

ANNUAL REPORT

2020



ANIMAL LIBERATION

PRESIDENT & CEO'S REPORT



Welcome to our third Annual Report. We hope you enjoy it and look forward to your feedback and ideas for future reports.

Animal Liberation is producing this report to further enhance communication with members, supporters and potential animal advocates.

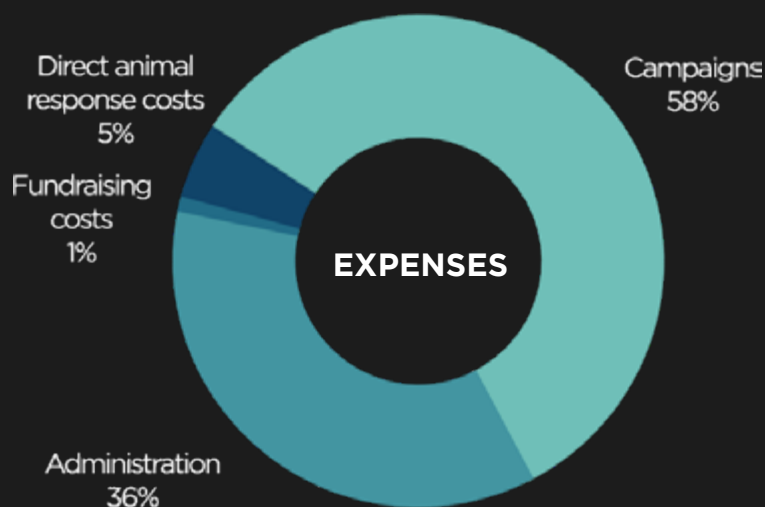
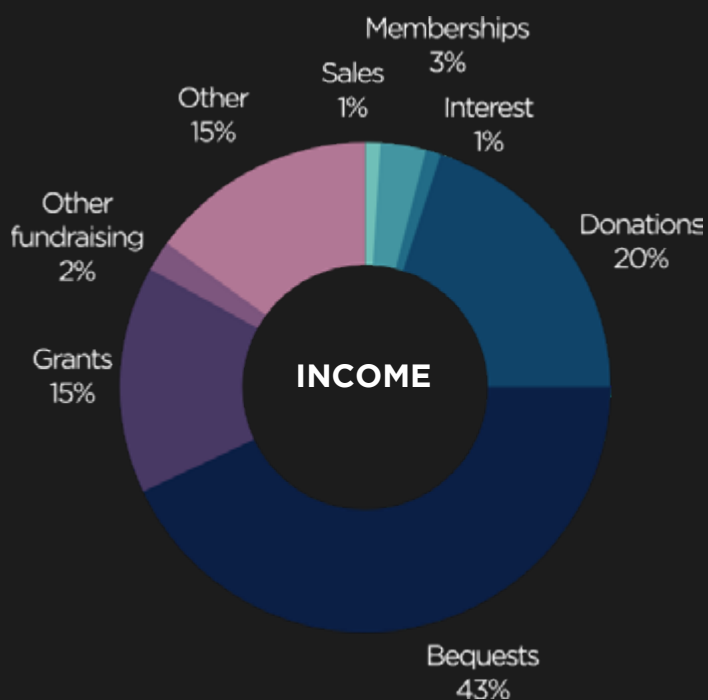
The report is part of our ever-evolving commitment to professionalism and growth for this remarkable organisation that celebrated its 43rd year and was the first animal rights group in Australia and quite probably in the world. We commenced this year with the exciting celebration that our founder, Dr Christine Townend, was awarded an Order of Australia. Prior to her establishing Animal Liberation all other groups had previously focused on welfare, to the exclusion of the right for all species to just be without human intervention.

This year has been one of enormous hardship and stress for so many Australians. We recognise the suffering to billions of animals during one of the worst fire seasons on record followed quickly by one of the largest and most severe pandemics the world has ever seen. It has been widely reported now that the majority of pandemics rise directly from animal agribusiness and this year has seen a rise in the number of vegans as a direct result. None of us know when this pandemic will cease and as of writing Europe and America are still having extremely high cases presenting every day.

Our hope of-course is that lessons will be learned and governments will act. It will still require you the reader though to continue along with us to get the message of the consequences to the human animal out caused by profit before compassion when it comes to farm animals. We will never stop fighting. Animal Liberation is grateful to you for your support and assistance in helping us campaign for all species.

We acknowledge the offices of Animal Liberation are on the traditional lands of the Gadigal people of the Eora nation and pay our respects to their elders past and present.

FINANCIALS



ADMINISTRATION: Administration staff expense, insurance, office rent, web development and hosting, postage, telephone, and electricity.

CAMPAIGNS: Campaign staff wages, advertising and publicity campaigns, stall costs, event facilities, equipment, and animal care expenses.

FUNDRAISING: Merchant fees and bank charges, printing, and postage.

DIRECT ANIMAL RESPONSE COSTS: Animal Cruelty Hotline Agent and feed and care costs.



C A M P A I G N S

THE COALITION OF AUSTRALIANS AGAINST 1080 POISON

Since forming the Coalition with other like-minded organisations and individuals, a key campaign has been the ongoing battle to ban 1080 poison throughout the country. As the only group providing expert advice to the families of victims and the broader community alike, the Coalition has experienced a groundswell of popular support. Our social media channels have attracted over 12,000 followers, with several posts reaching over half a million users. One of the primary methods we use to raise awareness is sharing first-hand accounts sourced from supporters who have experienced the trauma of losing a loved one to 1080. In doing so, we have firmly established ourselves as trustworthy and determined advocates who are willing to take reports to authorities to secure justice for grieving families. We have secured these stories in the public consciousness, with the publication of several articles on the front page of nationally syndicated newspapers and prime time television.

SUBMISSIONS

Over the four decades in which Animal Liberation has worked to permanently improve the lives of all animals, we have submitted countless submissions to such inquiries. To share our accumulated experience and expertise in animal justice issues, we regularly draft templates which supporters use to create their own submissions. In the past year alone, we have researched, written to these Commonwealth, State and local inquiries:

- The Kangaroo Commercial Review: amendments to the National Code of Practice
- The Independent Review of the Environment Protection and Biodiversity Conservation Act
- The Inquiry into the Criminal Code Amendment Bill
- The NSW Animal Welfare Reform
- The Inquiry into Australia's Faunal Extinction Crisis
- Submission to a Development Application (DA) for an intensive piggery in rural NSW (ongoing)
- The Inquiry into the Problem of Feral and Domestic Cats (ongoing)
- The Inquiry into the Long-term Sustainability of the Dairy Industry (ongoing)

SOCIAL MEDIA

Animal Liberation's socials are used to update our followers on our campaigns, raise awareness about all forms of animal exploitation, and encourage consumers to adopt a vegan diet.

This year we released a 21-Week Guide to Becoming a Conscious Consumer. The guide provides people with an insight into the animals, the industry and standard practices, while also addressing the environmental and health impacts of our desires to eat, wear, and exploit animals.



AN ANIMAL LIBERATION SUBMISSION
DA2020/0005



CAMPAIGNS & EVENTS



EVENTS

Due to COVID-19, most of Animal Liberation's events had to be cancelled this year.

CHRISTINE TOWNEND CELEBRATION

Animal Liberation's hosted a fundraiser event for our founder, Christine Townend, after she received an Order of Australia for her incomparable work for animals. The very popular and successful event was held at the historic Gardener's Lodge. Delicious vegan food was served and Craig Bennett auctioned a large number of donated art and other beautiful items. Outside flying foxes circled and chattered as if in celebration and comradery.

PUBLIC MEETINGS

Animal Liberation was only able to hold one face-to-face meeting this year, due to COVID19. We moved them online and found this has increased turnout and engagement as people are able to join in from all over the world.

This year, our guest speakers were: Dr Doug Evans, Lucy's Project founder - Anna, Ruff Sleepers operation manager - Stella, vegan psychologist - Clare Mann, and ALQ executive director - Chay Neal.

VIGILS

In collaboration with Sydney Animal Save, Animal Liberation hosts vigils outside of a chicken slaughterhouse in Western Sydney and a turkey slaughterhouse in South West Sydney. Vigils are an opportunity for us to say goodbye to the animals, raise awareness about their plight, and also connect non-vegans to the animals.

STAFF & VOLUNTEERS



STAFF

ALEX VINCE | CAMPAIGN MANAGER

Alex is a dedicated animal rights advocate with a background in education and social science who firmly believes that fighting for the rights of all animals and the abolition of all exploitation is a justice issue whose time has come. On behalf of Animal Liberation, Alex co-founded and currently runs the Coalition of Australians Against 1080 Poison, the countries only advocacy group focusing on the use of a chemical banned almost everywhere else in the world. Alex writes and researches submissions and provides expert evidence to hearings of State and Federal inquiries concerning all animal issues, from kangaroo protection, the treatment of companion animals and the agribusiness issues.

NADIA | DIGITAL & SOCIAL MEDIA STRATEGIST

Nadia has been a passionate animal rights advocate for years. She has been working on a guide to help people become conscious consumers for the animals, the planet, and our health.

ROSCOE | FARM ANIMAL CAMPAIGN MANAGER

Roscoe has been working with Animal Liberation for almost two years and has achieved extraordinary things, including editing and putting together videos for many ground-breaking campaigns.

BARRIE TAPP | 1800 CRUELTY HOTLINE AGENT

Barrie Tapp and the 1800 Hotline completed another busy and productive year that included investigating complaints and rescues, lobbying and reporting matters to authorities. Barrie took over 200 calls around Australia and in turn, made quadruple calls to enlist help for animals. While Covid prevented him from travelling to sale yards and other enquiries he was busy focusing on pony/horse riding facilities and his tenacious work had media running articles for perhaps the first time on the unregistered exploitation of these animals. Barrie also made representation on behalf of systemic cruelty and neglect at a property with former racehorses. Other cases included unprofitable calves being drowned in a damn, following his work the DEPI prosecuted. Barrie has also pushed Racing Victoria to acknowledge that stud farms are not registered and as such, there is no control of over breeding. He provides a wealth of knowledge when speaking with callers and advises them of their legal rights for companion animals.

KYLIE | BOOK-KEEPER & ADMINISTRATION

Kylie has been a supporter of animal rights for many years and is happy to be using her financial skills to support Animal Liberation to continue its vital work into the future.

VOLUNTEERS

Animal Liberation is very grateful to have truly remarkable volunteers including

LYDIA has provided her unique social media skills to help ensure that our Facebook ads (for much-needed funds) have reached the highest number of people possible. Her unflagging work to assist us is deeply appreciated. She is also redesigning our new website - stay tuned!

LISA RYAN has once again been indefatigable this year, helping write press releases, communicating with politicians on various campaigns, writing superb submissions to government, and always being there to offer advice and assistance

JASMINE LOPEZ has assisted in writing blogs for our website utilizing her skills and research prowess.

Thank you to all who volunteer their time to assist animals and Animal Liberation.



AL BRANCHES

Our branches in Newcastle, Central Coast, and now in Bateman's Bay are going well but have also been affected by Coronavirus. They are all, however, already planning for a big 2021!

Our thanks to Rochelle Woods, Laurelle Griffiths, Jasmine Shaw, and Coral Anderson.

ROCHELLE | AL NEWCASTLE

Animal Liberation Newcastle has a fantastic bunch of very passionate and committed animal activists. We range from 14 to 85 years old and everyone and anyone is welcome!

"Our goal is to stop all forms of animal cruelty in our area. At our monthly meetings we discuss the best strategy we can to oppose and put a stop to it, from protests to petitioning the council."

We are always looking for more people to join our group - so if you would like to get involved in animal activism and live in the Newcastle, Lake Macquarie, or Hunter areas, there's a role available for anyone, regardless of your skills. We are a very welcoming, friendly group - so please don't be shy! Come along and meet some like-minded souls and help give the animals a voice!

JASMINE | AL CENTRAL COAST

I have been running the Central Coast sector of Animal Liberation for around 2 years now. Unfortunately, the involvement from Central Coast community members took quite a fall in the last year or so and as a result meetings have taken a pause. Nevertheless, I am working to build this back up so hopefully this piece will help involvement. If anyone is interested in being involved or wants to attend meetings, please contact sydneyhq@animal-lib.org.au and hopefully we can get meetings back up and running.

We made a big achievement thanks to the hard work of some very dedicated volunteers in that Council stopped allowing circuses with exotic animals to perform on Council land, however, involvement from community members has taken a fall and therefore limited further actions in other areas of concern. We are trying to build this back up so that we can keep achieving wonderful things like the win with Central Coast Council.

CORAL | AL BATEMANS BAY

The Batemans Bay branch has been running for just over one year now. We were doing markets stalls as at least once a month at Corrignas Beach Reserve Batehaven (Batemans Bay) (sometimes twice a month), street stalls, as well as weekly Batemans Bay market stalls. Due to the fires and coronavirus, we have been unable to run these stalls, but can't wait to get back into it.

We are currently running a petition highlighting the cruelty to animals in rodeos to present to our council who issues the licence for our own local rodeo, which occurs annually on New Years Eve. We recently held an outreach stall on Melbourne Cup to highlight the cruelty in the horse racing industry.

I am also considering running for council again, with the Animal Justice Party.





DIRECTORS



DIRECTORS

ANNE HALL

Qualifications: Registered Nurse, Graduate Diploma Quality Improvement in Health Services, Masters of Applied Management (Health).

Experience: Co-Founder and leader of Companion Rabbit Advocates, long-time Director of Animal Liberation, and is a representative for the animals on the National Health and Medical Research Council (NHMRC) Animal Welfare Committee. Anna has also served on the executive of many leading animal organisations such as Animals Australia. After a decade as a Project Manager in the Ministry of Health, Anna is now a consultant and contractor for animal protection organisations. She is active in the rescue, rehabilitation and re-homing of the other/greater than human animals in need of help.

SHARRON WOODWARD

Qualifications: Bachelor of Social Science (Social Welfare), Diploma of Management Experience Unit Manager Juvenile Justice employed by the Department of Justice.

Experience: Unit manager Juvenile Justice, employed by the Department of Justice

HAZEL STEPHENS

Qualifications: BA (Hons) in History & Religious Studies, Postgraduate Certificate in Education.

Experience: Charlotte is a qualified teacher and has taught in high schools since 2003. She also has a Masters degree in International Development, and prior to teaching, worked for NGO's in London. Charlotte has run a number of human, environmental and animal rights groups for high school and university students and has been volunteering for Animal Liberation since 2007.

GORDON BRADLEY ELKINGTON

Qualifications: Bachelor of Science (Hons) (Sydney), Master of Science (Warwick), Doctor of Philosophy (Warwick), Master of Laws (Sydney).

Experience: Lecturer in Mathematics, University of Sydney (1971-1974), senior lecturer in law, University of Sydney (1979-1996), barrister of the Supreme Court (1979-2017), member of the Legal Qualifications Committee (1982-1996, 1998-2017), director of Pymont Community Bank (2015-2017), director of other public investment companies, supporting New South Wales Senate candidate for the Animal Justice Party (July 2016).

CAROL BELLENGER

Qualifications: B.A. (Hons) in Psychology, Master in Clinical Psychology, Master in Criminology

Experience: Carol is a qualified psychologist currently working as a professional learning and development specialist within the human services. She also holds project management qualifications and is experienced in organisational change. Carol also has had extensive experience working with Federal and State governments in mental health portfolios, event management, ministerial liaison, chairing sub-committees and representing the Government at expert and advisory panels.

MARK NESTOR

Qualifications: Certificate IV in Financial Services

Experience: Mark has worked as a Relationship Manager for a Credit Union/Mutual Bank for 17 years and in the finance industry since 1986. Mark has been involved with Animal Liberation NSW as an active volunteer since 2011 including information stalls, protests and has been a team leader for ALNSW at Duck Rescue in Victoria. Mark was also on the Sydney Pig Save Committee for a number of years.

MEETINGS

Our thanks to all directors who always go above and beyond in helping on stalls, lifting and carrying, providing advice, seeking new ways to raise funds, assisting where necessary and giving so much volunteer time to this organisation.

During the financial year, 6 meetings of directors (including committees of directors) were held. Attendances by each director during the year were as follows:

Anna Hall	6
Sharron Woodward	4
Hazel Stephens	6
Gordon Elkington	6
Mark Nestor	2
Carol Bellenger	3

