



Annual Review

Dear Friends,

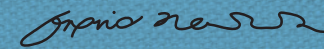
In the 1700s, a European biologist designed a system for classifying members of the animal kingdom, placing *Homo sapiens* above all other species – and categorising humans into racial subspecies, with only white Europeans described in favourable terms. Obviously, the disparaging of other *species* was merely a reflection of the bias of the person doing the categorising, rather than being evidence-based. The same kind of bias is evident in the way most humans unthinkingly judge other animals' value based on their *species* – so in 2019, we launched our “End Speciesism” campaign to raise awareness of this social justice issue.

We may not fully understand how all animals think – or know what they think about – but dismissing their inner worlds as less deserving of consideration than our own is just vanity.

When we look into an animal's eyes, the entity looking back at us is not a furry robot, a feathered automaton, or a finned android. There's *someone* inside that body who can feel hunger, thirst, pain, fear, loneliness, grief, jealousy, joy, and love and who makes decisions, has preferences, experiences anticipation, overcomes challenges, and communicates with others. Animals' lives matter to them.

We thank our members and supporters for making the victories on the following pages possible. These successes are a result of our dynamic campaigns to revolutionise the way people think about animals and challenge the human-supremacist view that we're superior to other animals in any way that can justify disrespecting, abusing, or slaughtering them.

For all animals,



Ingrid E Newkirk
Founder



Groundbreaking Victories for Animals

As revealed in a landmark PETA exposé of the cashmere trade in Mongolia and China – which supply 90% of the world's cashmere – goats screamed in terror as workers pinned them down and roughly sheared them or yanked their hair out with sharp metal combs, leaving many with bloody wounds. Eventually, workers slaughtered them by bludgeoning them and slitting their throats. PETA has since persuaded **Australian Fashion Labels – whose portfolio includes Finders Keepers, C/MEO Collective, Keepsake, The Fifth Label, and Jaggar the Label – and designer brand OneTeaspoon to ban cashmere.**

Following the release of PETA Asia's eyewitness exposé revealing that badgers on Chinese farms were confined to cramped cages, beaten with crude instruments, cut open, and left to die, PETA and our international affiliates have persuaded more than 85 brands, including Morphe, Fishpond, and Australian Pharmaceutical Industries – the parent company of Priceline and Priceline Pharmacy – to ban make-up and shaving brushes and all other products made with badger hair.

We persuaded Kathmandu to offer a **vegan down coat**, an animal-friendly option for customers who don't want ducks and geese to experience stress, pain, and fear.

More than **1,000 companies** have licensed the “PETA-Approved Vegan” logo, including The Iconic – one of Australia's largest online fashion and sports retailers – for its Atmos&Here capsule collection.

PETA representatives were interviewed by every major news outlet in Australia after our release of a new video exposé of the slaughter of Australian-born Thoroughbreds and their offspring for meat at South Korea's largest horse abattoir, where the horses trembled in fear and were beaten in the face. As a result of this exposé, the abattoir and three of its workers were charged with violations of the Animal Protection Act and South Korean authorities pledged to implement a programme in which horses formerly used for racing would be retired instead of sold for meat.

Following years of protests by PETA and other groups against the cruelty of the annual Running of the Bulls and the bullfights that follow in Pamplona, Spain, Contiki – the world's most popular youth travel provider – stopped including these events in its tour offerings.

PETA's campaign against the live export of sheep helped bring about a three-month moratorium on the cruel practice –

a significant victory as we work towards a total ban. This has helped prevent sheep from being packed by the tens of thousands onto ships on which they're forced to stand in urine and faeces for weeks on end, destined for slaughter in the Middle East or North Africa. On these vessels, sheep often die of disease or are trampled to death. Those who survive the journey experience a terrifying fate once they arrive at their destination – they're dragged, beaten, and tied up, and their throats are often slit while they're still fully conscious.

PETA worked with many companies, including Domino's, Mad Mex, San Churro, Wally's Hot Dogs, and Event Cinemas, to help them add **vegan options**. These changes will prevent countless animals from suffering and tempt meat-eaters to try kind versions of their favourite foods.

Australian fashion brand Bardot banned ostrich feathers after learning from PETA that ostriches are imprisoned in barren dirt feedlots, where their feathers are often yanked out, and must endure a terrifying journey to the abattoir, where they're electrically stunned and flipped upside down and their throats are slit.

We helped persuade Brisbane department store David Jones to stop using live animals – including reindeer, donkeys, and camels – in its Christmas parade, which attracts nearly 500,000 people.

PETA persuaded Australia's premier discount variety store, Cheap as Chips, to stop selling glue traps, which cause animals to sustain severe injuries before succumbing to shock, dehydration, asphyxiation, or blood loss.

After learning from PETA that the Melbourne Cup causes horses to suffer and die and is linked to the bloody horse-slaughter industry, music superstar Taylor Swift cancelled her scheduled appearance at the event.

PETA persuaded Table Tennis Australia not to renew its sponsorship agreement with the Australian Donkey Industry Association, which promotes the sale of *ejiao* – a traditional Chinese medicine made from donkey-skin gelatine for which donkeys are killed with sledgehammers.

Informing, Persuading, Liberating

PETA enlisted the help of popular celebrities to strengthen our campaigns. World-renowned beauty icon Pamela Anderson starred in a thought-provoking ad denouncing dolphin captivity and penned a letter urging Prime Minister Scott Morrison to end live-animal exports. Film and television star Arianwen Parkes-Lockwood starred in a scathing video and a print ad exposing the cruelty of the wool industry.

Model, actor, and singer Alli Simpson shot a video and an ad urging people to adopt animals from shelters instead of buying them from pet shops. And DJ Tigerlily helped us persuade Wally's Hot Dogs to add a vegan hot dog to its menu. These actions trended on social media, put animal issues in the headlines, and showed millions of people how they can help exploited, abused, and neglected animals.

Our demonstration outside the Greek Consulate General in Sydney put pressure on authorities to stop Santorini's notoriously cruel donkey rides.

PETA supporters holding a “bloodied” fake lamb and wearing body make-up depicting blood, bruises, and scars garnered coverage by 28 media outlets and drew attention to the extreme violence inflicted on sheep used for wool, as documented in numerous PETA exposés.

Our barbecue of a realistic-looking fake dog made headlines around the globe and prompted a deluge of orders for our free vegan starter kit.



Photo: © Rob Stephenson

Photo: © Manfred Baumann
Background: © iStock.com/camelt

Amplifying Our Anti-Speciesism Message Through the Media

A variety of media outlets (including 2SER, Stuff.co.nz, 3AW, and ABC Wide Bay) directed their audiences' attention to the plight of animals in laboratories through their coverage of PETA's work to end cruel tests, such as Victoria University of Wellington's use of the forced swim test – in which terrified animals paddle frantically in inescapable beakers of water to keep from drowning – and to promote the use of sophisticated, non-animal methods instead.

Our letters to four city councils urging them to replace traditional fireworks displays with silent ones were covered by ABC Newcastle, ABC Sydney, Channel 7, and many print media outlets – allowing our message to reach millions – and prompted an Adelaide event company to request our help in creating a silent fireworks event. Noisy fireworks terrify wildlife and can cause dogs to break out of their homes, even smashing through windows, to escape the ear-shattering booms.

By urging government officials to take steps to promote vegan eating – including implementing vegan food policies for council events and helping beleaguered dairy farmers make the transition to plant agriculture – we secured coverage by *The Daily Telegraph*, *The Weekly Times*, *The Advocate*, and *Country News*, which allowed tens of millions of readers to learn how vegan eating benefits animals, our health, and the environment.

Animal-Friendly Businesses

PETA would like to thank the following compassionate companies for their support: **Bagladies**, **Lord of the Fries**, **MyLife**, **Qsilica**, **Unreal Fur**, **Veganpet**, and **VITUS**. These members of the PETA Business Friends programme are generous supporters of animal rights. To learn more about this programme, please visit PETA.org.au/PBF.

Special Thanks

We also wish to thank our wonderful members, who helped make this year's achievements possible. We extend special thanks to our **Augustus Club** and **Vanguard Society** members, whose compassion and commitment to our critical work are vital to our ability to help animals.

Financial Statement

REVENUES	(figures in AUD)
Donations	\$ 1,641,875.99
In-Kind Donations	\$ 51,028.65
Legacies and Bequests	\$ 72,738.76
Interest Received	\$ 947.62
Other Income	\$ 120,881.35

Total Revenues \$ 1,887,471.97

OPERATING EXPENSES

Programmes	\$ 1,400,107.52
Development	\$ 262,886.56
Management and General Expenses	\$ 133,689.87
In-Kind Services*	\$ 51,028.65

Total Operating Expenses \$ 1,847,712.60

PROFIT BEFORE INCOME TAX \$ 39,759.37

Income Tax —

PROFIT AFTER INCOME TAX \$ 39,759.37

Net Assets Beginning of Year \$ (113,053.00)

Net Assets End of Year \$ (73,293.63)

OPERATING EXPENSE ALLOCATION

Direct Programme Support	78%
Indirect Programme Support	15%
Management and General Support	7%

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

The financial statement shown here is for the fiscal year ending 30 June 2019 and is based on our independently audited financial statements. A copy of our complete financial statement is available upon request.

PETA Australia

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