

# Annual Report

2022 / 2023

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# Thank you.

With you by our side, the kinder world we  
hope for is getting closer each day.



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# A kinder world – with **every** choice.



I write to you at a personal time of reflection. This year marks my 40th year in animal advocacy and of my service with Animals Australia.

The early years were a vibrant time of firsts. The Senate Select Committee on Animal Welfare (SSCAW), led by Democrats leader Senator Don Chipp, enabled the first public discussion of the routine but legal travesties of live export and intensive farming. The SSCAW put animal welfare on the political radar ... but sadly the courage to change the status quo and act on the SSCAW recommendations was not part of the political playbook in the 1980s.

In recent decades Animals Australia has embraced a different advocacy methodology; investigations and media exposure of animal suffering, social media and web-based digital campaigning, corporate lobbying and advertising – together enabling hundreds of thousands of caring Australians to raise their voices on behalf of animals.

As a result, achievements such as the Albanese government's commitment to phase out the live sheep trade have been realised and empowered, informed consumers have reduced the numbers of hens enduring the pain and suffering of battery cages by 75% over the past 20 years.

Our ability to tell the animals' stories, to speak on their behalf, has been the key to change.

More and more people are recognising the uniqueness and sentience of animals, and that each and every choice we make hastens us towards a kinder world for them. Thank you so sincerely for travelling this long road with us – you make it possible.

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

**Glenys Oogjes, CEO**



## WHAT YOU'VE HELPED ACHIEVE

Helped animals in emergencies and disasters around the world.

Strengthened efforts to better protect wildlife.

Shone a light on the plight, and personalities, of farmed animals.

Enabled live export investigations and legal action.

Represented animals in major legislative review processes.

Helped shift the food system through conscious, kinder eating.

Built capacity internationally for animal protection projects.

Supported international animal protection initiatives and campaigns.



# Awakening the best in us.



As you will have seen, pigs are the focus of our public campaigns this year because despite them being one of the most unique, intelligent and sensitive species who share our planet with us – they are sadly, one of the most abused.

Underpinning this is one primary factor: whenever an animal is categorised as food and destined to be slaughtered, human hearts close to them – and with that they lose access to legal protection, and the best in us – our *kindness and compassion*.

We hold such high hopes for these new campaigns because we deeply understand that humanity's treatment of farmed animals does not reflect *who we are*. Rather, it reflects *adopted, outdated belief systems*.

Current animal production and slaughter systems are based on thinking from another era that saw these species as 'lesser beings' – there for us to utilise, regardless of the consequences for them.

Times have changed, and *we have changed*.

But our hearts can't guide our choices if we *do not know* what animals are enduring ... This is why, '*You didn't know, did you?*' is such an important public campaign as it reveals the unpalatable hidden reality for mother pigs and their babies in factory farms.

'*Be their Hero*' presents such a beautiful example of the power of kindness and how, if we had the opportunity to get to know these animals, our thinking and our choices would change forever.



**...we deeply understand that humanity's treatment of farmed animals does not reflect *who we are*. Rather, it reflects adopted, outdated belief systems.**

Animals call to and awaken the best in us. They speak to our hearts, reminding us of a greater potential and possibility – and of our opportunity to choose a different relationship, a different world for them.

There *is* an inner hero within each of us just waiting to answer their call.



**Lyn White AM, Director of Strategy**



## OUR VISION

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**Our vision is a world where kindness,  
compassion and respect extend to all  
living beings.**

As Australia's leading animal protection organisation,  
we present a strong and unified voice representing  
millions of members and supporters who share  
our vision of a kinder tomorrow.



#### OUR PATHWAY

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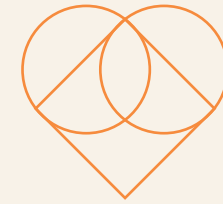
**We illuminate the pathway  
to a kinder world for all.**

#### OUR VALUES

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**Integrity**



**Compassion**



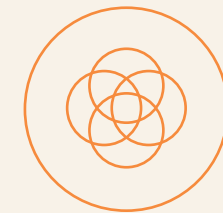
**Courage**



**Innovation**



**Commitment**



**Inclusivity**



## OUR APPROACH

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A profound shift in humanity's thinking is required to achieve our shared vision of a **kinder world for all**; a shift in how humanity perceives itself, its purpose, and our relationship with each other, animals, and the natural world we share.

Our thinking has largely been shaped by those before us – those who categorised some animals as 'friends' and others as 'food'. Although we inherited this thinking, we don't have to continue with it. By freeing our thinking and our choices, we're empowered to 'be the change' we wish to see.

To achieve this, 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.

I have been honoured again to lead the team of directors who make up our talented and committed volunteer board. The team at Animals Australia has worked tirelessly, with your amazing support, to progress our work in creating a kinder world for all.

As I write this report, we are closer than we have ever been to ending live sheep exports, an issue that was one of the main reasons for creating our organisation over 40 years ago. Yet even with an election commitment to end this cruel trade, our teams have again recently been in the Middle East documenting the continued abuse of Australian sheep exported alive. Our work to end this cruelty will continue, despite intense industry opposition, because we have our compassionate community fuelling change at every step.

As we challenge ourselves and our communities to practice kindness to all, Animals Australia has embarked on our first Reflect Reconciliation Action Plan. We believe that this is an important part of achieving Our Vision, and is a key pathway to an inclusive and interconnected world – treating all living beings with kindness, compassion and respect. Our reconciliation journey will build new connections and deepen our understanding of the Aboriginal and Torres Strait Islander cultures that, for over 65,000 years, have shaped the lands we live and work on today.

My gratitude and thanks to you, our donors, as without your continued support we could not undertake our work for animals.

We have a wonderful Board of Directors. 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 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**

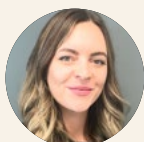
Lorraine is the CEO and owner of the LOUD Communications Group and has over 30 years' experience in marketing and advertising. She previously worked alongside Animals Australia on the iconic 'Make It Possible' campaign to raise community awareness of factory farming. Lorraine is also a board member of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

# Providing lifesaving support for animals.

In times of conflict and disaster, the needs of animals are often overlooked as part of official response processes. A lack of financial assistance also impacts the availability of lifesaving help they so desperately need.



*Image: Sulala Animal Rescue, Gaza*



**Sirius has new friends from Animals Australia. Distance is not an obstacle, but on the contrary, an indicator that goodness has no limit.**

**ALEXANDRA MEZINOVA**  
Founder of Sirius Shelter, Ukraine



Animals Australia's Emergency Grants Program exists to fill this important need and assist courageous and dedicated individuals and teams on the ground to rescue, care for and improve the lives of animals. Whether at home, or across the globe, our program identifies where help is needed most, and strengthens local capacity to alleviate suffering quickly.

Our commitment to our donors is to work closely with international colleagues in this space to ensure that funding reaches those who need it most. The disaster relief landscape can be complex, and we will always establish sound relationships with our partners on the ground. We will always invest where every dollar stretches the furthest and makes the most significant impact for animals. This program is agile and responsive. We are ready to deploy around the clock when disaster strikes.

Thank you for enabling us to give animals this lifesaving help – and hope – when it is most needed.



## War and conflict zones.

### UKRAINE

It takes enormous courage and selflessness to put animals first in times of conflict. Amidst immense suffering and widespread destruction, the brave team at Sirius Shelter in Ukraine continue to help animals during the ongoing devastation of war. Our Emergency Grants response is providing funds to assist the largest shelter in the country to give critical care to thousands of rescued animals by funding veterinary care, equipment to transport and treat animals and materials to build essential shelter until animals can be safely rehomed or reunited.

↑ Thanks to the generous support of Animals Australia donors, Simba the lion was rescued from a life of confinement in a zoo in war-ravaged Ukraine. Although he still bears the scars of war, Simba now lives in peace at Simbonga Sanctuary in South Africa.

*Image: Warriors of Wildlife*





#### GAZA

Our grants program continues to support Gaza's only animal shelter and rescue service – Sulala Animal Rescue. Amidst countless airstrikes again this year, this team responded to endless animal emergencies and provided critical care and shelter support for the many animals who would otherwise have no one looking out for them in this region.

↑ *Image: Sulala Animal Rescue*



## Disaster relief.

#### PAKISTAN AND UKRAINE FLOODS

When catastrophic floods hit Pakistan and Ukraine, Animals Australia's Emergency Grants Program was activated. Very few animal protection organisations operate in Pakistan, but as always, there were kind-hearted people saving lives in the aftermath of these unprecedented floods, reinforcing our belief that compassion knows no borders. We supported the efforts of local partners Lucky Animal Protection in Pakistan, and Pegasus Shelter in Ukraine, to rescue and care for flood-affected animals, and provide a safe space and care for hundreds of animals in need.

↑ Our Emergency Grants Program assisted the courageous and dedicated team from Pegasus Shelter to rescue and care for animals caught up in the devastating dam flooding crisis in Kherson, Ukraine.

*Image: Pegasus Shelter, Dnipro, Ukraine*





The situation here is unimaginable. Our team are helping anyone – animals, people, anyone who is alive.

**RAWAS KILANI**

Founder of Animals Syria

#### SYRIA EARTHQUAKE

With many thousands of lives lost and millions displaced, the devastating impacts on animals and people from the massive earthquake in Türkiye and Syria were almost incomprehensible. Our grants program provided immediate and lifesaving support to the dedicated team at Animals Syria in the aftermath of the disaster, funding rescue efforts, urgent veterinary supplies, fuel for transportation of critical care patients, and materials to repair damage to their shelter.

↑ Following the unimaginable loss and devastation caused by the earthquake in Türkiye and Syria, the team at Animals Syria rescued and treated countless animals.

*Image: Animals Syria*



↑ Donations to Animals Australia's Emergency Grants Program enables disaster support to be directed where it is urgently needed. The team from Sintesia Animalia Indonesia was urgently deployed to help animals and people on the ground in the aftermath of devastating earthquakes and floods this year.

*Image: Sintesia Animalia Indonesia*

→ The dedicated team at Sirius Shelter, Ukraine continues to provide urgent help during the harsh winter months to the overwhelming number of animals arriving at the shelter since the war began.

*Image: Sirius Shelter, Ukraine*





## Grants for Education, Outreach & Advocacy.

A small portion of our grants program helps to build a kinder world by recognising consciousness-shifting global initiatives and supporting inspiring change-makers working to protect and improve the lives of animals.

This year, we supported the Ugandan-based Vegan Village Society, to deliver community education programs focused on reducing animal suffering and creating a more compassionate world by encouraging a plant-based lifestyle. This inspiring program empowers local women to sustain an income through growing and selling vegetables in conjunction with the organisation's outreach work for animals.

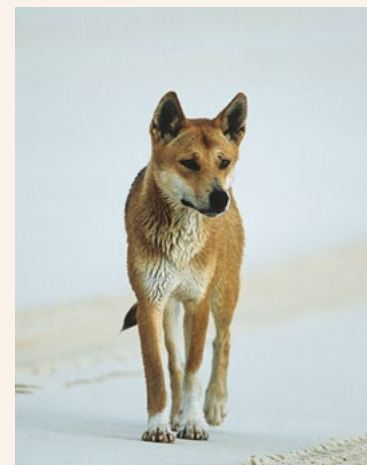
↑ *Image: Vegan Village Society Planting Uganda*

## Other animal advocacy-based projects supported by our grants program include:



### COLLECTIVE FASHION JUSTICE

Australian-based organisation working to create a kinder and more sustainable fashion industry by prioritising the life and wellbeing of our fellow animals, people and the planet.



### DEFEND THE WILD

An Australian not-for-profit initiative seeking to raise awareness of the plight of native wildlife in Australia as well as assist brands, businesses, institutions, and individuals to reduce their impact on the natural world. ■

EMERGENCY GRANTS:  
Where your support has reached  
animals in emergencies.

**UKRAINE**  
Kherson  
Fedorivka

**SYRIA**  
Damascus

**PALESTINE**  
Ramallah  
Bethlehem  
Gaza

**PAKISTAN**  
Hyderabad  
Charsadda

**CHINA**  
Qinghai

**NEPAL**  
Kathmandu

**MYANMAR**  
Mandalay

**UGANDA**  
Kampala

**INDONESIA**  
Bali  
Java  
Gili Islands  
Lombok

**SOUTH AFRICA**  
Jeffreys Bay

**AUSTRALIA**  
Melbourne





WILDLIFE PROTECTION:

# Helping **native** animals in need.

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Again, this year, we've taken on some of the biggest issues facing native wildlife. We've kept their plight firmly on government agendas and have inspired caring people both here and around the world to help create a kinder future for them.

Like many animals we work on behalf of, Australian wildlife continue to suffer at the hands of government and industry. With their status of 'protected' stripped from them, they are routinely and legally killed across the country for recreation, profit, or convenience.

Thanks to our generous donors who are also our most powerful advocates, our work focused on protecting kangaroos, ducks, dingoes, and other native animals who are killed in staggeringly high numbers, mostly out of sight from our community who respect and admire these unique animals. We took every opportunity to provide our expertise in the form of legal representation, public campaigning, and government liaison work, giving them the strongest possible voice.



## Campaigning for kangaroos.

There is much needed hope on the horizon for kangaroos. This year we saw global corporations Nike and Puma finally announce they will stop using kangaroos to make their sports shoes, opting instead for kinder and more sustainable non-animal alternatives.

We've been proud to support many years of international campaigning by The Center for a Humane Economy and Kangaroos Alive on this issue, and is a very significant step forward that will spare thousands of kangaroos from being killed. 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 kangaroo shooting industry.

Our campaigning this year kept the plight of kangaroos front of mind of caring Australians in the leadup to two state elections. We reminded voters in NSW and VIC of the brutal reality many kangaroos and their joeys face under the cover of darkness at the hands of the commercial shooting industry. With your support, we won't rest until the nightly cruelty of kangaroos being shot and their joeys legally bludgeoned and beheaded, ends for good.

### DID YOU KNOW?

This year, more major sporting brands announced the shift away from using kangaroo skin for soccer boots. While corporations on the other side of the world are cutting ties with the cruel commercial kangaroo industry, governments here continue to allow these iconic native animals to be shot, decapitated and bludgeoned – and so our work continues.



→ The awful treatment of the threatened and 'protected' dingo was exposed by our colleagues Defend the Wild and Farm Transparency Project. Thousands of our supporters brought this to the attention of the Victorian Government, calling on them to stop unjustly targeting and killing dingoes to appease the animal agriculture industry.

*Image: Defend the Wild / Farm Transparency Project*



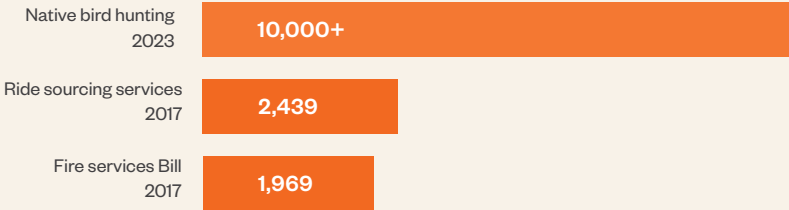
# A voice for Victorian waterbirds.

Despite our calls for duck shooting seasons to be cancelled due to critically low waterbird populations and cruelty concerns, state governments in Victoria, South Australia and Tasmania allowed it to continue. But not without intense scrutiny. We finally saw encouraging signs that this year’s shooting season could be Victoria’s last. With government reviews underway in both Victoria and South Australia, our public campaign work continued as strongly as ever.

We completed formal submissions in both states, and appeared before the Victorian Parliamentary Committee, to give detailed evidence of our many years of involvement protecting birds during the annual killing season. We applauded the Committee’s recommendation of a full ban on recreational duck and quail shooting in Victoria, and we hope to see the government adopt and legislate a ban on this archaic activity, for good.

# Record-setting public inquiry.

Thanks to thousands of Animals Australia supporters and other compassionate Victorians, the number of public submissions to the state’s duck shooting inquiry was the largest ever seen in the Victorian Parliament’s history! ■



↑ We are just one step away from a truly kinder future for waterbirds, without 'recreational' shooting.

← In 2023, 'recreational' duck shooting impacted half a million native waterbirds at risk of being killed, and caused unimaginable suffering to many who were left injured on the wetlands.

Image: Doug Gimesy

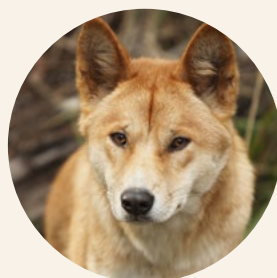


## Impact for wildlife

Our dedicated supporters continued to take up every opportunity we put forward through our online campaigns, giving wildlife a strong collective voice throughout the year.

8,692

people spoke out against the poisoning, trapping and shooting of native dingoes in Victoria.



7,622

letters were sent to urge the Victorian Government to end 'recreational' native duck shooting.



610

letters were sent to urge the South Australian Government to end 'recreational' native duck shooting.

1,839

letters were sent to call on the Victorian Government to protect kangaroos from slaughter.

869

letters were sent to call on the NSW Government to protect kangaroos from slaughter.

2,310

letters were sent urging the Federal Government to stop the slaughter of kangaroos for profit.

5,376

people from around the world pledged to never buy kangaroo meat or skins.





INVESTIGATIONS UPDATE:

## Efforts to end live sheep export.

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



The Australian Government's pledge to phase out live sheep export was a critical step in sparing Australian animals from suffering gruelling sea journeys, but our work is far from done. Thanks to your support, we've taken every opportunity; government advocacy, undercover investigations, and legal action, to ensure the end date is brought as close as possible.

## Securing the end date of live sheep export.

20 years after Animals Australia's first investigation into the cruelty of the live sheep export trade, the pathway has been cleared to bring it to an end. In 2023 an Independent Panel was formed to provide the Albanese government with recommendations on how and when the phase-out should occur.

Securing the closest possible end-date, and ensuring the phase-out is written into law, has been the highest priority. And Animals Australia supporters have embraced every opportunity to give these animals the representation they still need, and so deserve. Thousands of our supporters kept sustained pressure on Federal Labor to fast-track their policy, gave animals a voice during the public consultation on the phase-out, and bravely ensured sheep were represented at fiery live export forums. The Panel will provide its recommendations to the government by the end of September 2023.



↑ An Australian sheep being sold for private slaughter in Oman, against live export laws.

## Our investigations uncover more cruelty.

With the live export industry rallying against the phase-out, the importance of our investigations has never been more evident. And it's your support that has ensured our investigators could be deployed at a moment's notice.

What we discovered in Oman in the weeks leading up to the 2023 Festival of Sacrifice could only be described as a total disregard for Australian live export laws, exposing thousands of sheep to terrifying slaughter. And once again, the only reason that anybody knew was because of an Animals Australia investigation.

We lodged six legal complaints with the Commonwealth regulator over a four-week period as the situation escalated, ultimately taking the fight for these animals all the way to the Federal Court.





## Alleged abuse of Australian sheep in Oman investigated

**Latika Bourke**

Animals Australia says thousands of sheep from Australia are set to be slaughtered outside the live export rules that are supposed to protect them after uncovering alleged abuses in Oman.

The organisation's investigators travelled to the Middle Eastern country ahead of Eid al-Adha, or the Festival of Sacrifice, this week and documented evidence of sheep being advertised for slaughter outside the approved supply lines.

The Merino sheep had their Australian identification tags removed to prevent their traceability to specific exporters. But Animals Australia said the animals were recognisable as being from Australia due to their breed and online advertisements identified them as such.

The Exporter Supply Chain Assurance System, which was introduced in 2012 following evidence of past abuses of Australian livestock overseas, requires live exporters to ensure their animals are not sold for slaughter in inhumane conditions.

Footage compiled in Oman by Animals Australia, which has campaigned to have the live export industry shut down, shows sheep being crammed into the backs of vans and slaughtered on concrete slabs with no stunning.

It said it found 26 instances of Australian sheep being sold and advertised to Oman for private sacrificial slaughter – a breach of the Australian laws that are meant to govern live exports.

Animals Australia alerted the Department of Agriculture, which regulates the industry, to the alleged breaches in May.

The department said in a statement on its website it had started

investigating but warned it would take some time.

"To mitigate the risk of further non-compliance, the department has already taken regulatory action requiring exporters to implement stronger control arrangements, extra surveillance and additional reporting," the statement said.

A department spokesperson said they could not comment on specifics until the investigation was over. Ahead of the Festival of Sacrifice

in Oman tomorrow, Animals Australia last week tried to escalate the matter in the Federal Court. It wanted the Australian exporters responsible for the sheep to be forced to re-purchase them but said it abandoned the action as it could not be resolved in time.

Animals Australia wrote to LBS, the company it believes exported the sheep, and signed to buy them back as it said when abuses were uncovered in Jordan in 2021.

"We believe that a regulatory direction should not be necessary for such an action to be voluntarily undertaken in good faith, considering the publicly stated commitment of the live sheep trade to animal welfare," Animals Australia's George Ogden wrote.

"Voluntarily doing so would meet the expectations of the Australian public that all things possible should be done to secure these sheep and return them to approved supply chains prior to the Festival of Sacrifice."

Animals Australia said it did not receive a reply.

Ogden urged Agriculture Department secretary Andrew Metcalfe to issue an order requiring the live exporter responsible to retrieve the sheep.

The Australian Livestock Exporters' Council said in 2016 that if any Australian animal was found to have been sold outside approved supply lines and for private slaughter, the exporter should be immediately reported to authorities "to enable remedial actions including the recovery of stolen livestock to be undertaken where possible".

LBS and the exporters' council were contacted for comment but did not respond before deadline.

Agriculture Minister Murray Watt has begun the process of phasing out the industry but says exit to the trade will not occur this side of the next election, under government policy. The industry is fighting the ban and the Coalition supports maintaining the live export trade.

The minister declined to comment. About 78,000 sheep have been exported live from Fremantle in Western Australia to Oman since January last year, with 10,446 sent in May this year alone, according to department data.

↑ Our Oman investigations made national media headlines and exposed once again the impact on animals when export companies refuse to adhere to live export laws.

Image: The Age, 26 June 2023

## Representing sheep in Federal Court.

With exporters breaking the law and sheep abandoned to cruelty, our legal team left no stone unturned. On a cold Monday night in Melbourne, we stood in front of a Federal Court Judge to request an urgent trial in a final desperate attempt to force action to help Australian sheep in Oman.

While we were granted a trial, it became clear that time had run out for these animals. A month of regulator and exporter inaction had already sealed their fate. All we could do now was get our investigators back in the field, mitigate suffering where we could, and ensure that no animal suffers in vain. The unwavering generosity of our donors enabled us to do just that.

It shouldn't be left to a charity to police wealthy export companies. And it shouldn't be up to members of the community to fund these efforts – to put us in the courtroom or in the field – to be anywhere that animals need us. But without us – without you – the victims of this trade would have nobody looking out for them. ■

## Brazil court orders ban on live export.



Animals Australia's evidence of Brazilian cattle suffering in the live export trade underpinned a Federal Court ruling in Brazil calling for an end to live cattle exports from the country. While it's likely the historic ruling will be challenged, the Judge's comments – which recognised the sentience of animals – reflected an important shift in how courts view our moral responsibility to the animals subjected to this global trade.





We will continue to police this industry. And we will use the refusal of export companies to follow the rules to secure the fastest phase-out of the live sheep trade.

LYN WHITE AM



REPRESENTING FARMED ANIMALS:

# Campaigns for those **hidden** but not forgotten.

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Pigs are the focus of two new powerful TV campaigns launched by Animals Australia this year. One hard-hitting and one uplifting but both with the potential to be life and choice changing for millions of people.





## TELEVISION CAMPAIGNS:

## You didn't know, did you?

Mothers of all species share the desire to give birth to their babies in comfort and protect and nurture them. Sadly, this opportunity is denied to mother pigs in factory farms. The sole reason such suffering continues is because consumers don't know the 'production' processes behind their pork, bacon, and ham products. In fact, the meat industry relies on people 'not knowing' – understanding that if they knew, they would make a different choice.

Our powerful new TV spot is changing that. *'You didn't know, did you?'* reveals the cruel conditions endured by mother pigs and their babies in factory farms through the distress of an unsuspecting human mother. This TV campaign gives consumers back their power to make choices that align with their values, and through doing so, sends a strong message that such treatment of animals is no longer acceptable.

Millions of dollars every year are spent promoting products made from pigs in Australia and abroad – but we are determined to give these animals the voice they deserve, and the community the information they need to be empowered to make a kinder choice.



## Be their Hero.

This year Australians fell in love with a little piglet named Tottie. And it won't surprise you to know that this was our plan! A markedly different yet complementary strategy to *'You didn't know, did you?'*, *'Be their Hero'* was created to give Australians an insight into just how extraordinary pigs are.

*'Be their Hero'* tells an unexpected tale of love and friendship between Tottie and her human hero Davo, demonstrating the transformative power of one moment of kindness. The series of three TV ads showcases the evolution of their unique relationship and how Tottie's presence in Davo's life influences his choices – not just for pigs, but for all animals.

Tottie's Oscar-worthy performance is impressive, but she represents every pig who is suffering right now inside factory farms and slaughterhouses. All Tottie needed was for someone to see her for who she is... curious, intelligent, sensitive and loveable.

With your help, millions of people are now seeing these remarkable animals in a whole new light.



↑ Davo and Tottie featured in the 'Be Their Hero' campaign.

As a charity, we cannot possibly match the advertising dollars of the pork industry, but thanks to your generous support, and that of thousands more compassionate donors, our transformative ads are playing in some fantastic prime-time spots!



**7,000,000+**

people reached on free to air television.

**3,366**

spots on prime time TV.

**1,900,000**

digital ads in top-rating streaming shows on 7Plus, 9Now and SBS.

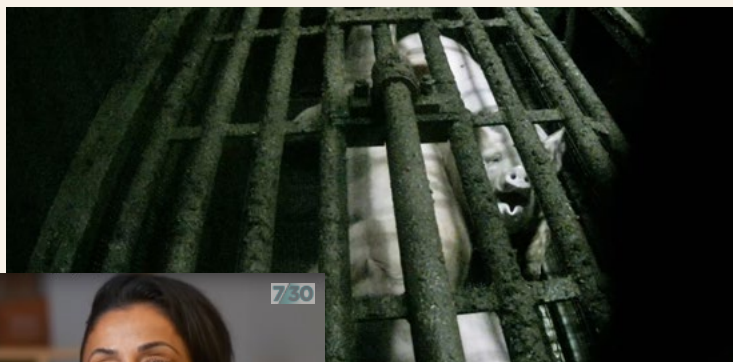
**1,184**

digital billboards strategically placed outside Coles, Woolworths and Aldi nationwide.

**86%**

of people who report they're eating more veg food thanks to these ad campaigns say they are likely to continue on a plant-based journey.





↑ CO2 gas chamber slaughter has become routine as the industry seeks to kill the largest number of pigs to keep up with consumer demand for pig meat products.

Image: Farm Transparency Project

← Image: ABC, 7.30

## Pig gassing: shocking, but standard practice.

In March, animal protection organisation Farm Transparency Project released horrific slaughterhouse footage on ABC 7.30 of pigs screaming and gasping for air in a gas chamber. The reality of this legal and common method of slaughter shocked Australians. Only weeks later, the ABC revisited the story when Animals Australia's Legal Counsel Shatha Hamade highlighted that gas chamber slaughter does not meet basic slaughter standards in Australia – and in fact contravenes 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. Alongside amplifying the release of this important information and speaking out against it, we will continue to explore all avenues to end this cruel system, including possible legal action.

## Research exposes risks that factory farming poses to human health.

The suffering of animals in Australian factory farms is irrefutable. And now, thanks to a two-year investigation commissioned by Animals Australia, so too is the human health risk of keeping animals in crowded and unhygienic conditions.

The scientific research study conducted by the University of Canberra revealed the presence of multi-antibiotic-resistant bacteria in chicken and pig meat sold in four Australian supermarkets – Coles, Woolworths, IGA and Aldi. The bacteria identified included 'superbugs' which could render critical antibiotics for humans useless.

This ground-breaking study confirms that antibiotic-resistant bacteria are being produced as an inherent by-product of factory farming in Australia and are making their way – largely undetected – into the food chain. These shocking results will be utilised in our continued government and retailer liaison work, and to better inform our community of the risks of eating animals farmed in cruel and unhygienic factory farms.



↑ Millions of chickens are bred every year only to suffer short, painful lives. But the meat industry isn't just harming chickens.

Image: We Animals Media



## An end to cruel battery cages – soon, but **not soon enough**.

After years of campaigning to free hens from cruel battery cages, the news in August that a legal ban on this outdated farming system had been endorsed by Australian Agriculture Ministers was an enormous step forward.



Image: We Animals Media

The phase-out of battery cages is the result of eight years of consultation between government, industry, and animal protection groups. Animals Australia supporters were an integral part of the driving force for change, making up tens of thousands of the 167,000 individual submissions to government during the public consultation – the largest response to a review of animal welfare standards in Australian history.

While getting this legislation in place will be significant, it won't take effect in most states until 2036, condemning up to 55 million more hens to a miserable life in a battery cage in the meantime. State governments can choose to free hens from cages sooner and rest assured we'll be doing all we can to influence the fastest possible phase-out nationwide.

Making our laws work for animals is an important part of the work we do. But the reality is, real and lasting societal change comes not through laws, but through a shift in thinking, attitudes and choices. Legislation, in the end, simply rubber stamps the paradigm shift that caring individuals like you have already forged and created. After all, you are the reason why numbers of hens confined for life to battery cages drop by 75% in the last 20 years. Your choices, example, leadership, and your heart, is what changes this world for animals.

Giving each and every hen the opportunity to experience the fullness of life remains our goal. Each hen freed, equals a human heart freed, equals another step towards a kinder, more beautiful world for us all. ■

Throughout the year, supporters gave animals trapped in factory farms strong representation, and ensured these sensitive, intelligent animals were not forgotten by decision-makers.

1,000s

Thousands of people helped shine a light on the gassing of pigs, including calling on Coles and Woolworths to stop supporting the practice.

*Image: Farm Transparency Project*



7,633

7,633 letters were sent to urge Europe's Agriculture Ministers to free pigs from cages.

*Image: Farm Transparency Project*

ACTIONS

ACTIONS

ACTIONS



4,572

4,572 supporters spoke out for hens trapped in cages, calling on state governments to expedite a battery cage ban in their states.

*Image: We Animals Media*







KINDER CHOICES:

# Transforming our food systems.

The consumer demand for animal products is what keeps animals in systems of suffering, so the more we can encourage the exploration of kinder food choices, the more animals we can spare from that suffering. Thanks to our veg program work, resources, and brands, this is exactly what we have done again this year.

← It's empowering to realise that something we do several times a day – choose a meal to eat – is an opportunity to bring about change for animals. Sometimes we just need a reminder of how easy and delicious this opportunity can be, which is exactly what we aim to do at VegKit.com!



We often default to preparing certain meals simply because we were taught to – not realising we inherited dishes from our family members and the communities around us. We reach for familiar ingredients knowing little about where – or who – they come from. So supporting people who wish to choose differently – to move away from animal products, whether it's for more meat-free meals, or going entirely plant-based – plays a critical role in shaping a future where farmed animals are not only spared from suffering but are also seen as *someone*, not something.



# 2,700

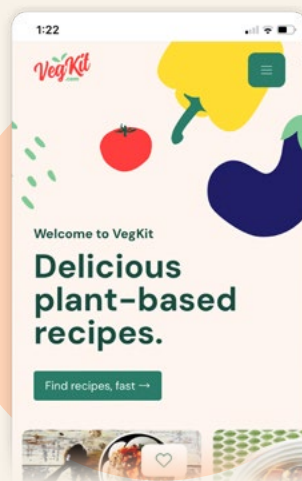
ORDERS

Bringing kindness into kitchens nationwide, we distributed over 2,700 Veg Starter Kit magazines to support veg-curious cooks to fill their plates with more plants.

# 323,702

SITE VISITS

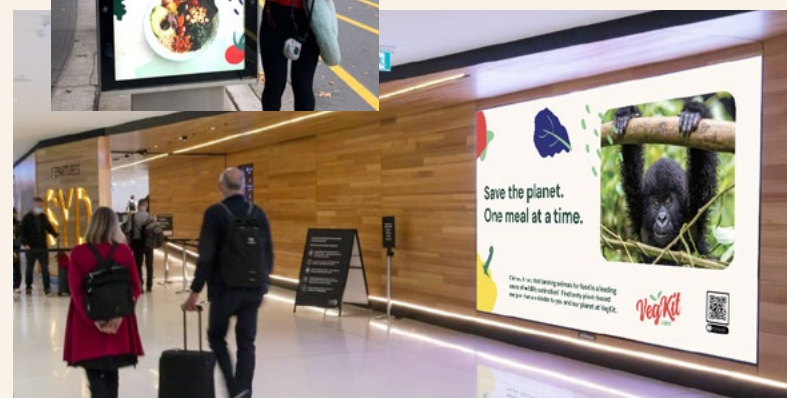
Hundreds of thousands of people — 323,702 in fact — visited our digital veg resource, VegKit.com. And not just from here in Australia! VegKit has fans all over, from the US and the UK, to India, Germany, and China.



Demonstrating the increasing appetite in Australia for animal-friendly food choices was the continued success of our TV cooking program, *Freshly Picked with Simon Toohey*. Commissioned by Animals Australia, this series was designed to help empower everyday Australians to explore wholesome food that is kinder to animals.



Through March and April, our eye-catching billboards across NSW & VIC invited people to explore veg recipes on our website, VegKit.com.



BEHIND THE SCENES:

# Giving animals a powerful voice.

Change for animals from a legislative and regulatory perspective is a very slow, but necessary process. While we all have a role to play in paving the way to a brighter future for them, it is critical that animals are given strong representation when decisions are being made by governments and animal industries.



Over the past 12 months, our CEO Glenys Oogjes and fellow experts represented animals across Australia and internationally. We continued to serve on State Animal Welfare Advisory Committees (in Victoria and Tasmania) providing input into state-based animal protection laws and reviews.

Animals Australia remained a key stakeholder of the federal Live Export Animal Welfare Advisory Group, providing a critical animal protection perspective to discussions that would otherwise be dominated by a focus on economics and profits. We made a comprehensive submission and attended panel hearings during the consultation on the phase-out of live sheep export by sea and contributed to other live export reviews including the new Export Control Orders, and on the Exporter Supply Chain Assurance Scheme and the Australian Standard for the Export of Livestock.

During the recent Inquiry into recreational duck and quail shooting in Victoria, we completed a comprehensive submission and presented evidence at a hearing of the Select Committee of the Victorian Upper House. In South Australia too we completed a submission to the South Australian Select Committee on Hunting Native Birds.



↑ Animals Australia's Glenys Oogjes and Louise Bonomi presented to the committee during the recent *Inquiry into Victoria's recreational native bird hunting arrangements*.



We provided input on behalf of animals into other regulatory and parliamentary reviews, including:

- **Australian Standards and Guidelines for Animal Welfare** – we are a key stakeholder of the guideline review and update process. Current and recent reviews include the following.
- **Poultry Standards review** – our active participation continues beyond this eight-year review, to see hens freed from battery cages well before the 2036 endorsed ban.
- **National Processing Facilities (abattoir) Standards and Guidelines review** – this review is still underway after a year of monthly meetings as members of the Stakeholder Advisory Group.
- **Review of land transport standards for horses** – we participated in the review process.
- **State government submissions** – we have represented animals during the following state-based consultations:
  - NSW Game and Feral Animal Control Plan
  - The flying fox lethal crop protection permit review in Queensland
  - A proposed expansion of a feedlot in Victoria
- **Local government submissions** – we ensured animal perspectives were not forgotten at a local level, responding to the development application by Harmony Feedlot Services P/L to expand a feedlot in Victoria by thousands of cattle.



↑ Our long running work for flying foxes has finally seen a win for these native animals in QLD with a review resulting in a three-year phase out of lethal crop protection permits in the state. Soon these unique natives will finally be protected from shooting on farms.

## International efforts

We provide input to international decision-making bodies via our partner organisations – foremost among them is the World Federation for Animals (WFA) of which Animals Australia is a founding member.

WFA also now convenes the International Coalition for Animal Welfare which provides formal advice to the World Organisation for Animal Welfare (formerly the OIE). Through this body, Animals Australia contributes submissions and advice on the animal welfare code chapters that set the minimum international standards, in a bid to lift animal welfare standards across the globe. ■

WORKING TOGETHER FOR ANIMALS:

# Collaboration for a kinder world.

Animals Australia has partnered with animal protection allies to strengthen the collective voice for animals across the world.



## Founding members:

### AUSTRALIAN ALLIANCE FOR ANIMALS

A unified voice for animals: this powerful collaborative body is working to reform Australia's broken system of animal welfare law and policy making to bring about needed, systemic change.

### WORLD FEDERATION FOR ANIMALS

Focused on a collaborative approach to international bodies like the United Nations Environmental Assembly as well as the Food and Agriculture Organisation of the United Nations and the World Bank.

## Members:

### INTERNATIONAL KANGAROO PROTECTION ALLIANCE

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

### ANIMAL WELFARE COLLABORATIVE

A network of individuals, companies and organisations convened by academics at the University of Queensland to working together to press for collaborative action to lift animal welfare standards.

### INTERNATIONAL COALITION FOR ANIMAL WELFARE

A collective of animal advocacy groups pressing for higher global standards through its formal advisory status to the World Organisation of Animal Health (formerly the OIE).

### EUROGROUP FOR ANIMALS

Uniting animal advocates across Europe (and beyond) to improve animal welfare laws and standards within the European Union and to provide an example internationally.





## Campaigns we partner with and support:

- **Defend the Wild**  
Protecting dingoes from trapping and poisoning
- **Farm Transparency Project**  
Helping pigs killed in gas chambers
- **Compassion in World Farming**  
Ending the 'cage age' to free animals from factory farms globally
- **Coalition Against Duck Shooting**  
Helping end native duck shooting in Victoria
- **Regional Victorians Opposed to Duck Shooting**  
Helping end native duck shooting in Victoria
- **Veganuary and No Meat May**  
Encouraging people to fill their plates with animal-friendly food ■

## Campaigns and initiatives we sponsor:

- **Collective Fashion Justice**  
Helping create a kinder fashion industry
- **Defend the Wild**  
Helping protect native animals from exploitation in Australia
- **Kangaroos Alive**  
World Kangaroo Day, celebrating this special species
- **Animal Justice Foundation**  
Recognising and celebrating outstanding animal advocates
- **Animal Welfare League Queensland**  
National Desexing Month ■



## LIFE-CHANGING BEQUESTS:

# Legacies for a kinder future.

We are immensely grateful to our kind-hearted supporters who left bequest gifts which we received this year. We will continue our work in their honour, towards our shared goal of a kinder world for all.



## A final act of kindness.

### BRENDA MAGNIFICO

Remembered for her artistic talents and kind heart, Brenda filled her life with her love of the performing arts and generously supported animal protection. By the age of 15, Brenda had become an understudy for theatre shows at the famous Tivoli Theatre in Sydney. From there, she brought joy to theatre audiences across the globe including in Paris, throughout Asia, and at home in Australia.



Off-stage, especially following her retirement, she treasured the time spent with her beloved companion animals. When the time came to consider the legacy she would leave behind, her deep care for animals made leaving a gift to them a natural choice. Brenda was always grateful for the success she'd enjoyed in her life, and the Bequest left to Animals Australia means that her love of animals will create meaningful change for many years to come.

We remember and acknowledge the friends and advocates we've lost this year. Gifts received in their memory will enable us to protect and represent animals every day in their name. In loving memory of those who changed the world for animals:

- |                         |                     |                         |
|-------------------------|---------------------|-------------------------|
| ■ Angela Dressel        | ■ Cristina Corales  | ■ Glencairn Maunsell    |
| ■ Annie Baring          | ■ Damion Drapac     | ■ Helena Nirajan        |
| ■ Beverly "Bev" Hoffman | ■ Des Carroll       | ■ Julia Rickard         |
| ■ Carol Cook            | ■ Diane Autio       | ■ Peter Barnett         |
| ■ Catherine Cherry      | ■ Diedre Wicks      | ■ Dr Siobhan O'Sullivan |
| ■ Mrs Chandra Yapa      | ■ George Bakopoulos | ■ Anonymous             |



## A great friend to animals.

**DR. SIOBHAN O'SULLIVAN**  
(1974 - 2023)

Through her work as a political scientist, author, podcast host, mentor, and friend, Siobhan truly made the world a kinder place for all.



In the early days, she was an elected member of Animals Australia's Executive Committee, and more recently, Siobhan frequently wrote and spoke about our work and our shared mission which she held close to her heart.

Described by those who knew her closely as a 'boundless force of compassion and kindness', Siobhan's strength and commitment to changing the world for animals will not be forgotten. Her indiscriminate love changed the lives of so many – and will continue to do so through the paths to greatness she opened up through her mentorship. ■

By remembering animals in your Will and leaving a gift to Animals Australia, your legacy of kindness and compassion will live on and help create the kinder world we all crave. Bequests allow us to confidently plan for the future, and continue our work conducting ground-breaking investigations and campaigns, bringing more awareness to the issues affecting millions of animals.

Animals Australia has partnered with Gathered Here, a secure, online Will-writing provider. Gathered Here is completely free and does not take a percentage of any legacy gift you leave, meaning 100% of your intended support for animals will be received and carefully stewarded by Animals Australia. Visit [animalsaustralia.org/bequests](https://animalsaustralia.org/bequests) for more information.

With our deepest gratitude to our donors who left a bequest gift this year – their legacy will live on through our work:

- |                             |                              |                             |                             |                           |
|-----------------------------|------------------------------|-----------------------------|-----------------------------|---------------------------|
| ■ Adrienne Byrd             | ■ Diana Merrington           | ■ Jennifer (Jenny) Robinson | ■ Patricia (Trish) Stoddard | ■ Ms Sylvia Green         |
| ■ Brenda Beatrice Magnifico | ■ Ms Elisabeth Francis       | ■ Ms Jill Rattray           | ■ Paula Clarke              | ■ Ms Therese Richardson   |
| ■ Ms Catherine O'Neill      | ■ Ms Elisabeth Newhouse      | ■ Jim Hallenan              | ■ Mr Phil Wellstead         | ■ Trevor Green            |
| ■ Chris Keys                | ■ Mrs Elisabeth Rakusan      | ■ Joan Davis                | ■ Ms Sally Nowlan           | ■ Ms Valma Jason          |
| ■ Ms Claire Croumbie-Brown  | ■ Helen and Eberhard Schicha | ■ Dr Kay (Kate) Perkins     | ■ Steven Dalaveris          | ■ William (Bill) Kroschel |
| ■ Daniel Veysey             | ■ Jacqueline Merlino         | ■ Olive Butler              | ■ Ms Sue Schreiner          | ■ Yvonne Bain             |
| ■ David Hooper              | ■ Jacqueline Travis          | ■ Ms Patricia Davey         | ■ Susan (Susy) Johnson      |                           |

# Financial snapshot.

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Our work to protect animals and promote kindness, both today and in the future, is only made possible thanks to our generous donors from all walks of life. Animals Australia receives no government funding – every dollar that fuels our campaigns and investigations for positive, long-lasting change comes from compassionate individuals who share our vision. Thank you for enabling us to strive for the kinder world we all dream of.



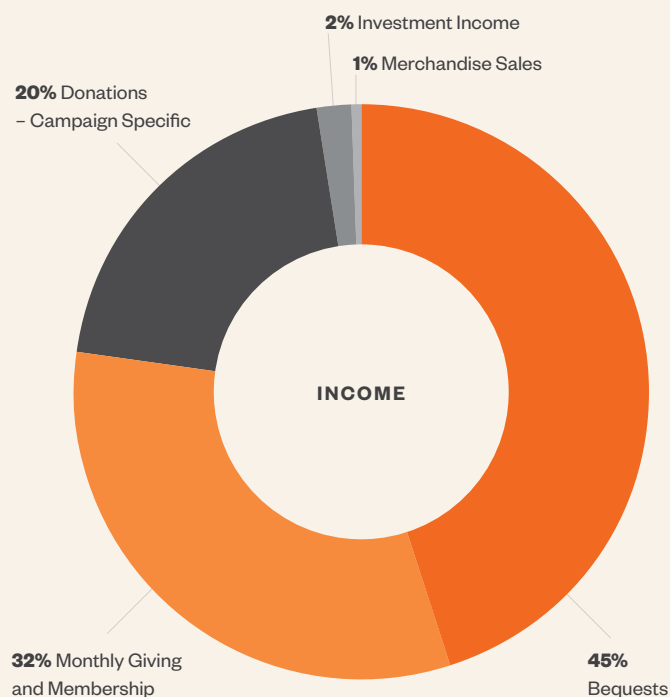
## Finance and governance.

Animals Australia is audited every year by DFK Kidsons, to not only maintain our charity status, but to ensure full transparency and accountability for every dollar generously donated to our organisation. Our deepest gratitude goes to our cherished monthly donors, annual members, those who contributed what they could when they were able, and those who left a legacy for animals. During the 22-23 financial year, our focus was on bringing the plight of animals to one of the most visible platforms – national television – and keeping them there for as long as possible. We also deployed investigators to the Middle East during the peak time of suffering for animals in the live export trade. As always, it is only thanks to the generosity of our donors who make this costly but critical work for animals possible.

## Monthly gifts.

Our monthly donors help animals every day of the year. They help us plan powerful campaigns and launch high impact initiatives. They also allow us to make decisions at short notice. This year our monthly donors enabled the rapid deployment of our investigators and the commencement of urgent legal action – both critical tactics for us to be where animals need us most at any time. From the bottom of our hearts, thank you for the generosity of each monthly gift – change for animals is long-fought and hard won, but your commitment alongside us enables us to keep working on their behalf each year.





INCOME	2022/23		2021/22	
Bequests	\$6,765,114	45%	\$6,592,875	45%
Monthly Giving and Membership	\$4,855,665	32%	\$4,956,374	34%
Donations – Campaign Specific	\$3,028,691	20%	\$2,839,005	20%
Investment Income	\$278,373	2%	\$97,780	1%
Merchandise Sales	\$81,693	1%	\$15,390	0%
Non Government Grants & Other Income	\$10,156	0%	\$14,566	0%
	<b>\$15,019,692</b>	<b>100%</b>	<b>\$14,515,990</b>	<b>100%</b>

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I support Animals Australia because I do not know of any other organisation so active, with transparency and integrity, in pursuing animal cruelty issues which are often hidden from public view. They are committed to achieving results and this gives hope that much needed change will happen.

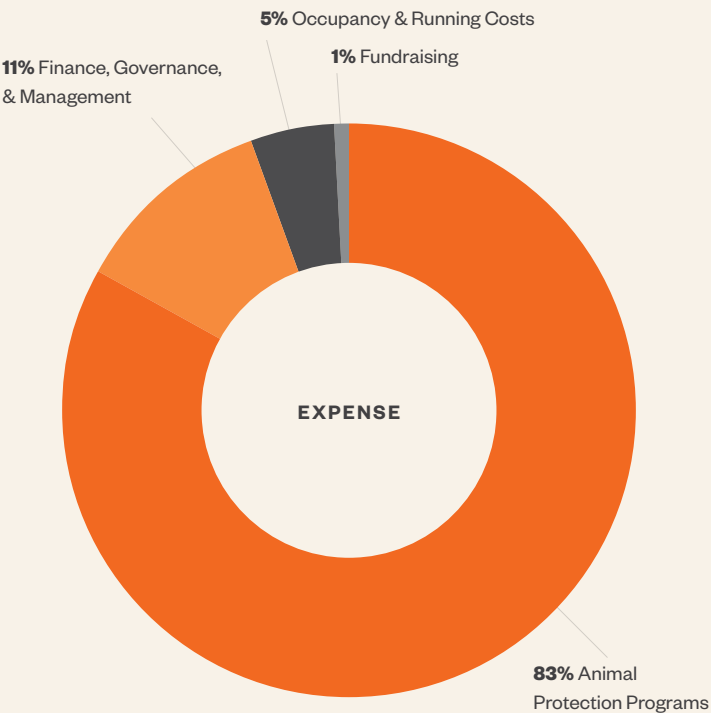
HELENA, SOUTH AUSTRALIA – ANNUAL MEMBER

## Generous bequests.

The generosity of animal advocates who made the heart-led decision to leave a gift in their Will continued to change the world for animals beyond their lifetime. These legacies help provide certainty for the animals who need us. While the monetary figure of bequests received can change from year to year, Animals Australia is offered some long-term stability thanks to these kind supporters. We are honoured to carry out their legacy through our work this year and create a kinder world in their memory.

## Farmed animal protection.

Animals trapped in our broken food system are often hidden far from sight – confined to cages, onboard live export ships, or inside the walls of factory farms and slaughterhouses. They are sensitive individuals, yet they are afforded insufficient legal protection from cruelty and suffer in the greatest numbers. Through investigative work, government liaison, legal challenges and campaigning, our donors have helped us shine a light on their plight and give them the strongest possible representation. The need for these animals is infinite, and so this remains our area of greatest focus.



EXPENSE	2022/23		2021/22	
Animal Protection Programs	\$13,656,645	83%	\$15,321,122	86%
Finance, Governance & Management	\$1,881,627	11%	\$1,528,657	9%
Occupancy & Running Costs	\$814,227	5%	\$455,459	3%
Fundraising	\$93,633	1%	\$280,807	2%
	\$16,446,132	100%	\$17,586,045	100%



## Global emergency grants program.

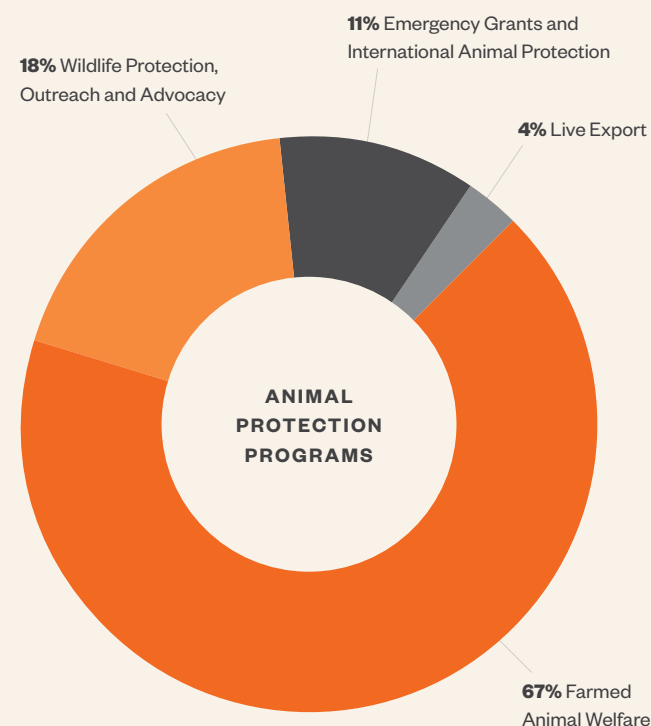
Animals Australia's donor-funded Emergency Grants Program has again saved countless lives across Australia and the world, and alleviated suffering in some of the most challenging situations. In times of emergency, many of our donors feel moved to help animals, and your support of this program has enabled us to rapidly respond to several crises this year, including war, earthquakes and floods. By supporting changemakers on the ground, you have given help, and hope, when it's been needed most.

## Public awareness campaigns.

Creating meaningful, long-term change for animals is no small feat. The support we received from compassionate donors allowed us to reach millions of people the world over with our message for a kinder world. Our large-scale campaigns empowered and inspired many to 'be the change' they wish to see for some of the most vulnerable animals in the country. *You didn't know, did you?* and *Be their Hero* campaigns spanned TV, online, and on billboards, and our network of committed and generous supporters helped amplify these critical messages far beyond what we initially thought possible.

## Fundraising.

Fundraising encompasses all annual appeal activities we conduct. This work is critical for us to raise the money we need each year, to sustain our work for animals. We receive no government funding or grants – every dollar is raised through our public facing fundraisers and donated by generous individuals. We were once again humbled by the trust and support of our cherished donors, who remained by our side despite the increasing cost of living pressures, to ensure our life-changing work was still possible. ■



ANIMAL PROTECTION PROGRAMS	2022/23		2021/22	
Farmed Animal Welfare	\$9,206,241	67%	\$11,217,331	73%
Wildlife Protection, Outreach and Advocacy	\$2,521,115	18%	\$1,914,361	13%
Emergency Grants and International Animal Protection	\$1,530,438	11%	\$1,677,474	11%
Live Export	\$398,851	4%	\$511,956	3%
	<b>\$13,656,645</b>	<b>100%</b>	<b>\$15,321,122</b>	<b>100%</b>



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Animals awaken the best in us. They speak to our hearts, reminding us of a greater potential and possibility – of our opportunity to choose a different relationship, a different world for them.

LYN WHITE AM