

PETA AUSTRALIA 2012

annual review





Dear Friends,

With the help of compassionate people like you, PETA Australia is saving countless animals from pain and suffering.

Because Australia is one of the world's largest exporters of wool, PETA actively campaigns against this

cruel industry. We speak out against "mulesing", a barbaric mutilation in which chunks of skin are cut from lambs' rumps, and we've convinced many major retailers to stop selling wool from mulesed lambs. We also produced attention-grabbing materials to expose the cruelty inflicted on millions of Australian sheep who are exported to the Middle East and Asia on severely crowded ships.

By holding demonstrations, working with designers and retailers and offering rewards for information about animal abuse, PETA is raising awareness about cruelty to animals and calling attention to the vital need for stronger animal protection policies. Celebrity supporters, including *Big Time Rush* star **Cody Simpson**, who posed for a PETA ad encouraging people to speak out against animal abuse, help us raise awareness about animal rights issues, particularly among young people.

We regularly communicate with international companies to try and raise their animal welfare standards. Whenever you are willing to speak out for animals – by participating in a protest, distributing leaflets or giving a school presentation – please let us know and we will be happy to provide you with free literature and advice.

On the following pages are just a few of the highlights from 2012. We could not accomplish what we do without your support.

For all animals,

Ingrid E. Newkirk
Founder

Turning the Tide for Animals

PETA's hard-hitting campaign against the Australian wool industry has had a significant impact. Because PETA has raised international awareness about mulesing, many consumers now know that the majority of Australian sheep farmers continue to use sharp tools resembling gardening shears to cut chunks of skin from lambs' backsides in a crude attempt to reduce maggot infestation – even though

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there are more humane and effective flystrike-prevention methods. As a result, major international retailers have

pledged not to sell wool from mulesed sheep, including UNIQLO, the fifth-largest fashion retailer in the world, which PETA persuaded to stop using wool from mulesed sheep in 2012.

PETA and its affiliates also convinced the owner of Muji stores to phase out the purchase of wool from mulesed sheep in time for its 2013 winter line. Muji has more than 200 stores in 20 countries and supplies 127 other retail outlets, so this is an important victory that will help countless Australian lambs.

Australia is the only country that continues to perform widespread mulesing mutilations, so PETA asked Australian veterinarians who were encouraging mulesing with postoperative pain relief to recommend more humane maggot-control methods. Our letter was featured in a story in *Stock & Land*. PETA also sent a letter to more than 500 stud breeders to tell them how successful non-mulesing breeders of bare-breeched sheep have been and encourage them to follow their example. Bare-breeched sheep don't have excessively wrinkly skin and therefore aren't as susceptible to maggot infestation or flystrike. We held colourful demonstrations to raise

awareness about mulesing and live export – shipping Australian sheep on long voyages to Middle Eastern and Asian slaughterhouses, which usually have weak or non-existent animal welfare regulations.

To further call attention to the cruelty of live export, PETA teamed up with ARIA Award-winning blues and roots group The Audreys to produce video and print public service announcements. The video was featured as an exclusive on the popular *Street Press Australia* website.



© Sabrina Rubini

PETA also produced an in-depth report, which was distributed to the media, showing that the live-export industry has a huge carbon footprint. Stopping the live-export trade would be equivalent to removing approximately 320,000 cars from Australian roads.



We persuaded local designers and retailers, including Camilla and Marc, Rachel Gilbert, Scanlan & Theodore and Webster Holdings (which owns David Lawrence, Jigsaw and Marcs), to go fur-free. They join dozens of other local

designers and international companies, including Gail Elliott, Alannah Hill, Ginger & Smart, One Teaspoon, High Tea, Justin Davis, Nicola Finetti, Joveeba, Fleur Wood, Polo Ralph Lauren, Tommy Hilfiger and Vivienne Westwood, who have pledged not to use fur in their designs.



During the Queen's Jubilee visit to Australia, a PETA supporter dressed as a bear greeted the Queen at the airport to call attention to the use of bearskins in the ceremonial caps worn by the guards at Buckingham Palace. The action received nationwide media attention, including a story on

News.com.au. The bearskins used for The Queen's Guard's caps come from Canadian black bears who are often shot several times before they die. Some escape and bleed to death from their injuries. It takes the entire hide of one bear to make just one cap. When mother bears are killed, orphaned cubs are left behind to starve.

Changing Minds, Saving Lives

To protest the cruel Running of the Bulls, PETA produced a leaflet, wrote letters to the editors of newspapers and blogged about the abuses that bulls endure before, during and after the spectacle. Electric prods and sharp sticks are used to rile the bulls into a frenzy. They are then forced to run terrified through the streets, often slipping on the cobblestones and sustaining horrific injuries. Later in the day, the same bulls may be tortured and slaughtered in the bullring. PETA also sent out a news



release about a Queensland woman and PETA supporter who lay nearly naked in the street in Pamplona, along with other caring people, to spell out the words "Stop Bullfights".

When PETA contacted Flight Centre to question its reported support of the cruel Calgary Stampede rodeo, the company assured us that it had not actually made a donation or authorised any promotion and would not do so in the future. The stampede is notorious for its barbaric chuckwagon races, in which more than 50 horses have died over the past 25 years.

PETA alerted residents to write letters to their local newspapers about circuses that exploit and abuse animals and urge local councillors not to allow performing animals in their communities. Animals used in circuses spend most of their lives in cages and chains, travelling for months on end. They are never free to exhibit natural behaviour and are forced to perform confusing and sometimes dangerous tricks night after night.



Our representatives appeared on several radio shows to talk about feral animal control and contacted government officials about proposed changes to hunting laws, including a New South Wales proposal allowing unsupervised children as young as 12 to hunt and kill animals such as pigs and wild dogs using bows and arrows and knives. We also expressed our opposition to a Northern Territory proposal that would allow crocodile hunting.

PETA pressured Home Timber and Hardware stores to stop selling glue traps and convinced



Virgin Money Australia, Bank of Queensland, ANZ, Westpac Banking Corporation, Newcastle Permanent and Suncorp to implement



a policy against these vile, indiscriminate devices, which consist of boards coated with a sticky adhesive that capture mice and any small animal who wanders across them. Animals caught in glue traps suffocate as they struggle to free themselves or die of dehydration or shock when they are thrown away.

Ensuring Animals' Voices Are Heard

To help people make kind and informed eating choices, PETA produced a vegan/vegetarian starter kit that will be distributed at outreach events. Model and PETA supporter **Sheridyn Fisher** posed in a PETA ad that reads, "Be a Bunny's Honey. Go Vegetarian".



PETA members in lettuce-leaf outfits also demonstrated in Melbourne and Brisbane; their efforts attracted national news coverage, as did our announcement that **Missy Higgins** was crowned Australia's Sexiest Vegetarian Celebrity for 2012.

Following the release of PETA US' video "Silent Scream" – which reminds viewers that fish killed for food are often skinned and gutted while they're still alive – PETA Australia representatives appeared on the current-

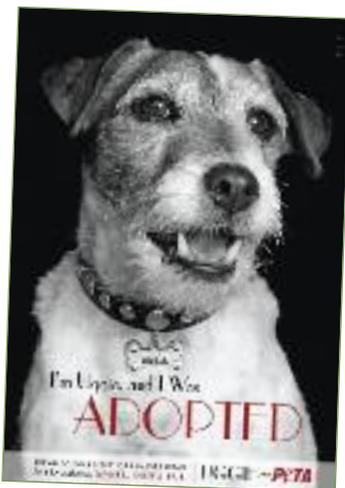


affairs programme *The Project* and on the Channel 10 news to discuss the slaughter of fish. Our letter asking Sea World on the Gold Coast, Queensland, to stop serving

site restaurants was also featured on *The Project* and in many other media outlets.

In fact, PETA's activities were featured in every major publication in Australia, including *The Australian*, *The Sydney Morning Herald*, the *Herald Sun*, *The Courier Mail* and *The Age*.

Our ads, including ones starring David Boreanaz (from the hit shows *Angel* and *Bones*) and Uggie (the adorable adopted dog who starred in *The Artist*) were run for free in numerous publications, including *TV Weekly*, *Backyard and Garden*



Design Ideas, *Dolly*, *FAMOUS*, *Fuse*, *Take 5* and *TV Soap*. We also had hundreds of letters published in national and local newspapers, covering a range of issues, including vegan food, circuses, fur and live export. By maintaining a regular presence in the media, we have been able to reach countless people, ensuring that the animal rights message is heard.

PETA Australia Financial Statement

REVENUES

Donations	\$861,649
In-Kind Donations	138,080
Interest Received	3,698
Other Income	392

Total Revenues	\$1,003,819
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OPERATING EXPENSES

Programmes	\$774,381
Development	158,375
Management and General Expenses	137,727

Total Operating Expenses	\$1,070,483
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CHANGE IN NET ASSETS

Net Assets Beginning of Year	\$159,646
Net Assets End of Year	92,982

OPERATING EXPENSE ALLOCATION

Direct Programme Support	72.34%
Indirect Programme Support	14.79%
Management and General Support	12.87%

Change in net assets does not include income tax. The financial statement shown here is for the fiscal year ending June 30, 2012, and is based on our independently compiled financial statements. A copy of our complete financial statement is available upon request.



Special Thanks

PETA wishes to thank everyone who helped make this year's remarkable achievements possible. Your generous donations of time and money are vital to us and to animals. Everything you do – from participating in protests to writing letters to making contributions – helps PETA save lives. Thank you!

PETA

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