



ANIMAL LIBERATION
QUEENSLAND

ANIMAL LIBERATION QUEENSLAND
ANNUAL REPORT
2020/21

CONTENTS

A Message From Our Executive Director	4
Our Vision	6
Our 2019-2022 Strategic Plan	7
Our Board	8
Our Staff	10
Our Impact	11
BEEF.org.au	12
Intensive Farming	16
Promoting Veganism & Vegan4life	18
Brisbane Animal Save	20
Exposing Animal Cruelty	22
Rodeos & Calf Roping	24
Animal Care and Protection Act review	26
Other Campaign Work	28
Government Representations	32
Bequests	32
Grants & Foundations.....	32
Financial Snapshot	34

Animal Liberation Queensland acknowledges we are living and working on Aboriginal land and we pay our respect to Elders past, present and future.





A MESSAGE FROM OUR EXECUTIVE DIRECTOR

While Queensland has been spared from the lengthier lockdowns in some other states, we have had to quickly adapt this year through repeated COVID-19 lockdowns, event and protest restrictions and cancellations, and other difficulties associated with the pandemic.

Our major campaign this year has been our exposé of Australia's beef industry, featuring billboards in Rockhampton and Brisbane, a 40 page report, press conference, social media campaign, and petition. It certainly attracted attention from supporters, the media, and the industry. You can read more on this campaign in the following pages and at [BEEF.org.au](https://www.beef.org.au).

We also responded to a 20 year review of Queensland's core animal welfare legislation - the Animal Care and Protection Act 2001. We provided a comprehensive submission and mobilised hundreds of supporters to put in their own submissions on this important opportunity as well.

Our team travelled throughout Queensland documenting animal agriculture 'standard practices'. And we have increased our scrutiny

on the industry. For too long councils have been rubber stamping new factory farms. It is up to us to hold the government and industry to account.

We documented numerous rodeos throughout the state this year, and we are continuing to call on the Minister for Agriculture to ban calf roping - a decision that has been put off for 2 years now.

We are so incredibly grateful to have the support of so many people that make the work we do possible - our volunteers, our members and donors, our board, our staff, as well as our colleagues at various other animal protection organisations that we collaborate with. With the immense challenges we face, it is imperative that we all work together as effectively as possible to create a more compassionate world.

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 2019-2022 STRATEGIC PLAN

ALQ's work throughout the year was guided by our 2019-2022 strategic plan and its five priority areas. The Board's continued execution of the ALQ strategic plan ensured that:

ALQ remained aligned with its mission

ALQ projects and initiatives actively contributed towards agreed priorities

ALQ resources were deployed in ways that advanced our organisational strategy

OUR STRATEGIC PRIORITIES

The five priorities in our strategic plan continued to guide our approach and the work we undertook during 2020-21. They continue to shape our efforts moving forward as we drive towards the completion of the plan in 2022.



OUR STRATEGIC GOALS

Each strategic priority is advanced through 2-4 defined goals that explain how each priority is achieved. The need to deliver these goals guides the decision-making of the Board and how it positions ALQ for sustainable growth and success into the long-term.



Our performance against the portfolio of 18 strategic goals is reviewed every six months. This regularity is consistent with good governance practice and ensures the continued relevance of the strategy against new challenges and opportunities as they emerge over time.

OUR BOARD

Our dedicated team of board members offer a wealth of experience in governance, strategic planning, finance, business management, events, campaigns, and animal behaviour.



LYNDAL CARMICHAEL CHAIR

Lyndal joined the board in April 2020. She brings a range of experience as a professional photographer, as well as experience with other advocacy organisations. She has also cared for hundreds of greyhounds as a foster carer, as well as many other animals. Lyndal stepped up to the role of Chair in June 2021.



CATHERINE LAURENCE SECRETARY

Cathy has been volunteering with ALQ since 2013, focusing on events, outreach and communications work. Prior to this she was a co-organiser of the London Vegan Pledge in her native UK for several years. She joined the ALQ board in 2015 and has served in Treasurer or Secretary roles during this time. After a few months as Treasurer during 2021, Cathy returned to the Secretary role following the October 2021 AGM.



RHONDA KNIGHTS DIRECTOR

Rhonda served as our volunteer coordinator from the beginning of 2017, subsequently joining the board of directors and becoming chair in 2019. Rhonda brought with her a wealth of experience in business management and leading large teams. Rhonda retired in June 2021. We are grateful for all of her contributions.



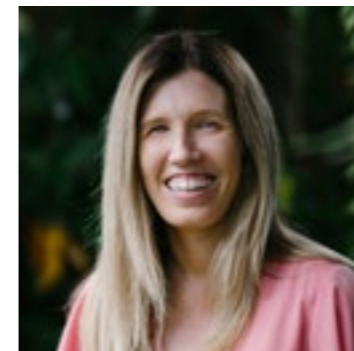
ANA RIVERA DIRECTOR

Ana started volunteering in January 2019 in the ALQ shop. She joined the Board later that year. She brings with her 20+ years in finance and accounting and significant experience in executing financial strategy. Ana retired from the board in May 2021, and we thank her for her contributions.



DAVID BOYD DIRECTOR

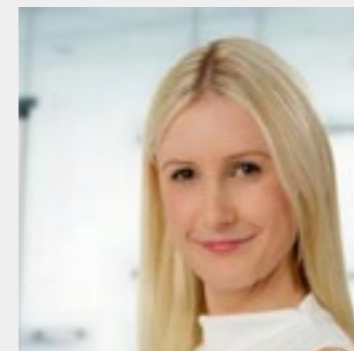
David has a highly successful and diverse professional background in the government, corporate, entrepreneurial, and not-for-profit sectors. He is an enthusiastic board member for multiple organisations and joined the ALQ board in September 2019. He served as Secretary from October 2020 to October 2021. David retired at the October 2021 AGM, and we thank him for his contributions.



LEAH AIRD DIRECTOR

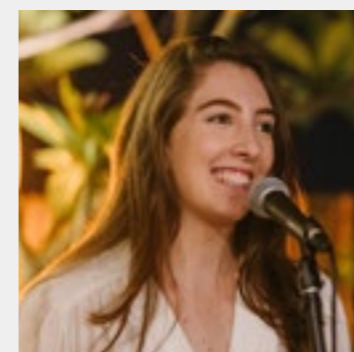
Leah started volunteering for ALQ four years ago and assisted in setting up the ALQ shop. Leah later became a board member in 2018. She has a background in animal behaviour and shares her home with four dogs. Leah retired at the October 2021 AGM, and we thank her for her contributions.

WELCOME TO OUR NEW BOARD MEMBERS



NADIA SCHILLING TREASURER

Nadia has over a decade of experience working for animal protection non-profits, and has recently moved to Queensland where she manages a plant-based kids nutrition startup. Nadia joined the board at the October 2021 AGM.



CHANTAL HIMMELMANN DIRECTOR

Chantal has volunteered for ALQ since 2019 and is a founding member of the fundraising committee. She is also a board member of an animal welfare fund based in Queensland, volunteers for other animal protection groups, and is the product & partners director with a global travel company. Chantal joined the board at the October 2021 AGM.

OUR STAFF



AMANDA HOLLY

CAMPAIGN MANAGER (INTENSIVE FARMING)

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



CHAY NEAL

EXECUTIVE DIRECTOR

Chay has been involved with various animal rights groups for the last 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 2019.



OUR IMPACT

Some of our highlights for the period 1 July 2020 to 30 June 2021:

- ✓ Vegan4life.org.au had 5000 website visitors and 550 challenge sign-ups
- ✓ Created a new Vegan4Life brochure and distributed over 3000 copies
- ✓ Launched Vegan4Life Healthy Schools campaign to promote healthy plant-based options at schools
- ✓ Launched major BEEF.org.au campaign with billboards in 2 cities, dedicated campaign website, a comprehensive report, a press conference outside the industry 'beef week' event, and social media campaign
- ✓ Achieved 130+ media mentions across TV, print, online and radio for our campaigns
- ✓ Made a comprehensive submission to the Animal Care & Protection Act review
- ✓ Submitted 4 objections in response to factory farming developments
- ✓ Strengthened alliances with other animal protection organisations at state, national and international levels
- ✓ Investigated 15 rodeos across the state and lobbied for a ban on calf roping
- ✓ 12 outreach stalls & 30+ other public events throughout south-east Queensland
- ✓ Hosted 13 Brisbane Animal Save vigils and 8 'Save Squares'
- ✓ Over 3.7 million reached through our social media channels
- ✓ Over 43,000 website visitors / 131,000 page views
- ✓ Over 18,800 online actions taken

ADVOCACY & CAMPAIGNS

BEEF.ORG.AU

The **BEEF.org.au** campaign launched on 2 May 2021, coinciding with the Australian 'beef' industry's flagship event, Beef Australia.

The audacious campaign featured a website: **BEEF.org.au**, a professional 40-page report, provocative billboards, a flood of social media posts, and hard-hitting video content. We ran a press conference and staged media-friendly peaceful protest actions simultaneously in Brisbane and Rockhampton. The campaign highlights the devastating animal cruelty and environmental destruction caused by 'beef' production in Australia.

This was the first time the tri-annual expo, which takes place in Australia's so-called beef capital Rockhampton, has been attended and publicly challenged by animal rights activists. The campaign made international news headlines, garnering widespread public and industry attention.

Key highlights of the campaign so far:

- Digital billboards at the Fortitude Valley 'Iconic' site in Brisbane, as well as billboards in Rockhampton CBD.
- A professional, fully referenced, 40-page report that has had over 500 downloads.
- A new website - **BEEF.org.au** which has received 5800 visitors / 12,000 page views so far.
- A petition which has attracted over 5000 signatures so far. You can sign here: beef.org.au/petition
- An impactful social media campaign featuring 150 organic posts across Facebook, Instagram, Twitter and LinkedIn, with a reach of over 275,000.
- Widespread media coverage with 80+ press clippings on TV, newspaper & radio at local, national and international levels.



BEEF.ORG.AU



Massive thanks to Plant Powered Press, our media partners in this campaign!





ADVOCACY & CAMPAIGNS

INTENSIVE FARMING

Over the last year (1 July 2020 to 30 June 2021) we have made several investigative trips throughout Queensland to document conditions for animals at saleyards, during overland transport, at feedlots, and in other locations (refer to 'Exposing animal cruelty' section).

The **BEEF.org.au** campaign also formed a major part of our intensive farming campaign work for this year. The intensive nature of the beef industry is growing, with over 1 million cattle confined to intensive feedlots in Australia at any one time. This number is expected to rise over the coming years with a number of new feedlots and expansions in the pipeline.

We have also started actively monitoring new intensive farm developments of concern, scrutinising the impacts on the local environment, the community, and any other matters relevant to the planning laws. We lodged our objections to the following:

- EPBC Act Referral re Exmoor Station Prawn Farm (August 2020)
- Sunnynook Farms piggery expansion (South Burnett Council - September 2020)
- Combarngo Feedlot with 3200 cattle (Maranoa Regional Council - October 2020)
- 45,000 sheep feedlot at Ballandool Station in Hebel (Balonne Shire Council - June 2021)
- Brindley Park Feedlot expansion to 32,500 cattle (Maranoa Regional Council - June 2021)

Exposing animal cruelty, scrutinising the industry, and raising public awareness of intensive farms will continue to be a major focus of our work towards a compassionate world.

Amanda Holly
Campaign Manager (Intensive Farming)



INTENSIVE EGG FARM IN THE DARLING DOWNS, QLD

ADVOCACY & CAMPAIGNS

PROMOTING VEGANISM & VEGAN4LIFE

Changing hearts and minds and helping people to make more compassionate choices and adopt a vegan lifestyle is central to all of our work. Ultimately, encouraging everyday people to make kinder choices is the way we create a more compassionate world.

Our **Vegan4Life.org.au** website launched in late June 2020, and we had over 550 people take the Vegan4Life challenge in the first 12 months. We also developed a new booklet which is available free of charge at our stalls, office, events, or by request. So far we have distributed over 3000 copies of this colourful resource that walks the reader through the 'why' and 'how' of going vegan.

We have run several billboards throughout Brisbane, encouraging people to take the 30 day Vegan4Life challenge. Thanks to everyone who contributed to make this happen.

In early 2021, we also launched the Vegan4Life 'Healthy Schools' campaign to empower parents to approach their schools and ask for healthy plant-based options to be provided in their school canteen. We have already provided the 'Healthy Schools pack' which includes a booklet, letter template and tips to more than 30 parents.

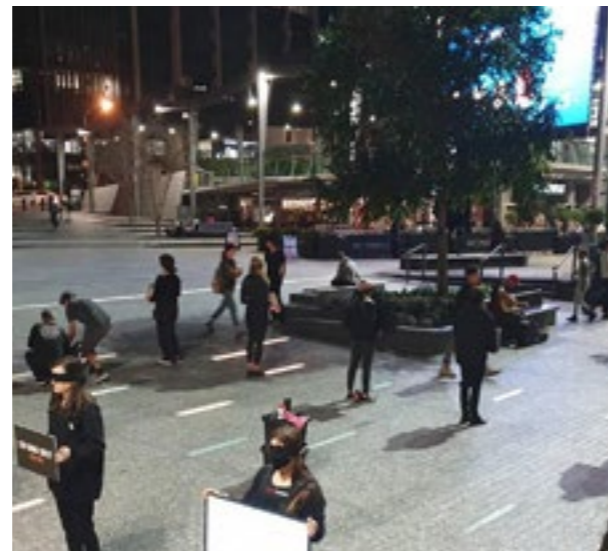


ADVOCACY & CAMPAIGNS

BRISBANE ANIMAL SAVE

Over the last year we held 13 vigils outside slaughterhouses across southeast Queensland.

We also conducted 8 'Save Squares' in Brisbane CBD showing the public footage from factory farms and slaughterhouses and inviting them to try Vegan4Life.



ADVOCACY & CAMPAIGNS

EXPOSING ANIMAL CRUELTY

Our investigators have been out to several locations throughout Queensland this year. We seek to document and expose animal cruelty - including standard practice in animal agriculture. Our volunteers have also filmed 15 rodeos throughout the state. We made trips to Cairns, Townsville, Warwick, Roma, Dalby, Kingaroy and more, gathering footage and stills that reveal the everyday suffering inflicted upon farmed animals. Through these investigations, we continue to shine a spotlight on the truth, helping the public to include these forgotten animals in their circle of compassion, and call for change. As part of our work to expose animal abuse, we held dozens of peaceful demonstrations in southeast Queensland as well as Rockhampton.



EMACIATED COWS AT DALBY

-  INVESTIGATIONS
-  RODEOS
-  EVENTS



EMACIATED COWS AT CHARTERS TOWERS (NEAR TOWNSVILLE)



WATERFALL FEEDLOT, BOONARA



HEAT STRESSED SHEEP AT WARWICK

ADVOCACY & CAMPAIGNS

RODEOS & CALF ROPING

Nearly all rodeos were cancelled in the second half of 2020 due to COVID-19, but they resumed in big numbers in 2021, with only occasional cancellations.

Our volunteers were ready. Between them, they filmed 15 rodeos from February through to the end of June. Thanks to all our dedicated volunteers throughout Queensland, especially those who have travelled often long distances to get to some of these rodeos. As well as capturing powerful footage which has been used to further our rodeo campaign, we have also lodged several cruelty complaints after capturing illegal animal abuse on film at several rodeos.

We continue to highlight rodeo cruelty on social media, and our RethinkRodeos.com website has had over 5000 email actions taken this year, with supporters calling for calf roping to be banned.

Despite meetings of the Rodeo Standards Advisory Group being finalised in December 2019, the Rodeo Standards & Guidelines (S&Gs) are not yet mandatory regulations. There has been no opportunity provided by the state government for public consultation since that time. We have to assume the Minister has ignored all the evidence and the high levels of public concern, and has decided to retain calf roping. This is extremely disappointing and is a backwards decision entirely against the interests of animal protection.

We've been told the final draft of the S&Gs is now a Cabinet-in-Confidence document. The Minister for Agriculture stated in January that the S&Gs were a priority but no timelines are available. In the interim, we will continue to advocate strongly for a ban on calf roping.

Gayle D'Arcy
Rodeo Campaign Director



ANIMAL CARE AND PROTECTION ACT REVIEW

The Queensland government is currently reviewing Queensland's Animal Care and Protection Act 2001 (ACPA). This is the first full review of Queensland's primary animal welfare legislation in 20 years.

We took the opportunity to highlight key issues we would like to see addressed under ACPA, making a comprehensive submission, and seeking further opportunities to have our say with the Department of Agriculture.

Among several other issues raised, ALQ made clear several key priorities, including:

- Recognition of the sentience of non-human animals and the community's obligation to protect the basic requirements of animal welfare.
- The establishment of an Independent Office of Animal Protection to address the Department of Agriculture and Fisheries' current conflict of interest.
- A minimum baseline of animal welfare to ensure that neither that Codes nor Standards or

Guidelines can enable animal cruelty that should otherwise be prohibited under the Act.

- Mandatory prohibition orders for repeat or serious offenders to prohibit those individuals from owning or being responsible for any animal for life.
- Making calf roping in Queensland a prohibited event.

During the public consultation period, we published a guide to making a submission or/and completing the survey. This was accessed over 750 times by our supporters before the consultation closed on 21 May 2021. The Minister for Agriculture and Fisheries has confirmed that over "900 submissions and 1500 survey responses" were received during the public consultation period.

We will continue to monitor the review process and let supporters know of further opportunities to have their say on this important review. We expect legislation to be introduced with amendments in early 2022.



OTHER CAMPAIGN WORK

ALQ has been involved in various other activities throughout the year (1 July 2020 to 30 June 2021) including exposing animal cruelty and collaborating on protests and campaigns.

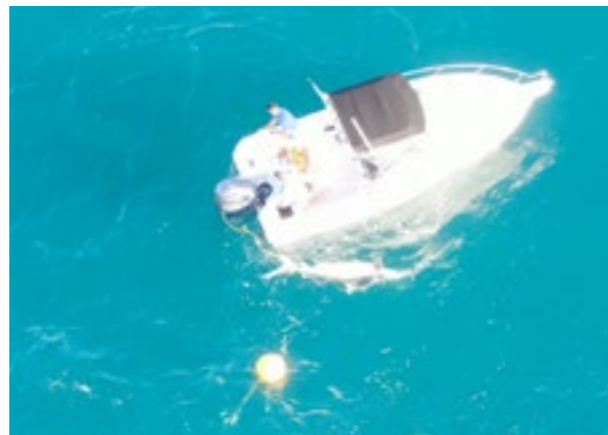
FLYING FOXES (CAIRNS)

We travelled to Cairns to document the ongoing dispersal of the endangered Spectacled Flying Foxes from the Cairns Library roost, and to offer support to the local activists who are working hard to protect them.



SEA WORLD & DOLPHIN CAPTIVITY

We co-hosted several protests outside Sea World in conjunction with Dolphin Freedom Fighters, Animal Justice Party, World Animal Protection & Action for Dolphins.



SHARK NETS AND DRUMLINES

We supported efforts of Sea Shepherd, Envoy: Shark Cull and others to urge the government to ineffective shark nets from beaches that entangle whales, non-target sharks, and other species. This support also included obtaining drone footage of a shark left to die overnight on a drumline off the Sunshine Coast.



FINE FOR HORSE CRUELTY

Following our investigation and campaign urging authorities to press charges over the death of at least 30 horses at a property near Toowoomba, Terence Oberle pleaded guilty in Toowoomba Magistrates Court and was given a \$20,000 fine for animal cruelty.

Read more:

alq.org.au/horse-cruelty-toowoomba

HORSE RACING

We continue to draw attention to horse racing cruelty and partner with the Coalition for the Protection of Racehorses. This year we have regularly highlighted deaths and injuries, racehorses that have ended up abused, dead or emaciated. We also staged protests in Brisbane for the Melbourne Cup and the Magic Millions on the Gold Coast. Charges were also laid this year for 3 workers caught up in the Meramist Abattoir that was exposed in 2019.

NO NEW TRACKS (GREYHOUND RACING)

We launched a new Facebook page to raise awareness about greyhound racing issues and concerns about the proposed new Ipswich greyhound racing track, as well as other tracks being proposed including those interstate.

Follow on Facebook:

facebook.com/nonewtracks



GOVERNMENT REPRESENTATIONS

We continue to represent animals at all levels of government, with a strong focus at the state level in Queensland. This work includes lobbying and providing advice to ministers and their departments, as well as responding to inquiries.

Over this reporting year we made formal submissions to the following inquiries:

- Land Transport of Horses Consultation Paper (March 2021)
- Animal Care and Protection Act 2001 (QLD) (May 2021)

We have also started actively monitoring new planning development applications of concern. This year we lodged 4 objections to large intensive farming developments (refer to Intensive Farming campaign in previous pages).

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 is available on our website: alq.org.au/bequests

GRANTS & FOUNDATIONS

We gratefully acknowledge the support from the Christina Fitzsimons Trust. We also acknowledge the generous support from the Animal Save Movement as well as our donors who supported our **BEEF.org.au** campaign this year.



FINANCIAL SNAPSHOT

ALQ's total income for 2020-21 was \$225,385 (down from \$267,227 in 2019-20). There were no bequests this year, and income from events and other fundraising initiatives was down slightly due to COVID.

ALQ's total expenditure increased from \$211,723 last year to \$269,410 (plus \$811 cost of sales/stock). This increase in expenditure comes primarily from staff expenses for our campaigns, including our hard-hitting BEEF.org.au campaign.

ALQ's resulting operating profit for 2020-21 is -\$44,837. This loss was planned, as we continue to invest surplus income from previous years into campaigns, in line with our mission. We project a loss again for 2021-22, with strategies to be put in place that will enable us to increase fundraising and balance income versus expenses over the next few years.

SUMMARY

	2020-21	2019-20	2018-19
INCOME	\$ 225,385	\$ 267,227	\$ 160,290
EXPENSES	\$ -269,410	\$ -211,723	\$ -103,288
COST OF SALES	\$ -811	\$ -1,104	\$ -17,562
NET PROFIT	\$ -44,837	\$ 54,400	\$ 39,440

NOTES

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, campaign advertising, and other campaign expenses.

OCCUPANCY & OFFICE EXPENSES

We have maintained our office and shop at Annerley in Brisbane which is open to the public Fridays and Saturdays, as well as used as an office, for storage and for events. This category also includes expenses for stationery, internet, telephone and general office expenses.

FINANCE, GOVERNANCE & OTHER

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

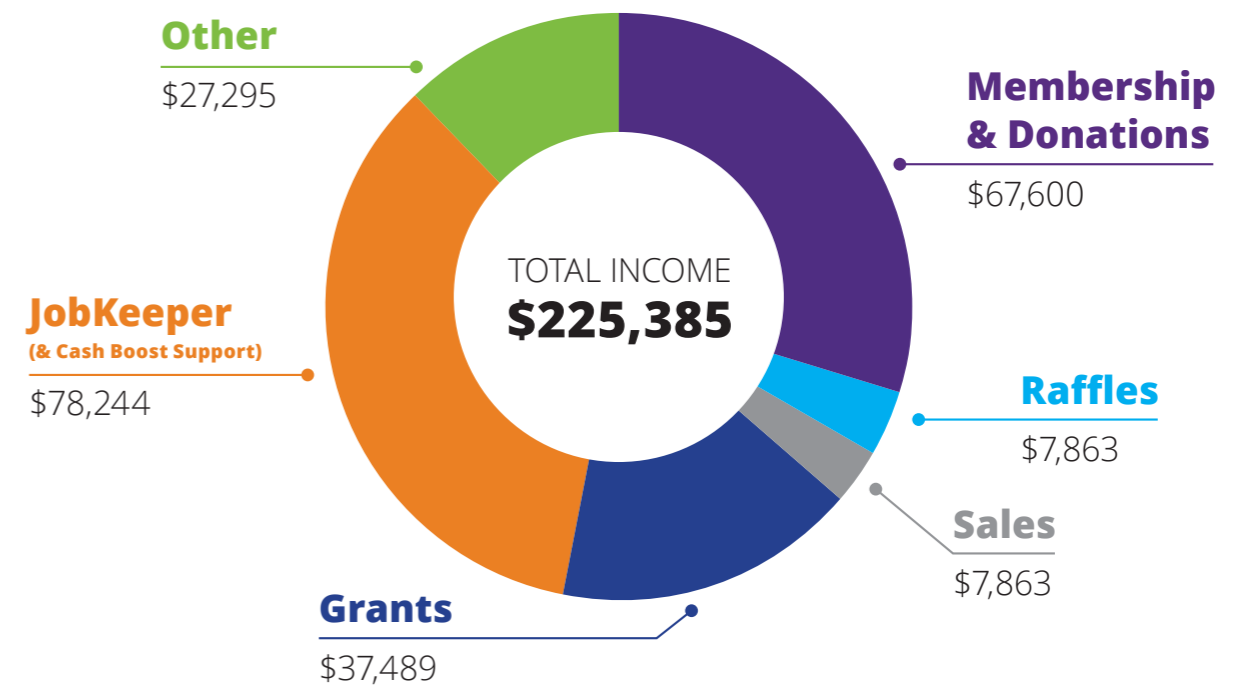
STAFF EXPENSES

The majority of staff time is spent directly on our campaign work. This category includes superannuation and other staff-related expenses.

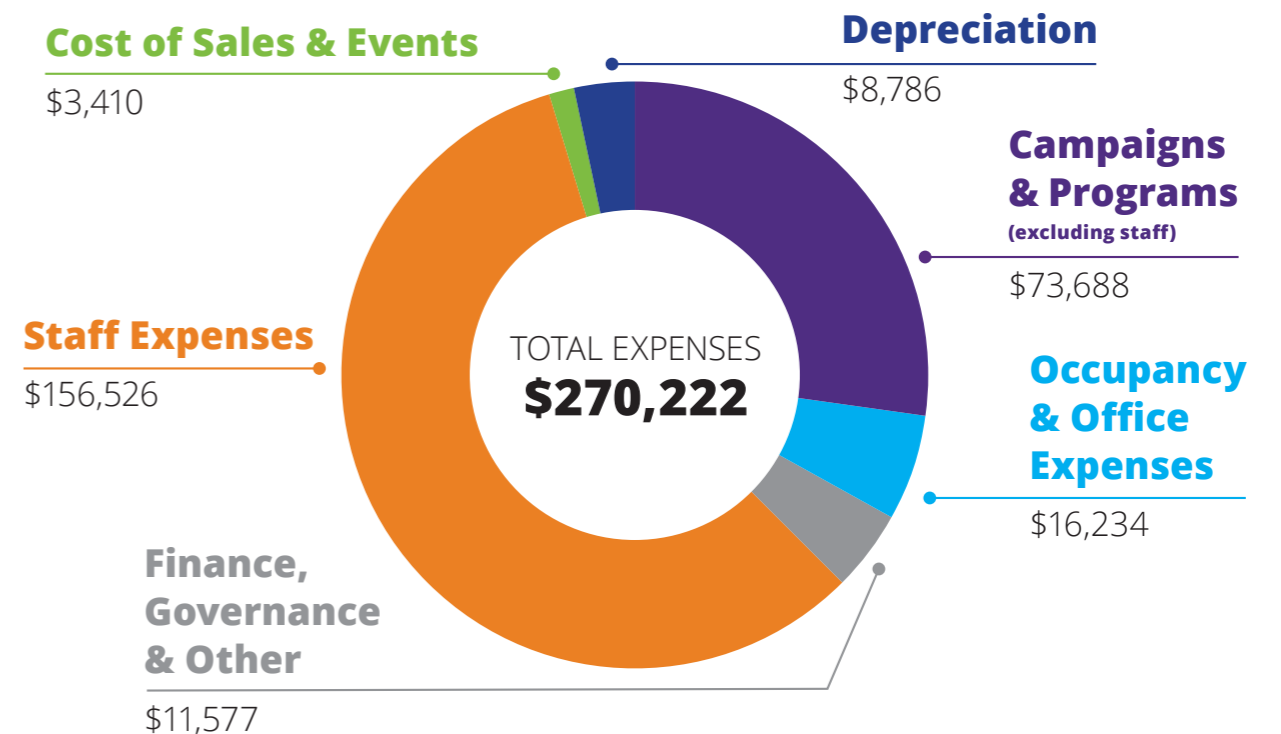
COST OF SALES & EVENTS

This is our stock purchases as well as costs of our fundraising events.

INCOME SUMMARY



EXPENSES SUMMARY



ENSURING ACCOUNTABILITY

We are committed to ensuring we are accountable for every dollar we spend. Our financial records are professionally audited each year by Morris & Batzloff. We also report to the ACNC through our Annual Information Statement which is publicly available online through the ACNC website.



CREATING A

COMPASSIONATE WORLD

Animal Liberation (Qld) Ltd

Address: Shop 3, 478 Ipswich Rd, Annerley QLD 4103 Post: PO Box 463, Annerley QLD 4103

Phone: 07 3255 9572 Email: info@alq.org.au Web: www.alq.org.au

ACN: 010 101 005 ABN: 66 010 101 005



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