



**Animal  
Liberation**  
Compassion without compromise

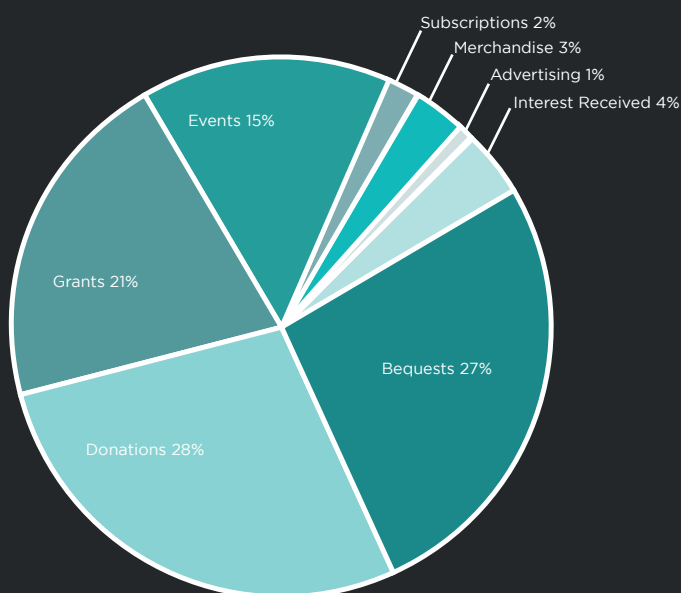


**2019**  
**ANNUAL**  
**REPORT**

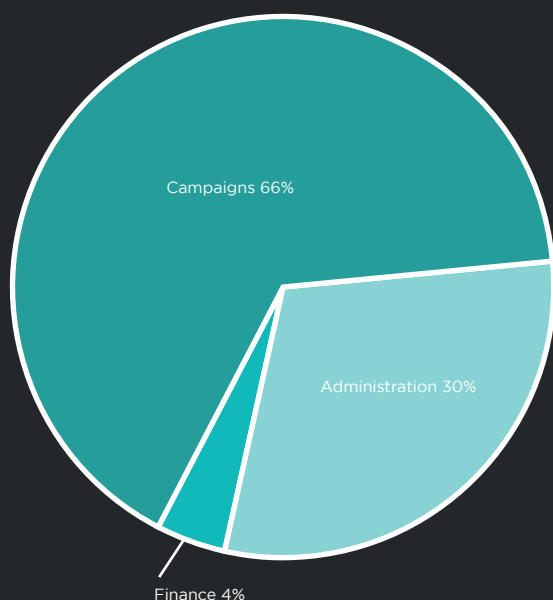


# PRESIDENT & CEO'S REPORT

## INCOME



## EXPENSES



Welcome to our second 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, despite ever increasing attempts by federal and state governments to stop Animal Liberation continuing to bring the terrible truths of cruelties against farm animals and animals used for "entertainment," we have had more exposes than in any previous year. We will not be stopped. We will always fight for all animals.

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 2020. The successes of 2019 would not have been possible without you.

**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

---

### AL activities in 2019

---

Our Humane Education Officer Alex Vince and Digital and Social Media Strategist Nadia Kiternas give presentations at various educational facilities including Sydney animal-based forums.

AL 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

A key highlight has been the creation of Australia's first website dedicated to banning 1080 ([ban1080.org.au](http://ban1080.org.au)). In less than a year, the Facebook page has grown from under 2,000 followers to over 4,400. It continues to steadily grow. One of the key methods used to highlight the need to ban 1080 is sharing eyewitness accounts sourced by developing rapport and relationships with community members who have lost a companion to 1080. Posts that share these stories regularly reach up to 80,000 reach, 1K likes, and 1K shares (thereby exceeding the number of active followers on the page many times over).





## Non-Farmed Animal Campaigns

Animal Liberation has submitted a range of submissions to Federal and State enquiries associated with animal welfare issues. These include amendments to the Industrial Chemicals Act, the Inquiry into Australia’s Faunal Extinction Crisis, the Inquiry into Koala Populations and Habitat and the Inquiry into the Impacts of Animal Rights Activism, amongst others. Many of these are freely available on our website. We continue a regular presence at markets where we use the opportunity to discuss ongoing and upcoming campaigns, as well as various opportunities to get involved in the movement. Other highlights have been presentations at various events and articles published in Mama Mia and New Matilda.

## Online Presence

Animal Liberation has continued to grow its online presence. With new ag-gag laws coming into to action, mainstream media outlets have vilified vegans for exposing the truth. Despite this, we have seen an increase in support from the general public. People are outraged at our exposés and the responses from authorities. This support is reflected in our online communities. We now have **42,000 Facebook supporters** and **5,900 Instagram followers**. Both platforms have seen an increase in engagement and support for the movement, highlighting the importance of activism and the growth of veganism.

These online platforms have allowed conversations about animals to expand boundaries, which is incredibly important for the animal rights movement. This enables us to educate consumers on current animal rights issues, whilst also providing the benefits of a vegan lifestyle. In saying this, because of the nature of our content, some posts have restricted reach or are hidden, making it increasingly difficult to reach people outside of the vegan community.

Our website aims to provide people with easy to digest information about all animal rights issues in Australia. People can also view our media releases, further detail on exposés, upcoming events, and a range of ways to get involved.

## Farm Animal Campaigning

### ACTIVE CAMPAIGNS:

Animal Liberation advocates for all animals. We currently have six active petitions and pledges, to accompany our campaigns. Petitions are aimed at lobbying the government to make change, whereas pledges involve changing on a personal level.

### Petitions:

Ban rodeos:	<b>3,246</b> signatures
Ducks Need Water:	<b>700</b> signatures
Independent Office of Animal Welfare:	<b>16,869</b> signatures

### Pledges:

Drop Dairy:	<b>1,651</b> pledges to remove dairy from their diet
Break up with Eggs:	<b>520</b> pledges to break up with eggs
I Will Not Attend Animal “Entertainment” Events:	<b>324</b> pledges







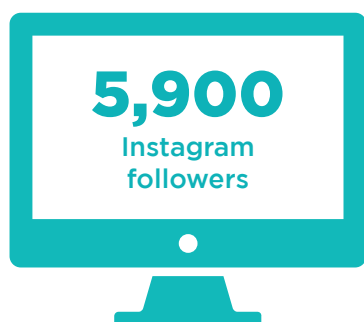
## COMPLETED CAMPAIGNS:

Animal Liberation compiled submissions in regards to, the feasibility of a national horse register; the Federal Criminal Code Amendment; the impact of animal rights activism on Victorian Agriculture; the proposed changes to industrial chemicals, in regard to the use of 1080; the use of battery cages for layer hens; the importance of a policy for protecting koala populations and habitat; an objection to the Right to Farm Bill; and an objection to a piggery development application.

## Events

Animal Liberation has organised a range of events throughout the year, from vigils to circus, horse racing and bull-riding protests, outreach events, and public meetings. We have continued to collaborate with other groups to form a stronger and more supportive community.

We had a well-attended Animal Rights Activist Emotional Wellbeing forum earlier in the year with activists and mental health care professionals sharing their wisdom and coping skills with us. It was particularly vital this year as the brilliant Dominion anniversary action in Melbourne generated hate phone calls and threats of violence against our group and most other animal rights groups and individuals. Even the Prime Minister and other government officials called what we do “extreme” and worse. Our thanks to Mark Nestor, Bede Carmody, Clare Mann, Ling Halbert and Eloisa Mulet and to Funky Pies for again working so hard and donating delicious lunch fare.



## 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 2020 in February, May, August and November. 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. As you will see below it has been a fabulous year of interesting speakers.

This year's changes have seen a decrease in numbers of meetings to provide more time to obtain speakers and make available more information than can be gathered in a month.

This year guest speakers included Rosie Linich - Sydney Street Cats, Giulia Prospero-Porta - NSW Young Lawyers Animal Law Committee, Michele Gravalin -Vegan NSW, Katrina Fox - Million Dollar Vegan, Greg McFarlane - Vegan Australia, Andy Faulkner - Cube of Truth, Nora Dieppe - Nora's Foster Hounds, Professor Culum Brown - Macquarie University, Jools Farrell - Sea Shepherd Australia, Dr Doug Evans- osteopath and health practitioner, Ryan Alexander - No Meat Monday, Natasha Deen - Save Our Coast, Jayson Simon - Sydney Fish Save, Gemma Davis - author of The Compassionate Kitchen Cookbook and contributions each month by directors and staff.



# VITAL

## THANK YOU TO OUR GENEROUS VOLUNTEERS

"Received many calls again through the free call 1800 number in the past year and not all are on data base as advice only was required. Each call was either personally investigated or charged to an official body (RSPCA/DEDJTR/VicPol/Councils. Shires all were followed up until we received a result stating all animals reported safe. Many calls are from the public and/or authorised organisations seeking advice with regards to neglect and cruelty they have witnessed. Some councils/shires have had their briefs (POCTAA) withdrawn citing "untrained "to act as POCTAA inspectors but I have advised all that have withdrawn that 1800 is willing to assist in the initial training".

"My weekly visits to saleyards around Victoria have been cut to once a fortnight but remain ongoing and our appearance serves as a great prevention/deterrence of neglect and cruelty. I in turn report back to DEDJTR any infringements that we have observed at any yard for them to follow up. No more "flappers" are being used at Warragul now after complaints we lodged. 1800 still enjoys good interaction with official organisations including the police with whom we work closely, plus councils and the DEDJTR - 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/saleyards/petting shows".

*Barrie Tapp*



---

## Volunteers

---

**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.**

We depend on trusted people to help run stalls, interact with the public and help raise funds. Some people run and do other fundraising activities, others letterbox drop and still 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.

**Lisa Ryan** Lisa has worked with us for over a year doing remarkable research and either writing or assisting with media releases and submissions. She has invaluable contacts in local and state government. She has worked on a variety of campaigns with us including ducks, koalas, pigs, battery hens, broiler chickens and horses. She is highly qualified and tenacious about fighting for animals, never letting authorities fob her off with platitudes and working around the clock for all species.

**Alessandra Rocci** Alessandra is a long-time member and supporter of the work being done by this organization. Over the years she has worked tirelessly on setting up, dismantling and working on stalls. She is always there to lend a hand and in particular this year she met with staff a couple of times to assist with our Bequest Program. Alessandra is so generous with her knowledge and comprehension of this area. It was her suggestion to have direct mail to people, half receiving bequest letters and half donation letters - this trial has been very successful.

**Jamie Robinson and Debra Woolfe** Both of these remarkable women who founded City Desktop have helped Animal Liberation for around a decade, their generosity knows no bounds. They are always willing to permit any staff, free of charge, to do their fabulous web courses to increase their skills. They donate funds to Animal Liberation and support this organisation in so many ways, including years ago underwriting the rent for our office. One of their friends Donna Asensio has so kindly for almost a decade provided us with her venue Kuletos every year for our Christmas party, free of charge.

**Chrissie Hall** Chrissie is a brilliant professional photographer who has used not only her skills to assist with the work being done by Animal Liberation but she has secured, from her extensive network, the talents of her friends in various capacities to campaign in a totally unique way through non-confronting images that are beautiful, unique and compelling.

**Lyn Wilson** Lyn has been a long-time friend and supporter for Animal Liberation and year after year provides us with exquisite prizes for raffles at our public meetings and Christmas fundraising party.

---

## Public Meetings

---

**Animal Liberation** now holds public meetings every 3 months in the CBD and monthly in Newcastle and the Central Coast. All details can be found on our Facebook page and through our e subscribers. We also welcome a new branch of Animal Liberation in Bateman's Bay.

**Animal Liberation Newcastle** - Facebook Animal Liberation NSW Newcastle.

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

---

## Staff

---

**Animal Liberation may be a small organisation but we more than make up for it with stunning, talented, hard-working and passionate staff who each do the work of five people. Our reach is massive thanks to ingenuity, courage and skills of these remarkable people.**

We were sorry to lose Gabrielle Openshaw when she moved to Melbourne. Sorry also to lose Chris Delforce to his Aussie Farms work. We are fortunate to retain them on a volunteer basis and are grateful to them for their ongoing support and skills. Very happy to welcome Roscoe Osborne into the fold.

**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.

**Alex Vince** - Non-Farmed Animal Campaign Co-ordinator  
Alex is a dedicated abolitionist with a background in education who believes that advocating and fighting for the rights of all animals follows a historical arc that intersects with many other social justice issues. He co-founded the Coalition of Australians Against 1080 Poison, has written articles for various national newspapers, and continues to establish a national network dedicated to banning 1080 across the country.

**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.

**Roscoe Osborne - Farmed Animal Campaigner**  
Roscoe has been an activist for the past 6 years, working alongside numerous Animal Rights groups. His work involves industry research, media liaising and content editing along with event photography and videography. He has proven to be an exceptional addition to our team, ingenious, skilled with campaigns including video editing and a myriad of other skills.

**Kylie Turner - Bookkeeper and 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.

---

## 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, providing essential professional advice, assisting where necessary and giving so much volunteer time to this organisation.

Thanks to Leasa Apana for her artwork and creativity for this report and for our bi-annual magazine over the past decade

During the financial year 7 meetings of directors (including committees of directors) were held. Attendances by each director during the year were as follows:

Director	No. eligible to attend	No. attended
Anne Hall	7	7
Sharron Woodward	7	6
Charlotte Stephens	7	7
Gordon Elkington	7	7
Carol Bellenger	7	6
Mark Nestor	7	7

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



---

## Directors

---

### Anne Hall

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

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.

### 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 Pymont 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

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.

### 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.



# Animal Liberation

Compassion without compromise