



Phillipa Harrison
Managing Director
Tourism Australia

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Dear Ms Harrison:

Greetings from People for the Ethical Treatment of Animals (PETA). Since it's on fire, we won't beat around the bush. Recent news that the climate catastrophe puts almost 68% of Australia's tourism sites at major risk spells decision time for Tourism Australia. Will you embrace your value to "think big" by going plant-based at all future events, or will you continue to serve animal-derived products, helping to sound a death knell for the very industry you're tasked with representing?

The evidence is indisputable that breeding, killing, and eating animals is not only [cruel](#) but also a leading cause of climate change. A comprehensive dataset study from the University of Oxford, which examined five environmental impacts associated with diet, found that vegans had a *quarter* of the impact of high meat-eaters (those who eat 100 g of meat or more per day) on greenhouse gas emissions and land use, just 27% on water pollution, 46% on water use, and 34% on biodiversity.

Photos of Tourism Australia events awash with dead animals are embarrassing. If images from your gatherings showed attendees mining coal while promoting Australia's natural beauty, people would rightly call out your hypocrisy, yet animal agriculture, like mining, accelerates global heating, drives habitat loss, pollutes waterways, and adversely affects coral reefs.

Australia is already the developed world's only [deforestation hot spot](#), with most clearing – including of koala habitat – being done to make room for grazing animals, while sediment, nitrogen, and pesticide from nearby farms encourage algae growth and decrease water quality on the reef. Researchers also predict that, should emissions continue unchecked, average annual snow cover days will decline by 78% in the Australian Alps by 2071 to 2100.

Our beautiful landscape, wildlife, and \$208 billion tourism industry depend on you not only to advertise them but to genuinely champion them, and the most obvious first step is to remove all animal-derived foods from the menu at Tourism Australia events. Aside from our many crops, Australia boasts 5,000 bush food species. Historically integral to the indigenous diet, these foods truly showcase Australia and, in the hands of creative chefs, would help shape sustainable, unique menus.

Thank you for your consideration of this serious matter.

Kind regards,

Mimi Bekhechi
Senior Policy Advisor
PETA

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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