



10-11 OCTOBER 2015
MELBOURNE, AUSTRALIA

SATURDAY TIMETABLE

Time	Room 1	Room 2	Room 3	Room 4
8:30	Registration			
9:00	Introduction & Welcome			
9:30	All Groups Reviews			
10:00	<p>Marilyn Kroplick In Defense of Animals How to Heal the Movement, Starting with Yourself! (SKYPE)</p> <p>Lisa Levinson In Defense of Animals Sustainable Activism - Helping People Help Animals (SKYPE)</p>	<p>Tammy Fry Fry's Family Foods Food Choices and Climate Change</p>		<p>Amanda Benham Vegan Vision Selling Veganism: How can we use Sales and Marketing Theory and Techniques to get better at promoting Veganism?</p>
11:00	Morning Tea			
11:30	<p>Bruce Friedrich The Good Food Institute Veganism in a Nutshell: The health, environmental, human rights, and animal rights/protection arguments for Veganism (SKYPE)</p>	<p>Kyle Behrend Edgar's Mission The Role Sanctuaries play in Animal Advocacy and Digital Storytelling</p>		<p>Douglas Leith Vivisection: Only the Truth will End this Crime</p>
12:30	<p>Clare Mann Vegan Psychologist, Communications Trainer and Author What to say when you don't know everything</p>	<p>AA Executive Campaign Review Reports (open to all) i. Companion Animals Joy Verrinder ii. Wildlife Rheya Linden Elio Celotte iv. Introduced Wild Animals Dominique Thiriet v. Animal Ethics in Education Lisa Green vi. Animals in Research Helen Marston</p>		<p>Patty Mark & Kristin Leigh Animal Liberation Victoria Non-Violent Direct Action, Open-Rescue and Ethical Community Programs</p>
13:30	Lunch			
14:15	<p>Daniel Beecher Lawyer & David Risstrom Criminal Defence Barrister Legal Workshop</p>	<p>AA Executive Campaign Reports vii. Animals and the Law Daniel Beecher and Shatha Hamade viii. Animals used for Food and Forage Carole de Fraga</p> <p>Animals Australia Staff Presentations Jesse Marks Top Tips for Facebook and more</p>		<p>Mark Allen Sustainable Town Planner Human Population, Animal Population and Town Planning</p>
15:00	<p>Emmanuel Giuffre Voiceless, the animal protection institute Ag-Gag in Australia: where we are at, what we can do about it</p>	<p>Animals Australia Senior Staff Panel (Chair Glenys Oogjes, Executive Director) Lessons Learnt through Recent Campaigns - Q&A Session Lyn White, Campaign Director. Karen Nilsen, Creative Director. Lisa Chalk, Communications Director. Shatha Hamade, Head of Investigations. Jesse Marks, Community Engagement Manager</p>		<p>Tony Murphy Coalition Against Duck Shooting Pushing the Pace of Legislative Reform</p>
15:45	Afternoon Tea			
16:15	<p>Ariahne Thompson Lush Lush's role as an ethical, campaigning company and the importance of corporate in advocating animal rights</p>	<p>Ron Prasad 5 Keys to Effective Outreach</p>		
17:30	Event Finish - Please vacate the building by 18:00			

SATURDAY SPEAKERS

10AM SATURDAY ROOM 1



MARILYN KROPLICK (VIA SKYPE)

In Defense of Animals

How to Heal the Movement, Starting with Yourself!

Marilyn Kroplick, M.D., is president of In Defense of Animals (IDA). Dr. Elliot Katz handed over the torch of IDA to Dr. Kroplick, a trained child, adolescent, and board-certified adult psychiatrist. In the sixties, Dr. Kroplick photographed social movements – civil rights, anti-war, and women's rights. Her activism was published in activist newspapers, books, and in a weekly column of the Village Voice. In 1972, The National Endowment for the Arts awarded her a grant in photography. After purchasing a sick puppy from a pet store in 2002, she discovered a local underground puppy mill that she needed to stop. She sought out IDA for legal representation in the matter and soon became completely absorbed in the organization, taking over as president in 2011. Dr. Kroplick shares her vision of how love-based activism can heal current rifts in the animal rights movement. Seeing others as capable of change instead of labeling them as abolitionists or welfare advocates opens the door to productive, respectful communication with other activists and with our adversaries. Dr. Kroplick explains how labeling prevents cohesion in the Movement and offers alternative strategies to resolve this growing issue.



LISA LEVINSON (VIA SKYPE)

In Defense of Animals

Sustainable Activism - Helping People Help Animals

Lisa Levinson is the Director of In Defense of Animals' Sustainable Activism Campaign, a trained movement therapist, museum exhibit designer, and mosaic artist. She uses her therapeutic skills to promote self-care for animal activists. Lisa is the co-chair of IDA's Council of Sustainable Activism and develops exhibits as a volunteer for the National Museum of Animals and Society. She organizes Vegan Spirituality Meetups and Retreats across the country to explore Veganism as a spiritual practice. She co-founded Public Eye: Artists for Animals to teach compassion for animals through the arts and founded the Toad Detour to help migrating toads safely cross the road in Philadelphia, PA. In 2014, In Defense of Animals launched their Sustainable Activism Campaign, offering emotional and spiritual resources for animal activists. Campaign Director Lisa Levinson shares IDA's strategy behind helping people who help animals. In protecting and caring for animals, many activists become depressed and suffer from burnout. Support services help activists to live balanced, fulfilling lives while working towards animal liberation.

10AM SATURDAY ROOM 2

TAMMY FRY

Fry's Family Foods

Food Choices and Climate Change

Tammy Fry Kelly is a passionate ambassador for all things sustainable, green, and good for the planet, your body and your plate. Her over-a-decade experience at the helm of marketing at Fry's Family Foods (an International Producer of Foods – also sold in Coles & WW in Australia) is guided by nutritional expertise, a love of fitness, love of the environment and outdoor lifestyle. Enabling others to live a happier and more energetic lifestyle through plant-based nutrition is the cornerstone of her passion. She is also the director of Meat Free Mondays AUS and South Africa where she promotes a flexitarian lifestyle as one of the major solutions to unsustainable food choices, global warming and awareness of the cruelty we see in the industrial production of animals in factory farms. Why is going meat free not only good for the animals, but great for the planet and your health? This talk will arm you with some of the facts and benefits of plant based nutrition.

10AM SATURDAY ROOM 4



AMANDA BENHAM

Vegan Vision

Selling Veganism: How can we use Sales and Marketing Theory and Techniques to get better at promoting Veganism?

Amanda Benham has been involved in the vegan movement for over 30 years and in addition to her work as a dietitian she has served on several committees and started several vegan businesses, the first being a vegan shop in Sydney in 1984 called "Animal Free Nonviolent Foods". She is the founder and organiser of the Brisbane meetup group "Vegan Vision" as well as of the non-for-profit group "Go Vegan Now". In addition to studying nutrition, Amanda has studied behaviour change theory, philosophy, marketing and sales methodology. The aim of this presentation is to help people be more confident about promoting veganism (as a philosophy of ending animal exploitation), both in their everyday lives and in organised activities. Drawing on current research into the reasons why people consume animal products as well as sales and marketing theory, this presentation will tackle the issue of how we can devise effective ways of promoting the widespread adoption of veganism and the end of animal use, and how these methods will need to change over time. By analysing the current level of awareness and knowledge of veganism in individuals, groups and populations and gaining a better understanding of the perceived and real barriers to adopting veganism that exist, approaches can be developed which are aimed at removing these barriers. The subject of how we can be proactive in creating opportunities for the promotion of veganism as well in minimising and preparing for threats that could negatively impact on this work will also be addressed.

11.30AM SATURDAY ROOM 1



BRUCE FRIEDRICH (VIA SKYPE)

The Good Food Institute

Veganism in a Nutshell: The health, environmental, human rights and animal rights/protection arguments for Veganism

Bruce Friedrich is Director of Policy and Engagement for Farm Sanctuary, a U.S.-based farm animal rights organization that provides sanctuary to rescued farm animals, educates the public about who farm animals are, and works to improve the plight of farm animals through policy initiatives that include legislation, regulatory reform, and litigation. In his "Veganism in a Nutshell" talk, Bruce distills the health, environmental, human rights, and animal protection arguments for a Vegan diet.

11.30AM SATURDAY ROOM 2



KYLE BEHREND

Edgar's Mission

The Role Sanctuaries play in Animal Advocacy and Digital Storytelling

Kyle Behrend is the Communications and Operations Manager at Edgar's Mission Farm Sanctuary. His roles include social media management, fundraising, systems management, tours, and video production. The Role Sanctuaries play in Animal Advocacy - Kyle will discuss the importance sanctuaries play in animal advocacy. Sanctuaries are magical places for people to come and meet with animals they often would not have the opportunity to. It also opens the doors into educating visitors about the treatment of farmed animals in Australia and around the world and invites them on a journey to see the emotional world of farmed animals. This talk will complement the tour of Edgar's Mission that was run on Thursday. Digital Storytelling - In today's world of modern technology we are no longer limited in our reach of storytelling. With numerous videos being viewed millions of times, Kyle will discuss the importance of digital storytelling and offering tips on how to make them as effective as possible in not only getting viewed but in changing the way people see farmed animals.

11.30AM SATURDAY ROOM 4

DOUGLAS LEITH

Vivisection: Only the Truth will End this Crime

Since becoming aware of vivisection at age 18 Doug's life was changed irrevocably as many of ours have when realising that enormous hidden crimes exist. He has since learned that this is also a major crime against human health and seeks to inform, expose, empower activists and debate on the topic.

While the public believes that the lives of themselves and family members may be saved by animal 'research' very few will ever call for it to end. For this reason it is incumbent upon us to know the facts and to get them to the public.

Vivisected animals want it to end now, not on the mythical day when humans value mice equally with their mothers. Showing the public the reality of what is happening to animals - that animals have so called 'human' qualities, but most importantly and essentially that it does not benefit and in fact harms humans - will end vivisection. Let's work together to make that happen.

12.30PM SATURDAY ROOM 1



CLARE MANN

Vegan Psychologist, Communications Trainer and Author

What to say when you don't know everything

What conversational skills must you refine in order to confidently speak out about animal advocacy without getting frustrated or tongue-tied when you don't have all the facts to hand?

Clare Mann, Vegan psychologist, communications trainer and author will show you how to utilise key tools and strategies to become the best voice for animals across time and situation.

12.30PM SATURDAY ROOM 4

PATTY MARK & KRISTIN LEIGH

Animal Liberation Victoria

Non-Violent Direct Action, Open-Rescue and Ethical Community Programs

Pushing harder for non-violence through direct action and open rescue, and the importance of rescuing animals who are abused, left to die when ill and injured and/or enslaved.

Patty Mark is the founder of ALV and has been doing open rescue since 1993. Patty will be discussing the importance of non-violence and the direct rescue of animals who are abused, ill, injured or enslaved.

Kristin Leigh is Director of Supporter Programs and Volunteer Coordinator at ALV. Kristin will be discussing ALV's newly launched Ethical Community Program and the importance of raising physical/financial support and awareness with ethical consistency and broader vision.

2.15PM SATURDAY ROOM 1

DANIEL BEECHER & DAVID RISSTROM

Lawyer | Criminal Defence Barrister

Legal Workshop

Legal practitioners Daniel Beecher and David Risstrom will lead an informative and thought provoking discussion on how activists can prepare for encounters with the legal system, and why it's important to do so.

2.15PM SATURDAY ROOM 4

MARK ALLEN

Sustainable Town Planner

Human Population, Animal Population and Town Planning

Mark Allen (Founder of Population, Permaculture and Planning) explores the impact of human population growth on animal populations, both on a global and national scale, and how this intersects with town planning issues. Victoria First was founded by Federal Labor MP Kelvin Thomson to explore the effect of population growth on Victoria's wildlife, environment and town planning sustainability. Population, Permaculture and Planning was independently set up to explore the issues of how we can grow our population sustainably without negatively impacting our native wildlife and without impacting our capacity to produce plant-based protein to feed ourselves and the rest of the world.

There are two crucial issues that often get overlooked in the environment and animal rights movements. The first is with regard to town planning and the second is the question of how fast do we grow our population. The two are interconnected because you can measure the long term impact of population growth by the town planning system that is put in place to absorb that growth.

Right now we are in serious trouble because urban sprawl is threatening more than just our agricultural capacity but also our native wildlife habitat. Population, Permaculture and Planning was set-up to explore the issue of how we can grow our population sustainably without negatively impacting our native wildlife and without impacting our capacity to produce plant based protein to feed ourselves and the rest of the world. It also examines how we must build communities that re-connect with nature so that we learn to respect and cherish the non-human animals that we share the world with. Prepare yourself for some serious pondering as we chew over these important issues.

3PM SATURDAY ROOM 1

EMMANUEL GIUFFRE

Voiceless, the animal protection institute

Ag-Gag in Australia - where we are at, what we can do about it

Emmanuel Giuffre is legal counsel at Voiceless, the animal protection institute. He is an expert in animal law and policy, and advises government on the development and implementation of animal welfare policy and standards. This presentation considers the rise of "ag-gag laws" in Australia, both at a state and federal level. It will look at the key concerns with ag-gag laws, provide an update on the various state and territory laws introduced over the last two years, and highlight some key strategies for advocates on how to effectively oppose these laws.

3PM SATURDAY ROOM 4

TONY MURPHY

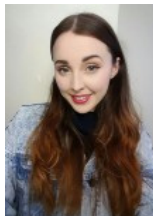
Coalition Against Duck Shooting

Pushing the Pace of Legislative Reform

Tony Murphy is an activist who has worked on the Coalition Against Duck Shooting campaign, last year on the successful campaign to stop the East West Link, the anti jumps racing campaign, the successful actions in 2001 to prevent Grey Headed Flying-foxes being killed in the Botanic Gardens, and back in the 1980s the Franklin and anti-logging campaigns.

This talk is about looking at ways to leverage legislative change on animal issues by getting more Greens and Animal Justice Party representatives into Parliament. He plans to outline a few of his own ideas - e.g. to help on campaigns that aren't directly related to animal issues to achieve this faster than by working on our own issues alone. We need some lateral thinking to accelerate change. After speaking for about 15 minutes he plans to open up a discussion with people attending the session to generate and share ideas on making a better world for all animals.

4.15PM SATURDAY ROOM 1



ARIAADNE THOMPSON

Lush

Lush's role as an ethical, campaigning company and the importance of corporate in advocating animal rights

As Communications Coordinator for LUSH Australia NZ, Ariaadne facilitates charitable donations via the LUSH Charity Pot program and helps shape the direction of Ethical Campaigns. Globally, LUSH is a well-known cosmetic company that puts their money where their mouth is and actively campaigns for animal, environmental and humanitarian causes.

In 1995 a bunch of animal and environmental activists founded LUSH Fresh Handmade Cosmetics, which they created as a space where they could do what they loved without having to leave their values and ethics at home. Fast forward 20 years and LUSH Cosmetics has grown into a large, international company trading and manufacturing in 46 countries around the world. A strict no animal testing policy is a core value and is at the heart of everything LUSH does. They have used their shop windows in over 700 stores to advocate for human, environmental and animal rights and also run a Charity Pot program that seeks to fund grassroots organisations in these areas. This session talks about LUSH's role as an ethical, campaigning company and the importance of corporate in advocating animal rights.

4.15PM SATURDAY ROOM 2

RON PRASAD

5 Keys to Effective Outreach

Ron Prasad is a personal development author and speaker. In a professional capacity, he has provided coaching and public speaking training to CEO's, professional sportsmen, and to Aboriginal youth. He has been a speaker and MC at various animal rights and Vegan events all across Australia. Empowering people in the animal rights community is what Ron is passionate about.

5 KEYS TO EFFECTIVE OUTREACH WORK

Most animal activists have done outreach work in some capacity - stalls, fundraisers, awareness campaigns. What makes outreach work effective? There are five factors that will make your animal rights outreach work more effective. Come and learn, as Ron clearly and simply demonstrates the five simple, yet effective keys to outreach work.

SUNDAY SPEAKERS

10AM SUNDAY ROOM 1



MICHAEL WEBERMANN (VIA SKYPE)

Farm Animal Rights Movement

Building a Generation of Animal Advocates

Michael A. Webermann is the Executive Director of Farm Animal Rights Movement (FARM), where he implements their Sustained Vegan Advocacy approach to reducing (and eventually eliminating) the number of animals raised and killed for food. He oversees the production of FARM's literature and videos to expose the truth behind animal farming, determines how to best bring these messages to key target audiences, and helps develop follow-up resources to make the Vegan path fun and easy. Michael also presents to teenagers and university students about society's disconnect between companion animals and farmed animals, speaks nationally on effective strategies for the Vegan movement, is a regular HuffPost Green contributor, and has been featured on National Public Radio, TIME, Al Jazeera, and other top media outlets across the globe.

Despite most people opposing animal abuse and many exploring vegan eating, people aren't staying vegetarian or vegan; in fact, the overwhelming majority backslide on their vegan choices. Proposed reasons: When the emotional impact of why they went veg wears off they aren't driven to stay veg; They perceive barriers between veganism being healthy, convenient, and familiar-tasting; Many institutions don't offer adequate vegan options; and People see veganism as an individual choice rather than a collective or community action.

10AM SUNDAY ROOM 2

JESSE MARKS



Animals Australia

Campaign Strategy: Tools to plan and win campaigns

Jesse has played a role in the strategy and execution of numerous Animals Australia campaigns, including live export, greyhounds, puppy farming and convincing McDonald's to end their use of cage eggs.

Campaigns don't win themselves. If we want to be the strongest voice for animals we need good strategy. Good strategy can turn a momentous challenge into a momentous win. Luckily, there are simple tools and ideas everyone can use to harness effective strategies. In this workshop, Jesse will share tools he's found useful in campaign planning and give practical examples of how Animals Australia has implemented these to win campaigns.

10AM SUNDAY ROOM 3



GREG MCFARLANE

Vegan Australia

What will happen if we all go Vegan?

Greg McFarlane has been advocating for animals and Veganism for over 10 years. He is currently Director of Vegan Australia.

What will happen if we all go Vegan? This talk will summarise research being done by Vegan Australia into a Vegan agricultural system for Australia. The research looks at how the economy, employment, land use, food security, environment and other areas would be impacted by moving to an agricultural system where no animals or animal products are used.

11.30AM SUNDAY ROOM 1



**ANIMAL LIBERATION
QUEENSLAND**

CHAY NEAL & REBECCA RUSSO

Animal Liberation Queensland

Greyhound cruelty exposed: the investigation, the fallout and the future

Chay Neal and Rebecca Russo are directors of Animal Liberation Queensland and have played a central role in the campaign against greyhound racing over the last couple of years. They will be speaking about the live baiting investigation and the fallout since the 4 Corners investigation.

11.30AM SUNDAY ROOM 2

SUZANNE POPE

Challenging the human-animal divide through campaign images (Voiceless Grant)

Suzanne Pope has been a member of Animal Liberation South Australia since 1984, she will be talking about research in social psychology that she is doing through Central Queensland University, which is supported by Voiceless.

Those who view animals as a resource construct psychological boundaries between humans and animals to justify this exploitation. One approach by activists is to challenge the very nature of these boundaries (rather than any specific ill-treatment). In her research she examined how the general public responds to boundary-challenging images. Do the images create a sense of unease, which could lead to reconsideration of attitudes and behaviour towards animals, meat-eating in particular? Or are the images rejected out of hand? A total of 1432 diverse people from around Australia responded to an online survey. The study was made possible through the support of Voiceless. As a Vegan with Vegan friends she was shocked by the opinions expressed by meat-eaters, yet we need to understand these opinions if we are to communicate our message effectively.

11.30AM SUNDAY ROOM 3

PHILIP HALL

Animal Liberation New South Wales

Intersectionality and Diversity in the Animal Rights Movement

Phillip Hall is the Youth Engagement Co-Ordinator for Animal Liberation NSW. As well as providing talks at schools and university groups, Phillip has also co-ordinated many protests and events for Animal Liberation against the use of animals for food, clothing, experiments, and entertainment. He will be speaking about the importance of diversity in the animal rights movement, and the intersectionality of other social justice issues with animal rights.

12.30PM SUNDAY ROOM 1



CHRIS DELFORCE

Aussie Farms

An overview of the Aussie Farms Initiative

Chris is a website developer and filmmaker, responsible for the Aussie Farms network of websites and the 2014 documentary *Lucent*, aimed at exposing the true nature of animal farming and exploitation in Australia. Chris will give an overview of the past, present and future of the Aussie Farms initiative from the 2012 investigation into Wally's Piggery which caused national and international outrage, to the world-first exposé of gas chamber stunning at Australia's largest pig slaughterhouse, the release of the *Lucent*, and the recent police raid on director Chris Delforce's home; and a preview of upcoming projects including the Repository website and *Dominion*, the 2018 sequel to *Lucent*. Warning: graphic content.

12.30PM SUNDAY ROOM 2

ANGELA POLLARD & JOSH AGLAND

Animal Lawyer | Ex-Industry Insider

One Bad Day: A look into Transportation and Slaughter of Animals

Josh Agland and Angela Pollard are parliamentary staffers for The Hon Mark Pearson, MLC, Animal Justice Party. Angela is a lawyer with a background in animal law and social justice, Josh is an IT specialist who once worked in an abattoir.

You often hear the justification “my animals are treated well and they only have one bad day”. This “one bad day” refers to the day the animal is transported and slaughtered at an abattoir. Josh Agland spent three years working at an abattoir and witnessed all stages of the slaughter process. He will speak about the realities of that “one bad day” and Angela Pollard, animal lawyer, will give an overview of the Model Code of Practice for the Welfare of Animals: Slaughtering Establishments.

12.30PM SUNDAY ROOM 3



SAM TUCKER

Vegan Outreach

Effective Activism: Maximising our Impact

Sam Tucker is the Australia & New Zealand Outreach Coordinator for Vegan Outreach, a non-profit organization working to expose and end cruelty to animals through the widespread distribution of booklets promoting plant-based eating and compassion for animals. He spends most of his time leafleting at universities across Australia & New Zealand.

We all have limited time and resources, so it's important that as activists we use our time and resources as effectively as possible. By choosing to do one thing we are choosing not to do another, so activists should consider how we can reduce the most animal suffering for every hour we volunteer and every dollar we spend. In this presentation Sam Tucker from Vegan Outreach will discuss how we can maximise our impact for animals by focusing our efforts on encouraging people to reduce or eliminate animal products in their diet. He will explain why Vegan Outreach focuses on promoting Veganism through leafleting at universities, reaching about 1 million students every semester and will give advice on how to get involved and be a more effective advocate for animals.

2.15PM SUNDAY ROOM 1



NATALIE BANKS

No Shark Cull Inc

Success of the #noWasharkcull Campaign

Natalie is a Scuba Diving Instructor and a qualified journalist. Upon hearing news of the imminent shark cull in Western Australia, Natalie threw all she had at stopping this from occurring by organising protests against the cull, mobilizing community support and by capturing and exposing the horrors of the cull from a rigid inflatable boat. Natalie now works for Sea Shepherd Australia as their shark campaign coordinator where she is called Shark Mamma, but prefers to describes herself as an Oceanholic!

Natalie's talk will cover:

- Background information
- What elements made the campaign successful?
- What did we learn?
- Where now?

2.15PM SUNDAY ROOM 2

JEFF PERZ

Vegan Activist and Author

Francione's Abolitionist Approach to Animal Rights applied to Australian Campaigns

Jeff Perz has been vegan, and an animal rights activist, for 19 years. Jeff has written animal rights articles and he runs a vegan-education street stall. Jeff maintains that sexism, heterosexism, speciesism and all other forms of oppression are interconnected. Francione's Abolitionist Approach to Animal Rights Applied to Australian Campaigns. Jeff will argue why there is only one accurate definition of "abolitionist" animal rights activism. He will provide a critical analysis of Australian campaigns, including the anti-ag-gag campaign, confronting street theatre and single issue campaigns. Jeff will argue that the only action that can do anything beneficial for nonhuman animals right now, and the only action that has a chance of ending all animal use, is helping as many people as possible go vegan. He will answer questions and objections at the end of his talk.

2.15PM SUNDAY ROOM 3



PAUL MAHONY

Melbourne Pig Save

Meat, the Environment and Industry Brainwashing

Paul Mahony is a prominent animal rights and environmental campaigner. He co-founded animal advocacy group, Melbourne Pig Save, and runs the Terrastendo blog, dealing primarily with animal rights and climate change.

His work appears on numerous websites, he has had dozens of letters published in leading metropolitan newspapers, has featured in many radio interviews, and is working closely with groups such as Beyond Zero Emissions in conveying his message.

Paul's presentation will focus on misleading "curriculum guides" that have been developed by the meat industry in relation to livestock's climate change impacts, targeting primary and secondary school students. It will include dramatic representations of livestock's true impacts, along with an outline of the dire predicament we find ourselves in, and the need for emergency action.

3PM SUNDAY ROOM 1

DONALEA PATMAN

For the Love of Wildlife

Canned Hunting: How Australia created a global first

Donalea is the Founder of For the Love of Wildlife which has been instrumental in working with the Federal Government in banning the importation of lion trophies and body parts as a direct response to the cruel and barbaric industry of canned hunting.

Captive breeding and canned hunting is the farming of wild animals, bred for the bullet. Breeding predators (and other animals) for a quick, cost effective and guaranteed kill run by private operators who seduce volunteers and tourists into believing they are participating in conservation efforts. Bottle feeding and hand rearing what tourists believe are orphaned cubs returned to these farms to be bought online and shot by trophy hunters.

3PM SUNDAY ROOM 2



MANDY CARTER

SAFE NZ

New Zealand Animal Rights

Exploring animal rights across the ditch, including recent campaigns on cosmetics testing, rodeo and the controversy of live export.

3PM SUNDAY ROOM 3

EMMA HURST

Animal Liberation New South Wales

Using Psycholinguistics to Create Strong Messages for Change

Emma Hurst is a Registered Psychologist, BA(Psy), PGDip(Psy), M(HealthPsy) and the Campaign Director at Animal Liberation, a New South Wales-based animal rights charity that works to end the suffering of exploited and confined animals. Animal Liberation was founded by Christine Townend in 1976. The majority of the population states they are against animal cruelty. Yet the majority also supports animal abuse by funding these very industries at each meal they sit down to eat. With so much information out there and so many alternatives, why is the meat-eating culture still so dominant? The meat and dairy industries have crafted strong messages using culture and values to convince most people that meat and dairy consumption is essential, normal, and 'Australian'. This talk will focus on psycholinguistics (the psychology of language) and discuss how the meat and dairy industries create messages to increase consumption and what messages we can create that will reduce/eliminate it.

4.15PM SUNDAY ROOM 1



JAMES ASPEY

Voiceless365

The Power of Vegan Activism

James Aspey is a 28 year old vegan, animal rights activist from Sydney. In 2014, he embarked on an unprecedented and life changing challenge. James took a 365 day vow of silence to raise awareness for animals and promote peace over violence. He will be sharing his journey with us and explaining what made his campaign successful in spreading the vegan message.

4.15PM SUNDAY ROOM 2

MONIKA MERKES

Blogging and Shareholder Activism: The Ozsheba Blog

Social researcher and policy consultant with a PhD in public health. Writer of opinion pieces about animal rights/welfare issues. Member of the committee of management of Humane Research Australia, and working towards an end of animal experimentation in research and education. Category C member of the Victorian Schools Animal Ethics Committee. Monika blogs at ozsheba (ShareHolder Engagement on Behalf of Animals, Australia). Many of us own shares either in our own name or via our superannuation funds. As shareholders, we can influence companies to comply with our values about animal welfare. This presentation has a focus on ASX listed companies and their use of animals, such as pharma and bio tech companies and their involvement in animal experimentation, and supermarkets' animal welfare supply chain policies.

4.15PM SUNDAY ROOM 3

KYM STATON

Sydney Vegan Club

A Vegan Australia by 2025

In this seminar Kym will share some incredible insights that Sydney Vegan Club has gained through analysis of the results of ten different modes of outreach and his approach for bringing about a vegan revolution via the most strategic and cost-effective activism. He will shed light on the systems that create and sustain the paradigm of systemic animal cruelty, critically analyse the options for activism, and show how effective activism strategies have the potential to enable us to achieve a Vegan Australia by 2025.

SUNDAY TIMETABLE

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8:30	Registration			
9:00	Introduction & Welcome			
9:30	All Groups Reviews			
10:00	Michael Webermann Farm Animal Rights Movement Building a Generation of Animal Advocates (SKYPE)	Jesse Marks Animals Australia Campaign Strategy: Tools to plan and win campaigns	Greg McFarlane Vegan Australia What will happen if we all go Vegan?	DISCUSSION WORKSHOP Student Roundtable (Chaired by Phillip Hall)
11:00	Morning Tea			
11:30	Chay Neal & Rebecca Russo Animal Liberation QLD Greyhound cruelty exposed: the investigation, the fallout and the future	Suzanne Pope Challenging the human- animal divide through campaign images (Voiceless Grant)	Phillip Hall Animal Liberation NSW Intersectionality and Diversity in the Animal Rights Movement	
12:30	Chris Delforce Aussie Farms An overview of the Aussie Farms Initiative	Angela Pollard Animal Lawyer & Josh Agland Ex-Industry Insider One Bad Day: A look into Transportation and Slaughter of Animals	Sam Tucker Vegan Outreach Effective Activism: Maximising our Impact	
13:30	Lunch			
14:15	Natalie Banks No Shark Cull Inc Success of the #noWAs Sharkcull Campaign	Jeff Perz Vegan Activist and Author Francione's Abolitionist Approach to Animal Rights applied to Australian Campaigns	Paul Mahony Melbourne Pig Save Meat, the Environment and Industry Brainwashing	
15:00	Donalea Patman For the Love of Wildlife Canned Hunting: How Australia created a global first	Mandy Carter SAFE NZ New Zealand Animal Rights	Emma Hurst Animal Liberation NSW Using Psycholinguistics to Create Strong Messages for Change	
15:45	Afternoon Tea			
16:15	James Aspey Voiceless365 The Power of Vegan Activism	Monika Merkes Blogging and Shareholder Activism: The Ozsheba Blog	Kym Staton Sydney Vegan Club A Vegan Australia by 2025	AAF 2016 Planning (Please attend if you wish to volunteer in 2016)
17:00	Wrap-up Meeting			
17:30	Event Finish - Please vacate the building by 18:00			



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Australia**
the voice for animals

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Kenzcie Asling • Leticia Johnson • Linda McDowell
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Shane Sims • Sharon Stuart • Sophia Fletcher

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