



## Amplifying Our ‘End Speciesism’ Message Through the Media

We focused **massive media attention on the benefits of vegan eating** using a variety of tactics, including writing an op-ed on the link between meat and bushfires; submitting a petition against a proposal for a sheep’s milk farm in Inverleigh, Victoria; asking Robern Menz to make the new Polly Waffle bar vegan; calling on Dundee’s restaurant at Cairns Aquarium to remove fish from the menu; and offering to help workers in coronavirus-infected slaughterhouses make the transition to a non-violent profession. The resulting coverage by *The Daily Telegraph*, *the Herald Sun*, *The Courier Mail*, *NT News*, *The Mercury*, *the Cairns Post*, *The Weekly Times*, *the Geelong Advertiser*, *the Townsville Bulletin*, *the Gold Coast Bulletin*, *A Current Affair*, Yahoo TV, 10 daily, Australian Radio Network, 9Kitchen, 7NEWS.com.au, and 3AW warned **millions of people that eating meat causes pandemics, as well as harming animals, workers, and the environment.**

Our petition urging **Queensland’s Sunshine Coast Council to reject an application for a dog-breeding facility in Landsborough** was signed by more than 23,000 people and inspired so many to submit objections via the council’s website that the site crashed. The campaign was covered by *Sunshine Coast Daily*, *Central Queensland News*, *the Queensland Times*, and many other media outlets, informing millions of people that **breeders force dogs to churn out litter after litter of puppies, which reduces the likelihood of adoption for the thousands of animals languishing in shelters.**

## Animal-Friendly Businesses

PETA would like to thank the following compassionate companies for their support: **Bagladies**, **Lord of the Fries**, **MyLife**, **Qsilica**, **Unreal Fur**, **Vegan Interior Design**, **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](https://peta.org.au/PBF).

## Our *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.



Thank  
You!

## Financial Statement

(figures in AUD)

<b>REVENUES</b>	
Donations	\$ 1,634,069
In-Kind Donations	\$ 69,745
Legacies and Bequests	\$ 36,120
Interest Received	\$ 614
Other Income	\$ 210,641

**Total Revenues** \$ **1,951,189**

<b>OPERATING EXPENSES</b>	
Programmes	\$ 1,294,165
Development	\$ 266,244
Management and General Expenses	\$ 142,529
In-Kind Services*	\$ 69,545
<b>Total Operating Expenses</b>	<b>\$ 1,772,483</b>

<b>Profit Before Income Tax</b>	<b>\$ 178,706</b>
Income Tax	\$ -
<b>Profit After Income Tax</b>	<b>\$ 178,706</b>

<b>CHANGE IN NET ASSETS FOR THE YEAR</b>	
Net Assets Beginning of Year	\$ (73,293)
New Ordinary Share Issued	\$ 1
<b>Net Assets End of Year</b>	<b>\$ 105,414</b>

<b>OPERATING EXPENSE ALLOCATION</b>	
Direct Programme Support	76%
Indirect Programme Support	16%
Management and General Support	8%

\*In-kind services were free of charge and were not included in operating expenses when determining support allocations.

## PETA Australia

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# They Do Not Belong to Us:

Working to Protect Animalkind





## Dear Friends,

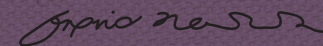
In 2020, in the midst of the coronavirus pandemic, we were in newspapers and on the radio, TV, and the internet hammering home the message that confining and killing animals for food is the source of a litany of deadly diseases – including COVID-19, avian flu, swine flu, SARS, MERS, and even Ebola – and that the filthy, severely crowded conditions in which animals used for clothing, experimentation, and entertainment are kept are fertile breeding grounds for zoonotic diseases.

With the help of Alec Baldwin, Rich Roll, and Kim Basinger, I talked to over 40 million people about my latest book, *Animalkind*, in which I describe how gobsmackingly wonderful animals are and explain how we can treat them as such. To that end, PETA exposed the cruelty of the international alpaca-fleece trade, and its major buyers fled. We helped persuade Bristol Myers Squibb, Pfizer, and the University of Adelaide to end a crude and barbaric test in which small animals are subjected to near-drowning. We revealed the worthlessness of the wool industry's pledges to crack down on sheep abuse, causing consumers to eschew wool. And we convinced major restaurants that adding vegan options is good for their bottom line.

Our online reach for animals has totalled more than 14.8 million video views, and we now have more than 155,000 Facebook followers.

We thank our members and supporters for being part of all our victories and helping us challenge the supremacist view that humans are somehow superior to other animals in a way that justifies disrespecting, abusing, exploiting, and slaughtering them.

For all animals,



Ingrid E Newkirk  
Founder



## Groundbreaking **Victories** for Animals

PETA and our affiliates **persuaded Bristol Myers Squibb and Pfizer to stop using the worthless forced swim test**, in which terrified animals paddle frantically to keep from drowning in inescapable beakers of water. The **University of Adelaide also banned the cruel test** after hearing from PETA and other activists.

As revealed in a **landmark PETA exposé of the world's largest privately owned alpaca farm** – in Peru, which is the leading global alpaca-fleece producer – workers tied alpacas to devices that resembled medieval torture racks and pulled hard, nearly wrenching their legs out of their sockets. The animals screamed and vomited in fear as workers forcibly sheared them, leaving many with bloody wounds. As a result, PETA and our international affiliates persuaded numerous companies – including **UNIQLO (the world's third-largest clothing retailer), Esprit, Marks & Spencer, Next, Smith & Caughey's, and Valentino** – to phase out the sale of alpaca fleece.

We welcomed **MIMCO** to the family of brands **accredited to use the “PETA-Approved Vegan” logo**, which it proudly displays on its stunning new Gala line of apple-leather bags.

PETA's **fifth exposé of Australia's wool industry** (and 13<sup>th</sup> exposé of the wool industry worldwide) **revealed that its repeated claims of reform are false**. Evidence of cruelty – for example, striking sheep in the face with metal clippers, cutting them, and sewing up gaping wounds without any pain relief – was handed over to law-enforcement agencies, charges were filed in Victoria, and a **shearer pleaded guilty**.

After hearing from PETA, **MECCA – Australia's largest online beauty retailer** – **confirmed it will no longer stock mink-fur eyelashes** and will now offer only faux-fur or other animal-free lashes. PETA and our international

affiliates also persuaded **Sephora and Velour to ban cruelly obtained mink lashes**, preventing many minks from being driven insane in cramped cages and killed by neck-breaking, gassing, or electrocution.

PETA helped numerous companies add **vegan options** – including **Nando's, Four'N Twenty, Ferguson Plarre, Betty's Burgers, Pie Face, and 7-Eleven**. These changes will spare countless animals intense suffering and tempt meat-eaters to try animal-friendly versions of their favourite foods.

After nearly 8,000 PETA supporters voiced their objections, **plans to build an intensive feedlot at Beremboke, Victoria, that would have imprisoned up to 3,100 cows at any given time were withdrawn**, preventing them from being subjected to the filthy, crowded conditions that often lead to foot rot, botulism, respiratory disease, and liver abscesses.

**Consumers throughout Australia saw the cruelty of the egg industry with their own eyes when we released video taken by a whistle-blower at Williams Eggs farm in Warwick, Queensland**. In the repugnant living conditions there, hens with missing clumps of feathers were crammed into small cages and forced to occupy the same space as their dead flockmates while breathing toxic fumes from massive piles of accumulated waste. Birds who were crushed by feeders or stuck in wiring were left to suffer and die.

After learning from PETA that in the pet trade, betta fish are confined individually to small bags with barely enough water to cover their bodies and often starved for several days during transport in conditions so stressful that many die even before reaching a retailer, **Waurm Ponds Shopping Centre in Geelong, Victoria, closed its stall where betta fish were being sold and agreed to stop selling any live animals**.



## Actively Educating, Persuading, Liberating

**Despite the challenge of physical-distancing requirements, we coordinated dozens of creative actions to ensure that PETA's message of compassion made international headlines and went viral across almost every social media platform possible:**

- On World Day for Animals in Laboratories, we created “Instagrammable” protests against animal experiments by animal figurines in front of famous landmarks around Australia.
- Reality TV star **Charlotte Crosby** starred in a thought-provoking PETA ad denouncing dolphin captivity.
- On behalf of PETA, actor **Hugh Sheridan** penned a widely published op-ed about the dangers of giving animals as Christmas gifts.
- PETA's sizzling vegan sausage sales in Sydney's Blackwattle Bay Park just ahead of Australia Day raised funds to help animals affected by the bushfires while declaring that raising money for burned animals by *eating* burned animals is absurd.
- After Prime Minister Scott Morrison declared jigsaw puzzles “essential” during the coronavirus lockdown, we sent him a custom 500-piece puzzle illustrating the connection between zoonotic diseases and the exploitation of animals for food.
- Proclaiming that voting in Queensland's local elections wasn't the only way to create meaningful change during the lockdown, we flew a banner from a plane above Gold Coast polling booths that read, “Now, Go Home and Go Vegan!”
- At Sydney's Pitt Street Mall, PETA members in biohazard suits urged people to ditch meat in order to prevent future pandemics.
- On the eve of the Melbourne Cup, PETA supporters in horse masks cracked “bloody” whips outside Flemington as a vivid reminder of the race's cruel fatalities.
- PETA supporters posed as netted dead fish at the Barangaroo Reserve harbour in Sydney ahead of the biggest seafood sale of the year to let people know that fish feel pain and that vegan seafood is the kinder, more sustainable choice.
- Our eye-catching billboards visible in several Sydney locations encouraged millions to “wear something vegan” because sheep are not jumpers – they're individuals.
- PETA supporters in donkey masks protested outside the Greek Consulate General in Sydney to call for an end to Santorini's notoriously inhumane donkey rides.



Photo © Steven Walker