



ANIMAL LIBERATION  
QUEENSLAND

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# ANNUAL REPORT

# 2019/20



## CONTENTS

A MESSAGE FROM OUR EXECUTIVE DIRECTOR .....	4
OUR VISION .....	6
OUR BOARD .....	8
OUR STAFF .....	10
INTENSIVE FARMING .....	12
PROMOTING VEGANISM & VEGAN4LIFE .....	14
BRISBANE ANIMAL SAVE .....	16
RODEOS & CALF ROPING .....	18
EXPOSING ANIMAL CRUELTY .....	20
OTHER CAMPAIGN WORK .....	22
REPRESENTATIONS TO GOVERNMENT .....	23
CELEBRATING 40 YEARS .....	24
BEQUESTS .....	26
FINANCIAL SNAPSHOT .....	28



## A MESSAGE FROM OUR EXECUTIVE DIRECTOR

It is fair to say that this has not been the year that any of us expected.

To start with the positive - we are grateful for the support of the Christina Fitzsimons Trust who have allowed us to take on our second staff position - a dedicated Campaign Manager focused primarily on intensive farming issues. Amanda took up this role in September and has been kicking goals ever since. As you will see in the following pages, this extra position has given us a huge boost in both campaign activity and impact.

But just when we thought everything was going well, the devastating bushfires tore through many parts of Australia through December and January. While we were not directly impacted, our attention quickly turned to how we could best support workers and wildlife carers on the front line, and what greater role ALQ could play in future disasters like this in Queensland.

Then in March came the COVID-19 pandemic. We acted quickly to ensure continuity of our work and the safety of staff and volunteers. While our office was temporarily closed and physical events were forced on hold for a couple of months, our work continued with our staff and volunteers working from home.

Despite the pandemic, we remain in a strong position, and our campaigns have definitely not slowed down. We've exposed countless animal cruelty cases, compelled the government to prosecute in some cases, appeared in Parliament to speak out against ag-gag laws, run numerous Brisbane Animal Save vigils, received widespread media coverage, delivered countless stalls and outreach events, developed our new website - [Vegan4Life.org.au](https://Vegan4Life.org.au) - plus continued campaign work on rodeos, and greyhound racing.

We are grateful to all of our supporters who have stuck with us during this difficult year.

I'm incredibly proud of the team at ALQ as we continue to grow, professionalise, and increase our impact.

**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 2019-20. 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.



## RHONDA KNIGHTS

### CHAIR

Rhonda has been our volunteer coordinator since January 2017. She 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.



## 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 currently serves as Secretary (from October 2020).



## LEAH MCIVER

### 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.



## 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.



## LYNDAL CARMICHAEL

### DIRECTOR

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.



## ANA RIVERA

### TREASURER

Ana started volunteering in January 2019 in the ALQ shop. Her passion for animal welfare grew and she now manages the shop and coordinates shop volunteers so we can continue our work. Ana joined the Board late 2019. She brings with her 20+ years in finance and accounting and significant experience in executing financial strategy.



## 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. Julia served on the board from the start of 2019 and until March 2020. She continues to volunteer as Stalls Coordinator.

# OUR STAFF



## AMANDA HOLLY

### CAMPAIGN MANAGER (INTENSIVE FARMING)

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 stepped down from the board and started as Campaign Manager (Intensive Farming) in September 2019.



## 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 2019.



# OUR IMPACT

- ✓ Hired a Campaign Manager to focus on intensive farming campaigns and advocacy
- ✓ Developed a new vegan website including information, tips, recipes, and a 30 day challenge - [vegan4life.org.au](http://vegan4life.org.au)
- ✓ Several major animal cruelty exposés and widespread media coverage
- ✓ 50+ media appearances across TV, print, online and radio
- ✓ Billboards across Brisbane linking climate change to animal agriculture
- ✓ 8 submissions to government inquiries
- ✓ Fought against ag-gag laws and speaking at parliamentary hearings
- ✓ Spoke out against the failure of our animal cruelty laws
- ✓ Investigated rodeos across the state and lobbied for a ban on calf roping
- ✓ Starting building community opposition against the proposed new greyhound racing track
- ✓ Responded to the horse racing inquiry that followed from the distressing scenes broadcast on ABC 7.30 last year
- ✓ 25 outreach stalls and 20 other public events throughout south-east Queensland
- ✓ 10+ Brisbane Animal Save vigils
- ✓ 8 million+ reached through social media
- ✓ 21,500 online actions taken
- ✓ Several training events for activists

# INTENSIVE FARMING

With the appointment of an Intensive Farming Campaign Manager, we have significantly increased our focus on factory farming over the past 12 months. Queensland is a huge epicentre of factory farming. We have the largest number of feedlots of any state in Australia, thousands of sheds containing millions of chickens and hundreds of thousands of pigs, a growing aquaculture industry, as well as dairy farming and other intensively farmed animals such as goats, sheep and even bird species such as quails.

This type of farming often goes unnoticed. The farms are well hidden from the public, and the industry's multi-million dollar marketing campaigns prefer to focus on "happy animals" in lush green fields. The reality is far different for the majority of animals born and raised for 'food'.

Through our Intensive Farming campaign, we aim to raise awareness and educate the public about the truth in modern day factory farming, through social media, public outreach, investigations and exposés. We also engage mainstream media where possible, and collaborate with other organisations to amplify our message.

**Amanda Holly**  
*Campaign Manager (Intensive Farming)*



# PROMOTING VEGANISM & VEGAN4LIFE

Changing hearts and minds and helping people make more compassionate choices and adopt a vegan lifestyle is central to all of our work. Ultimately, we cannot be successful in achieving a world free from animal abuse, exploitation and suffering, without a large portion of the public on board with our message.

Our work promoting veganism includes outreach events, public stalls at markets and events, social media, mainstream media, public talks, film screenings and workshops, as well as many of our more targeted campaigns outlined in the following pages. We also ran a Compassionate Christmas

campaign in December with around 500 people taking the pledge and gaining access to recipes and other resources.

We invested significantly this year in our new Vegan4Life campaign. This includes our vibrant new professionally produced website which launched in July 2020. The website includes a 30 day challenge which emails participants every three days for 30 days with new tips and resources. We also produced a 24 page booklet that is now available to the public free of charge.

Visit the website: [vegan4life.org.au](http://vegan4life.org.au)



# BRISBANE ANIMAL SAVE

We held 17 vigils throughout the year, with several vigils in the Darling Downs region that received media coverage, including the front page of the South Burnett Times. Brisbane Animal Save continues to attract a lot of support from the activist community with a strong presence at our vigils.

Thanks to funding from the Save Movement, we launched a billboard campaign to highlight the link between animal agriculture and climate change. We gained some media around the launch.

This year we also developed 'Save Squares' where we follow the outreach model from the Save Movement and show footage to the public on large TV screens. When people stop to look, we start a conversation and offer tips and resources to help them make more compassionate choices. Save Squares were set to take off toward the end of the financial year, but with COVID-19 were delayed until July 2020.

**Amanda Holly**  
Campaign Manager (Intensive Farming)



# RODEOS & CALF ROPING

Despite COVID-19 putting rodeos on hold from March 2020 for a few months, we attended 21 rodeos this year. We are incredibly grateful to all of our volunteers who have assisted with this campaign, including several supporters in regional areas who have assisted with rodeos that would have been difficult and costly for us to travel to and from Brisbane.

We documented the deaths of 3 animals at rodeos again this year and we lodged 10 cruelty complaints. At the time of writing we are still waiting to have confirmed whether any of the complaints have resulted in animal cruelty charges. The first two deaths were a horse and a bull who were killed after falls at Quamby rodeo near Cloncurry in July 2019. The other death was a bucking horse who collapsed or possibly broke her neck soon after leaving the chute at Stanthorpe rodeo in March 2020. Several of these incidents also resulted in media coverage in TV and print media, providing opportunities to get our message out to broad audiences.

ALQ was a member of the state government's Standards Advisory Group which was part of the

process to develop Queensland Rodeo Standards and Guidelines. While this was a difficult process to engage with, our priority was getting the best possible outcome for animals, including a ban on calf roping. In November 2019 we presented a petition with over 60,000 signatures to the Minister for Agriculture, insisting on a ban on calf roping.

Unfortunately, despite unanimous agreement by all of the animal welfare representatives on the Rodeo Advisory Group that calf roping should be banned, the industry representatives refused to concede. The final decision rests with the Minister. With COVID-19 and then the Queensland election in October 2020, this decision was delayed. We will be continuing our engagement with the Department and the Minister to push for a ban on calf roping or/and an opportunity for public consultation on this issue.

We will continue to campaign strongly for an end to calf roping into the next year following the Queensland election, and will continue to urge the public to rethink rodeos.

**Gayle D'Arcy**  
*Rodeo Campaign Director*



Petition handover to Minister Furner in Brisbane

# EXPOSING ANIMAL CRUELTY

We continued our history of important animal cruelty exposés this year to shine a light into the darkness and show how animals are treated. This forms an important part of raising awareness and changing people's hearts and minds. It is also important for generating media interest, sparking conversation about animals, and making a case for change with decision makers.

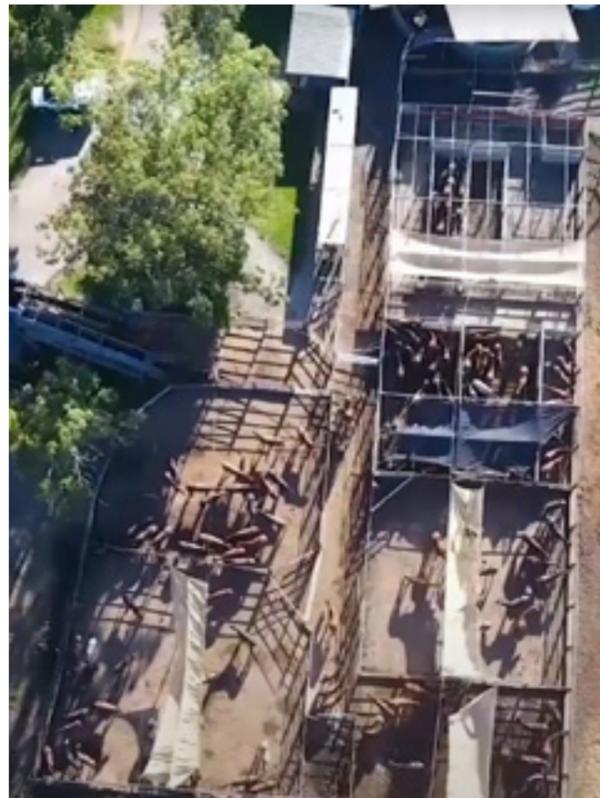
## SIGNIUM PIGGERY, NSW

Animal Liberation Qld together with Animal Liberation (NSW) released anonymously obtained undercover footage from Signium Piggery in northern NSW in September 2019. The video footage released shows an extreme rat infestation, decomposing pig corpses being eaten by rats, sows and boars confined to small cages for most of their lives, and pigs being hit, sat on, kicked and poked with metal poles and cattle prods.

Although authorities failed to prosecute in this case, we exposed the horror reality of this pig farm to tens of thousands of people and received media coverage.

Learn more and watch the video at:

[alq.org.au/signium](http://alq.org.au/signium)



## HORSE RACING AND MERAMIST ABATTOIR

Following an explosive ABC 7.30 report in October 2019 that exposed the killing of ex-racehorses at Meramist abattoir in Caboolture, we added our voice and brought attention to issues in the horse racing industry in Queensland. We held a vigil outside Meramist abattoir following the 7.30 report and have continued to follow the investigation and animal cruelty charges brought against 3 individuals.

The 7.30 report triggered a Queensland government to launch the independent Martin Inquiry. We made a comprehensive submission to this inquiry which resulted in a number of recommendations to improve animal welfare. We are continuing to follow up with the government and tracking progress.

We continue to work with Coalition for the Protection of Racehorses to campaign against horse racing and expose the inherent cruelty within the industry.



## GOWRIE MOUNTAIN HORSES

In January 2020, cruelty and starvation of horses at a property at Gowrie Mountain near Toowoomba was brought to our attention. At least 30 horses had died and another 8 horses remained at the property. At least two were extremely emaciated. We helped document and shine a spotlight on this cruelty to raise the profile of this case to a political level. Our campaign generated widespread media attention including almost 4500 emails, plus hundreds of phone calls to the Minister. This eventually resulted in the owner being prosecuted for animal cruelty and is before the courts at the time of writing.

Read more at:

[alq.org.au/horse-cruelty-toowoomba](http://alq.org.au/horse-cruelty-toowoomba)

## OTHER INVESTIGATIONS

Several other investigations were undertaken and numerous cruelty complaints lodged. We have investigated cruelty complaints reported to us, visited saleyards, several cases of neglected horses, as well as general information gathering trips to document standard practices of many industries - utilising the latest technology to lawfully document animal cruelty.



# OTHER CAMPAIGN WORK

## HORSE RACING

Following the explosive ABC 7.30 Report in October 2019 that exposed the routine slaughter of ex-racehorses at Queensland's Meramist Abattoir in Caboolture, we sprung into action to maximise this opportunity to highlight issues with the racing industry.

In the week following the exposé, we held a vigil outside Meramist Abattoir. This was well attended and received significant media coverage.

We then held a protest outside Eagle Farm Racecourse for Melbourne Cup day, with over 120 protestors in attendance. Our presence was certainly seen and heard by all race-goers, and we also received TV and print media coverage.

The Queensland government also launched its own independent inquiry in October - the Martin Inquiry - to look into the welfare of retired racehorses. ALQ made a comprehensive submission to the inquiry, pointing out several systemic issues with the horse racing industry as well as the regulatory system that oversees animal welfare laws. The inquiry handed down its report in February making a number of recommendations, including some important steps for the welfare of horses and steps to increase transparency. We are continuing to monitor government progress on implementing these recommendations.



## GREYHOUND RACING

In 2015 we were successful in stopping the proposed new greyhound racing track at Slacks Creek in Logan. Ultimately, this was only stopped because of our investigation into the live baiting industry and the resulting 4 Corners exposé - Making a Killing. A PCYC with playgrounds and public park is now being built at the site of the proposed greyhound racing track.

Unfortunately, the industry and government are now hoping the public have forgotten the cruelty that was exposed, and are planning to build a new \$39 million greyhound racing track in Ipswich.

In January 2020 we held a large public rally in Ipswich to protest the proposed track and rally public support. Since then we have been working behind the scenes and expect this fight will escalate in 2021.

We continue to track and publicise trackside racing deaths in the greyhound racing industry. There were 53 deaths on Queensland greyhound racing tracks between July 2019 and June 2020. Despite industry efforts to improve their PR, there has been an increase in injuries and deaths in recent years.

## WILDLIFE

We continue to highlight and advocate on behalf of the animals across a number of issues including flying fox dispersals and shooting, shark nets that kill marine life including whales, kangaroo slaughter as well as other issues throughout the year.

# REPRESENTATIONS TO GOVERNMENT

We continue to represent animals at all levels of government, with a strong focus at the state level in Queensland. We appeared at two Queensland Parliamentary Committee Hearings into two proposed ag-gag bills. We were successful in seeing the more extreme ag-gag bill, the Criminal Code Amendment Bill, defeated after the LACS Committee voted against it.

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

- » Criminal Code (Trespass Offences) Amendment Bill 2019 Qld (Ag-gag law)
- » Criminal Code Amendment (Agricultural Protection) Bill 2019 Qld (Ag-gag law)
- » 'Growing for Queensland' submission (future of agriculture in Queensland)
- » Agriculture and Other Legislation Amendment Bill 2019 (Qld)
- » Summary Offences and Other Legislation (Dangerous Devices) Amendment Bill 2019 (Qld)
- » Submission to inquiry regarding Animal Cruelty and Management of Retired Racehorses in Qld
- » Kangaroo industry survey (AgriFutures)
- » Animal Welfare and Trespass Legislation Amendment Bill 2020 (WA)
- » 2019-2020 Independent Review of the EPBC Act

We have also started actively monitoring new developments of concern. This financial year we lodged our objection to the following:

- » Objection to DA 2020/0005 Blantyre Farms, Intensive Piggery, Eulie Road Harden NSW



# CELEBRATING 40 YEARS



## 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](https://alq.org.au/bequests)

We gratefully acknowledge the four generous bequests received this year from:

- **Dorreen Farrar**
- **David Vallon**
- **Madeleine Giles**
- **Jacqueline Tully**

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## GRANTS & FOUNDATIONS

We gratefully acknowledge the support from the **Christina Fitzsimons Trust**.

We also acknowledge support from the Animal **Save Movement** to support several of our Brisbane Animal Save activities.



# FINANCIAL SNAPSHOT

ALQ's total income for 2019-20 was \$267,227 (an increase from \$160,290 in 2018-19). A large proportion of this income was comprised of several generous bequests totalling \$108,060, of which the organisation is extremely grateful. These bequests have been noted in the previous section. We also received funding in the way of grants, particularly from the Christina Fitzsimons Trust which has allowed us to increase our capacity around intensive farming and related campaign work.

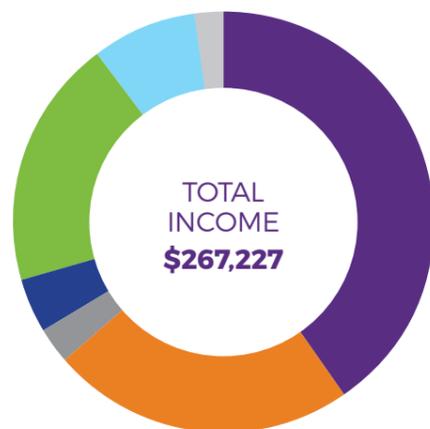
ALQ's total expenditure increased from \$103,287 in 2018-19 to \$211,723 (plus \$1,104 cost of sales). This increase in expenditure comes primarily from staff expenses for our Executive Director and Campaign Manager.

ALQ's resulting operating profit for 2019-20 is \$54,400. This is our fourth consecutive year that the organisation has generated a significant surplus. As we have invested in additional staff and will be investing in additional campaign expenses in 2020-21 we anticipate a loss next year as we continue to invest the surplus from the previous years.

## FINANCIAL SUMMARY

	2019-20	2018-19	2017-18
INCOME	267,227	160,290	151,081
EXPENSES	-211,723	-103,288	-60,650
COST OF SALES	-1,104	-17,562	-19,295
<b>NET PROFIT</b>	<b>54,400</b>	<b>39,440</b>	<b>71,136</b>

## INCOME SUMMARY



Bequests	\$108,060
Membership & Donations	\$62,071
Raffles	\$7,571
Sales	\$11,175
Grants	\$50,900
JobKeeper & Cash Boost	\$22,000
Other	\$5,450
<b>Total Income</b>	<b>\$267,227</b>

## EXPENSES SUMMARY



Campaigns & Programs	\$28,442
Occupancy & Office Expenses	\$19,562
Finance, Governance & Other	\$14,521
CRM Development	\$7,500
Staff Expenses	\$137,015
Cost of Sales & Events	\$5,787
<b>Total Expenses</b>	<b>\$212,827</b>

## 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, our new Vegan4Life website, and other campaign expenses.

### 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.

### FINANCE, GOVERNANCE & OTHER

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

### CRM DEVELOPMENT

Final development of our Constituent Relationship Management (CRM) system which acts as our membership database, donation tracking, and receipting platform. These expenses are one-off and the ongoing running costs will be minimal.

### STAFF EXPENSES

Our staff expenses include 2 full time employees, the Executive Director and Campaign Manager. Staff expenses also includes superannuation and professional development. The Executive Director currently spends 2/3 time allocated to running and growing the organisation and 1/3 directly on campaigns and programs. Our Campaign Manager is 100% dedicated to our campaigns and programs.

### COST OF SALES & EVENTS

This is our stock purchases as well as costs of our events such as our 40th anniversary event - the cost of which was offset through ticket sales and donations.

## ANNUAL AUDIT

*We are committed to ensuring we are accountable for every dollar we spend. Our financial records are thoroughly audited each year by Morris & Batzloff.*





**CREATING A**

**COMPASSIONATE WORLD**

**Animal Liberation (Qld) Ltd**

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