



**STOP LIVE
EXPORTS**
CARE • CONNECT • CHANGE

2025

Supporter Impact Statement

A Report on Our Shared Victory &
The End of Live Sheep Export

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About Us

Stop Live Exports represents the majority of Australians who think live animal export is cruel and needs to end.

We want to see the live animal export trade replaced with a progressive and ethical alternative that looks after producers and their farm animals too.



Stop Live Exports is run by a Volunteer Management Committee with a wide range of professional and business skills and, at times, is supported by consultants who are committed to our cause. We are also supported by a dedicated group of volunteers.

We are caring members of the community that represent the majority of Australians who don't want animals to suffer unnecessarily.

Our supporters come from all walks of life including professionals, tradies, kids, grandparents, meat-eaters, non-meat-eaters, city slickers, country dwellers and everyone in between.



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A Message from the President

It Is Done.

After decades of relentless advocacy, of standing on docks in the scorching sun and pouring rain, of writing letters until our hands ached, of raising our voices when it felt like no one was listening – it is done.

The cruel, archaic, and unnecessary live sheep export trade has a legislated end date: **May 1, 2028.**

It's hard to find the words to express the profound significance of this moment. This victory is not just a policy change; it is a fundamental shift in our nation's conscience. It is a declaration that the suffering of animals for marginal economic gain is no longer acceptable.

But let us be unequivocally clear. This victory does not belong to a committee. It does not belong to a handful of advocates.

This victory is yours.

It belongs to every single person who signed a petition, attended a rally, donated a dollar, shared a post, and dared to believe that a kinder world was possible. It was forged in your passion, your persistence, and your unwavering compassion.

This document is a tribute to that journey and a celebration of what we, together, have achieved. Thank you, from the bottom of our hearts, for standing with us and for the animals.



President, Stop Live Exports
Lisa Baker



The Journey of Persistence

The final victory in 2025 was not a sudden event, but the culmination of years of strategic, unrelenting pressure. The last five years, in particular, saw our community mobilise like never before, laying the final groundwork for this historic win.

2020/21

Stop Live Exports Annual Human Chain along the Stirling Bridge in Fremantle sends a clear, visual message of opposition to the ships of shame.

2022

Despite millions of dollars invested in improving the disaster-plagued industry's reputation, Polling shows 7 in 10 Aussies oppose live export

2023

44,000 signatures collected by RSPCA for Parliamentary Petition to end live sheep export

2024

Finally, Australia's Senate passes the Export Control Amendment (Ending Live Sheep Exports by Sea) Bill 2024 into legislation.

2025

Keep The Sheep Here Election Campaign ensures a federal government committed to the ban is elected, securing the legislated end date of May 1, 2028.



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Building Unstoppable Momentum

Our strategy was simple: be everywhere. We maintained a constant, visible presence that politicians and the industry could not ignore. Through heatwaves and winter chills, our dedicated volunteers ran stalls at the Hyde Park Festival, the Perth Vegan Expo, and local events like the Perth Makers Market. Each conversation, each t-shirt sold, and each petition signed added another voice to our chorus demanding change.

Bearing Witness:

We never stopped fighting for the voiceless. When we received reports of cattle being loaded in extreme heat at Fremantle Port in late December 2024, we were there to bear witness and condemn the systemic failures that allow such cruelty to persist. These actions reinforced the urgent need for an end to the entire live export industry.

Every rally, every market stall, and every email to an MP built the wave that finally broke down the walls of political indifference and secured this legislative victory



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Keep The Sheep Here: Unity for Sheep

As the 2025 federal election loomed, we knew the live export industry and its political allies would launch a desperate, last-ditch effort to overturn the legislated ban. To counter this, we needed a campaign that was clear, powerful, and unified.

Together with our valued partners—**RSPCA Australia, Animals Australia, and the Australian Alliance for Animals**—we launched the #KeepTheSheepHere campaign.

This wasn't just a slogan; it was a comprehensive political strategy with a central, positive message. The campaign created a powerful public hub at keepthesheephere.com.au, which served to:

- **Empower Voters:** We armed the public with clear, factual information, contrasting the declining, cruel live trade with the thriving, humane, and more valuable local sheep meat processing industry.
- **Cut Through the Noise:** Through targeted digital advertising, a high-impact mobile billboard roaming Perth, and easy-to-understand political scorecards, we ensured our message reached voters in the most critical electorates.
- **Present a Better Future:** The campaign masterfully framed the issue not as a loss, but as a choice between a cruel past and a kinder, more prosperous future for both Australian farmers and animals.

The #KeepTheSheepHere campaign was the ultimate expression of our collective power. It demonstrated that when the animal welfare movement stands together, we can successfully defend our progress and secure a compassionate future.



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AUSTRALIAN
**Alliance
for Animals**

**Animals
Australia**
for a *kinder* world

Holding Power to Account



STOP LIVE EXPORTS SUPPORTER REPORT 2025

We kept the pressure on at a political level. We consistently called out the WA Government for the four-year delay in modernising the state's outdated Animal Welfare Act, supporting petitions and campaigns to expedite this crucial review. This demonstrated our commitment to protecting animals at every stage of the supply chain.

When the 2025 Federal Election was called, we were ready. Our campaign was swift, targeted, and effective:



We designed and distributed thousands of Political Party Scorecard Stickers and Flyers, empowering the public to make an informed choice at the ballot box.



Thanks to our incredible donors, a mobile billboard carrying the "Keep the Sheep Here" message circulated through Perth, ensuring our campaign was seen by tens of thousands.



Our passionate supporters held a peaceful and powerful Counter-Convoy event in Perth, showing the true depth of community support for the phase-out, dwarfing the industry's protest.



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The Heart of Our Movement: YOU

Stop Live Exports is not just an organisation; it is a community powered by individuals. Every success we've had is a direct result of **your** actions.



CAROLE-ANN PRIEST
Animal Advocate



BOBBY KERR
Paradise Pastures



VICTOR BILLET
Maritime Trade NZ



VICKI STEGGALL
SLE Monthly Donor



ONDINE SHERMAN
Voiceless



RACHELE CLARKE
Til' The Cows
Come Home



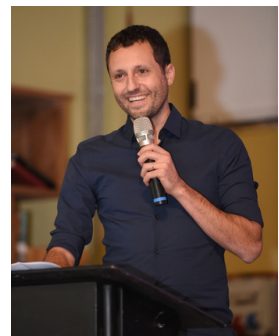
CRAIG BACO
Paradise Pastures



LOUISE WARD
FOUR PAWS Aus



DR JED GOODFELLOW
Australian Alliance
for Animals



SHAHAR DAYAN
Animals Now



ELOSIE SHAVELAR
Compassion World
Farming



YARON LAPIDOT
Israel Against Live
Exports



DR SUE FOSTER
Vets Against Live
Export (VALE)



MICHELLE TABERER
Stop Live Exports SA



TRACEY & FRASER PATERSON
Grassroots
Advocates



You Showed Up

You stood with us at countless rallies in Fremantle, holding signs high and chanting for change. You created a sea of compassion at our Counter-Convoy event, proving that love for animals will always be louder than industry greed.

You Used Your Voice:

You signed every petition, turning them into undeniable proof of public will.

You wrote heartfelt, personal emails and made calls to your MPs, ensuring they knew this issue was a priority for their constituents.

You Were Our Digital Army:

You shared our posts, reaching hundreds of thousands of people we couldn't have reached alone. You changed your Facebook cover photos, creating a unified online movement. You bravely engaged in online discussions, armed with facts from our "MYTH vs FACT" sheets, countering industry spin with the truth.

You Funded the Fight

Your donations, no matter the size, were the fuel for our campaign.

You paid for the billboard that roamed Perth, the flyers we handed out at stalls, the website that served as our campaign hub, and the signs we held at rallies.

This victory is a testament to the power of grassroots, supporter-funded advocacy





Looking Ahead: The Fight Continues

The legislated end to live sheep exports is one of the most significant animal welfare achievements in Australian history. We must take a moment to celebrate this incredible win.

But our work is not over.

While sheep will soon be safe from the horrors of live export ships, hundreds of thousands of cattle continue to be exported every year, enduring the same horrific conditions of heat stress, disease, and brutal slaughter overseas.

The victory for sheep has shown us that change is not only possible, but inevitable when a compassionate community stands together. We must now use this momentum to build a future where NO animal is forced to suffer on a live export vessel.

What's Next?



We turn our attention to all other animals that are exported from Australia each year. We will expose the suffering they endure from heat stress and inhumane slaughter and build a case for this cruel trade to end.



We will continue to work hand-in-hand with likeminded organisations. Our united front is our greatest strength, allowing us to present a powerful, strategic, and undeniable case against all live export.



We will create new educational materials, host more community events, and run powerful digital campaigns to ensure every Australian understands the cruelty inherent in all live export trades.



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Power Our Future

Our members and volunteers are the foundation of everything we do. As we look to the future, we invite you to become a core part of the next chapter.



Our volunteers and members are the reason we have won. They are the dedicated people who have powered every rally, every campaign, and every step forward.



Your membership provides the stable, ongoing funding we need to plan long-term campaigns, conduct vital research, and keep the pressure on, month after month.

Every member helps us build the power we need to take on the entire live export industry, ensuring we have the resources to fight for a future where no animal suffers on these ships.

Become a Member



Postal Address

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