



**20-21 OCTOBER 2012
SYDNEY, AUSTRALIA**

SATURDAY TIMETABLE

	Room 1	Room 2	Room 3
8.30	Registration		
9.00	Welcome All Group Reviews		
10.00	Shannon Keith (via Skype) ARME & Beagle Freedom Project		Claire Fryer (PETA) PETA Guide to Great Demos (Demo training 12-1pm)
11.15	Ruth Hatten (Voiceless) Kangaroos in Peril MAY CONTAIN GRAPHIC IMAGES/VIDEO		
11.45	MORNING TEA		
12.00	Melanie Joy (Carnism) Film Presentation (1 hour) Melanie Joy (via Skype) - Questions	AA Executive Campaign Review Reports (open to all): 1. Companion Animals 2. Wildlife 3. Introducing Wild Animals 4. Animals & the Law 5. Animal Ethics in Education 6. Animals in Research	Melissa Knoll (BAWP) What Do We Want? How to navigate legal pitfalls and maximise your voice (Activist legal information)
1.15	LUNCH		
2.00	AA Executive Campaign Review Reports Cont'd... 7. Animals in Sport & Entertainment 8. Farm Animals	Ward Young Conflict Avoidance and Resolution	Jessica Ison Coalition Against Duck Shooting (CADS) MAY CONTAIN GRAPHIC IMAGES/VIDEO
2.20	Lyn White		
2.30	The Year That Was		Daniel Beecher & David Risstrom
3.00	Jon Dee (Planet Ark) Creating Change	Amy Flee (Animal Amnesty) Non Violent Direct Action	Recent Legal Cases (Including CADS/Duck Shooting)
3.15			Ward & Roy Melbourne By-Election Political Campaign
3.45	AFTERNOON TEA		
4.00	Bruce Friedrich (via Skype) Advocacy: Stealing from the Corporate Playbook		Angela Pollard (on behalf of Anne Schillmoller) Standing & Strategic Litigation
5.00	Roy Taylor (with Kate Elliot) Coordinating Activist Projects With Google Docs, Google Groups & Google Calender		Seema Srivastava Using Environmental Laws for Animal Rights

SATURDAY SPEAKERS

10AM SATURDAY ROOM 1

SHANNON KEITH (VIA SKYPE)

ARME & Beagle Freedom Project www.beaglefreedomproject.org and www.arne.tv

She will talk about ARME (Animal Rescue Media Education)/BFP (Beagle Freedom Project) and anti-vivisection campaigns that go along with the rescues and how to make change happen that way. She has released two documentary films titled Behind the Mask: The Story of The People Who Risk Everything To Save Animals (2006), and more recently, Skin Trade.

Shannon will be coming in via Skype from Los Angeles.



PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

10AM SATURDAY ROOM 3

CLAIRE FRYER

PETA www.petaasiapacific.com

A simple but informative presentation which will be useful to anyone looking at organising or attending peaceful demonstrations. Includes tips on planning, media interaction and taking great photos.

This presentation will run from 10am-11.45am, followed by a real-life demonstration out on the streets of Sydney near the forum from 12-1pm. Protest will target United Airlines for shipping primates to labs. This will be a peaceful protest, and appropriate police permits have been sought.

Note: This protest event is in no way endorsed by or organised by the Animals Activists Forum or its organisers and anyone attending the protest does so at their own risk.



11.15AM SATURDAY ROOM 1

RUTH HATTEN

Voiceless

Kangaroos in peril

Warning: May contain some graphic images.

Australia's iconic kangaroos are hunted in the largest commercial slaughter of land-based wildlife on the planet. Almost 90 million kangaroos and wallabies have been lawfully killed for commercial purposes in the last 20 years. The trade in kangaroos is governed by a system that is inadequate due to lack of enforcement and lack of regulation.

This paper will provide a brief overview of the current state of affairs for kangaroos and the Australian kangaroo industry. It will also explore the deficiencies that exist in the regulation of the industry, including the impact of those deficiencies on kangaroos and wallabies.

Ruth Hatten is legal counsel for Voiceless, an independent, non-profit think tank focused on raising awareness of animals harmed by factory farming and the kangaroo industry in Australia. Voiceless's vision is for a world in which animals are treated with respect and compassion.

12PM SATURDAY ROOM 3

MELISSA KNOLL

BAWP

What Do We Want!? How To Navigate Legal Pitfalls & Maximise Your Voice

Different types of actions can involve different types of legal issues and consequences, especially



now when animal issues are at the forefront of social justice. This presentation is intended as a basic guide about some of the legal issues activists may encounter and should be aware of.

- The presentation will cover:
- Police Powers and Your Rights
- Common Charges and Offences
- Common Law Defences
- Particular Actions
- Social Media
- Activist Rights
- Issues for Activist Groups
- Impact of Counter Terrorism Laws
- Where to find legal support

This presentation looks at different types of actions and the potential consequences, but it is only an overview, and is not intended to be exhaustive, nor is it intended to substitute for personal legal advice. Your action may involve special legal issues not covered in the presentation.

***Melissa Knoll** completed a Bachelor of Law and Legal Practice with Flinders University and is currently practicing as a lawyer in Adelaide. She seeks to bring an end to the institutionalised suffering of Australian farm animals and to continue to highlight the next great social justice movement, Animal Protection.*

2PM SATURDAY ROOM 2

WARD YOUNG

Conflict Avoidance and Resolution

An open discussion about the 'elephant in the room' when it comes to animal rights. Divisiveness hinders our abilities and efforts to be effective for animals. This discussion will focus on conflict avoidance principles and how to maintain solidarity within the AR movement.

2PM SATURDAY ROOM 3

JESSICA ISON

Coalition Against Duck Shooting www.duck.org.au

A history of the campaign, information about what to expect if you join up and a personal account of being a rescuer.

Warning: May contain some graphic images and videos, including injured birds found during rescues.

2.30PM SATURDAY ROOM 3

DANIEL BEECHER & DAVID RISSTROM

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).

2.20PM SATURDAY ROOM 1

LYN WHITE & KAREN NILSEN

Animals Australia

The Year That Was

Lyn will speak about the aftermath of the Indonesian abattoir cruelty expose last year, the

unprecedented community outcry, and other campaign highs and lows, including the extraordinary use of online and social media tools to pressure the federal Government. Lyn will also provide an exclusive preview of the amazing creative elements of the soon to be launched 'Make it Possible' campaign which will raise community awareness about factory farming, and aims to end it!

Lyn White is Animals Australia's Campaign Director. She has been played a critical role in exposing treatment of Australian animals overseas in the Live Export trade, leading countless investigations. Lyn's work and investigations have been highlighted on every major current affairs program in the country, including 60 Minutes, 7.30 Report, A Current Affair, Today Tonight, Landline, Australian Story and Four Corners. Her recent speaking tour sold out in capital cities across Australia.

3PM SATURDAY ROOM 1

JON DEE

Environmental campaigner

Creating Change

John Dee is an influential Australian environmental campaigner. He co-founded Planet Ark in 1991 with Pat Cash, through which he was a driving force behind several ground breaking campaigns influencing Australian businesses. In 2008, Jon became the founder and Chairman of the Australian social advocacy organisation Do Something! Recently he has been lending his expertise in the development of Animals Australia's Make it Possible campaign to end factory farming in Australia. Jon will talk about the tools and methods needed to successfully bring about change; enlisting the support of the community and business leaders.

3.15PM SATURDAY ROOM 3

WARD YOUNG & ROY TAYLOR

Melbourne By-election Political Campaign

In 2010 three activists groups (CADS, CPR & TryVeg) came together to highlight the neglect of animal issues by the Victorian State Labor government. In 2012 we repeated the action, now bringing on board the Oscar's Law campaign.

We will describe the reasoning behind this controversial campaign, it's risks and potential rewards.

We will also cover the practical issues: the financial costs, and the stress involved in organising a this massive undertaking in a matter of weeks.

4PM SATURDAY ROOM 1

BRUCE FRIEDRICH (VIA SKYPE)

Effective Advocacy: Stealing from the Corporate Playbook

Bruce Friedrich leads Farm Sanctuary's legislation and litigation efforts and is launching the "Someone Project," which introduces the public to farm animal capacities. Before joining Farm Sanctuary, Bruce worked for six years at a homeless shelter in Washington, D.C., and for 15 years at People for the Ethical Treatment of Animals, where he was vice president for policy and government affairs.

In this workshop, Bruce will suggest that animal activists should be working as hard—and as smart—in our work on behalf of animals as business executives work to make money for their corporations, and he will offer what he considers to be the most important tips for effective advocacy. These suggestions are taken from the book he co-authored with Vegan Outreach founder and President Matt Ball, titled *The Animal Activist's Handbook*, a book about which Princeton bioethicist Peter Singer raves: "Rarely have so few pages contained so much intelligence and good advice. Get it, read it, and act on it. Now."

4PM SATURDAY ROOM 3

ANGELA POLLARD

(on behalf of Anne Schillmoller, Adjunct Fellow, School of Law & Justice, Southern Cross University)

Standing and Strategic Litigation

Because non-human animals lack the status of 'legal personhood' required to be cited as a party to a legal action, animal advocacy groups that seek to use law to assert protections on behalf of abused, exploited and/or threatened animals are often compelled to negotiate standing as a threshold issue. Specifically the group must demonstrate that it has an established interest in the subject matter of the proceedings and/or is representative of a significant public concern.

This presentation will investigate:

- Common law and statutory tests for standing with specific reference to animal advocacy;
- Ways in which animal advocacy groups can optimise their capacity to bring actions on behalf of animals on 'public interest' grounds;
- Using administrative law processes to challenge administrative decisions and/or regulatory frameworks which adversely affect animals;
- Ways in which animal advocacy groups can strategically employ animal, environmental and consumer protection laws to protect and advance the interests of animals, including:
 - Prosecutions under the Prevention of Cruelty to Animals Act 1979 (NSW)
 - Using consumer protection laws (e.g. Competition and Consumer Act 2010 (Cth) Food Standards Australia New Zealand Act 1991) to challenge misleading labeling and/or claims relating to products derived from animals
 - Collateral actions in the NSW Land and Environment Court and/or Local Courts under the Threatened Species Conservation Act 1995; National Parks and Wildlife Act 1974; Water Management Act 2000 and Environmental Planning and Assessment Act 1979.

5PM SATURDAY ROOM 1

ROY TAYLOR & KATE ELLIOT

Coordinating Activist Projects with Google Documents, Google Groups & Google Calendar

Are you involved in a small team on an animal protection project? Google can help you!

While most people think of Google as a web browser or mapping tool, it actually offers some great free facilities for managing your activist projects.

This workshop will show you how to:

- 1) Use google groups to manage team discussions and volunteer lists.
- 2) Publish documents to the internet without a website
- 3) Work collaboratively on shared documents, even when in different countries
- 4) Manage your team schedule with a shared calendar.

As part of the demonstration, Kate Elliot will join us on line in Melbourne, demonstrating how the "Freedom of Species" team work to produce a weekly radio show, whilst almost never meeting outside the studio.

5PM SATURDAY ROOM 3

SEEMA SRIVASTAVA

Using Environmental Laws for Animal Rights

This presentation follows on from Anne's to provide a great case study. It will cover how we took on a factory farm operator using environmental laws in NSW and won a landmark decision against a local government council which resulted in changes to council management and enforcement of factory farming.

SUNDAY SPEAKERS



9.15AM SUNDAY ROOM 1

ELIOT PRYOR

SAFE (New Zealand) www.safe.org.nz

SAFE has for over 80 years been one of the strongest voices in New Zealand defending animals against cruelty and abuse. SAFE is dedicated to changing attitudes and nurturing compassionate values by educating the public about the inherent value of animals. SAFE runs professional campaigns on New Zealand animal welfare and rights issues, and presently has nine fulltime staff in three offices around the country. SAFE provides access to resources, information, volunteering opportunities and advice on cruelty-free living.

Eliot Pryor is SAFE's Campaign director. In his time at SAFE he has been part of the growing momentum of the organisation, which includes the successful banning of sow crates, the end of exotic animals in circuses, and end of dolphins in captivity. Eliot has previous experience with Amnesty International NZ and the NZ Vegan Society.

In this session, Eliot will review SAFE's campaign highlights for 2012, including an overview of the new Stop Factory Farming campaign, and the Animal Welfare Act review and Go Veg campaigns. He will also share his perspective on the general New Zealand animal rights movement.



9.15AM SUNDAY ROOM 2

BEC RUSSO

Positive Change for Marine Life www.positivechangeformarinelife.org

Shark finning

400 million years of evolution has produced the ocean's most important predator. Healthy oceans depend on them. Yet, up to 73 million sharks are killed annually for their fins, to satisfy the demand for shark fin soup. Positive Change for Marine Life want to see Australia go "fin free", and are actively seeking a ban on all shark fin products. Shark Campaign Director (and budding marine biologist), Rebecca Russo, has established a local, grassroots campaign in Brisbane designed to educate the public about "finning" and promote a shift in social attitudes towards shark species to establish a movement of shark advocates. Her presentation will discuss the ecological importance of sharks, global conservation issues and the "fin free" campaign.

Warning: May contain some graphic images of finned sharks.

9.15AM SUNDAY ROOM 3

ANGELA POLLARD

Animal Law & Education Project, Northern Rivers Community Legal Centre

Animal Law & Education Project; Community Legal Centres and Animal Protection Legal Issues

Three years ago the Northern Rivers Community Legal Centre identified that animal cruelty and the inadequate of animal protection laws were a significant concern for members of the local community. In that time, the project has grown from hosting local community education and awareness forums about a range of issues from live export to puppy farming, to establishing and convening a national network of community legal centre workers promoting animal law issues in their centres.

9.45AM SUNDAY ROOM 1

SENATOR LEE RHIANNON

The Greens lee-rhiannon.greensmps.org.au

Effective lobbying

Senator Lee Rhiannon will speak about effective lobbying and effecting change within the political system.

Lee Rhiannon has been involved in various social movements for more than 4 decades. She was elected to NSW parliament in 1999. She contested and won a seat in the Senate in Federal Parliament in 2010. She also has experience in animal protection issues and holds The Greens Animal Welfare portfolio.

9.45AM SUNDAY ROOM 2

ERICA TRINDER (CatRescue Coordinator) & **JENNY STORAKER**

CatRescue www.catrescue.com.au

Trap, Desex, Return – The Only Solution To Reduction and Eventual Elimination Of Feral Cat Populations

Feral or free-living domestic cat numbers, particularly in urban areas is a fast growing problem in Australia. Traditional attempts at eradication have and always will fail. Trap, Desex, Return and colony management is the proven answer to addressing this issue in a humane and effective way. Here we look at the reasons as to why eradication simply doesn't work, and as to why TDR (or TNR) is the only option for reduction and eventual elimination of feral cats in Australia.

How Transporting and Networking Saves Lives

Transport is a very under resourced service that helps to save poundies' lives. Many rescue groups and foster carers do not live near pounds and many live a great distance away. Bringing transport and networking together, helps save more lives.

Transport for rescues Facebook: <https://www.facebook.com/groups/291294690883176/>

9.45AM SUNDAY ROOM 3

ANDREA GORDON

Sea Shepherd Conservation Society

Andrea is Ship Manager of Sea Shepherd's ship M/Y Bob Barker

11.15AM SUNDAY ROOM 1

MELISSA BOYDE

Australian Animal Studies Group (AASG) www.aasg.org.au

Australian Animal Studies Group (AASG): Who We Are, What We Do, How You Can Join Us

AASG, founded in 2005 and recently incorporated, is a community of animal studies scholars, scientists, creative artists and animal advocates. In this session Melissa Boyde will give some background info on the group, an update on what we've done this year, info on what's coming up (including our conference in Sydney next year) and how you can become a member.

Melissa Boyde works in the School of English Literature and Philosophy at the University of Wollongong. She is Chairperson of AASG and Editor of the Animal Studies Journal.



10.15AM SUNDAY ROOM 2

ANNA LUDVIK

All Creatures

Rural Networking

Every day, far away from the hustle and bustle of the city, out with the farms, dedicated advocates are doing incredible work to protect animals and need your support. But did you know that working with rural advocates can be a great way to get the message out to a much wider audience? All Creatures Australia is a newly formed rural animal advocacy network, getting to the heart of where

the animals live, and sharing the voices of rural animal advocates. This presentation not only shows how rural communities can be a great forum for promoting animal causes, but how urban activists can assist animals and grassroots movements to see real change.

Anna Ludvik is the founding member of ACA and has been committed to advocacy for animals in agriculture for as long as she can remember. Anna believes that by accessing the wealth of local farming experience and knowledge, we can increase our credibility as a movement and better educate ourselves on effective strategies for real, lasting change. She also has a law degree and has been a passionate advocate for change in animal protection law for many years.



10.15AM SUNDAY ROOM 3

PHILLIP HALL

Animal Liberation NSW animal-lib.org.au

You Bet I'm Angry! - Keeping A Positive Attitude In Animal Activism

Phillip Hall has spent over two volunteering years with Animal Liberation NSW, organising many protests and campaigns including the ongoing campaign against animals used for entertainment in rodeos and circuses. As Humane Education Officer, Phillip visits school groups and classes to instill young people with the critical tools to navigate ethical questions about how we use animals in our society.

When faced endlessly with the horrific reality of human exploitation and abuse of animals, it can become deeply disheartening. Particularly as we see friends and family members contributing in behaviours that keep these abhorrent industries afloat, it is difficult not to scorn those around us who have not made the same ethical choices. Phillip's discussion will explore how you can "maintain the rage" that drives us to act for the animals, without alienating those we most wish to hear the message, by engaging others through positive action and inclusion.



11.30AM SUNDAY ROOM 1

JACKSON TURNER

ATAAC (Aust Teens Against Animal Cruelty)

Jackson is ATAAC's Cruelty Free Ambassador and representative from Brisbane. He has only been a member of the ATAAC team for a short time, but has followed and supported ATAAC since its inception in 2007.



12.00PM SUNDAY ROOM 1

RONNY PRASAD

Personal Development Author

An Animal Activist Mindset

Ronny Prasad is a personal development author and an empowerment expert/speaker. He is well regarded for his passion in animal rights and veganism. He is a regular speaker and MC for animal rights events and vegan events in Melbourne. He was the MC for the first Ban Live Exports rally (Melbourne) in June 2012, and has been a speaker for Soi Dog Foundation Australia, Edgar's Mission

Animal Sanctuary, and the Lost Dogs' Home. He is also the volunteers coordinator for Vegetarian Victoria.

10.45AM SUNDAY ROOM 2

WARD YOUNG & ROY TAYLOR

How We Built a Functional Website & Campaign Newsletter In 12 Hours

In mid August the Animal Activists Forum team realised they needed a website, and they needed one fast. Fortunately the Coalition for The Protection of Racehorses stepped in and we managed to hack together a website in two evenings. You'll learn how Wordpress can be used to create a functional

website for your campaign, and how to implement Google Analytics to track your website's traffic. We'll then demonstrate how to integrate a newsletter sign up form into your website. Once this is done, you'll be able to mobilise volunteers for your campaign with the free publicity campaign tool MailChimp.

10.45AM SUNDAY ROOM 3

LISA GREEN

Talking to Young People About Animals

Young people are interested in a range of animal issues and by promoting empathy and kindness towards animals we can encourage these qualities in the future. Reaching out through formal education, such as schools and curriculum, can be a useful tool. This workshop will look at how to approach schools, relate animal issues to the curriculum, talking to young people, age appropriate information, working with teachers and resources that are available to animal groups in Australia.

Lisa Green is an educator who has been involved in animal activism for over 15 years. She has experience internationally and has a particular interest in promoting animal issues to young people, humane education and helping others switch to a plant based diet.

10.15AM SUNDAY ROOM 1

NICK COONEY (VIA SKYPE)

Psychology and Social Change: Changing Hearts and Minds

Getting people to care about animals means understanding, and working with, human psychology. This workshop will provide vegan advocates with specific, research-based guidance they can use to be more effective in their work. It will also help animal advocates examine their own psychology and how it impacts their activism, and how they can take a "bottom line" approach to help as many animals as possible.

12PM SUNDAY ROOM 2

GERARD WEDDERNBURN-BISSHOP

World Preservation Foundation www.worldpreservationfoundation.org

Something To Chew On - Food Could Make Or Break Our World

Food production impacts our planet more than anything else we do. Three planetary support systems – diversity of life, nitrogen balance and climate change – have been overstepped, threatening all life on earth. In the next 40 years we need to produce as much food as we have in the previous 500 years, as populations grow and demand for meat and dairy products increases, but current agricultural systems cannot meet this demand. Science now reveals that a global plant-based vegan diet will have a profound impact, healing our natural environment, our health and our children's future.

The World Preservation Foundation's mission is to communicate issues that threaten our future, recognising that food production holds the key to many critical life support systems.

Gerard Wedderburn-Bisshop worked until 2010 as a Principal Scientist with the Queensland Government Department of Environment and Resources Management, where he led a team of scientists using satellite imagery to monitor vegetation, deforestation, ground cover and weed cover. The state of Queensland, in area equivalent to Germany, France, Spain and Italy combined, was home to 4% of the world's deforestation, and extensive field verification gave him first-hand experience of rangeland agriculture, particularly cattle ranching. In this role he witnessed large scale destruction of forests and this experience led him to work for greater protection for our natural environment.

He holds a Bachelor of Surveying (First Class Honours) from the University of Queensland, and held a lecturer position at the University of Queensland and part-time lecturer position at the University

of Canberra. He worked for the Australian federal government early in his career, with the team that mapped the Great Barrier Reef for its World Heritage listing. This involved serious work, although living and working on boats, and diving on remote pristine reefs in the 1970's was a lot of fun.

Following 38 years in remote sensing science, Gerard is now engaged in communicating environmental issues such as deforestation, climate change, land degradation and biodiversity loss. He writes and presents scientific papers and reports for the World Preservation Foundation and the Beyond Zero Emissions Land Use Plan.

He has presented papers at national Australian conferences, the Climate Summit 2010, at side programs of the UN climate talks COP16 in Cancun and COP17 in Durban, at civil society climate programs, at the Chinese Academy of Social Sciences and the Shanghai Academy of Social Sciences. He has also given several radio and TV interviews including Voice of America.

12PM SUNDAY ROOM 3

ELIZA & TIM

Fair Projects

Fair projects is a media and communications organisation that works with animal rights groups both in Australia and Internationally on sculpting their important messages to the widest audience possible. This year at AAF 2012 Fair Projects will be sharing their tips and tricks on video and marketing strategies for Animal Rights. *Warning: May contain some graphic images/videos.*

12.45PM SUNDAY ROOM 3

TIM VASUDEVA (Chief Executive Officer)

Animal Welfare League NSW www.awlnsw.com.au

Enforcing the Prevention of Cruelty to Animals Act: From Puppy Farm Seizures to Piggeries.

I'll provide some vision and photos of some of our recent Inspectors raids, including our most recent puppy farm prosecution and the recent case involving the piggery down near Canberra.

I'll also provide an overview of the current legislative environment in which enforcement of animal welfare laws operate, including:

- The powers (and limitations) of Inspectors;
- Areas where animal protection laws (and the associated court processes) work well and where they don't work well;
- What legislative and regulatory changes we are pushing for in NSW and nationally; and
- What attendees can do to help promote positive change in legislation that applies to animals.

2PM SUNDAY ROOM 1

ANASTASIA SMIETANKA & ELIZA HILL (VIA SKYPE)

UMAPS (University of Melbourne Animal Protection Society)

Animals & Universities - What You Can Do To Help Animals On Your Campus

The University of Melbourne Animal Protection Society (UMAPS) is a club dedicated to campaigning for and advocating the interests of animals at the University of Melbourne. The former and current President will be discussing the Club's aims, campaigns and activities over the last few years as well as exploring our goals for the future. Our two key campaigns have been Conscientious Objection and Cage Free Campus.

You can find more information on our website at www.umapsociety.org or our Facebook 'University of Melbourne Animal Protection Society.'

2.30PM SUNDAY ROOM 1

JESSICA ANAGNOSTARAS-ADAMS

Student Round-table Discussions

Following Anastasia & Eliza's presentation, Jessica will chair the student round-table discussions.

2PM SUNDAY ROOM 2

EMMA HURST

Animal Liberation NSW

For Duck's Sake!

The Dirty Secrets of the Duck Industry and How You Can Make it Change.

For years duck farming in Australia has been shrouded with secrecy. This will be the first insight into the true cruelty of this industry. Undercover footage, veterinarian reports and extensive research reveal the cruelty issues associated with water deprivation, selective breeding, and the general lack of care evident in Australia. Plus, 'how to create a 'killer' campaign'. One enduring assumption within the animal advocacy movement is that when provided with information, people will change their behaviours to benefit animals. While education approaches can be a successful strategy for changing people's minds, education alone doesn't often cause direct changes in behaviour. Learn how to arm yourself with the tools of persuasion and behaviour change. Using the duck campaign as an example, get an inside look into the development of a campaign- background, strategies towards change, and ways to get yourself involved in really creating a difference for these animals.

Emma Hurst is a Health Psychologist and the Campaigns Manager for Animal Liberation. Emma has worked for Animal Liberation for 4 years and has developed extensive media skills and has run several successful campaigns. Warning: May contain some graphic images.

2PM SUNDAY ROOM 3

DOUGLAS LEITH

Animal experimentation presenting the most effective argument

Doug, formerly of Guardians-a group exposing vivisection, has been involved in animal issues, primarily vivisection, for 23 years. Many of us, myself included, have been at times at a loss for words on this issue. Awareness of the failure of vivisection to achieve its claimed objectives now or historically empowers us with an argument just as strong as the argument for veganism. Let us present that to the public.



3PM SUNDAY ROOM 1

MARK PEARSON

Animal Liberation NSW www.animal-lib.org.au

The Continuum Between Soft Welfarism And No Compromise (Which Is Better For Animals Breathing Today And Those Who Will Be Tomorrow?)

Individuals and organizations seriously involved in animals' rights constantly grapple with the continuum between 'soft' welfarism and 'no compromise' and all the aspects in between. It is rare that an individual or organization remains adhered to one position for the entire time of a commitment in the movement. But what is most important – while we struggle with our ideologies – is what is actually happening for individual animals which are impacted upon by our actions and influences. That is – the animals breathing today, who will be breathing tomorrow and who may or may not exist in the future?

Mark Pearson is Executive Director of Animal Liberation in Australia. He is employed full time via funds from the Christina Fitzsimons Trust. Before this he had been Team Leader of the Newcastle Community Mental Health Service in Newcastle and worked as a Clinical Acute Adult Psychiatric

Nurse Specialist. In his current position the main focus is on farm animals – particularly factory farming for the past 18 years and recently kangaroos. Two recent successes have been in relation to sheep and kangaroos. The phase out of the most invasive mutilation of any animal without analgesia – ‘mulesing’ in sheep and convincing the Russian Federation to ban imports of kangaroo meat by exposing inherent cruelty and hygiene problems. He enjoys opera – even trying to sing some- and stopping live export death ships from entering Australian ports.



3PM SUNDAY ROOM 2

KATRINA FOX www.katrinafox.com

How to build rapport and influence people

What is rapport and why is it important and useful for animal activists?

Most of us have experienced the “talk to the hand” reactions of those around us when we’ve tried to engage with them on animal advocacy issues. People are more inclined to listen to your ideas if they feel a connection (rapport) with you. The higher the level of rapport, the more likely you can influence them.

In this 45-minute practical workshop, you will learn and practise techniques such as matching and mirroring, and pacing and leading, which will enable you to quickly build rapport with people, including complete strangers, to maximise opportunities for your message to be heard.

***Katrina Fox** is a freelance writer, editor and publisher on social justice issues (www.katrinafox.com). She has written articles on animal advocacy for a range of mainstream media and niche publications nationally and internationally and is editor-in-chief of alternative media portal *The Scavenger* (www.thescavenger.net). Katrina has recently moved into the field of personal development, working as a life coach and utilising techniques from NLP (Neuro-Linguistic Programming).*



3PM SUNDAY ROOM 3

LEE COATES

CRUELTY FREE SUPER

Cruelty Free Super www.crueltyfreesuper.com.au

Cruelty Free Money

Do you really understand what banks, investment companies and Superfunds do with your money. How vegan friendly is your bank account? Is your retirement funded by financing live exports? Lee will give a sweeping overview of the way the money system works and the things to look out for if you are a vegan or follow a cruelty free lifestyle. Stage one is understanding the system and stage 2 is taking back control of your money.

4PM SUNDAY ROOM 1

PROFESSOR STEVE GARLICK

Animal Justice Party www.animaljusticeparty.org

Animal Justice Party of Australia: A political party for animals

The Animal Justice Party of Australia is Australia’s only registered political party solely concerned with the well-being of animals. Formed in March 2010, the Party is a response to the all-pervasive cruelty to animals that is either supported or ignored by governments throughout Australia together with their feeble attempts to address issues of animal welfare. The Party seeks to take votes away from parties that are unresponsive to the plight of animals in this country and seeks to advance a position with policies that promote animal capability. The AJP will be standing candidates at the 2013 Federal Election.

***Steve Garlick** is founder and president of the Animal Justice Party (AJP). He has professorial positions in spatial economics and applied ethics at several universities and with his wife operates a recovery centre and sanctuary in south-east New South Wales for severely injured macropods and wombats. In 2009, with wife Rosemary, Steve was awarded the Shining World Compassion Award for his work helping Australian wildlife.*

4PM SUNDAY ROOM 2

CLARE MANN

Communicate31 www.communicate31.com

Communicating A Difficult Message When The Steaks Are High

Dealing with your own grief and anger about animal cruelty can be difficult enough but when faced with people who resist, deny, minimise or ridicule the seriousness of the issues, it can be hard to communicate effectively. It can be particularly difficult when the person we are addressing is known to us because we are more likely to have our buttons pressed. A normal response to others minimising the issues can result in us becoming angry, sarcastic, critical or despairing. How do we manage our strong emotions at these times and most importantly, transmute negative emotions into an even more powerful voice for animals? Clare Mann will facilitate an interactive session and provide us with tools and techniques to manage ourselves and others when communicating difficult animal issues.

Clare Mann is a psychologist, best-selling author and communications expert. She is strongly committed to animal advocacy and regularly supports the work of Animals Australia, The World League For The Protection of Animals and other animal advocacy groups. She interviewed twenty two CEOs and senior executives for her new book 'Communicate: How to Say What Needs To Be Said, When It Needs To Be Said, In The Way It Needs To Be Said' (2012), to which Glenys Oogjes, Executive Director of Animals Australia contributed. This has positioned animal advocacy leadership at the centre of organisational leadership.



4PM SUNDAY ROOM 3

LISA GREEN

Vegan Easy Challenge www.veganeasy.org

The Vegan Easy Challenge (VEC) is an initiative of Animal Liberation Victoria where people are encouraged and supported to the 'challenge' of trying veganism for 30 days. This presentation will look at the development of the 'start anytime' challenge, how the VEC works, its effectiveness and how you can be involved.

Lisa Green was involved with the London Vegan Pledge and The UK Vegan Society's Vegan Pledge program while living in the UK. Upon returning to Australia she became involved with the Vegan Easy Challenge helping set up the VEC's mentoring programme and is now the mentor coordinator for NSW, ACT, QLD and the USA.

4.15PM SUNDAY ROOM 3

JESSICA ISON <http://www.criticalanimalstudies.org/> <https://icasoceania.wordpress.com/>

Institute for Critical Animal Studies

ICAS promotes critical animal studies (CAS) initiatives, aims to eliminate the domination and oppression of animals, and to transform higher education into a more inclusive environment. ICAS is an opportunity to intersect CAS philosophy and understanding with activist/activism approaches to nonhuman animal and human animal social change and liberation.



4.30PM SUNDAY ROOM 1

PAUL MAHONY (VIA SKYPE)

Melbourne Pig Save

Paul Mahony is a co-founder of Melbourne Pig Save. He and his fellow co-founders commenced holding regular rallies in Melbourne's CBD during early 2012. Their group went without a name until they heard an inspiring interview with Anita Krajnc of Toronto Pig Save. Anita's approach is based on bearing witness to extreme injustice, and she encourages others to form similar "Save" groups. Paul will discuss the approach of both groups and of others who are following a similar path. Check out the story of Pig Save: <http://vimeo.com/48428670>

SUNDAY TIMETABLE

	Room 1	Room 2	Room 3
8.30	Registration		
9.00	Introduction & Welcome		
9.15	Eliot Ryor (SAFE) SAFE New Zealand	Bec Russo (Positive Change for Marine Life) Shark Finning MAY CONTAIN GRAPHIC IMAGES/ VIDEO	Angela Pollard Animal Law & Education Project: Community Legal Centres & Animal Protection Legal Issues
9.45	Senator Lee Rhiannon (The Greens) Effective Lobbying	Jenny Storaker & Erica Trinder (CatRescue) CatRescue - Trap, Desex, Return; Transport & Networking	Andrea Gordon (Ship Mgr, M/Y Bob Barker) Sea Shepherd Conservation Society
10.15	Nick Cooney (via Skype) Psychology and Social Change: Changing Hearts and Minds	Anna Ludvik (All Creatures) Rural Networking	Phillip Hall (Animal Liberation NSW) Education
10.45			
11.15	Melissa Boyde Australia Animal Studies Group (AASG)	Ward Young & Roy Taylor How we built a functional website & campaign newsletter in 12 hours Wordpress, MailChimp & Google Analytics	Lisa Green Talking to Young People About Animals
11.30	Jackson Turner ATAAC (Aust Teens Against Animal Cruelty)		
11.45	MORNING TEA		
12.00	Ronny Prasad (Personal Development Author) An Animal Activist Mindset	Gerard Wedderburn-Bishop (World Preservation Foundation) Something to Chew on - Food Make or Break Our World	Eliza & Tim (Fair Projects) Video & AR Messaging MAY CONTAIN GRAPHIC IMAGES/ VIDEO
12.45		Tim Vasudeva (Animal Welfare League NSW) Enforcing the Prevention of Cruelty to Animals Act: From Puppy Farm Seizures to Piggeries	Fair Projects: Videos from the past 12 months MAY CONTAIN GRAPHIC IMAGES/ VIDEO
1.15	LUNCH		
2.00	Anastasia Smietanka & Eliza Hill (via Skype) (University of Melbourne Animal Protection Society)	Emma Hurst (Animal Liberation NSW) For Duck's Sake! The Dirty Secrets of the Duck Industry & How You Can Make it Change MAY CONTAIN GRAPHIC IMAGES/ VIDEO	Douglas Leith Animal Experimentation Presenting the Most Effective Argument
2.30	Student Round-table Discussions Chaired by Jessica Anagnostaras- Adams		
3.00	Mark Pearson (Animal Liberation NSW)	Katrina Fox	Lee Coates (Cruelty Free Super)
3.15	The Continuum Between Soft Welfarism & No Compromise	How to Build Rapport & Influence People	Cruelty Free Money
3.45	AFTERNOON TEA (FUNKY PIES)		
4.00	Prof Steve Garlick (Animal Justice Party)		Lisa Green Vegan Easy Challenge
4.15	Animal Justice Party of Australia: A Political Party For Animals	Clare Mann (Communicate31) Communicating A Difficult Message When the Stakes Are High	Jessica Ison Institute for Critical Animal Studies
4.30	Paul Mahony (via Skype) Melbourne Pig Save		AAF 2013 Planning
5.00	Wrap-up Meeting		

Thank you to all our supporters



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Thank you to all the volunteers that organised and helped with the event and the organisers Roy, Anna, and Chay.

And of course thank you to all the fantastic presenters who gave their time

Note: the views and opinions raised at the forum are those of the speakers themselves and do not necessarily reflect the opinions of the Animal Activists Forum team or any associated organisations. Attendees should be aware that some of the content of the presentation may be distressing. Attendees are advised to exercise their own discretion as to which presentations they attend, and the Organisers and associated organisations take no responsibility for emotional distress. Wherever possible, we will endeavour to warn of graphic images, but no responsibility is taken for the material conveyed in the presentation by the organisers or associated organisations of the Animal Activist Forum.