

Leaps and bounds *for animals*

SUPPORTER UPDATE **2016**



Greyhound racing secrets *exposed*

It's the investigation that shocked a nation and led to governments questioning the future of Australia's greyhound racing industry.

Possums, piglets, rabbits – tied up, terrified and savagely mauled on greyhound racing tracks in brutal 'live-baiting' training sessions.

'Live-baiting' was the industry's 'open-secret' until Animals Australia and Animal Liberation Qld uncovered the evidence needed for authorities to act and mount prosecutions.

The fall-out has been extraordinary. Dozens of trainers were immediately suspended or banned for life; cruelty charges were laid, with perpetrators facing jail time; CEOs were sacked and racing boards demolished; government inquiries were launched; and police uncovered even more abuses, including greyhound mass graves.

The unprecedented scrutiny on greyhound racing forced the industry to admit another shameful secret – up to 17,000 young and healthy dogs are killed every year, simply because they don't run fast enough.

And the culpability of this industry didn't end in Australia. We followed them overseas...


Thanks to you, 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 also hope for a brighter future.

↓ **WORLD-FIRST:** Animals Australia's ground-breaking investigation footage, which aired on ABC's Four Corner's program, implicated dozens of high profile Australian trainers in brutal – and illegal – training methods.



■ *The industry should get their running shoes on. Some might say that they – rather than greyhounds – are now 'running for their lives'.* ■

STEPHEN RUSHTON SC, COUNSEL ASSISTING THE SPECIAL COMMISSION OF INQUIRY INTO NSW GREYHOUND RACING

A large photograph of two greyhound dogs, Jenny and Zoe, sitting in a field of straw. Jenny is on the left, looking slightly to the left, and Zoe is on the right, looking directly at the camera. Both dogs have light-colored fur with darker patches around their eyes and ears. They are wearing collars. The background is a wooden fence and a large pile of straw.

↓ Gentle, loving, playful and utterly devoted... in all ways that matter, greyhounds like Jenny and Zoe (pictured) are no different to any other dog. Discarded by the racing industry, these two beautiful girls were rescued by Brightside Farm Sanctuary in Tasmania, where they are now receiving the love and affection all dogs deserve.

© Peter Matthew

GLOBAL CRACKDOWN

After lifting the lid on brutal practices in Australia, we followed the money trail to China and Macau where greyhound owners are exporting hundreds of young Aussie dogs to certain death every year. Our world-first footage from inside Macau's notorious 'Canidrome' resulted in another national media exposé and calls to end all greyhound exports.

↓ We knew the greyhound industry had more to hide – and we found her. Sent all the way to China, this gentle girl lives in solitary confinement, in a tiny cell in Shanghai. She waits for her turn to race and when she does, the risk of injury is high – on a dangerous track where wild animals like cheetahs are also forced to run for their lives.



Off the back of Animals Australia's live export investigations in Kuwait, Oman and the UAE, thousands of people rallied in capital cities across Australia calling for law-breaking exporters to be prosecuted and live export cruelty to end.



Uniting for an *end* to live export

The live export industry didn't want the world to see this. Animals Australia's evidence of the sledgehammering to death of Australian cattle in Vietnam reignited calls for the trade to end. In Israel and across the Middle East, our cameras again captured what exporters don't want caring people – or conflicted politicians – to see.

Every time we have taken a stand against this industry we have forced changes. Australian cattle are no longer enduring the horrors of Egypt's notorious Bassateen abattoir; brutal slaughter boxes in Indonesia have been banned; sheep in Jordan are no longer subjected to painful fully-conscious slaughter;

and we have stopped the exporting of cattle into Gaza.

Our investigations – enabled by your support – have resulted in new laws that make exporting harder, more expensive and more scrutinised.

Each and every step forward we have taken together has built on the last, and led to the next, and we will continue to build the catalogue of evidence necessary to call exporters to account and to bring an end to this trade.



↑ Shocking vision filmed by Animals Australia investigators of 'sledgehammering' in Vietnam not only caused an international outcry. It looks set to become the catalyst for this brutal practice to be banned as Vietnam is currently drafting its first animal welfare laws.

“ We are all part of a historic battle for justice – and it is a battle we will win. ”

LYN WHITE, CAMPAIGN DIRECTOR – ANIMALS AUSTRALIA, SPEAKING ON THE STEPS OF PARLIAMENT, MELBOURNE

Ad blitz gives a *voice* to the voiceless

We've taken the only thing the live export industry had going for it – its secrecy – and dragged the trade into the public spotlight.

No longer are the victims of this cruel trade suffering thousands of kilometres away – out of sight of Australians who care and politicians who can help. Instead, they are on billboards, buses and taxis throughout the country. Politicians are being reminded everywhere they turn that live export is a crime against animals.

We established the Live Export Fighting Fund to sustain Australia's biggest ever campaign on behalf of the victims of live export. And thanks to the generosity of thousands of caring Australians, that vision is now a reality.

And your support is having an impact. Australian politicians say they get more contact about live export than any other issue. New Roy Morgan

research has again confirmed what we already know: most Australians want live export to end.

And in a sign that confirms we are hitting this trade where it hurts, live export industry heavyweights have even tried to have our ads taken down. But we won that battle, and with your help, we will win the next.

“Live export is a hot political issue because Australians have made it one and they need to keep the pressure on.”

FEDERAL LABOR MP KELVIN THOMSON



Discover other caring polities speaking out against live export at AnimalsAustralia.org/polities-speak-up



↑ In an instant, his eyes told us that nothing can justify live export cruelty. Now, he is telling our politicians. In fact, a third of all transit advertising space in our nation's capital is dedicated to the victims of live export. On buses and taxis alone we are reaching 1 million Australians every single day with the message that some trips should never be taken.

✦ This prominent billboard on one of Melbourne's main freeways is impossible to ignore. It speaks for, and is crowd-funded by, thousands of caring Australians who have united to give live export victims a powerful voice.

LIVE EXPORT

IT'S A CRIME AGAINST ANIMALS

**Animals
Australia**
the voice for animals



Help sustain this campaign up until the next Federal election by joining our Live Export Fighting Fund: AnimalsAustralia.org/fighting-fund

→ Like all chickens farmed for their flesh, Molly and Chloe were selectively bred to grow very big, very quickly, so they'd be 'ready' for slaughter at only 5 weeks old. When they were rescued from a factory-farm truck on its way to the abattoir, they could barely stand and had never even felt the sun on their feathers. Tragically, this is how most chickens in Australia are forced to live. But thanks to Tamara, their rescuer, Molly and Chloe had the chance to experience real life, sunshine, pats – and watermelon.

© Tamara Kenneally



There's more to chickens than meets the eye. Discover how unique and fascinating these remarkable animals really are:
AnimalsAustralia.org/amazing-chickens

↓ In a factory farming ad-blitz on national TV, we've reached an additional 2.6 million Australians. 8 in 10 people who've seen this ad featuring our iconic 'winged pig' said it has made them think differently about the treatment of animals. Watch it now at www.MakeitPossible.com

Fighting *factory farming*

Factory farming is big business. Sadly, it's now the number one cause of animal cruelty in the world. But new research shows that, as more people are exposed to our high-impact TV and outdoor public awareness ads, the game is changing for factory-farmed animals.

In fact, one recent survey revealed that two-thirds of Australian shoppers have walked straight past factory-farmed eggs and meat in the supermarket aisle because of their concern for animals.

This massive shift in consumer demand has retailers taking notice. Coles and Woolworths are beginning to address some of the cruellest factory farming practices in their supply chains, and dozens of IGAs around the country have removed all cage eggs from their shelves!

We know that becoming informed can be life-changing – for people and animals. Thanks to regular givers to our 'Make it Possible' campaign, we've been able to sustain world-first public awareness initiatives.

Thanks to you, a world without factory farming is ever closer.

→ It's not only compassionate shoppers helping free hens from battery cages. Simplot – whose brands include Lean Cuisine, Bird's Eye, Edgell and Leggo's – has joined the growing list of food manufacturers committing to stop using cage eggs!



Exposing *the truth* about puppy factories

Franny's puppies were just like the ones you've seen for sale in pet shop windows. Wide-eyed little faces, begging for a toy or a cuddle, and a warm bed at night. These are the very things that this sweet beagle – imprisoned with hundreds of other dogs in one of Australia's cruellest puppy factories – was denied.

Critical evidence gathered by an Animals Australia investigator was the key to unravelling this notorious puppy factory, where terrified dogs were confined in raised wire cages. Footage provided to the RSPCA led to a landmark prosecution and the owners pleading guilty to 240 charges of animal cruelty.

Franny was among hundreds of dogs who were rescued and given the chance at a better life. But our work to free *all* dogs from puppy factories continues. Powered by Animals

Australia supporters, the 'Know Your Best Friend' campaign has reached millions of people – at bus stops, tram stops and on prime-time TV.

And it's working! Surveys reveal that after seeing our TV ad alone, over 2 million people would not buy a puppy online or from a pet shop – bringing us ever closer to a kinder future for our canine friends.




Knowledge is power. How well do you know your best friend? Take the quiz at KnowYourBestFriend.com

Increased public awareness has prompted parliamentary inquiries in multiple states and commitments to tackle puppy factories – including in Victoria, which will become the first state to ban the sale of dogs and cats in pet shops.



← We've teamed up with some of Australia's most-read magazines – including Marie Claire, New Idea and Better Homes and Gardens – to send the message that caring about your dog means caring where they're from.





“She’s beautiful. Watching her come out of her shell and learning to trust was so rewarding. Every week she does something different. Now, I would always rescue a dog.”

FRANNY’S ADOPTIVE MUM, SHARON

→ Franny once lived a life of deprivation and suffering, valued only for the number of puppies she could produce... until she was found by an Animals Australia investigator. When the puppy factory she called ‘home’ was shut down, Franny was rescued and lovingly rehabilitated by our friends at Beagle Rescue Victoria. She is now a treasured member of the Hunter family.

/// *If Animals Australia had not carried out undercover investigations, the public may never have found out about this obscene cruelty.* ///

GREENS SENATOR LEE RHIANNON SPEAKING IN THE SENATE ABOUT INVESTIGATIONS INTO AUSTRALIA'S GREYHOUND RACING INDUSTRY

→ Animals Australia investigators found these helpless rabbits hidden at the back of a shed on a secluded property, waiting to be used as 'bait' by greyhound trainers. It was the evidence that had eluded authorities for years and that will form part of a landmark prosecution.



✚ Investigations overseas are particularly risky. This car was pulled over by our investigator on a highway in Oman. The critical car tag evidence gathered from the poor Aussie sheep in the boot is the only thing that will ensure the exporter responsible can be punished.

Going undercover *for animals*

It all starts with an investigation. Individuals who walk through a door. Their only protection a 'cover story' as they steel themselves to bear witness to suffering that words cannot adequately describe. Individuals who are prepared to scale walls, climb trees and crawl across paddocks in howling wind and rain to document the unspeakable – in countries, including our own, that offer little or no protection to animals.

You will likely never meet them, but our investigators are everywhere – our 'eyes' and 'ears' for animals within Australia, and abroad.

Our Investigations Unit is more than bricks and mortar. It is a team of highly capable individuals committed to serving the defenceless members of our society. It is the young man lying in the grass who doesn't flinch when bitten by a snake, knowing the abused dogs he is filming need him to finish what he started. It is the

young woman who cannot be intimidated – not by knives or threats of violence – because there is someone in front of her who is more vulnerable in that moment.

Your support underpins game-changing investigative work that has exposed countless cruel practices – from live baiting to live export. Together we have forced industries to reform, brought perpetrators to justice, and inspired everyday people to use their own power to create change. Thank you for helping us be where animals need us most.



Australia, China, Kuwait, Israel, Jordan, Oman, Malaysia, Dubai, Macau, Vietnam – where animals needed us, we were there.



Help expose animal abuse by supporting the work of our brave investigators:
AnimalsAustralia.org/investigations-unit

Power to the *people*

From marine life to wildlife, countless animals across the country will enjoy a brighter future thanks to thousands of individuals coming together to take action on their behalf!

Seals in South Australia were saved from being killed in a cruel and unpopular 'cull' when kind locals took up their cause. A ban on the import of kangaroo skins and meat from Australia is back on track to be re-instated after attempts to permanently lift the ban were shot down by the Californian government. Industry lobbyists proved to be no match for the thousands of people around the world who stood up for a treasured Aussie icon!

And exotic animals like lions are a step closer to freedom from circus confinement now that Melbourne City Council has joined the growing list of local governments declaring that entertainment is no excuse for cruelty.

Your voices are amplified more than one million strong through Animals Australia's social media channels, which means every step we take together for animals has the power to inspire millions more.




For tips on what you can do if circus cruelty is coming to your town, visit AnimalsAustralia.org/circuses

↓ Passionate supporters have also been raising vital funds to help animals, like Tiah from NSW (pictured) who rescues chickens and raises awareness of factory farming.



Help create (spare) change for animals at AnimalsAustralia.org/fundraise





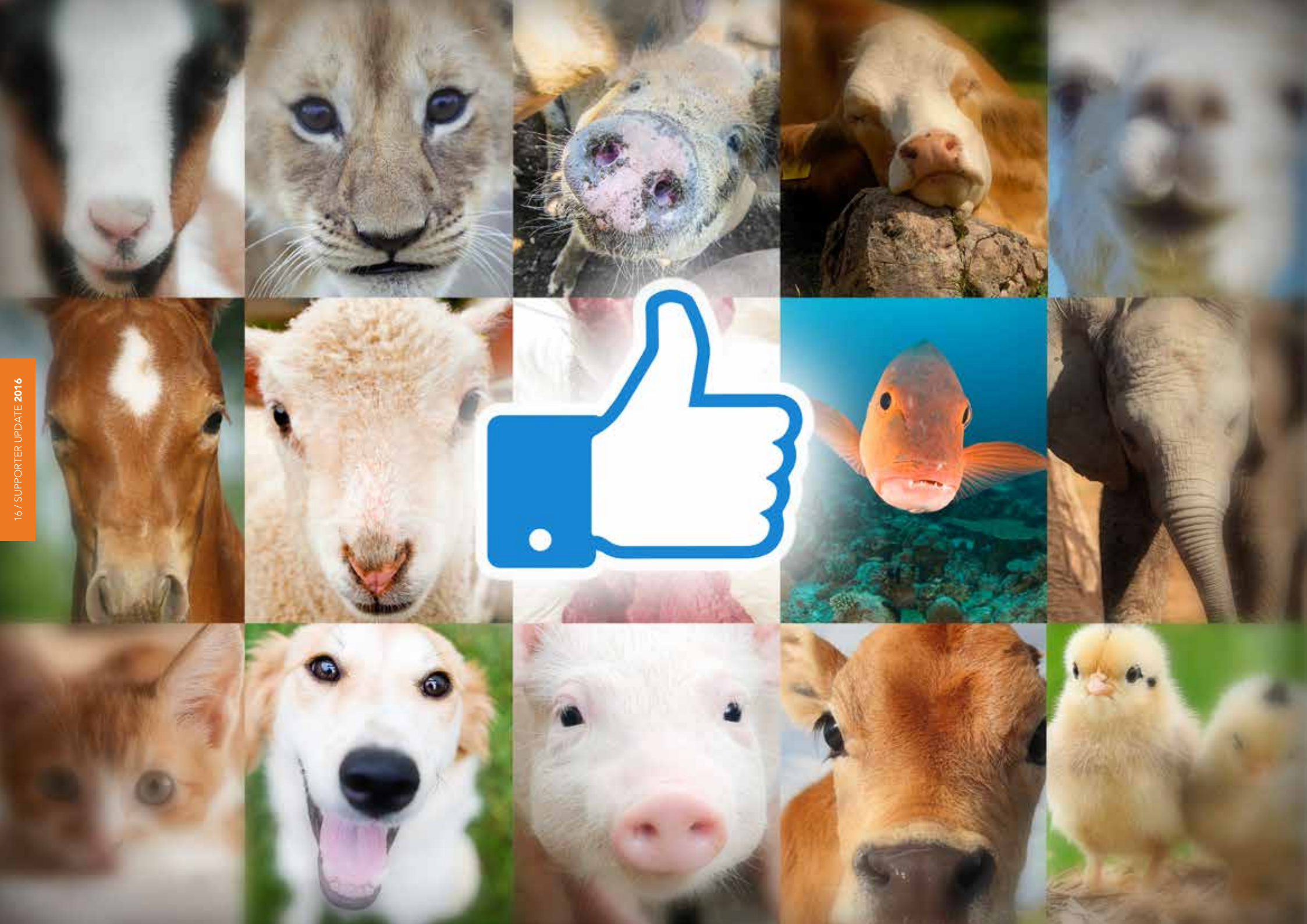
→ Christina was rescued from a dairy farm at just days old. If not for an act of kindness, she may have shared the same sad fate as hundreds of thousands of calves who are killed as 'waste products' of the Australian dairy industry each year. But instead, she now enjoys life at Freedom Hill Sanctuary in South Australia.

Life on a dairy farm is already tough for animals. But when factory farmers in Victoria threatened to make dairying even crueller, committed Animals Australia supporters and other local community members spoke out. These kind residents fought and won against a plan to extend an indoor dairy factory farm in Gippsland!

© Freedom Hill Sanctuary



Discover what dairy really means for cows – and calves like Christina: AnimalsAustralia.org/dairy



We are *one million strong* on Facebook!

They say that animal protection is set to be the next big social justice movement... Well, if social media is any indication, it already is.

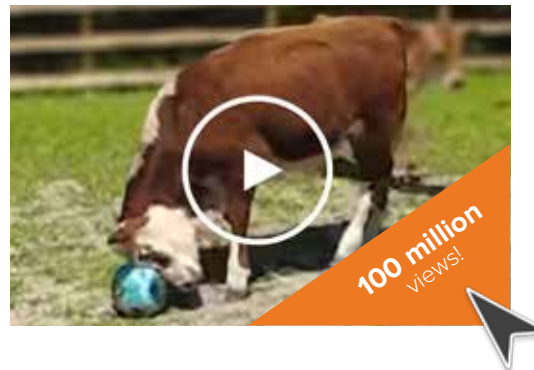
Animals Australia has become the first Australian not-for-profit organisation to reach one million followers on Facebook – officially making *animals* the single biggest cause in Australian social media!

Every single week, we are reaching anywhere from 10 to 20 million people (and at times... over 100 million people) on behalf of animals. That's millions of people learning about how intelligent and inquisitive farmed animals are... millions who are reached with critical calls-to-action on urgent issues... and millions who are being exposed to the practices that cruel industries would prefer to keep hidden.

We owe this milestone to our cherished Facebook community. Thank YOU for liking, for sharing, and for putting animals on the social media map! Follow us at

Facebook.com/AnimalsAustralia

↓ Our 'everyone should see this side to cows' video, featuring the adorable rescued calf Herbie playing with a ball, has now been viewed more than 100 million times! See why this video is *mooo*-ving so many people – watch it now at AnimalsAustralia.org/clever-cows



We're now on instagram too!
Join us: [@AnimalsAustralia](https://www.instagram.com/AnimalsAustralia)

↓ We took to the streets to see how people would react if bacon was advertised... *truthfully*. The reactions said it all. Within days, this video had been viewed over 1 million times, exposing what the industry's 'humane standards' really mean for pigs. See it at AnimalsAustralia.org/bacon-truth





➔ Animals raised for 'food' are unique individuals, just like those we call 'pets'. If given the chance, they will show affection, play, and foster friendships. Ivory the goat and Penelope Sue the piglet would never have met – let alone become friends – if not for caring strangers rescuing them from otherwise grim fates, and the amazing people at Edgar's Mission providing a loving forever home.

© Edgar's Mission Farm Sanctuary

An animal-friendly food *revolution*

It's official. More than at any time in history, Australians are embracing animal-friendly food. In fact, one in four of us are now cutting back on animal products or are meat-free.

As more compassionate people discover that animals raised for food in Australia are exempted from cruelty laws – and how healthy and enjoyable kinder choices can be – this momentum is only growing stronger.

But it doesn't end there. New research shows that one in five people are also choosing dairy-free options – whether to help animals, the environment, or just because nowadays they taste so darn good. And in response to growing interest, animal-friendly products are demanding more and more space on supermarket shelves.

Legendary brand Gardein is arriving in 1,300 IGA supermarkets across the country, with its

'Fishless Filets' and 'Crispy Chick'n' already flying out the door. And cow-friendly coconut milk delicacies like Biocheese and some Nudie smoothies are selling like dairy-free hotcakes in Coles and Woolworths.



Want to be part of this exciting movement? Get your copy of our free Vegetarian Starter Kit! WhyVeg.com/kit

→ Our 'Kinder Christmas' recipes reached four million readers of Better Homes & Gardens and The Australian Women's Weekly – with mouth-watering suggestions for a dinner table that's kind to animals, our health and the planet. But these recipes aren't just for Christmas – you can enjoy them all year round: WhyVeg.com/recipes

Scientists say half of marine species have been lost in only a generation through overfishing, pollution and environmental destruction.

← More people are enjoying tasty options like Gardein – and leaving fish where they belong – as awareness increases about the devastating impact of super-trawler 'fishing' ships. AnimalsAustralia.org/supertrawlers



Making *headlines* for animals

Exposing a truth, uncovering an injustice, shining a light on cruelty... mainstream media attention is a desperate animal's best friend and a cruel animal industry's worst enemy.

Animals Australia's investigations within Australia and abroad have achieved unparalleled media coverage on behalf of animals. Working with the finest investigative journalists, we have brought needed public and political attention to animal issues of national significance.

We've exposed cruelty and corruption in the live export trade; uncovered brutal live-baiting in greyhound racing; publicised the routine killing of day-old chicks in the chicken meat industry; revealed where that puppy in the pet shop window really came from; and sustained a public conversation about the treatment of so many other animals, with whom we share our land and oceans.

And thanks to viewers, readers and listeners like you – joining the conversation and supporting important stories – animal protection issues have become hot property on the media landscape. And we intend to keep them there.



↑ Our investigations into brutal practices in Australia's greyhound industry continue to make national headlines. Here, our Legal Counsel, Shatha Hamade, is speaking up for animals on Ch 7 News.

→ An extensive feature on Animals Australia's Campaign Director Lyn White in Fairfax's premier magazine Good Weekend delved into deeper issues concerning our relationship with animals.



← For the third time, our investigative work led to a compelling report on Australia's flagship current affairs program, Four Corners.



🔵 Dolphins are some of the most playful and intelligent animals on the planet. But in marine parks and aquariums – where they are forced to perform for ‘entertainment’ – these magnificent animals are denied the basic freedoms that bring joy and make life worth living. So it was startling to hear Village Roadshow announce Sea World Australia’s plans to expand into China – where marine animals are often taken from the wild in cruel drive hunts and where there are no animal protection laws. But soon after Animals Australia and Australia for Dolphins supporters leapt into action (and grabbed national media attention), Village Roadshow withdrew its involvement, with development of the park reported to be on hold indefinitely. Now that’s something to smile about.

Inspiring our *future* leaders

Young people are the change-makers of tomorrow. Well, actually today. At the forefront of our new school outreach program is Victorian Young Australian of the Year and passionate animal advocate, Thomas King.

At only 19, Thomas has proven that age is no barrier to making an impact. He's joined the

Animals Australia team as our newest Youth Campaigner, and has hit the ground running with a school speaking tour. Already, he's shared a message of kindness to animals with over 3,500 students.



To invite Thomas to speak at your school, get in touch: schools@animalsaustralia.org



“Our ethical progress as a species has only continued to evolve because people in each generation, in particular young people, have asked the question “Is this right?” and have chosen to take action. ”

THOMAS KING, YOUTH CAMPAIGNER – ANIMALS AUSTRALIA, VICTORIAN YOUNG AUSTRALIAN OF THE YEAR

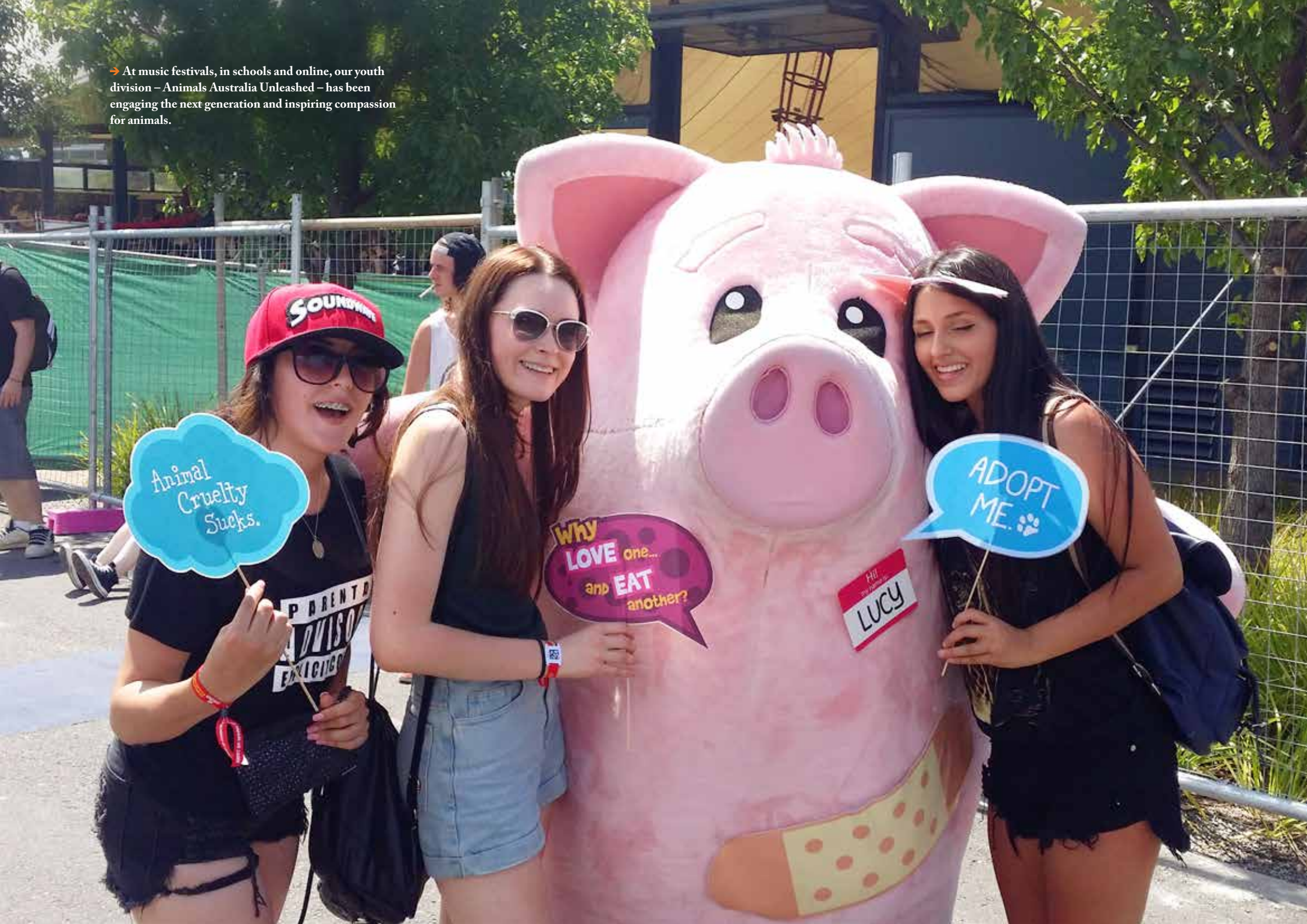
“I just wanted to thank Animals Australia. Thomas was funny, engaging, and so eloquent in getting the message across. Thank you for creating a kinder world. ”

MS JACK, TEACHER – CANTERBURY GIRLS' SECONDARY COLLEGE



© Tania Gioffre

→ At music festivals, in schools and online, our youth division – Animals Australia Unleashed – has been engaging the next generation and inspiring compassion for animals.





From the Animals Australia team, *thank you!*

We each hold the power to change the world for animals. As one of the millions of people who have supported our work – whether by adopting your best friend, rallying with us against live export, or choosing to embrace kinder, animal-free meals – you're part of a growing movement of compassion that extends across the entire world.

Know that, together, we're helping bring a kinder and more just future ever closer.

Here's to you, the kind-hearted. And to even greater progress for animals this year!



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
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the voice for animals

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STANDOUT CHARITY

AnimalCharityEngineers.org