



# BECOME AN INFORMED ACTIVIST

**14–15 October 2017**  
Melbourne Town Hall, Victoria



**activistsforum.com**  
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## SATURDAY TIMETABLE

TIME	ROOM 1	ROOM 2	ROOM 3	ROOM 4
8:30am	Registration			
9:00am	Introduction & welcome			
9:30am	All groups reviews			
10:00am	<b>Joey Carbstrong</b> FEARLESS ACTIVISM Tools and tips for effective street/online activism	<b>Sam Tucker</b> VEGAN OUTREACH The power of a leaflet: effective activism for farmed animals	<b>Dr Kevin Coleman and Flavia Coleman (Ursino)</b> AUTHORS Shattering the trance: biomedical dogma and animal sacrifice	
11:00am	Break			
11:30am	<b>Sandra Higgins</b> GO VEGAN WORLD The psychology of successful advocacy (SKYPE)	<b>Mick McIntyre</b> INDIEVILLAGE The power of documentaries	<b>Emma Hurst</b> ANIMAL LIBERATION Big broiler business message testing project: which messages create the most change for animals	Animals Australia AGM
12:30pm	<b>Dr Michael Klaper</b> PHYSICIAN AND AUTHOR Keys to a better future for the animals and the world (SKYPE)	<b>Clare Mann</b> VEGAN VOICES Skills to become a more powerful voice for animals	<b>Jennifer Croes aka Jungle Jenn</b> THE RAINFOREST PROJECT Deadly desires: the price wildlife pays for our trends. An insight into the impact of illegal wildlife trade from a conservation and animal welfare perspective	Animals Australia AGM
1:30pm	Break			
2:15pm	<b>Dr Lara Drew and Katie Batty</b> THE INSTITUTE FOR CRITICAL ANIMAL STUDIES, OCEANIA ICAS Discussion Panel	<b>Amanda Benham</b> HUMAN HERBIVORE Who cares about nutrition? I'm here for the animals! (Why every animal activist needs to know about nutrition)	<b>Eliza Littleton</b> The inhumane economy	<b>Doug Leith</b> Progress and stagnation: scientific methods increase yet so does vivisection. How can we change this?
3:00pm	<b>Mike Rosalky</b> ANIMAL DEFENDERS OFFICE Laws activists should consider	<b>Kimberley Oxley</b> ANIMALS AUSTRALIA Social media for social change	<b>Jay E Clair</b> DARTH VEGAN Vegan hater to vegan rager	<b>Patty Mark</b> ANIMAL LIBERATION VICTORIA Building a non-violent vegan activist community
3:45pm	Break			
4:30pm	<b>Professor Andrew Knight</b> SAFE NEW ZEALAND Topic 1: Critically evaluating animal research Topic 2: Vegan companion animal diets	<b>Brad King</b> FARM ANIMAL RESCUE Genetic design of farm animals: why the confinement system is irrelevant	<b>Senator Lee Rhiannon</b> SENATOR FOR NSW AND GREENS ANIMAL WELFARE SPOKESPERSON Protecting kangaroos: from Bathurst to California – combining protests and parliamentary work	
5:30pm	Event finish – please vacate building by 6:00pm			

## SUNDAY TIMETABLE

TIME	ROOM 1	ROOM 2	ROOM 3	ROOM 4
8:30am	Registration			
9:00am	Introduction & welcome			
9:30am	All groups reviews			
10:00am	<b>Chris Delforce</b> AUSSIE FARMS Dismantling secrecy in the face of ag-gag: tools, resources and lessons learned	<b>Dr Meg Good</b> VOICELESS: THE ANIMAL PROTECTION INSTITUTE Educating the next generation of change-makers	<b>Svetlana Colbert</b> ANIMAL ACTIVIST COLLECTIVE Veganism in intersectionality and the science of social change	
11:00am	Break			
11:30am	<b>Anita Krajnc</b> TORONTO PIG SAVE AND THE SAVE MOVEMENT The power of bearing witness (SKYPE)	<b>Kirsten Leiminger</b> THE CRUELTY FREE SHOP How to get the results you want from your marketing	<b>Louise Bonomi</b> ANIMALS AUSTRALIA Just ask: achieving your goals for animals through successful fundraising	
12:30pm	<b>Michael Dello-Iacovo</b> Effective animal advocacy (SKYPE)	<b>Bruce Poon</b> ANIMAL JUSTICE PARTY Campaigning and politics: how to get legislation passed	<b>Apoorva Madan</b> ANIMAL RIGHTS SOUTH AUSTRALIA AND PSYCHMED Activist trauma: coping with the burden of knowing	
1:30pm	Break			
2:15pm	<b>Pam Ahern</b> EDGAR'S MISSION Finding sanctuary	<b>Thomas King</b> FOOD FRONTIER Meat without animals: How plant-based and cell-cultured food can end factory farming	<b>Melanie Andrews</b> Developing effective animal advocacy media campaigns	
3:00pm	<b>Oily Hornung</b> EVOLENS You did what?! Creative tactics and strategies to boost your campaign	<b>Jesse Marks</b> ANIMALS AUSTRALIA Effective communication	<b>Sally Hunter and Adam Cardilini</b> Rights in action!	AAF 2017 Feedback Session
3:45pm	Break			
4:15pm	<b>Paul Mahony</b> TERRASTENDO.NET The reef and other victims of animal-based food consumption	<b>Nick Pendergrast</b> THE INSTITUTE FOR CRITICAL ANIMAL STUDIES, OCEANIA Academic and activist reflections on the animal advocacy movement	<b>Alex Vince</b> ANIMAL LIBERATION The wolves are at the door: reframing the feral and confronting killability in the Anthropocene	AAF 2018 Planning (Please attend if you wish to volunteer in 2018)
5:00pm	Wrap-up meeting			
5:30pm	Event finish – please vacate building by 6:00pm			

10:00AM, ROOM 1



## JOEY CARBSTROM

FEARLESS ACTIVISM

**Tools and tips for effective street/online activism**

**Biography:** Reformed Gang member/ Drug user. You tuber, Sober lifestyle promoter, Vegan Activist

**Presentation Summary:** Joey's talk will be focused on how to best spread the vegan message using calm, respectful outreach techniques. He will also be giving a class on Socratic questioning and why it's so effective and how it has worked for him. Also he will be discussing various approaches and what has failed in the past, what he has since changed with his activism and why. Joey will also share what he thinks the best platform is to spread the message, how to market, edit and create videos for activism, his favourite forms of activism and why.

This will be an interactive lecture and Joey will encourage questions from other activists as he goes.

10:00AM, ROOM 2



## SAM TUCKER

VEGAN OUTREACH

**The power of a leaflet: effective activism for farmed animals**

**Biography:** Sam Tucker is the Australia and New Zealand Outreach Coordinator for Vegan Outreach, an organisation that distributes leaflets about factory farming and veganism, predominantly at university campuses. Sam has handed out more than 200,000 leaflets with Vegan Outreach in the last couple of years and has been involved in the animal rights movement for nearly a decade.

**Presentation Summary:** The animal rights movement has significantly less resources than the industry we are fighting against. That why it's so important we use the resources we do have as effectively as possible. In this presentation Sam will discuss why leafleting on behalf of farmed animals, particularly at universities, is such an effective form of activism. He will refer to the latest research on vegetarianism and the psychology of behavioural change to explain Vegan Outreach's approach.

The talk will cover topics such as, who the most receptive audience is, what messages are shown to be the most effective, what the biggest barriers to change are, why so many vegetarians and vegans are going back to eating meat and how we can prevent it. He will also give lots of practical advice on how to leaflet effectively and talk to non-vegans about veganism.

10:00AM, ROOM 3



## DR KEVIN COLEMAN AND FLAVIA COLEMAN (URSINO)

AUTHORS

**Shattering the trance: biomedical dogma and animal sacrifice**

**Biography:** Kevin is a GP with 38 years experience in Tropical Public Health, Education and Family Practice, working in rural and remote medicine in Australia, PNG and southern Africa. Flavia is a spiritual teacher and animal activist, who was instrumental in successfully pushing for legislative change in stopping pound animals being sent for medical research in NSW. Together they co-authored Monkey Business: a story of Soulmates and Primates.

**Presentation Summary:** Vivisection and Xenotransplantation are the hidden factory farms of the future /now and are not accountable to our elected representative in parliament. Animals carry our karma and suffer at the bottom of a Patriarchal pyramid dominated by professional and business elites with a monopoly on specialised skills sets. With the decline of Ecclesiastical power, Medicine has filled the vacuum with the promise of extended life, via biomedical interventions which have become almost sacramental, and beyond question.

11:30AM, ROOM 1



## SANDRA HIGGINS

GO VEGAN WORLD

**The psychology of successful advocacy**

**Biography:** Sandra Higgins founded Eden Farmed Animal Sanctuary in 2008, Matilda's Promise in 2012 and Go Vegan Ireland in 2015. Sandra is a practicing psychologist and author whose interest in animal rights stems from her specialty in trauma. Sandra is a Certified MB-EAT Instructor (Mindfulness Based Eating Awareness Instructor) and Intuitive Eating Instructor and has trained in working with Trauma & Dissociation. She is also a Schema Therapy practitioner and works in private practice at The Compassion Foundation of Ireland where she incorporates the non-violent philosophy of veganism in her clinical work.

**Presentation Summary:** Go Vegan World is a unique public advertising campaign. Originating in Ireland, it has now become an international campaign which is the largest and longest running of its kind on the planet. Its billboards feature animals who are not fictional or anonymous: they are the real, feeling beings with names, histories, and personalities, who have lived and died at Eden Farmed Animal Sanctuary, Ireland. Successful advocacy requires an understanding of human motivation and behaviour: What moves us? What conditions make it safe for us to change? What gives us the courage to admit we are wrong? Sandra Higgins will discuss the methods of Go Vegan World, the challenges it has faced, and what has made it successful.

11:30AM, ROOM 2



## MICK MCINTYRE

INDIEVILLAGE

**The power of documentaries**

**Biography:** Award winning filmmaker, cinematographer and director making films that inspire. Mick McIntyre is a renowned, award winning Director/ Cinematographer and has spent 35 years working in the film industry. Mick is passionate about making documentaries that inspire and satisfy our thirst for great stories. He has made several documentaries that celebrate our natural environment including "What to do about Whales" and "Gaining Ground". His latest film "KANGAROO" reveals the story about Australia's love-hate relationship with its beloved icon.

**Presentation Summary:** From creating the perfect pitch, producing promotional materials, to building key national and international relationships, Mick will talk about his experiences making documentaries for the last 25 years and what power these films can have in today's changing world. As a case study Mick will use his latest film KANGAROO a love hate story which was touted as one of the "must see films" when it premiered at the Santa Barbara International Film Festival.

11:30AM, ROOM 3



## EMMA HURST

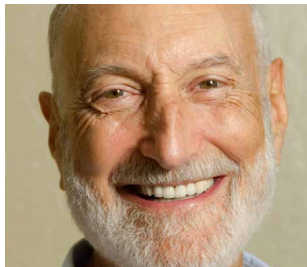
ANIMAL LIBERATION

**Big Broiler Business message testing project- which messages create the most change for animals**

**Biography:** Emma Hurst is a Registered Psychologist, BA(Psy), PGDip(Psy), M(HealthPsy) and the Campaign Director at Animal Liberation and has been involved in animal rights for 16 years. At Animal Liberation she works on campaign design, strategy and research to end intensive and partial confinement (free range) farming. In 2015 she also set up an organisation that rehomes animals used in medical research.

**Presentation Summary:** This year at Animal Liberation we asked ourselves, "What sort of advertisements create the biggest impact and save the most lives?" Working with much smaller budgets than the meat industry we can't afford to pay for advertising that is not effective at creating change, but there is very little understanding on who would be the best target audience for advertising and what sort of messages that audience is most likely to respond to. We conducted a research project to assess information seeking behaviours among consumers. Emma will be presenting the findings of our research discussing how we conducted the research, and how the results can be implemented into campaign work.

12:30PM, ROOM 1



## MICHAEL KLAPER, M.D.

WWW.DOCTORKLAPER.COM

**Keys to a better future for the animals and the world**

**Biography:** Michael A. Klaper, M.D. is a graduate of the University of Illinois College of Medicine in Chicago and has practiced acute care medicine in Hawaii, Canada, California, Florida and New Zealand. Far more fulfilling to him is his current practice, focusing on health-promoting food and lifestyle choices to help people stay out of hospitals and off of operating tables. He has authored numerous articles on plant-based nutrition and is authoring a book on using plant-based medicine to arrest and reverse disease.

To improve the health of his patients as well as his own, and to minimize suffering of sentient beings, Dr. Klaper adopted a plant-based diet in 1981. He currently practices nutritionally-based medicine at True North Health Center in Santa Rosa, California. He makes the latest information on health and nutrition available through his website, DoctorKlaper.com, where visitors can find the numerous videos and DVDs he has produced, as well subscribe to his free newsletter, "Medicine Capsule."

**Presentation Summary:** Dr. Klaper discusses the keys to affectively helping the animals locally and globally.

12:30PM, ROOM 2



## CLARE MANN VEGAN PSYCHOLOGIST

VEGAN VOICES

**Skills to become a more powerful voice for animals**

**Biography:** Clare Mann is an Australian-based vegan psychologist, best-selling author and passionate animal advocate. She is the co-founder of the Vegan Voices Smartphone App, co-contributor to the Sydney Vegan Club 30-Day Vegan Challenge, contributor to *Plant Powered Women and Everyday Vegans*. She provides skills training to help vegans and animal advocates communicate more effectively and animal welfare organisations collaborate for increased effectiveness.

**Presentation Summary:** It's crippling when you can't communicate what you think and feel about the treatment of animals in society. Learn how to transform grief and strong emotion into powerful action and communicate issues more effectively to become a stronger voice for animals.

In this this interactive workshop:

- » Learn strategies to manage grief and anxiety about animal social justice
- » Understand what you must do to change your mindset and reality
- » Learn key principles for communicating animal social justice more effectively
- » Become more confident when speaking about animal and vegan issues

12:30PM, ROOM 3



## JENNIFER CROES (AKA "JUNGLE JENN") THE RAINFOREST PROJECT

**Deadly Desires - the price wildlife pays for our trends. An insight into the impact of illegal wildlife trade from a conservation and animal welfare perspective**

**Biography:** Jennifer Croes is a conservation scientist and has focused on the issue of illegal wildlife trade. She specialises in blending business, marketing and communication skills with conservation science and has recently turned her talents to being on-camera, producing and presenting wildlife documentaries. She is a natural communicator and storyteller, writer, scientist, explorer and adventurer. Jenn is particularly interested in looking at the link between human behaviour and our relationship to nature and is passionate in solving the issue of illegal wildlife trade.

**Presentation Summary:** Wildlife trade is a leading threat to biodiversity conservation and overexploitation of wildlife is having a significant impact on species' survival. Our insatiable desire to chase the next trend affects animals of all shapes and sizes. From owning exotic pets, to high-end fashion accessories to drinking the world's most luxurious coffee, it all has a price you didn't know existed. Once we know the true cost, is it really worth the price? In this talk, Jennifer Croes will explore the global issue of illegal wildlife trade and the impact on conservation and animal welfare.

2:15PM, ROOM 1



## DR LARA DREW AND KYLIE BATTY

THE INSTITUTE FOR CRITICAL ANIMAL STUDIES, OCEANIA

ICAS Discussion Panel

**Biography:** Dr Lara Drew obtained her PhD at the University of Canberra in Adult Education. Lara is a project director for the Institute for Critical Animal Studies, on the executive board for the Institute for Critical Animal Studies, co-runs and co-writes for Veganarchy and participates in various grassroots campaigns for animal liberation.

Katie Batty is a social justice lawyer and long time animal right activist. In her spare time she volunteers as a lawyer for refugees and co-hosts a political podcast, Progressive Podcast Australia ([www.ProgressivePodcastAustralia.com](http://www.ProgressivePodcastAustralia.com)).

**Presentation Summary:** This presentation will be given by two activist-scholars who will look into the causes of speciesism whilst taking a broader view of social justice and the nature of oppression. Some components of the animal advocacy movement are still largely reliant on capitalist methods for change through the use of law, government, and consumerism. In this panel, the focus will be on how a vegan ethic has the most promise if it is also anti-capitalist, against all forms of domination, and embraces practices of total liberation underpinned by radical activism. The presentation will allow plenty of time allowed for questions and interactions.

2:15PM, ROOM 2



## AMANDA BENHAM

HUMAN HERBIVORE

**Who cares about nutrition? I'm here for the animals! (Why every animal activist needs to know about nutrition.)**

**Biography:** Amanda Benham has been an Accredited Practising Dietitian specializing in plant-based nutrition since 1992, and a vegan since 1983.

**Presentation Summary:** In this talk she will explain why knowing about nutrition is important for animal activists, and the three main things you need to know about diet and nutrition to enhance your activism.

2:15PM, ROOM 3



## ELIZA LITTLETON

The inhumane economy

**Biography:** Eliza Littleton is an independent scholar who completed Honours in political economy at The University of Sydney. During this time, she began to engage with the field of critical animal studies and write academically about capitalism and animal liberation. Her research is critical of conventional economics with a focus on Marxism and other heterodox economic traditions, which prioritise social justice and economic sustainability.

**Presentation Summary:** In the last decade, there has been a rise in the popularity of market based solutions to issues of social and environmental justice. This presentation will discuss the extent to which ethical consumerism and market based solutions to the animal question can provide an effective model for challenging the treatment of other animals in food production. I will contest the notion of consumer sovereignty, and argue that the very nature of capitalist commodity production conceals the social relations of production thereby obscuring consumer's capacities to make 'ethical' choices. Ethical consumerism is not only limited because it operates within a capitalist system responsible for the exacerbating cruelty towards other animals but it also halts social justice movements as they become co-opted by the very systems they need to overthrow..

2:15PM, ROOM 4



## DOUGLAS LEITH

**Progress and stagnation: scientific methods increase yet so does vivisection. How can we change this?**

**Biography:** Douglas Leith has been involved in animal issues from promoting veganism to saving ducks to demonstrations for over 25 years and vivisection (animal experimentation) has been his primary focus. Doug has presented information in this regard at the Animal Activists Forum, Cruelty Free Festival, World Vegan Day, Institute for Critical Animal Studies (Oceania), World Event to End Animal Cruelty (Melbourne) and at MacQuarie and Sydney Universities.

**Presentation Summary:** Real scientific methods, often called 'alternatives', which by necessity use no animals and are faster and cheaper than vivisection exist and are increasing in number. Globally vivisection continues and may be increasing. Why is this and how can we stop vivisection? Briefly, by reference to evidence and expert opinion, we will consider the reality of the counterproductive role played by vivisection in historic methodologies and medicines beneficial to humans, why it continues to be counterproductive, why, due to evolution, other species will never become predictive models for humans, why scientific methods are superior and the mercenary interests and inertia which continues to drive vivisection.

3:00PM, ROOM 1



## MIKE ROSALKY

ANIMAL DEFENDERS OFFICE

**Laws activists should consider**

**Biography:** Mike volunteers as a lawyer and director for the Animal Defenders Office, a community legal centre based in the ACT. Mike provides legal advice and assistance to clients who want to protect animals from suffering, speaks to groups about animal law in Australia, and advocates for better animal protection laws through public forums and meetings with politicians.

**Presentation Summary:** I will discuss some, but by no means all, laws that affect animal activists. Some topics I will cover include defamation, civil and criminal trespass, surveillance devices legislation, protesting and police powers. I will cover these topics by providing examples of how activists might come into contact with the law.

3:00PM, ROOM 2



## KIMBERLEY OXLEY

ANIMALS AUSTRALIA

**Social media for social change**

**Biography:** Kimberley has been involved in animal rights for more than twenty years and has worked in various capacities for a number of different organisations over that time. She has been managing Animals Australia's social channels since 2013 and in that time has overseen the growth of the facebook page from 60,000 to more than 1.5 million followers. Kimberley is passionate about harnessing social media to empower, inform and unite like-minded people from every corner of the globe. She has an impressive collection of greyhound badges and is rarely seen without her real greyhound, Blue, by her side.

**Presentation Summary:** What role does social media play in creating a cruelty-free world? In this light-hearted and informative presentation, we will discuss tips on how advocates can use social media to stay inspired and empowered, while avoiding some of the traps that lead to burnout. I'll also go over some tips on how to use facebook to foster positive relationships and conversations, and most importantly, to influence real change for animals.

3:00PM, ROOM 3



## DARTH VEGAN

(AKA JAY E CLAIR)

**Vegan Hater to Vegan Rager**

**Biography:** Darth Vegan never intended on becoming a vegan animal rights activist, turn the clock back 5 years ago, a self-confessed carnivore who was blinded by the reality of his consumption. One summer day a 'casual' viewing session of Earthlings changed his life forever and he went vegan overnight. A month later Darth Vegan was born and a journey of discovery and of the impact that humans had through the "social norm" indoctrination and addiction to eating animal products ensued.

**Presentation Summary:** The core of all my beliefs lies in one simple ethos. That is personal accountability and responsibility above all. Why? Because it's far too easy to let your own values be overtaken by that of the current structure and social norms. This ethos led me to discover the evils of my consumption and is the reason why I became vegan and in part an accidental animal rights advocate. I never set out to become a person of influence but fast forward 2 years and I have grown a community of vegans of 70k followers. In my discussion, I will discuss the ins and outs of Social Media activism, where to start, finding your voice and letting your personality shine through in your communication.

3:00PM, ROOM 4



## PATTY MARK

FOUNDER/VICE PRESIDENT ALV

**Building a non-violent vegan activist community**

**Biography:** Patty is an abolitionist animal rights activist who founded Animal Liberation Victoria in 1978 and pioneered Openrescue in 1993

**Presentation Summary:** Detailing an action plan to enable activists to come together to focus on a specific common end goal.

4:30PM, ROOM 1



## PROFESSOR ANDREW KNIGHT

DIRECTOR OF RESEARCH AND EDUCATION, SAFE NEW ZEALAND

**Critically evaluating animal research**

**Biography:** Andrew Knight is Professor of Animal Welfare and Ethics, and Director of the Centre for Animal Welfare, at the University of Winchester; a European and RCVS Veterinary Specialist in Animal Welfare Science, Ethics and Law; an American Veterinary Specialist in Animal Welfare; and a Senior Fellow of the UK Higher Education Academy. Andrew has over 65 academic publications and a series of youtube videos on animal issues.

**Presentation Summary:** Widespread reliance on animal models during preclinical research and toxicity testing assumes their reasonable predictivity for human outcomes. However, of 20 published systematic reviews examining human clinical utility located during a comprehensive literature search, animal models demonstrated significant potential to contribute toward clinical interventions in only two cases, one of which was contentious. Reviews failed to demonstrate utility in reliably predicting human toxicological outcomes such as carcinogenicity and teratogenicity. Results in animal models were frequently equivocal, or inconsistent with human outcomes. Consequently, animal data may not be considered generally useful for these purposes.

4:30PM, ROOM 2



## BRAD KING

FARM ANIMAL RESCUE

**Genetic Design of Farm Animals: Why the Confinement System is Irrelevant**

**Biography:** Brad King is President and Founder of Farm Animal Rescue. In 2006 Brad established under the banner of the Animal Rights Foundation of Florida one of the first ever video outreach programs on busy Lincoln Road in Miami Beach, an outreach program that has been operating every week for 11 years even though Brad has moved on to Australia. Brad is regularly asked to speak at public and university events about Australia's treatment of farmed animals and the ethical issues around the use of sentient, clever and playful animals for food.

**Presentation Summary:** Brad will be discussing why FAR's research has concluded that programs such as the banning of cage eggs and ritual slaughter are not in the interest of the animals in industry right now, let alone in the future. He will lay open the true nature of an industry that is secretive, dishonest and un-controlled. He will also talk about the animals that come through these systems and somehow survive long enough to get to a sanctuary. Brad will also discuss the importance of education-based sanctuaries to the evolution of animal advocacy, the standards that should be expected of sanctuaries, and how all activists can engage the public and media by taking a less-literal approach to our message of compassion and ethics.

4:30PM, ROOM 3



## SENATOR LEE RHIANNON

SENATOR FOR NSW AND GREENS ANIMAL WELFARE SPOKESPERSON

**Protecting kangaroos: from Bathurst to California – combining protests and parliamentary work**

**Biography:** Lee is Australian Greens Senator for NSW. She has been the Australian Greens spokesperson for animal rights and welfare since she became a Senator in 2011. She was previously the Greens NSW spokesperson for animal welfare during her time as an MP in the NSW Parliament. Lee's commitment to animal advocacy began in her uni days when she majored in zoology and botany in her Bachelor of Science. Lee has been a vegan since 1999.

**Presentation Summary:** Australia's iconic species the kangaroo is shot as pest and for profit: for skins, for pet food and for the human plate. Few Australians understand that government policy around these slow-growing, low-reproducing wildlife serves a highly strategic commercial industry consisting of just a few main players who shape that policy. How then to break through the decades of finely honed industry messaging that capitalises on the twin myths that kangaroos are both a plague and pest across our landscape? This misinformation helps deliver the social and political license that perpetuates the cruelty and empties the landscapes of millions of this iconic wildlife.

10:00AM, ROOM 1



## CHRIS DELFORCE

AUSSIE FARMS

**Dismantling secrecy in the face of ag-gag: tools, resources and lessons learned**

**Biography:** Chris is the website developer and filmmaker at the helm of the Aussie Farms network of websites, the 2014 documentary *Lucent* and upcoming sequel *Dominion*, and outreach videos including *Thousand Eyes*. His projects seek to force transparency on Australian animal agriculture, allowing consumers to see for themselves what it means to buy or use animal products in our country. In August this year he faced court in Australia's first ag-gag trial.

**Presentation Summary:** Chris will be sharing his experiences in fighting the secrecy relied upon by animal abuse industries, including details about the evidence used to lay ag-gag charges against him, practical tips about data/communication security, and demonstrations of tools he has developed including the official launch of the Aussie Farms Repository website and a preview of upcoming documentary *Dominion*.

10:00AM, ROOM 2



## DR MEG GOOD

VOICELESS THE ANIMAL PROTECTION INSTITUTE

**Educating the next generation of change-makers**

**Biography:** Dr Meg Good holds a BA LLB (First Class Hons in Law) and PhD from the University of Tasmania, and has 8 years of teaching experience in tertiary education. She currently works at Voiceless, the animal protection institute as the Education Manager, and holds voluntary positions as the Director of Education at the Animal Law Institute, and the Chief Editor of the *Australian Animal Protection Law Journal*. She created and co-ordinated Tasmania's first animal law conference in 2013, and was the inaugural recipient of the RSPCA Australia Sybil Emslie Animal Law Scholarship in 2016.

**Presentation Summary:** Meg will discuss the importance of education for high school and university students, new Voiceless projects, and possible opportunities for collaboration. She will provide an overview of humane education and animal industry education programs in Australia and overseas, demonstrating the different approaches being taken to animal protection education at present. Having already conducted a number of school and university talks in Australia, she will share her experiences, lessons learnt and plans for the future.

10:00AM, ROOM 3



## SVETLANA COLBERT

ANIMAL ACTIVIST COLLECTIVE (AAC)

**Veganism in intersectionality and the science of social change**

**Biography:** Svetlana has been an activist for over a year and has participated in vegan outreach for Anonymous for the Voiceless before working with the Animal Activist Collective. She has taken a special interest in dissecting Veganism as a political philosophy and placing a critical lens over the Vegan Animal Rights Movement as it currently stands. Motivated for total liberation - she hopes to be part of the driving force of inclusivity and unity in a fragmented movement.

**Presentation Summary:** The talk will focus on the current dividing arguments surrounding intersectionality, separating the buzzword from the complex social and political context which it embodies and how the vegan movement fits into a study of overlapping oppressive structures and their counter movements. How do other forms of oppression affect our movement and, given the patterns which are seen in shifts of social paradigms, how can we take a critical examination of our approach to make our activism more effective?

11:30AM, ROOM 1



## ANITA KRAJNC

ORGANIZER AND CO-FOUNDER  
OF TORONTO PIG SAVE AND THE  
SAVE MOVEMENT

### The power of bearing witness

**Biography:** Anita is a co-founder and organizer with Toronto Pig Save and The Save Movement. She is a keen follower of Leo Tolstoy and is applying his nonviolent, love-based philosophy to community organizing with the Save Movement.

**Presentation Summary:** The Save Movement is growing exponentially with 200 groups in 21 countries bearing witness to animals headed to a slaughterhouse in local communities. The ethics and methods of bearing witness, including its accessibility, animal standpoint, and collective actions lend themselves to building a mass-based, grassroots movement for animal rights. I will also touch on the worldwide attention the Pig Trial garnered for our vigils.

11:30AM, ROOM 2



## KIRSTEN LEIMINGER

THE CRUELTY FREE SHOP

### How to get the results you want from your marketing

**Biography:** Kirsten Leiminger has worked in journalism, media and marketing for more than 10 years. She is currently Marketing and Communications Manager at The Cruelty Free Shop where she has increased online customer engagement by more than 70% in her first six months. Kirsten is a passionate animal rights activist and has cooperatively coordinated animal rights campaigns, protests and festivals. Kirsten is also a wildlife foster carer and runs Wildest Dreams Wildlife Care.

**Presentation Summary:** Marketing is an essential part of every animal rights campaign or event. If you have ideas for exciting events or heartfelt demonstrations but need help communicating to your target audience and converting the people who are a 'maybe' into a 'going' then this is the presentation for you. Marketing is so much more than putting together a few ads and a press release but it's also not rocket science. Frequent and consistent effort can get you the results you want, no matter your end goal. This presentation will cover marketing basics, where some campaigns fall down, and how to get maximum reach for minimum cost with engaging content.

11:30AM, ROOM 3



## LOUISE BONOMI

ANIMAL AUSTRALIA

### Just ask: achieving your goals for animals through successful fundraising

**Biography:** Five years ago, Louise left a media production career at the ABC to combine her passion for animals and communications at Animals Australia. As Director of Development. In this role she has been developing and diversifying the organisation's fundraising activity and membership growth. At home, Louise is a volunteer wildlife carer, and spends most of her time rescuing and caring for native animals in need, as well as her three rescued cats and six rescued battery hens.

**Presentation Summary:** Have you ever stopped to think of a challenge you've faced and thought: "if only I had the money to do something about this..."? In the animal protection movement, one of the most empowering ways to make your goals a reality is understanding that there are other people out there who care, who can, and who will help you. This presentation focuses on broad fundraising principles and is suitable for individuals, community groups, shelters and sanctuaries, as well as advocacy organisations and established charities. There will be a workshop opportunity to put theory into practice.

12:30PM, ROOM 1



## MICHAEL DELLO-IACOVO

### Effective animal advocacy

**Biography:** Michael is undertaking a PhD at the University of Australia, currently interning at the Jet Propulsion Laboratory in USA, where he is working on some of the technical, economic and ethical challenges involved in space exploration. He was previously the CEO of Effective Altruism Australia, President of The Life You Can Save Adelaide, and held various roles as a geoscientist in the energy industry.

**Presentation Summary:** In this talk Michael will cover some key concepts used by the effective animal advocacy community to determine how to maximise ones' positive impact on the world for animals. He will also discuss how to find the most high impact opportunities to make a difference as an individual, and cover the latest state of research on the evidence of effectiveness for different interventions to help animals, both directly and indirectly.

12:30PM, ROOM 2



## BRUCE POON

ANIMAL JUSTICE PARTY

### Campaigning and politics - how to get legislation passed

**Biography:** In his professional life, Bruce has worked as a consulting Project Manager in the InfoTech sphere for much of his career. He has been the founder and director of several for-profit companies and not-for-profit charities. He is a director of Aussie Action Abroad, a life member of Vegetarian Victoria and has been working in the animal protection movement for more than 30 years. He is the current President of the Animal Justice Party in Australia, which seeks to represent the interests of animals in the political sphere.

**Presentation Summary:** Animal groups run campaigns to highlight the plight of animals. They educate the public, stir them to action and try and sway their view. If they are successful, millions of people will make it known that they want change and don't support the status quo. Whether it be Live Export, Duck Shooting or Greyhound Racing, the public have spoken and a majority are opposed to these practices because of the cruelty involved. And that is why they are all now illegal. Oops, wait! No they aren't. Because changing public opinion is just the first step of getting laws changed. How do animal activists go about influencing politicians to get legislation drafted, reviewed, approved and enacted? Should you talk to your MP, the Minister or someone else entirely? What obstacles do they face? What has worked in the past and what is likely to work for your campaign?

12:30PM, ROOM 3



## APOORVA MADAN

ANIMAL RIGHTS SOUTH AUSTRALIA  
AND PSYCHMED

### Activist trauma: coping with the burden of knowing

**Biography:** Apoorva is a registered psychologist in clinical practice and animal advocate. She completed her Master of Clinical Psychology in 2015 at which time she undertook research exploring vicarious trauma in animal activists. Apoorva is an organising member of the volunteer group Animal Rights South Australia, and is the author of *animal and mind*, an online blog exploring veganism and animal rights philosophy through a psychology framework.

**Presentation Summary:** How does the knowledge of animal suffering and repeated exposure to animal abuse impact our psychological wellbeing? How do we continue to be effective advocates in the face of severe distress? Compassion fatigue, also known as vicarious trauma, has shown to impact people in various helping professions. As individuals who are frequently faced with violence on a large scale and the wider indifference to much of this violence, animal activists are in a role that comes with unique emotional and physical demands. This presentation includes information on identifying and understanding symptoms of trauma and burnout (as well as PTSD), differences in activists that put some at greater risk of compassion fatigue, how to cope with the psychological challenges of animal advocacy, and how to care for our mental health while trying to change the lives of animals.

2:15PM, ROOM 1



## PAM AHERN

EDGAR'S MISSION

### Finding sanctuary

**Biography:** Pam Ahern is Founder and Director of farmed animal sanctuary Edgar's Mission. The one-time equestrian champion gave it all up when a tiny piglet, the eminent Edgar Alan Pig, trotted into her life and led her down a path she'd never imagined. With Edgar firmly at its heart, Pam built the sanctuary from the ground up and set in motion outreach programs that would bring farmed animals out of the dark unknown and into public view. Today Edgar's Mission is home to more than 450 rescued farmed animals, each and every one living a life truly worth living. Edgar's Mission's thought provoking motto says it all "if we could live happy and healthy lives without harming others, why wouldn't?"

**Presentation Summary:** Pam's presentation is a journey of self-discovery from animal lover to animal advocate as she explores the role of farm sanctuaries in the bigger picture of creating a kinder world for animals

2:15PM, ROOM 2



## THOMAS KING

FOOD FRONTIER

### Meat without animals: How plant-based & cell-cultured food can end factory farming

**Biography:** Thomas is a social entrepreneur, campaigner, international speaker and founder of Food Frontier, who was named Victoria's Young Australian of the Year in 2015. When he was 13, Thomas founded the world's most viewed website on unsustainable palm oil production. He has since helped lead environmental, animal protection and poverty alleviation projects across 5 continents – from representing Australia's youth in a climate change film in the Arctic for IMAX, to shining a light on the darkest industries in our society through his previous role at Animals Australia.

**Presentation Summary:** Food production is the greatest cause of animal suffering worldwide, and with global meat consumption expected to soar over coming decades, intensive factory farming could worsen. But what if we could meet the world's appetite for meat without breeding or slaughtering animals? This is now possible thanks to food science, and this session will explore the exciting details and how you can become involved.

2:15PM, ROOM 3



## MELANIE ANDREWS

### Developing effective animal advocacy media campaigns

**Biography:** For the past 15 years, Melanie has worked for some of Australia's largest media agencies, both as a Consumer Researcher - managing qualitative and quantitative research projects and as a Communications Strategist. Her work has seen her develop award-winning communications strategy for some of Australia's leading brands including Samsung, Queensland Government, SEEK, Cricket Australia, Beyond Blue, Carlton United Breweries, Treasury Wines and REA, delivering both ROI for clients and inspired behaviour change. Melanie is now helping to plan the BFBV media campaign launching in Melbourne in 2018.

**Presentation Summary:** Animal advocacy media campaigns are on the rise, and awareness of animal rights issues have never been higher. Outdoor advertising has played a starring role to date, but what is the purpose of TV, radio, digital media, social and search in the media mix? How might we best leverage these platforms to drive behaviour change and inspire action for animal liberation? Melanie will explore some critical considerations for developing animal advocacy campaigns, including what's required to drive a maximum return on investment.

3:00PM, ROOM 1



## OLLY HORNUNG

EVOLENS

### You did what?! – creative tactics and strategies to boost your campaign

**Biography:** Olly, better known as Li, gallivants around activism events (human & non-human animal) with projectors and fairy lights in hand. Using the creative tactics of Guerilla Projection & Lighting Brigade, Li is a member of the nocturnal **Evolens** Collective. During the daytime, Li enjoys helping out with AJP Vic, listening to animal ethics podcasts and studying creative activism tactics.

**Presentation Summary:** Simple, low-resource, artistic actions can be really effective. They can also go terribly pear-shaped. Drawing from the book **Beautiful Trouble**, Olly will examine some of the powers, principles and pitfalls of using creative tactics. Learn about Culture Jamming, Electoral Guerilla Theatre, Media-Jacking and many more wacky manoeuvres practiced by creative activists like *The Yes Men*, *Ladies Against Women*, *Otpor* and *Reverend Billy* and *the Church of Earthallujah*.

3:00PM, ROOM 2



## JESSE MARKS

ANIMALS AUSTRALIA

### Effective communication

**Biography:** Jesse is Animals Australia's Director of Farmed Animal Advocacy. He's been campaigning for animals for over a decade and has played a key role in some of Animals Australia's most significant campaigns, including securing commitments from ALDI and McDonald's to phase out their use of cage eggs, and the campaign to end live animal exports.

**Presentation Summary:** What could be more important to advocacy than communication? If we want to have a big impact for animals, then what we say and how we say it matters. Discover what we can borrow from psychology, marketing and other movements to advocate effectively for animals. Whether you want to have effective conversations in-person, online or want to run effective campaigns – this workshop will provide you with insights and simple tips you can immediately put into practice.

3:00PM, ROOM 3



## SALLY HUNTER AND ADAM CARDILINI

### Rights in Action!

**Biography:** Sally is a Human and Animal Rights activist who has participated in direct action, mainly in the Refugee Rights space. She has been a community organiser for a number of years and has organised numerous workshops centred around rights and action. She is passionate about supporting people to build the confidence and skills to participate in direct action.

Adam is an activist and independent researcher working for animal liberation. In particular, thinking about how to achieve complex system wide change for animals and the role that research plays in this.

**Presentation Summary:** Rights in Action! explores how the activists within the animal rights movement can draw upon the experiences of non-violent direct action in the human rights space. The workshop will discuss how activists can move from being a participant in actions to becoming an organiser, who builds community and mobilises people and resources into action.



4:15PM, ROOM 1



## PAUL MAHONY

TERRASTENDO.NET

**The Reef and other victims of animal-based food consumption**

**Biography:** Paul Mahony is a Melbourne-based environmental and animal rights campaigner. He is a co-founder of Melbourne Pig Save and creator of the Terrastendo blog. His material has appeared on the websites of New Matilda, A Well-Fed World, Viva la Vegan and Rabble (Canada). Paul was featured in the in the book "Guarding Eden" (2015, Allen & Unwin) by Deborah Hart, which focused on climate change activism. He has presented to organisations and groups such as: The Greens; Sustainable Living Festival; Australian Climate Action Summit; University of Melbourne (Enviro Week and Engineers Without Borders); Monash University; RMIT University; Rotary; and Probus.

**Presentation Summary:** The presentation will address the environmental impacts of animal-based food consumption, including: destruction of Great Barrier Reef corals, Australian land clearing (with loss of wildlife habitat) and climate change. Paul will discuss the failure of major Australian environmental groups to address such issues, and highlight the impact on animals of replacing "high emissions" with "lower emissions" animal-based foods. He will also provide some new perspectives on the massive extent of animal slaughter.

4:15PM, ROOM 2



## NICK PENDERGRAST

THE INSTITUTE FOR CRITICAL ANIMAL STUDIES, OCEANIA

**Academic and activist reflections on the animal advocacy movement**

**Biography:** Nick Pendergrast has had many years of experience as an animal advocate. He has also done a lot of research on the movement, including completing a PhD thesis on animal activism, in the field of Sociology (theconversation.com/profiles/nick-pendergrast-5089). He teaches Sociology at the University of Melbourne. He is also a part of the Institute for Critical Animal Studies Oceania collective (criticalanimalstudies.org/icas-oceania/) and co-hosts Progressive Podcast Australia, which covers animal rights and a wide range of other social justice issues (ProgressivePodcastAustralia.com).

**Presentation Summary:** This talk will draw on my own experiences as an animal activist over the past decade or so. I will also discuss how these experiences led me to carry out a PhD thesis on the animal advocacy movement. This thesis applied sociological theories on social movements and organisations to the animal advocacy movement in Australia and the United States. I will draw on parts of this thesis that are particularly relevant to animal activism generally and vegan activism specifically. I will finish with some recommendations for animal activists, based on both my academic research and experiences as an activist.

4:15PM, ROOM 3



## ALEX VINCE

ANIMAL LIBERATION

**The wolves are at the door: reframing the feral and confronting killability in the Anthropocene**

**Biography:** Alex is the Youth Engagement Officer with Animal Liberation NSW (ALNSW). He has worked on campaigns from the state-sanctioned slaughter of wild animals to the inherent cruelties in factory farming.

**Presentation Summary:** Throughout the modern Western world, animals are vanishing. We know primarily of their disappearance via news media articles announcing the latest in a long line of extinctions, but what becomes of those erased from our consciousness? This presentation seeks to uncover and expose what the force of words really is, the mechanisms that perpetuate and propagate it, and apply new understandings of the power of language to question and critique current critical examples of humanity's (ab)use of other animals. From epithets that signal the diminished livelihoods of "pest" species to the ongoing commercial exploitation of "farm" animals, this excavation of the English language aims to fracture assumptions and foster a more inclusive and kinder worldview for other animals.

# THE ANIMAL ACTIVISTS FORUM ACKNOWLEDGES AND THANKS ALL THE WONDERFUL ORGANISATIONS AND INDIVIDUALS WHO HAVE PRESENTED AT THIS YEARS EVENT...





## FORUM TEAM

Leticia Johnson • Roy Taylor • Shane Sims • Casey van Reyk  
Natalia Jones • Helena Knapik

## VOLUNTEERS

Vikki Addicott • Ric Allport • Jen Burns • Marrianna Angel Cross • Bree Gaudette  
Maddie Gosden • Christine Hahn • Adrianna Mammino • Linda McCarthy • Mo Orr  
Tracey Paterson • Fraser Paterson • Carol Slater • Nicole Tuhou



More information on our presenters and their talks can be found at:

**[activistsforum.com](http://activistsforum.com)**  
**[or facebook.com/activistsforum](https://facebook.com/activistsforum)**

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## FORUM SUPPORTERS

