

ANNUAL REPORT



20/21

ANIMAL LIBERATION

Table of Contents

A Message from our President and CEO.....	5
Directors.....	6
Employees.....	8
Volunteers.....	9
Branches.....	9
Campaigns & Advocacy.....	12
Submissions.....	16
Social Media.....	17
Events.....	17
Achievements.....	19
Bequests - A Legacy of Love.....	22
Celebrating 45 Years of Animal Liberation.....	23
Animal Liberation's Financial Breakdown.....	24



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 fourth Annual Report. The report is part of our ever-evolving commitment to professionalism, transparency, and growth for this remarkable organisation. 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 highlights, details about some of our campaigns and advocacy, and this year's achievements - none of which would be possible without your support for this organisation.

Animal Liberation was the first animal rights group in Australia and quite possibly the world. This year, we celebrated its 45th year. We had planned to celebrate this auspicious milestone, however, unfortunately due to COVID, we had to cancel. Our thanks to all who graciously donated their ticket sales to Animal Liberation.

As happened last year, this year has been one of enormous hardship and stress for so many Australians. It has been widely reported now that the majority of pandemics rise directly from animal agribusiness, and this year has again seen a rise in the number of vegans as a direct result.

We have continued to do everything possible for all species throughout the COVID lockdowns. Our public meetings are online and they have proven popular as no-one is constrained by lack of transport and geographic location. We have had people join us from around the world, and it also allows us to invite speakers from all over Australia and the world.

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.



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 (1979-2021), 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).

Animal Liberation was sad to lose two of our directors, Mark Nestor and Carol Bellenger. We thank them for their years of volunteer time and expertise.



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:

Anna Hall	6
Sharron Woodward	6
Hazel Stephens	6
Gordon Elkington	6
Mark Nestor	1
Carol Bellenger	2

Animal Liberation Employees

ALEX VINCE | CAMPAIGN MANAGER

Alex is a dedicated animal rights advocate with a background in education and social science who 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 runs the Coalition of Australians Against 1080 Poison, the only advocacy group that focuses on the use of a chemical banned almost everywhere else in the world and provides ongoing support to families who have lost loved ones. 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. During 2021, this included over 28 submissions and the development of Australia's first animal rights research repository.

NADIA | DIGITAL & SOCIAL MEDIA STRATEGIST

Nadia grew up loving animals and quickly became vegan after learning about how animals are exploited for food, clothing, and entertainment. Since then, she has made a personal commitment to speak up on behalf of the animals, and tries to encourage others to make more ethical lifestyle choices, for the animals and environment.

ROSCOE | FARM ANIMAL CAMPAIGN MANAGER

Roscoe became involved in animal activism almost a decade ago, after learning about the plight of animals in Australia within the food, animal testing, and entertainment industries. Since joining Animal Liberation in 2019 in charge of farmed animal campaigns, Roscoe has used his background in technology and social studies to advocate for animals in creative ways and to help strategise for more positive outcomes for animals in this country.

LISA RYAN | REGIONAL CAMPAIGN MANAGER

Lisa is a longtime animal activist, who works tirelessly for all nonhuman animals and other causes close to her heart including our environment, Indigenous Australians, and vulnerable members of our society. She runs Animal Liberation's regional campaigns, writes submissions, contacts media, organises freedom of information requests, and extensive liaison and collaboration with like minded organisations, MP's, government departments and whistle-blowers. Her skills, experience, networks, and tenacity are helping us create a more compassionate world for animals.

BARRIE TAPP | 1800 CRUELTY HOTLINE AGENT

Over the past year, Barrie received many calls through the free 1800 Hotline. Every call that comes through was either personally investigated or reported to an official body (RSPCA, DEDJTR, VicPol, and Councils). All were followed up until we received a result stating all reported animals are safe. Many calls are from the public and/or authority organisations seeking advice with regards neglect and cruelty they have witnessed. Some councils/shires have had their briefs (POCTAA) withdrawn citing "untrained" to act as POCTAA inspectors, but Barrie has advised all that have withdrawn, that 1800 is willing to assist in the initial training. Other calls are from people who need advice or want to share their story. Barrie also conducts fortnightly visits to sale yards around Victoria, as his presence serves as a great prevention/deterrence to cruelty. Following this, we report back to DEDJTR of any infringements we have observed, for them to follow up. After Barrie's complaints, no more "flappers" are being used at Warragul. The Cruelty Hotline has a great relationship with official organisations including the police, with whom we work very closely with. 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 and includes schools, pet shops, sale yards, and petting shows.

KYLIE | FINANCE OFFICER

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.



Animal Liberation Volunteers

Animal Liberation is very grateful to have truly remarkable volunteers including

LYDIA KITERNAS

Lydia assisted our team with creating the most cost effective Facebook advertisements and helping Animal Liberation reach new individuals. She also assisted Nadia in designing the layout for Animal Liberation's new website.

LUCY-KATE MILLET

Lucy has greatly assisted our horse racing campaign, by reading through the NSW stewards and collating the injuries, deaths, behaviour issues, and over whipping. We use these figures to highlight the inherent issues of racing horses.

We are always incredibly grateful to those who give of their time and use their skills to help animals and to help us help animals.

Animal Liberation Branches

Our branches in Newcastle, Central Coast and Bateman's Bay are going well but have also been affected by Coronavirus. Our deepest thanks to Rochelle Wood, Jasmine Shaw and Coral Anderson for their ongoing tireless volunteer work in their respective areas. Jasmine leaves us this year to pursue academia and we wish her all the best and our gratitude, for the years of work she put in heading up the Central Coast group.



Animal Liberation's
Message

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

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.

CONSCIOUS CONSUMER GUIDE

Animal Liberation's primary focus is to raise awareness and educate the public on the issues surrounding the exploitation of animals for food, clothing, entertainment, and experimentation. We also advocate for a compassionate world, by showing the public the alternatives, and how to live more ethically.

This goal became the focus of Animal Liberation's Conscious Consumer Guide (CCG). Our CCG provides a summary of the key issues with industries that use animals for food, clothing, experiments, entertainment, and companionship.

We broke down each topic, looking at the individual species, how the industry operates, and the environmental and health impacts of products we buy. We also provided some ethical alternatives to help people see how easy it is to alter their lifestyle, and included stories about rescue animals to create a personal connection to the issues and inspire permanent change.

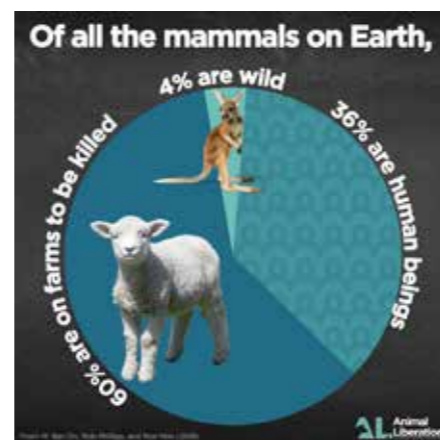
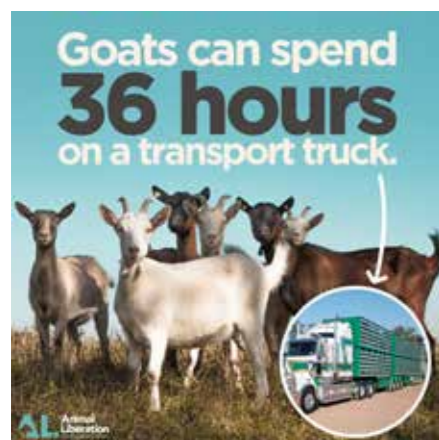
When someone signs up, they receive an email about a single topic a week, for 21 weeks. Breaking up the issues into singular weeks meant people could really learn about an issue without feeling overwhelmed and helped them make gradual changes towards becoming a conscious consumer.

We also focused on posting about one issue a week on our social media, drawing attention to issues within the industry, the alternatives available, and a spotlight on a rescue animal.

Learn more at al.org.au/conscious-consumer.



Examples of the social posts.



NSW HORSE RACING BREAKDOWN

The racing industry presents itself as an animal-friendly industry, regularly denying the cruelty and suffering it inflicts on horses.

In order to expose this deception, we launched a campaign that provides a breakdown of the NSW Horse Racing Steward's Reports. It uses their own data to highlight how many horses display signs of an unwillingness to race, suffer from injuries or death, collide while running, and are over-whipped. Each month we post a monthly breakdown on our social media.

We ask people to pledge not to support animals in entertainment.

Learn more at al.org.au/horse-racing-breakdown.

INDEPENDENT OFFICE OF ANIMAL WELFARE

While Animal Liberation's goal is to end all animal exploitation, we understand that this takes time and will happen with slow transitions. In the meantime, we need to reduce the suffering of all animals who are used and abused for human gain and that is why we are pushing for an Independent Office of Animal Welfare (IOAW).

An IOAW would help animals in all exploitative industries and for this reason, we use this petition when raising awareness about all animal welfare issues. We currently have over 24,000 supporters.

Learn more at al.org.au/ioaw.



BATTLE TO BAN 1080 POISON

Animal Liberation is pushing to ban 1080 poison from being used in Australia. 1080 is a white, odourless, and tasteless chemical used to kill unwanted or unwelcome wildlife across Australia. It is considered a chemical of national security based on its fatality to all lifeforms.

We post regular blogs about 1080 poison, write media releases, provide support to local action groups, and share personal stories from people who have lost companion animals to the cruel poison.

Animal Liberation has a petition calling on the Australian Pesticides and Veterinary Medicines Authority (APVMA) to review 1080 poison and stop animals from suffering a traumatic death.

Learn more at al.org.au/ban-1080.

Campaigns & Advocacy

Short-Term

In addition to our long-term campaigns, we also run short campaigns to lobby the government on certain issues.

This year, we created seven submission templates, two letter campaigns, and supported one government petition

SUBMISSION TEMPLATES

We break down and research government inquiries and create short templates with key points, to help supporters speak up on important animal welfare issues.

This year, our templates were for the:

- Prevention of Cruelty to Animals Amendment (Restrictions on Stock Animal Procedures) Bill 2019
- NSW Statutory Review of the Greyhound Racing Act 2017
- Select Committee on the Greyhound Welfare and Integrity Commission
- Koala State Environmental Planning Policy (SEPP)
- National Health and Medicines Research Council's public consultation into the ban on using animals in the development of cosmetics in Australia.
- Greater Gariwerd Landscape Draft Management Plan
- DA 0520/21 Animal Training or Boarding Establishment

LETTERS TO THE GOVERNMENT

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

- NSW Brumbies
- Koalas

GOVERNMENT PETITION

Animal Liberation campaigned with the Green's to stop the development of another greyhound racetrack in the Tweed Region. While this petition has closed, this campaign is still ongoing.





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:

NSW STATE PARLIAMENT

- Waste Avoidance and Resource Recovery Amendment
- Proposed Changes to the Biodiversity Offsets Scheme
- Health and Wellbeing of Kangaroos and other Macropods in NSW
- Agricultural Land Use Planning Strategy
- Agritourism and Small-Scale Agriculture Development
- Local Land Services Amendment Bill
- Long-term Sustainability of the Dairy Industry -
- Select Committee on the Greyhound Welfare and Integrity Commission

LOCAL GOVERNMENT COUNCIL

- Planning Proposal (PP19/003)
- DA NO. 2031/0147 Northern Cooperative Meat Co LTD
- DA 0520/21 Animal Training or Boarding Establishment
- DA 25/20-21 Jardana PTY LTD
- DA 10.2021.5.1

PORTFOLIO NO 4 (INDUSTRY)

- Prevention of Cruelty to Animals Amendment (Restrictions on Stock Animal Procedures) Bill 2019
- Long-term Sustainability of the Dairy Industry

VICTORIAN STATE GOVERNMENT

- Greater Gariwerd Landscape Draft Management Plan
- Animal Welfare Act
- Independent Review of Victoria's Wildlife Act 1975

QUEENSLAND STATE GOVERNMENT

- Animal Care and Protection Act
- Medicines and Poisons Act 2019

You can read most of our latest submissions at al.org.au/submissions.

Campaigns & Advocacy Social Media

Animal Liberation uses Facebook, Instagram, Twitter, LinkedIn, and YouTube to raise awareness about all forms of animal exploitation, encourage people to take various action (petitions, letter campaigns, and pledges), and inspire consumers to try vegan/plant-based alternatives. We use these platforms to break down ingrained ideas and help them make connections with the animals who are suffering. Our social channels continue to grow and our campaigns have organically reach over a million people a year.

Earlier this year, we also launched our new website, which contains comprehensive information about the industries, a range of actions people can take, an array of interesting blogs, and vegan recipes.



Animal Liberation Events

PUBLIC MEETINGS

Due to COVID restrictions, we began hosting remote public meetings with Zoom. This has proven to be popular, as we attract attendees from various locations in Australia and the world, including the UK, Africa, India and Denmark. These meetings ensure that people are not prohibited by distance from joining us and in addition we can request speakers from all parts of the world.

Speakers this year have included those from our team, Alex Vince, Nadia Kiteras, and Lisa Ryan. We also heard from Anna Ludvick (Lucy's Project), Stella Healy (Ruff Sleepers), Dr Reem Lascelles (Ethical Vegan Earth Research), Paula Wallace (founder of Liberty), Anna Hall (Animal Liberation President), Debra Ashton (SAFE NZ), Dennis Anderson (Coalition for the Protection of Greyhounds), and Kerri Martin and Victoria Luxton-Bain (Head over Heels).

VIGILS

Animal Liberation co-hosted five vigils with Sydney Animal Save outside of a turkey slaughterhouse and Cordina Chicken Farm (slaughterhouse). Everyone is welcome to our vigils and we often have non-vegans attend because they want to learn about the industry and expose themselves to the issues.

PROTESTS

Due to COVID, we held virtual awareness raising protests for The Everest Race and Melbourne Cup. Thousands of people joined in by sharing graphics and information about horse racing. When restrictions eased, we organised a protest outside of the Sydney Fish Markets to raise awareness about the pandemic and its link to wet markets. We also co-hosted a physical protest outside of the Championships in Randwick in April.



Animal Liberation's Achievements

Throughout the year, Animal Liberation has continued to advocate on behalf of all species, through our social media, submissions, submission guides, petitions, media articles, and developing external relationship with other groups, organisations, and government personnel. We have cemented Animal Liberation as a highly respected, world leading animal rights organisation where our animal friends are never compromised, regardless of species. Below are a few key highlights for Animal Liberation from the past year.

- Launched a comprehensive new website that provides a breakdown of animal welfare issues in Australia, vegan recipes, tips, and campaigns.
- We have submitted 20 formal public submissions, in response to government inquiries and reviews, changes to laws and policies relating to animal welfare across Australia, and planning objections to harmful development proposals – all of which have been extensively researched, comprehensive, effective, and of the highest quality. Increasingly, we have been invited to provide sworn testimony to government inquiries and submit informed expert comments across policy matters. A significant number of our planning objections have ensured decision-makers adhered to thorough assessments where we have challenged criteria which would otherwise have been ignored.
- Designed high quality public tools of engagement to increase awareness and the creation of various high-level templates and opportunities for the community and our supporters to have their say on important issues of animal welfare. This has included AL-branded templates shared by other organisations and political parties.
- Extensive collaborative work with rural and regional community groups to oppose harmful planning proposals and working with and supporting whistle blowers to expose cruelty and abuse to animals and hold perpetrators accountable.
- Developed and nurtured strong, collaborative and effective relationships with like-minded organisations across Australia and internationally, MP's, government departments, animal welfare agencies, and media.
- An expansive and consistent record of quality regional and rural media across very broad subject matter. This includes cattle feedlots, other intensive facilities, kangaroos, koalas, greyhounds, racehorses, brumbies, 1080 poison, puppy factories, pound and shelters
- Success with numerous public information access applications under the Government Information (Public Access) Act 2009 to hold decision-makers to account.
- Active participation in compiling strategic and important state and federal government 'without notice', 'with notice' and 'budget estimates' questions and supplementary questions.
- 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 the area. This has included the creation of high-level professional advice and the development and provision of various campaigning tools for grass-roots community groups.
- Ongoing reporting of companion animal deaths to 1080 poison and growth of the Coalition of Australians Against 1080 Poison's website and social media presence. This has included various media articles and exposes.
- Reached over 1.5 million on our social media channels.



Celebrating 45 Years of Animal Liberation

Since 1946, Animal Liberation has been at the forefront of the animal rights movement in Australia. We exposed the cruelty of sow and boar stalls, battery cages, dairy cow and calf separation, maceration of live male chicks, gassing of pigs and layer hens, duck and rabbit farming, live export, the kangaroo industry, pig-dogging, and 1080 poison. We've held countless protests outside of animal circuses and marches for all animals. While our tactics have evolved over the years, our mission remains the same, **to permanently improve the lives of all animals through legislation, consumer advocacy, action, and education.**

Our intention was to have a celebration event with special guests, Peter Singer, and founder, Christine Townend. We had booked the Dendy Theatre to screen the acclaimed documentary Gunda, however, as with so many things over the past two years, we had to cancel due to increased numbers of COVID cases and a strict lockdown.





Animal Liberation's
Goal

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



Bequests

A Legacy of Love

By leaving a bequest to Animal Liberation, you are continuing to help the lives of greater-than-human animals well beyond your years. On your behalf, Animal Liberation 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.

We gratefully acknowledge the kind and generous bequests we received this year from *Valerie June Styles*, *Diana Kellett*, and *Stanley George Johanson*.

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

- Margaret Mead -

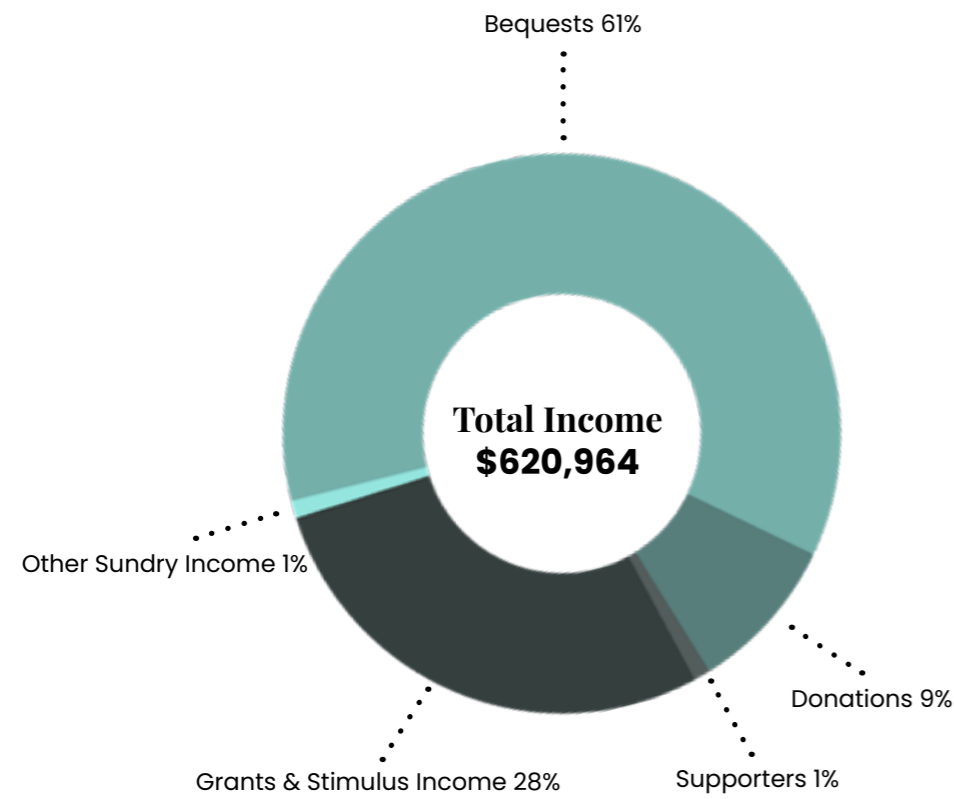


Animal Liberation's Financial Breakdown

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 & Batzloff.

THANK YOU

The generosity of those who leave Animal Liberation a gift in their will, and the ongoing support and compassion from our donors, regular supporters, and members, helps to ensure that we can continue our vital work for the animals and create a compassionate world for all.



CAMPAIGNS

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

DIRECT ANIMAL RESPONSE

This includes our Animal Cruelty Hotline Agent, as well as feed and animal care expenses for our partner sanctuary, A Poultry Place.

FUNDRAISING

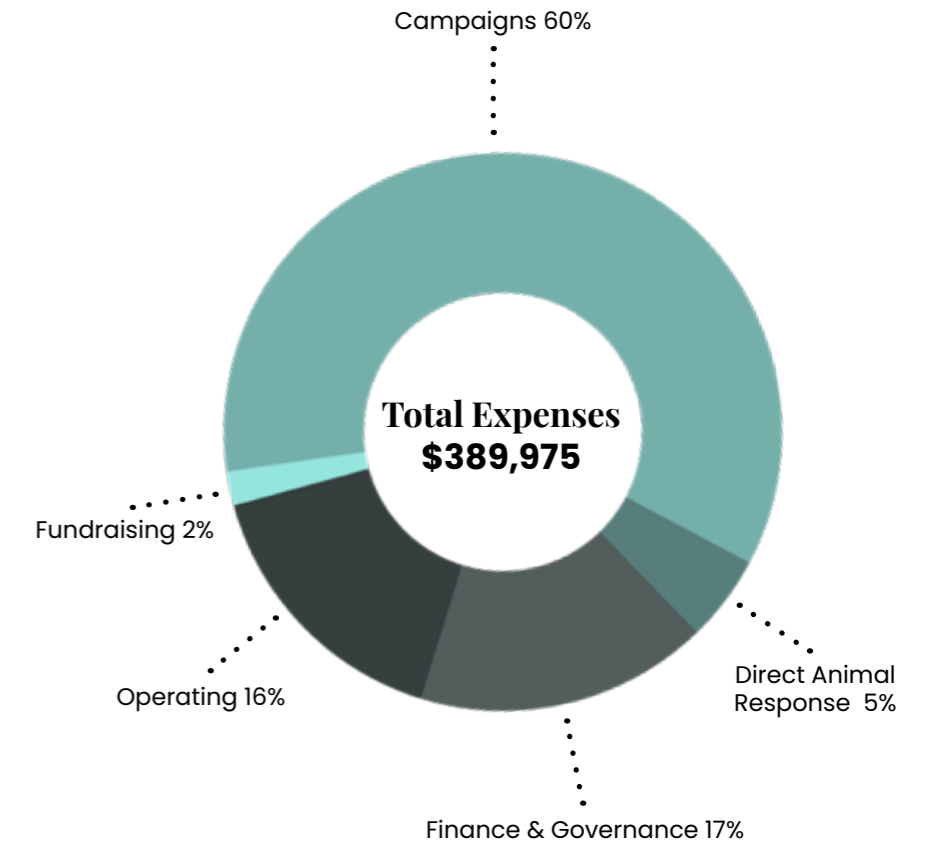
This includes merchant fees, and our bi-annual magazine, including design, printing, and postage.

FINANCE & GOVERNANCE

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

OPERATING

This is our office running costs, including, rent in Sydney, telephone, electricity, insurances, internal printing, postage, stationary, hardware purchases, and operating software.



The operating surplus of \$230,989, has allowed planned funding of additional projects and resources to make 2022 an impactful year for the animals. Animal Liberation looks forward to further growth and fulfillment of our mission, thanks to the ongoing generosity of our supporters who make our campaigns possible.





Animal Liberation
Suite 378, 846-850 Military Road,
Mosman, NSW, 2088

al.org.au

ACN 002 228 328 | ABN 66 002 228 328

