

## Missy Higgins lends her voice to free battery hens

**ALSO IN THIS ISSUE:**  
Factory farming  
Live export  
Fur-free fashion  
and more

## Sea turtles and dugongs spared from cruellest fate

Animals Australia supporters and caring people across the country have won a landmark victory for turtles and dugongs in Far North Queensland. They will now be protected under the Animal Care and Protection Act thanks to you — and spared from brutal hunting methods.



The tragic sight of a giant sea turtle flailing helplessly on the sands of a North Queensland beach before being butchered alive devastated not only Queenslanders but most Australians. Distress turned to outrage on the revelation that such acts of barbaric cruelty were legal in Queensland under the guise of 'traditional hunting' rights.

Long deemed inhumane and unjustifiable in every other state, countless numbers of turtles and dugongs have legally been mutilated and slaughtered in Queensland. Deliberately excluded from laws that protect all other animals in that state, these iconic creatures have suffered terrible cruelty at the hands of individuals exploiting 'traditional hunting' laws.

This hunt was anything but 'traditional' or 'customary', with the killings also serving a very modern purpose — the black market trade in their meat and body parts. Turtles were piled on top of each other or turned onto their backs and left in the hot sun for days, then cut up while they were still alive. Investigators have documented dugongs being harpooned in the back of the head, then, in their desperation to get away,

dragging the boat to the point of exhaustion before drowning or suffocating.

Tens of thousands of Animals Australia supporters joined a chorus of compassionate Australians, headed by Indigenous leaders in North Queensland and relentless campaigners Colin Riddell and Bob Irwin, demanding protection for these vulnerable animals. And our voices were heard. The Queensland government has finally closed this legal loophole, making acts of cruelty to turtles and dugongs a prosecutable offence.

But the pursuit for justice and protection for these animals doesn't end here. While using cruel hunting methods is now illegal, traditional hunts can continue.

Cultures the world over are now acknowledging that tradition is no excuse for cruelty. Some of the loudest calls to protect these animals have come from within the Indigenous community.

When caring people unite on behalf of animals, together we can achieve much needed change. While turtles and dugongs have been spared the worst of their suffering — **we will not stop until we achieve a total ban on the killing of these beautiful animals.**

# HERO FOR HENS: Missy Higgins

THE BATTERY CAGE REMAINS  
ONE OF AUSTRALIA'S DIRE  
ANIMAL WELFARE TRAGEDIES.



■ Missy Higgins recording Animals Australia's radio ad in the studio

Animal lovers rejoiced in January this year, when Britain's last battery hen was freed from her cage. Named 'Liberty', this happy hen now has the freedom to exercise her mind and body as nature intended — basking in the sun, stretching her wings, dust bathing and foraging. This great news gets even better: across the entire European Union, the barren battery cage is now illegal.

On the other side of the world, the battery cage remains one of Australia's direst animal welfare tragedies.

Some 12 million hens are still confined in battery cages in Australia. For the sake of cage eggs, these birds spend every waking moment in discomfort, unable to stretch their wings, to breathe fresh air, or feel the sun on their backs. Research shows that one in every six birds lives in constant pain with a broken bone. That these animals are more than 'production units' — that they are sensitive individuals, each with their own unique personalities, and strong desire for quality of life — is lost on the cage egg industry operators.

But it is not lost on one of Australia's most loved singer-songwriters, and Animals Australia ambassador, Missy Higgins. "When I heard about Animals Australia launching this campaign to stop battery hen cages, I really wanted to lend my support. The quality of life of these hens is just horrendous and I don't think anyone wants to contribute to that."

In March 2012, Missy teamed up with Animals Australia to launch a national radio campaign. Our message is simple: it's time to make the battery cage history. Over 1,000 generous Animals Australia supporters chipped in to help air our ad on prime time radio across the country.

The campaign immediately ruffled feathers within the cage egg industry by sparking media stories, and starting critical conversations. But most importantly, we put downward pressure on cage egg sales by inspiring caring Australians to vote with their wallets.

"People's buying choices is a way of voting — it's the biggest power that the people have. If people were to stop buying cage eggs then the problem would be over. That's as simple as it gets..." — Missy Higgins

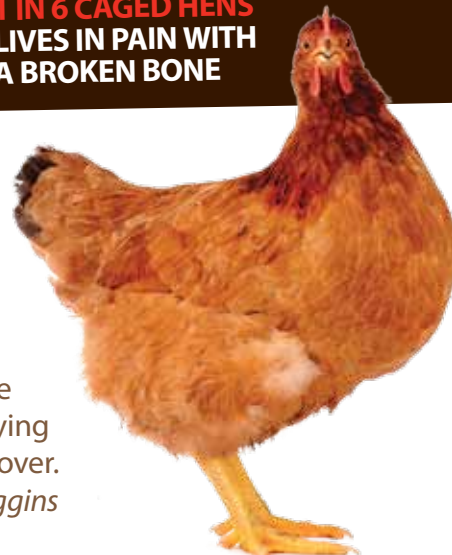
As Missy Higgins puts it, "People's buying choices is a way of voting — it's the biggest power that the people have. If people were to stop buying cage eggs then the problem would be over. That's as simple as it gets."

Watch our video to hear what else Missy has to say about battery cages at:

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



**1 IN 6 CAGED HENS  
LIVES IN PAIN WITH  
A BROKEN BONE**







## Tassie to ban battery cages!

In a historic move, Tasmania has become the first state in Australia to commit to banning the battery cage. The driving factor? Caring people like you.

Confining intelligent birds to a lifetime in a crowded wire cage — where all quality of life is lost — is undeniably cruel. Why then, has it been so difficult to urge Governments to outlaw such obvious cruelty? One simple reason: hens can't vote.

For decades, the suffering of millions of animals has failed to motivate our decision makers, largely because Australian voters remained unaware — and therefore unfazed — by the hidden cruelty of factory farming. But times are changing.

Following years of relentless public awareness campaigning by Animals Australia and colleague groups, concern for animals is driving a nation-wide consumer trend away from factory farming. And industries — and governments — are starting to pay attention.

Never was this shift more obvious than on the 17th of May 2012, when Tasmanian Primary Industries Minister Bryan Green put the state's cage egg industry on notice. On that day, he put an immediate stop to any new battery hen operations, and vowed to phase out cage egg production state-wide. Minister Green directly attributed the landmark decision to "market trends that indicate consumers are increasingly sensitive to animal welfare".

**Pigs were also on the Minister's radar when on the same day he fast-tracked Tasmania's phase out of pregnant sow crates to mid 2013 — the first state to do so.**

The Tasmanian decision is momentous. It will free countless animals from some of the cruellest farming practices ever known in Australia.

On behalf of animals, our heartfelt thanks go to the forward-thinking Tasmanian Government, the Tasmanian Greens for their relentless advocacy on animal welfare issues, our hardworking Tasmanian-based colleague groups Brightside Farm Sanctuary and Against Animal Cruelty Tasmania, and to you — for your support, and for always voting with your dollars for a kinder world.

**THANKS TASSIE FOR BECOMING THE FIRST AUSTRALIAN STATE TO COMMIT TO BANNING BATTERY CAGES!**

## Making sense of eggs

	CAGE	BARNLAID	CERTIFIED FREE RANGE <sup>1</sup>	CERTIFIED ORGANIC <sup>2</sup>
Are hens confined in cages?	YES	NO	NO	NO
Are hens provided with a nest or perch?	NO	YES	YES	YES
Can hens flap their wings and exercise?	NO	YES (restricted) <sup>3</sup>	YES	YES
Do hens have access to an outdoor range <sup>3</sup> ?	NO	NO	YES	YES
Are hens 'debeaked'?	YES	YES	MAYBE (depends on cert. body) <sup>1</sup>	NO
Male chicks killed at birth <sup>4</sup>	YES	YES	YES	YES
Hens sent to slaughter from 18 mths old <sup>4</sup>	YES	YES	YES	YES

1. There is no legal definition for 'free range' in Australia, so standards between free range farms vary dramatically. For logos of true free range products, see [AnimalsAustralia.org/eggs](http://AnimalsAustralia.org/eggs)

2. Certified organic eggs meet and exceed free range standards. But merely the word 'organic' does not guarantee organic eggs. For logos of true organic products, see [AnimalsAustralia.org/eggs](http://AnimalsAustralia.org/eggs)

3. Barn laid means hens are raised inside sheds and do not have access to the outdoors. While not confined to cages, these hens do not have adequate freedom to move or express important natural behaviours.

4. All egg laying systems face the problem of disposing of millions of unwanted male chicks — who will never lay eggs or gain enough weight for commercial meat production. It is standard practice in Australia for these chicks to be gassed or ground up alive in a 'macerator'. Egg laying hens are also killed when their egg production wanes — cutting their lives dramatically short. These concerns are behind the growing popularity of egg-free cooking and readily available egg replacers. For details see [AnimalsAustralia.org/egg-free](http://AnimalsAustralia.org/egg-free)



■ Pregnant sow crates confine mother pigs so severely that they cannot even turn around. Public outrage has forced the pork industry to voluntarily phase out these cruel devices, which will soon be legally banned in Tasmania.



## LIVE EXPORT: On a precipice

Animals Australia's 2011 live export investigation in Indonesia made headlines around the world. The cruelty of live export was exposed — and so was the industry's culpability in knowingly sending animals to appalling cruelty. Our campaign, with your support, has impacted the live export trade like never before...

As the suspension lifted on the cattle trade to Indonesia, live exporters awoke to a new world order. Amidst calls from outraged Australians to ban live exports, the Gillard Government was forced to take unprecedented action to regulate an industry that for too long had been a law unto itself. A new system of 'assured supply chains' requires Australian animals in all live export markets to be fully traceable from arrival to slaughter, with supply restricted to abattoirs that can meet basic standards set out by the World Organisation of Animal Health (OIE).

But the new rules failed to mandate pre-slaughter stunning, so most animals exported will still experience the fear and pain of having their throats cut while fully conscious.

We shared the collective dismay of the vast majority of Australians when bills to end this despicable trade in animal suffering were voted down in our Federal parliament. But we know that our work has made exporting live animals more expensive, more difficult and more scrutinised than ever before. This is the biggest step yet towards this industry's eventual demise.

Shipping millions of animals to countries where there are no laws to protect them from cruelty and where tens of thousands will die as a result of the sea journey alone will never be ethically acceptable. As the Independent Member for Denison, Andrew Wilkie, surmised on the one year anniversary of the Four Corners program, 'All this must stop, and one day it will; it must.'

Our efforts will continue until it does.

**"SCENES LIKE THESE RAISE SERIOUS QUESTIONS ABOUT THE GOVERNMENT'S NEW REGULATIONS, AIMED AT STOPPING AUSTRALIAN CATTLE FROM BEING ABUSED IN INDONESIAN ABATTOIRS ..."**

*ABC Lateline 28 February, 2012.*

## Further cruelty exposed in Indonesia

Animals Australia sent cameras back into Indonesian abattoirs within months of these promises of 'supply chain assurances'. What we found was anything but reassuring and led to government action against two Australian exporters.

A lone steer stands quietly in an Australian designed restraint box, awaiting slaughter in an abattoir on the island of Jakarta. It is January 2012, six months after the cattle trade to Indonesia was suspended due to unspeakable horrors documented by Animals Australia and aired by Four Corners.

The abattoir has been audited and approved as being acceptable for taking Australian animals — under the Australian Government's new regulatory system.

This animal is unusually placid which makes what happens next all the more inconceivable. The abattoir worker starts stabbing at the steer with a metal file — in his face, in his chest, in his nose — the trapped animal bellows in distress with each impact. Then in a tragically futile attempt to escape his tormenter, the steer rears up over the top of the metal box — his legs and head stuck momentarily until workers force him back in and proceed to slaughter him. A fully conscious throat cut being the final insult.

This was just one scene from Animals Australia's most recent investigation in Indonesia. A full-scale government investigation was launched on the back of this evidence, involving footage from three abattoirs. Two exporters were found guilty of 37 breaches which included workers interfering with wounds, keeping animals in restraint for too long and not checking that animals were dead before cutting them up.

That such basic standards were still not being met spoke to a fundamentally flawed system that cannot protect animals in abattoirs on a nightly basis. That it again took Animals Australia to be the watchdog of this industry exposed the hollow promises of Government that the days of self-regulation were over. What is clear is that we cannot take our eyes off this industry for a minute. And we won't be.

Animals Australia's live export investigations have forced a cruel industry out of the shadows. Every investigation and subsequent campaign has delivered results for animals but there is much more to do. Here are some highlights — to track our progress and to see how you can help visit [AnimalsAustralia.org/live-export](http://AnimalsAustralia.org/live-export)

2 X 60 MINUTES  
REPORTS EXPOSE  
THE LIVE TRADE TO  
PUBLIC SCRUTINY  
FOR THE FIRST TIME  
MIDDLE EAST  
INVESTIGATIONS BEGIN

2003

60 MINUTES  
BROADCASTS  
ANIMALS AUSTRALIA'S  
GRAPHIC EVIDENCE OF  
THE CRUEL TREATMENT  
OF AUSTRALIAN SHEEP  
IN KUWAIT

2004

60 MINUTES AIRS  
ANIMALS  
AUSTRALIA'S  
INVESTIGATION IN  
EGYPT, EXPOSING THE  
HORRORS AWAITING  
AUSTRALIAN CATTLE

2007

SHEEP TRADE TO  
EGYPT BANNED &  
CATTLE TRADE TO EGYPT  
SUSPENDED

2007



## PROGRESS REPORT





## Sahar swims to freedom

In the calm waters of Eilat Bay in Israel, an unusual white figure was seen bobbing in the cold water. **Was it a boat? A pelican? No. It was an Australian sheep, swimming for his life.**

Sahar, as he became known, had jumped or fallen from the nearby pier where a live export ship was unloading. He was a long way from home — beginning his journey weeks earlier — just one of thousands of sheep packed onto a ship in Australia, bound for slaughter in the Middle East.

Sahar was beyond exhausted and struggling to stay afloat. His fleece was waterlogged and his thin legs — never intended for swimming — were paddling fast but failing to keep his head above water.

Fate intervened in the form of a brave 14 year old boy who jumped into the water, sparking a remarkable rescue operation. After vet checks and a lot of TLC, Sahar regained his strength and was given sanctuary at a nearby Kibbutz.

Sahar's extraordinary story is one in a million. While no more deserving of care than the thousands of individual animals who began the journey with him, he is a beacon of hope that kindness and compassion can prevail in the darkest of waters.

## FOUR CORNERS WINS GOLD WALKLEY

'A Bloody Business' was one of the most powerful pieces of journalism in recent history and made animal welfare a household issue. A prestigious 2011 *Gold Walkley Award* then 2012 *Logie* to the Four Corners team reaffirmed what journalists had already concluded — that animal welfare was 'the new black' in Australia.

CAR BOOT  
TRANSPORT  
OF AUSTRALIAN  
SHEEP BANNED  
IN BAHRAIN &  
QATAR

2009

WIDESPREAD  
STUNNING  
OF SHEEP IN  
JORDAN  
PRIVATE SLAUGHTER  
OF AUSTRALIAN  
ANIMALS BANNED  
DURING THE EID

2010

INVESTIGATION  
IN TURKEY  
INVESTIGATIONS IN  
INDONESIA (2011, 2012)  
AUSTRALIANS RALLY  
AGAINST LIVE EXPORT  
CRUEL SLAUGHTER  
BOXES BANNED

2011

STRICT NEW EXPORT  
RULES IMPLEMENTED  
RAPID UPTAKE OF  
STUNNING IN INDONESIA

2012

### TO DO:

- > Further investigations
- > **BAN LIVE ANIMAL EXPORT**

# LIVE EXPORT: The political storm



**ANDREW WILKIE MP, Member for Denison:**

'Recent TV footage of more animal abuse in Indonesia proves the government's reforms are entirely inadequate. Prime Minister, will the government support my bill requiring stunning of all Australian livestock shipped overseas and, if not, why not?' *Question without notice to Prime Minister Julia Gillard during Question Time 30 May, 2012*



**KELVIN THOMSON MP, Member for Wills:**

'Well I'm concerned that the breaches that were identified by the latest investigation weren't uncovered as a result of industry self regulation, they were uncovered as the result of Animals Australia. I'm concerned that what we are seeing is really only the tip of the iceberg.' *Interview on Lateline, 18 May 2012*



**MELISSA PARKE MP, Member for Fremantle:**

'If this new system is to be taken seriously then the repercussions for breaching it must be seen as severe. I will continue to argue for much better and stricter regulation of the live export trade and for the proper consideration and planning of a phase-out of the trade in favour of local processing, local jobs and better animal welfare.' *Speech in the Federal Parliament, 29 May 2012*



**SENATOR LEE RHIANNON:**

'You said there would be a review of the conditions with respect to breeder livestock; when will that occur, and will it be publicly released? And can you reassure the Australian public that cattle being exported to Indonesia right now — in the category of breeding animals — are not being slaughtered at inappropriate and inhumane slaughterhouses?' *Question without notice to Senator Joe Ludwig during Question Time, 26 June, 2012*



**PRIME MINISTER JULIA GILLARD:**



'Industries like the cattle industry need to have a social licence, to have support from the people of Australia.' *Interview with The Australian, 3 July 2012.*

## FACTORY FARMING: Chicken industry in hot water over deceptive labeling

Chicken industry giant La Ionica has been caught out using deceptive claims on factory farmed chicken products. The ACCC took La Ionica, Steggles and the Australian Chicken Meat Federation to court, claiming the term 'free to roam' gave consumers the false impression that chickens are given substantial space allowing them to roam freely.

In January 2012 La Ionica agreed to settle, paying a \$100,000 fine, removing the misleading statements, and publishing a public correction. Steggles and the ACMF continued the fight for their right to use the term. The court's finding is pending.

Chickens aren't the only factory farmed birds on the ACCC's radar. Pepe's Ducks, which raise ducks in similarly appalling crowded conditions and use the terms 'grown nature's way' and 'open range' is the subject of similar proceedings to be heard in the Federal Court.

	Their claims	The reality
	"Free to roam"	Chickens have less space to themselves than an A4 sheet of paper.
	"Grown nature's way" "Open range"	Ducks are confined inside crowded, dirty sheds without water access for swimming.

**DON'T BE FOOLED BY  
FACTORY FARMING**



## Autumn's story: from factory farm to freedom



Photo: Tamara Kenneally

A glimpse inside a modern day meat chicken factory farm is to look upon a sea of birds — tens of thousands — densely packed from wall to wall. It's easy to forget that each and every one of these chickens has a beating heart; a unique personality; their own individual story... Rarely are these stories known.

This is Autumn. She was quiet, but when she chirped, she sounded like a baby. She never knew her mother, but constantly sought comfort and protection from those around her.

Before she was rescued, the only life Autumn knew was inside the walls of a factory farm. She never saw the sun. She had little room to move, and lived in faeces-covered litter every hour of every day.

Autumn was valued only for how much meat she could produce. Her body was bred to grow faster than nature intended. At just 30 days old, she already carried the weight of an adult, and struggled to walk.

Chickens like Autumn are not designed to live past six weeks. It was expected soon after her rescue that Autumn would succumb to lameness or heart failure. But in her final weeks, she discovered what brought joy and meaning to her life. Her eyes closed in delight whenever the sun hit her face. She developed a profound love for watermelon. She learned to dust bathe...

She enjoyed time with her feathered companions. In fact, she became distressed if she and her best friend Summer lost sight of one other.

The very same week that Autumn was learning how to become a 'real' chicken, the birds she grew up with were packed tightly into crates and trucked to slaughter. Their fate was to become products on supermarket shelves.

Autumn's final weeks were happy ones, despite the injustice of being trapped inside a body that was never likely to sustain life. Her time may have passed, but her story lives on.

She was someone, not something.

Thanks to talented photographer and friend to animals, Tamara Kenneally, for providing sanctuary to Autumn where she could live out her life in peace. See more photos of Autumn at [TamaraKenneallyPhotography.com](http://TamaraKenneallyPhotography.com)



*This gentle pig wasn't protected by Australia's regulations. But by telling his story, other animals can be saved...*

# Abattoir shut after cruelty exposed



## Final moments

When animals enter a slaughterhouse, the tale of their final moments is rarely told...

However, when 'Kate' was given access to film at a Gippsland (Vic) abattoir, the story of one group of pigs became national news. This began a series of revelations exposing a serious systemic failure to protect animals in Australian abattoirs.

As 'Kate' filmed, a group of pigs huddled nervously together in the unfamiliar concrete pen. When their time came, one by one, each pig was stabbed in the eye and ear with a stunning device never intended to inflict such cruelty. The others watched on in terror, squealing and scrambling to get away.

In her witness statement 'Kate' describes the fate of one pig, who in desperation escaped the killing pen, only to be beaten to death with a sledgehammer. Another, who escaped, tragically ran into the scalding tank.

'Kate' was so shocked by what she had seen that she immediately contacted Animals Australia. Within hours of receiving our formal complaint the authorities permanently closed the abattoir and soon after initiated a review of domestic abattoirs in Victoria. The results of this review were never made public.

Five people at the Gippsland slaughterhouse, including the abattoir owners, have been charged under the Victorian Prevention of Cruelty to Animals Act. The court case is pending.

Watch a poignant video narrated by 'Kate' at [AnimalsAustralia.org/final-moments](https://AnimalsAustralia.org/final-moments)

## Cruelty uncovered in NSW abattoirs

Only a few months after 'Kate' visited the Gippsland abattoir, it became clear that the cruelty she had witnessed was not unique.

More shocking footage, this time taken at an outer Sydney slaughterhouse and provided to Animal Liberation NSW, prompted authorities to temporarily close the facility and initiate a state-wide review of all domestic abattoirs.

What this review uncovered was perhaps even more shocking. Animal welfare breaches were observed at every domestic abattoir in NSW, including: "incompetency of slaughter staff" and ineffective stunning — meaning some animals may have had their throats cut while still conscious.

Despite a clear failure of slaughterhouses to self-regulate, the NSW government's proposed package to address these problems focuses largely on more self-regulation and training, ignoring calls from animal welfare groups for compulsory CCTV cameras in all abattoirs.

Add your voice to the call for compulsory CCTV in Australian slaughterhouses at

[AnimalsAustralia.org/cctv](https://AnimalsAustralia.org/cctv)

## Making kind choices

Animals may have no choice about their fate, but we do.

Australian regulations failed to protect the pigs who 'Kate' saw killed in the Gippsland abattoir. But what 'Kate' clearly witnessed, as the pigs huddled nervously together before slaughter, is that even when no regulations are being broken, wherever animals are handled and slaughtered on mass there will be suffering and fear. This is the reality of slaughterhouses in Australia.

At every meal, we make important choices about how we treat animals. Because their fate is in our hands, they need us to make those choices compassionate ones. Visit [WhyVeg.com](https://WhyVeg.com) to join the growing number of Australians who are choosing to save lives by taking animals off their plate and enjoying meat-free meals.



**'THINK OCCASIONALLY OF THE SUFFERING OF WHICH YOU SPARE YOURSELF THE SIGHT.'**

— Albert Schweitzer

## Animal welfare hits the headlines

Our 2011 live export investigation catapulted animal welfare issues into the headlines — generating an extra 60,000 media articles in the months following Four Corners. This unprecedented media interest has provided a much needed platform to debate other critical issues facing animals in this country.



### ABC's Australian Story

"I truly believe that when you work with pure motive to create change something kicks in to help you." — Lyn White. In 2012, ABC's Australian Story profiled the work of Animals Australia Campaign Director Lyn White for the second time.

### The AGE — March 6, 2012 (Melbourne) CALL TO BAN EXPORT OF GREYHOUNDS TO MACAU

Animals Australia has called on Greyhounds Australasia and the government to ban the trade to the Asian gambling hub because greyhounds are kept in tiny cages, denied regular exercise and killed if they fail to finish in the top three in five consecutive races.

### Sydney Morning Herald — April 2, 2012 CAMPAIGN TO BAN EGGS FROM BATTERY FARMS

A series of radio advertisements, organised by the group Animals Australia and voiced by the singer Missy Higgins, will point out that all 27 member countries of the European Union have outlawed practices that are still the norm in Australia.

### South Burnett Times RODEO KICKS UP DEBATE — July 10, 2012

"Many in the community may not even be aware that rodeos have already been banned in other countries such as the UK, in some parts of Europe and the US on the basis of unacceptable cruelty," said Animals Australia.

### Tasmanian Mercury

— June 27, 2012

#### SCRAMBLE FOR EGG CODE

Animals Australia called on the State Government to follow Queensland's lead. It has legislated for a free-range standard of 1500 birds per hectare.

### The Australian UNHAPPY HUNTING GROUNDS — March 13, 2012

It has been nearly a week since confronting footage emerged of indigenous hunters on the Torres Strait slaughtering and butchering a protected turtle and dugong.

The influential group Animals Australia ... (is) determined to heighten the profile of the issue before the Queensland election, on March 24.

### Herald Sun

— November 25, 2011

#### GIPPSLAND ABATTOIR SHUT AMID ANIMAL CRUELTY CLAIMS

PrimeSafe ordered the immediate closure of LE Giles abattoir in Trafalgar after a video of the alleged cruelty to pigs being processed in the facility was provided to them by Animals Australia.

### The Advertiser

— November 12, 2011 (Adelaide)

#### CAMPAIGN SETS OUT TO SHOW THE SUFFERING OF DAIRY CALVES

According to Animals Australia, "the questionable ethics behind milk production" is a long-held secret of the dairy industry.

### The Northern Territory News — June 23, 2012 DON'T KILL CROCS.

"If people don't speak out soon, 'thrill kills' of these magnificent animals may be allowed in Australia's Northern Territory."

Animals Australia is campaigning against a plan for safari hunting of 50 big salties a year in the NT.

### The West Australian — March 6, 2012 STEER'S TERROR GALVANISED A NATION

It was the image of a black steer, trembling with fear in an Indonesian abattoir, which Lyn White thinks most struck a chord.

■ Greens MP Adam Bandt introduces Lyn White to the stage at Melbourne's Federation Square



## Thousands embrace our message of compassion

With hearts and minds opened like never before to the plight of animals in this country, Animals Australia took our vision for a kinder world on the road in 2012.

Campaign Director Lyn White told sell-out crowds in capital cities across the nation that despite having witnessed more human and animal suffering than most, she retained an absolute belief in the human spirit and our capacity to create change.

"There is a dire need for us to re-evaluate our individual roles in this world and what we are capable of contributing.

"What if the purpose of each new generation is to question ... to identify where there are injustices and to right them? We would inevitably leave this world a kinder place for those who followed us."

"It is not successful lives in the traditional sense that this world and its living beings whether human or animal are needing us to lead. They are crying out for us to use our passion and our skills to lead meaningful and significant lives," Lyn White 2012.

We created a virtual event so our message of kindness and compassion to all living beings can be shared among all those who were unable to attend:

[AnimalsAustralia.org/virtual-evening](http://AnimalsAustralia.org/virtual-evening)





# OUTREACH: Taking action for animals

**"HOW BEAUTIFUL  
A DAY CAN BE WHEN KINDNESS  
TOUCHES IT!"**

— George Elliston



Through their dedication, responsiveness and passion, Animals Australia's Action Network members are playing a critical role in our campaigns to protect animals from cruelty.

When we learned that the state Agriculture Ministers were meeting at the MCG to discuss 'non-stun' slaughter, there was only a small window of opportunity to act. A small number of abattoirs in Australia are given legal exemptions to slaughter animals while they are fully conscious, leading to a painful and prolonged death. Despite only 24-hours notice, hundreds of Melbourne volunteers turned out to achieve a high impact rally that the Ministers could not ignore.

As 67,000 sheep languished on board the broken down live export ship the Al Messilah, in Port Adelaide, volunteers took action. In a remarkable show of commitment, SA locals including Animal Liberation SA, joined Animals Australia for five separate rallies at the port.

Thanks to our dedicated volunteers, decision-makers continue to receive thousands of letters calling for action on important issues, such as factory farming, live exports, rodeos, jumps racing, hunting, animal circuses and more.

When Missy Higgins invited Animals Australia to hold outreach stalls on her national tour, volunteers around the country stepped up to help raise awareness of the plight of battery hens.

Our amazing volunteers make all of this possible. To join them, and be one of the first to know about important opportunities to speak up for animals, visit:

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

Get Involved with **Animals Australia** today!

■ Caring South Australians rallied behind the live export sheep stranded in Port Adelaide.



■ Timmy the sheep, from Edgar's Mission, joined people of all ages outside the MCG to call for an end to non-stun slaughter.



■ Hundreds rally at the MCG for an end to non-stun slaughter in Australia.



■ Action Network members teamed up with Missy Higgins at her shows to inspire fans to help make the battery cage history.



■ Our wonderful office volunteers make it possible to get campaign materials into the hands of thousands of people, so they can make compassionate choices and take action for the animals.



## SIGN UP FOR SMS ALERTS

When animals are in need, we often have to act fast. The rapid response of volunteers allows us to conduct high impact actions, when they are most needed. To be the first to hear about urgent actions, sign up for SMS alerts, so you never miss an opportunity to get involved! Visit: [AnimalsAustralia.org/mobile](http://AnimalsAustralia.org/mobile)

**RODEOS ARE INHERENTLY CRUEL —  
SUBJECTING HORSES, BULLS & CALVES  
TO FEAR AND DISTRESS...**

## Sponsors buck rodeos

Forced into an arena in front of a cheering crowd, a bewildered calf tries to flee in terror but a rope suddenly loops his neck, jerking him backwards, and he crashes heavily to the ground. A man kneels on his shoulder, pushing him into the dirt, and roughly ties his legs together. The crowd goes wild.

It could be Ancient Rome, but sadly such spectacles are common sights at rodeo

events across Australia. This event — calf-roping — has been banned in Victoria and South Australia but is still allowed in the big rodeo states of New South Wales and Queensland.

An import from America's 'Wild West', rodeos are inherently cruel — subjecting horses, bulls and calves to fear and distress, and putting them at great risk of injury — all in the name of 'entertainment'.

These events can only exist with financial sponsorship, but often companies are not aware of their true nature, and are shocked to

learn they are completely banned on cruelty grounds in the ACT, the United Kingdom, and some parts of Europe and the U.S.

Campaigning by Animals Australia and other animal welfare groups has led to iconic companies Telstra and Kmart recently deciding not to align with events responsible for the suffering and deaths of animals.

In 2012, Australians are increasingly recognising that entertainment is never an excuse for cruelty. Take action online at

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



**FIGHTING  
TO SAVE  
AUSTRALIAN  
GREYHOUNDS  
FROM EXPORT  
TO CHINA**

## ENTERTAINMENT? The quick & the dead

Australian greyhounds exported to China are literally running for their lives in a country where there are no laws to protect them from cruelty.

Dogs racing at Macau's canidrome have five chances to finish in the top three — if they fail they are killed. Dogs are killed at a rate of more than one every day. These young and healthy greyhounds — who are naturally affectionate and loving — are kept in small cages barely big enough for them to turn around. They have little chance of seeing their fifth birthday.

Animals Australia has joined other groups including Animals Asia, Grey2K USA and Anima Macau to make this an international issue, increasing pressure to end this callous trade. Help us reach the final hurdle and achieve a ban on all greyhound exports.

Take action at [AnimalsAustralia.org/greyhound-exports](http://AnimalsAustralia.org/greyhound-exports)

## Spike & Spot saved!

They may be considered the kings of the jungle but two Queensland lion cubs were getting anything but royal treatment when plans were devised to lease them to a travelling circus.

The transfer would have condemned Spike and Spot to a miserable life on the road. Forced to perform in stressful conditions in front of noisy crowds; wild circus animals lead a life of stress, deprivation and misery. When not performing they are confined in small, barren enclosures with no opportunity to express their natural behaviours.

When Animals Australia supporters got wind of the proposed transfer they rallied to the cubs' defence, sending thousands of emails to Darling Downs Zoo and government officials, demanding the transfer not go ahead.

Thankfully our voices were heard! Under immense pressure, the Zoo has decided to keep Spike and Spot where they are. We continue to keep a close watch to ensure they stay put.



**THESE LION CUBS WERE  
DESTINED FOR A LIFE OF  
MISERY IN THE CIRCUS**



KINDNESS NEVER GOES  
OUT OF STYLE

## Freedom for 'battery sheep'

Sheep are the last creatures you would expect to find in battery farm conditions, so when Animals Australia released evidence of these animals cruelly confined indoors, shock then outrage inevitably followed.

Hidden victims of the ultra-fine wool industry, the sheep were confined in tiny individual stalls inside Horsham's 'Wool Factory'. It was a tragic sight to see these naturally social flock animals displaying clear symptoms of stress including repetitive swaying, circling and chewing on the only available material: the rails of their pens.

Animals Australia's campaign to free battery sheep was broadcast on national television and made international headlines. In a win for sheep, the **Wool Factory decided in late 2011 to close its doors, declaring that ultra-fine wool was no longer viable.**

Italian design house Ermenegildo Zegna, a major buyer of ultra-fine wool, had announced that wool from facilities where sheep are kept isolated in single pens would not be eligible to be awarded its prestigious Vellus Aureum Gold Trophy for 'finest fleece'.

Whilst applauding this decision, Animals Australia is urging Ermenegildo Zegna to set an even higher welfare standard by not only refusing to purchase wool from single-pen facilities, but from all indoor intensive wool production systems.

## FUR-FREE FASHION: Compassion in fashion

Confined to a life of misery in a factory farm; facing a terrifying death by electrocution or gassing; sometimes even skinned alive. And all for a fur coat?

The unnecessary suffering of millions of animals hunted, raised and killed for fur is definitely not a good look for the fashion industry. But it's not just the animals traditionally associated with fur garments like mink, foxes, rabbits and chinchillas who are caught up in this cruel trade. In China where there are no animal cruelty laws, cats and dogs also fall prey in huge numbers to unethical fur producers, often ending up as a bit of trim on a jacket or a pair of gloves in Australia.

Our fur-free campaigning has led to widespread public awareness about the cruelty of commercial fur production, and how sensitive the retail sector is to consumer action. Major players like online retailer ASOS and David Lawrence have recently responded to lobbying from animal welfare groups and caring customers by joining a growing list of fashion companies refusing to sell fur.

Going fur-free is an increasingly popular choice with designers and fashion-conscious Australians who agree that fur belongs on animals, not on coat hangers, and that kindness never goes out of style.



■ *The Wool Factory forced a miserable life of social exclusion on these naturally herd animals*



## PUMA KICKS LEATHER TO THE CURB

The vast environmental damage caused by commercial leather production is leading international sportswear giant Puma to source more eco-friendly materials, according

to chairman, Jochen Zeitz. This forward-thinking plan has drawn attention to the millions of cattle suffering the cruelties of the global leather industry.

The youth of today are the animals' hope for a kinder world tomorrow. Unleashed arms young people with the knowledge their actions really can have an impact and empowers them to lead compassionate lives.

Unleashed was launched by Animals Australia as a space for young Australians to meet like-minded people, find out about the issues and be inspired to speak up for animals.



## Activist Challenge



■ Shanii cuddling Shilo, the rescued pig.



◀ Shanii rescued Bugsii (pictured) & Bambii from a sale yard. As unwanted male calves of the dairy industry, they would have been sold for slaughter if Shanii hadn't purchased them.



The Unleashed Activist Challenge celebrates the efforts of young people who are making a difference for animals. Amongst the many outspoken Unleashed members, Shanii and Ally are two of the recent Activist Challenge winners!

### Shanii (Activist Challenge Winner)

*"I gave animals a home and hope."*

Shanii has always loved animals. At age 11, she decided that "the only way to help the ones I loved was to stop consuming them". By 13 she had started a rescue sanctuary on her family's property. Now at 18, Shanii cares for chooks, ducks, rabbits, rats, sheep, cattle, and horses.

Shanii also shares her animals' stories online, making videos to inspire others.

At her school she is just as much the advocate for animals. Her efforts have seen rabbits on the school farm taken out of wire cages; pigs given more space; and lambs rescued from trouble and rehomed to her ever-growing sanctuary.

"Seeing their happy faces every day and their unconditional love makes it all worth it and that's why I keep fighting for animal rights," says Shanii.

### Ally (Activist Challenge Winner)

*"I'm giving a voice to the voiceless!"*

Ally proves that with a little time and enthusiasm, anyone can make a difference for animals. She has distributed leaflets to raise awareness about factory farming; collected signatures to end live export; informed her classmates about puppy farms; and takes every opportunity to speak up for animals online.

To read more inspiring stories of young people campaigning for animals, and to share your own, visit: [unleashed.org.au/challenge](http://unleashed.org.au/challenge)

### STICKY IDEAS!

There are countless ways to spread a message, but stickers might just be the most fun. Every month, Unleashed gives away sticker packs to 50 budding young animal advocates to help make kindness stick. Enter to win, or order a pack of 12 cute and thought-provoking designs for \$3 at [unleashed.org.au](http://unleashed.org.au)



**Animals Australia AGM 2012**

**THIS YEAR'S AGM WILL BE HELD IN SYDNEY ON OCTOBER 20. FINANCIAL MEMBERS WHO WISH TO ATTEND SHOULD CALL THE OFFICE FOR DETAILS: PH (03) 9329 6333.**

The AGM coincides with the Animal Activists Forum — separate bookings required. Visit: [activistsforum.com](http://activistsforum.com)

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the voice for animals

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