



ANIMAL LIBERATION
QUEENSLAND

ANIMAL LIBERATION QUEENSLAND
ANNUAL REPORT
18/19



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A MESSAGE FROM THE EXECUTIVE DIRECTOR

I am incredibly proud of the organisation ALQ has become. I first became involved in 2011 and served as President for several years. I am honoured to have been given the opportunity to step into ALQ's first ever Executive Director role in February this year. This has given us a significant boost in capacity in our historically volunteer-run organisation.

As we celebrate the milestone of 40 years for the organisation this year, it has also been a time of reflection. We have had some great successes over the years which we are proud of - from banning duck shooting in Queensland in 2005 to exposing live baiting in the greyhound racing industry in 2015. Of course much of our work over the last 4 decades has been focussed on changing hearts and minds, and shifting people to make more compassionate choices. Every year we attract more passionate and dedicated people and every year we build more momentum and increase our impact for the animals.

As well as our important campaigns and programs which you can read about in this report, we have also made significant investments in the organisation

this year and progressing toward an even more professional, sustainable and effective organisation. We have been laying foundations to ensure we can be as effective as possible into the future.

I am so grateful to the support of all our volunteers, members, donors, as well as those who have left us bequests - all of whom have given us the support to do everything we do here - exposing animal cruelty, educating and advocating for more compassionate choices, and working to strengthen the broader animal rights movement throughout Australia.

We look forward to your continued support as we commit to deliver even greater impact for the animals next year.

A handwritten signature in black ink that reads "Chay Neal". The signature is written in a cursive, flowing style.

Chay Neal
Executive Director



OUR VISION

A world where all nonhuman animals live free from abuse, exploitation, and suffering. Speciesist attitudes are rejected by society and veganism is accepted as the norm.

OUR MISSION

To protect all animals from abuse, exploitation and suffering; to foster respectful and compassionate community attitudes towards animals; and to promote veganism as the most ethical and ecologically sustainable lifestyle.

OUR VALUES

COMPASSION

We have compassion for all animals, including humans; we are non-violent, respectful and non-judgemental.

INTEGRITY

We operate with honesty, openness and transparency.

EQUALITY

Equality for all animals - human and non-human.

CREDIBILITY

We are well-informed, evidence based; we are self-reflective and data driven.

DETERMINATION

We operate with tenacity and dedication; we are agile and forward-thinking.

OUR BOARD

Our dedicated team of Board Members offer a wealth of experience in business management, events, campaigns, outreach and animal behaviour.



RHONDA KNIGHTS
CHAIR

Rhonda has been our volunteer coordinator since January 2017. Rhonda joined the board in 2017 and became Chair in 2019. Rhonda brings with her a wealth of experience in business management and leading large teams.



CATHERINE LAURENCE
SECRETARY

Cathy has been volunteering with ALQ since 2013, focusing on events, outreach and communications work. She joined the ALQ board in 2015 and served as our Treasurer until becoming Secretary in 2017. Prior to this she was a co-organiser of the London Vegan Pledge in her native UK for several years.



JULIA WALLACE
DIRECTOR

Julia started volunteering with ALQ in 2018 and took over as Stalls Coordinator, overseeing the organisation of our 30+ outreach stalls each year - an important role in which she continues in today. She joined the board at the start of 2019.



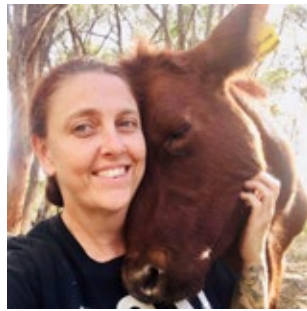
LEAH AIRD
TREASURER

Leah started volunteering for ALQ three years ago and assisted in setting up the ALQ shop. She now focuses on merchandise ordering and online sales. Leah became a board member in 2018. She has a background in animal behaviour and shares her home with four dogs.



AMANDA HOLLY
DIRECTOR

Amanda joined the board of ALQ in 2016 after moving to Queensland from Western Australia. She founded Brisbane Animal Save in 2017 and regularly assists with our rodeo campaign. Amanda recently stepped down from the board and started as Campaign Manager (Intensive Farming) in September 2019.



NATALIE STEVENSON
DIRECTOR

Natalie joined ALQ in 2017 but stepped down in 2018 to focus her energy on the fantastic sanctuary at Cranky's FARM. We wish her the best and thank her for her contribution.



PATRICK GREEN
DIRECTOR

Patrick joined ALQ in 2018 and contributed to our video outreach and other education programs. Patrick stepped down in 2019 and we thank him for his valuable contributions.



2019/20 UPDATE:

We welcome two new board members in the 2019/20 financial year. David Boyd and Ana Rivera have recently stepped onto the board and both bring a wealth of experience.

OUR STAFF



CHAY NEAL
EXECUTIVE DIRECTOR

Chay has been involved with various animal rights groups for nearly two decades. He has five years professional experience as a campaigner in a leading environmental advocacy organisation. He joined the board in 2011 and served as President until 2019, stepping down to take on the role of Executive Director in February.

GROWING THE ORGANISATION'S EFFECTIVENESS

STAFF

We employed an Executive Director to oversee operations including our campaigns and growing the organisation.

CRM

We developed a new database and donation system to reduce our administration overheads and allow us to more efficiently process donations.

STRATEGIC PLAN

We developed a strategic plan to guide our work over the next 3 years.

CONSTITUTION

We re-wrote our constitution to bring it in line with current legislation and best practice governance.

SHOP & OFFICE UPGRADES

We made improvements to our shop & office space.

BANKING

We updated our banking and moved to an ethical bank.

ADVOCACY AND CAMPAIGNS

- ✓ 80+ events around Queensland, including
 - 30+ outreach stalls - reaching thousands of people
 - 10 Brisbane Animal Save vigils
- ✓ 3 major animal cruelty exposés
- ✓ 16 cruelty complaints lodged
 - 1 successful prosecution
 - Several investigations by authorities
- ✓ 24 rodeos attended
- ✓ 50,000 petition signatures to ban calf roping
- ✓ 4.8 Million total post reach on Facebook
- ✓ Reached 238,000 on Twitter plus an estimated 100,000+ on Instagram
- ✓ 8000+ email actions (including ban calf roping and Wacol pig cruelty actions)
- ✓ Reached millions through TV, radio, print, and online media.



EXPOSING ANIMAL CRUELTY

Animal Liberation Qld has a strong history of ground breaking animal cruelty exposés. Shining a light into the darkness and showing people the way animals are treated is an important part of raising the level of awareness and changing people’s hearts and minds. It is also important for sparking conversation about animals.

GLASSHOUSE COUNTRY FARMS, BEERBURRUM

In late 2018 we exposed Glasshouse Country Farms, Beerburrum.

In the anonymously received footage we witnessed one mother pig who didn’t want to leave this horrible place. She feared an even worse fate awaited if she left. So they killed her there in front of all the others.

We lodged an official complaint with authorities outlining our concerns based on the footage received and the only response we have received back is “We are unable to provide information regarding animal welfare complaints due to privacy laws.”.

More information at: alq.org.au/beerburrum-piggery





WONGA PLAINS FEEDLOT, BOWENVILLE

In February 2019 we exposed Wonga Plains Feedlot, Bowenville.

An industry whistleblower came to us with reports of high death rates, sick and untreated cows and calves, animal cruelty and neglect.

Again, we lodged a complaint with authorities but no action taken by authorities. We did get some media coverage though with our Executive Director speaking about our concerns on ABC radio and the owner forced to respond.

More information at:
alq.org.au/wonga-plains

WACOL PIG AB CENTRE, WACOL

In March 2019 we exposed a pig semen collection facility in Wacol. The first release focussed on the sad story of an individual pig we named 'Boe'. This facility was horrendous. Complaints were lodged with authorities and despite obvious cruelty and neglect, they were let off with a few "direction orders". We held a rally outside the Minister's office at 1 George Street at the end of May to draw attention to this and ongoing concerns regarding cruelty to farmed animals.

Despite the disappointing (but not unexpected) response from authorities, the story did raise significant awareness around the country, and even around the world, with many people on social media swearing never to eat meat again.



The footage on Facebook received in excess of 700,000 video views, and was also featured in the Courier Mail online as well as their Facebook page.



PROMOTING VEGANISM

Promoting veganism continues to be our key focus. Through exposing animal cruelty, educating the community, and providing resources. We provide resources through events, printed materials, as well as one on one - responding to questions or connecting people to the information they need.

We make printed materials available free of charge through our shop, our stalls around south-east Queensland, as well as to other activists and organisations.

Promoting veganism is also a major focus of our social media and media work where we have reached millions with our message of compassion.

In August 2018 and again in February 2019 we held successful events at the University of Queensland offering students a free cupcake and brochures for watching “1000 eyes” (Australian intensive farming footage). Each student had the opportunity to debrief or ask questions with one of our volunteers and we found that many students were interested in making more compassionate choices.

Exposing animal cruelty and promoting veganism will continue to be a major focus for 2019/20 and we have put on an additional staff member in September 2019 to assist with a focus on intensive farming.





BRISBANE ANIMAL SAVE

We held 10 vigils outside various slaughterhouses around southeast Queensland this year to bear witness to the animals being sent to slaughter. Staging safe and professional vigils is our priority and we have brought in new safety protocols as well as branded high vis vests this year.

We have an average of 24 attendees at each vigil who record their own images and video for social media. We also have Brisbane Animal Save Facebook and Instagram pages which receive a high level of engagement resulting in a post reach of 2.4 million on Facebook for the year. On top of that our vigils have been covered in the Courier Mail, ABC, 7 News, and South Burnett Times (Kingaroy local paper).

Amanda Holly

Brisbane Animal Save Coordinator





RODEOS AND CALF ROPING

We attended 24 rodeos this year thanks to our amazing team of volunteers. We documented deaths of 3 animals at rodeos. We lodged several cruelty complaints. One of our complaints from last year resulted in a stock contractor, who failed to give timely veterinary treatment to a steer with a broken leg at Great Western Hotel in March 2018, fined \$2200.

We have been campaigning hard for a ban on calf roping as well as other changes to rodeos in Queensland. Our petition to ban calf roping attracted over 50,000 signatures, and our email campaign resulted in thousands of emails to MPs and the Minister. Ultimately our work has led to a working group being established to develop new standards which we have been providing feedback to the Department. This work is still ongoing at the time of writing.

We have also staged a large protest with well over 100 attendees outside Eatons Hill Hotel this year to commemorate 1 year since two bulls died at the same event the previous year.

Our rodeo campaign has had strong interest on social media and also resulted in significant media coverage including TV news coverage, ABC radio, and several online media articles.

Gayle D'Arcy

Rodeo Campaign Director



OTHER CAMPAIGN WORK

ALQ continues to represent animals across a broad range of industries including horse racing, greyhound racing, circuses, petting zoos, chicken hatching, animal experiments and wildlife.

COLLABORATION

We regularly collaborate with other animal protection groups and activists that share our values with the goal of strengthening the movement and achieving bigger wins for animals together.

PETTING ZOOS

We have started monitoring petting zoos and writing to places that conduct petting zoos to warn them of issues.

PROTESTS

Other major protests this year included Empty the Tanks outside Seaworld, Magic Millions horse races on the Gold Coast, and Justice for Animals outside the Minister for Agriculture's office at 1 William St in Brisbane.





GOVERNMENT REPRESENTATIONS

We continue to represent animals at all levels of government, with a strong focus at the state level in Queensland. This financial year we made submissions to the following inquiries:

- **Queensland Civil Surveillance Review** (January 2019)
- **Criminal Code (Trespass Offences) Amendment Bill 2019** (June 2019)
We appeared in front of the parliamentary committee regarding this bill and strongly argued that this bill should be rejected. Recently it was announced that the parliamentary committee agreed that this bill be rejected.
- **Queensland Agriculture “Food & Fibre” Discussion Paper** (June 2019)
- **Queensland Animal Welfare Standards and Guidelines for Animals at Rodeos**
Involved as part of the Standards Advisory Group from May 2019, ongoing.

CELEBRATING 40 YEARS

2019 marks 40 years of advocating for a more compassionate world for animals for Animal Liberation Queensland.



1979:
JACQUI KENT FOUNDED ANIMAL LIBERATION QUEENSLAND IN BRISBANE

Jacqui led ALQ right through the 80s and early 90s until she sadly passed away in 1993.



**ANIMAL
LIBERATION**
VOICE FOR THE ANIMALS!

THIS IS A
SPECIFIC RESEARCH TOPIC



1980:
**AUSTRALIAN FEDERATION
 OF ANIMAL SOCIETIES
 FOUNDED (WHICH WOULD
 LATER BECOME ANIMALS
 AUSTRALIA)**

Co-Founders Professor Peter Singer and Dr Christine Townend recognised the need to unite the many animal protection groups in Australia to provide a united and strong voice on behalf of animals.

In 1986 the federation introduced 'individual membership' in addition to the society membership structure, and also accepted New Zealand member groups; changing their name to Australian and New Zealand Federation of Animal Societies (ANZFAS).

In the late 1990s ANZFAS reverted to Australian groups only, and the name 'Animals Australia' was adopted.



2005-2006: DUCK HUNTING BANNED IN QUEENSLAND

Animal Liberation Qld was part of the Duck and Quail Alliance with Birds Queensland, Wildlife Queensland, Queensland Conservation Council, RSPCA Queensland in a several-year campaign to ban duck and quail hunting in Queensland.

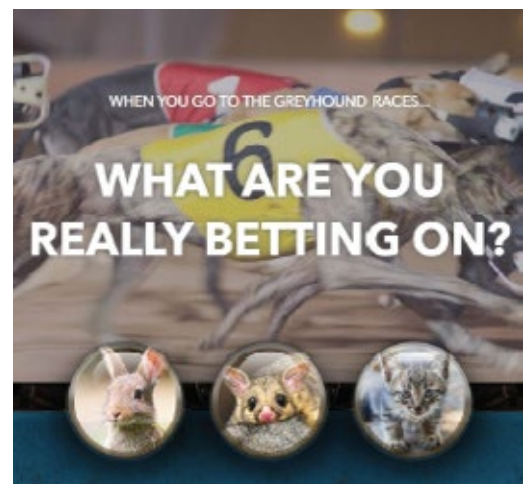


2015, FEBRUARY 16TH: GREYHOUND LIVE BAITING EXPOSED

We had heard rumours about extremely cruel practices of live baiting – where a trainer will tie a live animal (such as a possum, rabbit, or even kitten) to a lure to entice the greyhound to race around the track and catch the animal. As you can imagine, this results in cruel and often slow death for that animal on the lure, and it is also illegal.

Our investigators set to work, over a period of months, taking great risk to find and document this animal cruelty taking place on private training tracks. We found that live baiting was even more widespread than we thought – and it implicated many of the “top industry trainers”.

We concluded our investigation and teamed up with Animals Australia, ABC Four Corners, and law enforcement to ensure that the people responsible were prosecuted but also to ensure this was brought to national attention in the public. It resulted in police raids, dozens of arrests, top trainers banned from the industry, a commission of inquiry, and new laws to reform the industry. Everyone seemed to stand together against animal cruelty and support the push for change.







WATCH OUR 40 YEAR ANNIVERSARY VIDEO

BEQUESTS

Remembering the animals in your Will is an effective way to leave a legacy and help create a kinder world for animals long into the future.

Please let us know if you do leave a bequest so we can ensure your bequest is carried out as you wish and so we can express our thanks to you. Further information available on our website: alq.org.au/bequests

We gratefully acknowledge two generous bequests received this year from:

- **Raymond Pickthorne**
- **Roy Reeves**



FINANCIAL SNAPSHOT

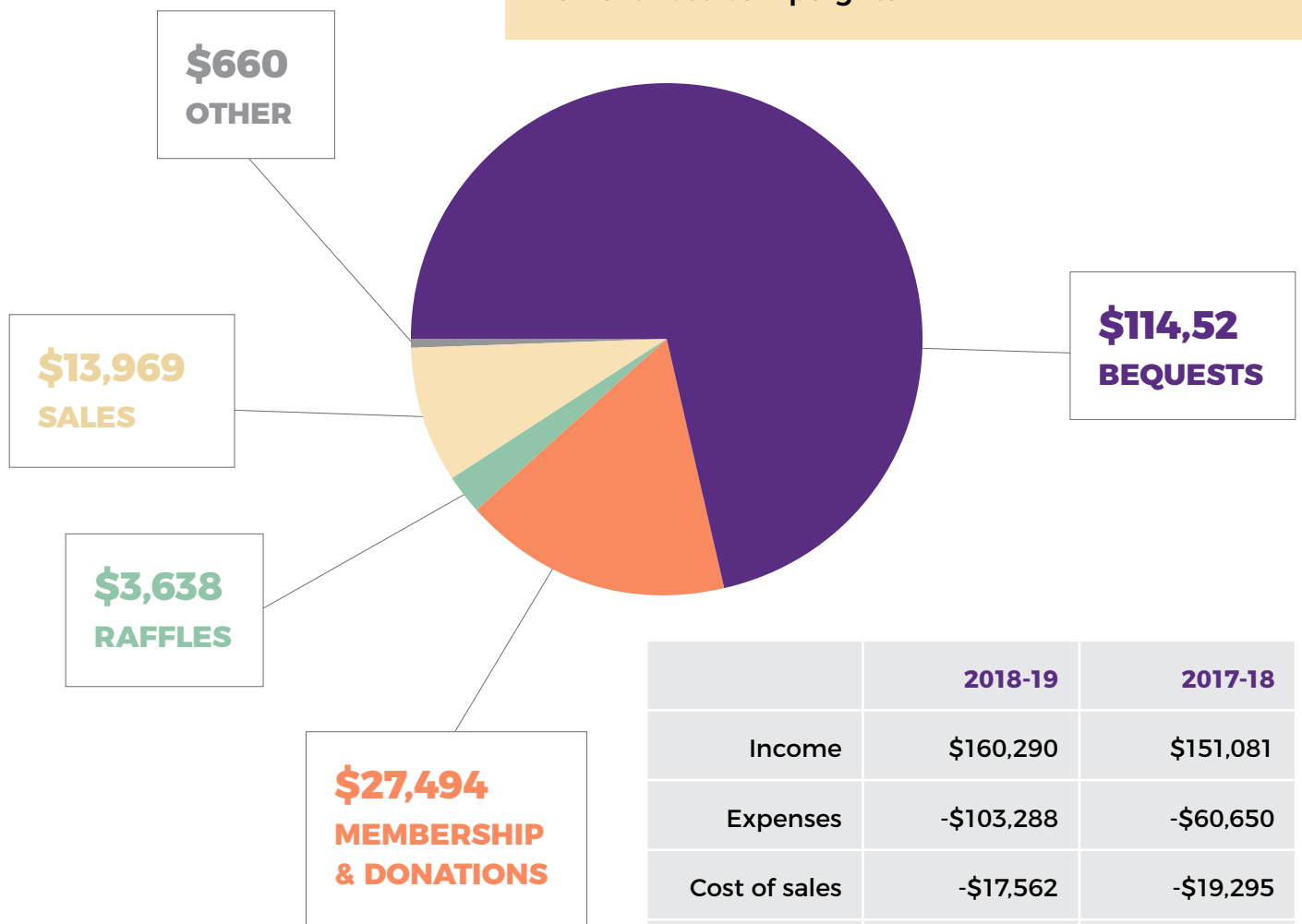
ALQ's total income for 2018-19 was \$160,290 (a marginal increase from \$151,081 in 2017-18). A large proportion of this income was composed of several generous bequests totalling \$114,528, of which the organisation is extremely grateful.

ALQ's total expenditure increased from \$60,649 in 2017-18 to \$103,287 (plus \$17,562 cost of sales) at the end of the reporting year. This increased expenditure was driven by intentionally investing in enhancements to ALQ's capability and include employment costs (\$29,480), legal expenses (\$8,272), the adoption of a Constituent Relationship Management (CRM) system (\$7,787), as well as increased campaign expenses.

ALQ's resulting operating profit for 2018-19 is \$39,440. This is our third consecutive year that the organisation has generated a significant surplus, and we plan to invest this operating profit into further capability enhancements moving forward such as additional staff and campaigns.

TOTAL INCOME \$160,290

As a non-government funded animal protection organisation, we depend on our supporters to fund our tactical investigations and public awareness campaigns.



	2018-19	2017-18
Income	\$160,290	\$151,081
Expenses	-\$103,288	-\$60,650
Cost of sales	-\$17,562	-\$19,295
Net profit	\$39,440	\$71,136

TOTAL EXPENSES

\$120,850

\$13,833

FINANCE, GOVERNANCE & OTHER

Fees for our annual audit, bookkeeping, bank fees, insurance, our member's newsletter, postage and general expenses.

\$31,106

CAMPAIGNS & PROGRAMS

Expenses related to all our campaigns and programs work. This includes expenses related to investigations, stalls and outreach, printed materials and signs for events and protests, rodeo campaign, as well as our website and social media expenses to get our message out there.

\$29,715

STAFF EXPENSES

Our Executive Director started in February 2019. We estimate that 65 percent of this position was spent on running the organisation and completing important projects that will improve the efficiency and effectiveness of the organisation into the future. The other 35 percent was spent directly on campaigns and programs work.

\$20,847

OCCUPANCY & OFFICE EXPENSES

We have maintained our office and shop at Annerley. This year we also made improvements to the premises. Other expenses in this category include stationery, internet, telephone and general office expenses.

\$7,787

CRM DEVELOPMENT

After careful analysis and research, this year we have invested in a new Constituent Relationship Management (CRM) system to act as our membership database, donation tracking, and receipting platform. Most of these expenses are one-off and the ongoing running costs will be minimal.

\$17,562

COST OF SALES

This is our stock purchases. We invested in additional lines of stock this year and finished the financial year with a good reserve of merchandise to sell into the next year.

ANNUAL AUDIT

We are committed to ensuring we are accountable for every dollar we spend. To provide transparency in how we use our funds, our financial records are audited each year by Morris & Batzloff.



**BAN
LIVE
EXPORT**

CREATING A

COMPASSIONATE WORLD

Produced by Animal Liberation (Qld) Ltd

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