

Animals  
Australia  
for a *kinder* world

YOUR LEGACY FOR THEIR

# future

Leaving a gift in your  
Will is *life-changing*  
for animals.



# Where it all began.

BY GLENYS OOGJES, CEO

// As an organisation, we are filled with hope for animals. Because we are seeing that the kinder world we have been working for, is already on its way.

I'll never forget the first animal I loved. A calf, born on our dairy farm who I named Beverly. As a young cow she would call to me each day as I approached the milking shed and we'd sit together for hours.

And so that special connection went on for four short years, until the dreaded day came that I was told Beverly's poor milk production meant she was destined for 'the truck'. Even at a young age I knew this meant an end for animals on our farm.

With that innocence of every child, I questioned why she was brought into this world only to be

destined to this fate. Into adulthood, I realised that the fate of my beloved Beverly wasn't unique and nor was my questioning of it. It took me decades to learn that the thousands of cows on dairy farms, the millions of pigs and the billions of chickens inside factory farms and slaughterhouses had no names.

These animals were just numbers. Mere 'production units' trapped within intensive industries designed to produce more, with no regard to their suffering.

But perhaps what I found most alarming was the fact that these animals, who are just as intelligent

and gentle as our beloved dogs and cats, were deliberately excluded from the cruelty laws that exist to protect our companion animals. Upon realising this dreadful legal injustice within our otherwise relatively civilised society, I became determined to do something about it. Joining Animals Australia, I began to fulfil my life's calling — to amplify the voices that were breaking the silence for animals like Beverly.

The journey hasn't been easy. Fear of change grips many industries and political parties, stuck in old patterns of thinking. As a result, change for animals has been long fought and hard won.

But, as we forge ahead as Australia's leading national animal protection group, I've witnessed a revelation unfold. Change no longer relies on the sluggish and biased political path, but instead rests with a compassionate community.

Back then, I would never have believed that politicians would one day stand in the Federal parliament and speak of our investigations into the live export and greyhound racing industries. Or that our advertisements revealing the horrors of factory farming would beam across television screens around the nation.







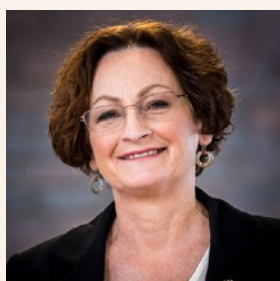
But this is where our once humble beginnings have brought us. Knowing just how far we've come inspires us every day. We know that one day, animals will be seen for who they are — not what they produce.

So when we see a curious little hen still imprisoned in a battery cage, we aren't crushed with despair — but instead, motivated to keep working on her behalf. Because an end date has finally been put on the use of cruel cages and we've come too far to stop now.

We find strength in knowing that the day will come when a frightened young steer a world away from home on-board a live export ship, will be the very last to leave our shores.

I'm so proud that with the support of our donors, we are doing the work needed to create history for generations of animals to come, today.

As an organisation, we are filled with hope. Because we are seeing that the kinder world we have been working for, is already on its way.



Glenys Oogjes, CEO

# kinder

## For a kinder world.



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 approach:

To achieve our 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



A close-up photograph of a brown chicken with a prominent red comb, looking out from behind metal cage bars. The background is blurred, showing other chickens in the same environment.

**Most animals  
in Australia are  
not adequately  
protected by  
cruelty laws.**

A large, light gray question mark graphic that serves as a background for the title.

# Did you know?

Most animals in Australia are not adequately protected by cruelty laws.

These animals are just as curious, intelligent, and social as the companion animals we share our homes with. But because they are born into the category of 'food' not 'friend', they have been denied the same legal protection from cruelty.

As a result, millions of sensitive animals are forced to endure routine surgical procedures without pain relief and suffer confinement so extreme it would be illegal if inflicted on a dog or a cat.

But there is one thing all animals have in common: they all share the capacity to feel and to suffer. And that's why our work is so important. A gift in your Will can allow us to be wherever animals need us — whether it be through investigations, public awareness campaigning, corporate outreach, legal advocacy or international work.

We know you share our vision for the future – that one day, no animal will experience pain, fear, or suffering. That we will look back through the history books in disbelief, but proudly state that we no longer treat animals with such disregard.



# power

## The power of a bequest.

THE STORY OF NECIA PAGE



In 2002, Necia left a bequest to Animals Australia which changed the course of history for our organisation — and for animals.

**D**evoted animal advocate, Necia Page made a commitment to ensure that the animals she cared so deeply for would be given a voice when she was no longer here to speak for them.

Tragically, Necia passed away in July of 2002, after a short battle with cancer. She was just 47. But through the grief of her passing shone a glimmer of hope. Until this moment, Animals Australia had lacked the funds to hire a full-time campaigner, despite knowing that was exactly what animals needed.

Necia had bequeathed half of her estate to Animals Australia, and her gift changed

everything. Her generosity enabled CEO Glenys Oogjes to pick up the phone and call a campaigner she knew, by the name of Lyn White. This was the catalyst for change, not only for Animals Australia, but also for animals across our country and abroad. There was finally a means to bring on a full-time campaigner and little did we know then that this was perhaps one of the most important job offers ever made in the animal protection movement.

Within months, Lyn was in Kuwait documenting for the first time the horrors of Australia's live animal export trade. Over the years that have followed, public exposure of the suffering of animals in this industry has been credited with

A gift in your Will  
is an investment  
in a kinder future  
for all animals...

lifting the conscience of our nation when it comes to the treatment of our fellow species.

Lyn has spearheaded our investigations, exposed cruelty in industries from live export to greyhound racing and has also driven our team's strategic public awareness initiatives — shining a spotlight on the plight of animals raised for food in Australia.

Necia was a quiet achiever who helped animals every day with little or no public recognition. We know she'd be eternally proud that her generosity was the driving force that enabled Animals Australia to grow into the organisation that we are today.



↑ Lyn White on an early live export investigation in Oman.



# Why their greatest hope is you.

Many of our supporters choose to extend what has been a lifetime commitment to all animals by including Animals Australia in their Wills.

These gifts significantly enhance our ability to strategically target the areas where animals are in greatest need — whether due to extreme cruelty, or the vast number of individual animals who are suffering.

Sadly, the animals who suffer in staggering numbers in our country — and indeed around the world — are those who are ‘farmed’ for what they produce for humans. So, our work is focused around the following strategic areas:



## GROUNDBREAKING INVESTIGATIONS

We will always be where animals **need** us most.

Our investigators work tirelessly to uncover animal abuse within the live export trade, to give animals a voice when they have no one else. Our exposés in the media shine a light on some of the worst animal cruelty that would otherwise remain hidden.

## EFFECTIVE PUBLIC AWARENESS

Our memorable campaigns **help** all animals.

Our effective public awareness initiatives like television campaigns, educational resources and public advertising empower and inspire the community to make kinder choices for animals, particularly those in our ‘food’ systems.

## GOVERNMENT & INDUSTRY LIAISON

Giving animals a **voice** at the table.

Our laws lag well behind community expectations when it comes to the treatment of animals, especially farmed animals and wildlife. We engage with governments to influence policies to improve the lives of all animals.

## GLOBAL ANIMAL PROTECTION

Because **compassion** knows no borders.

In the aftermath of disasters, in warzones or during times of crisis, our emergency grants program supports the inspiring efforts of brave people around the world, who help animals in some of the most challenging situations.



# Changing the landscape for animals.

## 1980

Animals Australia (then known as the Australian Federation of Animal Societies) was formed by co-founders Professor Peter Singer and Dr Christine Townend.



## 1983

Our detailed submissions provided a benchmark for the first ever Federal Senate Select Committee on Animal Welfare (1983 – 1991), paving the way for many of the animal welfare laws we know today.



## 2000's

From 2003 to 2010 Animals Australia conducted nine live export investigations throughout the Middle East. Evidence of shocking cruelty was provided to government and industry, and aired on major television programs. Our 2006 investigation in Egypt led to a suspension of all sheep and cattle exports.



## 1990's

Over 30 years ago, Glenys Oogjes first stood among rows and rows of caged hens and pledged to expose the hidden cruelty in factory farming industries. So began our relentless political lobbying.

## 2011

When ABC's 4 Corners aired our Indonesian live export investigation, Australians reeled at the sight of a terrified steer, named Tommy, trembling inside a slaughterhouse. Shockwaves hit parliament, trade was suspended, and unprecedented reforms were placed on the entire industry.



## 2012

Our ground-breaking 'Make it Possible' TV advertisement was launched nationwide. This public campaign shone a light on the hidden horrors of factory farming, and reached the hearts and minds of millions. Incredibly, it became the catalyst for several major supermarket chains to implement a phaseout of cruel cage eggs.



## 2014

After years of resistance from McDonald's to stop using cage eggs, our public campaign was a tipping point. Since McDonald's turned their back on the battery cage, Hungry Jack's, Subway and Aldi have all followed suit.



## 2015

Our joint ground breaking investigations into 'live-baiting' in Australia's greyhound racing industry led to a government crack down on the 'sport', dozens of trainers charged, and jail time for perpetrators.



## 2017

Our work for animals in the live export trade extends internationally throughout five continents. Animals suffering within this trade now have a voice on a global scale, regardless of their country of origin.



## 2018

We helped expose world-first whistleblower footage revealing sheep cooking alive on live export ships. The shocking footage sparked a political outcry, global outrage, and led to a ban on exporting live sheep into the northern hemisphere summer, sparing 1 million animals from live export annually.



## 2020

With a global pandemic rapidly closing borders and international travel grinding to a halt, it was clear that the situation for animals globally would deteriorate rapidly. Our emergency grants program was launched and quickly reached animals in need. It helped feed those living on the streets or being used within tourism industries.



## 2023 AND BEYOND

Four decades after our work on the issues began, an end to both the live export of sheep and the use of the cruel battery cage was in sight. With Government commitments finally made to phase out both, our work for animals continues until these cruel practices are relegated to the history books.





# path Forging a kinder path together.

BY LYN WHITE AM, DIRECTOR OF STRATEGY

“ Every day I become more aware of the links between the causes of human and animal suffering in this world and therefore the importance of Animals Australia’s work.



↑ Our public awareness campaigns continue to give animals trapped inside factory farms a voice — keeping the plight of these animals a priority within our community.

Like so many others, I was oblivious to the fact that I had inherited my attitudes and choices. So I know from very personal experience how life-changing ‘awakening’ can be, and the factors that can ignite that awakening.

Ethical leadership is most definitely one of those ‘triggers’. This is why, every day, the Animals Australia team strive to provide that leadership, both through our efforts, and our unshakeable belief in the capacity of our species to be compassionate and kind. Every day we strive to provide a living example of kindness in action and a community for the growing number of people who believe as we do, in creating a kinder world.

Not for a moment do we underestimate the challenges of creating the paradigm shift that is needed, but neither are we daunted by it. Change of this magnitude takes time and immense effort, but there is evidence everywhere that this awakening is occurring. We ‘take heart’ from each heart we ignite into action, knowing that it inevitably serves as inspiration to another. As the ‘face’ of Animals Australia over the past two decades, I have been consistently humbled by the personal feedback that I receive — but there is so much more to Animals Australia than me. I am blessed to be surrounded by some of the finest advocates in the world, who share with me a life-long commitment to ending animal suffering.



↑ Internationally, our team have been investigating and exposing cruelty in the live export trade.

**Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.**

MARGARET MEAD





I once thought dismantling the live animal trade was unachievable back at the very beginning in the 80s. But in those first few years after Lyn White began our investigations in 2003, we knew we had a shot at it. I think we believed that the evidence was so shocking, strong, and new, that it would be the end of live export — certainly after our 2005-6 investigations showed how widespread it was. We just didn't know then that the mountain would be so high..."

GLENYS OOGJES ON OUR JOURNEY TO END THE LIVE ANIMAL EXPORT TRADE IN AUSTRALIA.

It's the passion and exquisite skills of our investigators, campaigners and creatives that provides representation for animals that is second to none.

It is a great source of comfort to know that the ability for Animals Australia to create change in future years will only grow. But there is also much more to Animals Australia than our team. We may be its visible presence, but behind our work is a caring community of donors, like you, who share our vision — and know that achieving it is possible. Your generous investment in us fuels our critical work and spurs us onwards during even the most challenging of days. As you know, there seems to be such emphasis in life on making good investments. But what could be a more important investment than building a better and kinder future? This, I know, will be the ongoing legacy of Animals Australia, brought about by those who believed in us, and helped us to forge that pathway to a kinder world.



*Lyn White*

LYN WHITE AM  
DIRECTOR OF STRATEGY



**We continue to work relentlessly for the victims of the live export trade, both here and abroad. We won't rest while animals locked inside factory farms are denied the most basic of their freedoms. And we will never ignore the unimaginable suffering that occurs behind closed doors in slaughterhouses here, and abroad.**



# how How to leave a bequest.

Deciding to leave a gift in your Will is one of the most generous decisions you can ever make.

After providing for your loved ones, you may wish to leave a gift to Animals Australia — to assist us in carrying out work to make the world a kinder place for animals, for generations to come. There are several ways of giving in your Will.

## A RESIDUARY BEQUEST

Is a percentage of your estate — after all your other gifts, taxes and debts have been fulfilled.

## A PECUNIARY BEQUEST

Refers to nominating an exact sum of money.

## A SPECIFIC BEQUEST

Involves gifting a very specific item, such as a life insurance policy, property or house or other personal effect.

Bequests of any kind are very welcome, and deeply appreciated.

When considering Animals Australia in your Will, we recommend using the following suggested wording (which should be discussed further with your solicitor or estate planner):

***"I give and bequeath to Animals Australia Federation (ACN 617 080 387) for the use and purpose of Animals Australia Federation (the percentage of X) OR (the sum of X dollars) free of all death duties, and the receipt of the CEO or other proper officer of Animals Australia shall be a full and sufficient discharge to my executors for this legacy"***

Of course, you may also wish to express the bequest in terms of a percentage or portion of the Estate remaining after necessary expenses.

Our details are as follows:

**ACN – 617 080 387**

**ABN – 65 016 845 767**

**Legal entity – Animals Australia Federation**

**Physical address – 37 O'Connell St,  
North Melbourne VIC 3051**


If you have left, or are considering leaving, a bequest to Animals Australia, please take a moment to let us know so we are aware of this important and generous act. By informing us of your intentions, you will become part of our closest community of invaluable animal protectors. Please know we will always keep this correspondence, and your information, in the strictest of confidence.

On behalf of animals everywhere, thank you for making a kinder future possible.

Our Gifts in Wills Relationships Manager can be reached on **03 9329 6333** and would love to hear from you. You can also get in touch with us via the email address **[bequests@animalsaustralia.org](mailto:bequests@animalsaustralia.org)**







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

ARUNDHATI ROY

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

Locked Bag 1236, Nth Melbourne VIC 3051  
Ph: 1800 888 584 | ACN 617 080 387 | ABN 65 016 845 767  
[AnimalsAustralia.org](http://AnimalsAustralia.org)



PRINTED ON 100% RECYCLED PAPER  
USING VEGETABLE-BASED INKS