

VICTORY!



Hope in Sight for Battery Hens

For the 11 million hens still confined in battery cages in Australia hope is finally in sight. The recent announcement by Woolworths that it would reduce its product lines of caged eggs represents the first shift by a major retailer away from supporting factory-farmed products, and importantly, reflects growing consumer awareness of the lives endured by hens in battery cages...

Whilst the battery cage will be banned from 2012 in the EU, no phase out date has been forecast for Australia. With political reviews failing to provide welfare advances for animals, Animals Australia's focus changed to lobbying retailers and educating consumers to use their purchasing power to demand an end to cruel practices.

Last year members of Animals Australia's Action Network wrote to Woolworths expressing their concerns about how hens and pigs were treated. Woolworths advised us that in response to letters received, they had established an animal welfare committee to review their livestock supplier standards – another great win for the Action Network!

Both Animals Australia and Animal Liberation NSW have presented evidence of the suffering endured by factory farmed animals to this committee; and called on Woolworths to

improve their standards and phase out their lines of factory farmed products.

This subsequent decision by Woolworths to reduce its lines of caged eggs is welcomed as an important first step that will send a strong signal to caged egg producers that the end is nigh.

In further good news, McDonalds announced that it would be moving its Australian operation to only using free-range eggs. Our meetings with both Woolworths and McDonalds have revealed the growing significance that retailers are giving to meeting and addressing animal welfare concerns.

In the UK welfare reforms have been led by retailers. Two of Britain's biggest supermarkets no longer stock caged eggs and McDonalds, Subway and Starbucks in the UK use only free-range eggs.

The spotlight will now fall on Australia's other major retailer Coles to follow Woolworths' lead. Animals Australia continues to be involved in Woolworths' review of livestock welfare standards with the hope that further advances will be agreed to by this influential retailer.

Caged Egg Figures



30: The average number of hours suffered by a battery hen to produce just 1 egg.

1.5: The age (in years) at which most battery hens are slaughtered after their egg-laying declines (of a natural lifespan of 12 years).

1 in 6: The estimated number of battery hens who live in cages with untreated broken bones.



New Zealand's premier current affairs program *Sunday* recently focussed on attempts to re-open the live sheep export trade from New Zealand to the Middle East. Evidence gathered by Animals Australia in the Middle East played a pivotal role in this program. Animals Australia's Communication Director Lyn White was interviewed and conveyed the brutal treatment of animals

that she has witnessed in the Middle East, and that the inherent welfare impacts of shipboard transportation can never be overcome. The *Sunday* program was inundated with New Zealanders opposed to the re-opening of the live trade. Importantly, the New Zealand Minister for Agriculture has now stated that **the trade will not reopen whilst his government is in power.**

Wow, doesn't time fly! The year is more than half over and yet it feels like only yesterday that we unleashed Animals Australia's new youth arm. Since launching **Animals Australia Unleashed** earlier in the year it has been quickly gaining momentum. Unleashed kicked off the year with a string of successful festival attendances. Thousands of party-goers at the **Big Day Out** and **Soundwave** festivals were informed about animal issues, encouraged to make cruelty-free choices, and urged to get involved. This outreach through festivals and concerts has continued throughout the year.

Online, unleashed.org.au continues to grow and is regularly updated with celebrity interviews, blogs, competitions and online activism. Unleashed supporters have been getting involved in a variety of campaigns including factory farming, animal testing, fur, bull fights, animal circuses and much more. The addition of a web forum has also offered young people a place to have their say; meet likeminded people; and share ideas.

Already Unleashed has received the support of many celebrities, including *The Veronicas* and



pop-punk princess *P!nk*. In less than a year, the Unleashed community has grown to over one thousand members, covering all of Australia, and it continues to grow every day. The animals' hopes for a compassionate next generation are looking up!



Above: three of the twelve popular new campaign stickers voted on by Unleashed members. We're giving away 50 free sticker packs every month to visitors at unleashed.org.au to help get the word out about helping animals.

Mulesing Deadline Delay: another Pain in the Backside



In July, Australia's wool industry leaders announced they would abandon a commitment to cease mulesing by the end of 2010. Australian Wool Innovation (AWI) claimed that alternatives to mulesing were not sufficiently developed, that sheep would be left vulnerable to flystrike or alternatively that sheep farmers would leave the industry.

Animals Australia rejects the AWI decision. A recent meeting with AWI board members and its researchers only confirmed our view that alternative measures can provide similar flystrike protection to unmulesed sheep.

Each year 20 - 30 million lambs endure the pain of mulesing; shears are used to cut skin from lambs' behinds to reduce the risk of future flystrike. Studies show that pain caused by this large open wound lasts for *at least 3 weeks*. Whilst AWI is claiming that this year half of the mulesed lambs will have topical analgesia sprayed on the wound immediately after mulesing, this lasts *just 8 hours!*

The AWI backflip panders to farmers who have been resistant to any change to this circa 1930s abhorrent practice. Whilst the best preventative measure for flystrike is breeding for less-wrinkled sheep, many farmers have failed to commence that selection process over past decades, nor even since the deadline announcement in 2004. Other existing alternatives include more frequent crutching and inspection of sheep, and the use of long-lasting insecticides. AWI research is developing at least two other mulesing alternatives, to be available likely before the end of 2010.

Retailers in Europe, USA and China alerted to the cruelty of mulesing by a focussed PETA campaign, have been perplexed by the AWI backflip, and wool from mulesed sheep is likely to be shunned. Despite being lobbied by wool-growers during a recent visit to Australia, buyers from UK *Marks and Spencer* stated they will not be using mulesed merino wool in its menswear range after 2010.

Exotic Animal Circuses Banned by Three More Councils

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One would expect travelling circuses with exotic animals to be a thing of the past, but in Australia, circuses such as Lennon Bros and Stardust Circus still regularly take to the road with their cargo of lions and monkeys to bring a few minutes of 'entertainment' to town.

Thankfully – finding a place to pitch their big top is becoming increasingly difficult for these circuses. More and more councils are taking an ethical stance by imposing bans on circuses with exotic animals on council owned land. In recent months, Lismore Council in New South Wales and Ipswich and the Gold Coast Councils in Queensland were added to the list of approximately 45 districts where circuses with exotic animals are not welcome.

Adding to an overwhelming body of evidence, the recent scientific study 'Are wild animals suited to a travelling circus life?' by the University of Bristol in the UK confirmed that it is impossible to satisfy the behavioural and welfare needs of exotic animals in travelling circuses.

The lives of exotic animals in circuses could be no further removed from their natural environment. Transported from town to town in trucks, they are confined in small, barren cages or pens for most of their lives and

forced to do unnatural or degrading tricks – often taught by the crack of the whip.

Lismore, Ipswich and Gold Coast Councils are part of a worldwide shift to ban circuses with (exotic) animals. In July, Bolivia became the first country in the world to completely ban all animals in circuses. Similar proposals are currently being discussed in the Brazilian and Peruvian parliaments. If you become aware of Lennon Bros or Stardust Circuses coming to your council district please give us a call. Even a letter from one concerned citizen can prompt councils to think for the first

time about the ethics of encouraging circuses that use exotic animals.

These circuses promote themselves as 'entertainment for the whole family'. It is therefore encouraging that a growing number of Australian Councils are sending the right message to the community – that entertainment stops when animal suffering begins.



New Laws Crack Down on Rodeos

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Over the past three years, largely due to just a few individuals with cameras and courage and Animals Australia's subsequent detailed complaints and submissions, the State Governments of Tasmania, Victoria and South Australia have changed their laws, and some of the worst rodeo practices are being outlawed.

Tasmania has new regulations making it a legal requirement for a rodeo to have a veterinarian in attendance, and in South Australia calf roping has now been banned (it was already banned in Victoria). Victoria has introduced specific offences for practices

such as using electric prods excessively on cattle (to make them jump as they enter the arena) and for using an electric prod on a horse at any time. Queensland is currently reviewing its rodeo rules and Animals Australia has made a detailed submission slamming this terrible 'sport' and specifically calling for a ban on calf roping.

What to do if a rodeo is coming to town: Call and write to any corporate sponsors and your local council immediately and ask them not to support such cruel events. See also AnimalsAustralia.org/issues/rodeos.php



Animals Australia Awards Compassionate Citizens

In recent months there have been two very worthy recipients of Animals Australia's **Compassionate Citizen Award**. Introduced this year, the award acknowledges individuals who have taken extraordinary and compassionate action to assist animals in need.



Animals Australia's president Joy Verrinder presents the Compassionate Citizen Award to Gold Coast Mayor Ron Clarke

The inaugural recipient was Australian sporting legend and Gold Coast Mayor Ron Clarke for using his public position to speak out against the cruelty of rodeos. In a media interview Mayor Clarke publicly described rodeos as "horrifying" and "human entertainment at the expense of animals". Clarke has vowed to oppose any request to acquire council funds for the promotion of rodeos and his public stand undoubtedly convinced many people not to attend the privately run **Bulls on the Beach** rodeo on the Gold Coast. Mayor Clarke and the Gold Coast Council then reiterated its ethical position on animal cruelty by banning circuses with exotic animals from performing on council land.



Sue Drummond holds her rescued dog Bibi (left) with Animals Australia's executive director Glenys Oogjes awarding Raden Soemawinata (right).

A 20 year old young man who jumped off Brighton Pier in Victoria to rescue a drowning dog has also received Animals Australia's Compassionate Citizen Award. Raden Soemawinata was on the pier scattering his grandmother's ashes when Bibi was swept from the pier into the sea by gale-force winds. As his distressed owner watched Bibi struggling in the rough seas, Raden with no thought to his own safety jumped in and brought the little dog to safety.

Raden who was reunited with Bibi for the presentation of the award said that he was 'stoked' to receive the reward.

Animals Australia the voice for animals

Annual General Meeting 2009

The Animals Australia AGM will be held in Melbourne on Saturday 24 October.

Financial members who wish to attend should call the Animals Australia office for details on 03) 9329 6333.



Finished reading Animals Australia's campaign update? Pass it on to friends and family!

Leaving a Legacy of Kindness

Animals Australia is the only national animal protection organisation that actively exposes animal abuse and promotes a cruelty-free lifestyle. Our small team of experienced campaigners and investigators works tirelessly and effectively to raise public awareness and campaign for change, with an uncompromised vision to end the abuse of animals in Australia and beyond.

One important way that you can help us achieve this vision is by remembering us in your will. Your gift will ensure that our vital work is able to continue whilst providing a lasting personal legacy towards creating a kinder world. For more information on leaving a bequest to help animals, please call the Animals Australia office on 1800 888 584.



Dear friends,

Since 2003, Animals Australia's investigators have conducted six investigations in the Middle East to document the treatment of animals that are exported live from Australia to be brutally slaughtered in countries with no animal protection laws.

Our investigators' efforts in this most challenging of regions have ensured that the suffering of these and other animals has not been in vain. No Australian animals have been exported to Egypt since footage of the barbaric treatment of animals in this country aired on *60 Minutes* — saving hundreds of thousands of animals from brutal treatment. Bahrain has been forced to outlaw transporting animals in boots after our footage of sheep being trussed and shoved into boots shocked Australians on *A Current Affair*. And in Jordan — a cruel livestock market and its illegal abattoirs were bulldozed as a result of shocking evidence provided to the Royal Family and the footage airing on *7.30 Report*.

Continuing to reveal what exported animals are enduring is critical in keeping this immoral trade at the forefront of politicians' and the community's mind. **Without our investigators in the Middle East there is no-one to represent these animals and provide the truth.**

Please give generously to enable our investigators to return to the Middle East. Please help us to be there for them...

For the animals,



Glenys Oogjes, Executive Director



Animals Australia's investigations have revealed to the world that Australian sheep like this one in Abu Dhabi are routinely bound, transported in car boots in 40° heat, and are slaughtered whilst fully conscious. Such evidence has been instrumental in the campaign to ban this immoral trade.



I want to sponsor an investigator with a donation of:

\$15 \$50 \$100 \$250 Other: \$ _____

Name: _____

Address: _____

Post Code: _____

Telephone: _____

E-mail: _____

I enclose a **cheque / money order**
(please make payable to 'Animals Australia')

OR Please debit my: VISA MasterCard AMEX Diner's

Card Number: _____

Name on Card: _____

Expiry: ____ / ____ Signature: _____



We will send campaign e-updates to your e-mail if supplied

For alternate payment options please call 1800 888 584