



"When there is a void of information it will be filled"



Only Labor will end live sheep exports - it's the right thing to do. Stand with us: www.alp.org.au/act_on_live_exports



397 146 comments 79 shares



"Now, the industry and the government are paying attention and starting to act. Not to stop the systemic cruelty, and not even to engage with the Australian public by opening an honest discourse about what's happening to animals.

They are acting by imposing draconian laws aimed at curbing the further release of damning footage, and punishing those whistleblowers who seek to obtain or publish it, or even speak out against it in any way that upsets the social order and causes a... See more



10DAILY.COM.AU
Fine Us If You Must, But Vegan Activists Will Never Stop Raiding Aussie Farms



the animal cruelty,
the toll taken on the environment,
the food and water fed to livestock
while people starve..



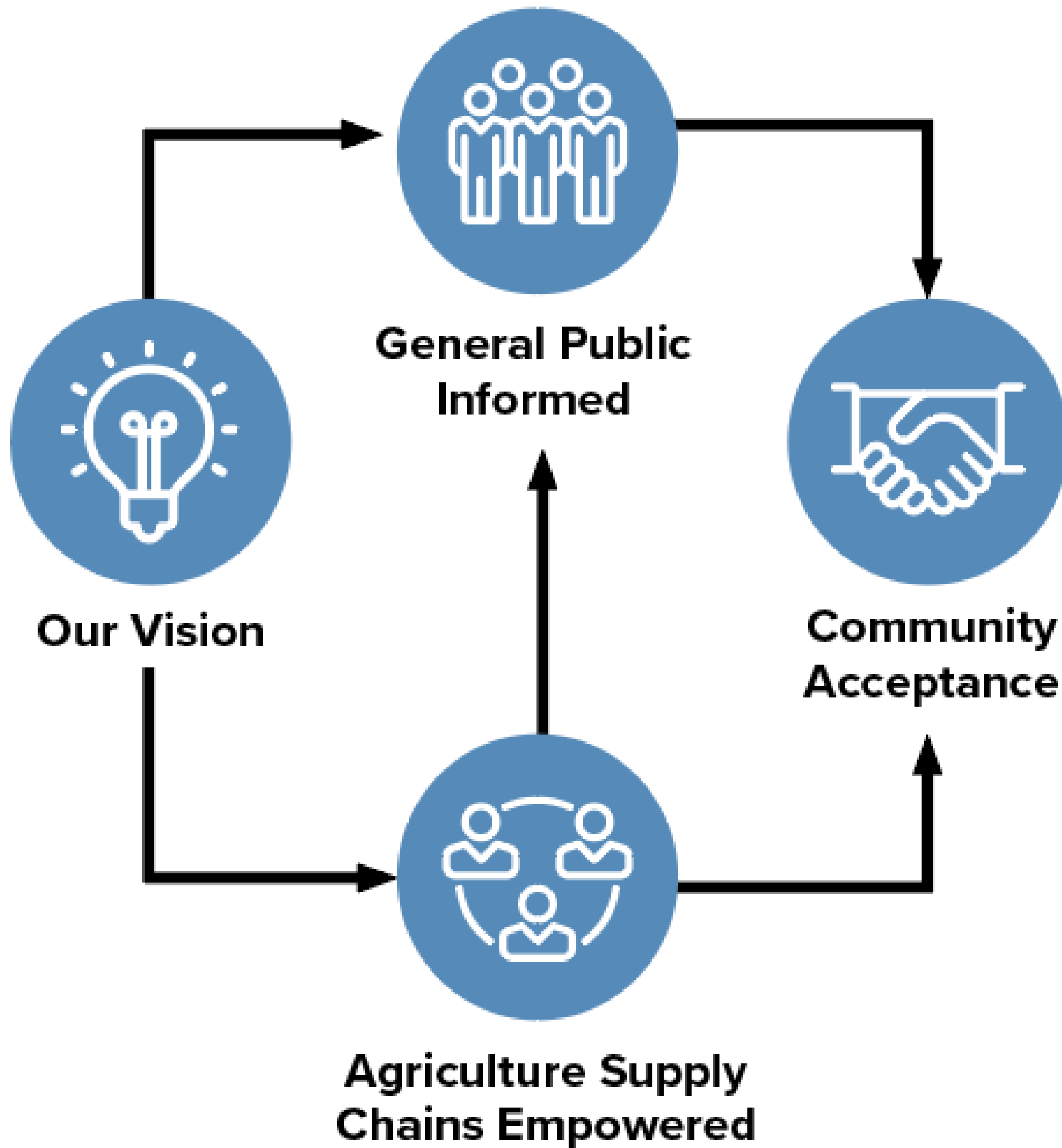
Meat's just not worth it.



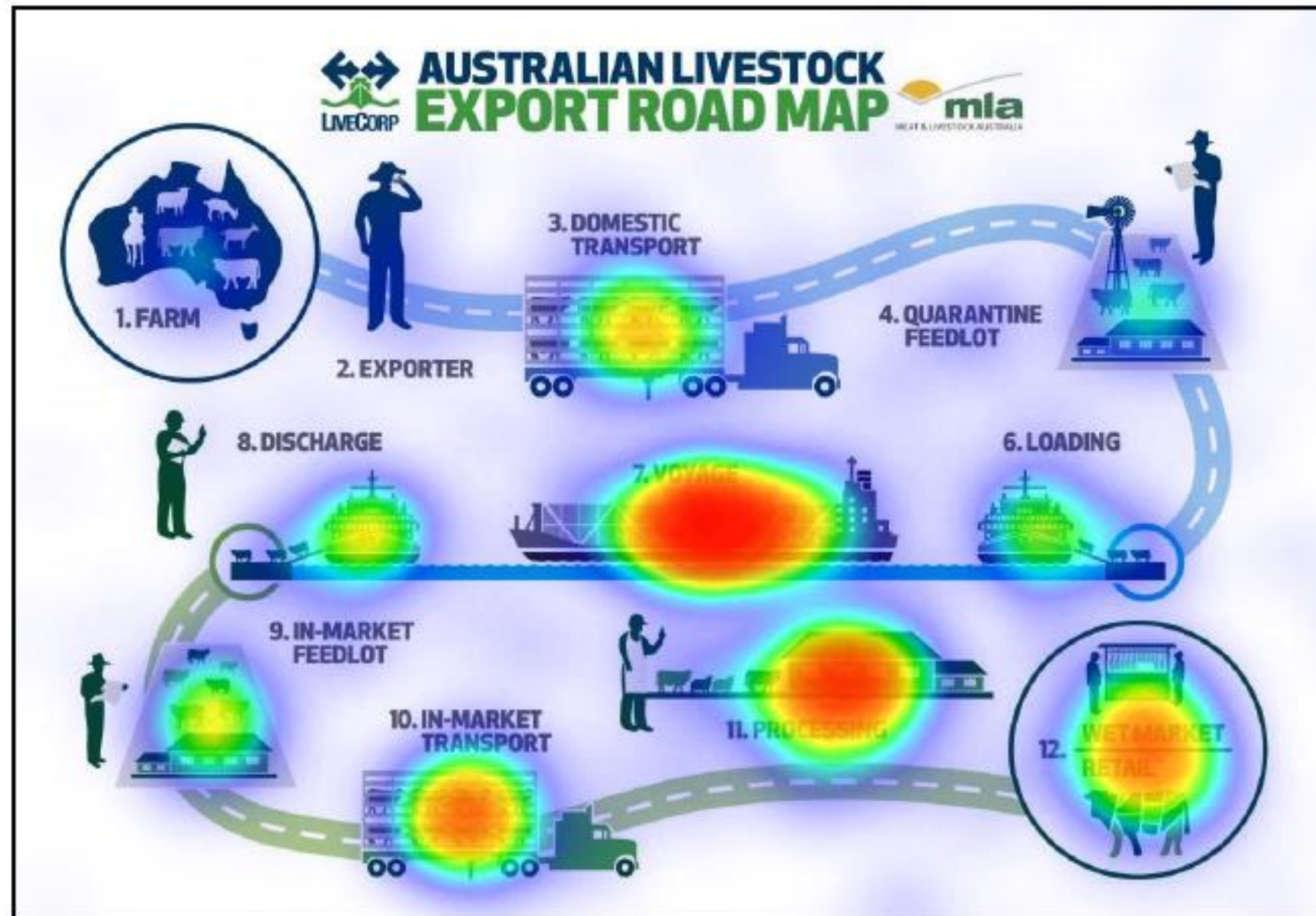
URGENT ACTION NEEDED - LIVE EXPORT
There are just hours left to speak up for Aussie sheep, and stop their suffering in September live exports.
The Department of Agriculture's consultation on the heat stress regulatory conditions for live sheep exports in September and October closes at 3pm today... See more







AREAS OF CONCERN





TLC200 PRO 2019/03/02 13:30:42



GLOBAL VISIBILITY PROJECT

+300

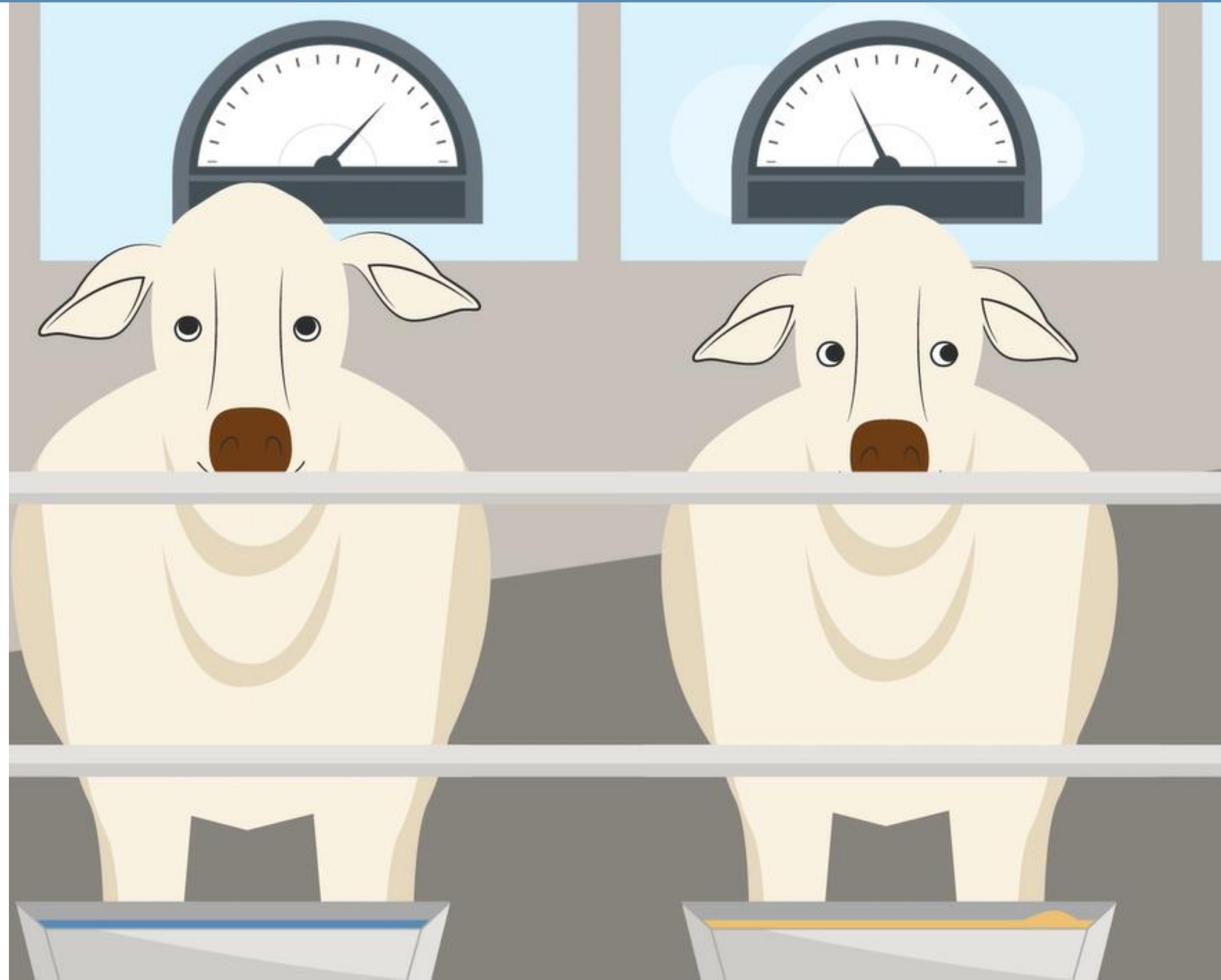


We've taken more than 300 media, politicians, students & supply chain participants through the live export supply chain.



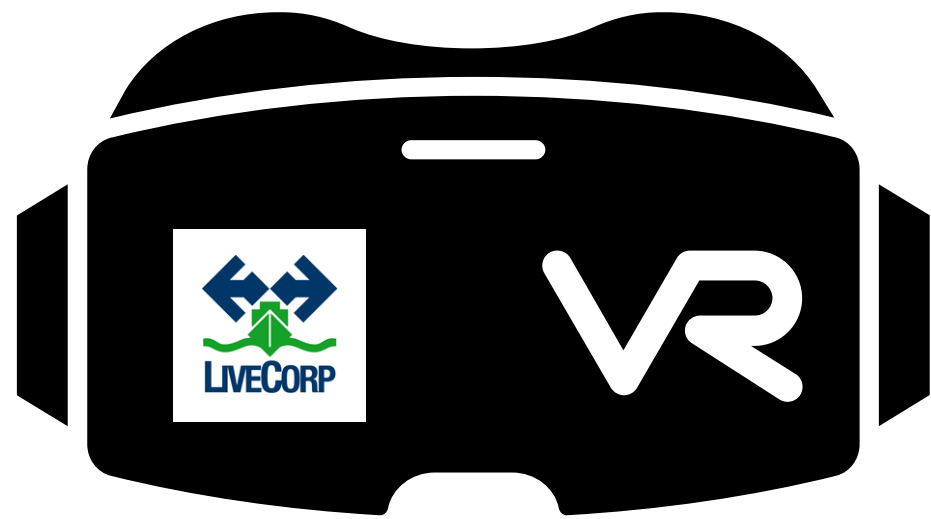
TRUST DRIVER - REGULATION

How can we communicate on technical topics, such as regulation?





VR GOGGLES



The conversation has changed.





UNITING THE MESSAGE





EMPOWERING THE SUPPLY CHAIN



I contribute part of my motivation to stepping up into this new role to you all - The Livestock Collective. You are all so committed to improving our animal industries and building the capacity of the people within it. It is truly inspiring."

- Barb Madden, Livestock Leader and ALFA President

**When an industry isn't
talking most people
assume it has
something to hide**



What one industry does impacts peoples opinions of all rural industries – don't distinguish between livestock, grain, horticulture etc



**People who know someone in
a rural industry are more
likely to trust the industry**





TARGET AUDIENCE

Breaking out of the echo chamber.





THE POWER OF CONVERSATIONS

Conversations are visible & people are forming opinions all the time.



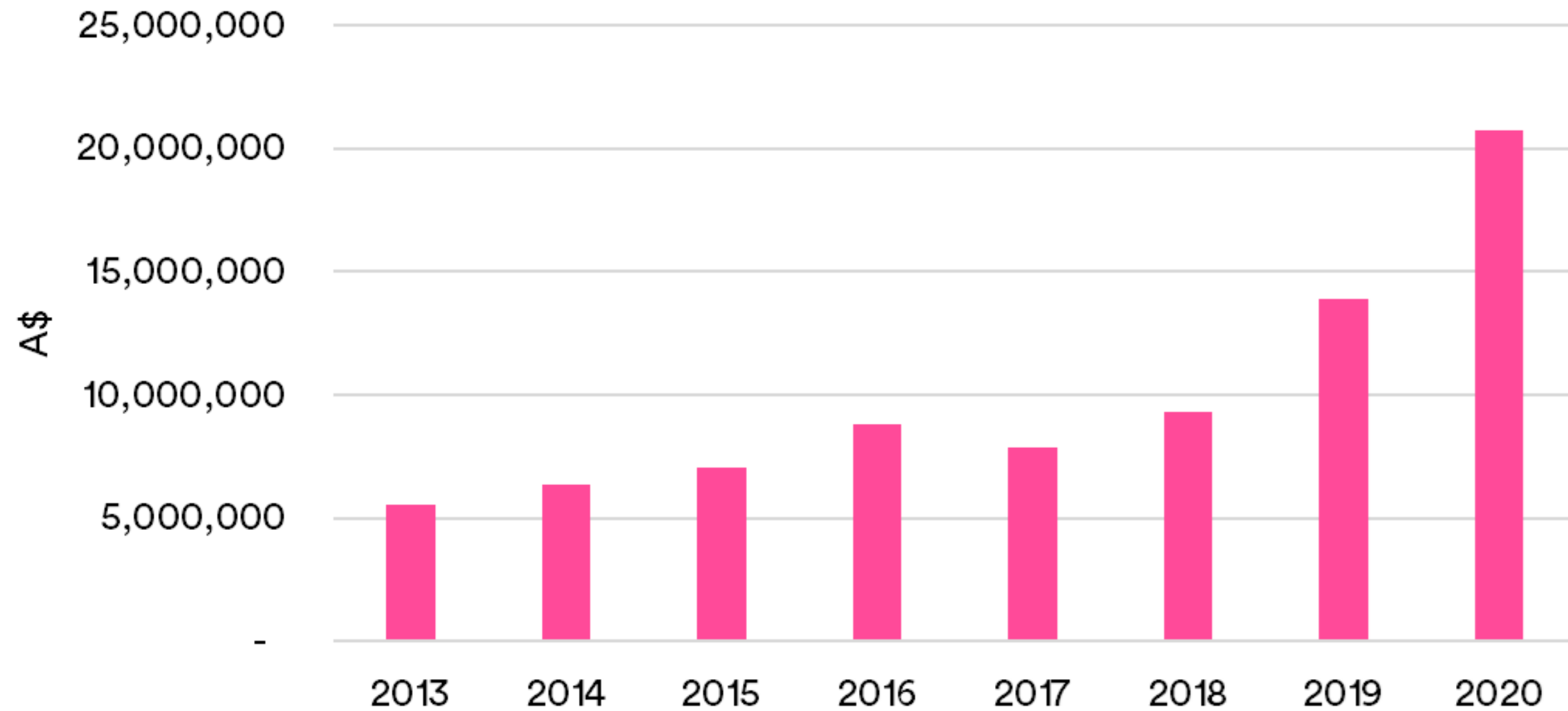
FULLY SUPPLY CHAIN ENCOMPASSING

THE Agricultural COLLECTIVE





Animals Australia - annual income



Source: Animals Australia

“Alleviate suffering on the widest possible scale by reducing the number of animals in food systems and the suffering of animals who remain in food systems.”

- Animals Australia

THE ADVERSITY WILL CONTINUE



We **don't lend to** organisations that use **intensive animal farming systems** like battery caged hens and sow stalls, or organisations that **export live animals**.

We are the first bank in Australia to say we will avoid lending to the live export and intensive animal farming industries, a position which 74% of our customers support.



“

*The footage
was shocking
to everyone.*

**A crises event
undermined an entire
industry overnight**





"A challenge for agricultural industries is to understand which signals of social licence-induced change are from the mainstream and which reflect the extremes of public opinion. It can be expensive to undertake activities to maintain social licence, but much more expensive and even prohibitive to regain it once it has been lost."





10+ YEARS INTO THE FUTURE...

**Where will we be in 10
years time?**



Scan to Subscribe!

When there is a void of information it will be filled,
Together, we can forge a compelling future for the industry.

Subscribe to the Collective Community as a:

Subscription Type	Price / Year
BUSINESS	\$1000 / YEAR
SUPPLY CHAIN PARTICIPANT	\$350 / YEAR
STUDENT	\$50 / YEAR

Subscribe online now!



For more information on subscription packages visit: <https://www.thelivestockcollective.com.au/subscriptions>

