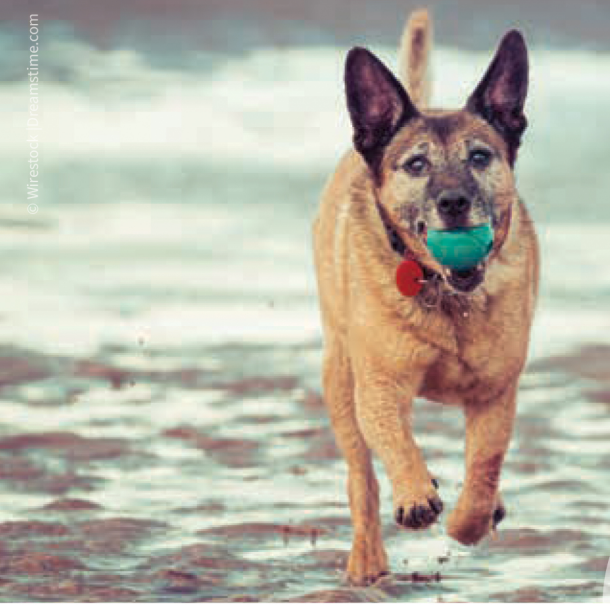




They Do *Not* Belong to Us

WORKING TO PROTECT ANIMALKIND



Our Special Thanks

We express our heartfelt thanks to the wonderful individuals who have made this year's accomplishments a reality. It is your unwavering support, for which we are sincerely grateful, that has allowed us to achieve all that we have.

A special mention goes out to our **Augustus Club and Vanguard Society members**, who have shown exceptional dedication to our mission. Your boundless compassion and steadfast commitment are not just appreciated – they are the very bedrock of the tangible difference we make to the lives of animals.

Thank you for being a vital part of our journey. We look forward to many more years of collaboration and success, driven by your compassion.



Animal-Friendly Businesses

PETA would like to thank the following **compassionate companies** for their dedication to a world in which animals are treated with respect and can live free from suffering.

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

PETA thanks these companies for their exceptional efforts and for leading the way to a brighter future for animals. These outstanding members of the PETA Business Friends programme have demonstrated their commitment to making a positive impact on the lives of animals through their generous contributions and unwavering dedication.

To learn more about the programme, please visit [PETA.org.au/PBF](https://peta.org.au/PBF).

Financial Statement

(AUD)	
REVENUE	
Donations	\$ 1,619,747
In-Kind Donations	\$ 88,533
Legacies and Bequests	\$ 2,393,413
Interest Received	\$ 1,507
Other Income	\$ 157,824
Total Revenue	\$ 4,261,024

OPERATING EXPENSES	
Programmes	\$ 1,512,853
Development	\$ 366,703
Management and General Expenses	\$ 97,813
In-Kind Services*	\$ 88,533
Total Operating Expenses	\$ 2,065,902

Profit	
	\$ 2,195,122
CHANGE IN NET ASSETS	
Net Assets Beginning of Year	\$ 95,072
Net Assets End of Year	\$ 2,290,192

OPERATING EXPENSE ALLOCATIONS	
Direct Programme Support	77%
Indirect Programme Support	18%
Management and General Support	5%

*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*

PETA's Augustus Club is made up of very special people who have chosen to support our work by leaving a gift in their will, ensuring that their compassion for animals lives on.

We would like to introduce one of these wonderful members, who has chosen to share her story in her own words.

Victoria's Legacy for Animals

"I am leaving a gift to PETA in my will as PETA is the most formidable and effective animal rights group in the world.

I first came across PETA when conducting research for a book. I found their approach to be fearless, intelligent, and brilliant.

PETA has brought about so many changes, shining a spotlight on animal suffering in every corner of the world. We can change things. We are more powerful than we know!

Over the years, I have welcomed several rescued cats into my life and home. Cats are such amazing creatures. Lily was in a cage for the first seven months of her life. She was skin and bones and full of fleas when we found her. She is now 15 to 16 years old and living a good life. It's incomprehensible to think that anyone could inflict harm upon such intelligent and sweet-natured animals. I want my legacy to mean that more animals like Lily enjoy a life free from fear and pain and live a life of comfort and dignity instead.

I will continue to support PETA's work for all animals for as long as I live and wish to continue to do so after I'm gone, which is why leaving a gift in my will is so important to me. With it, PETA's work can continue and I can rest assured my commitment to this cause will continue also."

– Victoria Thompson



Left: Victoria Thompson – Augustus Club member, PETA supporter, and author

Above right: Her rescued companion, Lily

Thank you!

We are grateful to every kind-hearted and loyal PETA member and supporter who has spoken up for animals and who shares our vision of a more compassionate world for all living, feeling beings.

Dear Friend,

In 2023, we seized every opportunity – and created many more – to speak out against speciesism. Every one of our demonstrations, billboards, and op-eds opened eyes and inspired people to change harmful habits. Some of those actions also raised eyebrows for their provocative nature or for being blunt, but they focused the spotlight on urgent issues that are truly a matter of life and death for animals.

For instance, most people don't bequeath a slice of their buttock – let alone to the prime minister. But my updated will ensured that Australia's leaders can't ignore the wool industry's mauling mutilations. Ahead of Easter, when lambs are often on the menu, we barbecued a doll to illustrate the absurdity of eating *any* mother's baby. One activist brought her actual infant to the demo. And when Prime Minister Albanese contracted COVID-19, we sent him a cheeky get-well card and pointed out that live export increases the risk of pandemics. It read, "Feel better soon, do better now!" And a volunteer, wearing a face mask in the PM's likeness, helped us make sure he was represented, along with other world leaders, at a G7 action in Japan.

For the flesh-flinging *MasterChef* finale, we suggested that the show add aprons featuring blood spatter and scorch marks from a burning planet. And after a report linked land-clearing for cattle to habitat loss for endangered koalas, we caused a stir with an "Eating Meat Kills Koalas" billboard in the heart of "beef country".

At every turn, the media followed, ensuring even more hearts and minds were reached – plus our more than 150,000 social media followers liked and shared our updates about victories and actions for animals.

We'll always object vociferously to animal abuse and speak up for animals who are torn away from their families, something we're able to do only because you help us! Thank you.

For all animals,

Ingrid Newkirk
Founder



Ingrid Newkirk
Founder

Remembering Augustus Club Members Who Have Passed On

We fondly remember the members, listed below, who passed away this year. We are deeply grateful to them for extending their compassion for animals by leaving a gift in their will.

- Leone Alsop
- Shirley Bekhune
- Catherine Cherry
- Fay Davis
- Timothy Dobney
- Ivy English
- Annah Faulkner
- Peggy Kerr
- Gail Munro
- Eberhard Schicha
- Neil G Todd

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



Groundbreaking *Progress* for Animals

PETA entities helped secure a commitment from the European Commission to **developing an EU roadmap to end all legally required tests on animals for chemicals**.

Following decades of campaigning by PETA entities globally for the replacement of tests on animals with superior, humane methods, Australia's Commonwealth Scientific and Industrial Research Organisation issued a report **supporting animal-free research for pharmaceutical development and setting goals for the transition**.

PETA entities are collaborating with other organisations on a thorough report for regulators **detailed why near-drowning experiments on rodents are worthless** in evaluating antidepressants.

Melbourne's **La Trobe University ended approvals of the forced swim test** for modelling human depression, and PETA is pushing for a total ban.

We released an **exposé of Japan's taxpayer-funded Ibaraki Prefectural Livestock Research Centre** showing workers burning calves with hot irons and kicking, punching, and stamping on cows, along with a **reminder that meat and dairy are always products of extreme suffering**. PETA Asia filed complaints requesting that authorities cut off the facility's funding and audit the use of public money for cruelty to animals.

Nearly every major airline pledged not to transport **monkeys to laboratories** following PETA enitan campaigns, so when **Chinese carrier Hainan Airlines reversed its policy**, PETA launched a **petition demanding it reinstate protections for primates**.

PETA's latest exposé of the **kopi luwak industry** showed that despite international outrage, civet cats are still kept in cramped cages and driven mad for novelty coffee. **We urged sellers and consumers not to fund such cruelty**.

After we shared PETA Asia's findings linking coconut milk used by **HelloFresh** to forced monkey labour in Thailand, subscribers spoke up and the company dropped its supplier. PETA is calling on the Thai ambassador to Dairy to help end the enslavement of monkeys.

We released a stirring animated Christmas advert about a young turkey who escapes from an abattoir-bound truck, helping viewers understand that these smart, gentle birds are friends, not food.

Our "sheep" made a splash at the Parliament House lake in Canberra **urging the government to end live exports**. And we launched a **petition targeting the federal minister for agriculture**.

We shared PETA Asia's latest **cashmere investigation** – which showed frightened goats being pinned down while their hair was ripped out, leaving some with bloody wounds – and **exposed "sustainable" and "responsible" labelling lies**.

PETA's expose implicates **Gap Inc, H&M, and Guess** – along with other companies using the deceptive "Responsible Down Standard" label and other marketing gimmicks – in horrific cruelty to birds. We also shared never-before-seen footage showing a worker in a Polish abattoir kicking a duck and many birds being electrocuted. After workers cut their throats, many of them appear still conscious and struggling.

Joaquin Phoenix narrated PETA's powerful "Wool in Reverse" video, which traces a wool jumper back to its bloody beginning, generating

a buzz on social media. **And designer Alexandra Australia dropped fur** following our two-year campaign, and the victory garnered national media attention.

Work to get animals off racetracks and stages paid off: department store chain **Myer ended its 40-year sponsorship of the Melbourne Cup**, and after more than a decade of efforts, the world-famous **Moulin Rouge banned animal acts**.

We released PETA Asia's disturbing **footage of horses being whipped and donkeys being beaten while forced to give rides** in Petra, Jordan, and **warned tourists to steer clear**. PETA's petition to stop a proposed kitten mill in Ipswich made headlines, drew widespread

support, and **got the plan cancelled**. And a Legislative Council Select Committee **advised Victoria to end its annual duck hunting season** after a record number of PETA supporters responded to a request for public comments.

PETA entities drew attention to the **cruel tail-docking of Clydesdale horses by Budweiser**, exposed in a PETA US investigation. After our call on **FIFA to drop the brand as a World Cup sponsor** and dozens of other actions by PETA entities globally, **Budweiser ended the procedure**.

We shared PETA Asia's footage from inside "nightmare" puppy mills with a **renewed plea to adopt, not shop**.

Educating, Liberating, *Persuading*

Tash Peterson, named PETA's "Activist of the Year", appeared as a **blood-drenched crocodile outside Hermes** to protest its plans for Australia's largest crocodile farm. She sparked international discussion about the similarities between the Holocaust and animal agriculture, leading to a **widely read PETA opinion piece in The Daily Telegraph**.

Actor **Alan Cumming joined PETA in urging Prime Minister Albanese to end live export**, and a group of musicians – including **Tex Perkins, Meg Mac, Adalita, and Tigerlily** – signed our letter telling him to "support live music, not live export", grabbing headlines in international music media. Mum-to-be **Tigerlily also starred in our Mother's Day** ad revealing that the dairy industry steals babies.

The **Summit star Jansen Andre raised temperatures and awareness with his shirtless vegan ad**, and record-breaking strongman **Patrick Baboumian sent Wolverine star Hugh Jackman a kind letter** offering training advice: go vegan.



Supermodel **Robyn Lawley pulled the heartstrings as Sydney the crocodile** in a PETA video that explains how these intelligent, playful animals are butchered for their skin. The "Queen of Australia" and **RuPaul's Drag Race** Down Under alum **Art Skeeno starred in our cheeky PSA** urging guardians to keep their animal companions indoors. And passionate animal

defender and model **Stefania Ferrario** helped us issue an **urgent summertime plea to "free hot dogs from cars"** by handing out free hot dogs (vegan, of course!).

Other notable actions included the following:

- A "referee" on stilts stood tall for animals at the **FIFA World Cup Qatar**, calling on fans to "Give Meat and Dairy the Red Card".
- The media dove in when PETA's "mermaids" beached in front of **Sydney Fish Market**.
- As avian flu made headlines, our opinion piece explaining how animal agriculture causes zoonotic diseases reached over 1 million people.
- A nearly naked, pregnant PETA supporter made a case for eating **vegan for the planet** and future generations, getting widespread TV coverage in Sydney.
- Women's **World Cup to breakaway from wool**, and we exposed the industry's cruel practices in a segment on **New Zealand morning news show AM**.
- Our "bloody crocodiles" **crawled outside Hermes' Sydney store** urging Christmas shoppers to choose fabulous faux.
 - PETA's ads at Sydney's Circular Quay reminded whale-watchers that cows are mothers who love their calves, too.
 - After one horse died and another was injured in a collision at the Perth Cup, our eye-catching "Horse graveyard" outside the rescheduled race made national news.

© PETA Deutschland

Direct, Hands-On Help for Animals

PETA's Global Compassion Fund helps teams provide vital resources to animals in dire situations around the world.

As thousands of Ukrainians fled rapidly rising floodwaters resulting from the destroyed Kakhovka dam, **rescuers supported by PETA's Global Compassion Fund headed into the danger zone to save desperate animals**. This urgent rescue was on top of the **ongoing work rescuing animals and distributing food for dogs, cats, horses, and donkeys** in war-torn Ukraine. Since Russia invaded the country in 2022, **PETA Germany and its partners have rescued over 15,000 cats and dogs from Ukraine** and helped deliver more than 1,400 tonnes of provisions.

When earthquakes rocked Syria and Turkey, **PETA's Global Compassion Fund was a lifeline for dogs, cats, and other survivors** – helping teams to rescue over 300 dogs, cats, birds, and fish.

In Petra, Jordan, **PETA supports a free veterinary clinic for animals forced to carry tourists on their backs** as well as any other animals living in or around Petra. The clinic has treated more than 13,000 animals since it began in 2020!

PETA entities have robust **spay/neuter programmes** underway around the world:

- In Romania, **PETA Germany and its Romanian partner group sterilised more than 2,000 dogs and cats this year**.
- **More than 4,000 cats and dogs were sterilised** in the Philippines in 2023, all at no charge to their guardians.
- **PETA India sterilised dogs and cats** rescued by its emergency response team. In the past three years, **PETA India has spayed and neutered more than 2,400 cats and 250 dogs**.
- In Mexico, teams **sterilised hundreds of dogs and cats over the course of a few days** in impoverished communities. Since April 2021, **more than 2,700 dogs and cats have been sterilised** in Cancun and Chichimilá in the Yucatán.
 - In Peru, in the aftermath of Cyclone Yaku, teams **provided low-cost and free spay/neuter surgeries as well as food and clean water to about 200 animals**. Since 2014, they've sterilised more than 1,500 animals in Peru.

In India, PETA-supported Animal Rahat works to gain the trust of animal owners and turn the conversation towards mechanisation – **replacing animals forced to pull heavy loads with eco-friendly vehicles or tractors**. Animal Rahat mechanisation projects have saved 57,442 bullocks and 284 donkeys from forced labour.

Animal Rahat opened a new sanctuary for donkeys, horses, mules, and other animals in Karnataka. Through its three sanctuaries, the organisation cares for nearly 400 rescued animals.



And passionate animal