

**ANIMAL LIBERATION**



**ANNUAL**  **L**   
**REPORT**

**22/23**



Image: Joar Berge

# Contents

A Message from our CEO.....	05
Directors.....	06
Employees.....	08
Volunteers.....	09
Branches.....	09
Member Organisations.....	11
Campaigns & Advocacy.....	12
Events.....	18
Social Media.....	21
Media.....	21
Testimonies.....	21
Achievements.....	23
Bequests - A Legacy of Love.....	25
Animal Liberation's Financial Breakdown.....	26

# 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 sixth 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, a summary of our long and short-term campaigns, our events, achievements, and financial breakdown for the year.

It isn't until we reflect on the preceding year that we are reminded of how much our small team achieves for the animals.

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

## Meet our Board

Animal Liberation is a charity, registered with the Australian Charities and Not-for-profits Commission. Our Board members offer their valuable skills across animal protection, laws, and advocacy.



### ANNE HALL | PRESIDENT

**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:** 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 (1979-2023), member of the Legal Qualifications Committee (1998-2023), director of two public investment companies, New South Wales Senate candidate 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. 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 and website, keeps our supporters updates, researches issues, writes blogs, assists with campaigns, and helps organise 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. Kylie has been an animal lover from her earliest memories, and a passionate supporter of animal rights. She is happy to be able to contribute her financial management skills in support of an organisation that shares her goals, and whose work she can see continues to strive towards ending cruelty and exploitation against our fellow species.

## BARRIE TAPP | 1800 CRUELTY HOTLINE AGENT

Barrie has 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.

## MITCHELL

We have been very fortunate to secure valuable volunteer help from Mitchell, who comes with multiple skills and experience and has very quickly made a number of important contributions. Mitchell has been working with Lisa to strengthen and expand our greyhound and rodeo campaigns work with detailed research, data tracking, helping to compile important blogs and developing a repository to store rodeo campaign literature and documents.

## ANDREW

Andrew also offered his time, skills and experience as a volunteer with Animal Liberation and very quickly proved his value and worth in background and evidenced-based research to support our submissions, data collection and analysis and communication skills. It is only with the support of volunteers like Andrew that we are able to continue our campaigning efforts to improve the outcomes for animals. If you would like to assist with research, writing, or at stalls, sign up today at [al.org.au/volunteer](http://al.org.au/volunteer)

# Animal Liberation Branches

Our deepest thanks to Coral Anderson and Darren Brollo for leading the Bateman's Bay and Newcastle community branches. These community branches assist with raising awareness about important issues, by protesting and holding outreach stalls.





“Injustice anywhere is a threat to justice everywhere.”

- Dr Martin Luther King Jr -

# Collaborating for the animals

## 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.



### ANIMAL RIGHTS ACTIVISM SYDNEY

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



### 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.



### DEFEND THE WILD

An initiative dedicated to the preservation of our natural world and the protection of the animals who call it home.



### 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

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).

### CAMPAIGNING TO END RODEOS IN NSW

Animal Liberation launched our campaign to end rodeos in NSW by targeting the Moruya Rodeo. Our campaign began in response to Eurobodalla Shire Council's consideration of a five-year rodeo licence agreement renewal with the Rodeo Association of Moruya Inc. Animal Liberation ran a very public opposition campaign during the public exhibition period. Using our submissions guide, Animal Liberation 1,878 supporters lodged objections to the rodeo licence renewal. Unfortunately, 6 out of 9 councillors approved the renewal, but we were able to raise significant awareness and credible media about the cruelty of these 'legalised' events.

On New Year's Day 2023, Animal Liberation agents attended and documented the pain, suffering and injuries the animals endured in the Moruya event and we published several videos on our social channels. We also lodged a formal complaint with RSPCA NSW alleging a number of animal cruelty incidents and followed up with a formal GIPA to RSPCA to obtain specific details about their investigation, and are waiting for their response.

We are working on our rodeo campaign strategy, liaising with multiple like-minded stakeholders. Our early work has included the compilation of a NSW wide spread sheet listing all rodeo events and councils LGA's and other important details to enable targeted direct action during 2024.

Visit: [al.org.au/letter/moruya-rodeos](https://al.org.au/letter/moruya-rodeos)



### BATTLE TO BAN 1080 POISON

In October 2022, Animal Liberation rebranded the Coalition Against 1080 Poison and launched our comprehensive new website. The website contains the most comprehensive information about 1080 in the country. It includes evidence-based responses to FAQs, a library of resources, blog articles debunking myths, and a detailed section providing an account of the relevant laws and regulations in each state and territory. It also has a victim impact portal for families who have experienced the loss of a loved one to 1080 poison. Under the Coalition, we support these families and assist them in taking action. Their statements are going to be used during upcoming class actions.

There is a growing recognition for the work that we do under the Coalition. Regional groups have contacted us to help support them in taking action in their area, news platforms, such as the Guardian, and documentary makers, are reaching out to us for interviews.

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



### POUND AND SHELTER REFORM

Animal Liberation actively participated in the NSW Government's Companion Animal Rehoming Practices consultation and review undertaken by the NSW Office of Local Government in conjunction with the Centre for International Economics. We also published a submission guide assisting more than 500 individuals to lodge an informed submission to the review.

Our petition calling for NSW Pound & Shelter Reform has continued to attract public support and our ongoing exposures of appalling council pounds and practices, helped secure the June 2023 establishment of the current NSW Inquiry into pounds in New South Wales.

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

## ADVOCATING FOR GREYHOUNDS

To ensure we keep the many issues facing greyhounds in the racing industry in the public arena, we have continued to provide regular updates about the ongoing carnage on NSW tracks with injury and death rates in NSW and nationally, with particular focus on deaths and injuries sustained on refurbished so-called 'safe' tracks. These tragic and unnecessary greyhound deaths and injuries have occurred after millions of taxpayer dollars have been spent trying to make tracks safer, and GRNSW and industry regulator GWIC introduced a range of "welfare initiatives".

Following two rounds of public exhibition and our two comprehensive Animal Liberation objections, in April, we were able to celebrate an amazing victory with the unanimous refusal by the Hunter and Central Coast Regional Planning Panel of Greyhound Racing NSW's proposed 400 greyhound facility to warehouse discarded racing greyhounds. The unanimous refusal was the result of informed and targeted objections (including ours) and the public interest pressure we were able to generate with more than 1,500 individual objections being lodged with Muswellbrook Shire Council following our public submissions guide.

The industry has itself killed off any social licence through greed, a complete disregard for these gentle and loyal greyhounds, and a lack of any human decency or compassion.

Animal Liberation was invited to participate in an online forum to share the results of the GREY2K USA Worldwide and the Coalition for the Protection of Greyhounds Australian survey, which confirmed 57% of Australians oppose greyhound racing and 69% oppose taxpayer money supporting the industry.

Where our resources allow, we have continued to respond to numerous government inquiries and reviews, and oppose harmful greyhound planning developments and new tracks with formal objections, and in support of progressive policy direction and decision making.



Image: Animal Liberation

## PUPPY FACTORIES

Over the last financial year, we increased our public and community pressure against the Central Coast Council, Kris Lewis, FindAfrenchie intensive dog breeding facility situated at Palm Grove. During the public exhibition of the development application more than 1,800 Animal Liberation took up our call to action either by lodging an objection or emailing the NSW Minister for Planning. In October 2022, we held a very successful peaceful protest outside the council chambers, attracting ongoing credible media coverage. We are awaiting the Central Coast Planning Panels decision.

We have also been investigating a second dog and other animal breeding facility on the Central Coast and will release details during the next financial year.

Visit: [al.org.au/letter/stop-the-cc-puppy-factory](https://al.org.au/letter/stop-the-cc-puppy-factory)

# Campaigns & Advocacy

## Submissions

Over the last financial year, Animal Liberation has continued to compile and lodge comprehensive and informed submissions to a number of NSW and other state and federal government inquiries and reviews, as well as objections to harmful proposed planning developments at local council, regional and state significant level, where animal welfare, environmental and human risks and impacts have been prevalent – more than 25 in total.

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

1. DA No. 2021/129 Muswellbrook Council DA GRNSW Greyhound Facility 2nd submission/Amended – July 2022.
2. Amendments to the Game and Feral Animal Control Regulation 2022, NSW Government Department of Primary Industries – 12 July 2022
3. Reforming Victoria's Animal Care and Protection Laws – 16 October 2022
4. Companion Animal Rehoming Practices Review – 28 October 2022
5. Keeping pets in rental homes – 2 December 2022
6. Inquiry into food security in Australia – 9 December 2022
7. Rodeo Licence agreement, Eurobodalla Shire Council – 31 January 2023
8. Animal Boarding and Training Establishment (Dog Breeding) Facility, Coffs Harbour City Council – 3 February 2023
9. Animal rehoming facility and pound DA22/0854, Tweed Shire Council – 15 February 2023
10. Draft National Feral Deer Action Plan – 20 March 2023
11. Review of the Biodiversity Conservation Act 2016, NSW Government Department of Planning and Environment – 21 April 2023
12. Inquiry into Victoria's Recreational Native Bird Hunting Arrangements, VIC Government – 8 May 2023
13. Select Committee on Hunting Native Birds, SA Government – 19 May 2023
14. Phase out of live sheep exports by sea, Australian Government Department of Agriculture, Fisheries, and Forestry – 31 May 2023
15. DA 4247/2022: Feedlot, Central Coast Council – 6 June 2023

Many of our submissions and objections have achieved credible media attention and success either with planning refusals or unanimous refusals while our endeavours have raised awareness and educated, ensuring decision makers consider issues previously disregarded.

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





## Campaigns & Advocacy

# Short-Term

In addition to our long-term campaigns, we've also run a number of short campaigns. These include direct actions, from submission templates and letter campaigns to petitions and pledges. The purpose of submission templates and letter campaigns is 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 and create effective templates with key points to help our supporters have their say on these important issues.

### SUBMISSION TEMPLATES

#### **GREYHOUNDS DEVELOPMENT APPLICATION (DA), NO 2021/129 (ROUND TWO)**

Due to the high amount of objections and missing information in the DA, Greyhound Racing NSW submitted additional information for their Development Application (DA NO: 2021/129) in July 2022. Animal Liberation once again drafted a response to the additional information and created a template submission for our supporters. Despite the short notice, 679 supporters sent in an objection submission. This DA is still under consideration.

#### **DPI HUNTING REVIEW**

In July 2022, the NSW Government released a series of amendments to its existing regulations around the hunting of wild animals for public consultation. Though Animal Liberation strongly opposes all activities that harm animals, including all forms of hunting, we had significant concerns with several of the proposed changes. These included: permitting children under 12 years old to obtain hunting licences and permitting teenagers to hunt without adult supervision. Our comprehensive response provided a series of informed and sensible objections to these. By early September, the Government had removed these proposed amendments from the Regulations.

#### **NSW REHOMING PRACTICE REVIEW**

In February, the NSW Office of Local Government (NSW OLG) in conjunction with the Centre for International Economics (CIE) undertook a Rehoming Practices Review. According to the CIE Issues Paper, the purpose of the Review was to "reduce unnecessary euthanasia of companion animals and to increase successful rehoming of companion animals". Animal Liberation drafted a response for our supporters to use, and 540 people took action.

#### **KEEPING PETS IN RENTAL HOMES**

The NSW Government finally considered reforming tenancy laws to make it easier to live with companion animals. Animal Liberation created a submission template to help supporters have their say.

#### **EUROBODALLA SHIRE COUNCIL MORUYA RODEO LICENCE AGREEMENT**

Eurobodalla Shire Council (ESC) accepted public feedback regarding council's proposed intention to grant a licence for rodeo events. Animal Liberation created a submission template, and 1,878 supporters took action.

### LETTERS TO THE GOVERNMENT

#### **KANGAROO PROTECTION BILL**

Animal Liberation called on supporters to email the Legislative Council asking them to support the Kangaroo Protection Bill, and 4,592 people took action.

#### **BAN 1080 POISON**

Under the Coalition Against 1080 Poison, we called on supporters to send emails to their local MPs asking them to support a ban on 1080 in their electorate.

# Campaigns & Advocacy Short-Term

## PETITIONS AND PLEDGES

### TWEED GREYHOUND TRACK

Animal Liberation launched a petition to oppose a greyhound racing track in the Tweed area and over 5,500 supporters signed this petition.

### VICTORIAN DUCK SHOOTING INQUIRY

In response to the Victorian Duck Shooting Inquiry, Animal Liberation launched a petition calling for a ban on duck shooting, which we attached to our extensive submission. Over 700 people signed the petition.

Animal Liberation agents also documented cruelty on multiple Victoria wetlands during the 2023 season.

### COMPASSIONATE FESTIVE SEASON

We launched a Compassionate festive season pledge and provided people with an e-book with recipes, snack ideas, kind gift ideas, and rescue stories to help them extend kindness to animals. 244 people took the pledge.





# Animal Liberation's Goal

A world where all animals are free from human harm.



# Animal Liberation Events

## PUBLIC MEETINGS AND WEBINARS

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.

Throughout the year we have held public meetings wherein we have in-house speakers talking about Animal Liberation campaigns and guest speakers including: Alex Vince (Animal Liberation), discussing 1080 poison, Lisa Ryan (Animal Liberation), providing an update on Animal Liberation’s greyhound racing and pound and shelter campaigns; Nadia Kiternas and Roscoe Osborne (Animal Liberation), sharing our campaign to end rodeo abuse; Mick McIntyre (Assistant Director, Cinematographer, Producer), discussing Eating Plants and sharing two episodes with us; Rin Olley, founder of Inner West Guinea Pigs, Prof. Steve Garlick – Founder of Possumwood Wildlife.

## OUTREACH STALLS

Animal Liberation held three 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.

## OTHER EVENTS

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

### 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 has since committed to no longer using kangaroo skins.

### GREYHOUND RACING PROTEST

Animal Liberation joined forces with the Animal Justice Party NSW, Animal Rights Activism Sydney, and PETA Aus, to protest the barbaric greyhound racing industry at the Million Dollar Chase – a race that has previously received hundreds of thousands of dollars of public money.

### ACTIVIST’S EMOTIONAL WELLBEING FORUM

We had our much-anticipated Animal Activist Wellbeing Forum which was packed with people hungry to be together and for all of us to learn better ways to manage our mental health. This year our presenters were: Sharron Woodward, Steve Morale, Ayanthi De Silva, Maggie Rose and Leigh McGaghy. Everyone who attended learnt about the importance of taking care of their hearts and mind. As always our deepest thanks for their generosity – Angie Stephenson of Funky Pies and Georgie from Addiction Foods.

### CENTRAL COAST PUPPY FARMING PROTEST

Animal Liberation supported residents of the Central Coast and the general public in a peaceful protest outside of the Central Coast Council, to voice their concerns about the intensive and commercial dog breeding facility and draw attention to the CCC’s ongoing failure to fulfil their statutory planning and compliance roles.





### HUNTER RACE DAY PROTEST

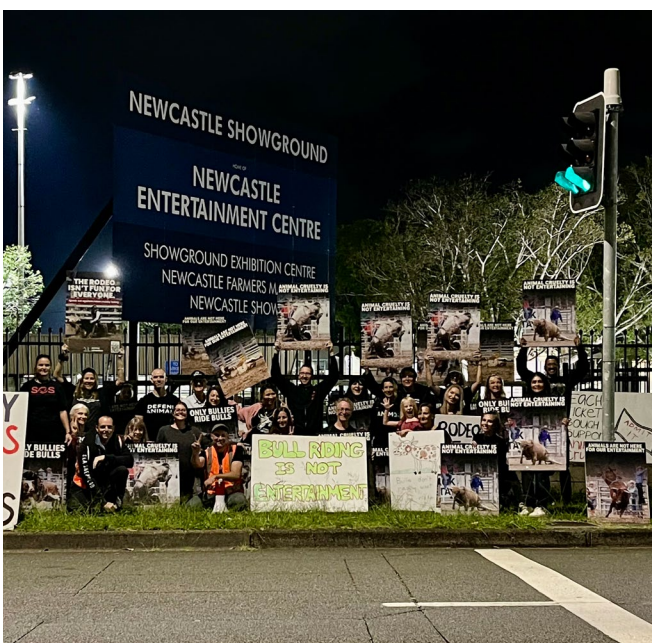
Animal Liberation and the Coalition for the Protection of Racehorses came together to peacefully protest the biggest event on Newcastle’s racing calendar – ‘The Hunter Race Day’.

### NETS OUT NOW

As part of the Nets Out Now Coalition, Animal Liberation supported the Sydney and Queensland rallies to end the use of shark nets and drumlines in NSW and QLD.

### CELEBRATING 2022

Animal Liberation supporters came together to celebrate the achievements of 2022. The event provided an opportunity for our supporters to connect with like-minded individuals, while enjoying delicious pies thanks to Angie from Funky Pies, and cupcakes from Black Velvet.



### SYDNEY ANIMAL RIGHTS MARCH 2023

On 4th March 2023, 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. Our CEO, Lynda Stoner, was a speaker. Hundreds and hundreds of people attended with their children and dogs and marched through the city silently to the sounds of drums to call attention to the suffering of animals.

### PBR MONSTER RODEO

Animal Liberation, along with our Newcastle Chapter and Animal Liberation Queensland came together to protest the PBR Monster Rodeo in Newcastle, to send a clear message that animal cruelty is not entertaining.

### BONDI BEACH CLEAN-UP

Animal Liberation and NSW Fish Save came together for a beach clean-up at Bondi Beach for World Ocean Day. Every year, millions of tonnes of plastic enter the oceans. By participating in beach cleanup events, you are helping to restore the beauty of the beach while protecting marine animals and plants. These events also raise awareness about the impact of littering and pollution on the environment and inspire individuals to take action to reduce waste and adopt more sustainable behaviours.



# 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 almost one million people this year.

### **Our reach:**

Facebook 266,000 | LinkedIn 250,000 | Twitter 190,000 | Instagram 116,160  
TikTok 60,000 | YouTube 44,100 | Website 41,000 | Emails 36,000

---

## Animal Liberation

### Media

In a fiercely competitive media environment where objective and fact-based media is increasingly difficult to obtain, Animal Liberation has continued to accrue an impressive portfolio of credible and influential media. Journalists increasingly contact Animal Liberation for statements and opinions, confident we can and will respond in a timely, accurate and informed 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. Animal Liberation also continues to engage constructively with other like-minded organisations to harness important joint media opportunities.

---

## Animal Liberation

### Testimonies

We have continued to play a very public role in accepting invitations to give testimony in response to state and federal committees and inquiries and reviews, including those directly related to proposed legislation. Throughout this period, we have also spoken at numerous local government council meetings and regional planning panels about imminent planning decisions and/or matters involving animals and the environment. Our endeavours challenge and influence thinking and decision making outcomes and raise awareness at local level.

“It takes nothing away  
from a human to be  
kind to an animal.”

- Joaquin Phoenix -



Image: xpeesx

# 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.

- We have submitted 15 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 submissions were extensively researched, comprehensive, effective, and of the highest quality.
- 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.
- Animal Liberation was invited to provide sworn testimony to government inquiries and submit informed expert comments across policy matters on five occasions.
- Designed nine 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.
- 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.
- To ensure we continue to source and make public important information, Animal Liberation actively liaises with those who shape policy direction and decision makers at local government councils, in government departments and at political level – we challenge positions and policy direction and keep important issues at the forefront by seeking information, requesting reviews and lodging multiple Freedom of Information requests.
- Garnered an extensive record of quality media across very broad subject matter.
- 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.
- Reached 1 million people on our social media channels.
- Ongoing reporting of companion animal deaths to 1080 poison and growth of the Coalition Against 1080 Poison's website and social media presence. This has included various media articles and exposes.
- Barrie, our animal cruelty reporting hotline agent, continues to take a wide variety of calls from around Australia ensuring officials follow up to help all species of animals, from individuals to large numbers in paddocks and sale yards.

“Compassion is the greatest form of love humans have to offer.”

- Rachael Joy Scott -







## 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.

We gratefully acknowledge and remember the compassionate and generous people who left bequests this year. Our deepest thanks in memoriam to Elizabeth Francis and Richard Dixon. Elizabeth was one of the earliest people to join Animal Liberation and was very active for the rights of animals throughout her life. We are grateful we were able to thank her for remembering Animal Liberation in her will while she was living. To Richard Dixon we owe a debt of gratitude for his substantial legacy.

Please let us know if you plan on leaving Animal Liberation a bequest so that we can express our thanks to you. More information can be found on our website: [al.org.au/leave-a-bequest](https://al.org.au/leave-a-bequest).

# 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.

## GENEROUS BEQUESTS

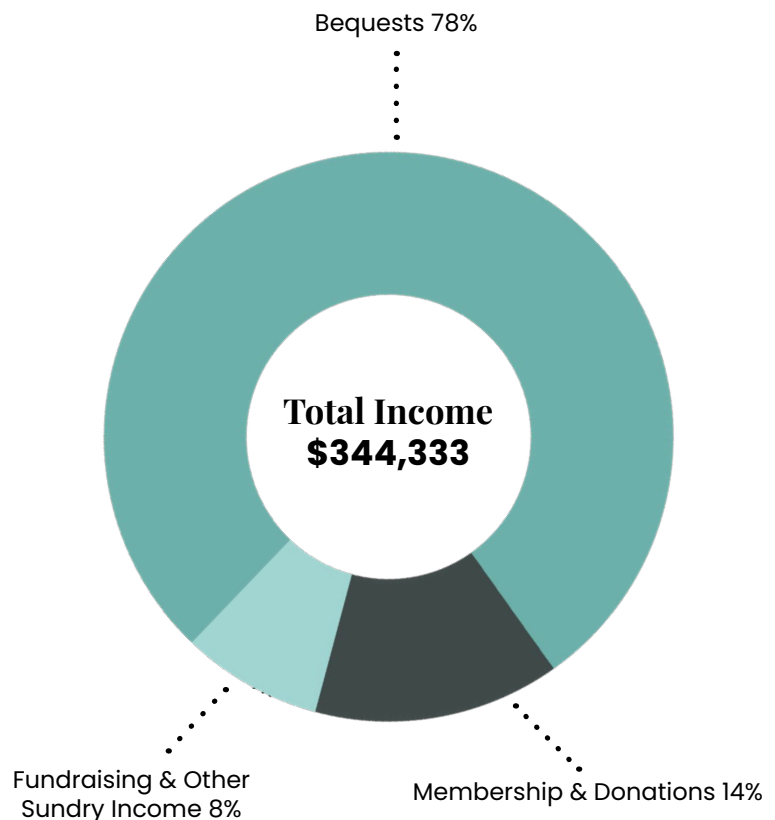
The generosity of those who leave Animal Liberation a gift in their will, ensures that our team of dedicated staff can continue to campaign for the rights of all species.

## MEMBERSHIP & DONATIONS

The generous support shown by our members, regular supporters, 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.

## 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

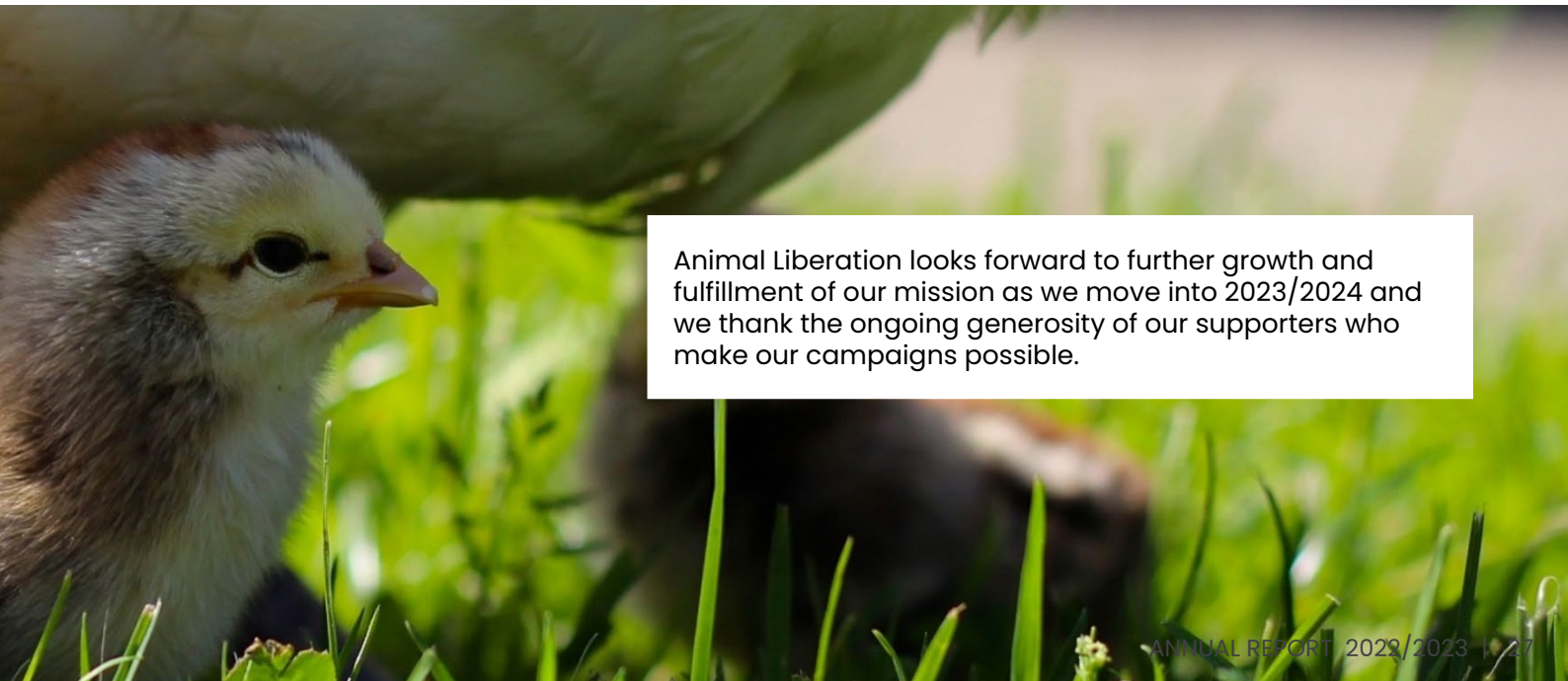
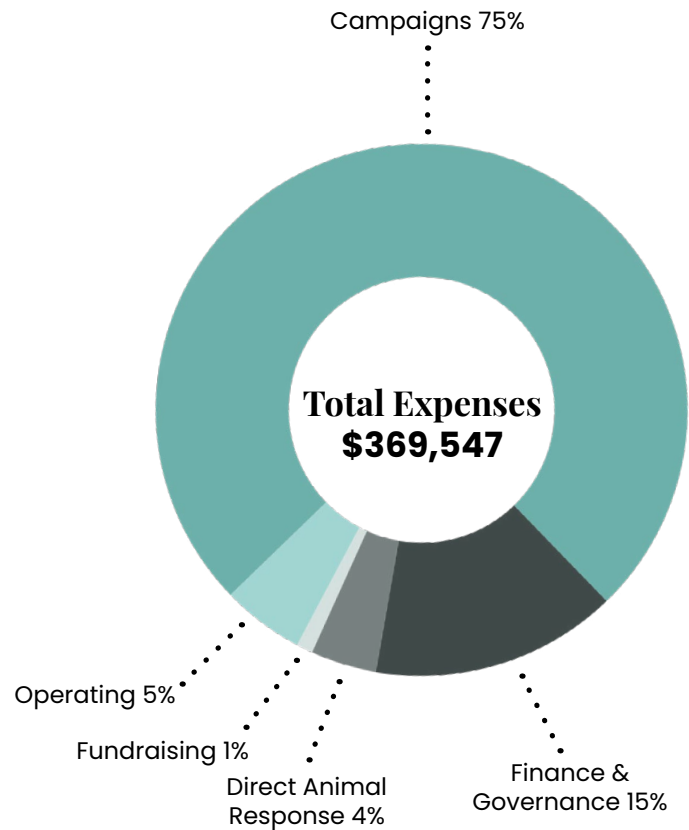
This includes merchant fees, and costs associated with fundraising activities.

### 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.



Animal Liberation looks forward to further growth and fulfillment of our mission as we move into 2023/2024 and we thank 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](http://al.org.au)

**ACN 002 228 328 | ABN 66 002 228 328**

