

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Mr Tommy Logtenberg, CEO
Gumtree Australia Markets Ltd Australia

5 March 2026

Dear Mr Logtenberg:

Hello from People for the Ethical Treatment of Animals (PETA). Following the prosecution of a Ballarat man for running a non-compliant animal business via online platforms including Gumtree, and in the broader context of Australia's animal homelessness crisis, we're writing to urge Gumtree to ban the sale of animals from the platform.

At any given time, there are almost 330,000 homeless companion animals in Australia, and 264 dogs and cats are euthanised *every single day* for lack of good homes. Gumtree plays a role in this tragedy: as I write, there are no fewer than 3,600 advertisements for dogs, puppies, cats, and kittens on your site. As most ads are for multiple animals as breeders attempt to offload litters, the number of individual animals is much higher.

Unlike shelters and rescues, which carefully vet animal guardians, animals sold via classified ads go to the highest bidder, with no regard for the quality of the home or the animal's well-being. The adoption process also safeguards animal health, including ensuring animals are desexed, while many Gumtree ads offer "breeding pairs," perpetuating backyard breeding and exacerbating the animal homelessness crisis.

You would never start to bail out a flooding bathroom without first turning off the tap. If the only barrier to unscrupulous breeders pumping out sick and unwanted animals is the occasional slap on the wrist for individual offenders, the flow of animals overwhelming rescues and dying on the street will never end. It's up to companies like Gumtree to help turn off the tap.

Please stop enabling animal abusers to profit from suffering by banning animal sales on the site. We appreciate your consideration and hope you take this chance to help animals.

Sincerely,



Mimi Bekhechi
Senior Campaigns Advisor to PETA Australia

Entities

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)

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