



# They Do Not Belong to Us

Working to Protect **AnimalKind**



## Animal-Friendly Businesses

PETA would like to thank the following businesses for their ongoing compassion and dedication to cruelty-free values. They support our work through the PETA Business Friends scheme.

- AddictaLash
  - Adobi Mortgage Solutions
  - Afroblonde
  - Kusaga Athletic
  - MyLife
- Qsilica
  - Unreal Fur
  - Vegan Interior Design
  - Veganpet
  - VITUS

PETA Business Friends is an innovative partnership scheme for compassionate companies that are willing to assist in PETA's groundbreaking work to stop animal abuse and suffering.

To find out more, visit [PETA.org.au/PBF](https://peta.org.au/PBF).



## Our Special Thanks

We're grateful to every donor for each gift to support our mission.

We extend very special thanks to members of the **Vanguard Society** and **Augustus Club**. We rely on their loyalty and commitment to secure victories for animals.



## Financial Statement

	(AUD)
<b>REVENUE</b>	
Donations	\$ 1,493,044
In-Kind Donations	\$ 100,215
Legacies and Bequests	\$ 859,335
Interest Received	\$ 3,020
Other Income	\$ 89,115
<b>Total Revenue</b>	<b>\$ 2,544,729</b>

<b>OPERATING EXPENSES</b>	
Programmes	\$ 1,918,383
Development	\$ 481,530
Management and General Expenses	\$ 218,657
<b>Total Operating Expenses</b>	<b>\$ 2,618,570</b>

<b>Profit</b>	<b>\$ (73,841)</b>
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<b>CHANGE IN NET ASSETS</b>	
Net Assets Beginning of Year	\$ 1,534,953
Net Assets End of Year	\$ 1,461,112

<b>OPERATING EXPENSE ALLOCATIONS</b>	
In-kind services	\$ 100,215

In-kind services were free of charge and not included in operating costs to determine support allocations.

Direct Programme Support	76%
Indirect Programme Support	19%
Management and General Support	5%

## PETA AUSTRALIA

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## Giving Animals a Future

We are so grateful to our Augustus Club members. These committed people have chosen to support PETA's work with a gift in their will. Below, one such compassionate individual explains in his own words why supporting PETA in this way is important to him:



"My wife, Julia, died two and a half years ago, and we had agreed parallel wills so that things pass from one to the other according to who dies first, and then they are finally left to the agreed beneficiaries. Julia was a very compassionate and caring person. So, we have left bequests to a range of animal groups, including PETA, each receiving equal sums after a handful of personal beneficiaries.

We were amazed by how PETA would do everything to expose such disgraceful human behaviour and then tackle it assertively with the exposure of the offenders, legal action, and practical steps.

You have tackled head-on these cruel, disgusting practices and the disgraceful people who think they can get away with it. May your work go on and on, which is why leaving a gift to PETA in our wills is so important to us."

– **Augustus Club member**  
**John Rickard**



## Remembering Augustus Club Members Who Have Passed Away

We would like to pay our respects to the special members listed below, who passed away this year. They chose to extend their compassion with a gift to PETA in their will, and we are forever grateful to them.

- Carmel Shani Atkinson
  - Judith Coward
  - Susan Foley
  - Peta Gibellini
  - Margaret Greaves
  - Dorothy Jackway
  - Robert Klinkhamer
- Merle Lloyd
  - Sandra Waterman
  - Betty Ward
  - (Reginald) Trevor Webster
  - Lorraine Whitehead

If you would like more information on leaving a gift to PETA in your will, please contact [Bequests@peta.org.au](mailto:Bequests@peta.org.au).





Dear Friends,

You’ve surely heard that adage about social reform movements: “First they ignore you, then they fight you, then they accept you.” Although there are many battles ahead, the victories we’ve achieved this year show that the recognition that animals have rights is on the horizon.

With your support in 2025, we pulled back the curtain – for the second time – on the cruelty behind New Zealand’s disingenuously named “humane” wool, with footage revealing abuse and suffering of sheep on ZQ-accredited farms. PETA Asia-Pacific submitted evidence from every farm it visited to the Ministry for Primary Industries, calling for an investigation and charges for apparent violations of cruelty-to-animals laws. It is investigating, and members of PETA Asia-Pacific have sat for interviews with government officials. We expect changes any day now.



In a massive step forward, the **South Australian government has now recognised fish as animals in new welfare laws**, including them in its recognition of sentience. As PETA pointed out in our submission during the Bill’s consultation process, fish are feeling animals with consciousness and cognition. And, after a US influencer, Samantha Strable, sparked global outrage

for snatching a screaming baby wombat from their frantic mother while visiting Australia, **our statement on how not to “pull a Strable” on holiday was quoted in media outlets worldwide.** Another often misunderstood animal got a reprieve when the state of New South Wales **banned cruel glue traps for sale**, sparing countless mice (and other “non-target” animals) from a terrifying and painful death.



Together, we will continue to change hearts and minds, just as we did this year. Let’s celebrate these victories and gain more ground in 2026.

For all animals,  
*Ingrid Newkirk*  
Ingrid Newkirk  
Founder



Groundbreaking Progress for Animals

After hearing from more than 100,000 PETA entity supporters, the **University of Bristol ended cruel and unscientific forced swim tests**, sparing small animals from the fear of nearly drowning in experiments that aren’t relevant to human mental health. Following campaigns by PETA entities, **French pharmaceutical giant Sanofi also banned the forced swim test.** Since 2025 is the Year of the Snake, **PETA shared a new exposé of the cruel wild-skins industry**, posting footage of pythons being violently skinned for use in designer accessories. The farms investigated supply skins to Caravel, a tannery owned by Kering, whose brands include Gucci and Yves Saint Laurent. We are pushing Kering to stop selling anything made of the skin of pythons and other animals through any of its brands.

A decade after PETA stormed Australian fashion week to protest the use of animal skins and furs in fashion and following a huge follow-up campaign from PETA and other animal liberation organisations, **the premier event announced that fur, wild-animal skins, and feathers will no longer be welcome on the catwalk.** In a

win with global implications for animals, fast fashion brand **SHEIN confirmed to PETA US that it has banned fur, wild-animal skins, and feathers.**

Global holiday accommodation giant **Airbnb agreed to stop promoting and selling tickets for exploitative animal rides at the pyramids of Giza** after PETA US shared an exposé that reveals the egregious abuse of camels and horses at the tourist site. The footage, which adds to previously released and equally damning images from the area, shows emaciated animals being beaten and starved and reveals mass graves in which dying animals are left to die.

As Australia’s football season got going, we asked the Brisbane Broncos to retire their living horse mascot, Buck, and rebrand without their pro-rodé name and imagery. Our suggestion to rename the team the Brisbane Boomerangs **garnered loads of media coverage.**

We helped share awareness about the latest PETA Asia exposé of the horrific abuse of baby monkeys

in the Thai coconut industry, this time revealing cruelty inside gruelling “monkey schools”. Emmy Award-winning *The White Lotus* creator **Mike White teamed up with PETA US to write a letter to Thailand’s prime minister urging her to shut down the schools and end forced monkey labour in the country.**

Australians got an eye-opening glimpse into the reality of frogs’ legs after we shared a PETA Asia investigation into the industry, in which animals are skinned alive. **Complaints have been filed with the relevant authorities.**

It’s not “only” bogus labels PETA entities are tackling in the wool industry – there’s abuse at every stage of the operations. **In a new New Zealand wool**

**investigation**, PETA Asia-Pacific investigators documented what the wool industry tries to keep out of sight: once sheep are no longer considered useful, they are sent to slaughter. After years of enduring violent shearing in the wool sheds, their final minutes are filled with terror and pain. **PETA will continue to urge all companies associated with this industry to stop selling wool.**



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Educating, Persuading, and Liberating

Our outreach included a letter to the University of Canterbury (New Zealand) Chancellor Amy Adams, **urging her to remove bird flesh from campus menus** after more than 100 students contracted food poisoning from eating a bad chicken souvlaki at their halls of residence.



Photo: Peter Ferauson



brimming with vegan milkshakes, **urging him to Go VEGAN Jo.**

Australian actor and star of Nicole Kidman’s dramedy series, *The Last Anniversary*, **Danielle Macdonald stood in solidarity with all females**, including those exploited by the

meat, egg, and dairy industries, in PETA’s pro-vegan ad campaign.

Ahead of the ski season, PETA wrote to the nation’s largest ski resort, citing studies warning that climate change will kill future ski seasons and **urging it to turn resort menus vegan.**

Our billboards showed up all over, including in the capital cities of two wool-producing states, **urging Australians to bundle up in cruelty-free plant wools** to spare gentle sheep from suffering, and as Christmas shoppers made plans for platters full of sea animals, billboards across New South Wales **challenged viewers to question why we eat lobsters when we wouldn’t dream of doing the same to dogs.** And after a study by marine experts confirmed that whales continue to be entangled and die in fishing gear, **PETA erected billboards urging Australians to “Save the Whales” by not eating fish.**

We published many impactful letters, op-eds, and articles, including a feature explaining why rabbits are not photo props or Easter gifts, the links between bacon and Alzheimer’s, the government’s cozy relationship with the deadly live-export industry, bird flu, and much more.

As Australia’s hottest summer on record gave way to an unseasonably warm autumn, PETA set up giant melting ice sculptures in the heart of Melbourne’s CBD. The eye-catching demo **reminded passersby that “Meat = Heat.”**



When Australian singing sensation Go-Jo headed into the Eurovision Song Contest semi-finals with his hit song “Milkshake Man”, PETA sent the singer a hamper

PETA’s Global Compassion Fund: Ending Cruelty Begins With Compassion

This year, in war-torn Ukraine, PETA’s Global Compassion Fund helped rescue nearly 30,000 donkeys, dogs, cats, horses, goats, pigs, ducks, rabbits, and chickens and provided monthly food deliveries to feed around 2,500 hungry animals each day. A drone defence system—financed by PETA’s Global Compassion Fund—helped protect a van full of rescued animals from a spray of bullets.

PETA’s Global Compassion Fund supported the rescue of animals in critical situations:

- Seven camels in Baramulla, India, who were reportedly being sold for sacrifice ahead of Eid
- A sick and injured puppy named Carla, who was abandoned in freezing temperatures in Romania
- Promise, a homeless dog in the Philippines

PETA entities are running robust spay/neuter programmes around the world:

- Clinics supported by the Global Compassion Fund spayed and neutered more than 300 dogs and cats in Peru.
- In Mexico, more than 1,000 animals were spayed and neutered, including Baja, a Chihuahua seized from a neglectful owner.
- PETA Asia helped spay and neuter thousands of cats and dogs this year, as many as 600 animals during a single clinic!

PETA’s Global Compassion Fund supports work around the world to help people better understand animals:

- In India, Animal Rahat’s Sangli Sanctuary hosted an all-female visitors’ day. Women groomed bullocks, horses, and camels and saw them living as they should: free of tight



tethers, socialising with their friends, and enjoying plenty of food and water.

- In Romania, PETA Germany is working closely with authorities and politicians to change laws, expose cruelty to animals, and establish ethical management of homeless animals.

Through the Global Compassion Fund, **PETA entities support free veterinary care worldwide**, from Jordan to India to the Philippines and everywhere else we work:

- In Petra, Jordan, where animals are forced to work at the ancient ruins, the Global Compassion Fund helped the Petra Veterinary Clinic provide free veterinary care for more than 5,000 animals. For many of these animals, it was the only medical care they have ever received.
- In Maharashtra, India, the annual Chinchali Fair can involve days on the road as villagers push bullocks and ponies to exhaustion. This year, with help from the Global Compassion Fund, Animal Rahat provided four animal rest areas and veterinary treatment camps along the route. Vets and staff treated 790 animals on the journey there and 810 on the way home, many of whom suffered from painful lameness due to bumpy, rocky roads; dehydration; and muscle tears from overloaded carts.