

Financial Statement

REVENUE

Donations	\$ 1,341,585	
In-Kind Donations	\$ 84,640	
Legacies and Bequests	\$ 140,181	
Interest Received	\$ 1,950	
Other Income	\$ 112,586	
Total Revenue	\$ 1,680,942	
OPERATING EXPENSES		
Programmes	\$ 1,879,655	
Development	\$ 352,108	
Management and General Expenses	\$ 119,777	
In-Kind Services*	\$ 84,640	
Total Operating Expenses	\$ 2,436,180	
Profit	\$ (755,238)	
CHANGE IN NET ASSETS		
Net Assets Beginning of Year	\$ 2,290,192	
Net Assets End of Year	\$ 1,534,954	
OPERATING EXPENSE ALLOCATIONS		
Direct Programme Support	80%	

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

15%

Indirect Programme Support

Management and General Support

PCTA AUSTRALIA PO Box 20308, World Square, Sydney NSW 2002

(08) 8556 5828 • PETA.org.au

Giving Animals a Future

We are so grateful to our Augustus Club members. These committed people choose to support PETA's work with a gift in their will.

Below, one such compassionate individual explains in their own words why supporting PETA in this way is important to them.

I first became aware of PETA about 30 years ago. At that time, I recall PETA standing against painful experiments on animals and I became aware of testing on animals for cosmetics, which I found hideous to comprehend. PETA plays a vital role in informing the public on what goes on either behind closed doors or behind the scenes with exploited animals.

When it came to planning my will, I carefully selected animal charities which have longevity, have made a significant impact in making people aware of how animals are treated, and continue to work tirelessly for animals through a variety of campaigns around the world. I also try to support those organisations

which operate in a lean and effective way by giving as much to the animals as possible. PETA certainly fulfils this, and I am proud to support their ongoing work into the future with a

gift in my will. - Sue Dickinson



Remembering Augustus Club **Members Who Have Passed Away**

We would like to pay our respects to the special members listed below, who passed away this year. They chose to extend their compassion with a gift to PETA in their will, and we are forever grateful to them.

• Merle Lloyd

• Deanna Selle

• Philippa Walsh

- Frances Cool
- Joyce Court
- **Judith Coward**
- Margaret Greaves
- Pamela Hughes
- Robert Klinkhamer
- If you would like more information on leaving a gift to PETA

in your will, please contact Bequests@peta.org.au.



Dear Friend.

You and I know that animals are not voiceless – they loudly object to being harmed or killed. But when other humans refuse to listen, we must be the voice they can't ignore. With your help in 2024, we raised our voices again and again, speaking out against oppression and achieving victories for animals of every stripe.

After a gentle pig was molested in the sow stall where she was imprisoned, the Victorian government launched an inquiry into the pork industry. PETA was right there with a submission detailing all that these brilliant, family-oriented animals are subjected to. We recommended mandatory CCTV, an end to intensive confinement, and – importantly – investment in lab-grown meat. The committee's final report included those recommendations, which is a hopeful sign of progress for pigs. We're now using that information to oppose the expansion of a mega-piggery in Goondiwindi.

Working with the New Zealand Anti-Vivisection Society, we succeeded in getting near-drowning experiments on lovely, altruistic mice and rats banned in one-third of New Zealand's research institutions. Every university in the country has now stopped this unscientific test.

After hearing from PETA entities and seeing our exposés of animals being killed for their skin or feathers, Max Mara and Ginger & Smart banned fur, accessories giant Claire's dropped feathers, and FAITHFULL, shoe designer Aquila, Ginger & Smart, Bulova, Marc Jacobs, and Tory Burch refuse to use wild-animal skins. Following dozens of demonstrations by PETA entities at H&M stores around the world, an appeal from Joaquin Phoenix, shareholder resolutions, and more, the company committed to no longer sourcing any new down for any of its brands worldwide.



When ears and eyes are opened, minds are changed. I hope you enjoy this small glimpse at what we achieved together this year and that it fills you with optimism for all the victories yet to come.

For all animals,

Inprio ress

Ingrid Newkirk



Groundbreaking **Progress** for Animals

It's been a year of wins in stopping near-drowning experiments on mice and rats. After hearing from PETA entities and Animal-Free Science Advocacy, the University of Western Australia ended its use of the forced swim test. La Trobe University prohibited use of the experiment to model human depression or anxiety disorders following conversations with PETA entities. And in a first, the state of New South Wales banned the forced swim and smoke inhalation tests!

Lynx (known as Axe outside Australia), the world's leading men's fragrance brand, joined the PETA US global Beauty Without Bunnies programme after

Among our bold actions this year, we sent Prime Minister Anthony Albanese a clock in the shape of a beaten, bloody sheep for his birthday to urge him to stop dragging his feet on a live-export ban. The Australian government has now set a date for an end to the live export of sheep! The new law comes into effect in 2028, and we're pushing for it to apply to all animals. We also released an exposé showing workers in Indonesia slashing the throats of conscious, struggling cattle with Australian ear tags - despite the government's insistence that slaughter standards were being followed.

Since a single day of eating vegan saves enough



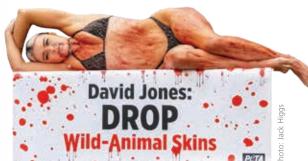
to Bass Coast Shire Council that avian flu is caused by humans' appetite for bird flesh and they should remove chicken and eggs from council menus.

We shared PETA Asia's investigation into the frogleg industry in Indonesia, which revealed that workers cut off frogs' feet, hack into the back of their head, and skin them alive. After more than 90,000 people around the world took action, global supermarket giant Carrefour Group stopped selling frog legs from the country.

Can you detect woolshit when you hear it? More people can after PETA's headline-grabbing request hat Inswich City Council change the the rural locality Woolshed to "Woolshit" called out the wool industry on its false claims of being "humane" and "green". To drive the point home, we also erected billboards near the world's largest **sheep and wool show** encouraging sheep farmers to switch to arable farming.

Just days before the Summer Olympics in Paris, an activist body-painted as the Australian flag joined 15 other PETA France supporters – each baring their skin as a different nation's flag – in a show of unity against sponsor LVMH's peddling of fur, **leather, and feathers**. The company – which owns Louis Vuitton, Fendi, and Dior – was also met with a projection illuminating the Eiffel Tower that read, "Louis Vuitton: Drop Exotic Skins," and played shocking investigative footage of crocodiles being slaughtered for their skin.

After months of campaigning by PETA – including an action alert that garnered over 10,000 signatures from concerned shoppers - Australia's oldest department store, David Jones, has informed us that it will ban the sale of wild-animal skins in its 41 stores and on its popular website.



We made international headlines by informing former foreign affairs minister Julie Bishop that feathers are just as cruel as fur after she wore a feathered dress to Australian Fashion Week.

We helped spread awareness of PETA Asia's latest investigation into the crocodile-skin trade, this time in Thailand, which showed workers crudely attempting to sever animals' spinal cords before **peeling off their skin**, likely causing extreme pain and a slow, agonising death. Multiple investigations conducted in Australia and around the world have proved that crocodile farming and slaughter are always horrifically cruel. When the Australia government announced a review of the Code of Practice on the Humane Treatment of Wild and Farmed Australian Crocodiles, we proposed a major overhaul - and the removal of the word

Travel company Palace Tours stopped selling trips to the Running of the Bulls, part of the San Fermín festival, just days after a large group of "bloody bulls" - activists from PETA UK and AnimaNaturalis - demonstrated in Pamplona, Spain, ahead of the event.

As the Wollondilly Shire Council considers letting a puppy mill that supplies Macarthur Pets expand, we submitted a letter strongly opposing the plan. The decision is pending, and we will continue to do all we can to protect sensitive dogs.

When controversial art gallery Mona announced the first-ever playthrough of a Wu-Tang Clan album, we urged the venue to show group member RZA's popular video about speciesism, in which he advocates for treating everyone with respect, and asked that the event menus be vegan.



Educating, Persuading, and Liberating



As bird flu spreads, our opinion piece in The Canberra Times explained how meat, egg, and dairy farms are breeding grounds for deadly pathogens, and we held a **demo in Sydney with** "chickens" in gas masks. We made **bold statements** with a slew of billboards, and our ad depicting a baby penguin running from a fork reading, "Eat a Chicken and the Penguin Gets It," urged the public to consider how their choices impact wild animals.

Amid bushfires and record heatwaves, we *made* waves by calling on the Bureau of Meteorology to give these severe weather events names that reflect the climate**changing industries that cause them** – like Heatwave Beef and Heatwave Eggs. We sent a cheeky box of matches to former agriculture, fisheries, and forestry minister Murray Watt urging him to "Strike Out Meat - Douse the Heat!"



Our nationwide Australia Dav billboard blitz asked folks not to butcher babies by leaving lambs' flesh off their plates.

We gave families headed to Sea World on the Gold **Coast reading** material for the trip in the form of billboards including one

on Sea World Drive - that featured reality TV star Charlotte Crosby and her infant daughter made to look like dolphins being separated, explaining how such parks tear mothers and babies apart.

We made an offer to the town of Adaminaby, home to a fish statue known as the Big Trout, to pay for the planned refurbishment of the fibreglass sculpture if the council added the fish-friendly message "Don't Batter Us!" "Reef or Beef?" That was the question our striking billboards posed to people

in Cairns and Townsville after the Queensland government reported that the biggest threat to the Great Barrier Reef is the climate catastrophe - of which animal agriculture is a leading driver.

Cheerful mascot Bazza Banana starred in our proposal to the Sydney Royal Easter Show to become the Sydney Royal Easter Grow - an event that would celebrate Australia's crop farmers instead of condoning cruelty.

We published many impactful op-eds and articles, including on cruelty-free shopping, the dangers of fireworks and holiday decorations for companion animals and wildlife, and the benefits of vegan eating. We put the spotlight on forgotten mothers on Mother's Day with an article

about how mother pigs, chickens, and cows are exploited for their reproductive systems and denied the chance to raise their babies. And Women's Agenda, an outlet that champions courageous women, featured an insightful discussion about animal rights with PETA founder Ingrid Newkirk.



This year, PETA's Global Compassion Fund helped rescue more than 17,000 dogs, cats, goats, horses, and others in Ukraine and delivered food for hungry and often shell-shocked animals. When Kharkiv was under siege, we helped a rescue group **evacuate** more than 800 animals in its care.

In Petra, PETA supports a free veterinary clinic, which vaccinated dogs during a rabies outbreak, replaced painful chain halters for donkeys and horses with more comfortable harnesses, and sterilised more than 30 cats who were living in squalor.

PETA entities are running **robust spay/neuter** programmes around the world - please find a few of their achievements below.

- Volunteer pop-up clinics in Argentina, Mexico, and **Peru** sterilised more than 1,485 animals.
- A PETA Asia clinic sterilised 422 animals. Since 2021, the Global Compassion Fund has
- supported 19 spay/neuter clinics, sterilising more than 5,270 animals, mainly in Mexico, in Yucatán, Southern Mexico, and Zamora. We've provided dog houses, cleaned up living areas, treated dogs for fleas, ticks, and mange -

PETA India's and Animal Rahat's emergency response teams rescue dogs, cats, cows, bullocks, camels, horses, donkeys, monkeys, and other animals from desperate circumstances. This year, in addition to opening a temporary

recovering from neglect and abuse, Animal Rahat rescued 23 donkeys from toiling in brick kilns, including five who were pregnant. At its three sanctuaries.

Animal Rahat is now caring for more than 540 animals of 17 species. PETA India replaced working animals with energy efficient mechanised rickshaws and carriages. This year, we celebrated the retirement of the 150th animal

PETA India rejoiced when Gemini Circus became the first in India to introduce robotic animals, and actors Aindrita Ray, Diganth Manchale, and Priyamani, along with PETA India, donated life-size mechanical elephants to temples that have vowed never to use live elephants in ceremonies.

from a lifetime of miserable labour.

PETA India's lifelike animatronic elephant, Ellie, has been on tour in Delhi, teaching children the importance of empathy. Since her first tour in May 2023, Ellie has reached a whopping 58,440 young **learners** across the country.

Animal Rahat and PETA India are visiting schools throughout India, engaging millions of children through the Compassionate Citizen programme Animal Rahat hosted several fun-filled field days for children, including those from a local orphanage, who learned about treating all animals with compassion, and **students who visited Ranapur** and Gundlupet enjoyed delicious vegan lunches donated by actor Alicia Silverstone.

