

Annual Report

2024 / 2025



Thank you.

Your belief in a kinder world for animals
is helping make that world a reality.

[DONATE NOW](#)



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Progress powered by **compassion.**

Progress doesn't always make headlines, but it's happening every day in parliaments, courtrooms, and kitchens – because of people like you.

What's behind this momentum? A community of generous donors, passionate supporters, and dedicated ally organisations, united by our shared commitment to a kinder future.

It was just over twelve months ago that we celebrated the historic passing of legislation to end Australia's cruel live sheep export trade – one of the most significant animal welfare reforms ever achieved globally. More recently, the federal election result helped secure that progress for Australian sheep.

Though we must remain vigilant until the last sheep is sent from our shores, the securing of the ban is a milestone that belongs to you and every person who stood firm through decades of our tireless advocacy.

This was far from the only sign of progress.

With your support, our national campaign brought the suffering of pigs from behind factory farm walls into public view. At the same time, we pursued our landmark legal challenge in Victoria's Supreme Court against the routine use of carbon dioxide gassing of pigs – a practice as widespread as it is cruel. Thousands of people, moved by what they've seen and learned, have since pledged to eat kindly and help spare these sensitive animals from lives of confinement and terrifying final moments in Australian slaughterhouses.



And when disaster struck – both here and abroad – your compassion was unconditional. Generous donations helped animals in need wherever they were suffering, including Australian wildlife following devastating fires and animals who were caught up in warzones overseas.

The pages ahead share more of our initiatives for animals made possible by your support. From all of us at Animals Australia, thank you – for your generosity, your action, and your belief in a future where all animals are treated with the care and protection they so deeply deserve. ■



A stylized, handwritten signature in white ink, which reads "Glenys Oogjes".

Glenys Oogjes, CEO

WHAT YOU'VE HELPED ACHIEVE

These highlights are just a glimpse of the impact you've had – the pages ahead are filled with more of the progress we have achieved together...



Hundreds

of native animals

rescued or helped through our emergency response to Victoria's bushfire disaster.

9,943

kinder eating guides

were sent to people interested in bringing compassion into their kitchen.

73,659

total emails

urging Adidas to stop using kangaroos for shoes, and the brand finally cutting ties with the cruel wildlife trade.

2

landmark legal challenges

for animals – for pigs who endure cruel gassing in Australian slaughterhouses, and for 'protected' dingoes who are targeted and killed.

7 million

viewers

reached with our powerful campaigns for animals suffering in our food system across TV, digital and outdoor channels.

Millions

of sheep

spared from the cruel live trade, with the re-election of the Albanese government solidifying the live sheep export ban.

31

organisations

across the globe received lifesaving support for animals during conflict, emergencies and disasters.

[DONATE NOW](#)

OUR VISION

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



Message from the Chair of the 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.

For information on our Board, visit
AnimalsAustralia.org/our-people



In memory of Christine Townend



We are deeply saddened by the passing of our Co-Founder, former Chair, friend and pioneering animal advocate Christine Townend.

Christine founded the Animal Liberation movement in our country in 1976, and Animals Australia in 1980. She tirelessly exposed suffering and championed better protections for thousands of animals being farmed and killed for food, exploited for entertainment, or abandoned on the streets.

Christine served as the Chair of our Board from 2017 to 2019. Thank you, Chris, for dedicating your life to those who you knew needed us most. Your legacy will live on through our work and continue to ease the suffering of animals everywhere.

With the re-election of the Albanese Government, the end of live sheep exports is assured, and with it, an end to the suffering of millions of sheep. Whilst we celebrate this hard-fought milestone, we remain focused on the long game and will continue working tirelessly to secure a better future for all animals.

In October, I am stepping down as Chair of Animals Australia after six years, though remaining a Board member. As I reflect on these years – navigating the global pandemic as well as many other human and animal welfare challenges – I feel truly honoured to have led such a talented and dedicated Board. Working together, we strive to ensure good governance; supporting our amazing team and always striving to address animal suffering both in Australia and internationally. I must also thank our CEO Glenys and acknowledge her unwavering support in my role as Chair.

The Chair will move to Lorraine Jokovic, who I know will take the role forward skilfully and with her own fresh approach.

As our work continues to address animal suffering wherever we find it, we are expanding our work for Australian wildlife (who endure floods, fires, drought and commercial killing) and doubling down on our focus on farmed animals and other systems that routinely fail animals.

None of this would be possible without the continued contribution of our wonderful supporters whose generosity and dedication allows us to take on new challenges and empowers us to work towards a world where kindness shines through. Thank you. ■



Tim Childs
Chair of the Board

LIVE EXPORT BAN:

A safer future for sheep secured.

In 2024, after decades of our campaigning, Australia made history with the passing of legislation to end live sheep export by sea – a landmark win set to spare millions of animals from enduring long sea journeys and painful, fully conscious slaughter overseas.

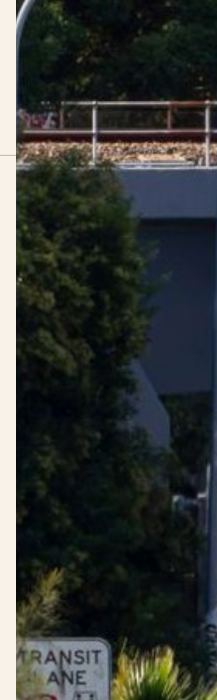
[DONATE NOW](#)



But as the 2025 Federal election approached, the threat of repeal loomed large. The Coalition had vowed to reverse the ban if elected. In response, we joined forces with our friends at *Stop Live Exports* and the *Australian Alliance for Animals* to launch a high-impact advertising campaign. We blitzed key battleground electorates across the country with a clear message: Australian sheep have suffered enough.

The re-election of the Albanese Government secured one of the most significant animal welfare reforms in the world. While the end date of 1 May 2028 may still feel far, it is now safe – and our campaign has moved from hope to certainty.

But certainty doesn't mean complacency. Every sheep still loaded onto a ship matters. And while at last, the end is in sight, we won't take our eyes off this trade until it ends for good. Our recent investigations revealing the terrible suffering of Australian sheep in Jordan makes it clear that we cannot.





4 million

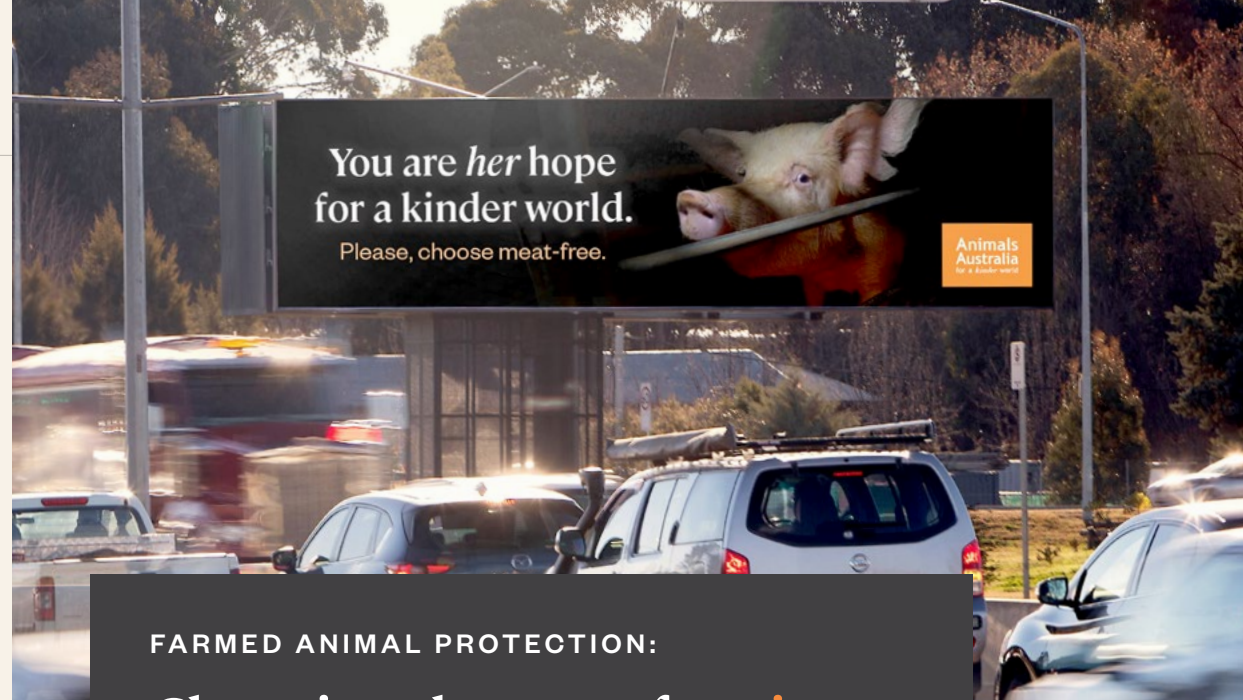
ad screenings

Our ads showed nearly 4 million times on digital screens nationally, and our billboards reached hundreds of thousands in key electorates.

3,210

emails of gratitude

Thousands of emails of gratitude were sent to MPs and Senators for passing the historic live sheep export bill, encouraging compassion-led decisions.



FARMED ANIMAL PROTECTION:

Changing the story for pigs trapped in factory farms

This year, thanks to your support, we were once again able to bring the suffering of pigs out from behind factory farm walls and into the public eye.

We've spoken up for pigs in parliament and represented them in the courtroom – but the most powerful advocates for animals suffering in the food system remain everyday Australians.

Every time their reality is exposed, one thing becomes clearer: change won't come from within the system that profits from cruelty. It must come from us. Because it's our choices as consumers that shape demand, shift public perception, and drive lasting change. That's why we knew the little flying piglet at the heart of our *Somewhere* and *Join the Evolution* campaigns had more work to do.

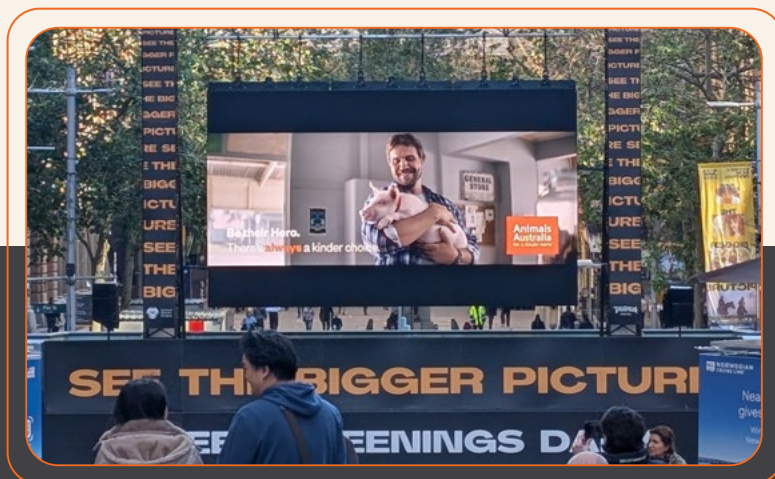
Our goal was clear: to reach new people with the truth of what these animals endure, open hearts and minds to a kinder possibility, and inspire action to create the kinder world they deserve.

Thanks to your generosity, we took a strategic, multi-platform approach to ensure these animals were seen.

In today's fragmented media landscape, visibility for animals requires meeting people where they are – not just on television, but across social media, streaming services, and on-demand platforms.

2.7 million people were reached with our eye-catching billboards across Australia's capital cities. Our television campaigns, working in tandem to inform and inspire, aired nearly 8,000 times across major television networks, and we even made it to a big screen in Sydney's bustling Martin Place during the Sydney Film Festival. Online, they have been viewed in full more than 2.7 million times.

For many, *You didn't know, did you?* offered an eye-opening first look at the hidden lives of pigs behind products like bacon, pork, and ham.

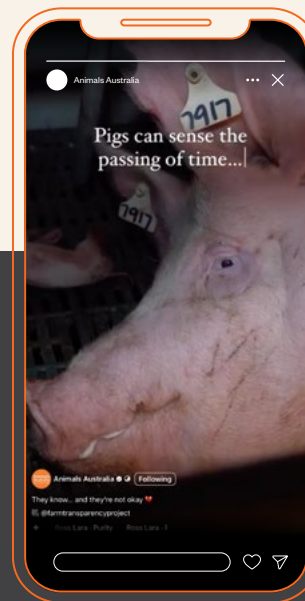


During the popular Sydney Film Festival we were official on-screen advertising partners on SFTV.

Be Their Hero gave viewers the chance to see pigs for who they truly are – not what the meat industry markets them as. And people responded.

More than 4,300 people downloaded our compassionate living guide or pledged to eat kindly. Excitingly, most were new to Animals Australia, expanding our community of change-makers. Hundreds shared their personal reflections with us through messages of changed hearts, changed minds, and changed meals for the animals.

Because of you, more people than ever are seeing pigs – and the power of their own choices – in a whole new light. But until no pig is confined to a cage barely bigger than her body or spends her final moments in panic and pain in a gas chamber, our work continues – to tell their stories, and to help rewrite them with compassion.



2.6M
views on social media

Our videos showing what 'life' is like for pigs in factory farms had 2.6 million views across Facebook and Instagram – revealing the heartbreaking truth that, for most pigs in Australia, confinement and suffering are all they will ever know.



FARMED ANIMAL PROTECTION:

Freeing hens from battery cages

Two years ago, after nearly a decade of review, Australia's Agriculture Ministers endorsed new national poultry welfare standards which include a phase out of battery cages – a long-overdue decision that could spare millions of hens from an unnaturally short lifetime of extreme confinement.

However, the phase-out window – between 2032 and 2036 – means millions more hens will be subjected to this archaic and cruel farming practice over the next decade.

Despite the agreement, only WA and the ACT have taken meaningful strides towards eliminating battery cages, with most state and territory governments yet to embed the phase-out in state regulations.

With your support, we're holding them to account. This year, 4,430 emails were sent to state Agriculture Ministers, urging them to act faster, and to reflect the expectations of a community that overwhelmingly supports ending this cruelty.

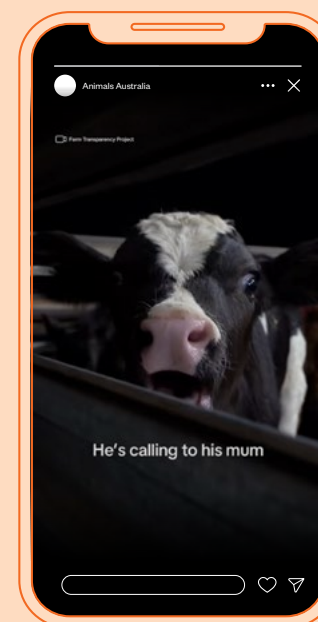
But we know true change for hens won't come from policy alone. That's why our kinder eating advocacy is so critical. Every time someone chooses an egg-free alternative, they help spare hens from suffering – not in a decade, but today. ■

Image: Farm Transparency Project



14.5M
views on social media

People were reminded about the hens who are still confined to cages in Australia, with one video surpassing 14.5 million views on Instagram.



12.3M
views on social media

Opening eyes to the tragic reality for baby calves bred into the dairy industry, our videos had over 12.3 million views on TikTok and garnered thousands of comments from people devastated about the separation and killing of unwanted 'bobby' calves.

WILDLIFE:

Protecting **native** animals.

Our work to protect wildlife this year brought us to firegrounds, courtrooms and boardrooms. Sadly, we continue to see these animals suffer during disasters, killed for 'fun' and profit, or scapegoated by agricultural industries. But we also saw a community of determined advocates rallying to protect them, sending a strong signal here, and around the world, that these unique animals deserve better.

[DONATE NOW](#)





When we heard of catastrophic bushfires tearing through iconic Gariwerd (Grampians) in Victoria – at a scale comparable in size to Singapore – we knew we had to act. Alongside the team from *Vets for Compassion* and dedicated local wildlife carers, we deployed our mobile veterinary triage van, donated by our supporters back in the 2020 bushfires, to help those who had a fighting chance and ease the suffering of those who didn't.

Even with some of the biggest disasters on record unfolding in recent years, we still see wildlife left as a last priority when it comes to disaster response, even though their suffering is immense. This on-ground response also underscored the importance of strengthening our ongoing initiatives to ensure Australian wildlife are better protected – not just in times of crisis, but every single day when laws let them down.



When we heard of catastrophic bushfires tearing through the iconic Grampians in Victoria – at a scale comparable in size to Singapore – we knew we had to act.





3,000

emails were sent

to Victorian and South Australian decision-makers, ensuring they were continually reminded of the slaughter of native ducks happening on wetlands across the entire 'duck shooting season'.



Image: Defend the Wild

Across wetlands in Victoria, South Australia, and Tasmania, state governments continued to allow native ducks to be killed as part of annual 'recreational' shooting seasons. Thanks to our supporters, members of parliament have consistently heard from thousands in our community calling on them to better protect waterbirds and end this violence on the wetlands. Our work continues to keep this issue on the political radar, until these states follow others in recognising how cruel and unpopular duck shooting is in modern Australia.

Our work to help Victoria's dingoes continues in the Supreme court, as we challenge the Victorian Government over the trapping, poisoning and shooting of this iconic threatened species.

7.9 million

people across the globe

were reached with our social ads about the nightly slaughter of kangaroos and killing of their orphaned joeys – all for commercial profits.

A kinder future for kangaroos is closer...

After almost two years of our public campaigning, global sports giant Adidas finally announced they would break ties with the cruel wildlife trade, no longer using kangaroo skin to make their shoes – a move that will spare these sensitive animals from being shot for profit, and their joeys being bludgeoned to death as ‘wastage’.

We are grateful to the thousands of compassionate supporters who participated in our global campaign urging the brand to end its role in the cruel wildlife trade.

Adidas joins most other global sporting brands like Nike, Puma, Diadora, Asics and New Balance in distancing from the kangaroo industry, signaling a promising growing awareness among consumers corporates.

This year, our campaign will continue to expose the tragic nightly reality faced by kangaroos across Australia. We will highlight the Government’s ineffective regulation of the shooting industry and the cruelty it causes – wounded animals left to suffer, and joeys bludgeoned or decapitated under outdated laws.

With your support during the year ahead, our work will continue to ensure wildlife are better prioritised during emergencies and better protected every other day of the year through our public campaigns. ■

73,659 emails from supporters

urged Adidas to stop using kangaroos to make shoes over the course of the campaign. And our voices were heard!



EMERGENCY GRANTS:

Our lifesaving grants program.

During catastrophic floods, fires and earthquakes, and through the terrifying reality of war, your support saved countless animals again this year in some of the most challenging circumstances. Animals Australia's grants program provided lifesaving support to animals in thirteen countries and one territory around the world and gave hope to the brave people on the ground helping them.





In August, the team from *Animals Lebanon* reached out for support, as airstrikes devastated the country. Despite the danger, their team continued to search what was left of homes for animals who had survived the bombings. Working around the clock, they responded to thousands of calls for help from distraught residents looking for their companion animals. Their office space was transformed into a shelter as they cared for each animal they found in rubble and on the streets. The team reunited hundreds of animals with their families, giving rare moments of hope during months of devastating war.

In October, we received word that record setting floods were threatening one of Thailand's biggest animal sanctuaries. In just hours, the usually idyllic *Elephant Nature Park* was underwater. The risks were high, but the team evacuated hundreds of the rescued animals in their care – animals who were once again given another chance thanks to the dedication of these kind-hearted people.



In March, we received news that a deadly earthquake had devastated parts of Myanmar, putting immense pressure on a country already ravaged by civil war and an economic crisis. Vets from our partners at *Let's Save the Strays* responded immediately, setting up emergency clinics on the streets as aftershocks continued for days. Despite risking their own safety with the military junta still present, the team rescued animals from the rubble, set up feeding programs for those living on the streets, and gave emergency veterinary care to the injured.

These are just some of the many ways we've been able to help animals in emergencies during the past year. And every time we've reached out to ask for help, donors like you have responded generously, proving what we've always known – compassion for animals knows no borders.

Images from left to right: Animals Lebanon, Save Elephant Foundation, Thailand



Gaza animal aid delivery

SULALA ANIMAL RESCUE, GAZA

Just before midnight in early February 2025, we received the message we'd waited 15 long months for – our truck full of animal aid had finally crossed the border from Egypt into Gaza. We'd been working day and night to make this happen since aid supplies were cut off in May 2024. Like many people in the war-torn region, animals were starving. This delivery marked the first truck full of aid for animals since the war began - and thanks to the generosity of our donors, it won't be the last. We have another truck load packed in Egypt, ready and waiting for the border to Gaza to open to aid.

Though our support for *Sulala Animal Rescue*, Gaza's only official animal protection organisation, began long before the current war, it has been bolstered by our kind-hearted supporters since.

Through our ongoing emergency grant, they have been able to operate veterinary clinics every week for dogs, cats, donkeys, and horses. They have fed animals stranded on the streets, and distributed food to the many families who couldn't bear to leave their beloved animal family members behind, even when faced with evacuations and homelessness themselves.

Thanks to your generosity, we will continue to help animals in Gaza and other war zones across the world through our Emergency Grants Program in the year ahead.

[DONATE NOW](#)

Images left and right: Sulala Animal Rescue, Gaza





AL MA'WA SANCTUARY, JORDAN

In 2018, we made a commitment to the lions and bears we rescued from a zoo in Jordan - that they would spend the rest of their lives in comfort and peace. And it's one we have upheld again this year, thanks to the generosity of our donors. Thanks to the caring team at Al Mawa Sanctuary, life behind bars is now just a memory for these animals who live in habitat-enriched enclosures, and will never be treated as a commodity of the zoo industry again.

Image: Al Ma'wa for Nature and Wildlife, Jordan

Animals Australia proudly funds two global desexing programs. Thanks to the generosity of our donors, our ongoing commitment in partnering with advocates on the ground in these countries has helped change the lives of thousands of cats and dogs through these effective programs that combat suffering at the source.



LET'S SAVE THE STRAYS, MYANMAR

In Myanmar, the team from *Let's Save The Strays International* has been running the only ongoing TNR (trap, neuter, release) program for street living dogs in the country, despite challenging political and economic conditions.



LUNI LOMBOK, GILI ISLANDS

On the Gili Islands in Indonesia, the *Luni Lombok* team runs an ongoing TNR program to help the community living cats across all three islands. They have also established the first-ever permanent vet clinics, providing much-needed veterinary support for all animals in this remote area. ■

Here's where
your support
is **saving lives.**

[DONATE NOW](#)





LEGAL ACTION:

Challenging laws that **fail** animals.

With two major legal cases underway, our Legal Team is challenging government-sanctioned cruelty to ensure animals aren't abandoned to suffer under outdated laws and regulations. Through strategic, high-impact litigation, we're working to secure meaningful protections for animals and create legal precedents that drive transformational change.

[DONATE NOW](#)

Our landmark court case for pigs continues

It was two years ago that horrific undercover footage from *Farm Transparency Project* revealed the suffering of pigs being gassed with carbon dioxide in Australian slaughterhouses. Perhaps even more shocking than the footage itself was the fact that this treatment of pigs was, and remains, standard practice – it's the terrifying fate most pigs in Australia are forced to face.

In response, our Legal Team launched a landmark case in the Supreme Court of Victoria and have attended several hearings since. We are arguing that this method of slaughter breaches animal welfare standards and should never have been approved. In response, the industry claims that 'animal welfare' in slaughterhouses only extends to 'meat wholesomeness' – a deeply concerning definition that abandons these animals who, like all, feel fear and pain and crave safety.

This case is not only significant for the hundreds of thousands of pigs who are gassed in slaughterhouses each month, but for all animals killed for food, as it exposes a disturbing truth: animals in our food system are afforded virtually no real protection under Australian law.

Hidden behind factory farm and slaughterhouse walls, basic standards of care have been sacrificed to protect industry profits. As legal proceedings unfold and we gather expert evidence to build our case, we will continue to shine a national spotlight on the suffering of pigs – inviting Australians to recognise that while laws fail animals, their choices can be a powerful force for change.





Back to court for Victoria's threatened dingoes

This year, Animals Australia once again filed proceedings in the Supreme Court of Victoria to challenge the government-sanctioned killing of dingoes – a threatened native species in the State.

Despite their protected status, dingoes in the northeast continue to be trapped, poisoned, and shot under an ongoing government Order in Council that prioritises agricultural interests over animal welfare and biodiversity.

Just days before our scheduled trial in 2024, the Victorian Government announced a partial rollback of its legalised dingo killing program – a welcome step, but far from enough, with conservation experts warning that dingoes are “hurtling towards extinction.” Determined to defend these native animals, we returned to Court – this time joined by proud Wadawurrung woman, archaeologist, and researcher Kelly Ann Blake as co-litigant.

Together, we are arguing that targeting and killing dingoes causes suffering to both dingoes and the First Nations communities for whom they hold deep cultural significance.

Recognition for Animals Australia's Legal Counsel

At the 2024 Australasian Animal Law Conference, our Legal Counsel Shatha Hamade received the prestigious Brian Sherman Animal Law Prize – a powerful recognition of her outstanding contribution to legal reform and animal protection.



Her investigations... have been hugely impactful in uncovering cruelty to animals in the live export trade and ultimately achieving the live export ban. Recently, her work has spotlighted the suffering of pigs in slaughterhouses...

– Ondine Sherman
Animal Law Prize, Voiceless

Shatha has spent years working tirelessly and facing great risk to protect animals from cruelty, yet her dedication remains unwavering. We are proud to have her as part of our team. ■



TRANSFORMING THE FOOD SYSTEM:

One kind **choice** at a time.

More people than ever before are discovering that the most powerful way to help animals is through the food they choose to put on their plate. The growing number of people looking to our kinder eating initiative, VegKit, is a heartening trend that will have a ripple effect for animals like no other.

[DONATE NOW](#)



This year, to support those keen to eat fewer or no animal products, we sent out 9,943 Veg Starter Kits; our free, practical guide to animal-free food. For many, this was their first tangible step toward a kinder plate – and one they didn't take alone.

Beyond this, our VegKit website welcomed over half a million new visitors – a 20% increase in veg-curious visitors from the previous year.

On television and digital screens across the country, our cooking shows continued to inspire change and make compassionate cooking 'mainstream'.

Freshly Picked, our popular series with Simon Toohey, aired another season on Channel 10 from February through April – this time in a new Sunday morning slot. It drew in both loyal viewers and new audiences, each episode sparking surges in traffic to the VegKit site and showing Australians just how easy and flavourful plant-rich meals can be.

To engage younger audiences with kinder food choices, we also collaborated with chef and cookbook author Zacchary Bird late last

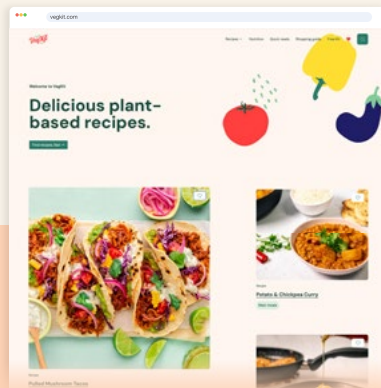


9,943

Veg Starter Kits ordered

bringing compassion into kitchens worldwide.

year on a vibrant six-part social media series – each video featuring a delicious plant-based take on classic dishes, from 'fish' burgers to bourbon 'chicken'. The series reached tens of thousands of people and prompted thoughtful conversations not just about ingredients, but about animals too.



583,000

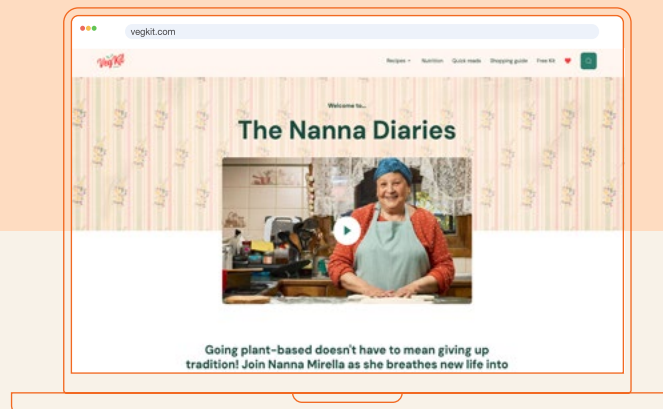
visitors to our website

VegKit.com, seeking kinder cooking inspiration.

58,300

animal lives spared

If each of these visitors tried just *one* plant-based meal, that equates to an estimated 58,300 animal lives saved.



In June, we launched a brand-new online series, *The Nanna Diaries* – a heartwarming celebration of food, culture, and tradition. With warmth and wisdom, the star of the series, Nanna Mirella, teaches that beloved family recipes don't have to be left behind – they can be made kinder with just a few thoughtful swaps. In its first month live, this campaign drew nearly 10,000 visitors to Nanna's animal-friendly recipes.

Together, we are helping animals not just through policy and advocacy, but by supporting individuals interested in eating more compassionately to help spare them. ■

← Various ad formats – including eye-catching street posters – were carefully chosen to introduce new audiences to this heartwarming plant-based cooking series.

Partnerships:

VEGANUARY ♥

Official Australian partner
of Veganuary

No MEAT MAY

Sponsor and partner
of No Meat May

COLLABORATION:

Joining forces for a kinder world.

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

[DONATE NOW](#)



Sponsorships and High Impact grants:



Al Mawa for Nature & Wildlife

Princess Alia Foundation,
Jordan

Kangaroos Alive

Australia

Animal Justice Awards

Animal Justice Foundation,
Australia

National Desexing Month

National Desexing Network
/ Animal Welfare League
Queensland, Australia

Collective Fashion Justice

Australia

Sintesia Animalia Indonesia

Indonesia

Defend the Wild

Australia

ZooAtronic

United Kingdom



Sintesia, Indonesia

Members of:

- Australian Alliance for Animals (Founding member)
- Aquatic Animal Alliance
- Asia for Animals Coalition
- Eurogroup for Animals
- International Coalition for Animal Welfare
- International Kangaroo Protection Alliance
- World Federation for Animals (Founding member)

BEHIND THE SCENES:

Advocating for animals **behind** the scenes.

While individual actions help lay the foundation for a kinder future, it remains essential that animals have a strong voice in the rooms where government and industry decisions are made.

[DONATE NOW](#)

Animals Australia continued our role as a key stakeholder and voice for animals in advisory groups:

Federal Department of Agriculture consultation on the review and renewal of the Australian Animal Welfare Strategy and current Model Codes of Practice and Standards and Guidelines for farmed animals

State Animal Welfare Advisory Committees (Victoria and Tasmania)



We advocated for animals during national and state regulatory and parliamentary reviews, including:



The South Australian Draft Commercial Kangaroo Management Plan 2025-2029



The parliamentary Inquiry into Kangaroo and Wallaby Populations in South Australia



Victoria's hunting regulations: draft Wildlife (Game) Regulations 2024 and Regulatory Impact Statement



The NSW Independent Forestry Panel



Inquiry into Greyhound Racing NSW



The Victorian Jumps Racing Review 2024



ANZCCART's National Statistics on the Use of Animals in Research and Teaching in Australia Options Paper



The draft Victorian Game Duck Harvest Strategy



The draft South Australian Animal Welfare Bill 2024



Tasmania dog welfare regulations reform



The NSW Companion Animals Act 1998



The review by the Inspector-General of Animal Welfare and Live Animal Export into the Department of Agriculture, Fisheries and Forestry's responses to significant livestock incidents



The NSW Governments draft Prevention of Cruelty to Animals Regulations 2025



The Australian Standards for the Export of Livestock 4.0 review (DAFF)

LIFE-CHANGING BEQUESTS:

Legacies for a kinder future.

We are immensely grateful to our kind-hearted supporters who left a gift in their Will or made a donation in memory of a loved one this year.

These thoughtful tributes and legacies speak to the deep and enduring compassion of our donors – one that will continue to make a meaningful difference for animals. In honour of every person remembered and every life celebrated through these gifts, we will carry this work forward with deep gratitude.

We remember our cherished supporters who, in the last twelve months, so generously left a bequest for the animals:

- | | |
|------------------------------------|---------------------------------------|
| ■ Dr Amanda Vair Bowen | ■ Kath O'Doherty |
| ■ Mrs Anne Marie Bajdek | ■ Kevin Mark Nunan |
| ■ Annette Robyn McKenzie | ■ Ms Liz (Elizabeth) Glynn |
| ■ Audrey Banks | ■ Lorraine Patricia Thomson |
| ■ Mrs Beryl Dix | ■ Margaret Neale |
| ■ Ms Bernadette Sheridan | ■ Ms Marna Owen |
| ■ Dr Beth (Elizabeth) Miller | ■ Ms Natasha (Tash) Hildebrand-Lockie |
| ■ Mrs Betty Ward | ■ Pauline Colliver Loveday |
| ■ Mrs Carmel Louise Shani Atkinson | ■ Reginald & Alma Langley Trust |
| ■ Mr David Jenner | ■ Robert Ruggiero |
| ■ Freda Downing | ■ Ms Sandra Waterman |
| ■ Mr Gilvray Carter Smith | ■ Mrs Sandra McKenzie |
| ■ Ivor Dugdale Jackson | ■ Ms Sandra Staffieri |
| ■ Mr James (Jim) Roberts | ■ Tania Watson |
| ■ Jennifer Lois Robinson | ■ Mrs Vanda Murray |
| ■ Ms Judi Chesney-Coward | ■ Vivienne Ross |
| ■ Kate Fardy | |

The choice to leave a bequest is a very personal decision, and one that we would be honoured to support you through or discuss in detail. Our Relationships Manager can be reached by email or phone:

Contact us on 03 9329 6333
Bequests@AnimalsAustralia.org
Follow the link via the button →

LEARN MORE

Remembering Vanda's lifelong compassion for animals

In memory of Vanda Murray (1922 – 2025)

Vanda uplifted us every time we heard from her. A friend to our small team, we were deeply saddened by news of her recent passing. Her joyful spirit and compassion were evident in every interaction – whether she was keeping the sparrows and seagulls who visited the nursing home good company, or passionately championing the causes closest to her heart.

A treasured Animals Australia member for 21 years, Vanda generously supported our campaigns to end live export, stop greyhound racing, and free animals from the cruelty of factory farming.



...while I have the strength, I will continue to applaud you and sing your praises, and that of Animals Australia, constantly to all with whom I come into contact.

Thank you with all my heart, Vanda.

True to her heartfelt promise, she remained a dedicated advocate to the remarkable age of 103. Her secret to longevity, she often shared, included weekly weightlifting sessions and a nightly glass of bubbles.

Vanda's extraordinary strength of heart now lives on through her legacy for animals. She will be dearly missed and fondly remembered by all at Animals Australia as we continue our work to shape the kinder world she always envisioned. ■



The year ahead.

Animals Australia's track record is marked by moments that have changed the course of history for animals. The year ahead will be no different.

As we move towards the legislated phase-out of live sheep export – a milestone we've long fought for together – we are entering a new chapter.



One shaped, as always, by our determination to bring **visibility, voice and **kindness** to animals whose suffering is hidden, ignored or accepted as 'necessary'.**

Our focus on animals suffering in our food system remains unwavering – with our transformational campaigns, *You didn't know, did you?* and *Be their Hero* continuing to drive awareness and change.

At the same time, we're expanding our advocacy into other areas where animals are dramatically under-represented – like the widespread killing of native animals across the country.

One animal industry still shrouded in secrecy is the use of animals in research. Very little is publicly known about the scale and enormity of their suffering – or the lack of justification for their use. With your help, we intend to change that.

We also plan to delve further into the human cost of animal cruelty. Revealing the psychological impact for the humans employed to



inflict harm on animals has become part of our mission, as we present pathways and solutions that will benefit all impacted.

We have always been proud of our willingness to go where others will not – to shine light on cruelty, and to shift not just laws, but public consciousness. This work requires intricate strategies, deep compassion – and an unwavering resolve. But above all, it takes people who care. People like you.

Your support ensures long-fought campaigns can give rise to new efforts. And that the decades of experience, trust and insight we've built together can be channelled into initiatives that will help us meet the challenges ahead.

The scale of animal suffering we seek to address remains considerable. But so is our determination to meet every challenge to end it – a commitment made possible through your support of us and your belief in our Vision of a kinder world. ■

Lyn White AM, Director of Strategy



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This work requires intricate strategies, deep compassion – and an unwavering resolve. But above all, it takes people who care. People like you.

[DONATE NOW](#)

Financial snapshot.

Our work to protect animals and promote kindness to all, both today and in the future, is only made possible thanks to our generous donors. Animals Australia receives no government funding – every dollar that fuels our campaigns and investigations for meaningful change comes from compassionate individuals who share our vision.



♡ Monthly gifts

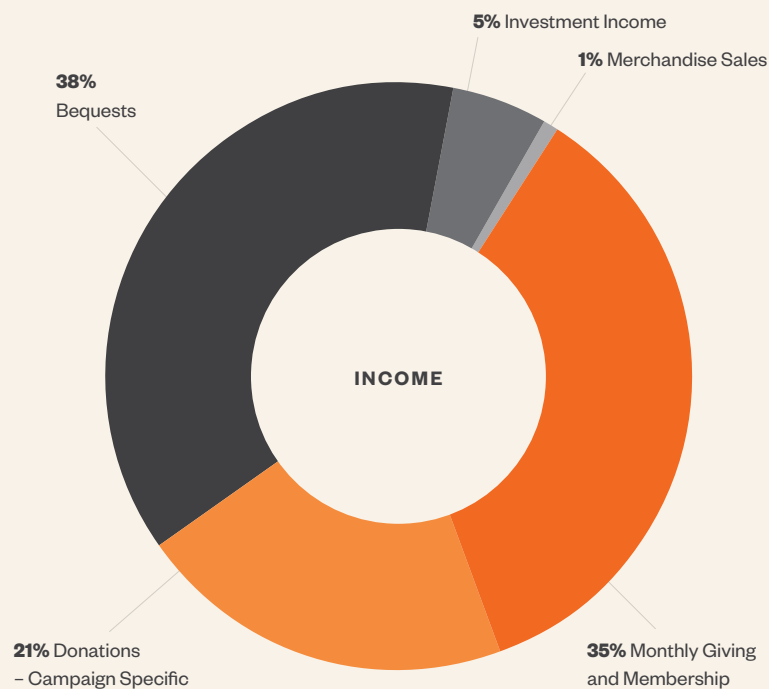
Our Monthly Donors help animals every day of the year – allowing us to plan our campaign work, act swiftly in times of urgency, and sustain long-term impact. This year, their support kept landmark legal actions for pigs and dingoes moving forward, and gave animals trapped in factory farms much-needed visibility. We're deeply grateful for this unwavering commitment to kindness.

♡ Generous bequests

This year, those who chose to leave a gift in their Will continued to help animals beyond their lifetime. In an ever-changing world, these heartfelt legacies offer significant support – enabling us to take bold and impactful action with confidence. We're deeply grateful to every compassionate advocate who entrusted us with their legacy, and we remain committed to honouring that trust through continued action for animals.

Campaign-specific donations

This year, donations to our appeals helped amplify urgent messages for animals – enabling campaigns for them to appear in high impact spaces like television and billboards, as well as targeted digital campaigns. This exposure highlighted the cruelty of live sheep export and the suffering of pigs and chickens confined in factory farms. Donations also delivered emergency aid to animals affected by disasters and war – ensuring support reached wildlife during bushfires and animals in need across the globe.



INCOME	2024/25		2023/24	
Bequests	\$5,182,716	38%	\$2,870,320	25%
Monthly Giving and Membership	\$4,851,672	35%	\$4,789,293	43%
Donations - Campaign Specific	\$2,853,920	21%	\$2,923,223	26%
Investment Income	\$715,407	5%	\$574,367	5%
Merchandise Sales	\$90,453	1%	\$90,094	1%
Non Government Grants & Other Income	\$15,135	0%	\$3,781	0%
	\$13,709,303	100%	\$11,251,078	100%



The work of Animals Australia inspires me every day, and as a donor I can see the tangible impact donations are having... the world is slowly becoming a better place because of change made possible by Animals Australia.

KIA, VICTORIA AUSTRALIA - MONTHLY DONOR

Finance, Governance and Management

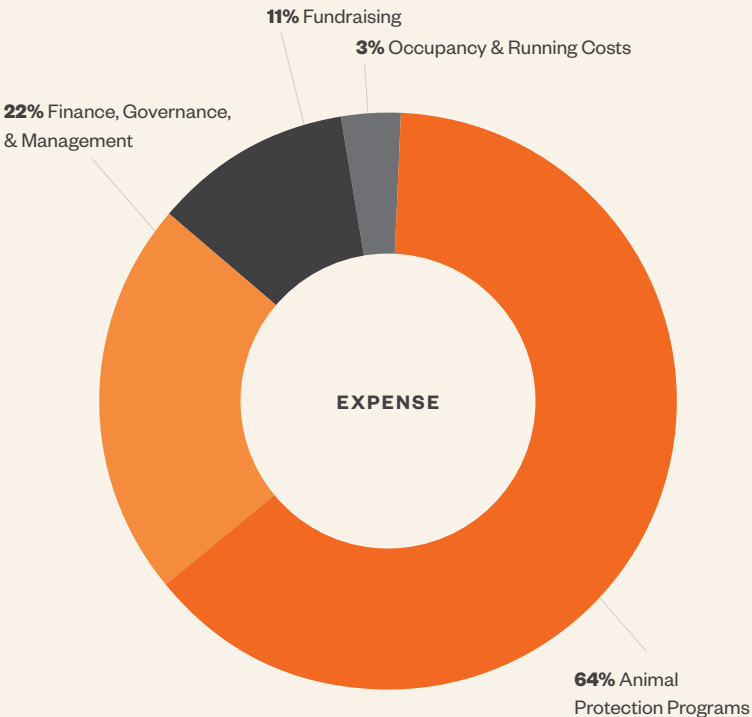
Animals Australia is independently audited every year – a step we take to uphold the highest standards of transparency and ensure our supporters can give with confidence. Our finance and governance team works diligently to oversee all donations, invest in secure systems, protect sensitive data, support our team, and ensure strong organisational management – so we can remain focused on helping animals.

Fundraising

With no government funding, fundraising is critical to sustaining Animals Australia. Every dollar raised helps us share our message of kindness, and reach people who share our dream of a more compassionate world but may not yet know of us or support us. Our small, dedicated team cares for our generous donors and oversees the fundraising programs that ensure we can continue our ambitious campaigns for as long as animals need us.

Animal Protection Programs

Creating meaningful, lasting change for animals is at the heart of everything we do. This year, your support enabled a national ad blitz for sheep trapped in the live export industry, bold TV and outdoor campaigns for pigs and chickens usually hidden behind factory farm walls, emergency wildlife response during bushfires, and landmark legal action to challenge systemic cruelty in the courtroom. Together, we're able to approach animal protection at every available angle, giving animals their best chance at the kinder world they deserve.



EXPENSE	2024/25		2023/24	
Animal Protection Programs	\$7,682,539	64%	\$7,825,670	66%
Finance, Governance & Management	\$2,682,172	22%	\$2,624,859	22%
Fundraising	\$1,350,889	11%	\$1,254,497	10%
Occupancy & Running Costs	\$375,611	3%	\$214,816	2%
	\$12,091,211	100%	\$11,919,842	100%

Live export and farmed animal protection

This year, the long-awaited ban on live sheep export was secured – a landmark reform that was driven by decades of tireless advocacy and supporter action. While our work continues until no sheep are forced onto live export ships, we remain focussed on improving conditions for all animals in the food system. As part of our revised financial reporting, initiatives related to live export are now reflected within the broader farmed animal protection category – though this issue remains an important part of our advocacy.

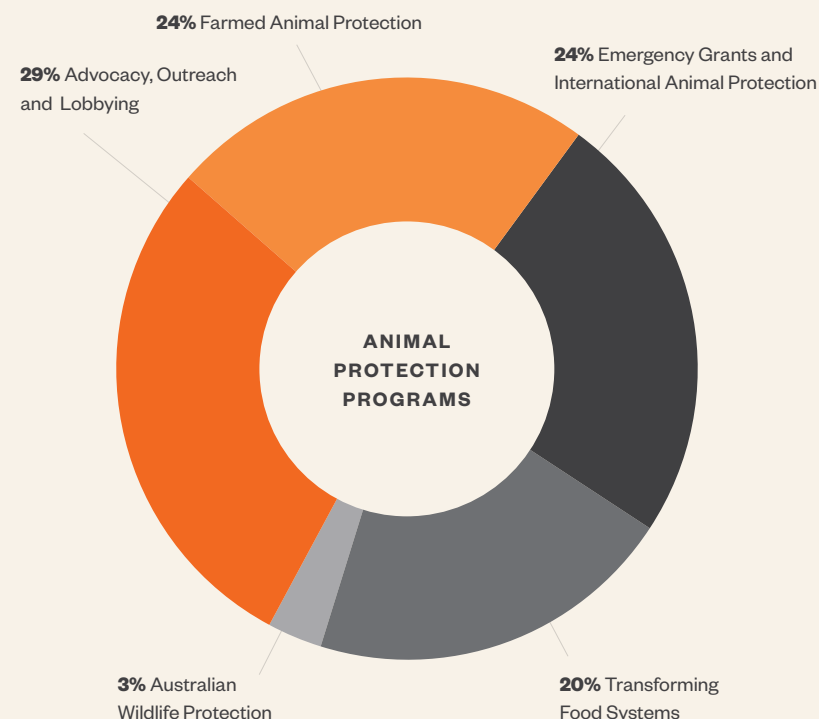
Advocacy, Outreach and Lobbying

This year, our animal protection initiatives empowered many thousands of people to take action – from contacting governments and corporations to demand change, to making compassionate choices in their daily lives. These actions helped drive legislative reform, shape corporate decisions, and shift public attitudes – all contributing to better outcomes for animals both here in Australia and around the world.

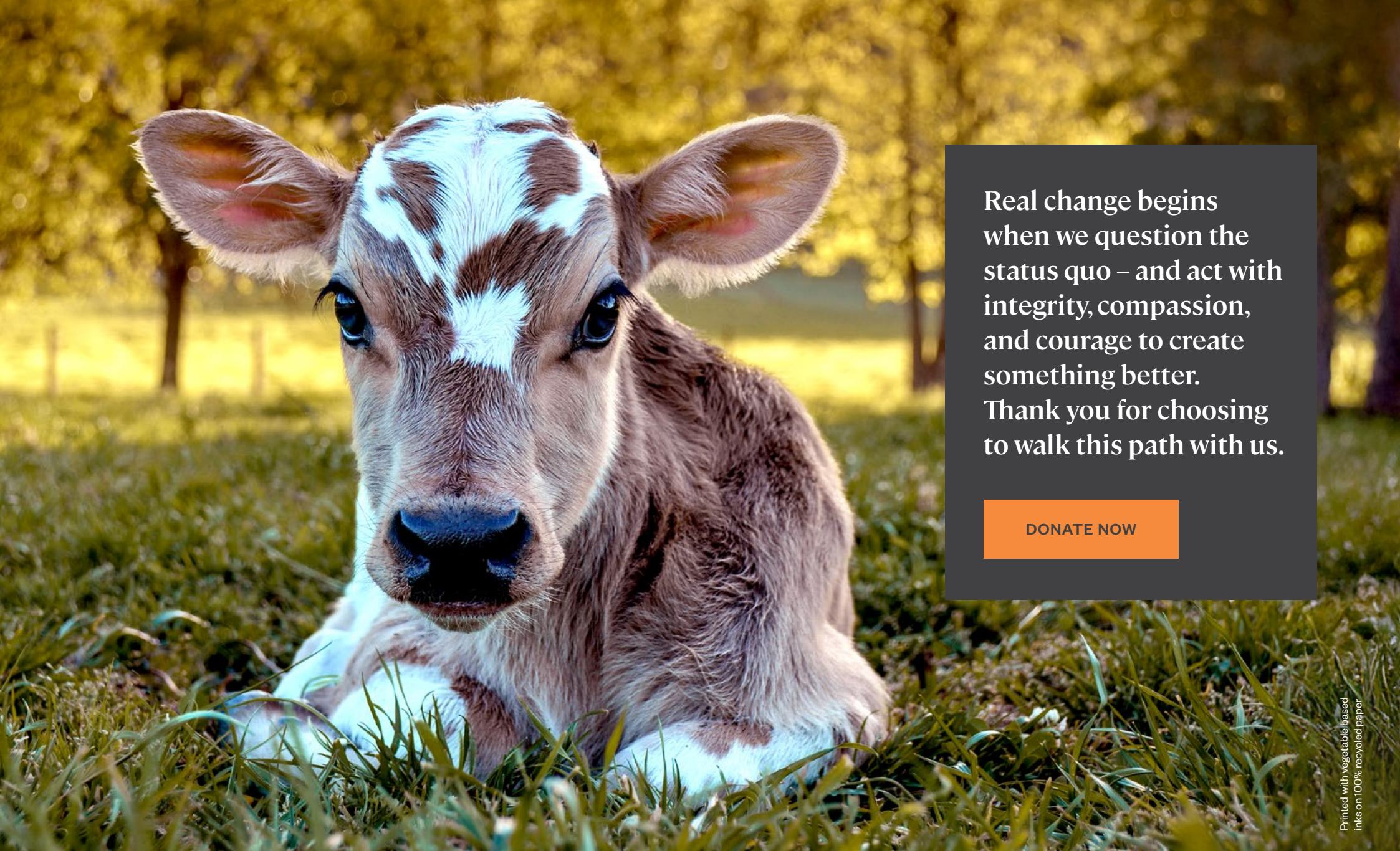
Transforming the food system

While changes to laws and regulations may help reduce suffering, they ultimately won't free animals from the broken food system that exploits them. That's why making animal-friendly eating more accessible – is a core part of our work to help animals. Every kinder meal inspired by our campaigns helps spare farmed animals, protect wildlife, and safeguard the planet we all share. ■

To provide greater clarity around our program areas, some expenses have been recategorised, resulting in updates to parts of the 2023–24 breakdown published in last year's Annual Report.



ANIMAL PROTECTION PROGRAMS	2024/25		2023/24	
Advocacy, Outreach and Lobbying	\$2,200,004	29%	\$2,279,546	29%
Farmed Animal Protection	\$1,859,597	24%	\$2,507,394	32%
Emergency Grants and International Animal Protection	\$1,828,156	24%	\$1,432,855	18%
Transforming Food Systems	\$1,567,234	20%	\$1,478,461	19%
Australian Wildlife Protection	\$227,548	3%	\$127,414	2%
	\$7,682,539	100%	\$7,825,670	100%



Real change begins
when we question the
status quo – and act with
integrity, compassion,
and courage to create
something better.
Thank you for choosing
to walk this path with us.

[DONATE NOW](#)

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