



# ANNUAL REPORT

21/22

ANIMAL LIBERATION



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Animal Liberation's  
**Mission**

**To permanently improve the lives of all animals through legislation, consumer advocacy, action, and education.**



# A Message from our President and CEO

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

Inside these pages you will see our hard-working staff and volunteer highlights and their continuing dedication to fighting for the rights of all animals. It is nothing short of remarkable the large amount of work generated by our small team.

That includes a powerful exposé of a rabbit meat factory farm in Victoria and the petition of more than 120,000 to get these places banned. The Coalition Against 1080 campaign has resulted in people around the country sharing their own personal accounts of the distressing suffering and death of their companion animals and has become the pivotal place to raise awareness about 1080. Submissions to local and state governments about animal issues across the spectrum have assisted in righting conceptions about conditions for animals in Australia. Media now contact Animal Liberation directly for comment given their trust in our organisation.

Our free-call 1800 Cruelty Hotline continues into its 15th year of providing support for people across the country and an anonymous avenue with which to report neglect and cruelty to animals.

Social media across the board ensures people from all walks of life hear our truth.

Thank you dear Supporter because without you we could not achieve these things for all species.



Lynda Stoner



We acknowledge the Traditional Owners of the land on which we work, and pay our respects to Elders past and present. Aboriginal sovereignty was never ceded.



# Animal Liberation Directors



## ANNE HALL

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

**Experience:** Co-Founder and leader of Companion Rabbit Advocates. Long-time Director of Animal Liberation. 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, Child Protection caseworker, Director at NSW Hen Rescue, and Drug and Alcohol Support Worker.



## 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 (1979-2021), member of the Legal Qualifications Committee (1982-1996, 1998-2021), director of two public investment companies, supporting two New South Wales Senate candidates for the Animal Justice Party (July 2016).



## CHARLOTTE 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.



## Directors

# Meeting Attendance

As always our directors have been working hard throughout the year to ensure fiscal viability and seeking ways to improve Animal Liberation's fundraising. They have also been on the ground this year outside the Sydney Fish markets protesting about wet markets and their link to pandemics. Our directors receive no financial compensation.

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

<b>Anna Hall</b>	<b>6</b>
<b>Sharron Woodward</b>	<b>6</b>
<b>Hazel Stephens</b>	<b>6</b>
<b>Gordon Elkington</b>	<b>6</b>





# Animal Liberation Employees

## ALEX VINCE | CAMPAIGN MANAGER

Alex's previous experience in disability care and education has informed his approach to his current work. With a background in social science, Alex believes that advocating for the rights of animals follows a strong historical trajectory that intersects with many social justice issues. This year, Alex is proud of continuing our work to permanently improve the lives of all animals. In particular, he is proud to have cemented our work as Australia's leading advocacy organisation dedicated to banning 1080 poison, organised ongoing outreach via markets, provided informed and convincing responses to several key community consultation processes, and secured Animal Liberation's presence in several national and international coalitions.

## ROSCOE | FARM ANIMAL CAMPAIGN MANAGER

With a strong sense of justice, Roscoe's mission is to help bring hidden atrocities to light. He believes that awareness is one of the most important pillars of a progressive society. With a background in IT, photojournalism and investigative research, Roscoe brings a technical background and an eye for detail to the Animal Liberation team. Working primarily in the area of farmed animal campaigns, Roscoe conducts field and web research and networks with informants, authorities, law firms, and media outlets to report animal cruelty and produce stories to inform the public of animal rights issues.

## NADIA | DIGITAL & SOCIAL MEDIA STRATEGIST

Nadia has always held a deep respect for all animals and their sentience. It was her fundamental belief that all animals deserve equal protection under the law that led her to her role at Animal Liberation. Nadia achieves the difficult balance of showcasing a broad range of animal species, all with unique traits and needs, and the evidenced concept that all sentient species have the capacity to experience both positive and negative states, as 'someone' not 'something' and then links this to encouraging consumers and the broad public to broaden their awareness and make ethical lifestyle choices. Nadia manages Animal Liberation's social media platforms, including contact from supporters, and our revamped and expanded website ensuring its accessibility and up-to-date content. In addition, Nadia researches and compiles many of Animal Liberation's blogs and member/public communication and ongoing events. Nadia plays a pivotal role in bringing many of Animal Liberation's campaigns and member actions to life through her creation of powerful graphics and posts.

## KYLIE | FINANCE OFFICER (PART-TIME)

Kylie uses her extensive financial and administrative experience to make sure that Animal Liberation is efficiently using and optimising all available resources to the benefit of our campaigns, and for the animals.







**BARRIE TAPP | 1800 CRUELTY HOTLINE AGENT**

With police academy training, expertise in equine studies and five decades of animal welfare experience, two of which were served as chief inspector and training officer with RSPCA Victoria, Barrie is an invaluable member of the Animal Liberation team. As the operator of our 1800 Hotline, Barrie acts as a “watchdog” over government animal welfare agencies that have the privilege of enforcing an act of parliament in all states and territories. Achievements over this period include: reporting the absence of shelter and shade for farmed animals to department officers and improvements within a week; overseeing horse sales in all states where complaints have been rectified after Barrie’s involvement where animals had to endure muddy and no shelter conditions and stress of transportation and improvements rectified immediately; bobby calf sales attended and reported infringements. Scale buyers are also visited to ensure that animals are not kept for a longer time than needed. The 1800 Hotline is available 24/7 and, many times, calls are for advice only. Barrie has also been invited to speak at schools and recently wildlife warriors in the investigation of wildlife investigative skills. 1800 visits circuses to ensure captive animals have access to sufficient cage sizes and conditions. Barrie and 1800 have a great working relationship with all animal welfare agencies including the police. 1800 will continue to seek meetings with RSPCA and all other animal welfare organisations for the betterment of animals. 1800 continues to visit anywhere there are animals, including schools, pet shops, sale yards, and petting shows.



## Animal Liberation Volunteers

**LISA RYAN | REGIONAL CAMPAIGN MANAGER**

Lisa combines her project management, dispute resolution (internal ombudsman) and communications background and applies these skills and experiences to all her Animal Liberation work for all beings in our shared environment. Using her broad knowledge of and interest in politics, and political systems and structures, Lisa navigates the political arena strategically and effectively to develop strong collaborative relationships to strengthen campaigns and advocacy and hold decision-makers to account through parliamentary questions, budget estimates hearings, submissions, media and campaign actions. Lisa has a strong interest in grassroots (people power) fuelled campaigns, strategically linking the inter-connecting issues that risk, impact and threaten animals, the environment and vulnerable people. Accordingly, Lisa is adept at using this platform to harness a wider and more receptive audience and supporter base.

**MIKE & NAMAAN | K&R ANIMAL LAW**

Our deepest thanks, as always to Mike and Namaan at K&R Animal Law. They have provided their services, pro bono, on more than one campaign. Their expertise and legal skills have been invaluable. They have always been available to speak with us and to speak on our behalf and that of the animals we serve.

If you would like to assist with research, writing, or at stalls, please contact Alex at [alex@animal-lib.org.au](mailto:alex@animal-lib.org.au).



## Animal Liberation Branches

Animal Liberation has local branches in Newcastle, Central Coast, and Bateman’s Bay. Because of Covid it has been difficult for branches to hold events, however, they plan to host more in the upcoming future.

Our deepest thanks to Coral Anderson for leading the Bateman’s Bay group as she has done for several years.





“Never depend upon institutions or government to solve any problem. All social movements are founded by, guided by, motivated and seen through by the passion of individuals.”

- Margaret Mead -



# Animal Liberation

## Member organisations

Animal Liberation is proud to be a part of:



### COALITION AGAINST 1080 POISON

A network of Australian organisations dedicated to banning the use of sodium fluoroacetate (1080).



### Open Wing Alliance

Our coalition works together towards a shared goal: to end the abuse of chickens worldwide.



### IKPA

International Kangaroo Protection Alliance

### INTERNATIONAL KANGAROO PROTECTION ALLIANCE

IKPA is an alliance of non-government groups and experts committed to increasing the visibility both nationally and internationally about kangaroos and their need for greater protection.



### NETS OUT NOW COALITION

Nets Out Now Coalition is committed to improve protection for both beach-goers and marine life within Australian waters, as well as positioning Australia as a global leader on shark mitigation, leading to improvements in human safety, tourism, conservation and reputation.



### ANIMAL RIGHTS ACTIVISM SYDNEY

A collective of abolitionist animal rights organisations in Sydney, Australia.



### SAY NO TO BLANTYRE FARMS IN HARDEN

Say No to Blantyre Farms in Harden' is a grass roots group that has been fighting a large-scale DA for an intensive piggery since December 2015 alongside Animal Liberation. The first DA was refused in 2017 and we are currently opposing a second DA.



## Campaigns & Advocacy

# Long-Term

Due to COVID19, some of our campaigns have been delayed until next year. Below is a summary of our long term campaigns. Each of these campaigns aims to educate the public on current laws and standards, as well as the welfare and ethical issues. To take action or learn more about our current and past campaigns, please visit [al.org.au/our-campaigns](https://al.org.au/our-campaigns).

### EXPOSING A VICTORIAN RABBIT FARM

In September 2021, Animal Liberation received footage, taken by undercover investigators, of a rabbit meat farm in Victoria. The footage depicted rabbits bred in filthy conditions and showed sick and injured breeding rabbits suffering slow deaths. After reviewing the footage, Animal Liberation reported the rabbit farm to Agriculture Victoria, requesting immediate action. We also notified Victorian MP Andy Meddick to follow up with the complaint and passed the footage on to respected media outlet, The Age, to release the story publicly.

Though Agriculture Victoria conducted an investigation, the government spokesperson stated “the investigation was finalised, living conditions met code of practice requirements and health issues were being treated”. As such, the spokesperson confirmed that “no further action would be taken”. This was despite the Age reporting that certain rabbits were euthanised, likely due to the severity of their injuries, and that this fact breached welfare standards. Animal Liberation believes that Agriculture Victoria’s investigation may have resulted in the euthanasia of many rabbits, rather than prompting urgent and compassionate veterinary care.

Under the Victorian Freedom of Information Act, we applied for access to Agriculture Victoria’s investigation report. However, the files came back heavily redacted, intentionally concealing crucial information.

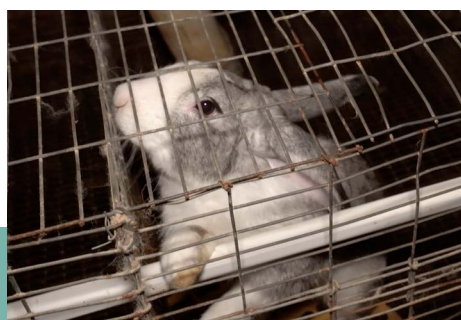
We sought an explanation for Agriculture Victoria’s decision and lack of action to protect these rabbits. They responded by stating that the evidence was inadmissible because it was obtained without permission. Because of the lack of justice for these rabbits, Animal Liberation accessed legal support to pursue our claims. We argued that in the public’s interest, the footage should still be admissible, despite it being filmed covertly – but this was rejected. While the footage showed breaches to Victoria’s animal protection legislation, the function of current laws means the misconduct cannot be penalised as it could be a “misunderstanding” or “misinterpretation”.

The current system relies on workers recording and reporting cruelty or individuals turning themselves in. On top of this, the decision-makers in positions of power to act on animal cruelty complaints are the same people who profit off of a farmed animal’s existence. This is a clear conflict of interest, as without oversight from an independent regulator, economic interests continue to be prioritised over animal welfare.

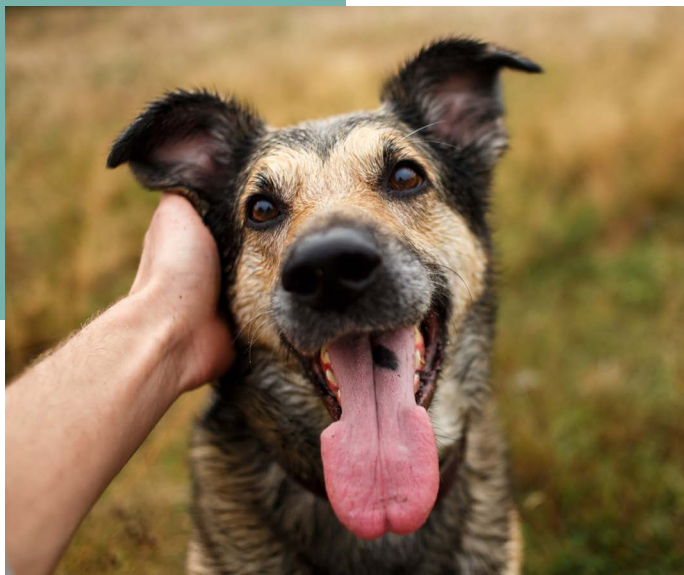
We are deeply disheartened and frustrated by this outcome, but we have not given up. We focused our campaign on showing consumers that the most powerful way to stop cruelty from occurring in the future is by ending the demand for animal meat. We also drafted a letter, which is available to download on our website, for consumers to edit and send to any restaurant they know that sells rabbit meat.

This campaign also assisted Victorian MP, Andy Meddick, when he introduced a bill to ban rabbit farming in Victoria. This petition has approximately 120,000 supporting signatures.

Visit: [al.org.au/rabbits](https://al.org.au/rabbits)







## BATTLE TO BAN 1080 POISON

1080 poison is an animal welfare crisis and a chemical emergency. It is a colourless, tasteless and odourless toxin with no known antidote. It is lethal to all living organisms and is banned nearly everywhere else in the world. Animal Liberation is proud to be a founding organisation member of the Coalition Against 1080 Poison, Australia's leading advocacy network dedicated to banning 1080 poison.

This year, we have achieved growing recognition of the work that we do under the Coalition. This includes interviews on prime-time state television and articles in leading news platforms, such as the Guardian.

To date, we have over 33,500 signatures across two key petitions and a dedicated email list over 11,000 activists strong.

Visit: [ban1080.org.au](http://ban1080.org.au).

## POUND AND SHELTER REFORM

The NSW Government is failing vulnerable impounded animals and NSW communities. Not only are NSW pounds and shelters killing thousands of impounded animals, the level of non-compliance in many publicly funded impounding facilities and management practices is also contributing to extensive animal suffering, misery and deaths.

In August 2021, Animal Liberation exposed Bourke Shire Council after it shot dead adult dogs and unweaned puppies. Our media exposure unleashed a global media storm and calls for immediate legislative reform.

Our petition with a 15-point plan, sets out the essential steps needed to overhaul and reform NSW's broken pound and shelter system. To date we have 3,626 supporter signatures.

Animal Liberation has proactively engaged with the NSW Office of Local Government and its contracted consultants about progressive pound and shelter management practices.

Visit: [al.org.au/nsw-pound-shelter-reform](http://al.org.au/nsw-pound-shelter-reform).



## BAN THE WHIP

In January 2022, Animal Liberation launched a campaign to ban the whip. The campaign's aim is to break down the common misconceptions that whips do not hurt, are vital for jockey safety, and improve the horse's performance. We also monitor the NSW Steward reports and record the number of times a jockey has broken the racing whip rule by exceeding the permitted strikes of the whip and if they were penalised or not. We found that between 1st January 2022 and 31st June 2022, 94.6% were not penalised, 3.2% received a fine, 1.5% were reprimanded, and 0.7% were suspended.

While we want to see an end to racing altogether, banning the use of a whip will alleviate some of the horses suffering until that is achieved. And we are not alone. Leading jockey trainers, Michelle Payne and Lloyd Williams, have also called for banning the use of whips.

Visit: [al.org.au/ban-the-whip](http://al.org.au/ban-the-whip).





# Campaigns & Advocacy

## Short-Term

In addition to our long-term campaigns, we've also run numerous short campaigns, and direct actions (submission templates and letter campaigns) to lobby the federal, state, and local government on issues which impact animals and their wellbeing. We break down, research and respond to government inquiries and proposals that would harm animals, the environment and local communities. We create effective templates with key points to help our supporters have their say on these important issues.

### SUBMISSION TEMPLATES

#### **Greyhound Racing Track (Centre of Excellence), Chinderah, Tweed**

Animal Liberation has continued to raise objections and concerns in the media, social media and through supporting state MP's about the proposed new greyhound track at Chinderah in the Tweed region. After we ran a state parliament e-petition, we launched our current Oppose the Tweed Greyhound Track petition. It has harnessed over 4,800 signatures and continues to grow. Public pressure ensured the initial planning development was withdrawn by the Applicants and we are now awaiting a revised DA so we can continue our campaign.

#### **Draft Kosciuszko National Park Wild Horse Heritage Management Plan 2021, NSW**

In November 2021, the NSW Government released the Draft Wild Horse Management Plan, which outlined a number of control methods that may be used. Animal Liberation drafted concerns and recommendations and created a template submission for supporters to use. 347 people took action.

#### **Greyhounds Development Application DA 2021/129, Muswellbrook Shire**

In November 2021, Greyhound Racing NSW (GRNSW) lodged a regionally significant Development Application for a large-scale Animal Boarding and Training Facility in the Muswellbrook Shire Local Government Area (LGA) to warehouse discarded industry greyhounds. Animal Liberation compiled an objection submission and called on compassionate people to join us in opposing the facility. Almost 1,000 people took action. The DA is currently under review.

#### **Animal Training or Boarding Establishment DA 0520/21, Coffs Harbour City**

In November 2021, Animal Liberation compiled an objection submission template against the proposed expansion of an existing Coffs Harbour City Council puppy factory. Almost 800 supporters lodged an informed objection. Animal Liberation also submitted a comprehensive objection. This resulted in the Applicant's withdrawing their planning proposal.

#### **Jerrara Dog Breeding and Sales DA 10.2021.253.1, Kiama Council**

In December 2021, Animal Liberation launched an objection submission template for supporters to oppose Development Application for a commercial dog breeding facility in Kiama. We also lodged our own comprehensive formal objection submission. This DA has since been withdrawn.

#### **Grenfell Poultry Breeder Farm DA SSD-13855453**

In January 2022, Baiada lodged a State Significant Development Application (DA) to expand its operations in Grenfell, in the Weddin NSW. Animal Liberation lodged our own objection submission and created a template for our supporters to lodge. Despite over 1,000 concerned members of the public sending in an objection submission, the facility was approved.



### **Central Coast puppy factory**

In February 2022, a controversial Development Application (DA) Modification for a commercial dog breeding and intensive housing facility on the NSW Central Coast, was publicly advertised. The facility had been established without consent in 2019 and Animal Liberation joined forces with concerned local residents and assisted them in writing objection submissions. Over 1,000 people used our objection template. This campaign remains ongoing and we have continued to receive solid media coverage and community interest.

### **NSW Animal welfare inquiry**

In March 2022, the NSW Government announced a series of reforms that implicitly recognised the shortcomings in the current animal welfare framework and acknowledged that there is an urgent need for modernisation. Animal Liberation provided some basic recommendations to improve the fate of animals across the State. 1,626 animal welfare advocates signed our petition in support of our recommendations.

### **LETTERS TO THE GOVERNMENT**

We also created letter templates targeting ministers, for our supporters demanding protection.

### **KANGAROO SLAUGHTER**

Animal Liberation called on supporters to email the Legislative Council asking them to support the Kangaroo Protection Bill.

## **Campaigns & Advocacy**

# **Submissions**

Animal Liberation continues to submit submissions to national, state and local government inquiries. We also use these submissions to draft templates for supporters to use and add to, creating a stronger voice for the animals.

In the past year alone, we have researched and written to the following inquiries:

- Draft NSW Commercial Kangaroo Harvest Management Plan 2022-26
- Inquiry into the Health and Wellbeing of Kangaroos and Other Macropods in NSW
- Inquiry into the definition of meat and other animal products
- Wildlife Regulations Review 2021
- Victorian Government's review of Mandatory reporting of animal fate data by shelters and pounds
- DA No. 2021/129 – Muswellbrook Council DA GRNSW Greyhound Facility
- Proposed Changes to Conservation Planning Decisions
- Draft Kosciusko National Park Wild Horse Heritage Management Plan
- Review of Live Sheep Exports by Sea to, or Through, the Middle East During the Northern Hemisphere Summer
- Draft Marine Parks Network Management Plan
- Jerrara Dog Breeding and Sales DA 10.2021.253.1
- NSW DPI, Licensing and regulating cat and dog breeders – Consultation Paper
- SSD-13855453: Baiada Pty. Ltd.
- Racing Regulation Act Review
- DA Modification No. 97/2020/A – Central Coast Intensive Dog Breeding Facility
- MID-1021-0543: Greater Brisbane Greyhound Centre
- Inquiry into the Approved Charitable Organisations under POCTAA
- Inquiry into Food Production and Supply in NSW
- Inquiry into Animal Welfare Policy in NSW
- Inquiry into the Use of Primates and Other Animals in Medical Research in NSW
- Select Committee on the Response to Major Flooding across New South Wales in 2022
- Animal Boarding and Training establishment DA 16-2021-926-1, Port Stephens Council

You can read most of our latest submissions at [al.org.au/submissions](https://al.org.au/submissions).



A photograph of a lush green field of grass in the foreground, extending to a clear, bright blue sky that occupies the upper two-thirds of the frame. The grass is vibrant and appears to be blowing slightly in the breeze. The sky is a uniform, deep blue, providing a high-contrast background for the white text.

## Animal Liberation's Goal

**A world where all animals are  
free from human harm.**









# Animal Liberation Events

## PUBLIC MEETINGS

Animal Liberation hosts public meetings where we invite guests to speak about different animal welfare issues and explore the ways we can help the animals. This year we hosted four online public meetings. We are thankful to all of our wonderful guests, for taking the time to share their knowledge with others.

This year we heard from Alex Vince (Animal Liberation), Roscoe Osborne (Animal Liberation), Lisa Ryan (Animal Liberation), Chris Delforce (Farm Transparency Project), Elio Celotto (Coalition for the Protection of Racehorses), Elise (Four Paws), Jemilah (Environmental Defenders Office), Kristin (Melbourne Against Horse Drawn Carriages), Catherine Kelaher (NSW Hen Rescue), Teja Brooks Pribac (Author), David Brooks (Professor and author), Steve Garlick (Possumwood Wildlife), Gerard Bisshop (Eating Our Way To Extinction), Sophia Fletcher (Singer), and Elizabeth Usher (Singer).

If you would like us to hold face-to-face public meetings again please let us know at [sydneyhq@animal-lib.org.au](mailto:sydneyhq@animal-lib.org.au).

## OUTREACH STALLS

Animal Liberation held six outreach stalls at the Sydney Vegan Markets this year. At our stalls, people can come to learn about animal rights issues and support our campaigns by signing petitions, buying merchandise, and volunteering.

## PROTESTS

This year, Animal Liberation co-hosted several protests, including:

### Horse racing protest

Animal Liberation, the Coalition for the Protection of Racehorses, Sydney Animal Save and the Animal Justice Party NSW supporters came together to protest the Melbourne Cup in November 2021 and Championships in April 2022.

### Kangaroos Are Not Shoes

Animal Liberation, World Animal Protection, Kangaroos Alive, Animal Justice Party NSW, Animals Australia, Animal Rights Activism Sydney, Collective Fashion Justice, Animal Save, Victorian Wildlife Shelters Coalition, Kindness Project, and Center for a Humane Economy supporters came together to peacefully protest the kangaroo massacre by Nike. Nike is a key driver of the Australian kangaroo industry, as they are one of the world's biggest purchasers of kangaroo skins, which they use to make "k-leather" football boots. These protests are also supported by an online action, which asks supporters to email Nike, asking them to end the use of kangaroo skins.

### Drop Croc

Animal Liberation supported the Kindness Project, Collective Fashion Justice, and Farm Transparency Project's in asking Hermès to end their torture of precious native wildlife for their luxury bags. These protests are supported by an online letter campaign, which asks supporters to email Hermes, asking them to end the use of crocodile skins.

### Sydney Animal Rights March 2022

400 animal lovers joined Animal Liberation, Animal Rights Activism Sydney, Vegan NSW, Animal Save, and the Animal Justice Party NSW in a silent march to raise awareness about the systemic abuse of non-human animals under Australian law.





We are getting together again for an end of year celebration.



# Animal Liberation's Message

**Treat everyone with compassion,  
love, and respect.**





## Campaigns & Advocacy

# Social Media

Animal Liberation has a strong presence on Facebook, Instagram, LinkedIn, Twitter, and YouTube. We use these platforms to raise awareness about animal exploitation, encourage people to take various actions – petitions, letter campaigns, and pledges – and inspire consumers to live kindly. Our website acts as a central hub for our campaigns and a place for consumers to learn about animal rights issues.

As an organisation, our message is always about being compassionate towards all animals. We use images, videos, blog articles, petitions, pledges, letter campaigns, and events, to help consumers make connections with the animals who are suffering and inspire them to take action. Our social channels continue to grow and our campaigns have organically reached over a million people this year.

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## Animal Liberation

# Media

In a fiercely competitive media environment, Animal Liberation has continued to accrue an impressive portfolio of credible and influential media cover where our media releases are published without undue media editing. Journalists increasingly canvass Animal Liberation for statements and opinions, confident we can and will respond in a timely, accurate and confident manner, including 'live' interviews because of our depth of knowledge across a broad range of subject matter, and an intuitive understanding of the media outlet's target audience. This year, we have had many exposés and articles published in local, national and international news outlets. Animal Liberation also continues to engage constructively with other like minded organisations to harness important media opportunities.

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## Animal Liberation

# Testimonies

Animal Liberation has proactively addressed a number of NSW Local Government Councils' during public forum opportunities in response to final reports for harmful planning proposals and in support of animal friendly motions put forward by progressive councillors.



# Animal Liberation's Achievements

Animal Liberation has continued to advocate on behalf of all species. Below are a few key achievements from the past year.

- Exposed an intensive rabbit meat farm in Victoria and gained worldwide exposure. This expose assisted MP, Andy Meddick's Bill calling for an end to ban rabbit farming in Victoria. His Bill was accompanied by a petition, which has received 120,000 signatures.
- Launched a campaign to ban the whip, which focuses on breaking excuses used by the industry and highlights how jockeys are not being penalised for breaking the whip rule.
- Launched a pound and shelter reform campaign, which includes a 15 point plan to overhaul the industry. We have gained 3,626 signatures in support to date.
- We have submitted over 21 formal public submissions in response to development applications and government inquiries and reviews. By compiling submissions, we ensure that the animals, environment, and community are represented. A significant number of our objections have ensured decision-makers adhere to thorough assessments where we have challenged criteria, much of which would otherwise have been ignored.
- Animal Liberation provided sworn testimony to government inquiries and submit informed expert comments across policy matters.
- Designed eight public submission templates and letters in response to development applications and government inquiries and reviews, allowing supporters to have their say on important animal welfare issues..
- Continued to work collaboratively with rural and regional community groups, local residents, whistle-blowers, like-minded organisations, MP's, government departments, animal welfare agencies, and media – to create a kinder world for animals.
- Garnered an extensive record of quality media regarding a broad range of issues, published in local, national, and international news with Animal Liberation being approached to comment.
- Active participation in compiling strategic and important state and federal government 'without notice', 'with notice' and 'budget estimates' questions and supplementary questions.
- We have over 33,500 supporting signatures to ban 1080.
- The creation and ongoing support of several 1080 Action Groups in NSW and Victoria, including the Blue Mountains, which became the first local government to issue a ban on the use of 1080 in Australia. This has included the creation of high-level professional advice and the development and providing various campaigning tools for grass-roots community groups.
- Provided support to families grieving the loss of a loved one to 1080 poison. We assist them by reporting the death of companion animals to relevant state authorities because their families are often too traumatised to do so themselves.
- Animal Liberation has a strong presence on Facebook, Instagram, LinkedIn, Twitter and YouTube. This year we have reached over one million people on our social media channels.
- We held four public meetings throughout the year with some of the finest speakers in Australia.
- Animal Liberation co-hosted a number of events, including protests against horse racing, the slaughter of kangaroos for Nike shoes, the use of crocodiles for handbags by Hermes, and the Sydney Animal Rights March, which 400 compassionate people attended.
- Held six stalls at the Sydney Vegan Markets, where we have been able to engage with the community and raise awareness about campaigns.



“The arc of the moral universe is long,  
but it bends toward justice.”

- Dr. Martin Luther King Jr -





“Choose being kind over being right, and you’ll be right every time.”

– Richard Carlson –





## Bequests

# A Legacy of Love

By leaving a bequest to Animal Liberation, you are continuing to help the lives of animals well beyond your years. Your generosity ensures that Animal Liberation can plan for the future. On your behalf, we will continue to investigate, educate, liberate, and advocate for all animals.

Please let us know if you plan on leaving Animal Liberation a bequest, so that we can ensure your wishes are carried out and we can express our thanks to you. More information can be found on our website:

[al.org.au/leave-a-bequest](http://al.org.au/leave-a-bequest).

We gratefully acknowledge and remember the compassionate and generous people who left bequests this year. Thank you, *Wienslow Tomczak, Jane Costigan, Veronica Probets, and John Brindley*.

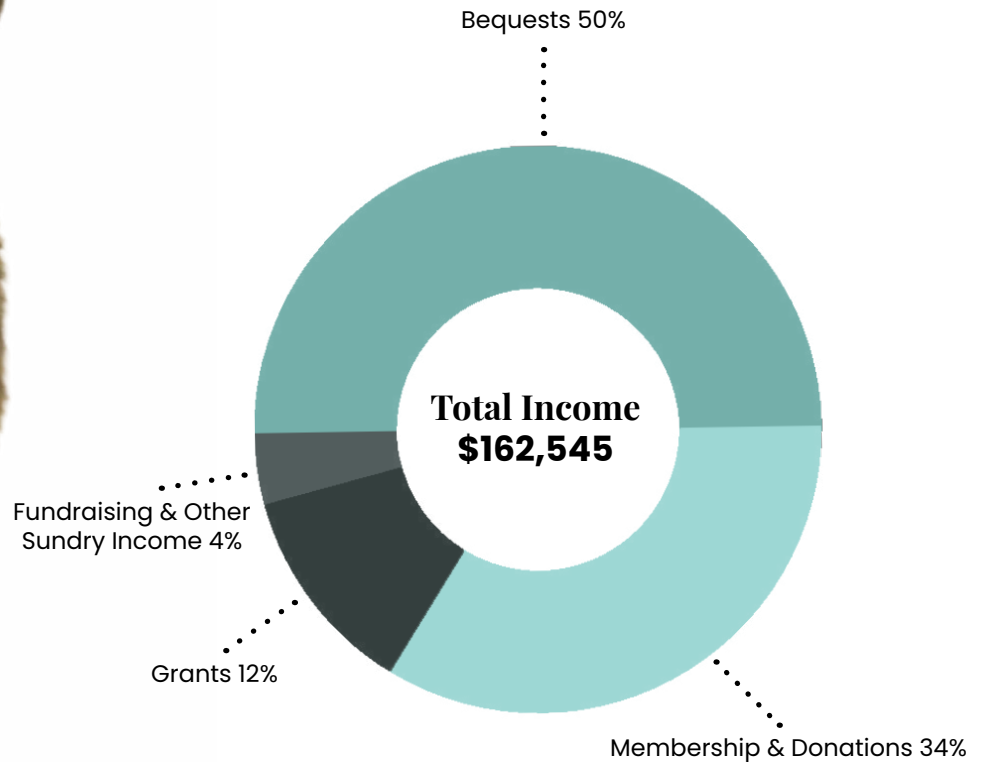






# Animal Liberation's Financial Breakdown

Our work for the animals is only possible because of caring donors who share our vision. As we are advocating for a world where animals are not exploited for any purpose, we receive no government funding. Each year our financial records are thoroughly audited, ensuring transparency and accountability. We thank our auditors, Morris and Batzloff.



## BEQUESTS

The generosity of those who leave Animal Liberation a gift in their will, ensures that our team of dedicated staff can continue to campaign for the rights of all species.

## MEMBERSHIP AND DONATIONS

The generous support shown by our members, regular donors, and one-time donors, means that we can continue to lobby the government for legislative change, expose cruelty, educate the public on animal welfare issues, and provide tips on living a happy, healthy vegan lifestyle. Without their kindness and support, our work would not be possible.

## NON-GOVERNMENT GRANTS

Animal Liberation occasionally applies for non-government grants to support our vital work for the animals. This year, Animal Liberation received a generous grant from an anonymous group.

## FUNDRAISING & OTHER SUNDRY INCOME

This includes any donation gifts Animal Liberation received at fundraising events, as well as merchandise sales, and interest.



### CAMPAIGNS

Expenses relating to all campaign and advocacy. This includes campaign staff wages, advertising and publicity campaigns, stall and event costs, equipment, websites, hosting, publication of our bi-annual magazine, and Action Network (Constituent Relationship Management) platform costs.

### DIRECT ANIMAL RESPONSE

This includes our Animal Cruelty Hotline response agent, as well as feed and animal care expenses for our partner sanctuaries, Edgar's Mission, Little Oak Sanctuary, and Whisker Woods Sanctuary.

### FUNDRAISING

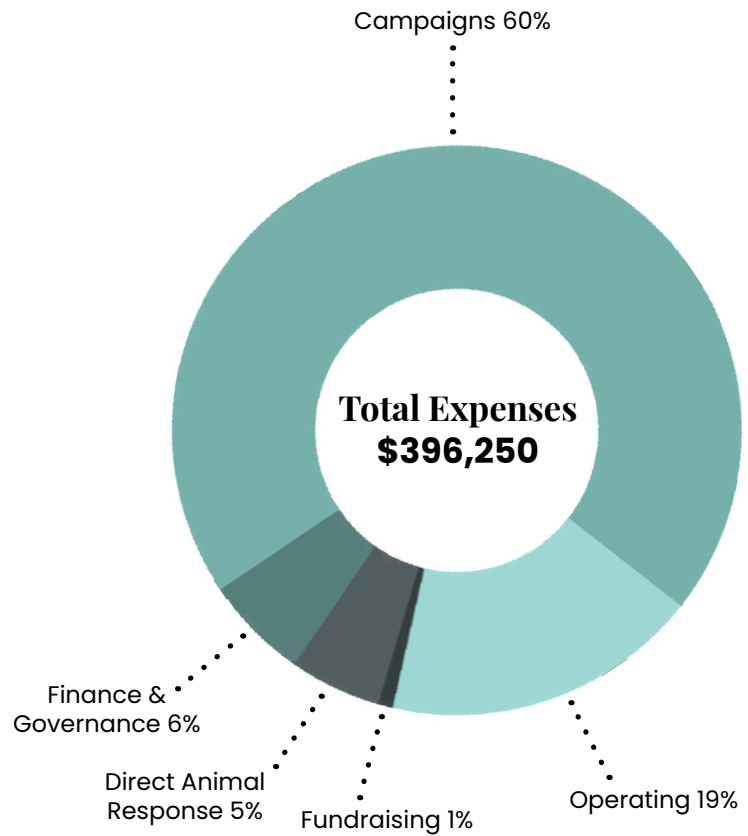
This includes merchant fees, and costs associated with fundraising activities.

### FINANCE & GOVERNANCE

This includes our administration staff expenses, and audit and accounting fees.

### OPERATING

This is our organisation running costs, such as premises expenses, telephone, insurances, internal printing, postage, stationary, hardware purchases, and operating software.



Despite experiencing a lean year financially, last years planning and operating surplus allowed Animal Liberation to continue to campaign and speak up on behalf of all animals. The pandemic also enabled us to reduce our operating costs for the new financial year, as we no longer have an office, giving more resources to campaigns and direct animal response.

Animal Liberation looks forward to further growth and fulfillment of our mission as we move into 2023 and we thank the ongoing generosity of our supporters who make our campaigns possible.







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