



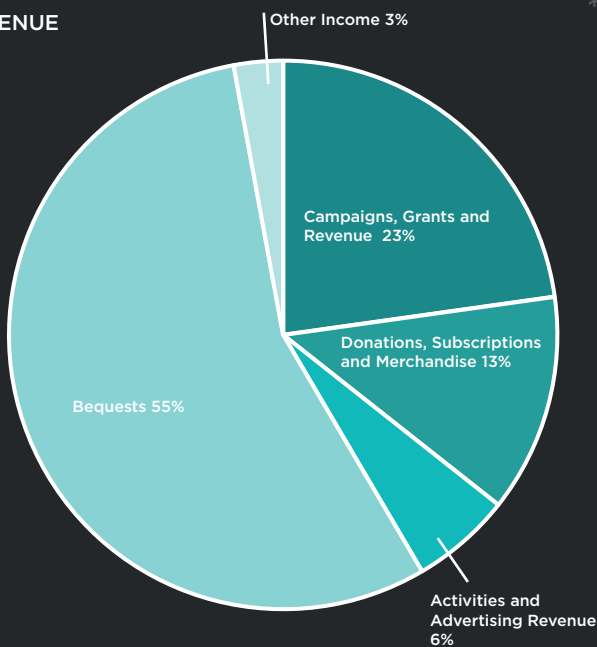
**Animal
Liberation**
Compassion without compromise

2018
ANNUAL
REPORT

2017

PRESIDENT & CEO'S REPORT

REVENUE



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Welcome to our first 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.

This 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.

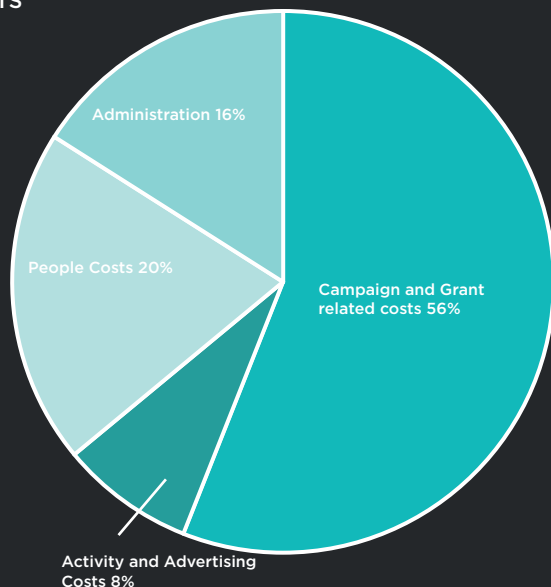
This year we have undertaken a lot of work utilising our new branding, for example the Cruelty Free Festival new logo and our core-flutes that you may have already spotted. This year we launched our new website and we include our new logo and slogan "Compassion without Compromise" on all communications. We changed the timing and venue of our public meetings and have welcomed new staff into the fold.

We also moved office given a high increase in rent by previous landlord. We are now located opposite Wynyard Park in the Philippine Airlines building at Suite 301/49 York Street, Sydney.

Thank you to all our talented and dedicated staff as well as the essential volunteers who so frequently go above and beyond for the animals.

This report covers many of the highlights of the past year and we welcome any assistance you can offer Animal Liberation to keep up the momentum for 2019. The successes of 2018 would not have been possible without you.

COSTS



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

Administration: Administration staff expense, insurance, office rent, web development and hosting, postage, telephone and electricity.
Campaigns: Campaign staff wages, advertising & publicity campaigns, Animal care expenses.
Finance: Merchant fees and Bank charges, Cruelty Free Hotline & animal cruelty investigation costs.

LOCAL

CAMPAIGNS & SUCCESSES



Animal Liberation activities in 2018.

CBD Stalls have been run at several vegan or animal rights events across Sydney. These are fantastic opportunities to network and meet like-minded individuals who share similar passions or are alternatively excellent occasions to spread the word about what Animal Liberation does, our victories.

The Coalition of Australians against 1080 was founded by Animal Liberation in the middle of last year to harness the support of the following organisations and individuals to support a petition to Senator Derryn Hinch to ban 1080 in Australia.

The Coalition is comprised of: Animal Liberation, Animal Liberation ACT, Animal Liberation QLD, Animal Liberation TAS, Animals Australia, Australian Dingo Foundation, Choose Cruelty Free, Dingo CARE Network Inc., Humane Research Australia Inc., PETA Australia, Sweet Shepherd Rescue Australia Inc., Voiceless: the animal protection institute, WA Dingo Association and the World League for the Protection of Animals. The Coalition also has the support of Animal Justice Party Dr. Bradley Smith Durong Dingo Sanctuary Found Hearts Mini Kitty Commune No 1080 Baits in Tasmania Ocean Legal Dr. Roger Meischke and the 1080 Action Group



Chris Delforce who is one of our Farm Animal Campaigners produced the remarkable documentary “Dominion” covering every aspect of human exploitation and cruelty to animals in Australia. His website www.aussiefarms.org.au highlights the cruelty of factory farming of all species.

Cruelty Free Festival: The Animal Liberation 13th Cruelty Free Festival was hugely successful attracting large crowds of vegans and those curious about a plant-based diet. Individuals and families enjoyed a plethora of great food and films and merchandise as well as interacting with each other.

A small army of volunteers helped ensure the day went well and is such a positive celebration of how to live without exploiting animals and the environment.

1800 Cruelty Hotline: Approximately 800 calls came through the free call 1800 number in the past year. Each call was either personally investigated or charged to an official body. Many calls are from the public needing advice as well as reports of neglect and cruelty. Success in getting Victoria POCTA to include a clause that emaciated and injured animals are not permitted to be sold in sale yards. This is a 24-hour service.

Social Media

Website: On May 1st, Animal Liberation launched our new branding and website. The new website has a cleaner look and is more accessible for people, giving them a smoother experience. It is a place where they can find out more information about our campaigns, see breaking news stories, upcoming events, and find out ways they can become involved/support AL.

We are continuously working on improving our rankings in Google, which involves implementing Search Engine Optimisation techniques.

Facebook:

Followers:	January 1st:	28,669
	November 13th:	35,101

This year Animal Liberation has gained 6,432 new Facebook followers.

Engagement/Reach: It is evident that posts regarding greyhounds received the most attention, from reactions to comments and shares. This is followed by exposés, as they reveal information that people have never seen before. Our goal is to post engaging content daily, to ensure we are in both our followers’ news feeds and their friends.

Connecting with other groups : We are in the process of establishing connections and a joined calendar with other animal rights groups, such as Anonymous for the Voiceless, The Animal Project, and Legion DX Sydney. By working together and establishing a calendar, we will minimise the chance of event clashes, whilst having a higher turnout at events/protests/vigils.

Instagram:

Followers:	January 1st: Approximately	1,030
	November 13th:	2,415

This year Animal Liberation has gained 1,385 new Instagram followers. By posting daily, and using a range of hashtags, we are increasing our chance of gaining new followers. In order to reach people that are not already vegan, have started to incorporate non-animal rights hashtags, such as #greyhoundracing, #beef, #getporkonyourfork.

Social Media Reach





Reach/Engagement:

Our engagement varies on each photo/video we post. Instagram only has a “like” option, so if the content is showing something upsetting people often will not “like” it. As a result, our distressing content tends to receive more comments, as people express their sadness/anger, whereas happier images obtain more likes.

Top Reaching Facebook Posts:

1. Greyhound’s on walking machines – **over 1.1 million people**
2. Greyhound’s on rotary walking – **123,600 people**
3. Duck Expose – **107,800 people**
4. RSPCA News story on greyhound grave – **101,600 people**
5. South Australian Slaughterhouse Expose – **74,400 people**
6. 1080 Poison video – **66,100 people**

Top Reaching Instagram Posts:

1. The Cliffsofmoher’s Death – **7,029**
2. Video of Pigs in scalding tank – **1,339**
3. Happy video of Man with Turkey – **1,284**
4. Protest image – **1,243**
5. Funny video of a pig & human completing a puzzle – **1,212**
6. Expose of sheep being stunned – **1,180**

Farm Animal Campaigning

We reignited the call for the establishment of an Independent Office of Animal Welfare following the continued exposure of systemic cruelty in Australia’s abattoirs and slaughterhouses. This includes collaboration with affinity groups and ongoing political lobbying to ensure that Australia’s forgotten farmed animals are afforded consideration in existing law. The current regulatory framework effectively works to excuse cruelty to animals bred for their flesh, fibres, or bodily fluids, foreshadowing the need for a truly independent office tasked with overseeing animal welfare issues.

This year also saw the establishment of a campaign highlighting the suffering inherent in the dry farming of ducks in Australia. This campaign is designed to highlight the unique welfare impacts experienced by over 8 million ducks a year, pressure existing stockists, retailers, and suppliers to sever ties with producers whose standard practice denies water to aquatic birds. To achieve this goal, corporate lobbying has been a central feature.

Preparation and provision of a submission to an NSW Select Committee on unauthorised filming of agribusiness operations. This submission was followed by appearances as witnesses at the ensuing Inquiry hearings. This was undertaken to ensure that the interests of the animals under discussion were adequately tabled, as well as providing the broader Australian animal rights movement with a voice demanding oversight and visibility throughout the supply chain.

2018 saw the creation of Animal Liberation’s first Action Group. This group is intended to act as a hub for campaign collaboration, strategising, and outreach. It is also designed to act as a support network for new and old supporters alike.

Youth Officer Engagement

We researched and wrote a submission to the federal inquiry into Feral Deer, Pigs and Goats in Australia.

AL’s Horse Campaign - holding the largest anti-horse racing protest in Sydney for The Everest (50-60 people), holding a horse racing cruelty outreach event in Martin Place on Cup Day and linking with a number of groups to build the NSW campaign (including the Coalition for the Protection of Racehorses, the Greens, Aussie Farms).

AL’s Wild Dog Control campaign - focuses on educating people on the plight of ‘wild dogs’ in Australia.

Other 2018 highlights include: presenting to Sydney Boy’s High PAWS school group (after the talk students launched their own petition against greyhound racing), speaking at Animal Activists Forum (AAF) on greyhounds and speaking at the University of Western Sydney on the Philosophy and Goals of Animal Rights.

VITAL

THANK YOU TO OUR
GENEROUS VOLUNTEERS

Animal Liberation now holds public meetings every 3 months in the CBD and monthly in Newcastle and the Central Coast. We also have monthly Action Group meetings for activists in the CBD. All details can be found on our Facebook page and through our e subscribers.

Animal Liberation Newcastle - Facebook Animal Liberation NSW Newcastle

Animal Liberation Central Coast in Gosford - Facebook Animal Liberation NSW Central Coast

Animal Liberation depends on volunteers throughout the year for a myriad of things. Without the generosity of volunteers this organisation could not achieve what it does.

Volunteers

Animal Liberation depends on volunteers throughout the year for a multitude of things. Without the generosity of volunteers this organisation could not achieve what it does. It requires approximately 200 volunteers for the Cruelty Free Festival and trusted people at other times to help run stalls, interact with the public and help raise funds. Some people run and do other fundraising activities, others letterbox drop and others donate prizes for raffles. People gift their time because each person wants to help promote the rights of animals and contribute in their own unique way. Sometimes people share that they feel helpless, that they can't see what difference they could possibly make, but all of those who volunteer for Animal Liberation are directly working to raise awareness and help this organisation speak out for all animals.

Jamie Robinson has worked for Animal Liberation throughout the year providing his skills as a graphic artist to create corflutes for rodeo and circus actions and helping design a new logo for the Cruelty Free Festival. He has also worked continuously with social media and web assistance for the festival. In years previous Jamie ran the Blackmore's marathon to raise funds for Animal Liberation.

Matt Peake is another person who is always there to lend a helping hand no matter the task involved. He too has been generous in giving of his time for years including helping with the festival, stalls, mail outs, flyers, selling raffle tickets, and all manner of invaluable things. Matt's Mum Jill Peake works throughout the year creating beautiful quilts to raise funds for Animal Liberation.

Rosie Linich has been volunteering over the years in a myriad of ways including helping on stalls, events, and outreach.

Sydney CBD Monthly Meetings

Our three-monthly public meeting objectives are to offer members of the public some insights on current projects / campaigns at Animal Liberation, as well as transparency as to what is happening within the world of animal rights (with particular focus on domestic and state issues). We aim to offer involvement opportunities where possible and try present diverse options to strive for inclusivity. The meetings will recommence in 2019 in February, May, August and October. Animal Liberation staff / directors set the agenda, with an aim to securing guest speaker/s to promote the work others are doing within this sector.

2018 has been a strong year for our Animal Liberation public meetings since we moved out of the cramped area of our old office into the more spacious and comfortable Sydney Mechanic's School of Arts in Pitt Street.

This year's changes have seen a decrease in numbers of meetings to provide more time to obtain speakers and provide more information than can be gathered in a month. This year guest speakers included Charlie Jackson-Martin (Sydney Fox & Dingo Rescue), Rosie Linich and Kerin Welford (Sydney Street Cats), Chris Delforce and Lissy Jayne ("Dominion"), Dr Peter Chen (Sydney University), and Bec See (Animal Project), plus of-course contributions by our directors and staff.

Staff

Barrie Tapp - 1800 Cruelty Hotline Agent
Barrie was a senior RSPCA inspector and Animal Liberation has been fortunate to have him working as our 1800 Cruelty Hotline Agent for around 12 years. He takes hundreds and hundreds of calls from around Australia and works with authorities to resolve as many issues as possible and fights for the plight of all animals to be heard. He also educates the public from his wealth of wisdom when they call needing advice or support.

Alex Vince - Farmed Animal Campaigner
Alex is a dedicated advocate and abolitionist. With a background in education, he believes that advocating for the rights of animals follows a strong historical trajectory that intersects with many social justice issues. Alex is a friend and defender of all, human and animal alike. He lives in Sydney with his partner and rescue cats.

Chris Delforce - Farmed Animal Campaigner
Chris has been a long-time activist and his work includes the documentary "Lucent" which lifted the lid off all aspects of the cruelty of pig factories throughout Australia. This year Chris released the remarkable documentary "Dominion" which was co-narrated by Joaquin Phoenix, Rooney Marr and Sia to world-wide acclaim.

Nadia Kiternas - Digital and Social Media Strategist
Nadia is a passionate animals rights advocate. She believes that social media has the power to raise awareness about animal rights issues and will help people make informed decisions and adopt a cruelty-free lifestyle.

Paul Nicol - Book-keeper and Administration

Gabi Openshaw - Youth Outreach Officer
Gabi is a former research biologist at the Australian National University, where she studied the evolution of lizards. She has been active in the greyhound advocacy and rehoming space for the past 5 years.

Jane Hooper - Cruelty Free Festival Co-ordinator
Jane has been a passionate animal advocate since childhood, becoming a vego at 13 years old, but only discovering the cruelty of the dairy industry very late in life. Vegan since 50 years of age, Jane has worked in the animal rights field ever since, on both a volunteer and paid basis. She is two years into the Event Manager role with Animal Liberation, coordinating their annual Cruelty Free Festival.

Meetings of directors

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

Ralph Hambly	6 2
Anne Hall	6 6
Nicole Jamett	6 1
Sharron Woodward	6 6
Charlotte Stephens	6 5
Gordon Elkington	6 6
Carol Bellenger	5 4
Mark Nestor	5 4

Auditors: Rhodes Docherty and Co (Chartered Accountants and Financial Advisors) - 828 Pacific Highway, Gordon 2072

Directors

Ralph Hambly

Qualifications: Certificate III in Financial Services

Experience: Ralph has worked as a Finance Executive (Financial Accountant) for a multinational ship management company between 2000 and 2008. He has been involved with Animal Liberation in various ways since 2004, including being a key speaker at Blue Mountains meetings.

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. Director of Animal Liberation. Anna has served on the executive of various animal groups including Animals Australia and the Animal Justice Party.

Nicole Jamett

Qualifications: currently enrolled in a Bachelors of Political, Economic and Social Sciences (intended double major of Sociology, and Government and International Relations) at the University of Sydney. Certificates in Small Business Management, Laboratory Skills in Pathology, and several courses completely within the field of Mental Health Management (Mental Health First Aid, Accidental Counselling, Applied Suicide Intervention Skills, etc.).

Experience: Most recently employed as an office administrator (with extended main tasks including administration of project management, and mental/emotional support team member) within a youth mental health NFP organisation in Sydney. Part-time PR and booking manager, as well as promotor/event organiser for a record label. Involvement with Animal Liberation since 2008 as a volunteer, participating and organising actions, protests and information stalls. Host for Sydney city monthly public meetings since March 2011.

Sharron Woodward

Qualifications: Bachelor of Social Science (Social Welfare), Diploma of Management

Experience: Unit Manager Juvenile Justice employed by the Department of Justice.

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 Master's 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 Pyrmont Community Bank (2015-2017), director of other public investment companies, supporting New South Wales Senate candidate for the Animal Justice Party (July 2016).

Mark Nestor

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 Animal Liberation NSW at Duck Rescue in Victoria. Mark was also on the Sydney Pig Save Committee for a number of years.

Carol Bellenger

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

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 has also 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.



Animal Liberation

Compassion without compromise