

A close-up photograph of two sheep heads. The sheep on the left is looking towards the camera, while the sheep on the right has its head lowered and appears to be resting or grazing. The background is a soft, out-of-focus yellowish-brown.

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

# ANNUAL REPORT

## 2017/18

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



We are so grateful to you —  
our supporters and colleagues —  
for enabling us to represent and protect  
animals through our work this year.

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# Welcome to our 2017/18 annual report



People sometimes ask what it was that first compelled me to work in the field of animal protection. The answer — my first sight of a ‘battery’ hen. I saw her inquisitive face on TV, peering out from behind the cage bars that trapped her in a decrepit shed, deprived of everything that would make her life worth living. The program was 60 Minutes, the year was 1980, and the person speaking out on the then largely-unknown issue of factory farming was our very own

Board Chair, Christine Townend. During my 35 years working in this field, I’ve since visited many factory farms, and met the gaze of thousands of curious hens who would never see the light of day. Each time left me saddened and incredulous that our State Governments allowed this archaic device to exist, and fuelled my determination to make it Animals Australia’s mission to ban it. So, you’ll understand why our campaign to free hens from battery cages this year, as part of the national poultry standards review, is very close to my heart.

Seeing our members wholeheartedly throw their support behind hens, resulting in the *biggest* public consultation process for animal Standards in Australian history, has been one of the most rewarding experiences for me, both professionally and personally.

This unprecedented voice for hens early this year was then met with an even louder one on behalf of the victims of the live export trade. Both these cruel industries are under sustained and intense public scrutiny as their future is questioned. In the face of condemnation from a community that knows we can do better, it finally feels like their days are numbered.

On behalf of all animals, from those forced on board live export ships to those trapped inside factory farms — we’re so grateful to you. Thank you for enabling us to represent and protect them through our work this year.

**Glenys Oogjes**  
CEO

# OUR VISION

A world where  
all animals are  
treated with  
compassion and  
respect — and are  
free from cruelty.

# OUR MISSION

- Investigate, expose and raise community awareness of animal cruelty.
- Educate, inspire, empower and enlist the support of the community to prevent and prohibit animal cruelty.
- Strengthen the animal protection movement.
- Provide animals with the strongest representation possible to Government and other decision-makers.

# OUR VALUES

## Integrity:

We act honestly and ethically at all times.

## Bravery:

We are bold, intrepid, courageous, and enduring.

## Kindness:

We show compassion, generosity, warmth and understanding in all facets of our work and with whom we engage.

## Relentlessness:

We are unyielding and determined in our conviction and outlook, and we never give up.

## Collaboration & innovation:

We seek to genuinely engage with each other, and with stakeholders and the community, to seek the best outcome for animals through professional and diverse relationships.

# A turning point for animals

Back in 2003, I stood in sweltering heat in Kuwait watching a mammoth live export ship come into port. It had taken me 19 hours to get to Kuwait, for the sheep it had taken 19 gruelling *days*. Standing there, I wondered just what these animals had been forced to endure on this long journey. Some 15 years later, thanks to the bravery and compassion of a crewman on board these ships, we now know.

The exporter responsible for the sheep crammed on board that day was Emanuel Exports. The very same company responsible for the unimaginable suffering exposed on 60 Minutes this year. Seeing the faces of gentle sheep as they were cooked alive, and watching the horror that was their reality on routine voyages, shocked the country and, indeed, the world. In the days and weeks that followed, our campaign to

hold those responsible for this cruelty gained momentum.

We represented animals in the Federal Court, put live exports firmly back on the political agenda, and gave the victims a voice in the national media spotlight for months on end. We've stopped sheep leaving our shores during the deadliest months of the year: the scorching Middle Eastern summer. Historic bills to end the trade have been introduced and debated in our parliament. And we have secured a historic policy commitment from the Australian Labor Party to end live sheep exports.

As I write this, the news that Emanuel Exports, *and* its subsidiary company, EMS, have had their licences permanently cancelled is a welcome milestone. The fact that they are off the water means that countless sheep

will be spared the horror of being exported live to the Middle East.

This journey is far from over, but this year we have taken a monumental leap forward. Thank you for standing by our side and forging the path ahead with us.

For the animals,



**Lyn White AM**

Director of Investigations



# OUR BOARD

Animals Australia is a charity, registered with the Australian Charities and Not-For-Profits Commission. Our Board bring a background in animal welfare, social advocacy, education, law, governance and government relations. This year, they have again assisted us to work effectively towards our mission — achieving greater protection for animals both here and abroad.



**Christine Townend** (CHAIR)

Christine is a leading figure in Australia's animal protection movement, founding Animal Liberation in 1976 and co-founding Animals Australia in 1980. She was managing trustee of Help In Suffering Animal Shelter in India and has founded two other animal shelters there. She holds a Doctorate in poetry and has published nine books, most on animal protection issues.



**Cynthia Burnett**

Cynthia has over thirty years of experience in the not-for-profit sector including governance and strategic roles for organisations including The Endeavour Foundation, Dying with Dignity Queensland, Animal Liberation Queensland, and Animals Australia. Cynthia is a retired teacher and academic who has written extensively on animal issues.



**Helen Marston**

Helen is the CEO of Humane Research Australia and has a life-long drive to improve the lives of animals. She has been involved in the animal advocacy movement for over 20 years, including working with Animals Australia. Helen has a Graduate Certificate in Animal Welfare, and has produced and presented a community television project on animal welfare.



## Nominated Directors

We are very fortunate to have a Board consisting of four pioneers of the animal welfare movement in Australia nominated by our member societies, and a further two (skills-based) appointed Directors.



We are governed by a Board  
that represents a depth  
and breadth of knowledge  
across a number of sectors.



### Lynda Stoner

Lynda has been involved in animal advocacy since the 1980s when she was President of the Humane Society of Australia. Lynda is currently the CEO of Animal Liberation NSW. She has written extensive submissions to Government and been involved in many varied animal welfare campaigns, including animals used for food, clothing, laboratory testing and hunting.



### The Hon. Melissa Parke

Melissa held the Federal seat of Fremantle for the Australian Labor Party from 2007 until her retirement from politics in 2016. She served as the Minister for International Development and was the Parliamentary Secretary for Mental Health, Homelessness and Social Housing. Prior to that Melissa worked as a lawyer for the United Nations in Kosovo, Gaza, Lebanon and New York.



### Tim Childs

Tim works in the not-for-profit human services sector to support boards with governance, strategic planning, and supporting organisational and team development. He has a background in animal welfare, working in the past with Animal Liberation NSW, NSW Duck Coalition, Fund for Animals and the NSW Threatened Species Network. ■



Appointed  
Directors

# OUR PEOPLE

The inspiring individuals fuelling  
Animals Australia's work



We have members in every State and Territory in Australia.  
Pictured- Barbara Meichelboeck from Alice Springs.

Animals Australia's small team is bolstered by a community of supporters, volunteers and donors, all working side-by-side for animals. We receive no government funding, so these generous animal advocates are the sole reason we can carry out our life-saving work. This year, our member base has grown not just in size but also in lobbying power. Animals everywhere have someone on their side.

## Our supporters helped protect animals in so many ways throughout the year. Here are just a few of them:

### Our generous donors

- Pledged monthly gifts to sustain our ongoing campaigns and investigations to protect animals
- Remembered animals in their wills
- Helped victims of live export by funding major TV advertising campaigns
- Fuelled an international billboard and public awareness campaign to end live exports
- Supported our live export legal fighting fund to help represent animals in the Federal Court

### Our dedicated supporters

- Attended rallies across Australia to speak up for the animal victims of the live export trade
- Gave caged hens a voice from classrooms by submitting paintings, letters and pictures to policy makers
- Sent 120,000 individual submissions calling on the government to free hens from battery cages
- Braved the elements and pushed themselves on personal challenges to raise money for animals
- Gave animals in factory farms hope by pledging to have a Kinder Christmas



Dedicated volunteers Jan and Kieran lend a helping hand in our office with Mary (centre).

Left: Animals Australia Member Anne Leeson, with her beloved sheep, Shaunie.



Our members rallied to speak out for the victims of the live sheep trade. Pictured — Memphis from South Australia.

Animals Australia represents

## 30 MEMBER SOCIETIES

in Australia. Together, our campaign and lobbying efforts represent more animals.

- Animal Active Australia Inc.
- Australian Wildlife Protection Council
- Bendigo Animal Welfare & Community Services Inc.
- Blue Cross Animals Society
- Brightside Farm Sanctuary
- Cat Protection Society of NSW
- Cats Assistance To Sterilise Inc.
- Catholic Concern for Animals — Australia
- Choose Cruelty Free
- Coalition Against Duck Shooting
- Coalition for the Protection of Racehorses
- Edgar's Mission
- Animal Aid Abroad Inc.
- Animal Liberation
- Animal Liberation QLD
- Animal Liberation SA
- Animal Welfare League of QLD
- Greener Pastures Sanctuary
- Humane Research Australia
- Humane Society for Animal Welfare
- Hunter Animal Watch


### Our wonderful volunteers

- Ran and assisted at 34 stalls and community outreach events across the country
- Had thousands of meaningful conversations on the streets whilst leafletting for animals at Christmas time
- Pitched in to post an astonishing 120,000 Vegetarian Starter Kits to help individuals make kinder choices
- Tirelessly helped the team at our Melbourne office by fulfilling hundreds of merchandise orders and membership packs
- Distributed tens of thousands of meat-free meals and samples to hungry university students
- Held 61 stalls, bake sales and community fundraisers to raise money for animals



Our volunteer outreach team hit the streets to help animals at Christmas time.

**OUR MEMBERS ARE PRESENT IN EVERY  
STATE AND TERRITORY OF AUSTRALIA  
AND GLOBALLY IN 77 COUNTRIES**

- 
- Lawyers for Animals
  - Native Bird Liberation Alliance
  - Oscar's Law
  - Save-A-Dog Scheme
  - Save Fraser Island Dingoes Inc.
  - Stop Live Exports
  - Vegetarian and Vegan Society SA Inc.
  - Wildlife Rescue Incorporated
  - Working for Animals Inc.

To all our members and supporters — thank you for campaigning, donating, volunteering and making the protection of animals part of your everyday life. Because of you, these animals have a voice, and because of all of us, that voice is being heard.



Monthly donor Jeannie Heynatz from Port Douglas embarked on a solo trek to raise money for animals.

### NOT A MEMBER YET?

As a member, you'll join thousands of compassionate people creating positive change for animals. You'll amplify our voice and, crucially, you will strengthen our lobbying power to government and industry.

**CALL US TODAY ON  
1800 888 584 OR VISIT  
[ANIMALSAUSTRALIA.ORG/SUPPORT/JOIN](https://ANIMALSAUSTRALIA.ORG/SUPPORT/JOIN)**

# LIVE EXPORT TRADE UNRAVELS


World first footage brings industry to its knees

For the first time, horrific conditions on board five different export voyages revealed some of the worst suffering we've ever seen. The exposure of animals literally cooking alive on these ships w— at the peak of a Middle East Summer — sent the industry, and those who 'regulate' it, into damage control. Unprecedented public and political support to end the cruelty has driven this industry to breaking point.



## 60 Minutes exposes sheep export cruelty

After brave crew member, Fazal Ullah, spoke to 60 Minutes about the horrors he witnessed onboard five separate live sheep shipments — the industry went into damage control. They knew they could no longer hide the suffering of animals on live export ships who have literally 'cooked alive' during voyages to the Middle East, for



decades. The cruelty fast became a global scandal, putting intense pressure on the government and dominating media headlines. The new Agriculture Minister was quick to condemn the suffering, as farmers too joined the national outcry. A raft of influential voices — including a former Liberal Party leader, Trade Minister, Foreign Minister and political journalists — declared live sheep export is a trade that brings great 'shame' to Australia. ■

**AFTER 15 YEARS OF CAMPAIGNING  
WE ARE NEARER THAN EVER TO  
CLOSING THE FINAL CHAPTER ON  
THIS CRUEL BUSINESS.**



## Politicians spoke out

The outcry from hundreds of thousands of caring people who called, emailed and met with their Members of Parliament, meant that live export quickly became the most pressing political issue

in the country. An historic bill to end live sheep exports was introduced to the House of Representatives, and another in the Senate. For the first time, the Australian Labor Party promised to end the trade should they win the next election. ■

## Supporters took to the streets

Week after week, our caring supporters and member societies rallied in the streets for the victims of the live sheep export trade. The outcry continued overseas too. In Tel Aviv, the streets were filled with passionate advocates demanding an end to the live *imports* of animals from Australia. ■



Photo: Kerry Faulkner



Photo: sema4 / shipspotting.com

## A major exporter pulled out of the trade

Livestock Shipping Services, Australia's second-largest exporter of sheep, pulled out of the deadly summer trade, because basic new welfare rules would impact on their desired profits. This decision spared some 150,000 sheep from being shipped alive. ■

## We defended animals in court

We took the Australian Government and live export trade to court — and won the case before it even went to trial. The Department of Agriculture conceded that it had made a legal error in granting an export permit to Australia's biggest exporter, Emanuel Exports. ■



Millions have been reached with our powerful ad campaign calling for an end to live exports



## Our TV campaign reached millions

Thanks to the generosity of our donors, we secured prime time spots for our hard-hitting ad series, ensuring that every Australian politician could see what sheep endure on board live export ships. The ads received the 'tick' of approval from a panel of advertising experts on the ABC's influential Gruen program. ■



**“I sat in the Federal Court watching our fiercely committed legal team represent the victims of Australia's cruellest trade. After 15 years investigating the live sheep trade, and witnessing first-hand the most unconscionable suffering, this was a moment I'll never forget.**

*Lyn White,  
Director of Investigations*



## Animals Australia threatened an injunction

As temperatures soared in the Middle East, Emanuel Exports tried to use the licence of its sister company — EMS Rural Exports — to ship 45,000 sheep from Fremantle. Our legal team was ready, announcing our intention to seek an injunction to stop the ship leaving should an export permit be granted. Amid intense community, media and political pressure, this second licence was also suspended, and later permanently cancelled. As a result, not a single sheep was loaded. ■



## Australia's biggest live exporter lost its licence

Emanuel Exports had its licence suspended and, later, permanently cancelled — rendering the live export giant unable to ship sheep during the most deadly time of year in the Middle East. It was shocking footage from Emanuel Exports shipments that was broadcast on 60 Minutes. With the two primary exporters of sheep from Australia off the water, hundreds of thousands of animals have been spared from harrowing voyages to slaughter. ■



## Far from over...

This year, for the first time in history, not a single sheep has been exported alive to the Middle East during the deadly months of the summer season. Tighter regulations have exporters questioning the viability of the trade at *any time of year*. The biggest player in the industry is off the water — permanently. And political appetite for change has never been stronger. **Our voices, united, can and will end a trade that never deserved to exist.** ■

A close-up, high-contrast photograph of a horse's eye, showing the iris and surrounding fur. The image is dark and moody, with the eye being the central point of light.

# FROM THE FIELD

News from our  
Investigations Unit

Our campaign to end the live export trade extends internationally, through our global arm — Animals International. For the Brazilian bull who faced a horrific end in an Egyptian slaughterhouse, the terrified Romanian sheep hundreds of miles from home in Jordan, and the Uruguayan bull who was marched into a slaughter room in Lebanon. Through investigations, exposés and campaigns, we continue to keep watch over animals exported around the world, and seek their protection.

## 'Festival of Sacrifice', 2017

September marked the annual 'Festival of Sacrifice' throughout the Middle East and South East Asia — a time when the streets are known to literally run red with blood. It's a peak time of business for live exporters — and extreme suffering for animals. The cruel treatment of hundreds of sheep and lambs exported from Australia to Malaysia, and slaughtered as part of the festival, underpinned yet another of our

damning legal complaints to the Australian government.

This tireless work of our investigators *is* having an impact. In Kuwait, a country where we've documented some of the worst routine cruelty to sheep, we witnessed a breakthrough. Year after year, our investigators would see distressed sheep stuffed in car boots in 50-degree heat, and frightened animals dragged into makeshift slaughter rooms to

have their throats cut. It's taken fifteen years of Animals Australia's investigations, and 10 damning legal complaints, but on the day of the Festival of Sacrifice, where once we would have seen chaos and cruelty — there were instead empty pens. In 2018, our investigators were again deployed to 13 countries to keep watch over animals during this 'Festival'. Formal complaints and campaigns are again being prepared. ■

## Israel

Momentum is building in Israel, a major *importer* of Australian animals, where political and public support for an end to the trade is reaching a tipping point. Israel's Prime Minister and First Lady weighed into Australia's live export scandal, publicly condemning the suffering of sheep on live export vessels. As political pressure to stop the trade increased, Animals Australia launched a major ad blitz in Jerusalem and Tel Aviv. With ads on every street corner and on public transport, we ensured the animal suffering at the heart of the live import trade couldn't be ignored. In an extraordinary turn of events, a bill to end live imports will soon be voted on in Israel's Parliament after receiving strong support from the Israeli government. ■

**We continue to work closely with local Israeli advocacy groups to bring an end to the suffering caused by this trade.**

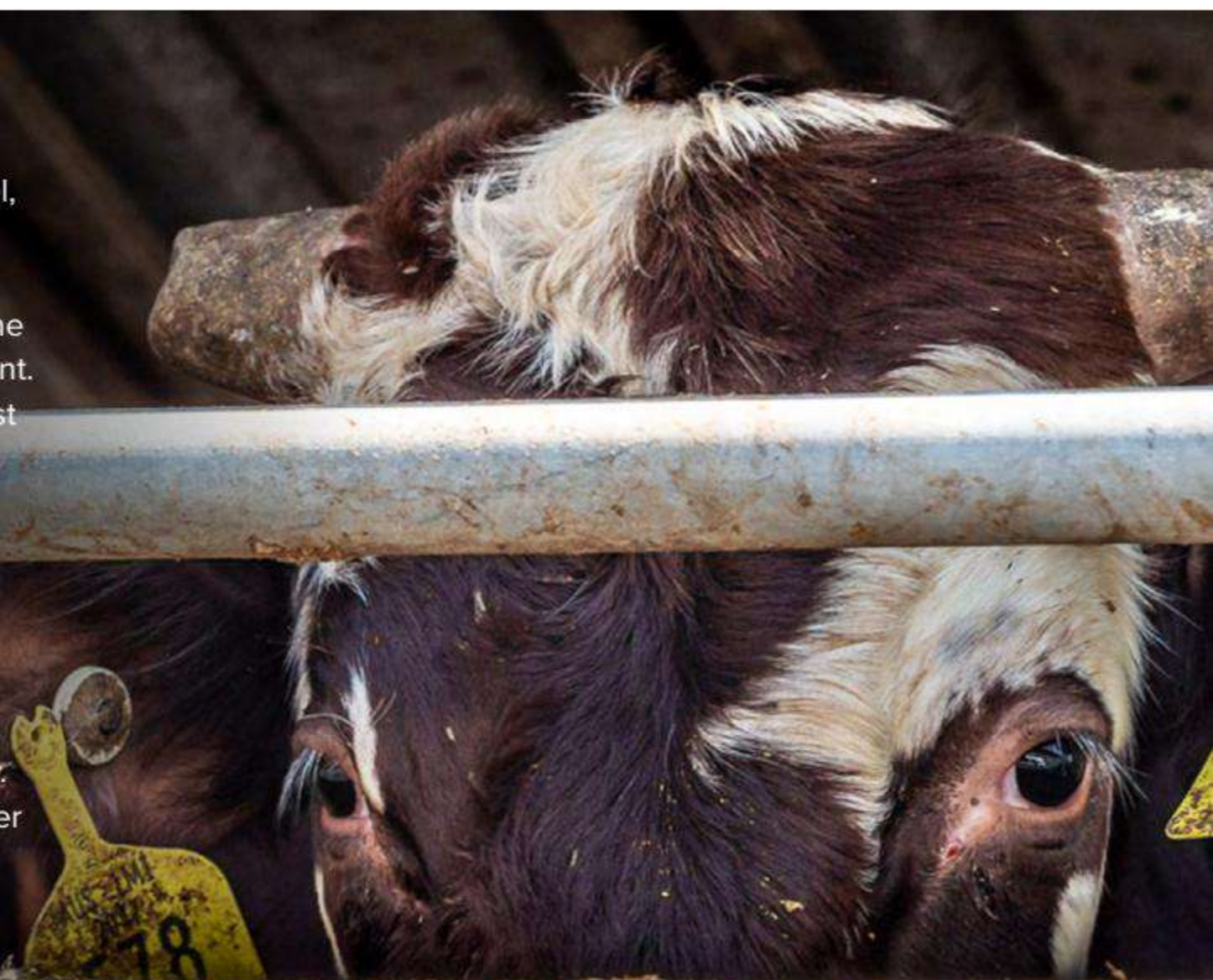


Photo: Jo-Anne McArthur



Above: This lamb was exported alive then sold and killed while fully conscious in Malaysia, 2017, as part of the Eid al Adha Festival of Sacrifice.

## Germany

When our investigators documented the desperate struggle of a frightened German bull in Egypt — bleeding from

stab wounds to his face and legs — it was cruelty all too familiar. To the German people who were witnessing these horrors for the very first time, his suffering united the country against live

export. Our investigations, alongside those of our colleagues at Animal Welfare Foundation and Eyes on Animals, featured on Germany's most prestigious current affairs program. The response from industry and government was resolute and unprecedented. Farming associations and major political parties in Germany are now calling for an end to live animal export — setting a significant and compassionate example for other countries in Europe to follow. ■



## Romania

We could not have predicted the media storm that would erupt after we revealed, to a packed room of journalists in Bucharest, the terrible fate of Romanian calves and sheep exported for their meat. Dozens of news headlines immediately condemned the animal suffering inherent to the global live export trade. And politicians took notice.

Already inundated with appeals from the public to end the cruel trade, government officials have finally recognised live export as an issue of significant concern. After years of investigating and exposing the treatment of Romanian animals in Egypt and the Middle East, this was a turning point in our campaign to end live export from Europe's biggest exporting nation. ■



Animals International's EU Director, Gabriel Paun, reveals shocking treatment of Romanian animals in the Middle East in a packed press conference.



## Brazil

Evidence filmed by our investigators in Egypt helped inspire a historic legal ruling that halted Brazil's live export trade overnight. While the powerful live export lobby then succeeded in overturning the Federal Court injunction, they have failed to quell efforts to secure a permanent ban on the trade. An explosive public, legal and political movement against live export is well underway. Working with our friends at Fórum Animal in Brazil, the plight of Brazilian cattle subjected to the world's cruellest trade has been raised in public consciousness like never before. ■

**Top:** Our South American campaigner, Luis Carlos Sarmiento, holding a press conference about live export cruelty.



**Above:** A terrified and tortured bull from Brazil inside a slaughterhouse in Egypt. Just one of the many victims of the global live export trade.

# CLOSER TO HOME

Creating change through exposés & campaigns

Our work is focussed around two strategic areas: investigations to expose animal abuse wherever it occurs; and public awareness initiatives to empower and inspire the community to lead compassionate lives. With the help of our dedicated supporters, once again this year we have been able to spare countless animals from suffering because of our work in these areas.

## Protecting native waterbirds from duck shooters

On the dawn of 'open season' in the State where the most duck shooters congregate, the team from Animals Australia stood alongside our friends from the Coalition Against Duck Shooting. From remote wetlands in rural Victoria, we broadcast the plight of our native waterbirds live to people around the world,

including those with the power to help them, Victoria's politicians. The sight of ducks suffering shattered bills, broken wings, and having gunshot pellets lodged in vital organs, was a stark reminder of why we campaign on this issue. We deployed investigators to remote wetlands to maintain close surveillance of shooters, and obtain evidence of cruel and illegal behaviour. With the 'regulator' of this violent pastime exposed for their inability to stop illegal shooting, our

presence was critical. Our legal team submitted 20 extensive complaints over the course of the season, all citing illegal shooting activity. But there was a silver lining. We're told by experienced duck rescuers — those who've been guarding these wetlands for decades — that 2018 was the quietest season yet. Where they once stood surrounded by shooters, this year, those there to *save* lives far outnumbered those there to *take* them. ■



Because of your support, hunters who recklessly killed protected species; who cruelly drowned injured birds; and who left maimed waterbirds to suffer, will be held to account for cruelty that would have otherwise gone unnoticed.

Photo: David Nightingale

## Notorious slaughterhouse closes its doors

This dairy calf, a 'waste product' of the industry, was one of countless animals who were stabbed, burned and beaten in a major Victorian slaughterhouse. After being repeatedly exposed for extreme abuse, in 2018 'Riverside Meats' was finally

shut down. Alarmingly, this closure was not for cruelty, but 'commercial' reasons.

This incident has raised serious questions about the level of abuse that will be tolerated in the slaughter industry before facilities are closed on 'cruelty' grounds. These questions have inspired thousands of people to take animals off their plates and request a Vegetarian Starter

Kit from us, while increasing much-needed scrutiny on slaughterhouses. ■



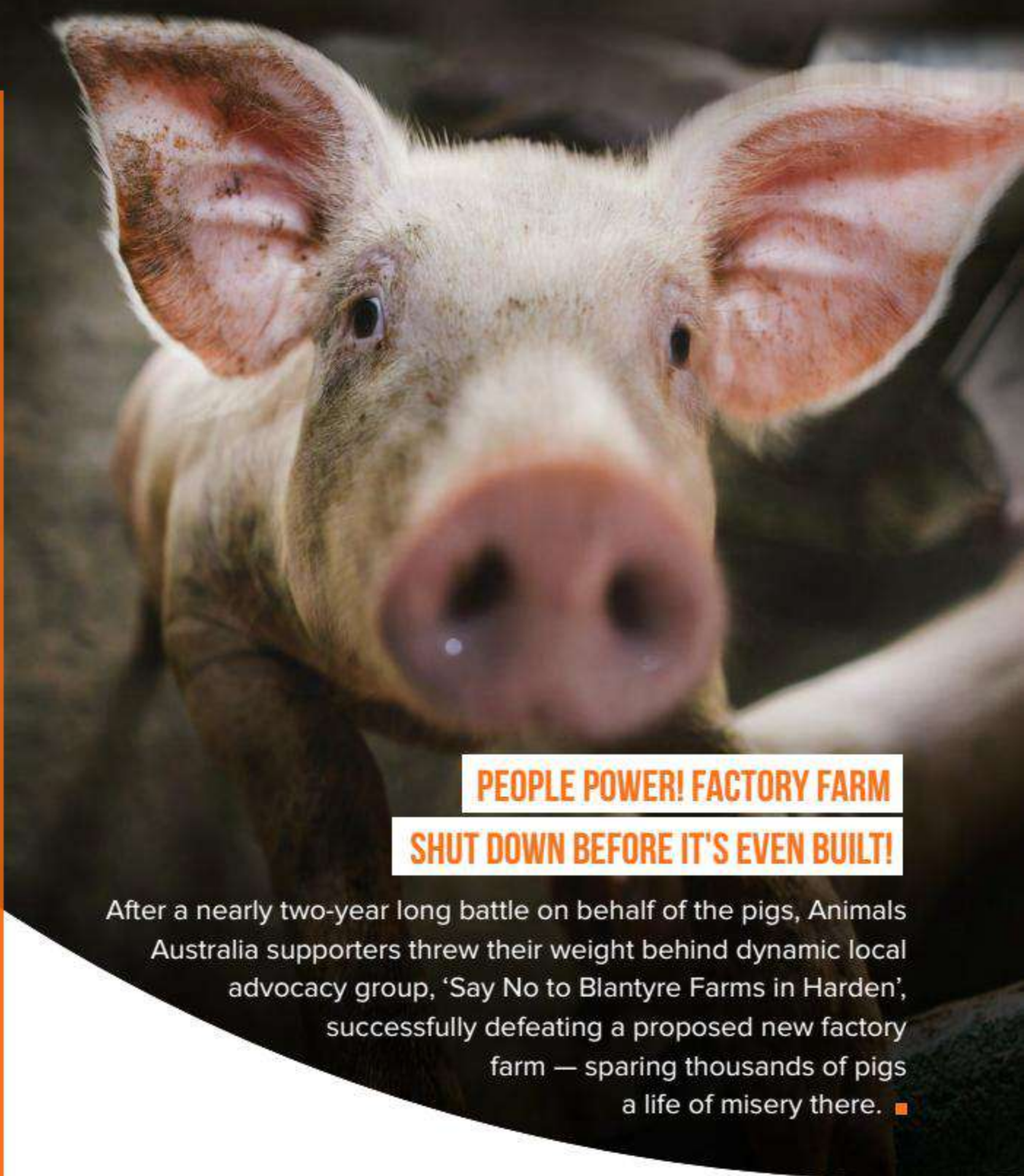
## Memorable moments...



Some of Australia's most loved personalities, including Mick Molloy, gave a voice to hens in our nation-wide radio campaign, calling for an end to battery cages. ■



In recognition for her tireless commitment to creating a kinder world for all, Animals Australia's Director of Strategy, Lyn White AM, was honoured as a finalist for Victorian Australian of the Year 2018. ■



### PEOPLE POWER! FACTORY FARM

### SHUT DOWN BEFORE IT'S EVEN BUILT!

After a nearly two-year long battle on behalf of the pigs, Animals Australia supporters threw their weight behind dynamic local advocacy group, 'Say No to Blantyre Farms in Harden', successfully defeating a proposed new factory farm — sparing thousands of pigs a life of misery there. ■

## Outrage over cutting eyes off live prawns

Even some of the littlest creatures were recipients of an outpouring of compassion. Australians were horrified when we exposed the barbaric practice of cutting the eyes off live prawns late last year. To then learn that this was a routine industry procedure to force the stressed animals to breed faster, tens of thousands of our supporters demanded action, and major retailers promised reform. The

overwhelming response to this exposé demonstrates a shared value that unites us all: the desire for all living beings — no matter how small or how different they may be from us — to have a life free from suffering. ■



Photo: CSIRO Marine Research

## Saving dogs from slaughter in Bali.

Within weeks of exposing the heartbreaking dog meat trade in Bali in June last year, international outrage fuelled our campaign to end it. The Governor of Bali responded quickly by issuing an unprecedented warning to Government agencies and the Police to take action. This marked the beginning of the end of the dog meat trade in Bali. The first-ever official closure program of dog 'meat' outlets started late last year. Already, 22 outlets have been closed, with another 18 visited and in the process of closing. Our team in Bali will continue to work closely with authorities to see that this commitment is enforced. In addition to helping the island's dogs, we saw a need to help create positive change for *all* Bali's animals, especially those seen as 'food'. With tourism critical to Bali's economy



For the first time ever, the Bali authorities are actively working to end the dog meat trade, a move that will spare thousands of Bali's dogs from extreme cruelty

— over 1 million Australians visit the island every year — we are working at many levels to encourage compassionate treatment of animals in local and tourist communities. Our Bali team is also excited to be working with local organisation, Seva Bhuana, to launch an animal welfare education program in public schools. Already this program has reached over 7000 school children with a resounding message of compassion for animals. ■



We're helping to launch an animal welfare program in public schools in Bali

## A deafening mandate to ban the battery cage

No-one can defend confining a highly sensitive animal in a cage so small she cannot even stretch her limbs. No-one can argue that crippling rates of bone disease like osteoporosis, chronic pain, boredom — and even depression — is an acceptable price for animals to pay for the sake of cheap eggs. But while the brutal practice of confining hens in battery cages remains *legal*, there will always be those willing to profit from this abuse. Years of relentless campaigning has finally built the momentum needed to bring a legal ban on cages within reach. Recently, a long overdue review of the laws that govern the egg industry commenced. Along with it, a little-known public consultation.



The cage egg industry's days are numbered. A legal ban on this brutal confinement device will happen — as soon as our lawmakers have the courage to listen to everyday Australians and stand up for animals.



We invited every Australian to speak up on behalf of hens languishing in cages, through a national newspaper ad campaign.

As expected, this consultation was modestly announced by the government in a few rural newspapers. Reviews like this tend to be low-key, dominated by industry, and may attract only a handful of public responses.

It was clear to us that if Australians only *knew* their views were being sought on the cruellest factory farming device ever invented, the true public response would be deafening. So, we let *everyone* know. Generous Animals Australia donors backed a national public awareness ad campaign that blanketed social media, radio stations, and newspapers in every state. We invited *all* Australians to raise their voices on behalf of every gentle hen languishing in a battery cage.

The result? This once-in-a-generation consultation attracted a record-breaking 165,000 submissions. 99% of these

were from members of the public including thousands of Animals Australia supporters — unanimously calling for cages to be banned. The official outcome of this government-led review is still pending. But already the public outcry has sent shockwaves through the industry. Cage egg industry bosses now know they've well and truly lost their 'social licence'. As the sheer volume of public responses became known, the industry pre-emptively issued an order to all egg farmers to cease building any new battery cages. Meaning that, for the foreseeable future, not a single new battery cage will be built in Australia.

Whether this is a sign of an industry turning a new leaf, or merely a PR stunt, two things are clear. Firstly, the egg industry would *never* issue an order like this if they believed battery cages

still had a future. And secondly, while a moratorium on new battery cages is positive, the millions of hens suffering in existing cages still desperately need our help.

The cage egg industry's days are numbered. A legal ban on this brutal confinement device *will* happen — as soon as our lawmakers have the courage to listen to everyday Australians, and stand up for animals.

Until that day, we expect the egg industry will continue to fight tooth and nail to keep hens in cages for as long as possible. So we will continue doing everything we can to get them out. ■

# A MORE COMPASSIONATE COMMUNITY

Making the kindest choice  
the easiest choice

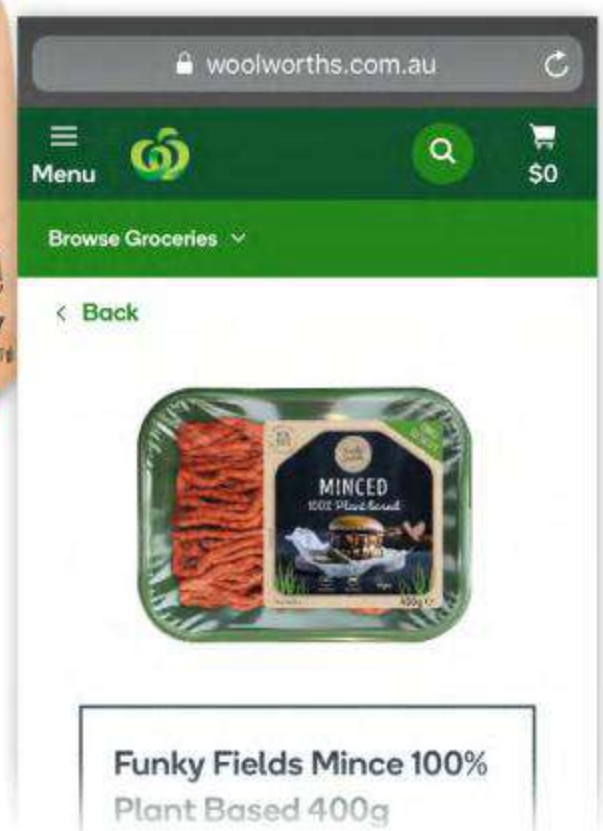
Whether it's facing the daily suffering of 'life' in a factory farm — or the unimaginable fear and torment of a slaughterhouse, animals deserve better. With a compassionate community on the rise, things are looking hopeful. Thanks to our members, Animals Australia has played a part at every level to make the kindest choice the easiest choice.

## INCREASING AVAILABILITY

Encouraging  
companies to  
add more  
cruelty-free food

Every delicious and affordable plant-based option on offer makes it easier for more people to protect animals from cruelty in our food system. Over the last 12 months, animal-friendly eating has broken into the mainstream, with the range of

alternatives to dairy, eggs and meat on offer skyrocketing. With one-in-three Australians saying they are choosing to eat less or no meat, plant-based eating has been repeatedly named a top food trend by industry experts.



## HOW WE HELPED HUNDREDS OF THOUSANDS OF PEOPLE TO **EAT KINDLY**

Animals Australia has played a crucial role in driving demand and getting this message through to food companies and fast food outlets — with the biggest wins in supermarkets. Through the positive encouragement of thousands of Animals Australia supporters, both Woolworths and Coles have added plant-based meats and dairy-free cheeses to their shelves. Now it's easier than ever for millions of Australians to find more cruelty-free food while shopping. ■



### EMPOWERING INDIVIDUALS

#### Supporting people to eat kindly

Seeing cruelty in factory farms or slaughterhouses isn't easy. But, for many, it's made more bearable when they turn their outrage into action. Over the past year, Animals Australia has been able to support hundreds of thousands of people who are looking to spare animals from our food system by eating more

plant-based meals. Through printed guides, videos, social media, recipes, and other tools, we've supported millions of people to make compassionate food choices for animals a daily part of their lives. ■

## FOOD ADVOCACY

### Giving the next generation a taste for compassion



The Animals Australia outreach team, supported by an incredible crew of volunteers, have been cooking up a pioneering new way to reach the next generation of decision-makers. Piloted at Universities around Melbourne, and set to expand, our team has been serving up delicious plant-based food samples to hundreds of students and talking about the benefits for animals, the planet and their own health. They say food is the quickest way to someone's heart — especially when the food tastes this good! By building relationships with student clubs and University faculties, we've helped them meet their sustainability goals by replacing menu items with sustainable meat-free meals. As a result, thousands of animals have been spared from cruelty in our food system. ■

Left: Delicious plant-based, meat-free nuggets from Fry's Food



Above: Our University outreach team have been serving up hundreds of plant-based meals to the next generation.



# OPENING THE CAGES

Sparing animals from  
factory farm cruelty

As you read this, there's a gentle hen sitting in the confines of the same barren battery cage she woke up in this morning, as she has every other morning. She won't ever be allowed to greet the day as the sun rises. *If only she knew that not a moment is being wasted as we*

lobby corporations and government to pave the way for the day when all hens like her are free from cages.





## ENGAGING CORPORATES

### Convincing food giants to cut cage eggs

In the boardrooms of some of the biggest food companies in Australia, our corporate relations team has helped negotiate commitments that will see hundreds of thousands of birds spared from life in a cage. These huge wins for hens include Australia's largest pie and pastry company, Patties Foods, as well as Accor Hotels, some of Australia's

largest restaurant chains, and many more. When we sit down opposite the CEO and senior executives of a corporate giant, they know that standing behind us are thousands of Animals Australia members, and a global network of millions of supporters. ■



## OPEN WING ALLIANCE

### A global powerhouse for hens

The Open Wing Alliance is a truly global force for hens. Spearheaded by The Humane League, this global coalition that is working to free all hens from cages means Animals Australia's members and supporters are standing shoulder to shoulder with the members of over 50 of the most impressive animal protection groups globally. After last year convincing many of the biggest food manufacturers, food service companies and hotel chains to adopt global policies to drop cage eggs, in 2018 this formidable alliance launched a

campaign targeting Starbucks. As a result, Starbucks has committed to get rid of cage eggs from all of its 27,000+ stores globally. ■





# OUR VOICE AT THE TABLE

Representing animals in  
government & industry

Robust protection is lacking for the majority of animals in Australia — from inadequate laws to unfair industry influence in government processes. Our members and donors secure our seat at the table, to ensure animals always have the strongest possible representation and protection.



## Wildlife protection

Animals Australia provided detailed information to Pegasus Economics — who independently reviewed the capability and culture of the Victorian Game Management Authority (GMA). This review was ordered by the Victorian government amidst criticism that GMA was failing to effectively regulate illegal and cruel shooting behaviour, particularly relating to recreational duck shooting. The conclusions of this review were scathing and found that hunting laws in Victoria were not only ineffective but also unenforceable. The recommendations are yet to be implemented by the government. Animals Australia lodged 20 formal legal complaints relating to cruel practices and breaches of the Wildlife Act during the 2018 duck shooting season.

Also on behalf of wildlife, through a submission to the Victorian Department of Environment, Land, Water and Planning, we challenged cruel practices and the lack of effective regulation and oversight relating to the shooting and killing of native animals on private property. ■



## Live export

Following the 60 Minutes exposé of appalling onboard shipping conditions for sheep — the federal Agriculture Minister, David Littleproud announced two key inquiries. In the first, veterinarian Dr Michael McCarthy undertook a review of 'Conditions for the export of sheep to the Middle East during the northern hemisphere summer'. This review made significant recommendations, including reductions in stocking density.

The second inquiry was undertaken by an independent consultant, Philip Moss, into the 'Regulatory Capability and Culture of the Department of Agriculture and Water Resources in the Regulation of Live Animal Exports'. This report is yet to be made public at the time of writing this Annual Report. Animals Australia provided significant input into both reviews.

We also submitted a formal legal complaint to the Federal Department of Agriculture and Water Resources, regarding breaches of the Australian Standards for the Export of



Livestock (ASEL) on board the Awassi Express live export vessel.

Animals Australia continues to be the primary watchdog of the industry in importing countries and, to this end, we lodged eight formal legal complaints to the Department of Agriculture this year relating to breaches of the Exporter Supply Chain Assurance System (ESCAS). These covered Kuwait, Malaysia, Israel, Jordan, the UAE, Qatar and Oman. Our evidence from Malaysia resulted in a suspension of trade prior to the Eid Al Adha (Festival of Sacrifice) in 2018. ■



## Cruelty laws under review

More birds are raised and killed for food in Australia than all other land animals combined. All of them are denied legal protection from routine acts of cruelty. A rare opportunity to improve the lives of these animals through a once-in-a-generation law review presented itself in early 2018. With our help, the 'Poultry Standards Review' threw a national spotlight on the substandard laws that permit cruelty such as battery cages, which confine some 11 million hens in this country alone. Animals Australia also took this opportunity to make a comprehensive submission to raise this and other serious concerns relating to the farming and slaughter of 'meat' chickens, as well as ducks, quail, and turkeys. ■



## Education and public engagement

Our legal counsel, Shatha Hamade, continued to grow the animal law discipline by presenting as a guest lecturer at Monash University, Melbourne University, La Trobe University and Bond University. She also presented at community arts events, Dark Mofo in Hobart and at the Melbourne Writer's Festival.

CEO Glenys Oogjes, and Director of Farmed Animal Advocacy, Jesse Marks, were both guest presenters at Melbourne University during 2017-18. ■



## Industry Engagement and consultation

CEO Glenys Oogjes was invited to represent animals at the following industry events:

- United Dairy farmers of Victoria — discussion panel member
- Australian Wool Innovation Research and Development — attendee
- Marcus Oldham Young Agricultural leaders' training — presenter ■



## Government Advisory positions

CEO Glenys Oogjes currently serves on the Victorian Animal Welfare Advisory Committee. The core focus of work this year is to represent the interests of animals during the review of Victoria's thirty-year-old animal welfare legislation. ■

## CONFERENCES

- Asia for Animals conference — Presenter
- 50 by 40 Global Summit — Attendee
- Global Open Wing Alliance Summit — Attendee
- Effective Altruism Australia conference — Presenter
- Forward Digital Campaigning conference — Presenter
- Animal Activist Forum — Presenter
- NEXUS Australia Summit — Presenter
- Getting to Zero Conference — Attendee

# FINANCIAL SNAPSHOT

## Investing in a kinder world

For Animals Australia, our supporters are our lifeblood. Unlike many other animal protection organisations, we receive no government or corporate funding. Without the generous donations we receive, we simply couldn't undertake our life-changing work.

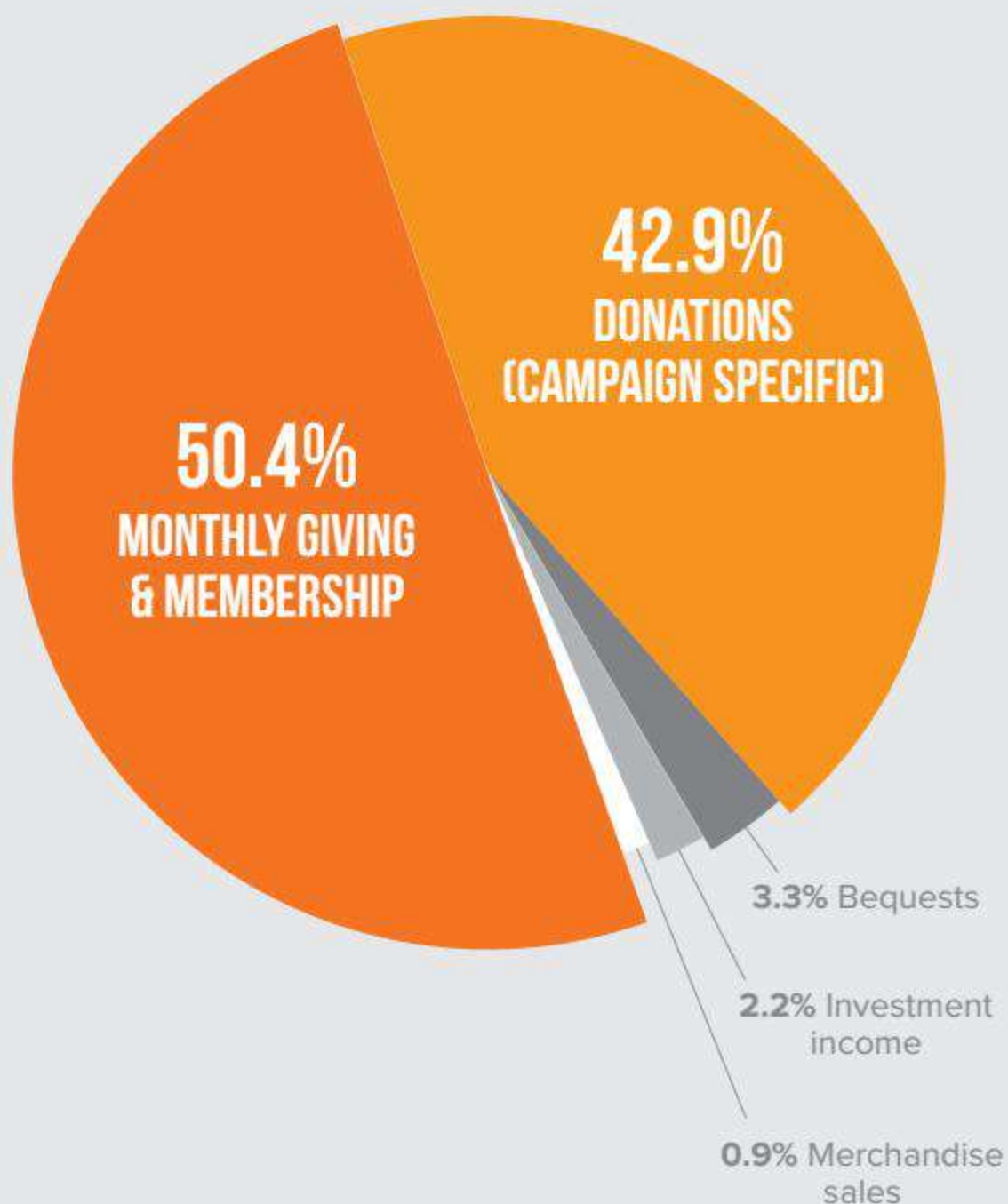
We receive no government funding.  
Our work is 100% fuelled by individual  
donors who ensure we can be  
where animals need us most.

## Monthly Gifts

Almost half of our annual income is provided by our generous monthly donors. Their ongoing donations give us the ability to be proactive and effectively plan our work and ensure that long term campaign goals can be achieved to help animals. For our Investigations Unit, it means sustaining more people on the ground in cruelty hotspots keeping watch over animals. For our advocates, it means reaching more people with a message of compassionate living. For our corporate campaigners and lobbyists, it's securing both short and long-term strategies to save animals from suffering.

## INCOME

**\$9,313,146**



| INCOME                        | 2016/17            | 2017/18            | 2016/17     | 2017/18     |
|-------------------------------|--------------------|--------------------|-------------|-------------|
| MONTHLY GIVING AND MEMBERSHIP | \$4,426,167        | \$4,691,041        | 56.1%       | 50.4%       |
| DONATIONS - CAMPAIGN SPECIFIC | \$2,558,901        | \$3,996,581        | 32.4%       | 42.9%       |
| BEQUESTS                      | \$425,073          | \$303,839          | 5.4%        | 3.3%        |
| INVESTMENT INCOME             | \$316,263          | \$209,204          | 4%          | 2.2%        |
| MERCHANDISE SALES             | \$107,196          | \$80,605           | 1.4%        | 0.9%        |
| OTHER INCOME                  | \$52,515           | \$31,876           | 0.7%        | 0.3%        |
|                               | <b>\$7,886,115</b> | <b>\$9,313,146</b> | <b>100%</b> | <b>100%</b> |

## Fundraising

Fundraising and member development encompasses appeal activities we conduct to directly support our campaigns and investigations. It grows and strengthens our stewardship programs to ensure that we can secure donations needed to carry out our work. As we receive no Government funding, fundraising is critical to our continued operation, and to help expand our programs where animals need us most.

## Finance and Governance

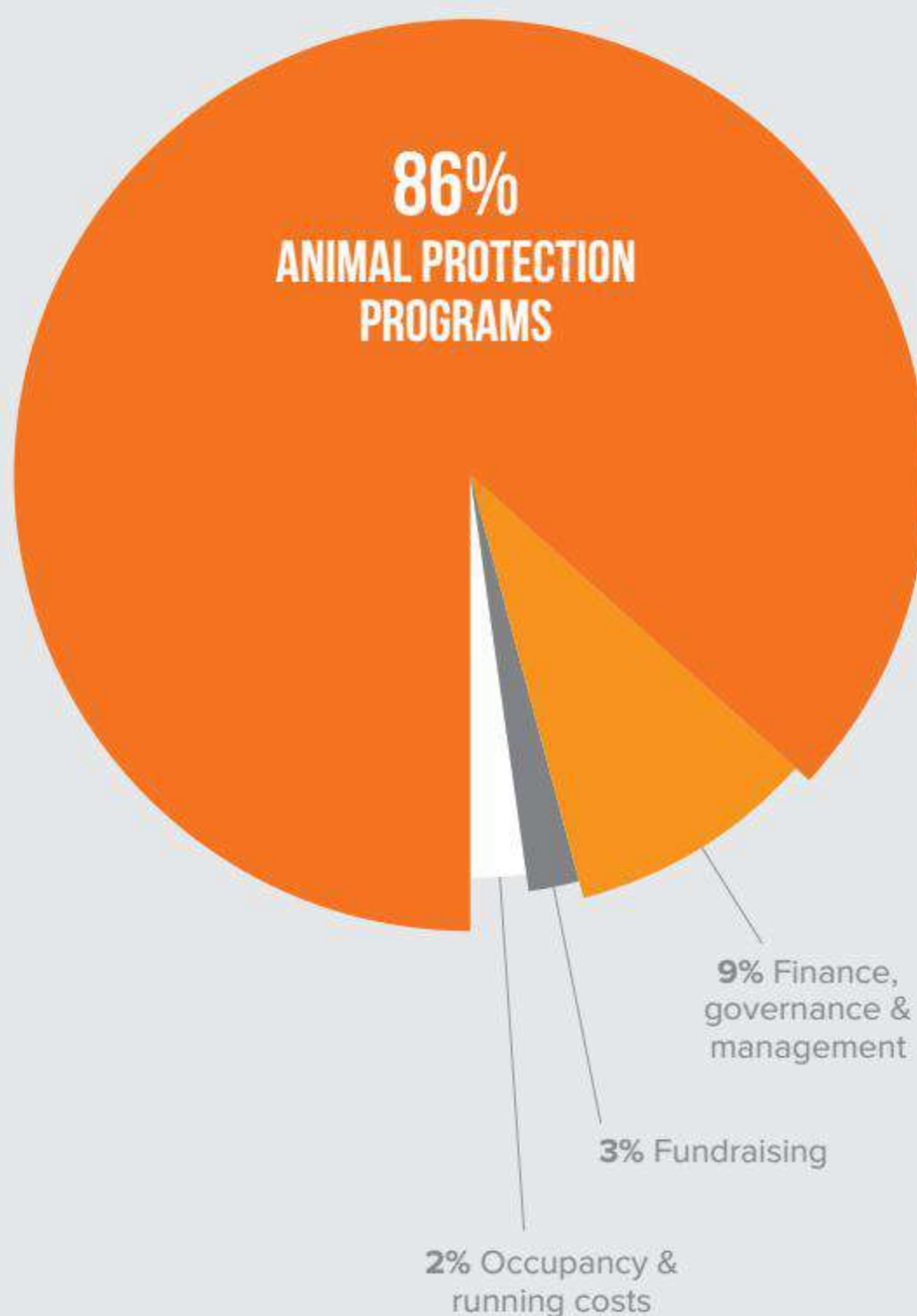
To provide financial transparency and uphold our charity status we are audited every year by DFK Kidsons. This process ensures we remain accountable for every cent of our donors' money, and ensures that all activities are focused on our key mission — creating a kinder world for animals.

## Farmed animal welfare

It would come as no surprise to our supporters that most of our annual expenditure goes directly to supporting 'farmed' animal protection programs. These animals suffer in the greatest numbers, and are afforded the least protection from cruelty, so these programs are the core of our strategic focus to achieve real results.

## EXPENSES

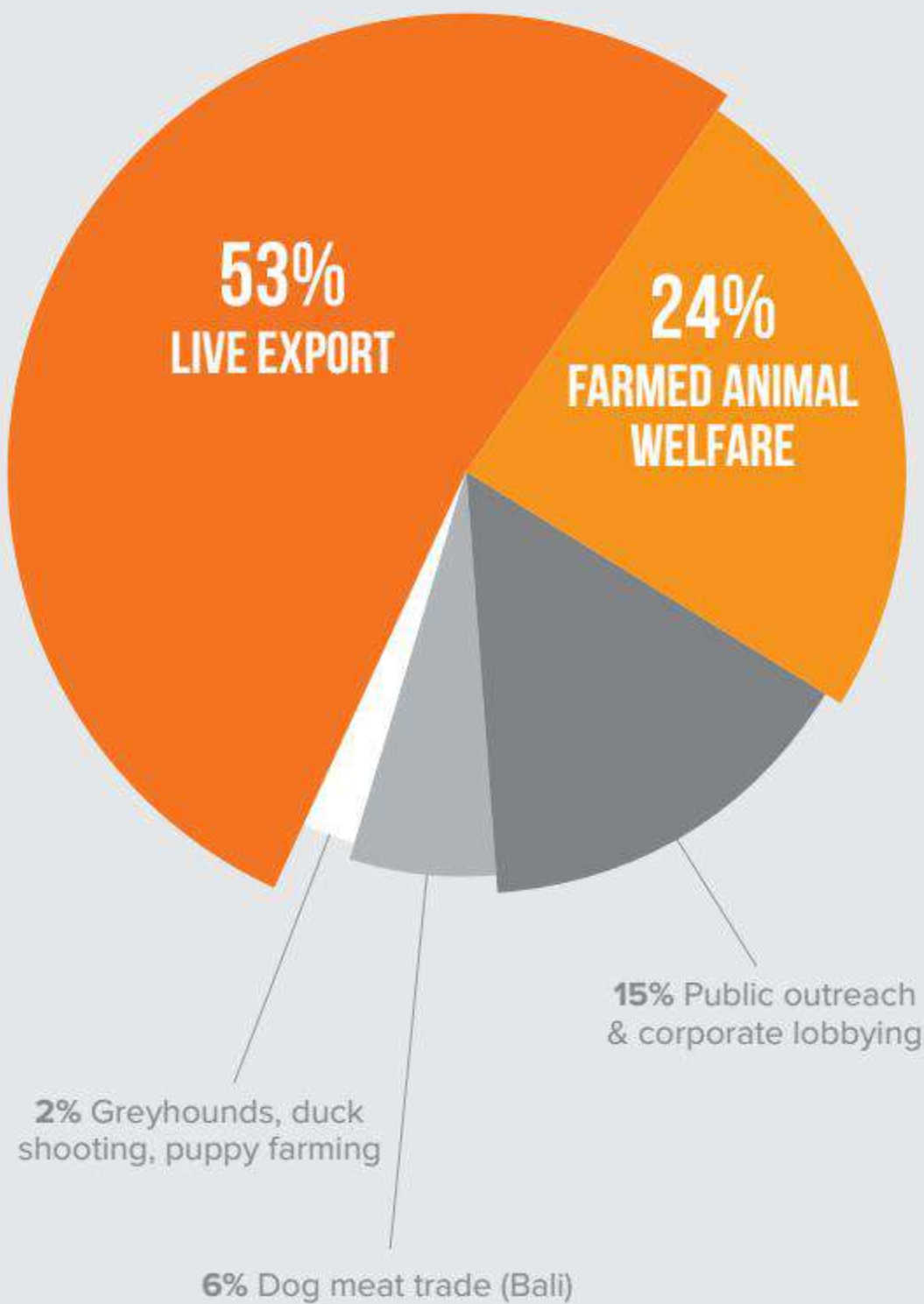
**\$9,664,767**



| EXPENSE                    | 2016/17            | 2017/18            | 2016/17     | 2017/18     |
|----------------------------|--------------------|--------------------|-------------|-------------|
| ANIMAL PROTECTION PROGRAMS | \$4,947,715        | \$8,334,950        | 81%         | 86%         |
| FINANCE, GOVERNANCE & MGMT | \$529,668          | \$893,078          | 9%          | 9%          |
| FUNDRAISING                | \$300,199          | \$226,245          | 5%          | 3%          |
| OCCUPANCY & RUNNING COSTS  | \$310,647          | \$210,494          | 5%          | 2%          |
|                            | <b>\$6,088,229</b> | <b>\$9,664,767</b> | <b>100%</b> | <b>100%</b> |

# ANIMAL PROTECTION PROGRAMS

**\$8,334,950**



| ANIMAL PROTECTION PROGRAMS               | 2016/17            | 2017/18            | 2016/17     | 2017/18     |
|--|--------------------|--------------------|-------------|-------------|
| FARMED ANIMAL WELFARE                    | \$1,837,902        | \$1,995,266        | 37%         | 24%         |
| LIVE EXPORT                              | \$1,648,654        | \$4,428,742        | 33%         | 53%         |
| PUBLIC OUTREACH & CORPORATE LOBBYING     | \$898,989          | \$1,285,696        | 18%         | 15%         |
| DOG MEAT TRADE (BALI)                    | \$279,874          | \$460,290          | 6%          | 6%          |
| GREYHOUNDS, DUCK SHOOTING, PUPPY FARMING | \$282,296          | \$164,956          | 6%          | 2%          |
|  | <b>\$4,947,715</b> | <b>\$8,334,950</b> | <b>100%</b> | <b>100%</b> |

## Live Export

Our global international Investigations Unit is best known for capturing evidence of the suffering and cruelty within the live export trade.

This evidence is then passed to our legal and communications teams, who compile detailed legal complaints, create hard-hitting exposés, and launch groundbreaking campaigns that reach millions of people around the world to influence change.

## Public outreach and corporate lobbying

A vital part of this program work is education, public outreach, corporate and government lobbying. Our campaigners work tirelessly to ensure that our messages reach as many people as possible, to support our growing community of animal protection advocates and decision-makers alike. ■

# LIFESAVING BEQUESTS

## Leaving a kinder world for *them*

By remembering animals in your Will and leaving a gift to Animals Australia, you'll be creating a kinder future for animals. You'll give hope, through our work, to animals locked inside factory farms, on board live export ships and in other cruel 'production' systems, and ensure that they aren't forgotten.

### An incredible legacy that changed the course of Animals Australia

In 2002, devoted animal advocate Necia Page made an incredible commitment to animals. She wanted to ensure they had a voice when she was no longer here to give them one, and help free them from cruel industries into the future. Necia's lifelong commitment to animal advocacy



Animal lover and advocate, Necia Page, 1955-2002

led to her bequeathing a very significant portion of her estate to Animals Australia.

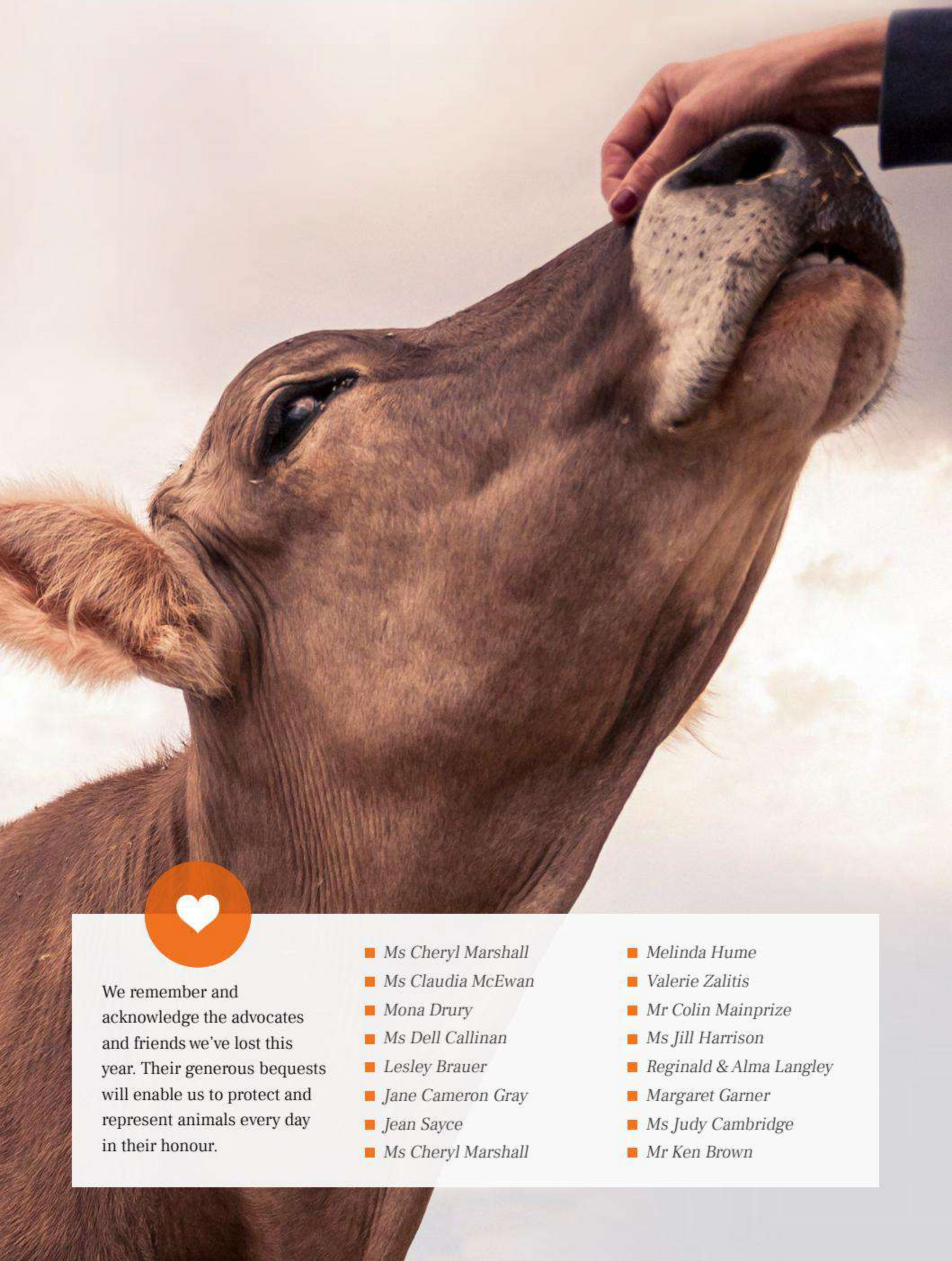
Tragically, Necia passed away after a short battle with cancer, at the age of 47. Through the grief of her passing shone a glimmer of hope. Her generous legacy was the catalyst for change not only for our organisation, but also for animals across the country and abroad. It meant that there was finally the means to bring on a further full-time employee. Our CEO Glenys Oogjes picked up the phone and made a job offer to a campaigner and former police officer she knew and admired — her name was Lyn White.

Within months, Lyn was in the Middle East documenting, for the very first time, the horrors of the live export trade. Necia's gift, which enabled Lyn to join the Animals Australia team, is the very reason that, 16 years later, we could be about to see the end

of live sheep exports. We are comforted by the knowledge she would have been eternally proud to know that her legacy is still helping them years on.

By remembering animals in your will and leaving a gift to Animals Australia, you will be creating a kinder future for animals. You'll give hope to animals locked inside factory farms, on board live export ships, and in other cruel 'production' systems — and ensure that they aren't forgotten. ■

If you've left a bequest to Animals Australia, please let us know so we are aware of your support. To do so, or to request any further information about bequests, call us toll-free on **1800 888 584**, or email [bequests@animalsaustralia.org](mailto:bequests@animalsaustralia.org)



We remember and acknowledge the advocates and friends we've lost this year. Their generous bequests will enable us to protect and represent animals every day in their honour.

- Ms Cheryl Marshall
- Ms Claudia McEwan
- Mona Drury
- Ms Dell Callinan
- Lesley Brauer
- Jane Cameron Gray
- Jean Sayce
- Ms Cheryl Marshall

- Melinda Hume
- Valerie Zaltis
- Mr Colin Mainprize
- Ms Jill Harrison
- Reginald & Alma Langley
- Margaret Garner
- Ms Judy Cambridge
- Mr Ken Brown



For supporting our work, and  
your commitment to creating  
a kinder world alongside us,  
thank you.

**Animals  
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for a *kinder* world

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