

# A kinder world *thanks to you*

SUPPORTER UPDATE **2017**



# You're *changing the world* for animals!

And that's why you mean the world to us.

Within these pages you will see how every day, your kindness and generosity empowers our work. You are the bolt of courage that runs through an investigator as they prepare to step into the unknown. You are the protective eyes on a frightened animal in his darkest moment. You're the gentle hand that quells fear and eases suffering. You're a lobbyist representing animals at the highest level, a campaigner, a defender, a voice for those who need to be heard.

It's the incredible gift of your financial support that fuels our efforts to free animals from cruelty. But it's your unwavering moral

support that sustains, and nourishes us like nothing else.

Together, we make a formidable team for animals. We know that a kinder, more compassionate world is possible, because every day you are making it so.

From the bottom of our hearts, Thank you.

■ *Another world is not only possible, she is on her way. On a quiet day I can hear her breathing.* ■

ARUNDHATI ROY











◀ He's just a baby but very soon he'll be taken from his mother and forced onto a live export ship along with thousands of other unwanted and frightened Romanian dairy calves. They'll be 'fattened up' in Israel then sent to be cruelly slaughtered. When our investigators documented shocking abuses inflicted on these animals, thousands of people around the world united to give them a voice.



↓ Through our global arm, Animals International, with your help, we're working every angle to end this global trade in animal cruelty.

As calves are loaded onto ships in Romania, and as sheep suffer in slaughterhouses in Kuwait... from the back streets of Lebanon, under the sweltering sun in Dubai and when the streets ran red with blood in Malaysia – the cameras you put in our hands captured the evidence needed to expose this industry's crimes against animals.

# Saving the *babies* of live export

When profit is the goal, it matters little to an industry where an animal is from. But it matters to us. The fight to end live export is a global one. We help one, we help them all.

Investigators from our global arm, Animals International, documented the grueling journey of the youngest victims of live export – unwanted dairy calves shipped from Europe to the Middle East. Because of your support, our evidence was aired in a one hour TV special in Romania, sparking an unprecedented outcry.

It was an uproar echoed in Israel – a key destination for many of these calves as well as other animals shipped from Australia and Europe every year. Our landmark public campaign in Israel is drawing national attention to their suffering, with political support for live export waning by the day.

Live export cruelty may know no borders, but with your help, neither do we.

In Vietnam, our investigators were chased and threatened at knifepoint but we still made it inside a Hanoi slaughterhouse where a terrified Australian steer was trying desperately to avoid the sledgehammer's blow. Thousands of people funded an emergency TV broadcast on the eve of the Federal election – forcing politicians to confront the horrors of live export.

From Egypt to Jordan, Australia to Israel, from city streets to the halls of parliament... all animals deserve to have someone fighting for them, wherever and whenever they need it. We are thankful every day that you are in their corner.

→ Since our high impact billboards emblazoned with the message "Stop the Death Ships" hit the streets of Jerusalem and Tel Aviv, the Israeli government has made policy changes which will significantly reduce live animal imports from Australia and Europe.





## *It was 13 years ago that I conducted my first live export investigation...*

...but I remember it as if it was yesterday. The disbelief at the horrific treatment Australia – my own country – was willingly sending animals to.

I was confident at the time that if politicians were standing with me, seeing first hand, what live export means for animals, the trade would end immediately.

As you know, it hasn't quite worked out that way. Not because politicians can stomach this industry any more than you or I can – many are very uncomfortable with it. But instead, live export continues because of the political power of the rural lobby. This has been a David and Goliath battle in the truest sense.

But you are giving animals a fighting chance.

Your incredible generosity has enabled us to have a consistent presence in importing countries. With every investigation you've helped us chip away at the viability of this trade and obliterate its facade, diminishing public and political support.

New laws forced on export companies after our investigation in Indonesia in 2011 were game-changing. Sending live animals overseas is now harder, less profitable, less attractive, and major players are getting out of the industry.

We may not yet have dealt the knock-out blow, but with your help we are a huge thorn in the side of this industry and we are pushing them ever closer to the precipice.

Some 13 years after we first exposed this industry's 'crimes', there are 4 million Australian sheep every year who no longer suffer on ships and face brutal deaths a world away from home. Through our Animals International investigations team, we're also giving voice to exported animals from Europe and South America who have so desperately needed representation too.

Together, we've changed the face of this industry. I know in my heart, and in my head, that it's not a matter of *if* live export will end, but *when*.

I know you feel the cause of animals as deeply as I do. And some days can be tough. But please never underestimate the impact of your contribution. Please never question the difference you are making. It is only because of you that we have come this far. That we've spared so many animals suffering already, and that so many more have hope of a kinder future.

And that's why I want to say thank you. A sincere and heartfelt thank you.



**Lyn White AM**

Chief Investigator, Campaign Director  
Animals Australia









→ **Supporter-funded ads tipped the balance.**  
The tipping point to convince Aldi to free hens from cages came when thousands of our incredible supporters chipped in to take the campaign to Aldi's doorstep.



# 680,000 hens *spared* from life in a cage!

Every minute of every day, hens in battery cages are deprived of the ability to fulfil their most basic needs. Cage eggs come at a high cost for the hens. But with your support these birds have reason for hope – a kinder future beckons.

Animals Australia supporters fueled a campaign Aldi couldn't ignore. After the supermarket giant defended their sale of cage eggs, over 100,000 people stepped up for hens. Caring people flooded Aldi with phone calls, emails, and messages on their Facebook wall. They signed petitions, rallied outside stores, and thousands donated to get ads in Aldi car parks. The response was huge, and the message was simple – profit does not justify cruelty.

■■ *[This victory] follows a huge customer campaign against the retailer in the push to bring an end to the sale of eggs produced from caged hens. ■■*

NEWS.COM.AU

The fastest-growing supermarket chain in Australia heard you loud and clear – Aldi finally pledged to stop selling cage eggs. When Aldi's phase-out is complete an estimated 680,000 hens will be spared from life in a battery cage each year.

And this is not the first time you've changed the world for hens. Your support has already helped convince McDonald's, Subway and Hungry Jack's to drop cage eggs. And with every victory, momentum keeps building to make the battery cage history.



↑ **A global movement for hens.** Your voice is being amplified globally. Animals Australia has teamed up with 28 respected animal protection organisations, across 6 continents, to free hens from cages worldwide. Already the 'Open Wing Alliance' has secured commitments from some of the biggest egg users on the planet – including the world's largest foodservice company, two of the biggest global supermarket chains (Aldi & Lidl), and the world's largest hotel group (InterContinental Hotels Group). These commitments will spare millions of hens from life in a battery cage.



# Behind *closed doors...*



Outside the walls of a major Australian slaughterhouse no-one knew week-old dairy calves were being routinely stabbed and burned. No-one knew sheep and cows were thrashing in pain as their throats were being cut. But that's what we saw in over 70 horrific hours of hidden camera footage filmed in one of Victoria's longest running slaughterhouses.

When exposed on TV, Victoria's Chief Vet described the case as the "worst" in his career.

But what's even more shocking is that authorities claimed to have had no knowledge of the abuse until it was exposed by Animals Australia. Shocking, because in recent years, this slaughterhouse was audited three times more than regulations require – *and passed every single time.*

We'll never know how many terrified cows, sheep, goats, pigs, and unwanted dairy calves

were brutalised between those visits. We'll also never know how many other Australian slaughterhouses are 'passing audits' while subjecting animals to horrific cruelty when nobody is watching...

The inescapable truth is, wherever animals are being killed, there is fear and suffering. To meet the demand for meat and dairy, slaughterhouse workers kill animal after frightened animal, hour after gruelling hour. Compassion cannot exist in this environment. Workers get frustrated, corners get cut, and cruelty follows. But if there's any hope of curbing extreme violence – and not just when auditors are present – then cameras need to be rolling. *Always.*

Underpinned by your support, Animals Australia is lobbying Governments to introduce mandatory and independently monitored CCTV in *all* slaughterhouses. Which, at the very least, will mean illegal cruelty can be identified and


addressed – even if legalised cruelty can't. But for thousands of people, this isn't enough...

For many, seeing into the eyes of those terrified animals – who, more than anything else, didn't want to be harmed – has been life changing. Animals Australia has responded to tens of thousands of requests for our FREE Vegetarian Starter Kit, which is fuelling a kindness revolution in kitchens from Mt Isa to Melbourne. Today, 1 in 4 Australians are vegetarian or 'flexitarian'. Maybe you're one of them! Or maybe you're one of more than half of all Australians who are now cutting back on at least one type of meat...

Whichever camp you're in, your generosity and compassion is making a difference.


*These most desperate of animals have a voice – thanks to you.*





■ ■ *For many, seeing into the eyes of those  
frightened animals – who, more than  
anything else, didn't want to be harmed  
– has been life changing. ■ ■*



A close-up photograph of several pigs in a cage, looking out through the metal bars. The focus is on the two pigs in the foreground, showing their pink snouts and white fur. The background is slightly blurred, showing more pigs and the cage structure.

■ ■ Apart from being an animal lover, I support Animals Australia because I see a direct and impacting result from the money I donate. I tell everyone Animals Australia is my charity of choice because the work is visible and the results outstanding. We are making a real difference! ■ ■

KYLIE- MONTHLY DONOR



↓ These Australian animals were shipped on gruelling voyages from our shores into countries which offered them little or no protection from extreme cruelty. With your help we will continue to hold the live export industry to account until we bring an end to this trade.

# Why their *greatest hope* is you

When you love and care for animals, it's understandable to sometimes feel overwhelmed at the sheer scale of animal cruelty in this world. To in a quiet moment, struggle to comprehend the magnitude of suffering, the extent of the need before us.

For every animal abused behind closed doors, trapped in cycles of suffering — theirs is a world robbed of kindness.

But as with most injustices, there is always hope. Knowing that you are actively contributing every day to combat cruelty, providing power in numbers for animals, amplifying a united compassionate voice, is life changing.

We know you're the person who refuses to turn a blind eye to animal suffering, who knows that compassion is a strength, not a weakness and that cruelty can never be excused by profits.

Through your ongoing, regular support of Animals Australia, you'll continue to underpin ground-breaking investigations that expose animal abusers and criminal activity. You'll be the reason that cruel industries are forced to reform. And when landmark victories are won for animals, you'll know that you gave them the representation they deserve.



Do something courageously kind today. Pledge a monthly gift and make 2017 a year that changes lives for animals.



“ Time after time shocking abuses committed against livestock destined for our dinner plates are exposed not by government regulators, but animal rights groups. ”

THE BENDIGO ADVERTISER



# Building a *safer world* for greyhounds

Protecting thousands of young and healthy dogs from being injured and killed is just one reason we're determined to end cruelty in the greyhound racing industry.

Helping greyhounds is also about defending every animal who is abused for profit. And challenging every business that thinks it can bully its way out of obeying what limited laws exist to protect animals.

Following our ground-breaking exposé of 'live baiting' with piglets, rabbits and possums, a NSW government Inquiry deemed cruelty to dogs and other animals in the industry too widespread, and too entrenched, to allow racing to continue.

An historic ban was announced and caring people around the world rejoiced for these animals. So when a multi-million dollar

campaign fuelled by gambling interests held the government to ransom and secured the industry one last chance... our celebrations turned to dismay.

But not for long.

Greyhound racing may have been thrown a lifeline, but it's still on life support. We don't see this back-down as a reason to give up, rather, it is a reason to become more determined.

This industry's cruel 'secrets to success' have been exposed, their image tarnished beyond repair. We've forced major industry reforms that should see fewer dogs killed and injured and greater scrutiny on trainers. Fuelled by your support, we are inching closer to the day that these beautiful dogs will be valued not for their speed, but for their gentle nature and companionship.

**“There is no greater motivator in this world than compassion, no greater activator of the human spirit than righting a great wrong. The voice on behalf of these animals is only set to become stronger.”**

CAMPAIGN DIRECTOR, LYN WHITE AM,  
SPEAKING AT THE SYDNEY GREYHOUND RALLY.





→ We dream of a world where greyhounds are loved for who they are, not exploited for how much money they can make. Where these playful dogs are high on life, not doped with highly illegal drugs. A kinder world that offers a long and happy life, not an early grave. We dream of a world where all animals are treated with compassion and respect. With your help, we're making that world a reality.





“ [Skydiving] was one of the most confronting things I have ever done. But to this day, it is not the jump itself that I remember, but the reason why I jumped in the first place – for the animals. ”

# The sky is no limit to *kindness*

From costumes and crafts, to extreme sports and even more extreme hairdressing – creativity knows no bounds when the goal is raising much-needed funds for animals!

Every year, hundreds of our dedicated supporters choose their own surprising and innovative ways to help animals through our online fundraising site. Whether organising big-hearted birthdays, taking life-changing challenges, or inspiring compassion in the classroom – there are no limits to where kindness can take you...

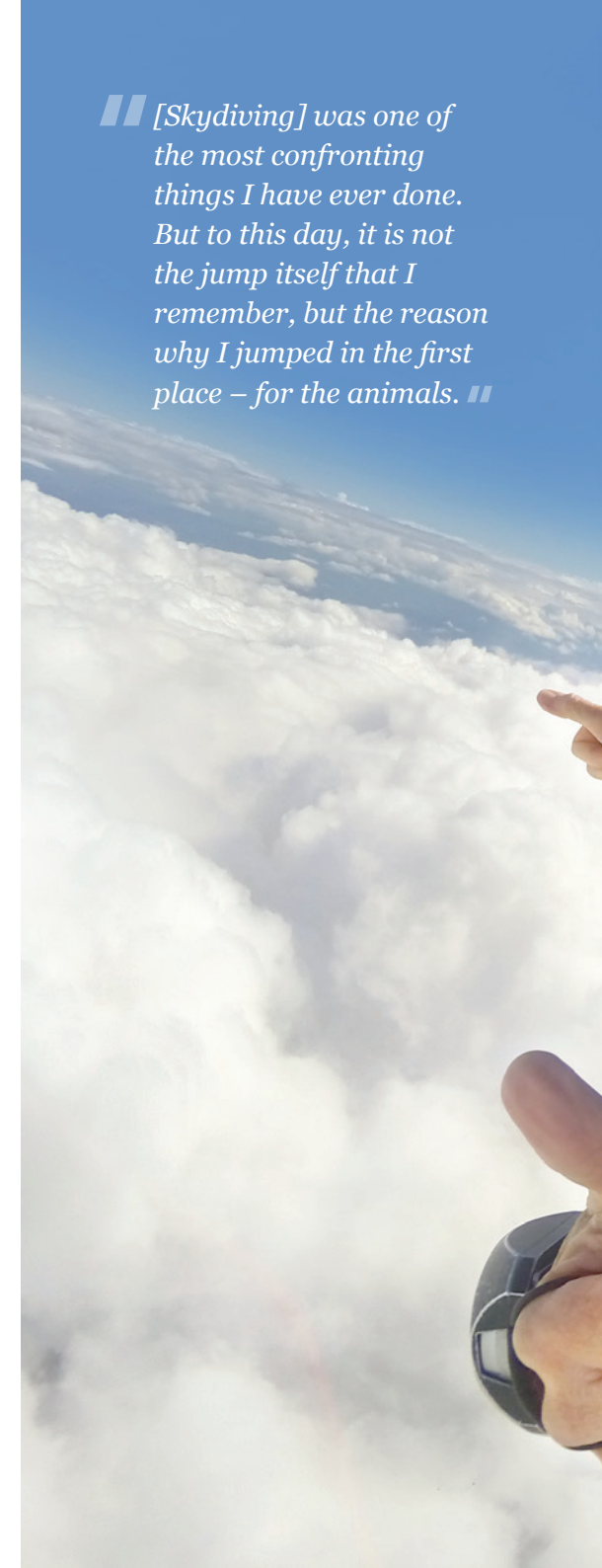
Not even the sky! By day, Carolyn helps senior citizens at an aged care home while, by night, this carer pursues her other great passions: the environment and animal welfare.

Determined to make a difference, Carolyn set up a fundraiser with the promise that she'd face her ultimate fear – heights – head on, in a skydive for compassion!



Has Carolyn inspired YOU to do something amazing for animals? Set your own challenge at [AnimalsAustralia.org/fundraise](https://AnimalsAustralia.org/fundraise)

“ I am very touched and saddened by what I see in the media about cruelty to animals, and the lives they live – painful and very short lives. The fearful look in their eyes stays with me. This made me look at my own fear, and I decided to overcome it with the ultimate skydive. ”







↓ Running a marathon is a daunting prospect for many people. Now imagine doing the race – while pregnant! When soon-to-be mum, Yasmin, discovered the truth about how mother pigs are treated in factory farms – trapped in tiny pens they can barely stand in, unable to care for their babies, with many suffering from depression – she was determined to do what she could to raise awareness of their pain. So, donning a pig costume, Yasmin ran the race in honour and remembrance of all mothers.



↑ At just 15, Ollie made the connection between his animal friends and the food on his plate, when he witnessed a lamb being slaughtered. The confronting experience moved this compassionate kid to get in touch with us, keen to learn how to live – and eat – without harming animals. Armed with our Veg Starter Kit, Ollie set up a fundraiser promising to shave his head if he met his fundraising goals. As you can see, he did! A kinder future is in safe hands with kids like Ollie.



# Leaving the world a *kinder* place

“What is animal cruelty?”

A curious young supporter wrote to us recently. She was seven years old, and the innocence of her question was heartbreaking.

How do you begin to tell a child of the injustices that our fellow species face? That governments give some animals legal protection from cruelty and not others – despite them all sharing the ability to suffer. That animals are categorised based on their value to us, rather than being seen as unique individuals.

“People sometimes do terrible things to animals”, was the beginning of our gentle answer.

How do we possibly explain factory farms to the custodians of our future? That hidden from our view are animals – millions of them – who wake each day only to suffer? Mother pigs who can’t

nuzzle their young. Chickens who will never stretch their wings or feel the warmth of sunlight on their feathers.

Or that gentle greyhounds are drugged to run faster then killed when they are not fast enough. That ships leave our shores full of animals only to meet terrible fates overseas, whilst other animals face fear and terror in slaughterhouses back home.

We live for the day when we don’t have to explain.

Legislative change for animals is hard fought and hard won. But we don’t need to wait to make this world a safer, better place for animals.

By remembering Animals Australia in your will, you’re helping to create a world where animals are valued for who they are, not what they

produce. A world where cruel practices needn’t be outlawed, because they’ve been refused by a caring society. A world where compassion trumps cruelty and where what’s ethical matters more than what’s profitable. This is the vision for a kinder world that underpins every breathing moment that we are representing animals, one that we know you share so passionately.

Together we’re inching one step closer to the day when children ask us about animal cruelty, and our answer is simply “it’s something that used to happen”.



If you have already considered Animals Australia in your will, or would like more information, **please call our office on 1800 888 584.**



*By remembering Animals Australia in your will,  
you are making one of the most compassionate  
commitments possible to future generations,  
both human and animal kind, that you will leave  
this world a kinder place for all living beings.*







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## From the Animals Australia team, *thank you!*

You are living proof that a kinder world is possible. You are why our vision for a world where all living beings are treated with compassion and respect will become our reality.

With each action that is driven by justice, each decision that is underpinned by kindness, our community grows stronger. And every day, our voice on behalf of animals grows louder.

You are why 2017 holds so much promise – for animals and for all of us who are privileged to share this world with them.

Thank you.



## 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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