



## Awards and Rewards

**Tennis prodigy Jannik Sinner and four-time Grand Slam champion Naomi Osaka** – who each served up kindness and respect to insects during their respective matches at the 2021 Australian Open – **both scored an Australian Open Champion Award from PETA.**

For International Women's Day, **we gave awards to eight entrepreneurs who have created successful vegan businesses**, including Jess Bailey (Vegan Grocery Store), Lara Kovacevich (ZHIVAGO), and Hannah Jones (Hanami Cosmetics). And we presented a **Logical Leaders Award to the City of Stonnington for supporting a climate emergency plan that encourages people to stop eating meat.**

To draw attention to cases of cruelty to animals around the country, including the burning death of a magpie goose, the mutilation of a kangaroo, and the skinning of a boar, PETA **offered rewards of up to \$2,000 for information leading to the arrest and conviction of those responsible.** A PETA reward involving a juvenile brushturkey who had been spray-painted and was later euthanised because of his injuries prompted growing calls for his abusers to come forward.

## Animal-Friendly Businesses

PETA would like to thank the following compassionate companies:

|                    |                          |                   |                              |
|--------------------|--------------------------|-------------------|------------------------------|
| <b>AddictaLash</b> | <b>Cool Clutch</b>       | <b>MyLife</b>     | <b>Vegan Interior Design</b> |
| <b>Afroblonde</b>  | <b>Kusaga Athletic</b>   | <b>Qsilica</b>    | <b>Veganpet</b>              |
| <b>Bagladies</b>   | <b>Lord of the Fries</b> | <b>Unreal Fur</b> | <b>Vitus</b>                 |

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.



## Financial Statement

|                       |              |
|-----------------------|--------------|
| <b>REVENUE</b>        |              |
| Donations             | \$ 1,517,373 |
| In-Kind Donations     | \$ 84,761    |
| Legacies and Bequests | \$ 146,624   |
| Interest Received     | \$ 69        |
| Other Income          | \$ 171,254   |

**Total Revenue** \$ 1,920,081

|                                 |              |
|---------------------------------|--------------|
| <b>OPERATING EXPENSES</b>       |              |
| Programmes                      | \$ 1,417,096 |
| Development                     | \$ 254,596   |
| Management and General Expenses | \$ 126,036   |
| In-Kind Services*               | \$ 84,761    |
| Total Operating Expenses        | \$ 1,882,489 |
| <b>Profit</b>                   | \$ 37,592    |

|                                          |            |
|------------------------------------------|------------|
| <b>CHANGE IN NET ASSETS FOR THE YEAR</b> |            |
| Net Assets Beginning of Year             | \$ 105,414 |
| Net Assets End of Year                   | \$ 143,006 |

|                                     |     |
|-------------------------------------|-----|
| <b>OPERATING EXPENSE ALLOCATION</b> |     |
| Direct Programme Support            | 79% |
| Indirect Programme Support          | 14% |
| Management and General Support      | 7%  |

\*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



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## Dear Friends,

The pandemic did not stop PETA – not for a single moment! Our “crocodiles” made headlines around the world, protesting the sale of exotic skins at Hermès boutiques, and our giant “babies” stopped passers-by in their tracks, reminding them that cows’ milk belongs to calves. We reached readers of *The Canberra Times*, the *Daily Mercury*, the *Herald Sun*, and other publications with our opinion pieces pummelling speciesism. And our videos depicting the agriculture industry’s exploitation and abuse of animals, asking why folks love some animals and harm others, and showing rescues of “backyard dogs” and other animals resonated with our nearly 125,000 Facebook followers.

Oh, and PETA delivered delicious vegan doughnuts to residents at a care centre, celebrating a string of local “doughnut days.”

We ignited a media firestorm when we suggested kinder, more effective methods of dealing with rising mouse populations in rural areas than dosing mice with poisons that cause an agonising death yet do nothing to stop the population from rebounding. While Minister for Agriculture Adam Marshall mocked us for asking people to be nice to mice, two weeks later he announced that a \$1.8 million package to “fast-track the delivery of next generation ‘gene drive’ technology to control future plagues” was in the works. It’s a kinder, effective method – just as we’d suggested.

As you read about PETA’s achievements over the past year, please keep in mind that our progress is made possible because of your support, which we’re extremely grateful to have. And thank you for seizing every opportunity – and creating even more – to advocate on behalf of animals.

For all animals,



Ingrid Newkirk  
Founder



## Groundbreaking Progress for Animals

PETA entities helped create a new pathway for cruelty-free cosmetics in China. The **Chinese government** announced that it **would allow** shampoo, lipstick, lotion, and other imported “general cosmetics” to be sold without being tested on animals.

After scientists from PETA entities developed the **Research Modernisation Deal**, which maps out a strategy for replacing the use of animals in experiments with human-relevant methods, **thousands of PETA Australia’s supporters joined us in urging the government and national research funding agencies to adopt it.**

Our campaign to urge drug company **Sanofi to swear off worthless, inhumane forced swim tests** received a giant boost after a paper by a PETA US scientist showing the failure of the test was published in the esteemed journal *Drug Discovery Today*.

Following repeated appeals to government officials in **New Zealand urging them to ban live exports, officials announced that they will phase out these death voyages over the next two years.**

PETA and our 10,000 supporters voiced opposition to **plans to build an intensive sheep dairy farm in Inverleigh**, which would have housed up to 14,000 lambs and sheep, including 6,000 lactating ewes. **The Surf Coast Shire Council in Victoria heeded concerns and blocked the plans.**

PETA helped stop **an application by US-based and inaptly named Humane Farm Animal Care to place misleading “Certified Humane” labels on meat, egg, and dairy products.** We pointed out that no sentient being wants to be shackled and slaughtered. The application was **rejected by the Australian Competition and Consumer Commission.**

New Zealand **grocery giant Foodstuffs – which owns 600 stores, including PAK’nSAVE, New World, and Four Square – stopped carrying Chaokoh products** after we shared details of PETA Asia’s exposé of the coconut industry’s cruel monkey labour practices.

**No animals were killed in 2021’s Cobra Gold military training exercises** after PETA entities joined forces – boosted by tens of thousands of supporters – to halt the gruesome annual training exercises.

After pressure from PETA Australia, insurance company **AAMI is no longer sponsoring the Melbourne Cup.** And we **filed criminal charges in the Magistrates Court of Tasmania alleging that the whipping of horses on Tasmanian racecourses violates the state’s animal welfare laws.**

**Victoria officials launched an investigation** after PETA released another exposé which revealed **that sheep on Australian farms were kicked, punched in the face, and left with bloody cuts** after rough, forcible shearing.

Australian beauty brand **Klepki Cosmetics committed to a fur-free future – and plans for a range of faux-mink lashes –** after talks with PETA.

Following years of campaigning by PETA entities, both **Canada Goose and Oscar de la Renta enacted fur-free policies.**

After facing campaigns by PETA entities, luxury fashion company **Puig – owner of Jean Paul Gaultier, Carolina Herrera, and other brands – will no longer sell items made from the skins of snakes, crocodiles, or other exotic animals.** And French label **American Vintage will no longer use angora wool.**

After a government inquiry and a long public consultation – in which many PETA Australia supporters took part – **new regulations were introduced in New South Wales to prevent the breeding of captive dolphins in the state.**

More than 8,000 PETA supporters helped **nix plans for three dog-breeding operations.** Our petition against **plans to build a Staffordshire bull terrier-breeding facility** was presented to the **Cardinia Shire Council, which then voted unanimously to reject it.** **The Sunshine Coast Council unanimously rejected a proposed puppy mill** after hearing from more than 23,000 PETA supporters. And after nearly 12,000 residents of Coffs Harbour and other kind people joined PETA in objecting to plans for a **dog-breeding operation in Moonee Beach**, the proposal was withdrawn.

## Informing, Persuading, Liberating



Vegan model **Stefania Ferrario wore only her dazzling smile in a striking new PETA ad that urged consumers never to wear wool jumpers or scarves.**

**Dancing With the Stars icon Sharna Burgess appeared in our new ad denouncing marine-mammal abusement parks.**

**PETA’s Fashion Awards celebrated 11 forward-thinking vegan labels, including Mimco, ROC, and A\_C,** which are changing the face of fashion without using anyone’s skin, fur, feathers, or wool.

**The Amazing Race contestants Chris Peever DiLoreto and Aleisha Rose Groth joined forces with PETA on a new ad campaign to raise awareness of speciesism.**

We teamed up with the **iconic Australian dessert chain The Cheesecake Shop** to give away thousands of its delicious vegan fudge slices to **show how sweet it can be to go vegan.**

**We seized every opportunity to make headlines and draw attention to animal rights issues:**

- With the phrases “Wean Yourself”, “Dairy Is Cruel”, and “Not Your Mum, Not Your Milk” stencilled on their bare torsos, a group of PETA activists in Sydney protested cruelty to animals in the dairy industry.
- PETA “monkeys” wearing chains and prison suits descended on the Royal Thai Consulate-General in Melbourne to call on the ambassador to end the use of forced monkey labour in Thailand’s coconut industry. This case is ongoing.
- Our ad “Eating Meat Kills Koalas” caught the attention of people in five major shopping centres, driving home the point that Australian bushland is being cleared to make way for animals who are raised and killed for meat.
- PETA supporters dressed as koalas gathered outside the office of New South Wales’ premier with signs that read, “It’s Me or Meat” and “Eating Meat Kills Koalas”, to help passers-by make the connection between consuming steak kebabs and harming koalas.
- PETA supporters turned heads at Sydney Fashion Week by dousing themselves with buckets of black “toxic slime” to draw attention to the catastrophic, harmful waste generated by the leather industry.



Photo: Nick Kennedy

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