



18-19 OCTOBER 2014  
SYDNEY, AUSTRALIA

## SATURDAY TIMETABLE

Time	Room 1	Room 2	Room 3	Room 4
8:30	<b>Registration</b>			
9:00	<b>Introduction &amp; Welcome</b>			
9:30	<b>All Groups Reviews</b>			
10:00	Mark Hawthorne <b>Animal Liberation Author</b> & Lauren Ornelas <b>Food Empowerment Project</b> Ideas for strategy on corporate campaigns and avoiding burnout (SKYPE)		Katrina Fox <b>Journalist   Author   Publisher   Speaker</b> The importance of storytelling in animal rights activism	Elio Celotto <b>Coalition for the Protection of Racehorses Campaign Director</b> Running a Successful Campaign
11:00	<b>Morning Tea</b>			
11:30	Dr Andrew Knight <b>Associate Professor   Doctor Veterinarian   Author</b> Vivisection: Alternatives to harmful animal use in research, toxicity testing and education (SKYPE)		Clare Mann <b>Communicate 31 Managing Director</b> Breakdown or Breakthrough? Self-Care for Animal Advocates	Malcolm Kilpatrick - President <b>Save Fraser Island Dingoes</b> & Dr Ernest Healy <b>National Dingo Preservation and Recovery Program</b> The Dingo: Native Australian Icon
12:30	Dan Mathews <b>PETA Senior Vice President</b> PETA's Creative Campaigning (SKYPE)	<b>AA Executive Campaign Review Reports (open to all)</b> i. Companion Animals ii. Wildlife iii. Animals in Sport and Entertainment iv. Introduced Wild Animals v. Animal Ethics in Education vi. Animals in Research	Stephen Manson <b>New Zealand AntiVivisection Society Executive Director</b> Stopping Regulatory Animal Testing - A Successful Example	Dan Burke <b>Being a more effective activist</b> Not playing, winning - getting better at what we do!
13:30	<b>Lunch</b>			
14:15	<b>AA Executive Campaign Reports</b> vii. Animals and the Law (Daniel Beecher) viii. Farm Animals 2.20 Animals Australia Staff Presentations a) Lisa Chalk (Communications Director) b) Karen Nilsen (Creative Director)	Mark Pearson <b>Animal Justice Party</b> Animals In Politics – the Global Revolution	Karen Skinner <b>CHANGE.org Director of Campaigns</b> The Power of Online Campaigning	Michael Bayliss <b>Victoria First Vice President</b> Sustainable Human Population
15:00	<b>Animals Australia Presents</b> Glenda Wynyard, Director of Chaos Media Using media for good! – trends, insights and inspiration	Shanti Ahluwalia <b>SAFE New Zealand Campaign Officer</b> Effective Political Advocacy	Bede Carmody <b>A Poultry Place</b> Sustainable activism: How to avoid burn out	Erica Trinder & Jenny Storaker <b>CatRescue</b> Trap, Desex, Return & Running a successful rescue group
15:45	<b>Afternoon Tea</b>			
16:15	Harley Johnstone - The Dorianrider <b>Youtuber Activist</b> The Lucrative Activist Paid By Google - Social Media Tips with Dorianrider "Course Language"	Daniel Beecher <b>Experienced Lawyer</b> & David Risstrom <b>Criminal Defence Barrister</b> Legal Aspects of Animal Activism		
17:30	Event Finish - Please vacate the building by 18:00			

## SATURDAY SPEAKERS

### 10AM SATURDAY ROOM 1

MARK HAWTHORNE (VIA SKYPE)

Animal rights/liberation author – Striking at the Roots and Bleating Hearts

LAUREN ORNELAS (VIA SKYPE)

Food Empowerment Project

Ideas for strategy on corporate campaigns and avoiding burnout

Mark Hawthorne will present from Striking at the Roots to give activists practical tools for avoiding burnout. Lauren Ornelas with Food Empowerment Project will give ideas on effective campaign strategy.

### 10AM SATURDAY ROOM 3



KATRINA FOX

Journalist | Author | Publisher

The importance of storytelling in animal rights activism

The media loves stories. We all love stories. In fact, our brains are hardwired to listen to them – we can't help it. Finding and crafting the stories in our animal rights campaigns is key to bringing people, including the press, on board with our messages and shifting culturally ingrained attitudes towards animals. Vegan journalist, media coach and longtime animal rights advocate Katrina Fox will share tips and strategies on how to share your stories with the world to make a difference for animals.

### 10AM SATURDAY ROOM 4

ELIO CELOTTO

Coalition for the Protection of Racehorses Campaign Director

Running a Successful Campaign

Elio, Campaign Manager for the Coalition for the Protection of Racehorses (CPR) will be talking about his experience in starting CPR from the initial idea through to the formation of the organisation and the planning and running of campaigns. CPR is currently running three campaigns. They are 'Ban Jumps Racing', 'Wastage' and "No More Whips".

### 11.30AM SATURDAY ROOM 1

DR ANDREW KNIGHT (VIA SKYPE)

Associate Professor | Doctor | Veterinarian | Author | Animal Advocate

Vivisection: Alternatives to harmful animal use in research, toxicity testing and education

Some scientists claim animal experiments are essential for advancing human healthcare. Yet thousands of patients have been harmed by pharmaceuticals developed using animal tests. Some claim all experiments are conducted humanely, to high scientific standards. Yet a wealth of studies have revealed that laboratory animals suffer significant stress, which may distort experimental results. Where, then, does the truth lie? How useful are such experiments in advancing human healthcare? How much do animals suffer as a result? And do students really need to dissect or experiment on animals? In this presentation, the author summarises more than a decade of research provided in his recent book, The Costs and Benefits of Animal Experiments, including a review of the alternatives to invasive animal use within biomedical research and toxicity testing. He will begin by describing his own experiences as a veterinary student at Western Australia's Murdoch University from 1997 - 2001, where he successfully campaigned for the introduction of humane teaching methods within the veterinary curriculum.

#### 11.30AM SATURDAY ROOM 3



CLARE MANN

Communicate 31 Managing Director

#### Breakdown or Breakthrough? Self-Care for Animal Advocates

Whether you working in front line advocacy with animals, work tirelessly behind the scenes, or make every effort to influence people how animal's lives cant can be improved, advocacy work can take its toll. The nature of the movement we are part of means we are exposed to images and information that cause us distress. Despite the motivation to continue and support from other advocates, without proper self-care, we risk burnout and won't be able to serve the animals we are there for. In this interactive workshop, Clare will teach us a range of self-care techniques we can adopt as part of a healthy self-care regime. This will include physical, psychological and communication strategies to prepare us for a lifetime of effective advocacy work. Clare Mann is a vegan psychologist, best-selling author and passionate animal advocate. She helps advocates communicate important issues effectively and reaches diverse audiences with the message of animal social justice. She runs regular free webinars for advocates wishing to improve their communication skills (<http://skillsforconversationsthatmatter.com/webinar>)

#### 11.30AM SATURDAY ROOM 4

MALCOLM KILPATRICK & DR ERNEST HEALY

President Save Fraser Island Dingoes / National Dingo Preservation and Recovery Program

#### The Dingo: Native Australian Icon

Save Fraser Island Dingoes Inc. – The ecological,cultural and historical importance of the Fraser Island dingo and current status on the sustainability of the Island population, presented by Malcolm Kilpatrick.

National Dingo Preservation and Recovery Program – The session will provide a brief chronology of dingo conservation efforts and outcomes in Victoria and draw upon this expereince to outline some of the current challenges facing dingo conservation in Australia, presented by Dr Ernest Healy.

#### 12.30PM SATURDAY ROOM 1



DAN MATHEWS (VIA SKYPE)

PETA Senior Vice President

#### PETA 's Creative Campaigning

PETA Senior Vice President Dan Mathews will discuss the 34-year-old organization's provocative campaign tactics, including using nudity to promote a serious cause and working with celebrities—not all of whom are vegan. Dan recently published a widely circulated tribute to Joan Rivers, a famous fur wearer who evolved over the years on animal issues. Dan has been with PETA since 1985, created the iconic "Rather Go Naked Than Wear Fur" campaign,

and has written a memoir, Committed, about PETA's unique strategies that has been published in Australia. Join Dan for a lively discussion of how PETA keeps animal rights a hot topic on a limited budget, and bring your devil's advocate questions for the Q&A.

#### 12.30PM SATURDAY ROOM 3

STEPHEN MANSON

New Zealand AntiVivisection Society Executive Director

#### Stopping Regulatory Animal Testing - A Successful Example

From 2012 until 2014 NZAVS was involved in an ultimately successful campaign to turn a proposed animal testing regime for recreational 'legal highs' to one that excluded any animal testing. The talk will outline the campaign from start to finish and highlight what worked well, what could have been done better and the factors that led to its success.

#### 12.30PM SATURDAY ROOM 4

DAN BURKE

#### Being a more effective activist

#### Not playing, winning - getting better at what we do!

By sharing and discussing some frameworks regarding project planning and execution I hope to uplift the effectiveness of activists work across Australia. Through the application of situation appraisal and decision analysis I will demonstrate robust processes for the planning stage of animal rights actions. Using my experience in the corporate world I will be translating some incident and problem management techniques which will help ensure impact is weighed against importance and urgency to ensure efforts are focused on outcomes and evidence not opinion. Lastly I will be sharing some project management and project lifecycle frameworks which I believe will allow us to be better prepared and more effective when working towards our goals.

#### 2.15PM SATURDAY ROOM 2

MARK PEARSON

Animal Justice Party

#### Animals In Politics – the Global Revolution

At a recent International Conference in Istanbul on Animals in Politics, the Australian Animal Justice Party's presentation received rapturous applause and overwhelming support where the established Dutch Party For Animals believed we are well on our way to having someone voted in to a Parliament here. With the growing number of animal political Parties and more and more people appointed to Parliaments or Governance in Holland and the EU – it is clear this is the new revolutionary arm from animal wellbeing.

#### 2.15PM SATURDAY ROOM 3

KAREN SKINNER

CHANGE.org Director of Campaigns

#### The Power of Online Campaigning

Over 1 million Australians have been part of winning petitions on change.org. This workshop with look at what makes online petitions work, how to most effectively integrate them into your campaign, and how to engage signers in ongoing activities.

#### 2.15PM SATURDAY ROOM 4

MICHAEL BAYLISS

Victoria First Vice President

#### Sustainable Human Population

This workshop is designed to be a facilitated discussion on the impact of human population on other species. Do we need to stop growing or do we just need to change the way we live? This workshop will explore both sides of the argument in a global and local context.

#### 3PM SATURDAY ROOM 1

GLENDA WYNYARD

Director of Chaos Media

#### Using media for good! – trends, insights and inspiration

Glenda will share her knowledge of the evolving trends in media and what triggers drive them, her insights into the best ways to leverage media to promote and market not for profit / charitable organisations and their issues, and will present some (global) 'best in market' examples that could be put into practice locally.

#### 3PM SATURDAY ROOM 2

SHANTI AHLUWALIA

SAFE New Zealand Campaign Officer

#### Effective Political Advocacy

SAFE Campaign Officer Shanti Ahluwalis explores New Zealand's success with sow stalls, legislative loopholes, and the Labour Party Policy.

#### 3PM SATURDAY ROOM 3

BEDE CARMODY

A Poultry Place

#### Sustainable activism: How to avoid burn out

Drawing on 21-years of personal experience in the animal rights movement, this workshop focuses on the stresses and strains an individual can face being part of the movement and shares strategies and tactics to avoid becoming "burntout". Bede Carmody has been involved in social change campaigning since the start of 1994, campaigning on both animal right and human rights. In 2001 he established A Poultry Place animal sanctuary. Since 2003 he has worked as a community organiser with the human rights organisation Amnesty International, a role which sees him working on a day-to-day basis with volunteer activists.

#### 3PM SATURDAY ROOM 4



ERICA TRINDER

CatRescue

#### Trap, Desex, Return - Why it's the most effective method for the control and management of feral cat colonies

Exploring and explaining why Trap, Desex, Return (more commonly known as TNR = Trap, Neuter, Return or Release) works. And why it is not only the most humane method of managing and controlling populations of feral cats, but is also the most effective method - with a view towards long term reduction of the numbers of feral cats. And why the traditional methods of Trap and Kill or Shoot to Kill have repeatedly failed at this long term objective.

JENNY STORAKER

CatRescue

#### Running a successful rescue group - the business and the ethics

To run a successful rescue group, you need to approach it in much the same way as running a successful business. Aside from the rescue part of rescue, you need to have a committed team with skills that cover IT, Marketing, Human Resources, Admin, & Finance. And you need to be able to do this without any paid staff. It's absolutely vital to provide your volunteers with training, clear information & instruction, and consistent & available support.

If you fail to succeed, the repercussions are greater and far more serious than failing in business. There are lives at stake. Sadly we are regularly left to pick up the pieces of rescue groups who failed as they were ill-prepared for the realities of running a rescue group. They then fold suddenly, often leaving 20-50 cats urgently needing placement or they end up being killed back at the pound they were rescued from.

#### 4.15PM SATURDAY ROOM 1



HARLEY JOHNSTONE - THE DURIANRIDER

Youtuber Activist

#### The Lucrative Activist Paid By Google - Social Media Tips with Durianrider

Durianrider aka Harley Johnstone has over 110 million views across his youtube channels and videos. Along with his partner Freelee, they run the world's most active vegan and raw foods website [www.30bananasaday.com](http://www.30bananasaday.com). They now make a living 100% via social media and the internet. In

this talk Durianrider will discuss how to be an even better activist, have more fun, reach more people and potentially make a living out of it!

\*Warning - course language

#### 4.15PM SATURDAY ROOM 2

DANIEL BEECHER & DAVID RISSTROM

Experienced Lawyer / Criminal Defence Barrister

#### Legal Aspects of Animal Activism

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

## SUNDAY SPEAKERS

### 10AM SUNDAY ROOM 1



BRUCE FRIEDRICH (VIA SKYPE)

Farm Sanctuary

#### 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."

### 10AM SUNDAY ROOM 2

HANS KRIEK

SAFE New Zealand Campaigns Director

#### Making progress for animals in New Zealand

After decades of campaigning, the treatment of animals has become an important issue for the New Zealand public. Politicians are starting to take notice and are developing animal welfare policy and appointing dedicated spokes persons. SAFE Executive Director Hans Kriek will discuss a number of the campaigns that contributed to this greater awareness and what the outcomes could be for animals in the future.

### 10AM SUNDAY ROOM 3

SHARI ELLE



The Communication Group Pty Ltd Director

#### Non-Violent Communication: Sustaining Energy to Transform the World

As we strive to achieve justice for animals, we can become disheartened and even ultimately burnt out. Nonviolent Communication (NVC) is a simple but powerful 4 step process to support us to see quickly where we have stuck thinking, about ourselves, others, or the world, and to understand the human motives at the core of what is going on. During this process we can connect directly to the source of Life and access a deeper ability to influence those we seek to affect, creating greater understanding, and hence power, in supporting meaningful dialogue.

Nonviolent Communication is more than just a model of communication, it supports awareness, harmony and incremental possibilities for influence and change. In this session, we will experience how using this connection with Life can sustain and empower our ability to bring about the change we are wanting in the world.

### 10AM SUNDAY ROOM 4

ANGELA POLLARD, MARK PEARSON & SHELLEY LANDMARK

#### Silencing the voices for the voiceless? Ag Gags laws and the threats to animal activism

Angela Pollard

An introduction into Ag-gag laws.

Mark Pearson

Two worlds are now colliding: the machine of secrecy and keeping routine animal abuse practices hidden from public scrutiny VS the robust groundswell of activism which is hell bent on making the unseen seen. From a mobile phone recording criminal activity on a suburban street through to remotely controlled small aircraft (drones) with highly sophisticated surveillance devices – the private fortress surrounding hidden 'accepted' cruelty is collapsing.

Shelley Landmark, ADO

In recent years, there has been a surge of political interest in enacting legislation designed to hinder or 'gag' animal activists by criminalising undercover surveillance and placing controls around covertly obtained footage of animal enterprises. This has culminated in the introduction or proposed introduction of 'ag-gag' laws in South Australia, Western Australia and New South Wales. This presentation will examine some of the key elements of proposed 'ag-gag' laws in South Australia and New South Wales, and discuss the implications of these laws for animal activists, consumers and the general public

### 11.30AM SUNDAY ROOM 1

JAMES WILDMAN (VIA SKYPE)

The Animal Rights Foundation of Florida

#### 101 Ways to Get Into a School: Bringing Veganism into the Classroom

The presentation will look at both the strategies and resources used to bring veganism into a school, and suggestions for creating an effective presentation that will empower youth and adults to make conscious and compassionate choices.

### 11.30AM SUNDAY ROOM 2



TAMMY FRY

Fry's Family Foods Marketing Director

#### Meat Free Mondays: How to market your food choices to others

Often we get disillusioned by humanity. How do we coerce others to join us? And not fight us. How do we teach them to make conscious choices? Without judging them How to be a leader and inspire change. You have a critical job to do. This is how you go about doing it!

### 11.30AM SUNDAY ROOM 4

CYNTHIA BURNETT

Animals Australia President

#### The Anatomy of Successful Social Change Movements

William Moyer, 1933-2002, was an American activist, strategist, theorist, and trainer, whose work supported many peace, civil rights, social justice, and environmental movements. This power point presentation will focus on his Eight Stage Movement Action Plan (MAP). After studying and analyzing successful movements, Bill distilled the actions, processes and attitudes that resulted in success into the MAP - a model that has been used around the world to help social change activists understand and implement the processes needed to achieve their goals. The presentation may assist activist individuals and groups to question where they and their work may fit in this process, understand how they came to reach that point and appreciate what lies ahead in the animal advocacy movement in Australia.

#### 12.30PM SUNDAY ROOM 1

CHRIS DELFORCE

Aussie Farms Operations Director

#### IT Skills for Animal Activists

The guy behind the Aussie Farms websites (Aussie Pigs, Turkeys, Chickens, Ducks, Eggs and Abattoirs) showcases easy technology for building and managing a website and e-newsletter for your campaign or organisation.

Chris will be covering:

- Wordpress & Joomla websites
- Petitions
- Social media integration
- Web hosting and domain names, Mailchimp and Dropbox
- Video hosting (Vimeo, Youtube)

#### 12.30PM SUNDAY ROOM 2

ELISE BURGESS

Voiceless Head of Communications

#### Media strategy: How to make your cause front page news

Engaging with the media is one of the strongest tools for a social justice campaigner. The media can provide an open platform to share your issue, to bring attention to the plight of animals and to question the status quo. But how do you attract the attention of the media? This presentation will look at the importance of a media strategy for animal campaigners, tactics for engaging with hostile media and how to get the coverage you need for your cause.

#### 12.30PM SUNDAY ROOM 4

LYNDA STONER

CEO Animal Liberation NSW

#### Pig Dogging

Pig dogging represents the cruellest and most barbaric form of hunting in Australia. It has a range of associated social, animal welfare and ecological issues. Even within sections of the hunting community in Australia, the activity is considered to be barely acceptable or defensible.

Pig dogging involves the tracking, bailing, pinioning and mauling of wild pigs by specially-blooded dogs. Hunters involved in this "sport" choose to kill pigs with knives so the killing is close. This campaign has been running for 4 years and during this presentation you will hear how it began, evidence gathered and subsequent actions including the police charging a pig dogger this year with cruelty in NSW. You will also hear how you personally can help us get pig dogging banned.

**\*\*Warning:** some of the evidence shown at this presentation is graphic

PHILLIP HALL

Animal Liberation NSW

#### Looking The Part: In Defense Of The Punks, Hippies And Ferals Of The Animal Rights Movement

There is a position often put forward in the animal rights movement that to appeal to the mainstream, activists need to look more mainstream. This talk will examine the merits and pitfalls of this argument, positioning it within the broader framework of subcultures, social change, and intersectionality, ultimately contributing a viewpoint to the debate for those who want to keep their dreadlocks, mohawks, tattoos and piercings.

#### 2.15PM SUNDAY ROOM 1

SENATOR LEE RHIANNON

Australian Greens Senator for NSW

#### The point of lobbying MPs when Parliament fails to act on animal cruelty

People's passion for animal welfare crosses all political persuasions but still progress is slow on ending cruelty to domestic and farm animals as well as Australian wildlife. Lee's talk will explore why MPs are dragging the chain on animal welfare, how animal activists can use parliament, and what history shows us are effective tools is winning change.

Lee will illustrate her talk with two campaigns - end live exports and ban the import of cosmetics tested on animals - to examine why these campaigns that have mobilised mass support have stalled in parliament.

#### 2.15PM SUNDAY ROOM 2

REBEKH LAM

NSW Young Lawyers Animal Law Committee

#### Beginner's Guide to Animal Law in NSW

The talk will provide an overview of the legal framework governing animals in NSW and focus on the Prevention of Cruelty to Animals Act and the Companion Animals Act. Recent examples of the projects that the Animal Law Committee has done will also be discussed. The Young Lawyers' Animal Law Committee is made up of lawyers and law students who are passionate about using their skills to improve the legal protection for animals. Young Lawyers is the peak professional body for law students and newly practising lawyers and has over 15,000 members.

Rebekah Lam is the Chair of the Animal Law Committee, a NSW Co-ordinator for the Barristers' Animal Welfare Panel and a casual director of the Animal Welfare League NSW. When not advocating for animals, she works full-time in a commercial law firm in the city.

#### 2.15PM SUNDAY ROOM 3

JEROEN VAN KERNEBEEK

GREY2K USA Worldwide Greyhounds

#### International collaboration to save Australian greyhounds

Greyhound racing is on the decline globally. In its country of origin, the US, 28 out of 49 dog tracks have closed since 2001. Yet in Australia the industry is still thriving with the result that thousands of dogs suffer confinement, injuries and needless death every year. The tide is rising for the counter movement, but the industry is powerful. What can we learn from campaigns overseas and how can we work together to make Australia catch up with the rest of the pack? GREY2K has 14 years of experience fighting against dog racing in the United States and around the world and is now looking forward to working with colleagues in Australia to give greyhounds the future that they deserve.

#### 3PM SUNDAY ROOM 1

SIMON OXWELL

#### Selfies in the Henhouse: Digital privacy, Metadata and the Activist

The Internet is a fantastic tool for activists and campaigners as both a resource and a communication channel, sometimes best done away from prying eyes, but just how anonymous are you online? This presentation will look at issues around online privacy and security in the context of animal advocacy. How can you be identified on the internet? What information can be legally requested? What tools can be used to minimise risk in online communications? What legislation is currently being proposed and how may it effect you? Simon Oxwell is an IT professional with almost 20 years of experience, having worked in the education, government and private sectors, in Australia and overseas. He has been tackling internet and IT security issues for just as long. He's been involved with various forms of animal and vegan activism for the last 7 years.

### 3PM SUNDAY ROOM 2

ANNE GREENAWAY

Lawyers for Companion Animals

#### Pets and domestic violence, including the role of the police

The aim of the presentation will be to increase awareness of the problem of pets and DV. I will also be providing information about Organisations addressing the problem (here and overseas) with programs etc. I will provide examples of issues facing adult victims, pets and children. I raise concerns about the links between animal abuse and human violence.

### 3PM SUNDAY ROOM 3

ASHLEY AVCI

Sea Shepherd - Cove Guardians

#### Taiji's Bloody Dolphin Trade

Approximately 20,000 cetaceans, consisting of dolphins, small whales and porpoises are killed in Japanese waters every year. In the small coastal town of Taiji, hundreds to thousands of dolphins and small whales are captured and killed each year for the annual dolphin drive hunt. For a staggering six months of every year; September 1st through to the early weeks of March, a group of dolphin hunters herd wild dolphins from the ocean's open waters into a hidden shallow bay. The hunters capture dolphins from the infamous 'Cove,' in order to satisfy the demand for captive dolphins for the entertainment industry.

### 4.15PM SUNDAY ROOM 1



EMMA HURST

Animal Liberation NSW Campaigns Manager

#### Social Norms Theory for Effective Campaigning

Social norms theory aims to understand the environment and interpersonal influences (such as peers) in order to change or maintain behaviour. Social norms media campaigns are often funded by industry and are effectively used by industry to make veganism and animal rights a fringe group. This talk will break down case studies of industry uses of social norms theory campaigns to explain how they work and why they may be effective, and will then go on to explain how the same theory can be used for animal rights- rather than against.

### 4.15PM SUNDAY ROOM 2



LISA GREEN

VeganEasy.org

#### Vegan Easy Challenge - 5 years of changing lives

This November marks the 5th year of the 30 Day Vegan Easy Challenge initiative by Animal Liberation Victoria. Since 2009 almost 10,000 people from all over the globe have signed up to take the Challenge and the popularity of the programme keeps growing. Come along and find out

about how the Challenge has grown, some of the challenges we've faced, how you can be involved and some of our new initiatives for our 5th year.

## SUNDAY TIMETABLE

Time	Room 1	Room 2	Room 3	Room 4
8:30	Registration			
9:00	Introduction & Welcome			
9:30	All groups review			
10:00	Bruce Friedrich Farm Sanctuary Effective Advocacy: Stealing from the Corporate Playbook (SKYPE)	Hans Kriek SAFE New Zealand Campaigns Director Making progress for animals in New Zealand	Shari Elle The Communication Group Pty Ltd Director Non-Violent Communication: Sustaining Energy to Transform the World	Angela Pollard, Mark Pearson & Shelley Landmark Silencing the voices for the voiceless?  Ag Gags laws and the threats to animal activism
11:00	Morning Tea			
11:30	James Wildman The Animal Rights Foundation of Florida 101 ways to get into a school: Bringing Veganism into the classroom (SKYPE)	Tammy Fry Fry's Family Foods Marketing Director Meat Free Mondays: How to market your food choices to others	DISCUSSION WORKSHOP  Dealing with Conflict & Resoluton Panel Discussion	Cynthia Burnett Animals Australia President  The Anatomy of Successful Social Change Movements
12:30	Chris Delforce Aussie Farms Operations Director IT Skills for Animal Activists: Websites, email lists and other IT skills for beginners	Elise Burgess Voiceless Head of Communications Media strategy: How to make your cause front page news	Speakers: Shari Elle, Glenys Oogjes, Hans Kriek & Stephen Manson  (Chaired by Angela Pollard)	Lynda Stoner CEO Animal Liberation NSW Pig Dogging *Warning - graphic images  Phillip Hall Animal Liberation NSW In Defense of the Punks, Hippies and Ferals of the Animal Rights Movement
13:30	Lunch			
14:15	Senator Lee Rhiannon Australian Greens Senator for NSW The point of lobbying MPs when Parliament fails to act on animal cruelty	Rebekah Lam NSW Young Lawyers Animal Law Committee Beginner's Guide to Animal Law in NSW	Jeroen van Kernebeek GREY2K USA Worldwide Greyhounds International Collaboration to save Australian Greyhounds	DISCUSSION WORKSHOP  Student Roundtable  (Chaired by Phillip Hall)
15:00	Simon Oxwell IT Expert Selfies in the Henhouse: Digital privacy, metadata and the Activist	Anne Greenaway Lawyers for Companion Animals The problem of pets and domestic violence	Ashley Avci Sea Shepherd - Cove Guardians Taiji's Bloody Dolphin Trade	
15:45	Afternoon Tea			
16:15	Emma Hurst Animal Liberation NSW Campaigns Manager Social Norms Theory for Effective Campaigning	Lisa Green VeganEasy.org Vegan Easy Challenge - 5 years of changing lives	Pop up discussion	AAF 2015 Planning  (Please attend if you wish to volunteer in 2015)
17:00	Wrap-up Meeting			
17:30	Event Finish - Please vacate the building by 18:00			

*Thank you to all our supporters*



Thank you to all the volunteers that organised and helped with the event and the organisers.  
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.