

A close-up photograph of a sheep and its lamb resting on green grass. The sheep is the larger animal, with thick, curly wool that is light brown and tan. Its face is white with some tan markings around its eyes and ears. The lamb is smaller, lying down next to the sheep, with white wool and a white face. The background is a soft-focus green field.

Annual Review

PETA
AUSTRALIA

2018

Dear Friends,

In 2018, we spread the message in many ways that every animal is a unique individual who has the right not to be abused.

We popped champagne corks when **New Zealand banned mulesing** after more than 10 years of pressure from PETA and our international affiliates. Our cruelty-free fashion campaign took a leap forward when we helped persuade **retailers to stop selling mohair**, for which angora goats are slashed and beaten – more than 320 brands (and counting) have sworn off the material. **Jetstar worked with us to launch its new vegan menu**, which prominently features the company's PETA Proggy Award (for progress) and is now in seatbacks on more than 5,000 flights a week. We also knocked the Australian dairy industry back on its heels with the release of our **exposé revealing cruelty to cows and calves that had never before been documented on video in this country**.

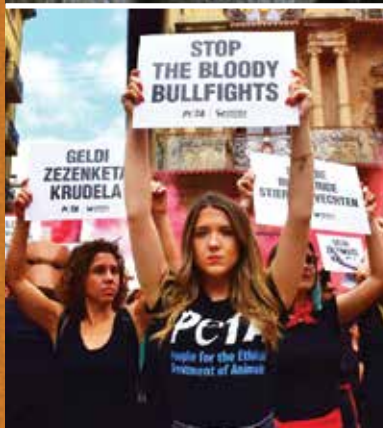
Our striking ads, demonstrations, and compelling videos garnered headlines and airtime and **stirred up huge media (and dinner-table) discussions nationwide about the plight of animals**. In our protest of the **bloody Running of the Bulls in Pamplona, Spain**, we targeted participants from **Australia and New Zealand – who outnumber locals**. And our **nearly 100,000 Facebook followers stay active and informed** through our campaign alerts, eye-opening videos, and calls to take action.

We thank our members and supporters for helping us lay the path, brick by brick, towards our goal of animal liberation.

For all animals,



Ingrid E Newkirk
Founder



Groundbreaking *Victories* for Animals

PETA worked with many companies, including **Jetstar, Domino's, Guzman y Gomez, San Churro, Muffin Break, Noshu, and Grill'd**, to **add vegan options**. These changes will prevent countless animals from suffering.

PETA released a **video exposé of a company that supplies Norco, Australia's oldest and second-largest dairy cooperative**, whose products are sold in supermarkets such as Coles, Woolworths, and ALDI. As the shocking footage shows, a worker **violently bludgeoned a calf to death with a hammer, sick and lame animals were left for days without much-needed veterinary treatment, and a live cow was dragged by the neck through the mud after repeated attempts to kill her with a bolt gun failed**. Massive media coverage ensured that millions of people learned of the animal abuse that takes place in Australia's dairy industry.

Another first-of-its-kind PETA video exposé revealed abuse on **12 angora goat farms in South Africa, the world's top mohair producer**. Shearers left goats bleeding from the face and ears, cut off swathes of skin, and crudely stitched up wounds without giving any pain relief. Robbed of their natural insulation, up to 80 per cent of the goats on some farms reportedly die from exposure after shearing. **PETA or our international affiliates have since persuaded more than 320 brands to ban or phase out mohair, including Esprit, Forever New, Gap, Gorman, H&M, Macpac, Ralph Lauren, UNIQLO, and Zara**. The exposé also resulted in the first-ever cruelty-to-animals charges filed against mohair-industry workers.

PETA representatives were interviewed by every major news outlet in Australia after our release of a **new video exposé of the wool industry** – the latest in a years-long series – in which workers can be seen **violently punching frightened sheep in the face, stamping and standing on their heads and necks, and beating them and jabbing them in the head with electric clippers**. The violent shearing process left large, bloody cuts on their bodies, and gaping wounds were stitched up with a needle and thread and no pain relief. The cruelty was **observed at five shearing sheds in Victoria and New South Wales** and occurred three years after PETA exposed similar rampant abuse across Australia – **the world's top wool exporter** – which resulted in landmark cruelty convictions against shearers.

In a huge victory for sheep, **New Zealand banned mulesing** – the **barbaric mutilation in which instruments resembling gardening shears are used to cut huge chunks of skin and**

flesh from lambs' backsides. This is the latest victory in a campaign that was kicked off more than 10 years ago by PETA and our international affiliates. We held demonstrations around the world, enlisted the support of numerous celebrities, and persuaded a long list of leading retailers and designers – such as **Abercrombie & Fitch, Timberland, H&M, American Eagle, Liz Claiborne, Hugo Boss, Perry Ellis International, Coldwater Creek, and many others** – to pledge not to use wool from mulesed lambs.

As a result of pressure from PETA and other groups, the **Department of Agriculture and Water Resources suspended the licence of Emanuel Exports, Australia's largest sheep exporter**. This will help prevent sheep from being packed by the tens of thousands onto ships in which they are forced to stand in urine and faeces for weeks on end, destined for slaughter in the Middle East or North Africa. On these vessels, sheep often die of disease or are crushed or trampled to death. Those who survive the journey experience a terrifying fate once they arrive at their destination – they're dragged, beaten, and tied up, and their throats are often slit while they're still fully conscious.

Following a PETA campaign against **yabby** – or **"opera house"** – traps, retailers **BCF, CH Smith Marine, Big W, Kmart, and Anaconda stopped selling them, and the government of Victoria banned their use**. These enclosed, netted traps result in an agonisingly painful death for not only yabbies but also the non-target victims they ensnare, including platypuses, rakali, turtles, and aquatic birds.

PETA also made major progress for animals with the following successful actions:

- We persuaded juice company **Sunraysia to stop sponsoring the King's Cup Elephant Polo Tournament** in Thailand after video footage taken by PETA Asia showed that elephants at the event were violently beaten with bullhooks.
- We persuaded the **University of Canberra to ban petting zoos** because such exhibits contribute to a cruel cycle of breeding, abandonment, and killing.
- Following pressure from PETA, **New Zealand designer Annah Stretton went fur-free**, sparing animals the misery of being trapped, bludgeoned, electrocuted, or skinned alive.

Informing, Persuading, Liberating

Popular celebrities – including actors **Arianwen Parkes-Lockwood, Gillian Anderson, and Hugh Sheridan**; DJ **Tigerlily**; endurance athlete **Rich Roll**; cricketer **Adam Zampa**; and socialite and wellness blogger **Anna Weatherlake**, who is married to cricketer Peter Siddle – **helped PETA put animal issues in the headlines** and urged people to go vegan, drop fur, adopt animals from shelters instead of buying them from pet shops, and choose an all-round cruelty-free lifestyle.

We generated momentum for our campaigns through outreach initiatives, including the following:

- PETA asked theatres showing the popular musical *Peppa Pig's Surprise* to honour the lead character by **not serving pig flesh** – or any animal flesh – during the show's run. The *Herald Sun*, the *Daily Mail*, and other outlets covered the story, spreading our message nationwide.
- Numerous newspapers ran our letter to the editor demanding that the government levy a meat tax rather than handing out hundreds of millions of taxpayer dollars to farmers so that they could feed animals dying because of the drought while ignoring the fact that the real problem – climate change – is caused in large part by animal agriculture.
 - After a transport-truck crash resulted in the deaths of thousands of chickens in New South Wales, our request for a roadside memorial ignited a huge media storm that conveyed the message to millions of people that no animal wants to endure a violent, painful death, whether on the road or at the abattoir.
 - We collaborated with Lord of the Fries – Australia's first all-vegan fast-food chain – on a limited-time addition to its menu: vegan poutine with blue "cheese" sauce and gravy.



Celebrating *Animal-Friendly Choices and Actions*

We presented our inaugural **PETA Fashion Awards** – which were featured in *Vogue* magazine – to honour designers and retailers that create and sell stylish, cruelty-free clothing using vegan wool, faux silk, synthetic leather, and other innovative, animal-free materials. Winners included Zhivago, Camilla and Marc, Sans Beast, Beyond Skin, Unreal Fur, Ivory & Chain, Frankie and Co, and designer Tamara Leacock at REMUSE.

We sent **Hero to Animals Awards** to individuals who rescued animals from dire situations, including a Byron Bay scuba diver who removed a fishing net that was stuck in the jaws of a grey nurse shark, the Ballarat Fire Brigade for rescuing a puppy from a mineshaft, and two Adelaide women for saving a kangaroo joey from the pouch of his dead mother, who had been hit by a car and killed.

On National Doughnut Day, we published the first-ever list of **Australia's Best Vegan Doughnuts**. The resulting widespread media coverage made consumers' mouths water for flavourful doughnuts made without animal-derived ingredients by companies such as Claire's Cupcakes and Kissing Chickens.

Animal-Friendly Businesses

PETA would like to thank the following compassionate companies for their support: **Bagladies, Lord of the Fries, MyLife, Qsilica, Unreal Fur, 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.

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

REVENUES	(figures in AUD)
Donations	\$ 1,637,187
In-Kind Donations	\$ 97,755
Legacies and Bequests	\$ 34,000
Interest Received	\$ 1,595
Other Income	\$ 27,595

Total Revenues \$ 1,798,132

OPERATING EXPENSES

Programmes	\$ 1,388,765
Development	\$ 303,775
Management and General Expenses	\$ 92,620
In-Kind Services*	\$ 97,755

Total Operating Expenses \$ 1,882,915

PROFIT BEFORE INCOME TAX

\$ (84,783)

Income Tax –

PROFIT AFTER INCOME TAX

\$ (84,783)

Net Assets Beginning of Year \$ (28,270)

Net Assets End of Year \$ (113,053)

OPERATING EXPENSE ALLOCATION

Direct Programme Support	78%
Indirect Programme Support	17%
Management and General Support	5%

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

The financial statement shown here is for the fiscal year ending 30 June 2018 and is based on our independently audited financial statements. A copy of our complete financial statement is available upon request.

PETA Australia

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