



voiceless 
the animal protection institute

DONOR

IMPACT

REPORT

2021

Imagine a world in which
animals are treated with
respect and compassion.

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Voiceless acknowledges the Traditional Custodians of the land on which we work, the Gadigal people of the Eora Nation, and we pay our respects to Elders past, present and emerging.

DEAR FRIENDS AND SUPPORTERS OF VOICELESS,

We are proud to report that the past twelve months have been action-packed, exciting, and successful in achieving our objectives.

This year's activities are outlined in the pages to come and we are delighted to share them with you. They include, for example, the creation of our [Animal Protection Education](#) (APE) high-school educational resources including [Comparing Cruelty](#) which was based on the newly updated [Voiceless Animal Cruelty Index](#) (VACI). And, another highly successful Animal Law Education Workshop.

We are proud to have Voiceless Patrons, the Hon. Michael Kirby AC CMG and Dr. Jane Goodall DBE, contribute to our work in

2021 through their writings for the [Voiceless Blog](#). They are truly inspirational. I also want to acknowledge the hard work of our entire team and the pro-bono help we have received this year from our network of generous supporters.

We are at a time of transition. Before I explain our new strategy for the coming years, I first want to take a moment to ask you to join us in celebrating several highlights from the past.

For me personally, these have included hiring Australia's first animal lawyer in 2004; establishing the country's first national grants program dedicated to growing animal protection; publishing numerous reports and exposés on legalised animal cruelty which were quoted in parliament and

the national media, and used by advocates to create reform; engaging the world's leading animal lawyers and experts for national speaking tours; creating gold-standard educational materials for high school students and receiving fabulous feedback from both teachers and youth. And so much more.

Thinking back over the last 18 years, memories come flooding. I do hope you enjoy the flashbacks from members of our wonderful Voiceless team and Board of Directors at the end of this report.

In November this year, we announced a change in strategy, pivoting into strategic philanthropy with the creation of a [Grants Program](#). This new direction, outlined on page 28, will enable

Voiceless to operate in a more streamlined, cost-effective manner with 100% of public donations going directly towards our animal protection objectives.

I am proud and thankful that the Sherman family will cover all administrative costs from 2022 allowing maximum impact for animals through our grants recipients. We so appreciate our community of donors who will add vital funds to this program.

In 2022, we will announce the recipients of the inaugural grants as well as the process and criteria for the 2023 program. My father, Brian Sherman AM and I, along with our Board of Directors and Grants Advisors, are looking forward to investing in the most strategic projects.

Our ultimate aim is to create paradigm-shifting, foundational change for animals, leading to a world in which they are flourishing, have legal rights as persons, not property, and are respected as having inherent value as subjects-of-a-life.

We thank you again for supporting us along our journey and look forward to sharing our highlights and successes with you in the years to come.



Ondine Sherman
Co-Founder and Managing Director

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OUR ULTIMATE
AIM IS TO CREATE
PARADIGM-SHIFTING,
FOUNDATIONAL
CHANGE FOR ANIMALS.

HIGHLIGHTS

VOICELESS ANIMAL CRUELTY INDEX

The Voiceless Animal Cruelty Index (VACI) tracks the animal welfare performance of 50 countries, with Australia shamefully ranking equal last. The VACI was first published in 2017, with the latest update released earlier this year revealing little improvement across the countries sampled. Together, these countries account for almost 80% of the world's farmed animal population. We are proud to report that the VACI was recently introduced into the Victorian Parliament to raise awareness of Australia's consistently poor performance.

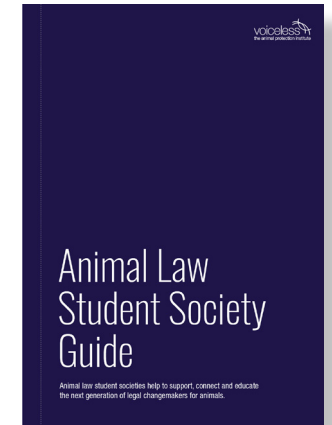


COMPARING CRUELTY APE

To accompany the recent update of the VACI, we produced a suite of educational resources to help students understand how animal cruelty can be measured and compared between countries around the world. Resources include an animated explainer video, glossary, quiz, lesson plans and worksheets. The lessons cover a broad range of subject areas, including geography, design and technologies and civics and citizenship. These lessons will form part of our soon to be released Factory Farming suite of resources exclusively available on Education Perfect.

ANIMAL LAW EDUCATION STUDENT GUIDES

This year we produced two animal law guides to support Australian law students to get more involved with animal law - the Animal Law Careers and Volunteering Guide and Animal Law Student Society Guide. It is our hope that these guides will inspire, inform and educate the next generation of legal changemakers for animals. We are proud to partner with the University of Tasmania Student Environment and Animal Law Society and the University of New South Wales Animal and Environmental Law Society to officially launch the guides in early 2022.



COMPARATIVE FARMED ANIMAL WELFARE AND THE LAW

In collaboration with the Bond University Centre for Professional Legal Education and the Center for Animal Law Studies, Voiceless created a suite of comparative animal law materials. These resources encourage students to engage in comparative analysis of the laws addressing farmed animal welfare in Australia and the USA. We were honoured to have Dr Raj Reddy create a fascinating video lecture for the resources, discussing the myriad ways the legal framework in the US fails to protect farmed animals.

ON THE BLOG

The Voiceless Blog is a hub of opinions, news and analysis covering key topics in animal protection, animal law, education and cruelty-free living. Here are the top six blogs you loved the most in 2021!



IMPACT BY NUMBERS 2021



ALMOST **100K**
VISITORS TO THE
VOICELESS WEBSITE



38% INCREASE
IN TEACHERS ACCESSING
OUR ANIMAL PROTECTION
EDUCATION (APE)
RESOURCES



OVER **1600 HIGH SCHOOL**
STUDENTS REACHED VIA
OUR APE RESOURCES ON
EDUCATION PERFECT



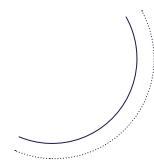
20K VIEWS ON OUR HOT
TOPICS PAGES SPANNING
LIVE EXPORT, BATTERY HENS
AND FACTORY FARMING



ALMOST **30 NEW APE**
RESOURCES RELEASED,
INCLUDING VIDEOS, FACT
SHEETS AND LESSON PLANS



80% OF AUSTRALIAN
ANIMAL LAW COURSES
ARE NOW USING VOICELESS
EDUCATIONAL RESOURCES



ANIMAL PROTECTION EDUCATION HIT ITS STRIDE IN 2021

Voiceless works to educate and inspire a new generation to think critically and make positive changes for animals. This year our [Animal Protection Education](#) (APE) program reached new heights, engaging 500 schools and almost 2000 students.

In 2021, we continued our mission to encourage and inspire high-school students to think critically about animal protection by creating professional educational resources for high-school teachers to use in the classroom.

We progressed our burgeoning relationship with EdTech leader, Education Perfect, in order to bring APE to thousands of students throughout Australia and New Zealand.

We are proud to have been the leading organisation dedicated to bringing timely, relevant and curriculum-aligned animal

protection education material to Australian high school teachers and their students.

Over the past 5 years, APE has grown to become an exciting online, interactive library of educational material. We've spoken to high school students across the country, attended educational conferences to share our work, hosted webinars and encouraged teachers to see the importance of teaching animal protection education in their classrooms.

We strongly believe in the power of education to spark change, and although 2021 will see our

education program winding down, APE will continue to live on through our partner platforms and as an online library of educational resources via our website.

We thank our supporters for their generosity in assisting us to create and grow the APE program, enabling students across Australia to think critically about animal protection and become future visionaries and changemakers.

VOICELESS ANIMAL PROTECTION EDUCATION IN 2021

The APE program continued to create and share engaging Animal Protection Education resources in 2021.



Released our comprehensive [APE resources on the live export industry](#), including an explainer video, fact sheet, lessons plans, teacher guide, worksheets and quizzes.



Submitted to the National Australian Curriculum Review to encourage the inclusion of animal protection education into the national high school syllabus.



Hosted a Year 10 work experience student in the Voiceless office who shared our passion for animal protection.



Launched '[Comparing Cruelty](#)' - a suite of educational resources linked to the [Voiceless Animal Cruelty Index](#) (VACI) encouraging students to consider how animal cruelty can be measured and compared across 50 countries.



Co-presented a global webinar for high school teachers on 'Students as Environmental Changemakers', hosted by our friends at Composer in collaboration with The Global Oneness Project, World Savvy and High Resolves.



Reached over 533 schools and 1600 students across Australia and New Zealand via our collaboration with Education Perfect.

“

IT IS ABOUT MAKING WELL-ROUNDED
CITIZENS WHO MOVE OUT INTO THE
WORLD AND HAVE THE ABILITY TO THINK
CRITICALLY AND MAKE RESPONSIBLE
DECISIONS.

- SHARYN, DRAMA, LOTE AND ENGLISH TEACHER, NSW



THE VOICELESS TEAM READING THROUGH OUR WIDE RANGE OF APE RESOURCES.

ANIMAL LAW EDUCATION ON THE RISE ACROSS AUSTRALIA

Voiceless believes that animal law education is a powerful tool to ensure the interests of animals are protected across all areas of society. Over the past five years, the Voiceless [Animal Law Education](#) (ALE) program has worked to educate and inspire the next generation of legal changemakers.

Since its establishment in 2017, the ALE program has created a range of free online and professionally developed educational materials for animal law educators and students. We are proud to report that Voiceless ALE resources are now used in almost all of Australia's

animal law courses, including Bond University, Macquarie University, University of NSW and University of Technology Sydney.

Although the ALE program is coming to a close, through our ALE partners and the Voiceless website our educational

resources will continue to be shared across the world. The legacy of the ALE program will be upheld by our new Grants Program's strategic investment in impactful animal protection initiatives focused on strengthening and growing the crucial field of animal law.



VOICELESS ANIMAL LAW EDUCATION IN 2021

The ALE program continued to provide much-needed support to the Australian animal law community in 2021.



Co-hosted the eighth annual Animal Law Education Workshop with our ALE partners at the Bond University Centre for Professional Legal Education and the Center for Animal Law Studies.



Delivered guest lectures to animal law courses and animal law events across the country on important issues, including animal rights, live export and animal law reform.



Provided legal volunteering and Practical Legal Training opportunities for law students.



Produced two animal law student guides providing information on how to create animal law student societies at universities, and how to forge a career in animal law in Australia.



Sponsored the annual ANIMAL Moot, as well as Animal Law subject prizes at Griffith University and University of Technology Sydney.



Continued to support animal law organisations, including the Australasian Animal Law Teachers' and Researchers' Association and the Animal Law Institute.



Created a suite of [comparative animal law resources](#) with our ALE partners exploring the similarities and differences between farmed animal welfare protection in the US and Australia.



“

VOICELESS HAS PROVIDED THE ANIMAL LAW INSTITUTE WITH UNWAVERING SUPPORT, PARTNERSHIP AND COLLABORATION OVER THE YEARS. WE FEEL SO LUCKY TO HAVE FOUND LIKE-MINDED, INTELLIGENT AND COMPASSIONATE KINDRED SPIRITS WHO BELIEVE IN THE POWER OF THE LEGAL SYSTEM AND EDUCATION TO BE A FORCE FOR GOOD FOR ANIMALS.

- ANIMAL LAW INSTITUTE



OUR LEGAL COUNSEL DR MEG GOOD DELIVERED GUEST LECTURES TO ANIMAL LAW COURSES ACROSS AUSTRALIA AND THE US.

THANK YOU TO OUR SUPPORTERS, COLLABORATORS AND FRIENDS

Voiceless wholeheartedly appreciates the dedication, commitment and support of our wonderful Voiceless community. Your invaluable contributions and belief in our vision of a world where animals are treated with respect and compassion are a key reason we can continue our important animal protection work. Your unwavering support has never gone unnoticed, and we are honoured to have you by our side as we work towards a kinder world for animals.

A warm thank you to our [Board of Directors](#) for your contributions over the years. Your efforts will always be indispensable to our work and vision. A heartfelt thank you to our [patrons, ambassadors and community](#) for your dedication and generosity in supporting our cause. We feel so honoured to have your loyalty and faithful trust in our work. Thank you deeply for the contributions made by our [Scientific, Education and Legal Advisory Councils](#). Your irreplaceable expertise and advice ensured our work was published to the highest standard.

We take a moment to acknowledge the deep loss of [Dr Bernard Rollins](#), an esteemed philosopher, ethicist, author, animal advocate and longtime member of the Voiceless Scientific Expert Advisory Council.

Thank you to our education partners, colleagues and friends; [Bond University Centre for Professional Legal Education](#), [Center for Animal Law Studies](#), [SAFE For Animals](#), [Education Perfect](#), [High Resolves](#), [Composer](#) and the [Humane Education Coalition](#). We will always be filled with gratitude to you for helping our education programs reach their fullest potential.

Thank you to our hardworking and dedicated colleagues at [Eurogroup](#)

[for Animals](#), the [Aquatic Animal Alliance](#) and the [Aquatic Life Institute](#) for supporting our vision and building a more robust animal protection movement across the globe.

A sincere thank you to our pro bono supporters; [Bio Distributors](#), [Nova Press](#), [City Desktop Training](#), [Jo-Anne McArthur](#) and [QR Solutions](#). Your dedication to our work by donating your services and skills ensure our work for animals can continue to flourish. We also send our deepest gratitude to [EthicalJobs.com.au](#) for their generous matching campaign and fundraising efforts and to [Dr Bronner's](#) for supporting our work through their All-One Australia Initiative grant. Your kindness and commitment to our vision has helped expand our reach and introduce us to important new audiences across the world.

Thank you to all of our [legal volunteers, interns, teachers and students](#) who have assisted our education programs. Your support and hard work are invaluable to our team.

Thank you to the whole of [Sherman Group](#), who support the Voiceless team every day, creating a workplace atmosphere like no other.

AN ENORMOUS THANK YOU TO OUR GENEROUS VOICELESS DONOR COMMUNITY.

YOUR CONTRIBUTIONS AND LOYALTY TO OUR VISION AND MISSION MEAN THE WORLD TO US. BECAUSE OF YOUR SUPPORT, WE CAN CONTINUE TO WORK TOWARDS A WORLD WHERE ANIMALS ARE TREATED WITH KINDNESS, COMPASSION, AND RESPECT.

THANK YOU FROM THE BOTTOM OF OUR HEARTS.

18 YEARS ON HIGHLIGHTS AND MEMORIES

We asked our team and directors to share highlights and memories from our last 18 years.



Dr Meg Good, Senior Program Manager and Legal Counsel

“ My personal Voiceless highlight was attending the Voiceless Awards back in 2012. The Awards were an inspiring event, bringing together so many wonderful people in the animal protection movement. I had flown up from Tasmania to receive a grant from Voiceless to run Tasmania’s first animal law conference. The award was a crucial catalyst for my journey into animal law, starting me on the path that eventually led me full circle to my current role as Legal Counsel at Voiceless. I am one of many animal lawyers in Australia who can trace their involvement in the area back to Voiceless. Events like the Voiceless Awards and the Voiceless Animal Law Lecture Series put animal law on the map in law schools across the country, which directly led to the establishment of animal law courses at universities. As a result, today every year hundreds of Australian law students learn about this crucial area of the law, and they take this understanding with them into their future careers. This is an incredible legacy, and the impact that Voiceless has made on the evolution and growth of animal law in Australia cannot be overstated.



Ashleigh Rumpler, Grants Coordinator and Donor Relations Manager

“ I was offered a Program Analyst role that was specifically created and offered to me after my internship at Voiceless. I had followed Voiceless’s work for many years prior to my internship, with animal protection being the core reason I went to university. This is why being offered this new position was a huge milestone. As someone who has been in the animal protection movement for over seven years, when I was welcomed into Voiceless and recognised for my hard work, it felt like I had finally found my home in the workplace. Since then, I have only felt this sense of belonging and commitment to the animal protection movement even more. I will always be grateful to Voiceless for seeing my potential and nurturing my growth as I develop my skills and expertise.



Jeffrey Masson, Board Director

“ My highlight was meeting the man who was to become my closest friend: Brian Sherman, and to hear about how he and Ondine had their lives changed by a single conference in Los Angeles. Which in turn changed many other lives. That has stayed with me and always will.



Emile Sherman, Board Director

“ Sometimes the greatest impact happens slowly. When we look back at the last 18 years, the highlight for me has been the relentless, tireless and good humoured energy that the Voiceless team has brought to advocating for animals, and seeing the slow but very steady and growing awareness of animal rights and welfare in society. Voiceless’s impact has been profound.



Katrina Sharman, Board Director and former Voiceless Legal Counsel

“ Coverage in a mainstream Australian paper marked an important moment for Voiceless - highlighting the importance and legitimacy of animal law as an emerging field. My favourite opening words of an article came from Susannah Moran’s [Animal rights raises the bar](#) (Aug 5, 2006): "Some lawyers secretly complain their clients are pigs but it's a claim only former Minter Ellison senior associate Katrina Sharman can truly make. She recently swapped her litigation practice for a general counsel role at Voiceless, an animal protection group established by businessman and Channel Ten director Brian Sherman. "Pigs are very smart animals, they exhibit physical disorders such as stress," she says. "A lot of people don't associate those characteristics with farm animals." Sharman is one of a small but growing number of lawyers practising animal law." My favourite moment was during the Voiceless Animal Law Lecture Series [opening](#) at the University of Sydney in May 2009. The Hon. Justice Michael Kirby AC CMG took the stage to launch one of Australia's first animal law text books "Animal Law in Australasia" and started by declaring that he was "Very angry at Voiceless for giving [him] only 10 minutes to launch such a highly provocative, upsetting, energising, angry rational book." He went on to speak for over 20 minutes during which he noted that "being upset is the beginning of the journey to solutions." Justice Kirby subsequently became and remains an honorable patron of Voiceless.



Helen Leung, Sherman Group and Accounts for Voiceless

“ I remember when Voiceless provided a grant for the publication of a report regarding ducks kept in farms. Elaine came to us to check the Chinese translation of the document. I learnt that water is so important to duck's health. They are kept indoors and they don't normally get to swim in open water. It was disturbing when I saw the photos of deformed ducks. And it makes me wonder, if every kid was taught in school about animal welfare, how different the world would be. Would humans be more compassionate to all animals and maybe to each other too?



Sarah Margo, Board Director and former Voiceless Legal Counsel

“ Top three highlights:

1. The Animal Law Lecture Series I attended made an indelible impact on me. The substance and quality of these lectures lifted the bar for discussion of animal protection in Australia, not to mention the esteem held for each speaker doing groundbreaking work in the space.
2. I was so proud to see Voiceless's kangaroo billboards and campaign in such unmissable dimensions all around Sydney - and the number of conversations it provoked with people in my everyday life who had not previously engaged with the topic was astonishing.
3. Those golden moments of realisation with students. When I was working as Voiceless's Animal Law & Education Manager, a number of times, with both my university and school-aged students, I was fortunate to witness a moment of clear understanding or revelation about our relationship with animals. I truly believe it is those moments- sudden, crisp and obvious - that can change the course of people's lives and values.



Dr Dror Ben-Ami, Board Director and Kangaroo Advocate

“ One of my best Voiceless memories was in 2010 at Sydney Town Hall where I had just returned from Russia and had the opportunity to announce that they were going to uphold the ban on kangaroo products. I was elated. It was a decision based on years of advocacy that Voiceless had funded and supported.



Dr Gene Sherman AM, Sherman Family

“ An outsized, live pig, ushered into Sherman Galleries by Pam Ahern from Edgar's Mission was accompanied by actor Hugo Weaving (whose presence was prompted by an in-depth, in-flight conversation with Brian). The pair were recruited by Voiceless to help encourage media around the horrors of factory farming - in particular with regard to Australia's beyond cruel exploitation of pigs.
Said pig, Daisy, happily spreading her enormous girth across the pristine Sherman Galleries floor, added a critically important message to the artwork on the walls. For a brief moment an animal was steering the conversation. The question remains – where and who were the listeners?



Ondine Sherman, Voiceless Co-Founder

“ Standing in front of a large crowd of people, microphone to my mouth, speech in hand, heart palpitating... these are my memories from our yearly Voiceless Awards. Despite my fear of public-speaking, I always took a moment to pause, to breathe. Being present in a room full of 'animal people', those who felt passionately about their rights and liberty, who, just like me, wanted to see an end to their human-induced suffering, was powerful beyond words. I treasured those moments and they fueled my belief that, yes we can make a difference.



Lily Yuan, Sherman Group Accountant

“ I have worked for Brian for over thirty years now and remember when he first spoke passionately about setting up an animal-focused charity early in 2004. I honestly could not have imagined how quickly and meaningfully Brian and Ondine were able to effect so much change. I still remember vividly sitting in a packed lecture with guest speakers talking about animal rights. I am blessed and honoured to have been part of this journey, able to see in closeup how much the Sherman family has contributed, committed and donated to the cause so consequentially.



VOICELESS CO-FOUNDER AND MANAGING DIRECTOR BRIAN SHERMAN HOLDING AN ORPHANED JOEY AT THE VOICELESS ANIMAL LAW LECTURE SERIES IN 2009.

“

I REMEMBER WHEN WE SAT DOWN FOR OUR ANNUAL FULL-DAY DISCUSSION AND REVIEW OF GRANTS APPLICATIONS IN 2012 WHICH WAS ALWAYS AN EXCITING AND CHALLENGING AFFAIR AS WE HAD TO GO THROUGH TENS OF INSPIRATIONAL PROJECT DESCRIPTIONS. I WAS STRUCK BY ONE PARTICULAR RESEARCH PROJECT THAT INVESTIGATED HOW CHICKENS TALK TO ONE ANOTHER. UNTIL THAT MOMENT, ALTHOUGH PASSIONATE ABOUT PROTECTING ALL ANIMALS FROM SUFFERING, I HAD NEVER REALLY CONTEMPLATED THE FACT THAT THEY WEREN'T AT ALL VOICELESS. ANOTHER VISCERAL MOMENT FOR ME WAS HOLDING, FOR THE FIRST TIME, AN ORPHANED JOEY IN MY ARMS. THE WONDERFUL KANGAROO ACTIVIST, MARYLAND WILSON BROUGHT HER TO ONE OF OUR PRESTIGIOUS ANIMAL LAW EVENTS AS SHE WAS BOTTLE-FEEDING HER 24/7. CONNECTING WITH A BABY KANGAROO IS A MEMORY I WILL NEVER FORGET.

- BRIAN SHERMAN, VOICELESS CO-FOUNDER

2022 AND BEYOND

January 2022 will see the dawn of a new year, a new Voiceless, and a journey towards a brighter world for animals.

Voiceless is delighted to announce that we are creating a new national Grants Program, **becoming the leading grant program for animal protection in Australia**. The annual \$120,000 funding pool will add to Voiceless's previous \$1.5 million of grants that helped capacity-build the animal protection movement from 2004-2017 and support sanctuaries in 2019-2020.

Our aim is to continue to advance animal rights as well as leverage, empower and strengthen the animal protection movement, including critical areas such as humane education, animal law and policy reform.

The inaugural grantees have been confirmed and their details will be publicly announced next year through

our communications channels. Information about open application processes for the 2023 grants program will be released later in 2022.

The Voiceless Grants Program will be overseen by Voiceless Co-Founders, Ondine Sherman and Brian Sherman AM, along with a new Grants Advisory Committee comprised of some of Australia's most prominent animal lawyers, scientists and advocates as well as the Board of Directors.

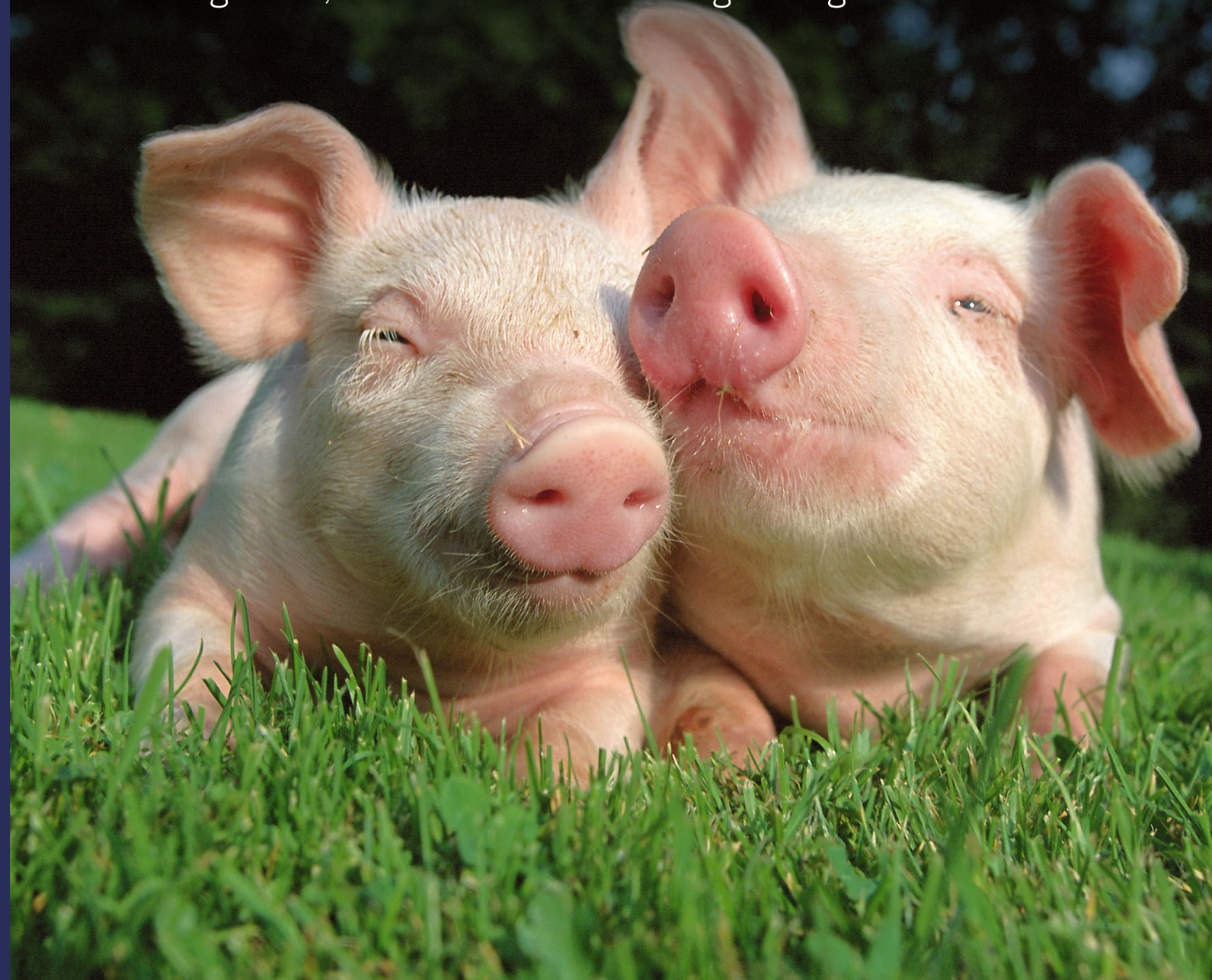
Funding for the Grants Program will come from you, our generous community of donors, as well as the Sherman family. All donations will be directed towards the grantees and remain in line with Voiceless's vision and objectives.

Over the course of 2022, we will be updating our website to fully reflect the Grants Program's categories, processes and criteria. Please stay tuned – we are looking forward to engaging with our networks and community of supporters.

With your continued support, Voiceless will strategically fund the most impactful and vital animal protection initiatives, those which have the greatest potential to make major, positive change to the lives of animals.

Please find more information on our new [Grants page on our website](#) and do not hesitate to contact us if you would like to become a part of this powerful initiative by joining Voiceless as a donor or providing support through pro-bono assistance.

We are excited to share this journey with you and, together, create real and lasting change for animals.





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