

They Do **Not** Belong to Us

WORKING TO PROTECT ANIMALKIND

Our Special Thanks

We want 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.

Thank You!

Animal-Friendly Businesses

PETA would like to thank the following compassionate companies:

- AddictaLash
- Adobi Mortgage Solutions
- Afroblonde
- Bagladies
- Cool Clutch
- Kusaga Athletic
- Lord of the Fries
- MyLife
- Qsilica
- Unreal Fur
- Vegan Interior Design
- Veganpet
- Vitus

These members of the PETA Business Friends programme are generous supporters of animal rights. To learn more about the programme, please visit [PETA.org.au/PBF](https://peta.org.au/PBF).

Financial Statement

REVENUE	
Donations	\$ 1,743,469
In-Kind Donations	\$ 42,227
Legacies and Bequests	\$ 88,217
Interest Received	\$ 39
Other Income	\$ 375,603
Total Revenue	\$ 2,249,555

OPERATING EXPENSES	
Programmes	\$ 1,771,426
Development	\$ 300,423
Management and General Expenses	\$ 183,413
In-Kind Services*	\$ 42,227
Total Operating Expenses	\$ 2,297,489
Profit	\$ (47,934)

Net Assets Beginning of Year	\$ 143,006
Net Assets End of Year	\$ 95,072

OPERATING EXPENSE ALLOCATIONS	
Direct Programme Support	79%
Indirect Programme Support	13%
Management and General Support	8%

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

PETA Australia

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Giving Animals a Future

We are extremely grateful to our Augustus Club members, the special people who have chosen to support PETA's work with a gift in their will.

Here, we want to introduce one of these wonderful members who has chosen to share her story in her own words.

Grace P (and Penny)

"I came across PETA US in the late '80s and have followed them ever since. My decision to leave a legacy to PETA was an easy one and one I am proud and honoured to have made."

My compassion for animals grew even more when my dog Albert came into my life. I have since rescued two beautiful dogs, Harley and, more recently, Penny.

My dogs are my family. They have inspired me to take the route I have for all animals.

I have no doubt my legacy will go towards PETA continuing its awesome work for all the animals we share this Earth with, and I would encourage any animal lover to consider leaving a gift in their will to PETA - it's empowering."

Thank you!

Thank you to every compassionate and loyal PETA member and supporter who has spoken up for animals and shares our vision of a kinder world.

Remembering Augustus Club Members Who Have Passed On

- June Ashton
- Dorothy Jory
- Sheila Stores
- Margaret Thompson

We fondly remember the members who passed away this year and extended their compassion for animals with a gift in their will.

If you would like further information about leaving a gift in your will, please contact us at Bequests@peta.org.au.

Dear Friend,

In 2022, as always, PETA never missed an opportunity to champion animal rights.

We scored important wins: EGYPTAIR and Air France committed to stopping the shipment of monkeys to laboratories, Ten Tops pulled cruel glue traps from its store shelves, Burberry banned exotic skins, and the federal government announced that it would end the export of live sheep.

We sparked conversations about speciesism on the street, in the media, and online: when PETA members stripped down in Melbourne to show shoppers how much the wool industry hurts sheep, media outlets jumped on the story and the photos circulated internationally, informing people all over the globe about our new website WoolFacts.com, which exposes the industry's greenwashing and "humane washing".

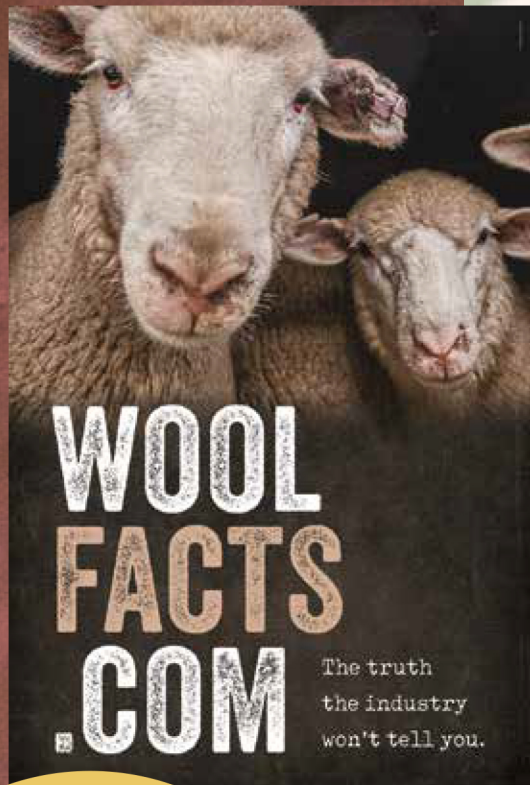
In other actions, supporters encased themselves in "bloody meat trays" - shocking passers-by and making headlines worldwide - to remind everyone that all animals are made of flesh, blood, and bone. When the highly anticipated Splendour in the Grass music festival was rained out, we advised organisers that since going vegan is the best way to slam the brakes on the climate catastrophe and weather extremes, they could help by making future events all-vegan. And when heavy floods pummelled New South Wales, we took to the media to urge people to protect their animals and then got busy rescuing cats from a flooded shelter and sending supplies to hard-hit communities.

While not every achievement we've made for animals this year is included in this overview, all of them were made possible because of you. Thank you for your support and for everything you're doing to make the world a more compassionate place. Onward!

For all animals,

Ingrid Newkirk

Ingrid Newkirk
Founder



Groundbreaking Progress for Animals

Mice and rats are no longer suffering in near-drowning experiments at the University of South Australia and Macquarie University since PETA, Humane Research Australia, and thousands of supporters persuaded both schools to ban the pointless forced swim test.

Just three months after PETA entities launched campaigns against EGYPTAIR, the airline stopped transporting monkeys to their deaths in laboratories. And after more than a decade of intense campaigning by PETA entities, Air France finally committed to ending monkey transports.

For the second year in a row, no animals were killed during the Cobra Gold multinational military training. In previous years, troops killed chickens with their bare hands, gutted live geckos, decapitated cobras, and more.

When the Parliament of New South Wales asked for comments on the use of primates and other animals in medical experiments, PETA submitted mountains of evidence on the experiments' high failure rate and the need for sound, animal-free science.

We appealed to Horina's ambassador to Australia to help stop horrific car-crash experiments conducted on live dogs and pigs in China - exposed by PETA US.

Live exports of cows, deer, goats, and sheep from New Zealand are slated to stop by the end of April 2023 - and the new Australian government announced that it will ban exports of live sheep but not before 2025. PETA's pushing for the ban to go into effect immediately and to include all animals. Our op-ed proposing an "International Day to Ban Live Exports" was printed in more than 100 newspapers, including *The Canberra Times*.

Our shocking exposé revealing that Australian cows are tormented during butchering in Indonesian slaughterhouses grabbed headlines, including in *The Sydney Morning Herald*, *The Sun-Herald*, and *The Age*, and showed why live export - and all uses of dogs for meat and leather - must end.

After our petition urging KFC to add vegan options took off and was covered by *Yahoo! News*, the fast-food giant launched its first test run of vegan popcorn chicken. Not to be outdone, McDonald's trialled its Beyond Meat McPlant burger at 270 restaurants.

Fuelled by facts PETA presented on the kangaroo-hunting industry - and our 7,000-signature petition - Loddon Shire Council denied the application for a kangaroo slaughterhouse in Victoria.

Thousands of supporters signed our petition to stop a proposed chicken factory farm that would condemn 570,000 birds to a life of misery. Stay tuned.

Moved by PETA Asia's badger-hair industry investigation, world-renowned make-up artist Rae Morris banned all fur from her line of brushes. And after hearing from PETA, Kong's, Australia's largest distributor of companion animal products, agreed to stop using real fur in the toys it manufactures.

After seven years of campaigning by PETA entities that included hard-hitting exposés, fashion week

protests, and boardroom disruptions, Burberry stopped using the skin of snakes, crocodiles, and other exotic animals.

Following campaigns by PETA entities, luxury fashion brands Moncler and Dolce & Gabbana have sworn off the use of fur in future collections. Dolce & Gabbana has also banned angora.

PETA released another damning look inside the wool industry, with a video of a shearer using a large needle and thread to sew up a sheep's gaping chest wound without any painkillers.

The same week, we shared PETA Asia's appalling video footage from an Indonesian python slaughterhouse, where workers beat live snakes over the head with a hammer and inflated them with compressed air, and urged viewers to shed all types of animal skin.

Following PETA Asia's latest investigation into "responsible" down, which showed conscious geese on Russian farms being beheaded with dull axes, we launched a petition urging lululemon

to go down-free and urged the minister for trade and tourism to ban Russian down imports.

When New Zealand's Queenstown airport refused our "Cruelty Doesn't Fly" anti-leather public service announcements, we got the message out anyway by letting media outlets know about the rejection.

After years of pressure from animal protection groups and hundreds of e-mails from PETA supporters, the Victorian state government banned horse-drawn carriages in the heart of Melbourne.

South Australia banned jumps racing, and we're urging Victoria, the only state still allowing these deadly horse races, to follow suit.

Millennium Hotels and Resorts confirmed that after nearly 30 years, it is now ending its support of the gruelling Iditarod dog-sled race following campaigns by PETA entities worldwide. PETA held protests and sent appeals to all 20 Millennium properties in Australia.

Our submission to the Thoroughbred Aftercare Welfare Working Group informed the panel's widely covered recommendations on improvements for horses.

After PETA contacted Ten Tops about vile glue traps, the discount retailer pulled them from its shelves.

Together with Animal Liberation Queensland, we submitted more than 7,000 supporter submissions to Scenic Rim Regional Council objecting to a new massive dog-breeding facility, and we rallied supporters to submit their views on the New South Wales government's inquiry into puppy farming.

Educating, Persuading, Liberating

Stefania Ferrario's beautiful "Ewe Can Do Better! Wear Vegan" ad for PETA made a splash at home and even in New York City with an 8-metre billboard. The model also hit Melbourne's Bourke Street Mall with animal rights advocate extraordinaire Tash Peterson and another animal defender to speak out for sheep and lambs and garnered massive media attention.

body+soul ran Hugh Sheridan's charming "Adopt, Don't Shop" ad free of charge, reaching almost 1.5 million readers.

For International Women's Day, *Nourish* magazine ran a PETA feature which highlighted eight inspiring women who are smashing speciesism, sexism, and other ugly "-isms".

We teamed up with space scientist and climate-change expert Dr Michael Delto-Iacovo on an op-ed proving the connection between meat and methane, and it was syndicated nationally for Earth Day.

The Commonwealth government echoed what PETA has been saying for years in its "State of the Environment" report, implicating animal agriculture in deforestation and the climate catastrophe. We responded with an op-ed urging people to go vegan, which reached nearly 7 million readers.

We sent then Deputy Prime Minister Barnaby Joyce an elegant vegan crocodile-skin wallet to show him that crocodile farms, which are cruel and ecologically damaging, are unnecessary.

We also got media coverage when we sent former Prime Minister Scott Morrison a "cow fart" in a jar

to draw attention to methane and the climate catastrophe.

Our creative actions drew the public's attention to animal rights issues and made headlines:

- When PETA "mice" jumped into the water at Bondi Beach to demand that Eli Lilly ban the forced swim test, we received media coverage from *LADBible*, *Daily Herald*, *CNET*, and others, including an article in *Pharma in Focus*.
- Lucy, PETA's "live-export sheep", hit the campaign trail and was a smash with more than 75 media outlets covering the electoral leaders' debate in Sydney.
- No one's baby belongs on a grill. That was our message, which was shared by *The Courier Mail*, the *Gold Coast Bulletin*, *Yahoo!*, and *The Independent* after PETA "barbecued" a "human baby" on Queensland's busiest tourist strip.
- Our giant "babies" toddled through Brisbane on Mother's Day to remind people that if she's not your mum, it's not your milk.
- Our new website WoolFacts.com got a boost from sidewalk stencils outside Australian Fashion Week in Sydney and bike trailer ads circling the world's largest sheep and wool exposition in Bendigo, Victoria.
- On the eve of the Melbourne Cup, our "dinosaurs" took to the streets of Flemington to point out that horse racing is prehistoric and cruel.
- Sea World is deadly for marine mammals, so PETA erected a dolphin "graveyard" at the amusement park. Meanwhile, our dog headstones outside the Australian Grand Prix called out Liberty Media for sponsoring the Iditarod.

Spreading Compassion Around the Globe

PETA's Global Compassion Fund provides animals in dire situations around the world with vital resources.

In February, when Ukraine was attacked, PETA Germany and its partners responded immediately. Within three days, teams were at the border between Ukraine and Poland, ready to deliver urgent aid to refugees and their animal companions. PETA Germany and its partner Edukanima sent a mobile clinic to the Romanian border to help with microchipping, food, and veterinary care.



In Petra, Jordan, PETA supports a free veterinary clinic for animals used for work, most of whom have never received even basic care. The animals are forced to climb up and down the 900 steep and crumbling stone steps to the monastery carrying tourists on their backs and are deprived of adequate food and water.

In India and Romania, the Global Compassion Fund helps foster empathy and respect for animals through humane education programmes, including Compassionate Citizen workshops. Children are encouraged to set out water for wildlife, call for help when they see an animal in trouble, and stop using firecrackers during festivals because of the harmful effects they have on animals.

Since the programme's inception in 2000, PETA India's Compassionate Citizen workshop has been used by almost 200,000 schools across India and has provided 90 million students with accessible and fun lessons in empathy and kindness.

In Romania, the Compassionate Citizen programme is now part of the school curriculum.

In countries around the globe where animals are used for forced labour, PETA entities work to establish relationships with the impoverished people who depend on those animals.

In Petra, Jordan, following an investigation by PETA Asia, PETA supporters persuaded the government to replace animals forced to haul tourists with a fleet of 20 eco-friendly cars.

In India, Animal Rahat's mechanisation projects have saved 57,442 bullocks and 216 donkeys from forced labour.

PETA's supported Animal Rahat cares for more than 250 rescued animals at its sanctuaries in Maharashtra and Uttar Pradesh. Most of the animals have been retired from forced labour and would otherwise have been sent on a gruelling journey to be slaughtered. Others were rescued after being abandoned. A few even wandered into one of the sanctuaries of their own volition - what luck!

