

Annual Report

2021 / 2022



A kangaroo is the central focus of the image, standing upright in a field of tall, golden-brown grass. The kangaroo has light brown fur on its back and chest, with a lighter, almost white, belly. Its large, upright ears are prominent, and it has a dark nose and eyes. The kangaroo is looking directly at the camera with a calm expression. The background is a soft, out-of-focus landscape of similar grass and distant hills, bathed in the warm, golden light of late afternoon or early morning. The overall mood is peaceful and serene.

Thank you.

Your commitment and
compassion are creating
a kinder world for all.

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Transforming animal lives – and ours – **for the better.**



Over the past 12 months, our world community has further navigated an ever-changing pandemic, a war in Europe, and increasingly serious climate events that threaten homes, habitats, and families. But through these times, there has been hope...

In May 2022, Australians voted in a new government and with it, the promise of an end to live sheep export from our shores. For over four decades, our collective voice against this cruel practice has persisted, but only now has it been heard in the corridors of power with a ban on live sheep export on the government's agenda. We did this together.

You've also shown a better world for all animals is possible by reaching beyond borders and making daring rescues possible in war-torn Ukraine and fire-ravaged Mongolia, and assisting other dedicated groups with their crucial caring work.

Here at home your generosity helped the many animals affected by the flood disaster in New South Wales, and your kindness helped save hundreds of protected Eastern Grey kangaroos from government-sanctioned killing when they became trapped on private land in Victoria.

For decades we have called on the government to create change for animals, and we will not stop campaigning at the highest levels for

permanent legislative reform – but progress is slow. Instead, an evolution in human consciousness must occur to inspire kindness that will transform the lives of animals – and humans – for the better.

It is our collective small acts of courage and compassion that sustain our vision for a world where animals are *someone* and not something. Solutions are in our hands – they are in the power of individual thought, intent, and action. They are in the power of ensuring we do not 'buy into' the products derived from cruel and unsustainable agricultural systems. As everyday Australians, we can make a substantial difference when we make kinder, animal-friendly choices at the grocery checkout, in our kitchens, or through action to decision-makers. Or when we share our own understanding and love of animals with others.

From all of us at Animals Australia, thank you for your support throughout another year of action for animals – your individual and collective courage is changing their world.

A handwritten signature in black ink, appearing to read 'Glenys Oogjes'.

Glenys Oogjes, CEO

WHAT YOU'VE HELPED ACHIEVE

Continued global live export investigations.

Given animals in factory farms a powerful voice on national television.

Continued to transform the food system through creative resources online and on TV.

Influenced major legislative review processes to better protect animals.

Supported animals in disasters and war zones.

Taken legal action to protect wildlife.

Fuelled animal protection campaigns and programs internationally.

Supported domestic and international animal shelters in times of emergency.

Built capacity internationally for animal protection projects.

Represented animals farmed for food at government and industry level.



Image: Alex Cearns

What if humanity had a vision?



Animals Australia's vision of a world where kindness, compassion and respect extend to all beings might seem 'pie in the sky' to some, but I believe it is infinitely realisable, and that we will see this world in our lifetime.

As an organisation we seek to create our vision every day. It underpins our every thought and action; it leads to inspiration and creativity and a constant desire to elevate our thinking, our own lives and behaviours. That is the power of having a vision. Daily life is filled with meaning and purpose.

Every child inevitably faces the question, "What do you want to be when you grow up?" I now realise that this question reinforces in young minds that 'growing up' was all about the career path we would take, rather than the person we would become. We have not been encouraged to have a vision for our lives, for humanity and our world. We have not been encouraged to become the best we can be.

Life on Earth could transform in a generation through inspiration and aspiration. By consciously pruning old ways of thinking that have hindered our personal and collective evolution.

At the heart of humanity is an untapped, unencouraged potentiality, that if nurtured and nourished would see us become the heart-led species we are destined to be.

A day will dawn when the greatest currency on Earth is kindness, the greatest wealth, wisdom, and the greatest joy, living in peace and harmony with each other and our fellow species. Each one of us who chooses to embody this vision, helps to bring that day closer.



At the heart of humanity is an untapped, unencouraged potentiality, that if nurtured and nourished would see us become the heart-led species we are destined to be.

My deepest gratitude to you for your kind heart and unwavering generosity, and for embracing this journey with us.

Lyn White AM, Director of Strategy

OUR VISION

Our vision is a world where kindness, compassion and respect extend to all living beings. We understand that achieving our vision requires a transformation and elevation of human thinking.



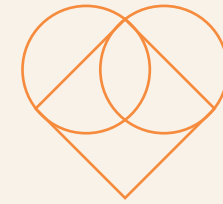
OUR PATHWAY

We illuminate the pathway
to a kinder world for all.

OUR VALUES



Integrity



Compassion



Courage



Innovation



Commitment



Inclusivity

OUR APPROACH

To achieve our shared vision,
a profound shift in humanity's thinking
is required; in how humanity perceives itself,
its purpose, and our relationship with each other,
animals and the natural world.

By awakening an understanding of inherited thinking – and how such thinking has led to the categorisation of animals as ‘friends’ or ‘food’ – people are empowered to shape the kinder world they dream of through their choices.

Therefore, we endeavour to:

- Ignite an evolution of human thought that will heal the human-animal relationship
- Evoke awe, reverence and respect for nature and our fellow species
- Inspire and empower humanity to live from our highest potential and noblest instincts
- Live our values and vision and embody the change we wish to see in the world. ■

Our Board.

Animals Australia is a charity, registered with the Australian Charities and Not-for-profits Commission. Our Board members offer a valuable suite of professional skills across animal protection, law, governance, finance, strategic planning and advocacy.

It has been an incredible 12 months in our fight for the animals. You will see from the outcomes and stories within this year's Annual Report that we have again achieved so much for animals in Australia, and across the world in the regions where we work collaboratively with others.

As Australia and the world continue to navigate the COVID pandemic, it's important to remember that we believe the likely source of COVID came from the broken relationships we have with other animals.

Hence, our work has never been more important. We have taken on greater focus through our strategic framework and, in particular, on healing the relationships that humans have with the other species we share the planet with. Our move to greater transformative approaches has not in any way diminished our core work exposing and working to improve the reality of life for millions of animals used in the food and entertainment industries and also wildlife.

Of note, our Emergency Grants Program has grown from an initial response to starving kangaroos after the Black Summer bushfires several years ago, to a broad multi-faceted program that includes emergency response, advocacy, development and strategic change opportunities both in Australia and internationally.

I must again express my deepest appreciation for our amazing donors and supporters who throughout the pandemic have not wavered in their commitment and support for our work. Additional praise and thanks must go to our wonderful team, who now work mostly remotely, and of course my fellow board members.

We have a wonderful Board of Directors, with two newly recruited members, Heath and Sarah. This Board provides the guidance and governance oversight to the organisation harnessing their skills, knowledge, passion and commitment for our ongoing work – thank you.



Tim Childs

CHAIR OF THE BOARD

Tim works in the not-for-profit services sector to support boards with governance and future thinking, as well as collaboratively building organisational and team cultures and supporting CEOs and Chairs. Tim has worked for Animal Liberation NSW, Fund for Animals and Humane Society International as well as many volunteer roles as a board member. Tim has a Masters in Strategic Foresight.



Lorraine Jokovic

BOARD DIRECTOR

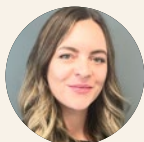
Lorraine is the CEO and owner of the LOUD Communications Group and has over 30 years' experience in marketing and advertising. She previously worked alongside Animals Australia on the iconic 'Make It Possible' campaign to raise community awareness of factory farming. Lorraine is also a board member of the Communications Council.



The Hon. Melissa Parke

BOARD DIRECTOR

Melissa held the Federal seat of Fremantle for the Australian Labor Party from 2007 up until her retirement from politics in 2016. She served as the Minister for International Development and the Parliamentary Secretary for Mental Health, Homelessness and Social Housing. Prior to entering politics, Melissa worked as a lawyer for the United Nations. Ms Parke is currently the patron of Native ARC.



Sarah Wilson

BOARD DIRECTOR

Sarah is an expert in volunteering, strategy, governance, policy, and advocacy. She is currently the National Strategy Director at Volunteering Australia. Sarah holds degrees in Arts, Psychology, and Law. She also volunteers as President of the Youth Coalition of the ACT, for Lifeline Canberra, and for the Coalition for the Protection of Greyhounds.



Heath Kilgour

BOARD DIRECTOR

Heath has 20 years of experience in digital media having founded and run digital businesses with exits to global media brands. He has completed the Leading Product Innovation program at Harvard Business School and serving on the board of Entrepreneurs Organisation. Heath is a director of Vegan Australia and runs a private investment company.



Lynda Stoner

BOARD DIRECTOR

Lynda has been involved in animal advocacy since the 1980s when she was President of the Humane Society of Australia. Lynda is currently the CEO of Animal Liberation NSW. She has written submissions to Government and campaigned against animals being used for food and clothing, for research in laboratories and for entertainment, and she has lobbied against hunting.



Mark Pearce

DEPUTY CHAIR OF THE BOARD

Mark is the CEO of Volunteering Australia and was previously Principal Consultant at Mandala Advisory. Mark applies the expertise gained over his 27-year financial markets career to provide consultancy services to a number of leading not-for-profits. Mark holds a BSc. Politics and International Relations (Hons) and is currently studying for an MA in Human Rights. ■

EMERGENCY GRANTS:

Making a world of difference for **animals**.

Animals Australia is honoured to support inspiring changemakers globally through our Emergency Grants Program. Over the past year, thanks to the generosity of our donors, we directly supported 26 organisations, helping thousands of animals across 14 countries and one territory.



As conflict and crises continue to impact the lives of animals and people worldwide, our work to assist those in need will continue, giving hope to those on the ground and the animals and communities they support. Whether carrying out lifesaving evacuations from warzones, assisting animal shelters in volatile environments, funding emergency rescue and veterinary treatment in regions devastated by disasters, or helping caring communities rescue and protect local wildlife, your support helped animals when they needed it most.

Emergency rescue from war and conflict zones.

AFGHANISTAN, UKRAINE & GAZA

This year, our Emergency Grants Program helped save lives in war-ravaged Ukraine. Your generous donations assisted families fleeing with their beloved companion animals, helped rescue animals stranded in zoos, and provided food, rescue and supplies to animal shelters in some of the most volatile regions. Our Animals International team were deployed to the Romanian border, delivering much-needed supplies to local groups helping animals left stranded during evacuations.

Generous support from our donors funded the ongoing operations of Gaza's only animal shelter. It enabled the purchase of an animal ambulance to carry out emergency rescues and helped the team provide treatment and care for animals who would otherwise have no one.

Our Emergency Grants Program also contributed to the successful evacuation of hundreds of dogs and cats from Afghanistan as the Taliban seized control last August. Despite the incredible challenges before them, the brave team from Kabul Small Animal Rescue worked tirelessly to pursue every possible avenue to fly all their animals to safety. Their continued work in the region offers much needed hope and kindness to animals there.



↑ **Top:** A pride of nine lions trapped in a zoo in the Ukrainian port city of Odesa were rescued with help from our Emergency Grants Program. They make their final journey abroad, freed from a life of confinement and captivity, and spend the rest of their days in a sanctuary. **Credit:** Nathan Lainé – Magnus News.

Bottom: Grant funding supported the purchase of Gaza's first ever animal ambulance, enabling the caring team at Sulala Animal Rescue to attend emergency rescues and respond to the countless animals in need. **Credit:** Sulala Animal Rescue.



↑ **Top right:** The compassionate team at Royal Heart Shelter in Myanmar are providing rescue, care and feeding programs around the clock to animals in need. **Credit:** Royal Heart Shelter.

Top left: Donkeys used as working animals in Gaza, rescued and cared for by the team at Sulala Animal Rescue. **Credit:** Sulala Animal Rescue.

Bottom: Under extremely challenging circumstances, the dedicated team at Kabul Small Animal Rescue successfully evacuated hundreds of animals from Afghanistan as the Taliban gained control of the country. **Credit:** Kabul Small Animal Rescue.



Support for shelters: Emergency animal rescue and care.

SOUTH AFRICA, MYANMAR, INDONESIA, EGYPT, PALESTINE, PHILIPPINES, INDIA, NEPAL & JORDAN

Amidst challenging situations, there are kind people everywhere working day and night to help animals. Our Emergency Grants Program helped caregivers worldwide to continue to provide veterinary treatment, emergency rescue feeding and support for animals living on the streets and in local shelters. With COVID 19 still impacting international travel and fewer volunteer vet programs on the ground, we supported local efforts in Myanmar, Jordan, Bali and Nepal to continue lifesaving projects for street living animals to ensure the ongoing impacts of the pandemic didn't mean these animals were forgotten.



Emergency relief from flood disaster.

AUSTRALIA

Thanks to generous donors, our grants helped mobilise the work of vets both locally and interstate to provide emergency rescue and treatment for animals who survived the devastating floods in NSW and QLD. They covered hundreds of kilometres, providing impacted communities with free mobile vet clinics for pets and wildlife, and conducting difficult rescues for those in greatest need.

↑ Thanks to the generosity of our donors, selfless volunteers from Vets for Compassion were able to deploy to help flood survivors in Lismore. They utilised the mobile vet triage unit generously provided by Animals Australia donors in the aftermath of the 2020 bushfires. **Credit:** Vets for Compassion.



Education, outreach and advocacy support.

ROMANIA, NEPAL, BALI & GAZA

Our grants program assisted organisations in Romania, Nepal and Gaza to deliver community education programs in schools, to foster compassion and encourage hundreds of children to protect and respect animals and the environment.

In Bali, we supported a local group of advocates called Bali Animal Defenders, an Indonesian not-for-profit, who are strengthening animal protection laws and their enforcement in the region.

↑ Voice of Animal Nepal delivers regional school education programs, with the support from our Emergency Grants Program.

Wildlife rescue and release.

MONGOLIA

This year we were proud to help with the incredible rescue, care and release of three orphaned bears into a protected area of Mongolian wilderness. Local rangers were desperately seeking international assistance for these animals and came to us through our dear friend and animal advocate, Her Royal Highness, Princess Alia of Jordan. Helping these bears not only ensured their second chance at life, but it also uplifted, inspired and opened the hearts of an entire community in Mongolia. We also strengthened local capacity by delivering training for vets, wildlife rangers and researchers, to enable an in-country response to future wildlife emergencies. This extraordinary collaboration across countries and cultures proved once again that compassion exists in every corner of the globe, and the desire to help animals knows no borders. ■



↑ After their mothers were killed, these orphaned bears were lovingly cared for by a local ranger in Mongolia, and are now free to roam the forest, bathe in pristine rivers and live happy wild lives.



Image: Hamid Sardar

EMERGENCY GRANTS:

Global impact.

**UKRAINE
(ZPORIZHZHIA)
ROMANIA
(BUCHAREST)**



**PALESTINE
(GAZA, RAMALLAH)
AFGHANISTAN
(KABUL)
BOSNIA
(SARAJEVO)**



**SOUTH
AFRICA
(ZIMBABWE)**



**INDIA
(AJMER)
NEPAL
(KATHMANDU)
MYANMAR
(MANDALAY AND
YANGON)**



**PHILIPPINES
(PALAYAN)
INDONESIA
(BALI, SUMATRA
AND LOMBOK)**



**CHINA
(QINGHAI)
MONGOLIA
(ULAANBAATAR)**



**AUSTRALIA
(LISMORE NSW
MELBOURNE VIC)**



WILDLIFE PROTECTION:

Helping **native** animals.

Our work to protect Australian wildlife continued this year on behalf of the animals themselves and the people nationwide who care so deeply about them. Through legal action, fieldwork, local and international collaborations, and powerful advocacy from our supporters, we were able to make the future of native wildlife a little brighter.

A voice for Victorian waterbirds.

Our team again witnessed and documented cruelty on the wetlands during the state's legal 'duck shooting season' this year. But thanks to you, the reality of recreational shooting for waterbirds was brought to the attention of decision-makers, as thousands of Australian supporters helped ensure this issue is one that MPs in the state hear most about each year.

We know that it's not just Victorians, but caring people the nation over, who want to see this cruelty end in states where it remains legal. We will continue our work until the shooting stops, and native wildlife are finally safe from this archaic 'sport'.

Duck shooting 'season' in Victoria 2022 once again proved that there is no place for this cruel 'sport'. Ducks and other waterbirds, including threatened species, coot, and grebe were illegally shot, and many injured and left for dead in the water.

ADVOCACY IMPACT

A key part of our advocacy work is empowering individuals to speak out for animals. Over the past year our supporters have helped give animals strong representation.



Image: Wildlife Victoria

2,704



2,704 supporters contacted MPs on behalf of native waterbirds in Victoria – to date, nearly 50,000 letters have been sent speaking out against the slaughter.



A vision becomes reality for threatened wildlife.

During a devastating heat stress event that killed thousands of grey headed flying foxes several years ago, dedicated wildlife volunteers reached out to us in a desperate plea for help. A vision was born to install sprinklers into the canopy of trees within the colony, in a bid to cool them and prevent mass heat stress deaths of the already

threatened species. We proudly supported this innovative thinking, and thanks to the support of our donors we were able to fund the 'prototype' sprinklers that heralded a lifesaving success. The Victorian Government has since committed funding to upscale and improve this system, in a move that will save many thousands more lives and set a nationwide precedent for others to adopt.

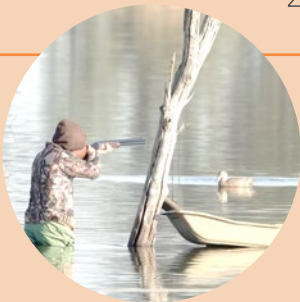
We couldn't be prouder to help this humble vision become a reality and help protect the future of this incredible keystone species.

A legal win for kangaroos.

Late last year, our legal team worked around the clock preparing to save hundreds of kangaroos from being killed – an enormous effort that would not have been possible without our incredible supporters.

On the picturesque Mornington Peninsula in Victoria, the mob of gentle kangaroos were under immediate threat due to a land manager who wanted them gone and a flawed government approach that approved their killing. These families — including mothers and joeys — were

1.03M



Our TV ad reached 1.03 million people across Victoria on behalf of the state's waterbirds.

1,003



1,003 supporters took action for other Australian wildlife by sending letters to decision-makers and signing pledges.

unable to escape the confines of perimeter fencing to evade shooters. As a result, they faced a cruel fate because laws set up over 40 years ago fail to fully protect them.

Our legal team's tireless efforts were fuelled by every single donor and supporter who funded our legal efforts and contacted their MP about their plight – and we were heard. On the eve of our litigation in the Supreme Court, the permit to kill the kangaroos was cancelled, and the kangaroos were saved.

While we applaud the decision to cancel the permit, the broader issue of government-issued permits to kill protected wildlife remains a very real concern for us in Victoria and other states. The existence of lethal permit systems and the archaic and flawed processes that underwrite them will, for as long as the law permits them, threaten the welfare and lives of precious wildlife.

Litigation on behalf of animals is a complex and potentially costly process, but we will continue to identify where we can make the biggest impact for animals through challenging dated and flawed laws that lead to their harm and giving them the strongest representation in court. ■



3,215

3,215 of our supporters spoke out for kangaroos over the last year.

DID YOU KNOW?

This year, Animals Australia became a proud member of the International Kangaroo Protection Alliance. This global group of wildlife advocates is helping to shape a future where kangaroos are respected and protected. The Alliance is made up of organisations and experts committed to raising awareness of the plight of kangaroos across Australia and the world, including their slaughter by commercial companies that manufacture shoes from their skins and food for companion animals from their bodies.





INVESTIGATIONS UPDATE:

Efforts to end live export.

Thanks to our donors, our live export investigations continued through the year, and evidence captured by our global team formed the basis of both official legal complaints to the government regulator in Australia, and supported campaigns by our international colleagues to end the global trade.

With your unwavering support this year, we have again exposed the distressing reality for all animals shipped alive around the world, and helped reinforce strong public opinion against this industry. The Australian Government's pledge to phase out live sheep export is a monumental step in the right direction for gentle, sensitive sheep – and for all animals who continue to suffer within this cruel trade.

Summer live export ban threatened.

When the federal government sought to wind back heat stress regulations put in place after the Awassi Express disaster in 2018, our supporters seized the opportunity to stand up for animals.

Reducing or eliminating the three-month ban on shipping sheep into the dangerous heat of the Northern Hemisphere summer would have subjected more sheep to grueling and deadly temperatures at sea. If it went ahead, it would have seen companies responsible for the suffering that instigated the summer ban in the first place profit from its removal.

We had a tiny window of opportunity to mount enough political pressure to stop this cruel plan in its tracks, and our supporters rose to the challenge. Together we ensured this was an issue that decision makers across the country couldn't ignore and the trade regulators heard it too.

Without a doubt, the actions taken by thousands of Animals Australia supporters helped save sheep from the worst suffering imaginable.



Of course, we live for the day that not one animal steps foot on a live export ship - and with a new government's firm commitment to end live sheep export, we are well on the way.

Live export investigations outcome.

Thanks to our generous supporters, our team of global investigators were once again able to be on the ground through the Middle East and in North Africa during the 'Festival of Sacrifice' in 2021. During this profitable time for live export companies, it remained largely left to us to monitor the mistreatment of animals. The regulatory breaches and cruelty our team documented make it clear that animals still need us to be their voice, and that we must continue to monitor the cruel live export industry until it is ended.

At an Australian government-approved slaughterhouse in Jordan, we saw the stark and dreadful consequences of permitting sheep to be killed while fully conscious. Not only were sheep forced to endure fully conscious slaughter, but each was hurled to the ground aware and suffering, treated like rubbish in their final terrified moments. The fact that this was occurring inside a facility approved under export



↑ Without the presence of Animals Australia investigators, made possible by you, governments would be largely unaware of the extent of animal suffering resulting from the live trade.

regulations begged the question yet again, what are these laws worth if they are the 'best' protection our government can offer animals?

But there was a silver lining.

After our evidence and legal complaints were lodged, and our investigators returned during the recent 2022 Festival of Sacrifice, they found the facility shut down. No Australian sheep were sent to Jordan this year. This is the first year in decades that Australian sheep were not available in Jordan as 'sacrificial' animals.

Evidence captured from the last year of investigations will continue to fuel the efforts of our team in Europe and colleagues in South America, to help bring an end to the live export trade.

A win for sheep in South Africa.

Our 60 Minutes exposé of sheep suffering heat stress on the Awassi Express led to a government ban on shipping sheep into the deadly heat and humidity of the Middle East summer. This decision has so far spared hundreds of thousands of sheep from grueling sea voyages.

With trade suspended for three months of the year the major Kuwaiti company importing sheep into the Middle East from Australia then set its sights on taking sheep from South Africa instead. Given the Persian Gulf route into the extremities of the Middle East summer equally applied to South Africa, we knew these sheep would suffer just like Australian sheep.

Our live export investigation team tracked South African animals in the Middle East. The team provided evidence to, and worked alongside, our allies at the NSPCA in South Africa to assist with their legal case to help stop the shipments. We were a voice for animals on South Africa's version of 60 Minutes, lifting awareness across the nation.



7,682

ADVOCACY IMPACT:

7,682 supporters sent letters to decision makers or signed petitions on behalf of animals trapped in the live export industry.

The court cases continue – but with our support, the dedicated NSPCA team have created significant legal and financial barriers for the live export industry. In February this year, the major Kuwaiti sheep importer stated that it would not be exporting sheep from South Africa for the foreseeable future. As a result, South African sheep were spared from the recent Festival of Sacrifice.

A long-term effort for animals.

Our investigations, combined with the passionate lobbying of our supporters, have led to the newly elected Albanese government commitment to phase out the entire live sheep trade. We will be doing all things possible to ensure this hard-won policy commitment is passed into law in the next 12 months.

← Millions of animals have been spared since Animals Australia began in-depth investigations into the live export industry – but we know that one animal exported is still one too many.

Ending the sheep trade from Australia will be monumental, but we haven't for a moment lost sight of the cattle who continue to be shipped from our shores to an equally grim fate in overseas slaughterhouses.

Internationally we are collaborating with our many allies in the animal protection space to build the case to end live export from other countries too.

Already, our investigative work tracking animals from Europe and South America has underpinned dozens of major media exposés and sparked fierce political debate in multiple countries, including in the European Parliament. As always, our Animals International team is primed to make the most of recent evidence gathered to maximise public and political scrutiny of this ruthless industry. ■

ANIMALS INTERNATIONAL:

Our **global** team.

Our small but powerful teams continue to help animals on the ground through our Animals International and Animals Indonesia arms.

In Europe, our work to end the global live export trade continues, through hard-hitting investigations, political lobbying and media opportunities.

In Indonesia, work continues with local government on monitoring the dog meat trade, to prevent new outlets from opening since our work to end the trade several years ago. We are also working tirelessly to support other local animal advocacy organisations helping animals on the ground through campaigning and advocacy efforts, conducting inspections, and supporting animal protection initiatives. ■





FARMED ANIMAL PROTECTION:

Our **campaigns** for a kinder world.

Throughout the year, the hearts and minds of thousands of people were opened to animals trapped in factory farms and denied all the things that make life worth living. Along with a TV campaign, and a strategic digital campaign, we launched our most significant initiative for farmed animals to date to empower everyone to bring about the change these animals so deserve.



Opening hearts and minds

When the piglet star of our television campaign grew wings and flew across the moon, many were moved to ask, “What happens next?”

Touching hearts across the nation, our little pig represented the millions of animals trapped in factory farms and the dream we share that someday they will be extended the respect and kindness they so deserve.

As for the question – “What happens next?” – the power to decide ultimately lies within each of us. And from that realisation came ‘Join the Evolution’, perhaps the most important campaign we have ever created. By encouraging conscious, heart-led choices in our everyday lives, this campaign empowers people to actively create the kinder world we all dream of.

Rather than waiting on governments to enact change for animals, thousands of people have already joined the evolution, and are harnessing their individual power to transform the world for animals.

Our TV ads inspiring people to reimagine our relationship with animals have reached more than **HALF of all Australians** on commercial television.

We reached **6.5 million listeners** with tools and tips to create a kinder and more sustainable world through high-rating podcasts and popular music platform Spotify.

← Join the Evolution is the final chapter of our piglet’s journey on TVs across the country.



Our eye-catching digital ads planted seeds of change with **hundreds of thousands of Australians** across popular news and lifestyle sites. Thousands of people came to Animals Australia to explore the daily reality for animals in farming systems and how we each have the power to change their lives for the better. ■

5,000

ADVOCACY IMPACT:

More than 5,000 people have taken part in the initiative and ordered our Join the Evolution magazine which takes people on a journey to reclaim and transform our relationship with animals, each other, and the world around us.



SUPPORTER FEEDBACK:



It's a great tool for living more kindly and sustainably.



Your magazine is so inspiring. I have reduced my meat intake by quite a bit, and am slowly trying to convince my family to have more plant-based meals.



ADVOCACY IMPACT:

3.14M

Our TV ad reached 3.14 million people ensuring hens hidden in battery cages were seen nationwide.

We reminded decision-makers of the plight of caged hens.

Thanks to your support, we were able to deliver a powerful national TV campaign that shone a light on the miserable reality for hens confined in battery cages, hidden from the public eye. The Poultry Standards Review had the strongest community input the Australian government had ever seen on an animal welfare review and this was evident when the response was released in August 2022. The response recommends a long-term phase-out of battery cages and while this is a good outcome for hens, millions more will suffer until cages are gone for good. Until the day that all hens are spared from life in a barren cage and are seen for who they are instead of what they produce, we will continue our work on their behalf.

Educating and inspiring a new generation.

This year, our digital advocacy strategy focused on exploring creative ways to reach new and younger audiences about how they can be the change – for animals, and our world.

What we're seeing in the thousands of interactions so far is a new generation of empowered and empathetic people who have an insatiable appetite for knowledge, and a preparedness to act on it.

We've covered topics from factory farming, to the painful mulesing of sheep and the reality of the live export industry – leaving plenty of space for inspirational content that helps people see farmed animals in a whole new light.

We are so encouraged by the response so far – especially from our launch on the popular video sharing platform TikTok – with feedback reinforcing that knowledge really can change the world for animals.

Our videos reach millions more.



Over 6,000 views!

Jane's story of enduring mulesing not only educated people about painful routine procedures use by the wool industry, and it also inspired thousands to sign a parliamentary petition to ban the practice.



Over 216,000 views!

Viewers met calf Little Flower and saw the beautiful bond she has with her mother, Petal – a bond usually broken so that a cow's milk can be taken for commercial dairy products. After a decade trapped in the dairy cycle, Petal's connection with the first calf she is able to keep inspired hundreds of people to try dairy-free to shape a kinder future for mothers and their young.



59,700 views!

Our video series 'Life in a Factory Farm' brought viewers face to face with the daily reality for chickens, pig, rabbits, and ducks who are farmed for to be eaten, while empowering people with the knowledge that their conscious, kind food choices can help change their world.



Millions of views!

Dismantling the inherited belief system that put animals into categories – 'friend' or 'food' – is fundamental to healing the human and animal relationship. That is why so much of our video content this year aimed to show a side of farmed animals that most people don't often get to see – their unique personalities, as beautiful and diverse as those of the companion animals we share our homes with. ■

A young woman with curly hair, wearing a pink shirt and a light blue apron, is smiling and eating a grilled tomato slice. She is sitting at a table outdoors with various food items, including a bowl of guacamole, a plate of grilled bread, and a bowl of fruit. A young man in a yellow shirt is partially visible on the right side of the frame. The background shows green foliage and a fence.

EATING KINDLY:

Transforming
the world
through our
food choices.

Conscious, kind choices are one of the most powerful ways to bring about change for animals – if not the most powerful. As consumer demand for animal products underpins the same systems of suffering we are working to spare animals from, the exploration of a kinder way of eating continues to be a fundamental aspect of our animal advocacy.

- With the help of our food advocacy initiative, VegKit, we're ensuring we reach as many people as possible with an invitation to explore the delicious world of animal-friendly cuisine, with content running on TV, online, and through strategic partnerships.
- Our first ever partnership with online publishers Concrete Playground and Pedestrian TV has helped us reach new and younger audiences with tools for how they can change the world for animals – simply by changing the way they eat.
- With research showing more and more people want to explore plant-rich food, we ran a mouth-watering suite of TV ads showcasing the diverse and delicious world of plant-based cuisine.
- This year, our brand-new television ad for VegKit highlighted to millions of people that when it comes to food, there's always a kinder choice.
- We hit an exciting milestone with our animal-friendly cooking show Freshly Picked on Channel 10 and streaming service, 10 Play. Our ratings rivaled and, in some cases, exceeded the programs of popular TV chefs Nigella Lawson and Jamie Oliver! With 50 episodes to date, Freshly Picked will be back for a new season in the Spring of 2022. ■



↑ MasterChef favourite Simon Toohy continued to plate up tasty plant-based foods in Freshly Picked – a TV series we commissioned through our food advocacy strategy.



← Our TV ad (left, and page left) promoting kinder food choices reached people Australia-wide.



→ Opting for animal-friendly food is one of the most powerful ways to take action for animals – and our TV ads showed how varied and delicious animal-friendly food can be.



A VOICE FOR ANIMALS:

Behind the scenes.

It is true that legislative and regulatory change for animals is a slow process. Whilst a better future for all animals rests with each of us, it is critical that we have a seat at the table when decisions are made in order to help shape the systems that we work within.

This year our CEO, Glenys Oogjes, and our other experienced advocates once again represented animals nationally and internationally at the highest levels where animal welfare was being discussed, legislated and regulated.

We continued in our role as a primary stakeholder in the federal Live Export Animal Welfare Advisory Group. Through this role, we provided an important animal protection perspective, countering industry voices. This role is critical as the Australian Government regulates the trade and sets future policy – this year a plan to enact a ban on sheep exported live by sea.

The long-awaited national Poultry Standards Review was finally released in August 2022, providing some certainty on the end of the use of cruel battery cages in Australia. During the long wait for this outcome we continued to advocate on behalf of caged hens and the other birds caught in profit-driven industries. Our aim, to ensure our decision makers are educated on how this decision will affect the future of not only millions of hens, but also the ducks, turkeys, quail, and chickens bred for ‘meat’.



↑ The Poultry Code Review affects all farmed birds, including geese, turkeys, ducks, and quail.
Credit: We Animals Media

We have provided important input into other legislative reviews, including:

- State animal welfare laws – Animals Australia submitted to reviews and gave evidence on law affecting animals in Victoria, New South Wales, Queensland, and Tasmania. This included for example the NSW puppy and kitten farm legislation, and the hunting regulations review that proposed children under 12 years old be legally allowed to hunt ‘feral’ animals with a bow
- National Processing Facilities (abattoir) Standards and Guidelines review – as a member of the advisory group undertaking the review of slaughter standards
- Continue to serve on several State Animal Welfare Advisory Committees
- We contributed a detailed submission to, and met with, the Independent Expert Panel reviewing the Victorian Wildlife Act (1975) in 2021
- Free Trade Agreements (FTAs) between Australia, the United Kingdom, and the EU – We consulted with Australian Government representatives as they negotiated FTAs and made recommendations that animal products traded with our partners should at least be compliant with the higher animal welfare laws of Europe and the UK. As a result, the final FTA with the UK has, for the first time, included a chapter on animal welfare as well as recognising animal sentience, and there is hope the EU FTA will do likewise

Global impact for animals: hope for progress at the United Nations.

Our CEO Glenys Oogjes has this year become a founding director of the World Federation for Animals (WFA). We understand the importance of powerful collaboration at a global level and the expertise we can bring to animals beyond Australia. In partnership with the African Network for Animal Welfare, WFA put forward a resolution to the United Nations Environment Assembly in February 2022, calling for a report on the global connection between animal welfare, environmental sustainability and human wellbeing. The resolution was successful, and the report will be commissioned soon. This stands to be a historic step forward in the recognition of animal welfare as a factor in environmental sustainability and human survival and may lead to greater recognition and action within the UN’s crucial Strategic Development Goals.

The NEXUS Animal Welfare Resolution passed at the United Nations Environment Assembly is a historic step forward for the wellbeing of humans and animals. ■



Image: Marcello Casal Jr/ABr, CC BY 3.0 BR

BETTER TOGETHER:

Collaboration for a more compassionate world.

Strengthening the collective voice for animals, we worked with animal protection allies here and around the world.

Partners:



AUSTRALIAN ALLIANCE FOR
ANIMALS

Keeping animals
front of mind in the
2022 election.



COLLECTIVE FASHION
JUSTICE

Documentary Willow &
Claude: Highlighting the
reality for sheep in the
Australian wool industry.



THE KINDNESS PROJECT

Exposing the suffering of
crocodiles for fashion.



THE ENVOY FOUNDATION

Speaking out against
cruelty to sharks.

Image: Envoy Shark Cull obtained via NSW GIPA 20-1157

Founding members:

AUSTRALIAN ALLIANCE FOR ANIMALS

This recently formed collaborative organisation is leading a unified and powerful voice for animals. With a combined supporter base of over 2 million people, the alliance endeavours to break through the regulatory capture that has impeded change for far too long, and create the legislative reform that animals so deserve.

WORLD FEDERATION FOR ANIMALS

Creating collaborative approaches to international bodies like the United Nations Environmental Assembly as well as The Food and Agriculture Organization of the United Nations the International Finance Corporation (a sister organisation to the World Bank).

Members:

INTERNATIONAL KANGAROO PROTECTION ALLIANCE

A collective of organisations and experts committed to raising global awareness of the plight of kangaroos.

NETS OUT NOW COALITION

Allies to protect sharks and the oceans by exchanging cruel and lethal shark mitigation devices with non-lethal alternatives.

ANIMAL WELFARE COLLABORATIVE

A network of individuals, companies, and organisations working together to improve animal welfare.

INTERNATIONAL COALITION FOR ANIMAL WELFARE

A collective voice representing animals through advice to the World Organisation for Animal Health (formerly the OIE).

EUROGROUP FOR ANIMALS

Uniting animal advocates across Europe to improve the protection of animals.

OPEN WING ALLIANCE

Working together to encourage international corporations to phase out battery cage eggs. The alliance has secured a global cage-free commitment from Yum!, the world's largest restaurant company.

Sponsors and partnerships:

- Major sponsor and partner of the second annual World Kangaroo Day led by our friends at Kangaroos Alive.
- Sponsor: The Helen Marston Compassionate Advocacy Project, a grants program for effective animal advocacy projects and programs, commemorating the wonderful life and contribution of our former colleague.
- Sponsor: The Animal Justice Foundation: Animal Justice Awards 2022, including the Animals Australia Effective Advocacy Award.
- Promotion and partnership with Eating Plants – supported the launch of the new TV series.
- Partnership with No Meat May – encouraged 2850 of our supporters to join the movement of eating kindly.
- Partnership with Veganuary – our promotion led to 1,394 additional people taking part in Veganuary, signing up to leave animals off their plates. ■

LIFE-CHANGING BEQUESTS:

Leaving a legacy of kindness.

We are honoured and humbled to have been entrusted to carry out our work for animals, on behalf of the kindhearted people we have said goodbye to in recent times. We will remember their compassion and generosity as a driving force for change. They have each left the world a kinder place, and we are forever grateful.

In loving memory and gratitude for our dedicated supporters whose bequest legacy will live on through our work:

- | | | |
|-----------------------------|-------------------------|-------------------------------|
| ■ Mr Alexander Gow | ■ Ms Jacquelin | ■ Ms Paulene (Paula) Morrison |
| ■ Betty Elsie Brooker | ■ Mrs Jane Knight | ■ Mr Robert Goulding |
| ■ Ms Cathrine O'Connell | ■ Dr Kate (Kay) Perkins | ■ Mr Robert Hayes |
| ■ Ms Christina Rouse | ■ Mr Kenneth Lowe | ■ Shirley Brine |
| ■ Mrs Delores (Del) Tennant | ■ Mr Martin Harris | ■ Mr Stephen Glacken |
| ■ Ms Felicity Middleton | ■ Ms Niamh Kenny | ■ Ms Tess Hughes |
| ■ Mr Howard Collins | ■ Ms Patricia McLeod | |

In loving memory and with our condolences to the loved ones of kind supporters who left us in recent times. Their legacy lives on through the support of their friends and family:

- | | | |
|---|--|---|
| ■ Alexis Dawson | ■ Mr Boris Fuchs | ■ Ms Jenny Foley |
| ■ Mr Anthony Besterfield | ■ Mr Brian de Medici | ■ Mrs Jodie Kanaan |
| ■ Bede Carmody
(A Poultry Place) | ■ Miss Daniela Salucci | ■ Ms Louise Guthrie |
| ■ Carole Tilling-Rekort
(whose legacy lives on
through her husband,
Rolf Rekort) | ■ Dr Deidre Wicks | ■ Mrs Pauline Gallie
(whose legacy lives
on through her
husband, Giles Gallie) |
| ■ Ms Bernadette Sheridan | ■ Mrs Elizabeth Houchin | ■ Ms Virginia Parish |
| | ■ Grace Saldanha | ■ Anonymous |
| | ■ Jack Rust | |
| | ■ Jacqui Steele (Big Ears
Animal Sanctuary) | |

Honouring a lifetime of compassion.

CATHRINE O'CONNELL
(1943 – 2021)

An ally to the animals, and a passionate force in the women's movement, Cathrine was a shining example of an advocate.



Throughout her lifetime, she undoubtedly planted seeds of positive change on her path – using not only her voice, but embodying her beliefs through everyday action.

After her first visit to a chicken farm, eating kindly was a simple choice she made to take a stand for animals suffering in the food system. Over the years, she fearlessly showed up for animals trapped in the live export industry at rallies against the trade. Cathrine's commitment to animals spanned decades, and through her generous gift left to the animals, her commitment to them lives on today.

On behalf of the animals and the Animals Australia team, we thank Cathrine for her long-term support of our work. We will persevere for the compassionate world she fought hard to create – and her vision for a kinder future that we share.

Remembering a cherished member of the animal protection community.

BED E CARMODY



Those lucky enough to have known Bede knew his kind heart and soul. Running animal sanctuary A Poultry Place for over 20 years, Bede saved the lives of countless rescued animals, and inspired other caring people to see our feathered friends in a kinder light too. Thanks to our community of caring supporters, we were able to financially assist with the rehoming of many of his beloved animals within his rescue community. Through the many hearts he touched, Bede's legacy of kindness will live on. ■

If you would like to learn more about leaving a gift in your Will, or to have a confidential discussion, you can contact our Bequest Manager by calling 1800 888 584 or on email at bequests@animalsaustralia.org

Financial snapshot.

Our work for animals is only possible thanks to compassionate individual donors. Unlike many other animal protection organisations, we receive no government funding. Every single dollar we use to create change, comes directly from individuals who care about animals. Your generosity is what sustains us, and we're so grateful that we can strive for a kinder world on your behalf.



Finance and governance.

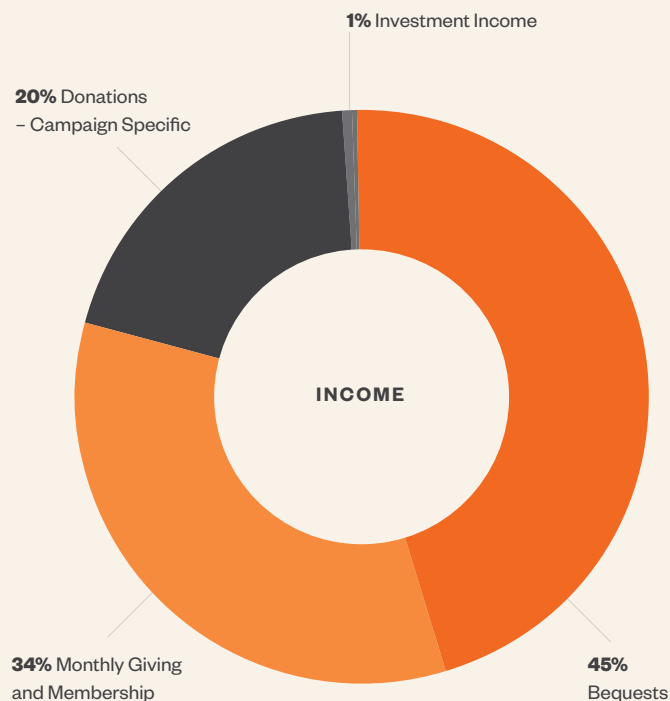
To provide financial transparency and maintain our charity status we are audited by DFK Kidsons. This process ensures we remain accountable for every dollar of donor money and that all our work directly helps achieve our vision – to create a kinder world for all. This year one key focus has been investing in capacity and futureproofing the digital elements of our organisation, which allows us to work more efficiently both in Australia and around the globe. The ongoing impacts of COVID-19 have further highlighted to us the importance of a flexible, connected, global team that can respond to events quickly and effectively.

Monthly gifts.

The ongoing commitment of our generous monthly donors underpins every strategic decision we make and helps animals every day. Monthly gifts allow us to plan with confidence, knowing that we will be able to deliver on important outcomes for animals. Monthly donors also give us the assurance of knowing we can 'keep the lights on', allowing the team to completely focus on our campaign work. We are so grateful for the ongoing generosity and commitment of our monthly donors.

Generous bequests.

The generosity of animal advocates who left a gift in their Will this year provides certainty well into the future for the animals who need us. Animals Australia relies on the generosity of supporters whose bequests provide long-term stability. This allows us to make bold commitments that will impact animals for years to come. We are deeply grateful for those who have entrusted us to carry out their life's legacy this year, through their generous bequest gifts.



INCOME	2021/22		2020/21	
Bequests	\$6,592,875	45%	\$3,435,218	28%
Monthly Giving and Membership	\$4,956,374	34%	\$5,093,744	42%
Donations – Campaign Specific	\$2,839,005	20%	\$3,416,656	28%
Investment Income	\$97,780	1%	\$196,632	2%
Merchandise Sales	\$15,390	0%	\$27,918	0%
Non Government Grants & Other Income	\$14,566	0%	\$50,151	0%
	\$14,515,990	100%	\$12,220,319	100%

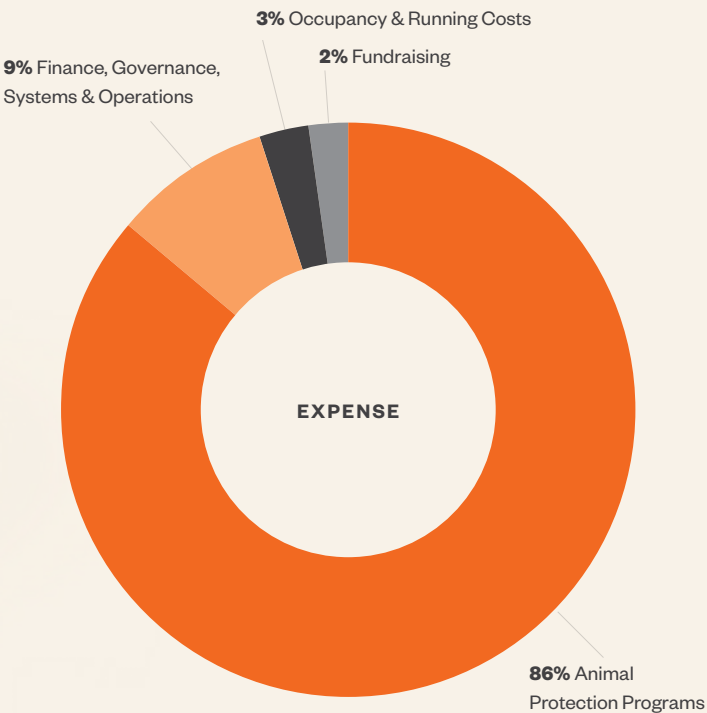
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...I feel inspired by Animals Australia's amazing work and beautiful values and I have continued to support your work over the years as I have witnessed a visible improvement in public consciousness as well as political decisions. I believe the work of Animals Australia has unbelievable value for humans and most of all for animals.

EVA, VIC

Farmed animal protection.

Our investigations, campaigns and initiatives give the strongest possible representation and protection to those who need it most – the animals suffering at the hands of our broken food systems. Whether onboard gruelling live export voyages, confined to cages inside factory farms or facing their final moments in slaughterhouses, these animals raised for ‘food’ suffer in the greatest numbers and are afforded the least legal protection from cruelty, so creating their kinder world remains our strategic focus.



EXPENSE	2021/22		2020/21	
Animal Protection Programs	\$15,321,122	86%	\$10,977,680	86%
Finance, Governance, Systems & Operations	\$1,528,657	9%	\$1,387,648	11%
Occupancy & Running Costs	\$455,459	3%	\$279,357	2%
Fundraising	\$280,807	2%	\$185,034	1%
	\$17,586,045	100%	\$12,829,719	100%

Image: Little Oak Farm Sanctuary

Global emergency grants program.

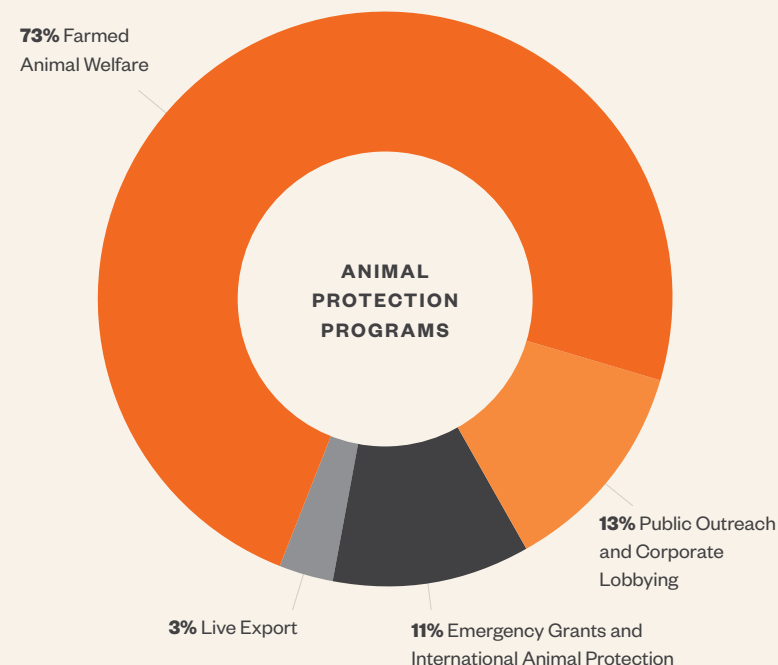
Our Emergency Grants program is the difference between life and death for some animals in Australia and around the world, as our donors help us rapidly respond where animals need us most. This year, our grants helped animals threatened by wars, wildfires and floods. They supported the plight of working animals, those used in the tourism and entertainment industries and saved animals abandoned to the streets. This program alleviates suffering on a global scale and gives thousands of animals the chance to experience kindness and a brighter future. Most importantly, it continues to identify and support global changemakers who are helping us achieve our vision for animals in some of the direst circumstances.

Public awareness campaigns.

Shining a light on the widespread suffering of millions of animals and calling for change to create their kinder world is no small task. However, with your help, we have reached millions of people around the country through our public awareness campaigns on television, online, and in print. Our TV campaigns to free animals from factory farms and to protect ducks from shooters, reached millions of people, including decision makers, this year. Our advocacy and public awareness campaigns were also distributed in the form of print publications and featured extensively online in targeted media campaigns.

Fundraising.

Fundraising and appeal activities directly enable our campaigns and investigations. We receive no government funding, so fundraising is vital to our continued work for animals. We were so grateful this year, that despite the increasing pressures of our financial climate, coupled with the lingering impacts of the global pandemic, our cherished donors remained by our side to ensure that our lifechanging work for animals was still possible. ■



ANIMAL PROTECTION PROGRAMS	2021/22		2020/21	
Farmed Animal Welfare	\$11,217,331	73%	\$8,520,015	78%
Public Outreach & Corporate Lobbying	\$1,914,361	13%	\$1,122,481	10%
Emergency Grants and International Animal Protection	\$1,677,474	11%	\$429,796	4%
Live Export	\$511,956	3%	\$489,317	4%
Australian Wildlife*	\$0	0%	\$295,111	3%
Greyhounds, Duck Shooting, Puppy Farming*	\$0	0%	\$120,956	1%
	\$15,321,122	100%	\$10,977,676	100%

* Expenses for these campaign areas are included in 'Advocacy, Outreach and Lobbying' in 2021/22



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

ARUNDHATI ROY



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**Animals
Australia**
for a *kinder* world

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