

A photograph of two piglets in a grassy field. The piglet in the foreground is light-colored with pink ears and is eating green grass. The piglet in the background is darker and is also eating grass. The background is a soft-focus green field under a blue sky.

Creating a kinder world *...together*

SUPPORTER UPDATE **JANUARY 2015**

How *you* are helping hens

Everywhere we look, more and more caring people are uniting to transform the world for our feathered friends...

The fight to free hens from battery cages is being championed in Parliament, in the press, on social media, in supermarkets and restaurants... but it is also happening in the workplace.

From schools to aged care providers, from cosmetic companies to catering firms – businesses across Australia have signed up to Animals Australia's Cage-Free Workplace initiative. More than 2,000 packs have now been dispatched to kind-hearted CEOs, managers, professionals and part-timers – all working to make their workplace a cage-egg free zone!

Compassion is contagious – one person can spark a chain reaction of kindness that extends to co-workers, business partners, clients, and families. We'd like to thank every single one of the thousands of everyday people uniting for hens. You are saving many thousands of sensitive birds from the misery of life in a battery cage.

And it's thanks to your generous support that we can encourage and empower more people to help hens too. **Thank you.**



Take hens under your wing at
AnimalsAustralia.org/cage-free-workplace

→ Australians are standing up for battery hens, like Sweets. She's a survivor. She was left behind alone when a cage-egg facility was 'depopulated' for slaughter. She would have starved to death but that was not to be her fate. Sweets was rescued and now she's living out her life like all animals should: beloved and free.

© Tamara Kenneally Photography



↓ Iconic cosmetics company, LUSH Australia, is proudly a Cage-Free Workplace!



■ ■ *The decision to dump caged eggs was announced as McDonald's came under mounting pressure about the living conditions of battery hens after a long-running campaign by Animals Australia.* ■ ■

SYDNEY MORNING HERALD, 15 SEPTEMBER, 2014

↑ Deep in the bowels of this mega factory farm, she was found searching for food amid towers of rotting faeces. She was not alone. Investigators discovered dozens of hens abandoned in manure pits, barely surviving on scraps, beetles and eggs. Remarkably, this farm carries the tick of approval of Australia's peak egg industry body.

Shining a *light* on factory farming

This image shocked the nation. It was captured by investigators inside a mega factory farm that supplies Australia's biggest egg company. Her 'home' was a rotting tower of manure. But even more tragic were the lives of her sisters trapped in the rusty, overcrowded cages above.

In this instant, Australians saw what little value is placed on the lives of birds in factory farms. Their suffering became a needed catalyst for change. In response, one Victorian IGA supermarket took all factory farmed eggs (cage and barn) off their shelves overnight, to the rapturous applause of their customers and caring people around the world. Dozens of independent grocers throughout Australia have followed their compassionate lead.

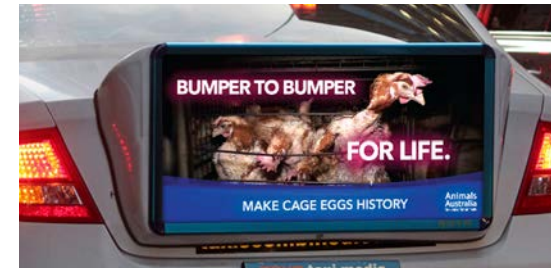
It took a little longer, and some highly strategic campaigning, to convince the fast food industry's

biggest cage egg user – McDonald's – to end their support for battery cages. But with the help of some passionate young advocates, and with a national TV campaign looming, McDonald's made a landmark commitment to phase out cage eggs. Within days of their announcement, Subway followed suit.

Through our 'Make it Possible' campaign we are reaching one million people every single day with the truth about factory farming. From major retailers to independent grocers, from fast food chains to the shopping trolleys of everyday Australians... the momentum gathered in such a short space of time has been breathtaking.

And we've only just begun...

→ The only thing worse for McDonald's than a public plea from children to 'be nice to chickens', was giving these kids a voice on TV. On the eve of us doing just that, McDonald's agreed to stop using cage eggs. Pester power at its finest.



Investigators *on the ground* for animals

It was the biggest live export investigation in history. In October 2014, Animals Australia investigators were deployed simultaneously in multiple countries. We had feared the Festival of Sacrifice would again bring with it abominable cruelty, animal trafficking, and yet more breaches of Australia's live export regulations.

What we documented across Gaza, Jordan, Malaysia and Kuwait could only be described as 'animal welfare atrocities': terrified animals bound with ropes, kicked, beaten, and stabbed to death en masse in the streets.

Caring people responded. 40,000 messages flooded Australian MPs and embassies around the world. Caring politicians, tired of their party's outdated support for the cruel trade, spoke out.

Momentum is growing worldwide. Animals Australia's investigations recently underpinned a major media exposé in Romania, revealing for the first time the treatment of animals in the Romanian live export trade.

Yet back in Australia our agriculture minister is seemingly intent on sending as many animals to as many countries as possible – regardless of the cruelty that awaits them. **In their name, we have resolved to take the campaign to end live export to a whole new level in 2015.** Stay tuned.



“ I certainly will not turn a blind eye to this and neither will many of the constituents who continue to press for us as a nation to do better. ”

MORE POLITICIANS THAN EVER BEFORE ARE SPEAKING OUT AGAINST LIVE EXPORT.
LABOR MEMBER FOR CHIFLEY, **ED HUSIC**, IS ONE OF THEM.



↑ In 2015, we are taking the campaign to end live export to the streets, so that everywhere politicians turn they are reminded that live export is a crime against animals.



↑ This trussed Australian sheep was found by investigators outside an abattoir in Kuwait. Inside, his companions were brutally killed for the Festival of Sacrifice. His story formed part of our 34th damning legal complaint reporting breaches of Australian live export regulations.



← Ruff is as big a sweetheart as he looks. He came to Brightside Farm Sanctuary in desperate need of some TLC after spending four years on a chain. Now this happy chap runs and plays all day, and Brightside is his forever home.

© Brightside Farm Sanctuary

Cracking *down* on dog abuse

Walks, cuddles, play, love. Dogs don't ask for much, yet they give us so much in return. Which makes their exploitation in the cruel puppy factory trade all the more tragic.

In a groundbreaking investigation, Animals Australia exposed the secret links between pet shops, online traders and a notorious puppy factory supplying pups to unwitting customers. More than 100 dogs were confined to barren concrete pens, with no bedding, no exercise – not even protection from the freezing winter nights.

Another cruel breeder, reported by Animals Australia for keeping her dogs in what could only be described as 'upright tombs' has faced court, pleading guilty to 80 offences.

Our investigations will continue, but exposing these facilities one by one is not enough.

Many Australians are still unaware that most puppies sold online and in pet shops come from puppy factories where their parents are treated like breeding machines and deprived of all things that make a dog's life worth living. So in 2015 we are embarking upon the biggest public awareness campaign for dogs that this country has ever seen.

We are also working with other animal protection groups, lobbying relentlessly behind the scenes. Together we have secured a commitment from the new Victorian Labor government to ban the sale of dogs in pet shops, unless they are from rescue organisations, setting a powerful precedent for other states to follow.



Take action for dogs at
AnimalsAustralia.org/puppies



↑ Free at last. After Animals Australia revealed the deplorable lives led by these dogs, public pressure led to the closure of this notorious puppy factory in Victoria.

Celebrating *kindness*

For every act of violence going on in the world, there will inevitably be a thousand acts of kindness going unnoticed...

It's easy to become disheartened with Australia's global standing on animal welfare. We lag behind the E.U. on factory farming reform. We still parade animals around in travelling circuses. We have a government that is determined to expand Australia's cruellest trade – despite live export investigations that reveal ongoing animal abuse.

But one thing we can be proud of is that the most viral video ever produced in this country – the one message that resonated louder than any other – one that has touched the hearts of nearly 100 million people around the world – is a simple message about being kind to animals.

The 3 minute video compilation, released by Animals Australia in November 2014, shows everyday people going out of their way to help our fellow species. The viral phenomenon taps into a universal truth that underpins everything we do: that deep down, it's in our nature to be kind – not cruel.

And that's why we know that a kinder world is in our reach.

We also know that the power of kindness is transformative. Every kind act inspires another – from the 'ordinary' to the 'extraordinary'. Whether it's adopting a rescue pet for the first time, switching to dairy-free, or liberating a lobster!



Celebrate kindness with us at
AnimalsAustralia.org/kindness

↓ Animals Australia's Creative Director speaking to Weekend Sunrise about the heart-warming viral video that not only caused a social media storm but also erupted onto national television, showing the potential of one idea, one message of kindness, to reach millions of people in an instant.



↑ Larry the lobster is estimated to be at least 80 years old. He had lived through the Great Depression, the moon landing and the invention of the Internet, only to end up in a restaurant tank. But his fate was not to die for someone's dinner, thanks to one extraordinary act of kindness that still makes us smile. Read Larry's story at AnimalsAustralia.org/larry



→ Woody and Moby wouldn't be here if it weren't for a sublime act of kindness. Born only to keep their mums producing milk, they were destined to be killed shortly after birth. But their rescue has ensured they will now live as ambassadors for their kind at Brightside Farm Sanctuary in Tasmania.

© Brightside Farm Sanctuary



See how switching to dairy-free can help save calves like Woody and Moby from suffering at AnimalsAustralia.org/dairy



✦ Rabbits and other animals are still subjected to painful and lethal experiments for the sake of cosmetics testing. And these imported products still line the shelves of Australian stores. But you can vote with your wallet! Get the low-down at AnimalsAustralia.org/who-tests-on-animals

A brighter future for *bunnies*

If you agree that a rabbit shouldn't have chemicals dripped into her eyes for the sake of shampoo, or be skinned alive so her fur can line someone's coat – then you're not alone. Tens of thousands of Animals Australia supporters have spoken out against the cruelty of animal testing for cosmetics and other household products – calling on companies and politicians to stop supporting these painful and outdated practices.

Community awareness is growing thanks to the incredible work of groups like Choose Cruelty Free and Humane Research Australia. This was reflected in the overwhelming response to the

Labor party's national public consultation on animal testing. From 13,000 submissions, 9 out of 10 people supported a ban on animal testing.

Australian fashion leaders are also stepping up for our furry friends. With Animals Australia 'Fur Detectives' out in force, our Fur-Free Shopping List is expanding constantly. Acclaimed gift and homewares retailers Hardtofind and Annabel Trends are among those recently giving fur products the flick.



Find more compassionate retailers at
AnimalsAustralia.org/fur-free



↑ Senator Lee Rhiannon is spearheading legislation for the Australian Greens to ban the import and sale of cosmetics in Australia that have been tested on animals. The Bill is attracting widespread cross-party support! Add your voice at AnimalsAustralia.org/cruelty-free

“ *Animals shouldn't suffer in the quest for better mascara or lipstick.* ”

DEPUTY OPPOSITION LEADER TANYA PLIBERSEK

Becoming the *best* we can be

It's a simple yet powerful premise, and one Albert Einstein called 'our sacred human duty'. Thousands of people packed theatres across the country to hear Campaign Director Lyn White project that the pathway to a kinder world could be as simple as each of us *becoming the best we can be...*

On her second national tour, which is now available on DVD and online, it's a message that has resonated with people from all walks of life ...

"Uplifting, inspiring, thought-provoking, heart-warming, moving. Perfect."

"I was not prepared for the enormity and beauty of your presentation."

"[Lyn] provides us with hope that we can change things for the better."

Taking people on a very personal journey, Lyn's reflections, from childhood through a unique career from policing to animal advocacy, struck a chord with all. Lyn highlights what we rarely pause to think about – that history reveals we are all participating in an extraordinary journey towards our species fulfilling its potential.

At Animals Australia we believe in the transformative power of kindness. We believe that the key to a kinder, more compassionate world for us and for our fellow species is for us to embrace the challenge of becoming the best that we can be. That we are here not just to live as human beings, but to become humane beings.

It is clear that audiences around Australia agreed.



© Houndstooth Studio



Share in Lyn's journey and witness this event online at AnimalsAustralia.org/becoming-the-best-we-can-be

History shows us that the only time that cycles of suffering, cycles of inherited thinking are broken, is when someone has the courage to take a stand and say in a loud clear voice, 'we are better than this'.

← In 2014 Lyn was appointed a Member of the Order of Australia for outstanding service in the field of animal rights and advocacy. Pictured here receiving her AM from the Governor General of Victoria, His Excellency the Honourable Alex Chernov AC QC.

© Damien Dunstan





← People are taking animals off their dinner table and into their hearts! Animals like Dorothy, who was rescued as a baby from the side of a country road by a caring youngster. This pocket rocket orphan lamb defied the odds to survive — and thrive — thanks to the loving care of her new family at Edgar's Mission.

© Edgar's Mission

Cruelty-free goes *mainstream*

Does the idea of a world where animals aren't slaughtered for food make you want to rejoice... or stockpile cans of SPAM in your basement?

The answer to that may depend on whether you're among the approximately 10% of Australians who now identify as 'vegetarian' or 'vegan'. That's right, for the first time in history nearly 2 million Aussies are choosing to take animals off their plates – a personal commitment to combatting climate change, chronic disease, and animal cruelty.

This trend is echoed by an even greater surge in the number of Australians refusing to buy factory-farmed meat and eggs. Recent Roy Morgan research now definitively indicates: **we are becoming a kinder, more compassionate nation.**

And it's little wonder. Secrets once hidden behind the closed doors of factory farms and slaughterhouses are now plain for all to see. The abominable treatment of animals in the live export trade is now common knowledge. And while farmed animals continue to be exempted from critical animal cruelty laws, faith in animal industries and the governments that defend them continues to decline.

So if your resolution for 2015 is to cut back or go meat-free, you've never been in better company.

➔ Cruelty-free products are now demanding more shelf space. These Fry's meat-free smokey sausages are one of our favourite new finds at Woolies.



➔ Grab your free e-cookbook! Animals Australia has teamed up with Fry's Family Foods to share our favourite cruelty-free recipes. Download yours now from **MakeFoodGood.com**

Youth *speak out* for animals

Animals are in safe hands with our team of young advocates out fighting the good fight through Animals Australia *Unleashed*. When the Unleashed community heard about the Queensland Government's plan to dump dredge sludge from the expansion of the Abbot Point coal terminal into the Great Barrier Reef, thousands joined conservation groups in speaking out! And the government scratched the plan!

Again, Unleashed advocates refused to stay silent when they heard the New Zealand Health Department wanted to test legal 'party drugs' on animals. Combined with the brilliant campaigning of our friends at SAFE, it paid off! The Prime Minister banned it! Another win for animals and people power.

And after the tragic deaths of two horses on Melbourne Cup Day made headlines, over 2000 young people flooded onto the Unleashed site to make the pledge to never bet on horse racing!



What are you passionate about? Join the conversation at unleashed.org.au



■ ■ *Being an Unleashed volunteer means I get to meet other like-minded people and spread the word about how we can all make a kinder world for animals.* ■ ■

HANNAH, AGED 20, AT THE AUSTRALIAN TEEN EXPO



Become an Unleashed volunteer
today at unleashed.org.au/action-team





↓ Animals Australia's Jesse Marks addresses hundreds of people gathered to tell Victorian politicians that 'Animals Matter to Me' at a pre-election rally in October. A collection of Victorian animal welfare groups worked together to organise the rally, determined to put animals on the election agenda.

From the Animals Australia Team, *thank you!*

Your support is driving the momentum that is making a kinder world possible. Whether you've sent an email, posted a letter, called your MP, attended a rally, supported our campaigns in kind or financially, or empowered your family and friends to help animals too, you are the reason our voice for animals is louder than ever.

Change is never easy – but we have the wind at our back. And, most importantly, when achieved – change is forever. **Here's to even greater change for animals in 2015!**

Pass it on

Please help us spread the message of kindness and empower more people to help animals by sharing this **Supporter Update** with family and friends



Animals Australia
the voice for animals

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