for every dollar of our donors' money and that all activities are focused on our purpose: creating a kinder world.

This year, as mentioned in our Chair's message, we have invested in strengthening our strategic frameworks and processes to maintain Animals Australia's sound foundation to build a better world – for all living beings.

## COVID-19 strategic response

With movement curtailed in most countries and across borders, our investigation activity during 2020/21, especially in relation to live export, quickly evolved to local strategies, with some planned international initiatives postponed to the coming financial year. This shift in scale and timing of funding, as illustrated in our financial statements, will ultimately allow greater investment in future campaign impacts.

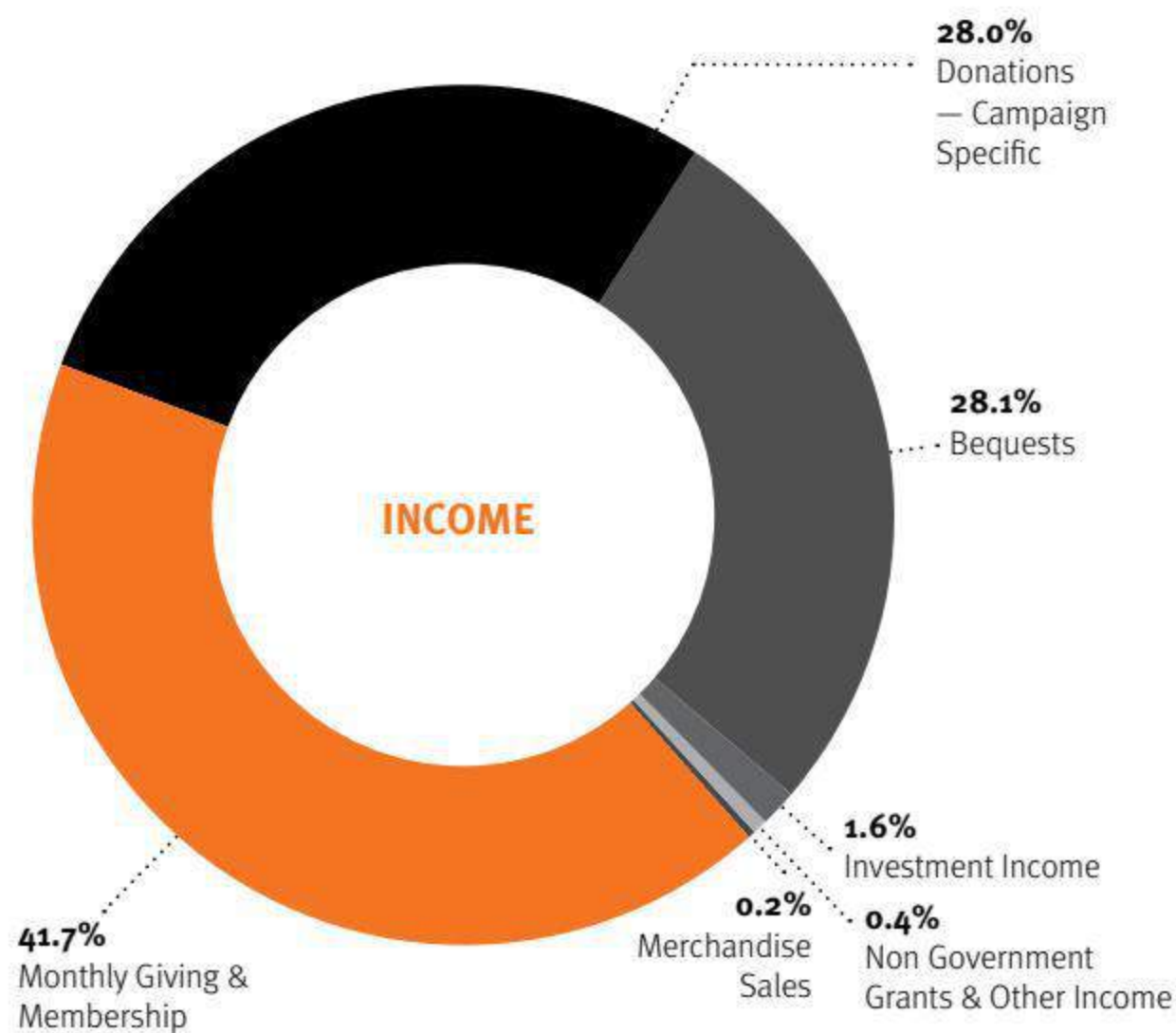
## Monthly gifts

The ongoing commitment of our generous monthly donors underpins every strategic decision we make and helps animals every day. Our financial records this year are a testament to this commitment: even during the uncertainty of an historic global pandemic, you have remained utterly steadfast in your support of our work and vision.

## Generous bequests

The generosity of animal advocates who left a gift in their Will this year provides certainty for the animals who need us; ensuring that we can be there for them and continue creating much-needed change in challenging times. While of course the monetary amount of bequests received can change year to year, Animals Australia is on long-term solid financial footing thanks to these and other kind supporters, so we can focus on working strategically to best help animals.





INCOME	2020/21		2019/20	
Monthly Giving and Membership	\$5,093,744	41.7%	\$5,040,150	24.3%
Donations — Campaign Specific	\$3,416,656	28.0%	\$5,372,158	25.9%
Bequests	\$3,435,218	28.1%	\$9,539,027	46.0%
Investment Income	\$196,632	1.6%	\$211,658	1.0%
Non Government Grants & Other Income	\$50,151	0.4%	\$551,074	2.7%
Merchandise Sales	\$27,918	0.2%	\$22,241	0.1%
	<b>\$12,220,319</b>	<b>100%</b>	<b>\$20,736,308</b>	<b>100%</b>

“ I support Animals Australia because you make a real difference. You go where others fear to tread. Your public profile is intelligent, articulate, kind, dignified, morally clear – I feel so proud of your actions, and to be associated with this organisation.”

ANNE, MONTHLY DONOR FROM SA





## Farmed animal protection

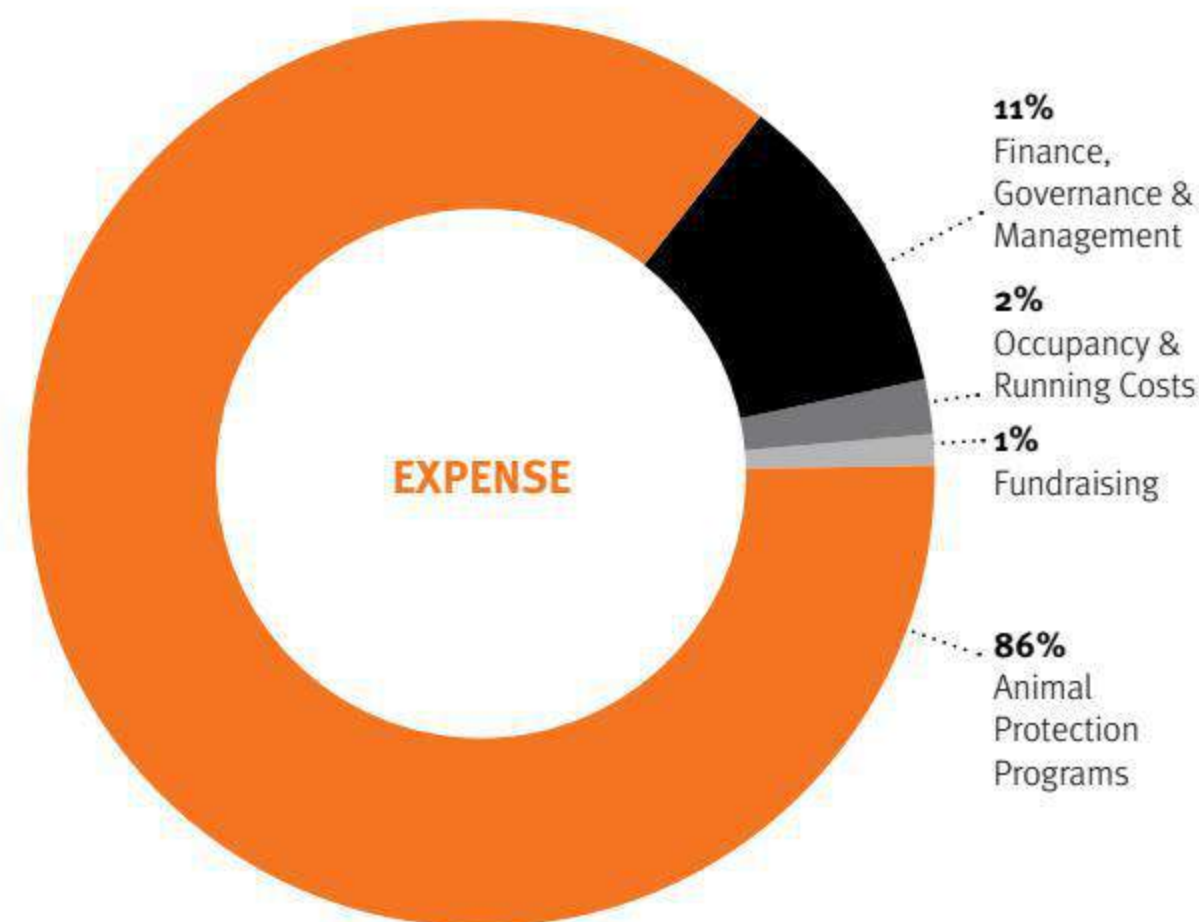
It would come as no surprise to our donors that most of our annual expenditure goes directly to supporting 'farmed' animal protection – this year including our ground-breaking 'Somewhere' public awareness campaign. Animals raised in food systems suffer in the greatest numbers, and are afforded the least legal protection from cruelty, so these areas are the core of our strategic focus.

## Global emergency grants program

This year, our donors have helped us rapidly respond where animals needed us most. You have channelled urgent support to animals in dire need during the global pandemic, including providing desperately needed feeding programs and veterinary care.

## Australian wildlife bushfire recovery

Following the unprecedented 'megafires' over the 2019/20 summer, and an equally unprecedented emergency response from Animals Australia and the broader Australian community — the long road to recovery began. This year we have continued to provide ongoing help for native animals through supporting wildlife carers and groups, including increasing preparedness for any future disasters.



EXPENSE	2020/21		2019/20	
Animal Protection Programs	\$10,977,680	86%	\$11,773,210	88%
Finance, Governance & Management	\$1,387,649	11%	\$1,167,262	9%
Occupancy & Running Costs	\$279,356	2%	\$314,945	2%
Fundraising	\$185,034	1%	\$128,706	1%
	<b>\$12,829,718</b>	<b>100%</b>	<b>\$13,384,123</b>	<b>100%</b>

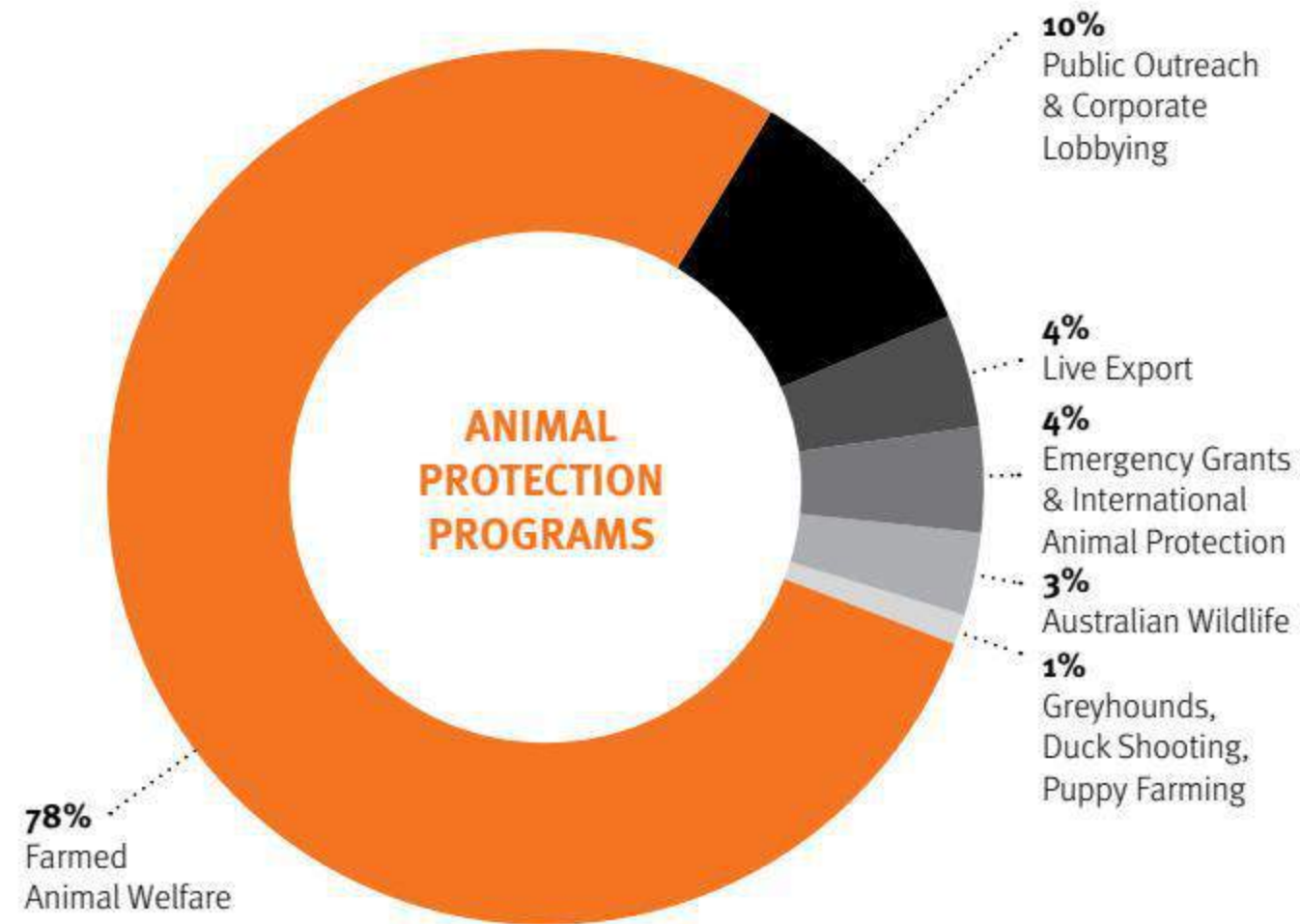


## Public awareness campaigns

You have helped reach millions of Australians with the message of kindness for farmed animals through our Somewhere campaign across TV and online. Simultaneously we have had to respond quickly and sensitively during the coronavirus pandemic by shifting some planned community awareness TV advertising on behalf of farmed animals to now appear in the coming year, with the benefit of that increased funding.

## Fundraising

Fundraising and supporter development encompass appeal activities we conduct to directly financially enable our campaigns and investigations. As we receive no government funding, fundraising is critical to our continued operation, and to help where animals need us most. ■



ANIMAL PROTECTION PROGRAMS	2020/21		2019/20	
Farmed Animal Welfare	\$8,520,015	78%	\$6,356,368	54%
Public Outreach & Corporate Lobbying	\$1,122,481	10%	\$1,264,843	11%
Live Export	\$489,317	4%	\$700,839	6%
Emergency Grants & International Animal Protection	\$429,800	4%	\$760,407	6%
Australian Wildlife	\$295,111	3%	\$2,581,772	22%
Greyhounds, Duck Shooting, Puppy Farming	\$120,956	1%	\$108,982	1%
	<b>\$10,977,680</b>	<b>100%</b>	<b>\$11,773,210</b>	<b>100%</b>





“ A single act of kindness throws out roots in all directions, and the roots spring up and make new trees.”

AMELIA EARHART

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for a *kinder* world

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