

Thank you for
being a hero
for **animals.**

- Powerful TV campaigns launched for animals
- Plans underway to end live sheep export
- How we're protecting native wildlife
- Emergency grants activated amidst war and disaster





Walking a new path, **together.**

When I first started with Animals Australia and became aware of the suffering and injustices inflicted on animals, I thought I could bring about change.

Then I realised I needed to *be the change*.

That the animal suffering I was witnessing was the result of an 'agreement' held in the human collective consciousness as to what our relationship with animals was meant to be.

In recent months we have seen first-hand the results of that collective agreement.

When the harrowing vision of pig gassing so bravely gathered by *Farm Transparency Project* was released, I knew it was critical to redirect focus from '*how* could they?' to '*why* did they?'

Because it is only through deeply understanding causal factors that we can contemplate what is needed from us to bring about change for animals.

The collective agreement around the use of animals was made at a time in human history when animal sentience was unrecognised, yet it has been quietly passed on without being challenged and questioned. As populations grew, consequences for animals categorised as 'food' increased. The demand for meat, dairy and eggs led to more animals being bred and

killed – and factory farming and monstrous machines such as CO2 gassing chambers were created to meet that demand.

I was once a party to that collective agreement. It wasn't until I was in my late 30s, in a moment of deep realisation, that I understood how deeply impacted my choices had been by external influences.

As a result, I too had put animals into categories, and obediently made choices accordingly.



Bearing witness to the suffering of the world and choosing to walk a transformative path is the hero's journey.

It was my great love of animals and the distress I felt at their suffering, that helped me free my mind and heart to make other choices, and it is that same love and distress that is freeing so many others as well.

What we are all witnessing at this time is an inherited belief system that has underpinned such animal suffering being dismantled, heart by heart, choice by choice.

Bearing witness to the suffering of the world and choosing to walk a transformative path is the hero's journey.

It is never easy to 'go not where the path may lead...' We have been trained to conform, rather than transform. But we walk it together, with certainty in our step, knowing our hearts are lighting the way.

It is my great honour to walk that path with you.

Director of Strategy
Lyn White AM



↑ Tottie, the piglet star of our latest TV campaign, 'Be their Hero' shows our team how clever she is.



↑ Every piglet is 'a Tottie' – a sensitive, intelligent individual with a unique personality.



You didn't know, because you weren't meant to.

Thanks to your generous support, our first ambitious TV campaign of 2023, *'You didn't know, did you?'* shone much-needed light on what the Australian 'pork' industry has kept hidden for far too long.

↓ Most people, like you, won't stand for animal suffering – but for too long the 'pork' industry has hidden what most Australian pigs are forced to endure during their unnaturally short lives of confinement and deprivation.

Images: *Farm Transparency Project*

Each year, this industry spends millions of dollars promoting products made from pigs. Behind these dollars are millions of individual animals: mother pigs confined to cages so small they can barely move, and their babies, who will spend their unnaturally short lives on the hard floor of a factory farm.

Just as these animals don't deserve to be kept in the dark, neither do consumers. We knew that if everyday people saw what 'life' is like for most farmed pigs in Australia, they wouldn't support it.





↑ A still from our national TV campaign 'You didn't know, did you?'

You made it possible for a glimpse of the heart-rending reality for pigs to be exposed.

Across TV and digital screens nationwide, 'You didn't know, did you?' is giving caring consumers reason to pause and question what they haven't been told about animal 'production' practices, and why.

For these sensitive animals to be spared from suffering, we must first confront the reality of who is behind meat products and challenge the very beliefs we inherited about food from those who came before us. This powerful campaign has made this first step possible for many.

Encouraging a heart-led shift in our thoughts and our choices is the key to transforming the world for pigs – and all animals – for the better. And that's where our next campaign, 'Be their Hero', came in... ■



Image: Farm Transparency Project

Pig gassing regulatory action.

Animals Australia has activated regulatory action on behalf of pigs after *Farm Transparency Project's* investigation uncovered the brutal but 'standard' practice of pig gassing in Australian slaughterhouses.



↑ Animals Australia's Legal Counsel gave pigs the strongest representation possible during an interview on ABC's 7.30 program.

Image: ABC, 7:30 Report

What the industry described as 'acceptable', our Legal Team described as some of the worst suffering ever seen. Beyond the terror experienced by pigs in their final moments, the footage revealed gas chamber gondolas being overcrowded with pigs. Not only were they forced to trample each other, some had their body parts caught and ripped off by machinery as they were being lowered into the suffocating gas chambers.

Pig gassing not only fails to meet basic slaughter standards in Australia, but also breaches the industry's own codes of practice. Thanks to your support, we have filed regulatory complaints with the relevant authorities and have joined calls for a national inquiry.

Ultimately, it is the demand for pig meat products that led to this cruel system. So, while we explore all avenues to help pigs – including further legal action – ending this suffering also requires caring people to learn the truth and make different, kinder choices. ■



Calling on Australians to *be a hero* for animals.

Creating awareness of the suffering hidden in farming systems is the first step to bringing about change. The second step is to understand the part that we all play – to understand that animals desperately need heroes; those willing to 'be the change' and 'lead the change'.



↑ We know pigs like Tottie deserve a life worth living – and the more caring people who come to see there is little difference between the animals who have been labelled as 'food' and those who we consider 'friends', the closer we'll be to a kinder world for *everyone*.



That's the message that piglet Tottie and her new friend Davo are conveying in our second major campaign of 2023, *'Be their Hero'*. It's a tale of unexpected love and friendship that reveals the kind of world that's possible when we open our hearts to these very special animals.

'Be their Hero' is designed to show Australians just how extraordinary this unique species is. That each and every one of these animals suffering in factory farms or inside gas chambers in slaughterhouses is a 'Tottie' – curious, intelligent, sensitive and loveable.

The heroes amongst us are those who inspire a belief in a new possibility. And that possibility, so desperately

needed by Tottie and friends, is to value them for who they are, not for what their bodies can produce.

Australians are falling in love with Tottie and Davo! The endearing evolution of their relationship is a beautiful example of how if we had the opportunity to get to know these animals, our thinking and our choices, would change forever.

By keeping this TV campaign on screens across the nation for as long as possible, we can inspire more people to live kindly – for Tottie, and for all animals just like her. ■



↑ You helped us reach even more hearts and minds where it matters most: *'Be their Hero'* featured on billboards and screens in shopping centres and outside supermarkets, encouraging shoppers to make a difference for animals by choosing kindly.

On-set with **Tottie.**



Shae is an internationally recognised animal behaviourist, trainer and part of the Animals Australia team. She worked closely with Tottie to get her ready for her starring role in the 'Be their Hero' campaign – ensuring Tottie was always safe, comfortable, and able to be her happy self!



Day One:

Today is the first day on set for Tottie and I ... and I'm excited! I can't believe I only met Tottie a month ago – we've been together constantly, and I already feel that I'm her 'person'. She is very vocal and certainly makes her wants known. The crew is just arriving, so Tottie and I need to go out and welcome everyone ... it's showtime!

Day Three:

Tottie loves the cast and the crew and is letting everyone have belly rubs and cuddles. She's taken so well to filming and is extremely clever – not only in learning and problem solving, but she has tremendous emotional intelligence too. Pigs feel a wide range of emotions just like we do, from happiness, playfulness and adoration to grief, anxiety, and pain. Tottie's intelligence shows as she diligently returns to her actor's 'mark' after each take! Even as a seven-week-old piglet she knows she has a role to play.

→ Tottie was so eager to return to her 'mark' after each take – I think she really wanted to get the perfect shot.



Day Five:

Shooting the rain scene today was tricky! Tottie doesn't like rain, so we were careful she didn't get wet. To my relief, Tottie stood firm, ignoring the rain, the noise, and the crew members! We've been careful to work around her needs and she communicates to me when she needs a break – she will go lie in her bed and take a nap when she needs one.

← Tottie is a natural on camera and knew she had an important part to play.

The next day...

Today I left Tottie with the caring team at Edgar's Mission where she will live the rest of her life, safe and free to be herself. I've had a few tears – Tottie and I have such a strong bond – but I know this is only the beginning of her wonderful life. I feel huge grief for all the other pigs in Australia and around the world who are just like Tottie, but don't get the second chance she's had. Tottie doesn't know what a difference she is going to make for them – but we do. ■

→ That's a wrap! Saying goodbye when I left Edgars Mission was hard, but I am so happy that Tottie has had a second chance. I'm already planning a visit to see her soon! – Shae





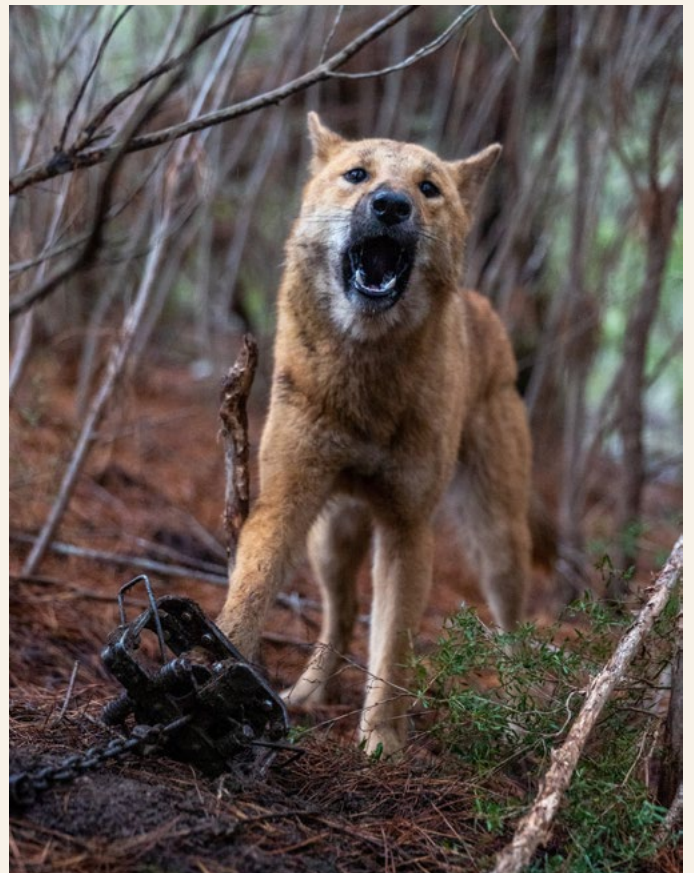
WILDLIFE

Protecting native animals.

It comes as a surprise to many Australians, and those around the world, that wildlife are routinely stripped of their 'protected' status with the stroke of a pen, and killed for convenience, profits or 'fun'. This shocking treatment of our unique natives is widespread, and results in the killing of millions of animals annually. We want to change this, and with your help we already are.

Late last year, the ABC exposed a shocking investigation by our friends at *Defend the Wild* and *Farm Transparency Project* revealing a government-run mass killing program of dingoes in Victoria. What followed was an Animals Australia campaign in defense of these animals. Tens of thousands of caring supporters like you contacted the government ministers responsible to voice opposition to the horrific methods of foot traps and poisoning with 1080 baits that are being used to kill this native species.

Thanks to you, the plight of dingoes, now a threatened species in Victoria, has been catapulted into the public spotlight and pressure is mounting on policy makers to protect them – not only from cruelty, but from extinction. Our work to help spare dingoes from this cruelty continues.



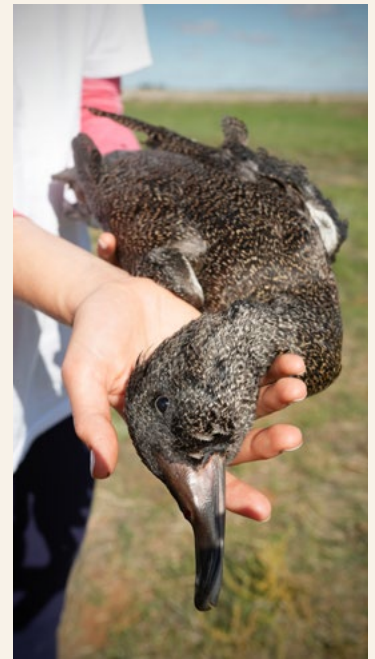
↑ Native wildlife face widespread cruelty every day in Australia. Dingoes, who have called Australia home for thousands of years, are 'unprotected' in certain areas so they can be poisoned or trapped and shot.

Image: *Defend the Wild / Farm Transparency Project*



↑ Native ducks, including some threatened species, are still being shot 'for fun' in VIC, SA and TAS. With government inquiries questioning the future of this cruel activity in two states, we will continue to do all we can to end it for good.

Image: Douglas Gimesy / We Animals Media



↑ She is one of Australia's rarest waterbirds – a Freckled Duck, shot and killed illegally during the 2023 opening week of duck shooting season in Victoria.

Image: Coalition Against Duck Shooting

Sadly, once again this year we saw duck shooting 'open seasons' continue in Victoria, South Australia and Tasmania. These annual events kill up to half a million native waterbirds, causing unimaginable suffering and leading to critically low waterbird populations, with some species even removed from the 'game' list in Victoria after having been listed as threatened.

As always, our supporters gave ducks a powerful voice, with thousands of individuals calling on responsible ministers to ban this archaic 'sport'. Those calls have made a significant impact, with government reviews underway to determine the future of duck shooting in Victoria and South Australia. We are hopeful that this could be the final step to creating a truly kinder future for waterbirds, without 'recreational' shooting.

Despite the Australian government continuing to allow

their slaughter for profit and export, there is hope on the horizon for kangaroos. After years of pressure from our supporters and others around the world, global corporations Nike and Puma finally announced they will stop using kangaroos to make their sports shoes, opting instead for kinder and more sustainable non-animal alternatives.

This is an incredibly significant step forward, and one that will spare thousands of kangaroos from being killed and exported to make sports shoes and pet food.

But there is much work to be done at home to compel our decision makers to end the biggest land based commercial slaughter in the world – the commercial kangaroo shooting industry. Like you, we won't rest until the nightly cruelty of kangaroos being shot and their joeys legally bludgeoned and beheaded, ends for good. ■



← Kangaroos are killed for 'profit' each night across Australia – many of them mothers. Their joeys are legally bludgeoned, decapitated, or shot – all considered 'collateral damage' to the kangaroo killing industry.

Supermarket meat ‘superbugs’.

Since we first stepped foot in a factory farm, we knew animals did not belong in such unnatural, deprived conditions. Now, we know that this cruel farming system is not only horrible for animals, but it is also contributing to the biggest threat to human health – antibiotic resistance.

Our two-year investigation commissioned through the University of Canberra found antibiotic-resistant bacteria, including ‘superbugs’, on chicken and pig meat being sold through major retailers. This puts everyone at risk – not only people who eat or handle meat products.

Still, some industry operators are using antibiotics on animals whether they are sick or not. This ‘proactive’ antibiotic use has been banned in the EU, but the Australian Government is yet to act.

Thousands of concerned supporters have urged supermarkets to ban this irresponsible use of antibiotics and to instead improve the conditions of the animals behind the products sold.

Thanks to your generous support, we are able to leave no stone unturned for animals trapped in factory farms, and explore every strategic angle to represent them in the most powerful way. ■



↑ As the crowded and often filthy sheds of factory farms can be incubators for bacteria, entire sheds of animals may be dosed with antibiotics through their food or water supply – whether they are sick or not.

Image: Farm Transparency Project



Image: Farm Transparency Project

Helping **free** hens sooner.



↑ In historic progress for animals, battery hen cages will be banned in Australia. The big question is 'when' and we are determined to bring that end date as close as possible.

Image: Farm Transparency Project

12 years after federal and state governments were meant to begin a review of the standards for farmed poultry, they've decided hens can continue to be confined in battery cages for another 10 to 15 years. This decision could condemn up to 55 million more birds to miserable lives in cages. But we are not giving up. With your help, we will explore every last possibility to free hens earlier.

When the review of poultry standards began, a ban on battery cages wasn't even being considered.

But then something extraordinary happened. 167,000 individual submissions were made during the public consultation period – making it the largest response to a review of animal welfare standards in Australia's history. Many of these submissions were from Animals Australia supporters, and 99% of them called for a ban on battery cages.

This is why there is at least now an end date on the cruelest farming device ever invented. Our task now is to bring that end date closer.

The drawn-out Poultry Code review has once again exposed deep flaws within Australia's system of animal welfare regulation – problems the Albanese government has promised to fix. After decades working within this broken system, this is a commitment we are determined to hold them to. ■

Lifesaving support for animals in emergencies.

→ Image: Sintesia Animalia Indonesia



In times of disaster, war and crisis, the generosity that flows from Animals Australia supporters in support of our Emergency Grants Program, changes lives and lifts spirits. We are so grateful to make that phone call on your behalf, to let kind-hearted people know that we are here, and we can help.

What underpins this program is more valuable than money. It is the hope we also give during some of their darkest days, when they hear that people on the other side of the world – who they have never met – are thinking of them during such difficult times.

It was impossible to comprehend the scale of loss from the recent earthquake in Türkiye and Syria. With a death toll surpassing 50,000 human lives, the devastating impact on people and animals is almost inconceivable. Our Emergency Grants Program was deployed within 24 hours, and thanks to the overwhelming generosity of our donors, we provided a grant for local Aleppo based organisation, Animals Syria. This fueled their rescue efforts for weeks in the aftermath, providing funds to purchase emergency veterinary supplies, food for animals, and fuel to evacuate injured animals needing specialist treatment.

Tragically, the war in Ukraine continues to cause widespread suffering and destruction across the country. It is estimated that around 700,000 companion



← Once again, generosity from our supporters saved countless lives and gave hope and care in the aftermath of the Syria earthquake.

Images: Animals Syria



↑ Vets and first responders from animal protection organisation, Sintesia Animalia Indonesia received a lifesaving emergency grant to help animals in the aftermath of the East Java Earthquake.

Image: Sintesia Animalia Indonesia



↑ Who could forget Simba the lion, rescued from a Ukraine zoo during the war, with thanks to Animals Australia donors. While he bears scars from the war, his life will now be one of peace at Simbonga Reserve, a sanctuary in South Africa.

Image: Warriors of Wildlife

animals have been separated from their families – orphaned, abandoned or lost amidst the conflict. In response to this urgent need, Animals Australia assisted Sirius Shelter with an emergency grant. Situated near the capital Kyiv, it is the largest animal shelter in the country, caring for over 3,500 vulnerable animals. Our grant helped build enclosures to provide rescued dogs protection, warmth and comfort from the bitterly cold winter snow and rain.

When record-breaking floods engulfed Pakistan last year, we quickly found people looking after animals stranded by the disaster. With their shelter badly damaged by floodwater and their animals still evacuated, Javed and Zeba at Lucky Animal Protection didn't hesitate to help others who needed rescue, safety, and love. In a province of 35 million people, their shelter was, and still is, the only organisation helping animals there. But they were quickly aided by the generosity of Animals Australia donors, with our grant used to help rebuild their shelter – a home to over 300 rescued animals.

Our emergency grants provided the only financial help for animals in Indonesia in the aftermath of the East Java earthquake late last year. With over 600 human lives lost, many people and animals were physically and psychologically traumatised, but the relief that our donor-funded grant brought was immense. It helped feed stranded farmed animals, and companion animals in evacuation centers. ■



↑ The dedicated team at Sirius in Ukraine provided urgent help during the harsh winter months to the overwhelming number of animals arriving at the shelter since the war began.

Image: Sirius



LIVE EXPORT

An end to live sheep export **in sight.**

Animals Australia's first live export investigation in 2003 lifted the lid on the suffering of sheep inherent to this trade.

It would take dozens more investigations throughout the Middle East, multiple major media exposés, and a shipping catastrophe that rocked the nation, before an Australian Government agreed to bring it to an end.

That day is here. The Albanese government went to the 2022 Federal election promising to phase out live sheep exports and their win sealed the fate of this ruthless industry.

An expert panel has been appointed to recommend the logistics and the timeframe of the phase-out. Importantly, the government has made it clear that this process will not consider the merits of the government's policy to end the trade. This is about how and when, not *if*.

Every caring Animals Australia supporter who has rallied in the streets, lobbied their MP or been a voice for these animals has brought us to this day: a day when the end of live sheep export is officially in sight.

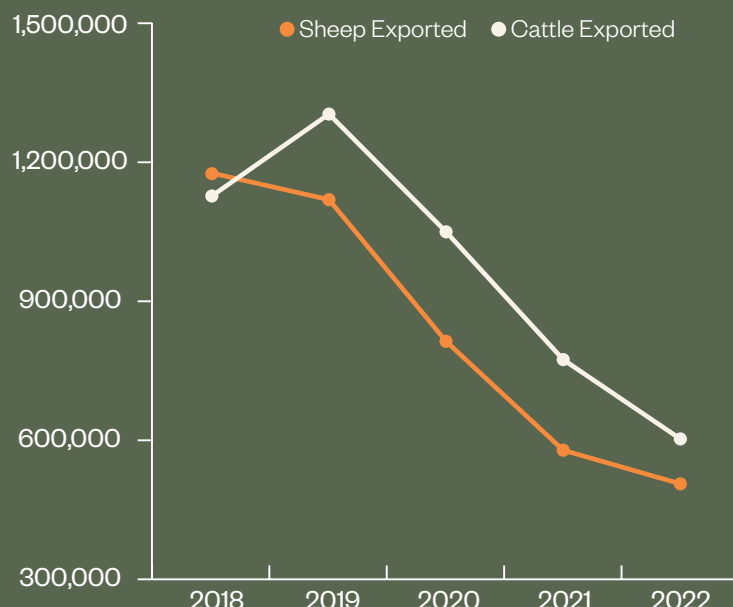
Our job now is to make sure this historic day for sheep arrives as soon as possible. ■



↑ Pam Ahern and Timmy the sheep from Edgar's Mission, show their support with Lyn White from Animals Australia in banning live export.

Historic drop in animals exported alive.

2022 recorded a five-year low in the number of sheep and cattle subjected to live export from Australia. Economic factors as well as the northern summer sheep export ban are influencing both trades significantly, sparing more animals from risky sea voyages and painful fully conscious slaughter overseas. ■



Source: Department of Agriculture, Fisheries and Forestry – All livestock exports (2023)

No sheep exported to Jordan after Animals Australia investigation.

In 2021, we watched with heavy hearts as a lone Australian sheep stood in the slaughterhouse doorway during the 'Festival of Sacrifice' as his pen mates were killed cruelly in front of him. This terrified sheep put a face to the final moments experienced by all farmed animals, wherever they are killed.

The disturbing footage captured by our investigators at this slaughterhouse – which had been approved under Australia's live export scheme – and our subsequent legal complaint, led to the facility being shut down. As a result, 2022 was the first year in decades

that no Australian sheep were sent to Jordan for the 'Festival of Sacrifice' – a peak time of animal suffering.

Without the presence of our investigators, governments would be largely unaware of the extent of animal suffering within the live export trade. While we cannot be everywhere, it is the fear of our presence anywhere that gives animals the greatest chance of being spared the worst abuses endemic in this industry.

Thanks to donors like you, our investigators will continue to be where animals in the live export industry need them most. ■



↑ Once again, your support has allowed our investigators to be where animals needed them, including this Australian approved slaughterhouse in Jordan.



A legacy for a kinder future.

Julia Rickard (1952 – 2022)

HOW COMPASSION FOR ANIMALS CONTINUES BEYOND A LIFETIME

Standing alongside Animals Australia for decades, Julia wished for all animals to be protected and loved – just like Amy and Ida, her beloved cats.

As a child, Julia's cherished family dogs sparked her love of all animals, a love that deepened throughout her lifetime – and a love that she shared with her husband of 50 years, John.

Julia wanted to see animals spared from all the cruelties they face, and for nearly two decades she lent her invaluable support to our work. As a generous Monthly Donor, she enabled critical

campaigns and helped make a real difference for animals in need. And choosing to leave behind a Legacy, this gift of Julia's will continue to change the world for animals in the future.

Honouring Julia's compassionate heart and commitment to animals, John continues this ongoing support today.

With the deepest gratitude, we will keep paving the way forward, empowered by Julia and John's devotion to their dream – our collective dream – of a kinder tomorrow for animals. ■

If you are planning to or have left a bequest to Animals Australia, please get in touch so that we can ensure we understand your wishes for animals – and to thank you personally.

1800 888 584 | bequests@animalsaustralia.org | Reply via the enclosed coupon



Whether exported far from 'home', abandoned to a terrifying death inside a slaughterhouse, trapped inside a factory farm or caught up in disaster – your support will reach the animals who need it most.

No government funds us. Caring individuals like you do.

Become a Monthly Donor today, and help these animals every day.

Be one of the first 100 changemakers to become a Monthly Donor and receive your free animal protector gift pack →



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I always thought
someone should
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about that...
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