

ANNUAL REPORT 2016/17



Your support made this
a landmark year in the fight
against animal cruelty.



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Welcome to our 2016/17 annual report



I'm thrilled to provide you with this year's annual report. It was an eventful year; sometimes gruelling, often uplifting, but always focussed on the path toward a kinder world for animals.

Our dedicated investigators travelled to Europe, the Middle East and South East Asia, to document the horrific suffering of animals exported live around the world. In Bali they captured evidence of the brutal and hidden dog meat trade. And closer to home, we shone a light on cruelty concealed inside a major Victorian slaughterhouse; battled to save native waterbirds from hunters' guns; and lobbied to free dogs and puppies from the misery of puppy factories.

The year ahead will see a continued focus on the global live animal export trade and animals inside factory farms. We are particularly excited to embark upon a once in a generation opportunity to banish the battery hen cage in Australia – legally, for good.

From investigations to media, from legal avenues to public campaigns, we continue to seize every opportunity and search for every available avenue to influence reform and protect animals. Our commitment to our donors, and the animals we represent, is that we will remain relentless, resourceful and steadfast in our resolve to create change.

My sincere thanks to you for your support. You are key to our collective force, and the reason we are able to carry out our life-changing work for animals.

A handwritten signature in blue ink, appearing to read 'Glenys Oogjes', with a stylized flourish at the end.

Glenys Oogjes
CEO



OUR VISION

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

OUR MISSION



To investigate, expose and raise community awareness of animal cruelty.



To strengthen the animal protection movement.



To educate, inspire, empower and enlist the support of the community to prevent and prohibit animal cruelty.



To provide animals with the strongest representation possible to Government and other decision-makers.

OUR VALUES

► Integrity:

We act honestly and ethically at all times.

► Brave:

We are bold, intrepid, courageous and enduring.

► Kind:

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

► Relentless:

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. ■



Thank you

This extraordinary year has been made possible thanks to our donors. We know you are behind us, every step of the way. You are quite literally the backbone of our organisation, and at the heart of everything we achieve. You fuel us, both financially and emotionally. Knowing we have your support is what gives our team in the office, and our investigators in the field, strength.

And it's what gives animals hope.

When you read through the pages of this update, know that it's you who is creating that kinder world for animals.

Our members span every state, major city, and many country towns across Australia. Internationally, compassionate people from 62 countries have chosen to join us as members and help sustain our work.

Your continued support means launching national television campaigns to keep animals at the forefront of hearts and minds, keeping investigators in the field so that animals aren't abandoned to extreme cruelty, and rallying members of parliament for lasting political change.

Thank you for opening your heart every single day, for your generosity, and for believing in the work that we do.

For the animals,



Lyn White AM
Director of Strategy

OUR BOARD

During 2016, the legal structure of Animals Australia was updated from an Incorporated Association to a Company Limited by Guarantee (CLG). We remain a charity, registered with the Australian Charities and Not-for-profits Commission. The inaugural Animals Australia Board represents a depth and breadth of knowledge across a number of sectors including animal welfare, social advocacy, education, law, governance and Government relations.



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 30 years' 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 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 excited to be working with, and to have the support of, such a strong, experienced and professional group of directors, who will assist us in achieving our mission.



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 the Parliamentary Secretary for Mental Health, Homelessness and Social Housing. Prior, 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

Those who make our work possible

Growing our supporter base is critical in ensuring we have the resources to protect animals who need us. Become a member today at www.AnimalsAustralia.org/join





ANGUILLA	CHILE	GERMANY	JAPAN	QATAR	THAILAND
ARGENTINA	COLOMBIA	GREECE	JORDAN	ROMANIA	TURKEY
AUSTRIA	COSTA RICA	HONG KONG	LEBANON	RUSSIA	UNITED ARAB EMIRATES
AUSTRALIA	CROATIA	HONG KONG SAR	MALAYSIA	SAINT VINCENT	USA
BAHRAIN	CZECH REPUBLIC	HUNGARY	MEXICO	SAUDI ARABIA	VIETNAM
BELGIUM	DENMARK	ICELAND	MONACO	SINGAPORE	FRENCH POLYNESIA
BELIZE	EGYPT	INDIA	NETHERLANDS	SOUTH AFRICA	
BRAZIL	ESTONIA	INDONESIA	NORFOLK ISLAND	SPAIN	
BRUNEI	FIJI ISLANDS	IRELAND	NORWAY	SWEDEN	
CAMBODIA	FINLAND	ISRAEL	PANAMA	SWITZERLAND	
CANADA	FRANCE	ITALY	PERU	TAIWAN	



Our members span
every state, major city,
and many country towns

RIGHT ACROSS AUSTRALIA



Jordan Rivkin, Sydney NSW

Jordan is a monthly donor, whose generosity is fuelling Animals Australia's investigations and campaigns. Without support like his, our work would not be possible.

"I support Animals Australia because, as an organisation, they punch well above their weight and achieve some incredible outcomes for animals. As such, they have been recognised internationally as a powerful and effective advocate for positive change."

Animals Australia represents

37 MEMBER SOCIETIES

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

- Animal Active Australia Inc.
- Animal Aid Abroad Inc.
- Animal Liberation
- Animal Liberation QLD
- Animal Liberation SA
- Animal Welfare League of QLD
- Australian Wildlife Protection Council
- Bendigo Animal Welfare & Community Services Inc.
- Blue Cross Animals Society



Jan Kendall, Melbourne, VIC

Jan is a long time donor and supporter, and very much part of our 'family'. She has pledged a gift in her will — and in doing so has ensured her desire to protect animals will carry on for decades to come.

"I so admire the work Animals Australia does to make animals' lives better that I wanted to make sure my donations continue when I am no longer here. By making a bequest to Animals Australia in my will I know that I will still be helping to make the world a better place for animals."

Tamara Waterfield, Sydney NSW

Tamara is 10 years old, and generously donates her pocket money as a monthly donation, to help protect animals. She is an advocate for chickens, and an inspiration to other kids and adults alike.

"I'm making a change. My wish is that other kids will want to make changes too. Just because we are kids doesn't mean we can't do big things and make big changes..."

Lyndi Chapman, Melbourne, VIC

Lindi is a cherished long term volunteer, and familiar face in the Animals Australia office. Her commitment and assistance over the years has been a very welcome support for our staff.

"I enjoy volunteering once a week at Animals Australia because I am passionate about animal welfare." ■



- Brightside Farm Sanctuary
- Cat Protection Society of NSW
- The Cat Protection Society of SA Inc.
- Cat Supporters Group of South Australia
- 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
- Greener Pastures Sanctuary
- Humane Research Australia
- Humane Society for Animal Welfare
- Hunter Animal Watch
- Lawyers for Animals
- Native Bird Liberation Alliance
- Oscar's Law
- Quest Equine Welfare Inc.

- Save-A-Dog Scheme
- Save Fraser Island Dingoes Inc.
- Stop Live Exports
- Triple R Equine Welfare Inc.
- Vegetarian and Vegan Society SA Inc.
- Vegetarian Victoria
- The Vegetarian/Vegan Society of QLD Inc.
- Wildlife Rescue Incorporated
- Working for Animals Inc.

BEYOND BORDERS

Our focus on live export expands globally

For too long, the suffering of animals in the live export trade remained hidden... on ships in the open ocean and in slaughterhouses a world away from home. Our investigations into the global trade in live animals have kept this industry in the public spotlight, forced accountability on export companies, spared countless animals from extreme abuse and inspired millions of people to speak out on their behalf.



Until Animals Australia began conducting investigations in Vietnam, Australian cattle were routinely being sent to places where even industry representatives feared to tread.

These are regions where sledgehammering and the brutal practice of 'flooding' animals with water prior to slaughter are commonplace. Australia's



live export laws prohibit such treatment but our investigations have twice revealed Australian cattle enduring this horrific fate.

Animals sent to Vietnam are better protected from extreme abuse because of the tighter controls our investigations have forced on the industry. But sadly, they will always be at risk in Vietnam if the industry thinks nobody is watching. ■

On the eve of the 2016 Federal election these animals were given an unprecedented voice through an emergency television broadcast confronting politicians with the reality of live export to Vietnam.



SOUTH AMERICA



People in Uruguay are rallying for these animals like never before – our investigations made media headlines, a newly formed coalition of animal protection groups has held two public rallies to protest the trade, and thousands have inundated the President with demands to end live export.

In our sweeping investigations into the global trade in live animals this year, we again found ourselves in Egypt, Turkey and Lebanon. And this is where we witnessed the terrifying final moments of defenceless animals sent all the way from Uruguay and Brazil. South America is a big

exporter of live animals, but until now, no one has highlighted the wrongs of this trade. So we've just launched South America's first ever campaign to end live export in the firm belief that no animal, whether from Australia or Brazil, deserves to suffer the fear and terror of this trade.

One of the industry's favourite PR lines in defence of live export from Australia is that if we don't export live animals, someone else will. Through our global investigations and exposés, we're determined to not let that happen. ■



ASIA & THE MIDDLE EAST



The annual Festival of Sacrifice is a peak time of suffering and trauma for animals. It's also one of the busiest periods for our investigations team as we try to cover as much ground as possible in knowing that our presence gives animals the greatest chance of being protected from the worst abuses.

In 2016 we deployed 10 investigators to five countries. Their evidence of illegal sales and the resultant animal suffering



Evidence from our investigations into the export of European animals to the Middle East have now been released in 27 EU member states. For the first time, **people and policy makers in countries from Croatia to Slovakia** are understanding the cruel reality of live export.



With a heavy heart we witnessed his final terrifying moments. And with a sturdy resolve we promised his suffering would not be in vain. He was sent all the way from Lithuania and is just one of the countless victims of Europe's live export trade. In a landmark eight-month long investigation we tracked animals from Europe to the Middle East and Egypt on a journey that involves terrible, yet all too familiar suffering.

This harrowing series of investigations not only exposed shocking animal cruelty, but that the live trade from Europe is breaking European laws. After presenting our evidence to the European Parliament in Brussels, the EU Commission not only committed to audit a number of member states with a focus on live export — but in a significant step forward for the campaign, the Commission announced an Inquiry into live export from Europe. ■

formed the basis of our extensive legal complaints submitted to the Australian government.

The impact on exporters every time we expose their crimes against animals cannot be underestimated. Ongoing investigations have made exporting harder, more expensive and more scrutinised than ever before. The number of sheep spared from this industry all together continues to increase as live export declines. ■

But there was good news too. Our unrelenting efforts in Jordan documenting breaches of regulations bore fruit in 2016, with investigators finding not one Australian sheep being illegally sold for backyard slaughter.



In Romania we discovered the youngest victims of live export — unwanted dairy calves, torn from grieving mothers and packed onto crowded live export ships, bound for Israel. These vulnerable 10-week-old calves and cattle and sheep from

Australia make up the hundreds of thousands of animals exported to Israel every year. In a cutting-edge campaign, Animals Australia united with animal protection groups in Israel to shine a spotlight on the suffering of these animals. ■

Upon discovering their country's hidden trade in baby animals, more than **10,000 Romanians flooded their politicians with a plea to end the cruelty**. In a global wave of compassion, they were joined by over 60,000 caring people from around the world uniting on behalf of the global live export trade's tiniest victims.

Above: 'Stop the death ships' — these powerful words have turned heads at hundreds of prime locations across Tel Aviv and Jerusalem.



FROM THE FIELD

News from our Investigations Unit

So much animal cruelty in this world occurs behind closed doors, high fences and in back streets, far away from the protective eyes of a caring public. Donors to our Investigations Unit are helping us shine a spotlight on hidden cruelties, secure victories that set important precedents for animals and illuminate the path towards positive change.

WHILE BEST KNOWN FOR OUR LIVE EXPORT INVESTIGATIONS, THE WORK OF OUR INVESTIGATIONS UNIT IS EVEN MORE FAR-REACHING...



Ending Bali's brutal dog meat trade

When an Animals Australia investigator first infiltrated dog meat gangs in Bali in early 2017, the cruelty suffered by dogs was largely hidden. He captured evidence of immense suffering, and that Australian tourists were unwittingly fuelling the trade, making our responsibility to these animals even greater.

The evidence captured made international media headlines, sparked over 170,000 petition signatures to the Governor of Bali, and resulted in the Bali government's historic commitment to end the dog meat trade. Because of the unwavering generosity of our supporters, the bamboo crates that once confined



frightened dogs for days on end, will soon be empty. The days of dogs being poisoned, beaten and strangled for their meat will be over. And once again 'man's best friend' will peacefully co-exist in Balinese communities, as they had done for centuries. ■

Our work in Bali continues throughout 2017. The support of our members will enable us to keep a team on the ground in Bali to see this commitment become a reality, and work towards broader change for all animals on the island.



Investigations force nationwide crackdown

Our world-first investigations uncovering piglets, possums and rabbits being used as 'live bait' in Australian greyhound racing sparked a dramatic chain of events that led to life bans, prosecutions and jail time. As a result of our investigations, over the

past 12 months we've seen major reforms forced on the industry in key racing states and these should see fewer dogs killed, their daily lives improved and far greater scrutiny on trainers. It's because of the support of our donors that greyhound

racing's many victims — from the piglets and possums terrorised to gain a 'winning edge', to the naturally gentle and affectionate dogs who are exploited for this gambling industry — have not only been given a voice but hope for a brighter future. ■



Shooters barred from major wetlands

She was a Freckled Duck — Australia's rarest and most protected waterbird — and yet she was illegally shot the morning of opening weekend of the 2017 Victorian duck shooting season.

She was just one of the victims of the biggest massacre of protected species in 30 years. Our investigators were there on the wetlands... alongside our friends from the Coalition Against Duck Shooting, and a courageous team of wildlife rescuers. Our evidence from the wetlands this season has underpinned extensive legal complaints against shooters and shut four of the state's major wetlands to hunting, sparing tens of thousands of ducks from slaughter. ■



Few politicians who support duck shooting have actually set foot on the wetlands to see the suffering and the carnage for themselves. So on the eve of the opening weekend, our supporter-funded TV commercial took the wetlands to the politicians, broadcasting the reality of duck shooting on prime time TV.

After exposing brutal 'live baiting' in Australia's greyhound racing industry, we followed the money trail to China and Macau — where Aussie dogs were being forced to race and win, or die. In response to our explosive evidence of this hidden abuse, major airlines announced they would no longer fly racing dogs from Australia to South East Asia.



OUR GLOBAL IMPACT

 **NORTH
AMERICA**



Worldwide

Millions of hens across 45 countries will be spared life in a cage thanks to the world's biggest food service company – Compass Group – committing to drop cage eggs.



Uruguay

We launched South America's first ever campaign to end live export after uncovering the terrible suffering of bulls exported from Brazil and Uruguay.

 **SOUTH
AMERICA**



Whether we're needed in the field, in a boardroom or in the community... our work on behalf of animals knows no borders.



INVESTIGATIONS

From uncovering Bali's hidden dog meat trade to exposing the suffering of Australian goats in Malaysia... you've kept our elite team of investigators in the field, where animals need them most.



STRATEGIC CAMPAIGNING

Farmed animals across the world have been given an unprecedented voice through media exposés, public advertising campaigns and through caring citizens from Uruguay to Romania putting their compassion into action to lobby for change.

EUROPE



Europe

An Inquiry into the live export of animals from Europe was announced after we presented shocking evidence of cruelty to the European Parliament in Brussels.

ASIA

More than 750,000 people from 163 countries have signed our global petitions to end live export.

AFRICA



Israel

A landmark campaign calling on the Israeli government to 'stop the death ships' gave voice to the thousands of animals sent to Israel from Australia and Europe each year.



Bali

A hidden trade in dog meat will end in Bali after our investigations revealed dogs being brutally killed and fed to tourists.

AUSTRALIA

NEW ZEALAND



POLITICAL LOBBYING

You've helped us lobby at the highest levels to expose the wrongs of the global live export trade – from the European Parliament in Brussels to Mexico, where we put our case to the world's foremost authority on animal welfare.



CORPORATE WORK

As a member of the Open Wing Alliance, Animals Australia is working with colleagues in 27 countries to encourage the corporate world to drop cage eggs.



COMPASSIONATE LIVING

In 13 languages from Arabic to French and in 21 countries from Indonesia to Portugal, hundreds of thousands of people are flocking to our new campaign websites to see how they can help reduce the demand for meat and dairy that is fuelling the global trade in live animals. ■



OPENING THE CAGES

Sparing animals from
factory farm cruelty

It might surprise you to read that of all the land animals in human care in Australia, the majority live in factory farms. Around 5 million pigs and 645 million chickens. So many that it's easy to lose sight of the fact that each and every one of these animals is an individual, with his or her own unique personality and interests. Like all animals, they deserve a life worth living. But as you may know, farmed animals are denied the same legal protections as the dogs and cats we share our homes with.



In 2016,
we reached the
significant milestone that
fewer than half of all eggs
bought in supermarkets
in Australia are from
hens living
in cages.

The incredible support of our donors throughout the past year has given us the platform to consistently keep factory farm cruelty in the public spotlight — through innovative public awareness campaigns; investigations and exposés. As a result, year on year, we've seen more people choose to take cage eggs, factory farmed pigs and chickens off their shopping list.

Since Animals Australia campaigns secured commitments from Aldi and McDonald's to drop cage eggs — we've seen a domino effect, with more and more companies pledging to take cage

Below: Our public advertising campaign for hens reminded shoppers of the cruelty of cage eggs. The resulting pressure from customers saw Aldi commit to a phase-out of cage eggs.





Together, these company commitments will spare hundreds of millions of animals from life in a cage.

eggs off the menu, including Subway, Hungry Jack's, Hilton, Arnott's, Grill'd and many more. We continue to engage with companies to hasten an end to caging hens — and in the coming year, we expect to see many more companies pledge to remove cage eggs from their products and menus. And this progress is picking up pace globally...

2016 marked an important year for hens for another reason. The Open Wing Alliance was formed. This global alliance, initiated by

The Humane League, involves close to 40 of the world's leading animal protection organisations, including Animals Australia and our global arm, Animals International. Our shared goal is to free egg-laying hens from life in a cage.

Within its first year the Open Wing Alliance has already secured commitments from some of the biggest egg-using companies in the world, including: major global supermarket chains Aldi, Carrefour, Intermarché

and Lidl; the world's largest foodservice companies Compass Group and Sodexo; two of the world's largest hotel chains InterContinental Hotels Group and AccorHotels; and some of the biggest food manufacturers General Mills, Mondelez, Kellogg, Campbell's, and more.

While things have been looking positive this year for hens, we've also been taking important strides for other farmed animals. Through our engagement with major retailers, we've been able



to bring their attention to the welfare of pigs, dairy cows and calves, sheep, cattle, prawns, fish, chickens raised for meat and the conditions in slaughterhouses.

Through our online engagement strategies, we have touched the lives of tens of millions of people around the world, helping them to see farmed animals as someone, not something; informing them about the cruelty of factory farming; and empowering them to make choices that spare animals from factory farms.

There is much work left to do for farmed animals. But thanks to our members, effective strategies, and global allies, a world without factory farming is not only possible, she is on her way. ■

DISRUPTING THE MONEY TRAIL THAT FUNDS FACTORY FARMING & LIVE EXPORT

They say money is power. But most of us don't know for sure how our money — in bank accounts and super funds — is being invested. Without our knowledge, it may be supporting industries that conflict with our own values. What if we disrupted the money trail that funds factory farms, live export and other cruel industries? What if we empowered every person who cares about animals to tell their super fund and their bank that they don't want their money invested in industries that harm animals? That's the idea behind an exciting new initiative by Animals Australia — headed up by Tim Vasudeva, former

CEO of RSPCA SA and with an extensive background in the finance sector.

Ethical and sustainable investment is already being embraced by many in the finance sector. Now it's time to ensure animals are on their radar. When huge investment firms, super funds and banks choose not to lend or invest in live export and factory farming — that makes harming animals harder. Collectively, we have the power to make that happen. And we look forward to sharing more about this promising initiative with you soon. ■



BEHIND CLOSED DOORS

Exposing slaughterhouse cruelty

What hope is there for animals in slaughterhouses across the country where nobody is watching?

It's one place few people would choose to think about, let alone visit. But for some 700 million land animals who are raised for food in Australia every year, it will be their final destination — and a terrifying one.

Our supporters tell us that this is one area that concerns them most. And with good reason. Between scheduled government audits, investigation footage is consistently revealing extreme violence and abuse occurring inside these 'processing' facilities.


Animals Australia's work has exposed some of the worst cases

of slaughter cruelty, while raising public awareness, and putting the inadequate regulatory system on notice.

Footage received by Animals Australia in late 2016 revealed a litany of daily horrors inside Riverside Meats — one of Victoria's major slaughterhouses. Equipment designed to reduce suffering was instead being used as weapons of torture — on cows, pigs, sheep, goats and week-old dairy calves.

Frightened animals were beaten, repeatedly stabbed, and slaughtered while fully conscious. More than





FEW PLACES REVEAL SO DRAMATICALLY THE RISKS FACED BY ANIMALS WHEN NO ONE IS WATCHING. OUR WORK IS SHINING LIGHT IN DARK PLACES, AND SAVING ANIMALS FROM SUFFERING IN THE PROCESS.

1,000 damning videos were sent to authorities, who immediately launched an official investigation.

Victoria's Chief Vet labelled Riverside the 'worst case of cruelty' he'd seen in his career.

When we exposed the scale of hidden abuse on television,

state Governments felt renewed pressure to introduce mandatory CCTV cameras in all slaughterhouses. Such a move would help curb the worst cases of illegal cruelty in slaughterhouses that currently operate with no consistent independent oversight. Despite

this, and despite the petition signatures of over 70,000 Animals Australia supporters, independently monitored CCTV has so far been resisted by industry and government.

The government investigation into Riverside Meats is ongoing.



Above: This calf was one of many subjected to horrific cruelty inside a Victorian slaughterhouse.

And while the investigation may well result in animal cruelty charges, the facility continues to operate — killing thousands of animals every week.

Fortunately, the release of this evidence has also had more immediate effects. Through Animals Australia's online outreach, millions of people around the world have responded with compassion — bearing witness, raising awareness, and choosing to eat fewer animals.

The risk of cruelty will always escalate wherever animals are handled en masse; where the value of life is diminished; where workers are pushed to their limits; and where independent oversight is limited or non-existent. A slaughterhouse is all of these things. This is why our efforts to reduce slaughter cruelty remains a top priority, and why our work to reduce the number of animals who are forced to set foot inside these places continues. ■



A COMPASSIONATE SOCIETY

Fostering kinder choices for animals

Compassion is more than a feeling, it's an action. Every day, our donors enable us to inspire people to choose compassion — to spare animals from cruelty and create a kinder world.





Supporting people to make kind choices

Millions of Australians are seeking to improve their own health, save animals and protect the planet by eating fewer animals. Many are looking for support to take this step. Thanks to our members we've been able to be there and offer that important support when people most needed it. Over the last year, we've provided printed guides, tips and online support to over 720,000 people in Australia and around the world wanting to change the way they eat. As a result, these people are helping to spare the lives of millions of animals, cut greenhouse gas emissions and foster a more compassionate society.



Growing the movement for animals

With our donors' support, the Animals Australia outreach team has been equipped to grow and support more of the next generation of animal advocates. Over the last year, our volunteers across the country have handed out literature and had meaningful conversations with tens of thousands of people, to help them see animals as individuals, to inform them about factory farming and to empower them to make choices that protect animals from cruelty. In recent months, we've also launched a university-focused outreach program to inspire the next generation of leaders to care about animals.



Training animal advocates

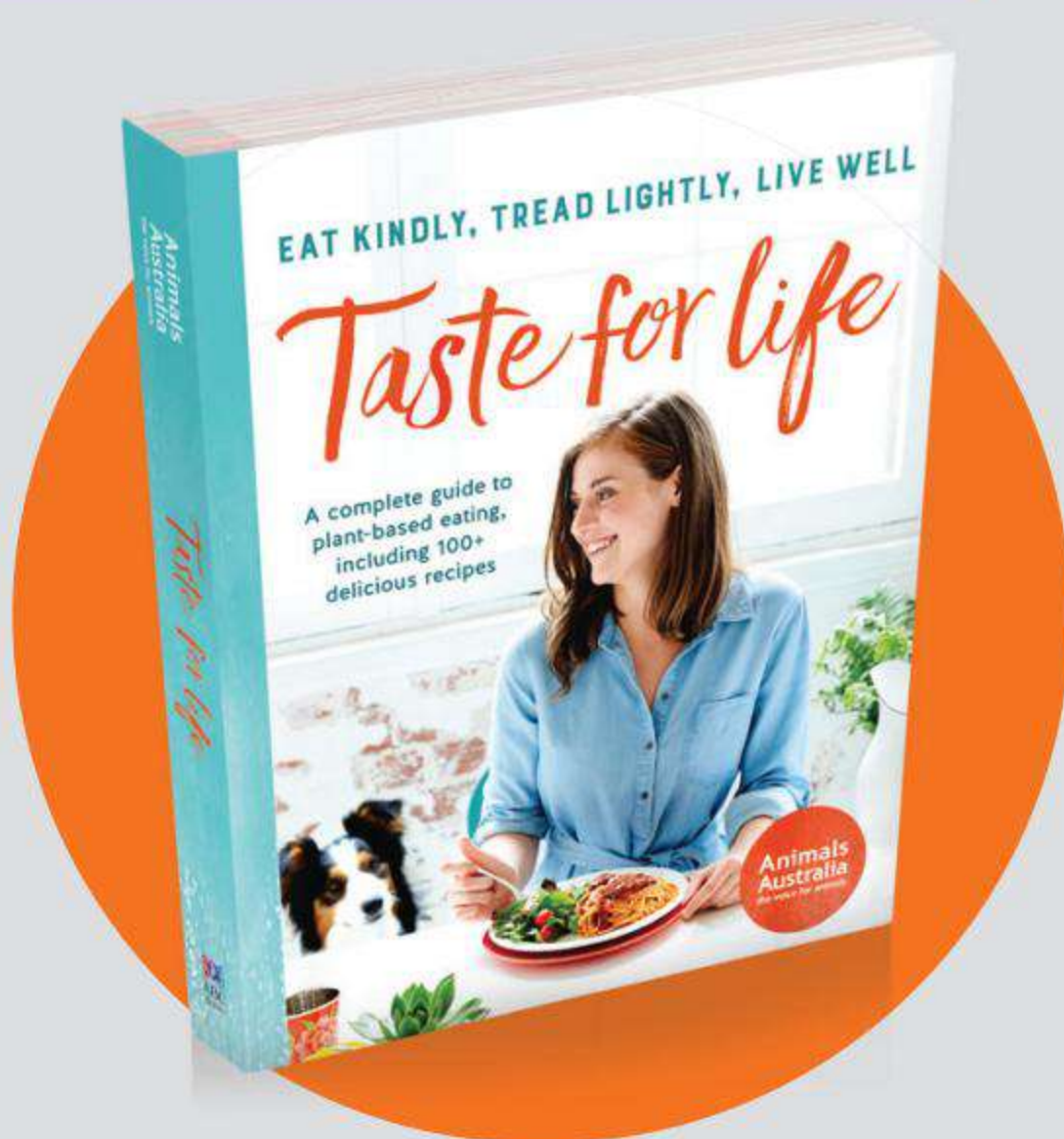
Thanks to our members, we've been able to support a lot of people to help animals. But we can't be everywhere. However, if we can support and train people to be effective advocates, then we can amplify our impact. So in February 2017, we flew in two of the leading global trainers for animal advocates, Melanie Joy and Tobias Leenaert, to train 300+ advocates around the country including those from our member societies. In turn, each of these advocates will have a ripple effect in their own organisations, communities and social circles — helping more animals and creating a positive, inclusive and effective movement.



Christmas usually fuels huge demand for pigs, chickens and turkeys to be raised in factory farms and killed in slaughterhouses. But last Christmas, animals were given something to celebrate. Thousands of Aussies joined us in pledging to celebrate a Kinder Christmas by adding meat-free dishes to their Christmas table. One month later, thousands more stood up for lambs by pledging to enjoy delicious plant-based meals on Australia Day.

Our new cookbook brings compassion to the kitchen

When ABC Books asked us to publish a cookbook we saw it as a fantastic opportunity to show how delicious animal-friendly food can be, and produce a powerful advocacy tool. Our cookbook, 'Taste for Life' rocketed to the top of Australian book sales charts, as the number one selling cookbook for its first week of release. Within its pages we feature 100+ mouth-watering plant-based recipes, plus tips and support to eat healthily and protect animals. ■



Every time we support someone to choose a meat-free meal, they are helping to spare someone like Henry (pictured) from seeing the inside of a slaughterhouse.

OUR VOICE AT THE TABLE

Representing animals in government & industry

The odds are deliberately stacked against 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.

For the mother pig trapped in a metal cage, for the puppy born inside a barren puppy mill, and for the newborn lamb freezing in a paddock. For *all* animals ignored or abused by vested interests. Thanks to our donors, Animals Australia speaks out for animals in systems that for too long have accepted their suffering as 'business as usual'.

Led by our CEO and underpinned by the generous support of our members, this strategic 'behind the scenes' work for animals complements our public campaigning.



On behalf of countless animals who suffer out of sight, Animals Australia relentlessly pursues change in industry and government.

A photograph of two kangaroos in a grassy field during sunset. One kangaroo is standing upright on the right, looking towards the camera. Another kangaroo is sitting on the left, also looking towards the camera. A small joey is visible peeking out from the pouch of the standing kangaroo. The background is a soft, out-of-focus landscape with trees and grass, illuminated by the warm light of the setting sun.

**WITHOUT OUR VOICE ANIMALS
WOULD OFTEN BE LEFT WITHOUT
ANY ROBUST REPRESENTATION.**

Productivity Commission

The Productivity Commission is the Australian Government's principal advisory body on specific areas of policy, regulation and a range of social and environmental issues. Productivity Commission reports often form the basis of government policy.

Animals Australia met with the heads of the Productivity Commission and made detailed submissions to the Commission's Inquiry into the regulation of animal agriculture.

The Inquiry report resoundingly supported many of the issues we have previously highlighted in relation to the regulation of animal agriculture in Australia – in particular that it exposes farmed animals to legalised routine cruelty.

The Productivity Commission strongly supported the need for an independent federal body to progress and monitor animal welfare (like an independent Office of Animal Welfare), and to address the inherent conflicts of

interest in the responsibilities of State and Federal ministers of agriculture, who are tasked with both promoting and policing these industries.

The Commission report was also critical of the current system of reviewing agricultural Codes of Practice – meaning industry standards and guidelines for the treatment of farmed animals – because it favours agricultural interests over the welfare of animals.



Agricultural Code reviews

Industry codes of practice provide exemptions to animal industries from state-based animal cruelty laws. It is these codes which allow farmers to severely confine animals and routinely subject them to surgical procedures without pain relief — all acts that would be prosecutable cruelty offences if committed on a pet dog or cat.



Above: Laws allow piglets to have their tails cut off and teeth cut through and permit males to be castrated, all without pain relief.



While government review processes are deeply flawed and heavily weighted in the interests of animal industries, every code review provides us with an opportunity to argue for change and give animals the representation they so desperately need.

DURING 2016 — 17 WE CONTRIBUTED TO REVIEWS OF:

- Abattoir/Processing Establishment Standards & Guidelines
- National Standards & Guidelines for Saleyards
- Sheep & Cattle Standards & Guidelines
- Poultry Standards & Guidelines
- Free Range Hen Standards

Our formal submissions contributed to new draft regulations for the greyhound racing industry in Victoria. These regulations, despite protests from some in the industry, would require greyhounds used for racing to have regular veterinary health checks, soft bedding, minimum daily exercise and at least 30 minutes of human interaction each day.



Animal Welfare Advisory Committees

Animals Australia is a member of a number of state-based animal welfare advisory committees (AWACs), which provide expert advice to governments on animal welfare issues.

For example, our CEO, Glenys Oogjes, is a member of the Victorian Minister for Agriculture's AWAC, which in 2016 developed an Animal Welfare Action Plan, and is currently contributing to a total review of the now-outdated Prevention of Cruelty to Animals Act.

Indications are positive that the updated Act will result in welfare progress for Victorian animals.



Submissions to Government

Most animal welfare issues are governed at the State level. Animals Australia actively engages in these processes where progress seems likely, including, during 2016-17:

- Greyhound Racing Codes and regulations in VIC, NSW, QLD
- Puppy factory draft legislation in VIC, WA, SA, QLD

As a result of our engagement in these processes, attitudes within government, enforcement authorities and animal industries are changing, and the daily lives of these animals will improve.



We will not rest until the values of compassionate, caring Australians are reflected in government and industry policies.



Wildlife protection

We provided input during 2016-17 into the animal protection aspects of several wildlife management plans, including:

- Federal Turtle Recovery Plan
- Federal Invasive Species Commissioner's Cat Action Plan
- ACT Kangaroo Management Plan. ■



FINANCIAL SNAPSHOT

Investing in lasting change for animals

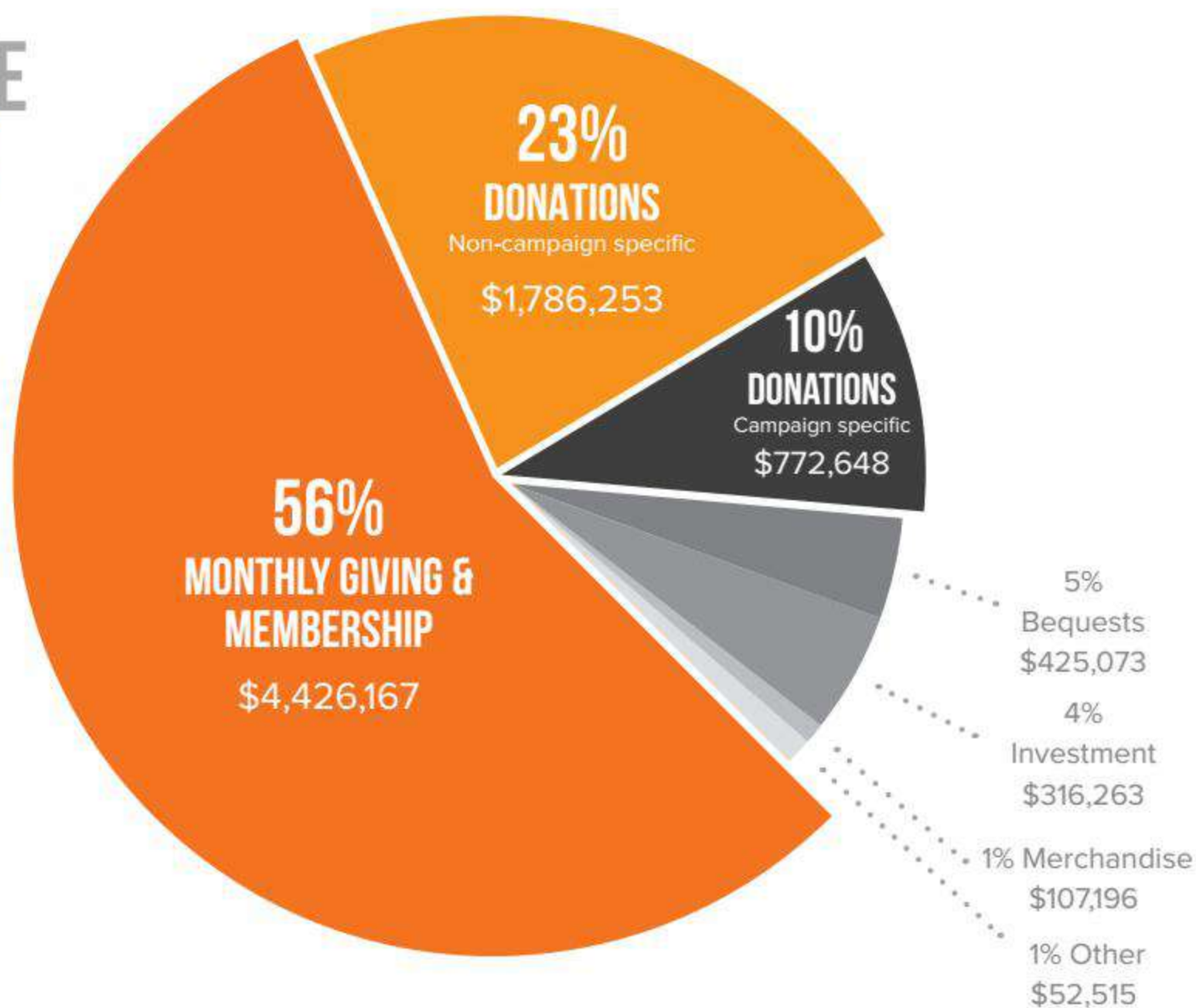
For Animals Australia, our supporters are our life-blood. Unlike many other animal protection organisations, we receive no government or corporate funding. Without the generous donations we receive, we simply couldn't undertake our life-changing work.



We are proud to have been recognised as a standout charity since 2015 by Animal Charity Evaluators.

INCOME

\$7,886,116



Our commitment

We value and appreciate every dollar we receive, and honour the responsibility that comes with that donation — to alleviate animal suffering and to create real and lasting change for all animals.

We are proud to have been recognised as a standout charity since 2015 by Animal Charity Evaluators. They are an independent organisation that identifies charities who are

proven to be most effective — based on outcomes for animals — for every dollar donated. Animals Australia was the first Australian animal charity to be recognised in this way.

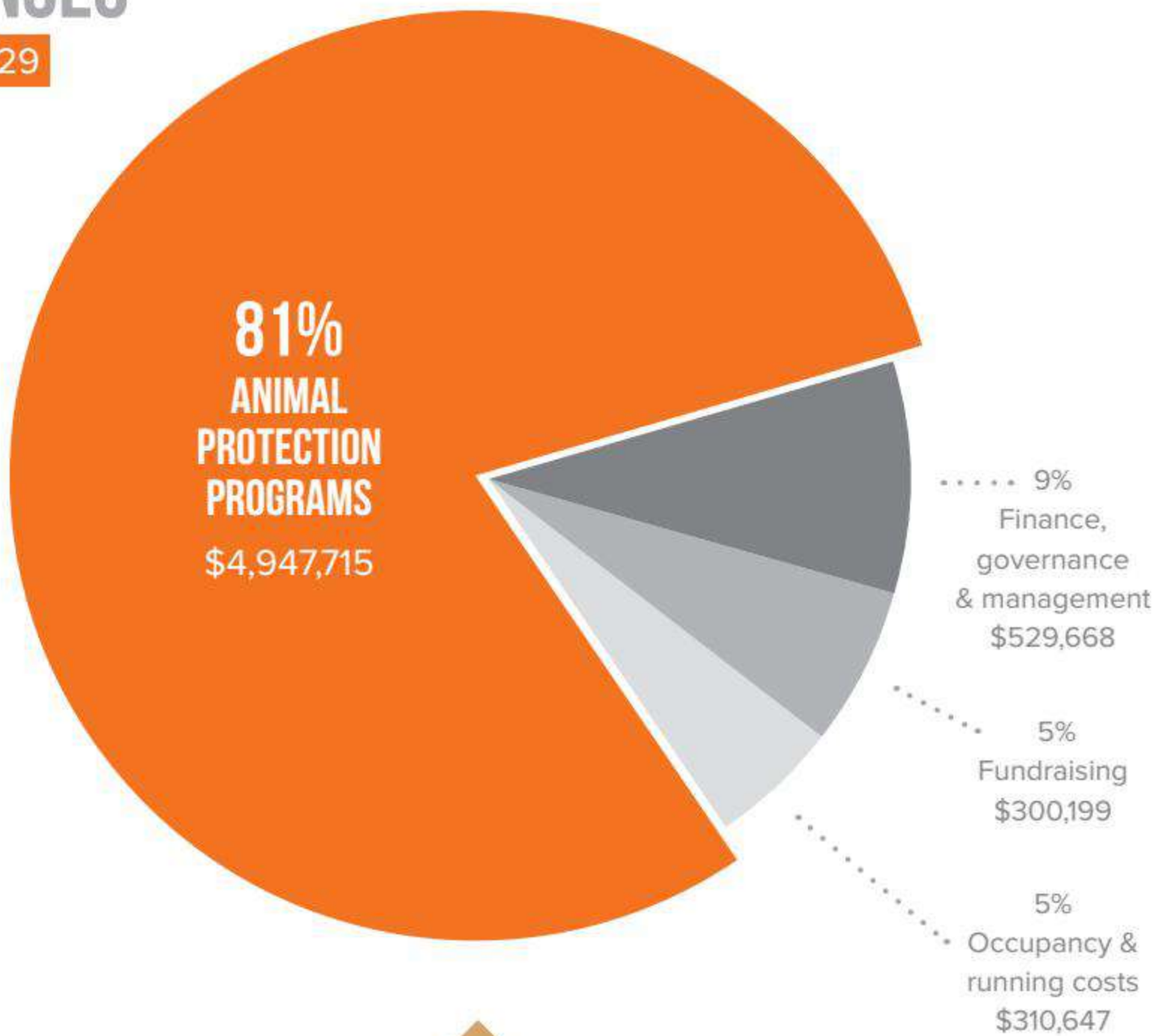
Monthly giving

Regular financial contributions allow us to build our resilience, and to plan for future campaigns and investigations. Almost 60 per cent of our annual income comes from our monthly donors. These ongoing donations give

us the ability to be proactive, to effectively plan our work and ensure that long term campaign goals can be achieved. 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. ■

EXPENSES

\$6,088,229



Fundraising

Fundraising and member development encompasses all of the appeal activities we run to support our campaign and investigative work, as well as our member stewardship programs. Fundraising is essential in enabling us to grow our overall supporter base, to strengthen and expand the work that we do.

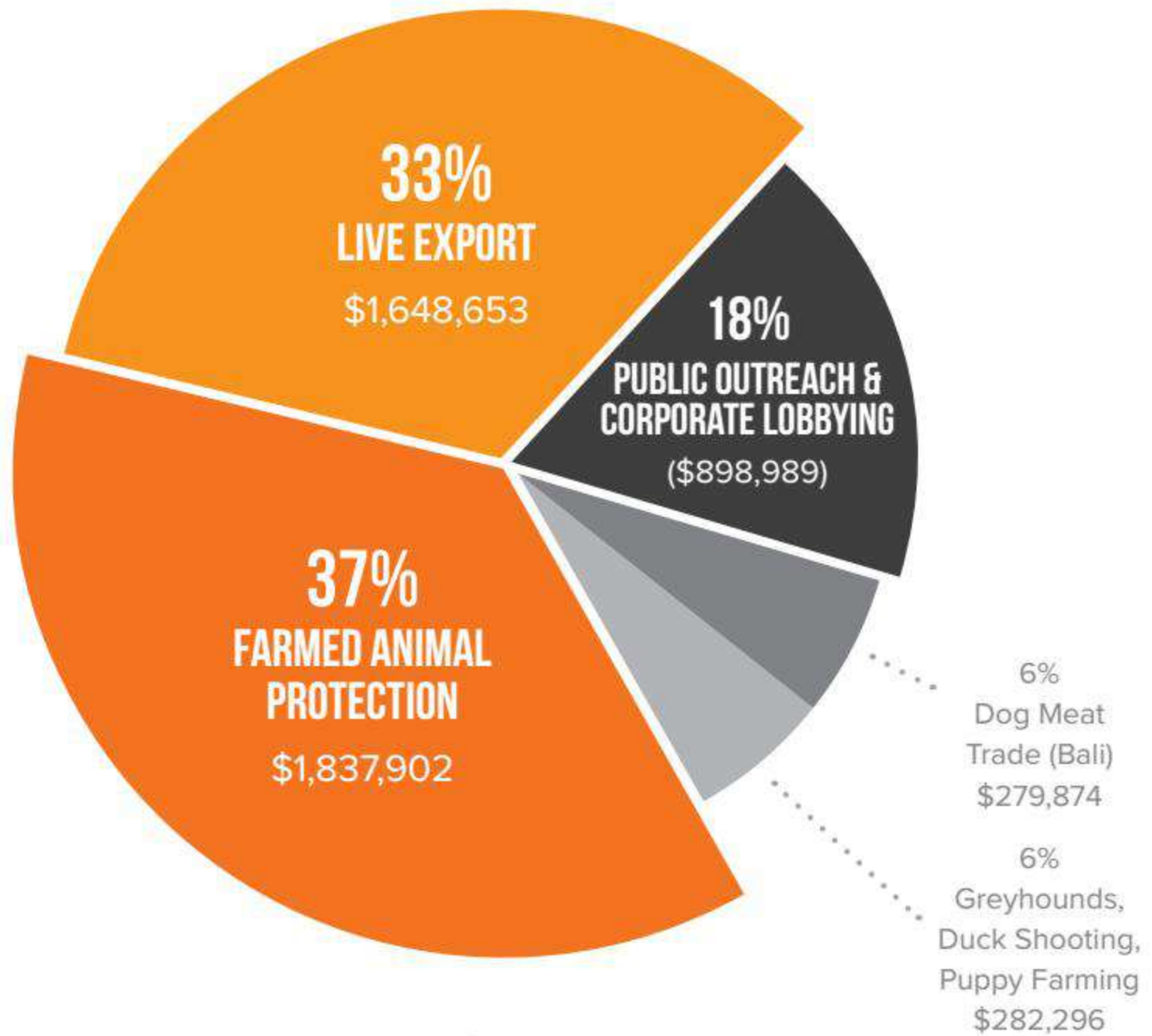
Finance and governance

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



ANIMAL PROTECTION PROGRAMS

\$4,947,715



Farmed animal welfare

It would come as no surprise to our supporters that the vast majority of our yearly expenditure goes directly towards animal protection programs. These programs are the core of our strategic focus to achieve real results for animals.

Live export

These programs often begin with our research and investigations

teams. Our work in the field captures evidence of the suffering and cruelty we so desperately need to end. Then our legal, communications and creative teams get to work. We use this intel to create hard-hitting exposés, groundbreaking campaigns, detailed legal complaints and touching stories that reach televisions, computer screens, billboards and inboxes around the world.

Public outreach & corporate lobbying

A vital part of this program work is our work in education, public outreach and 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 welfare advocates and then decision-makers. ■

LEAVING A LEGACY

How gifts in wills ensure a kinder future

The ever-increasing need for our work to protect animals — especially those suffering cruelty within the ‘food’ system — has driven the official launch of our Bequest program this year. Bequests left to Animals Australia safeguard and enable the longevity of our work into the future.

From our investigators to our campaigners, Animals Australia works tirelessly to make the world a kinder place for animals thanks to the generosity of our donors. As a team we find strength in the certainty that one day, that frightened young steer onboard a live export ship will be the very last to leave our shores. We will never give up on that curious little hen, imprisoned inside a battery cage, because we know we will see the day when others like her will only know the sun on their backs.

We are forever humbled by the fact that our donors aren’t defeated with despair, but motivated to help these very animals, through a gift in their will. Not only does this generosity strengthen our ability to provide animals with the very best

representation for years to come, but it will give hope to younger generations — that they might grow up in a world that shows animals kindness, not cruelty.

But as our work expands internationally, the need for us to be where animals need us most is increasing. And our need for continued financial support becomes critical.

Choosing to leave a bequest to Animals Australia in your will means you’re helping to create a world where animals are valued for who they are, not what they produce. A world where what is ethical matters more than what is profitable.

Thank you for sharing our vision for a kinder world for all animals. ■



We humbly acknowledge our supporters who shared our vision for a kinder world, by leaving a bequest donation this year.

We will remember each of them with gratitude — for enabling our work to continue to protect animals and create a kinder future.

■ *Elsie Quinn*

■ *Nicky Hack*

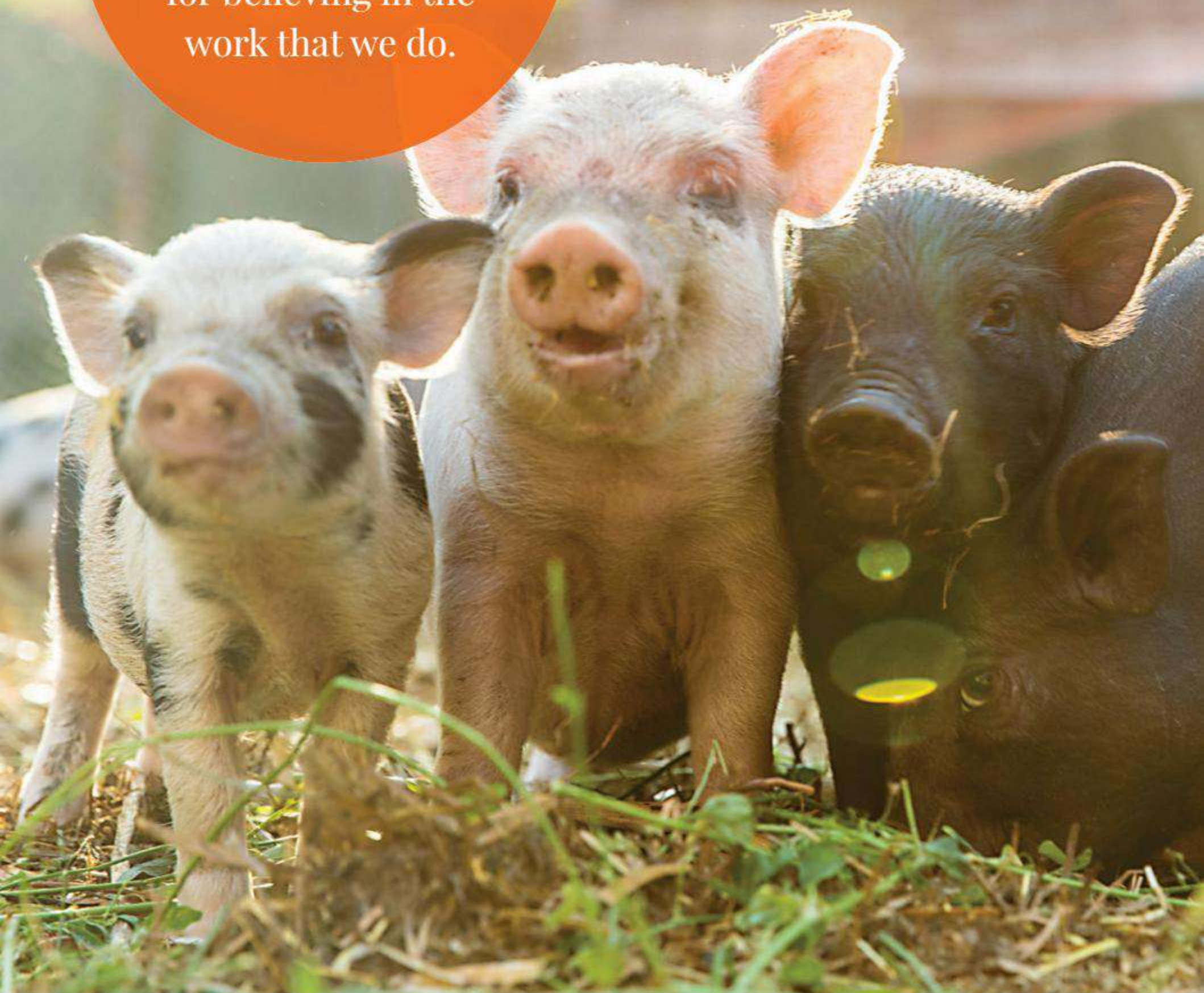
■ *Martin Matthews*

■ *Kym Arnold*



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they are, not what
they produce.

Thank you for
opening your heart
every single day, for
your generosity, and
for believing in the
work that we do.



**Animals
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for a *kinder* world

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2016
STANDOUT CHARITY

AnimalCharityEvaluators.org

