



Earning Trust: a collective response



LIVEXchange November 2025 :
HOLLY LUDEMAN



**More is missed by not
looking than not
knowing.**

Dr Thomas McCrae





**More is missed by not looking
than not knowing**

Clinical Signs



Prognosis





**More is missed by not looking
than not knowing**

Live export was my gateway to the world.

Industry was proactive, innovative and
supportive.

I applied the same veterinary mindset to a
different kind of diagnosis.





More is missed by not looking
than not knowing

Clinical Signs

History

Diagnostic Tests

Diagnosis

Treatment

Management

Prognosis



[Updated] Poll: A Majority of
Australians Reject Live Export



Australian Labor Party 22 September 2018 · Like Page

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

Scott Morrison's reshuffle takes live exports off the agenda
- Sydney Morning Herald, 28 August 2018

THE LIBERALS HAVE TURNED THEIR BACKS ON ANIMAL WELFARE.

397 146 comments 79 shares



Aussie Farms 2 hrs ·

"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.

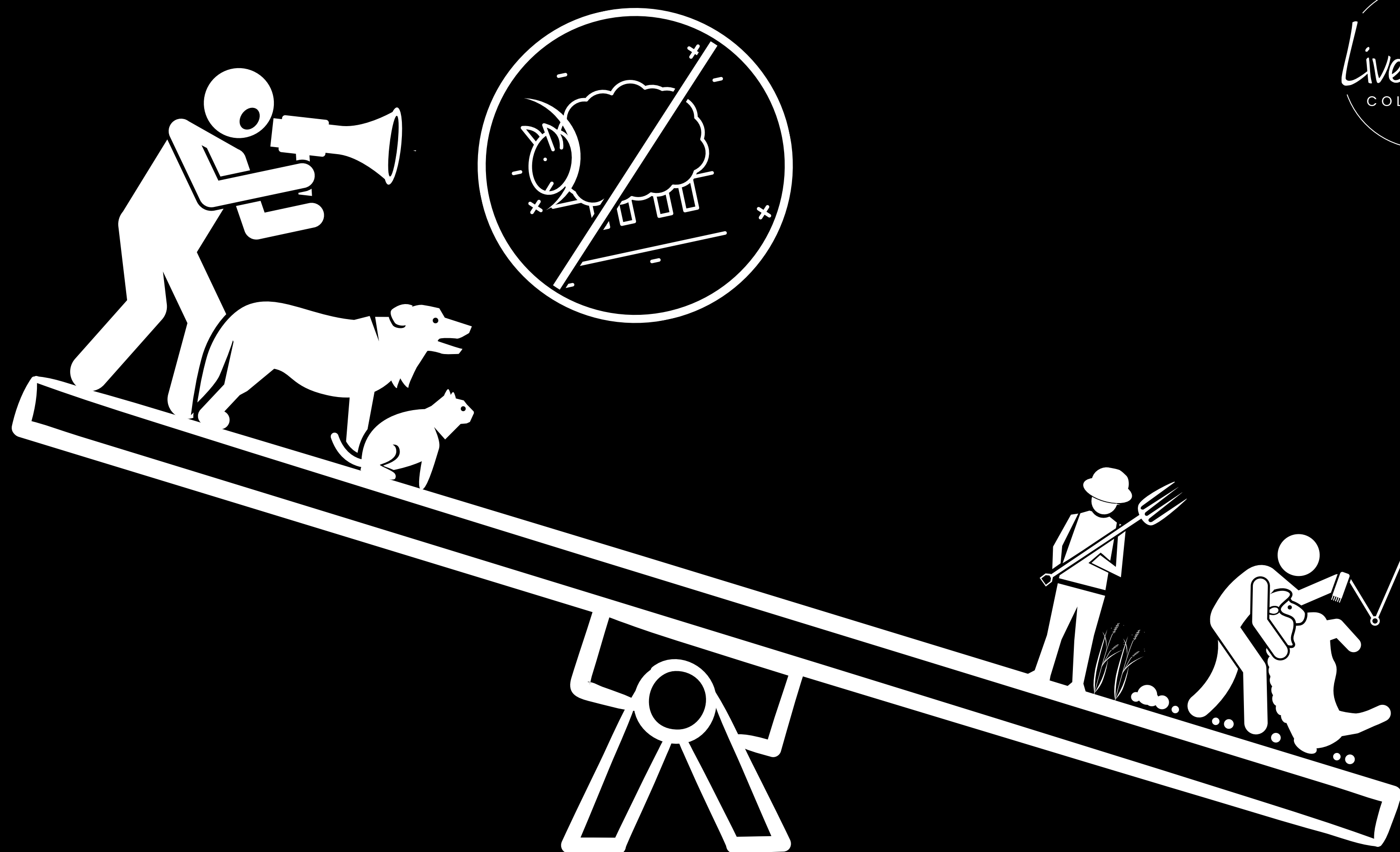


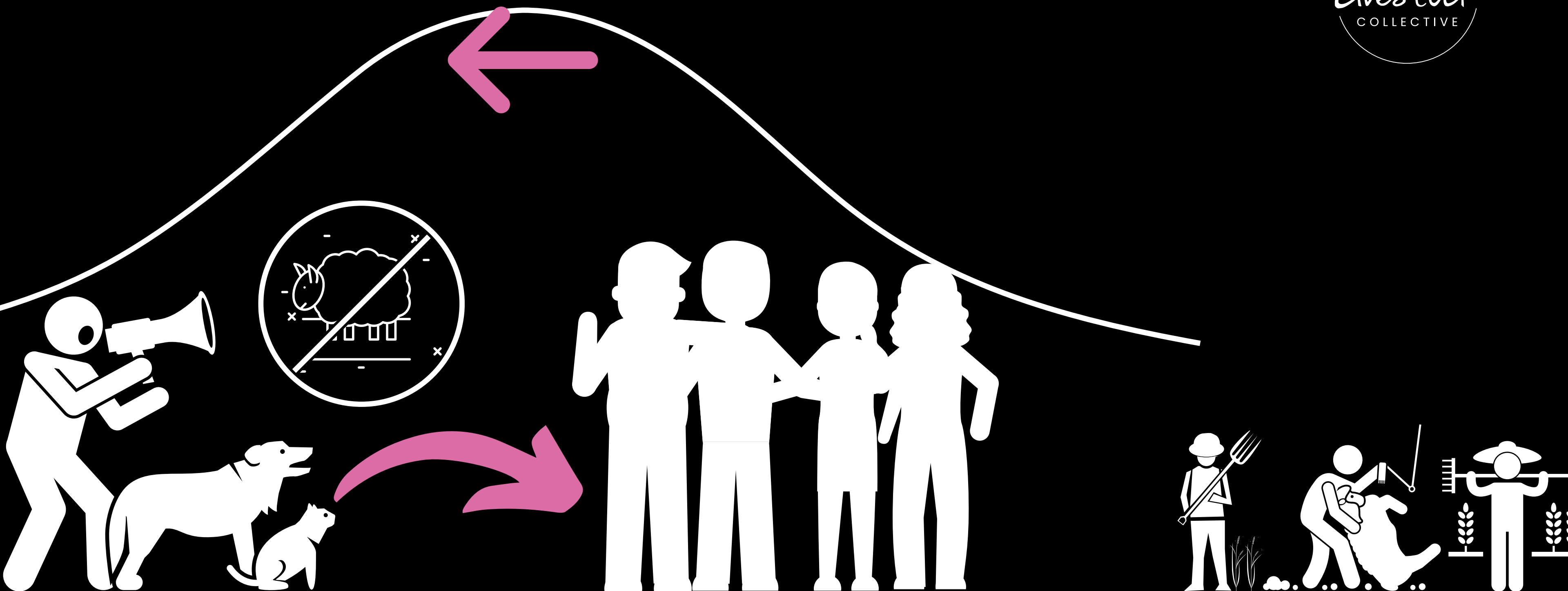
RSPCA Australia 22 July at 11:05 ·

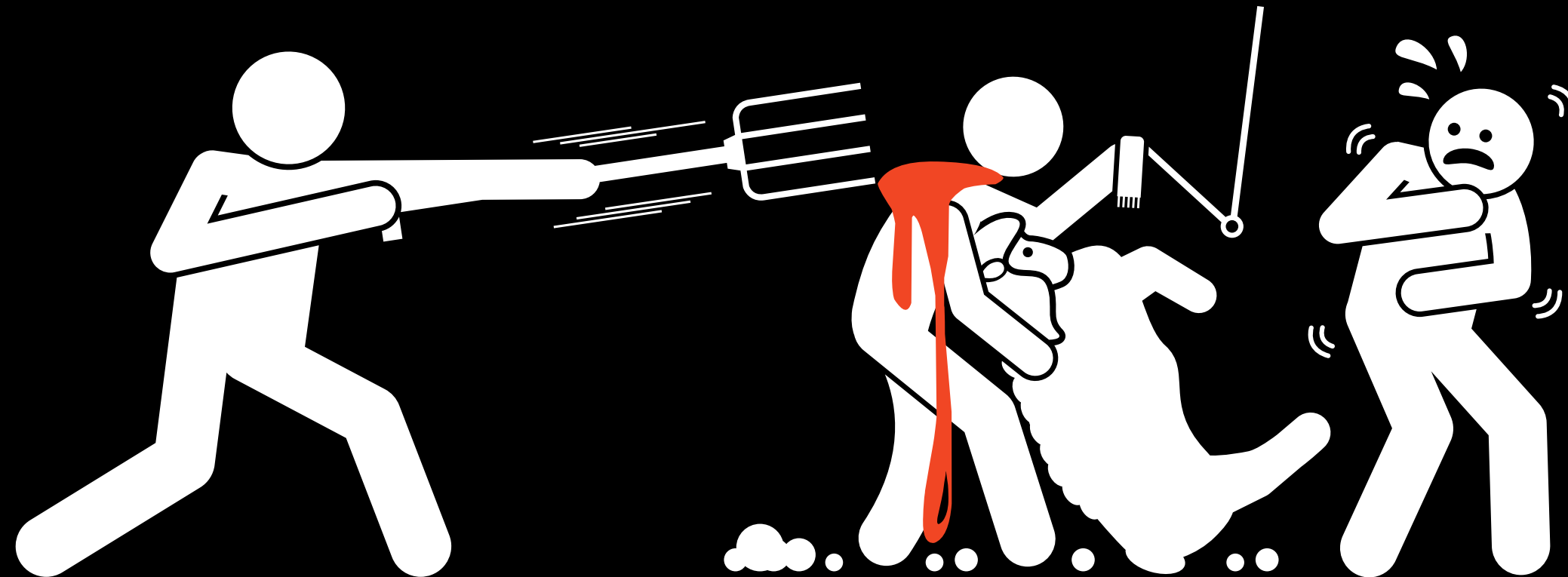
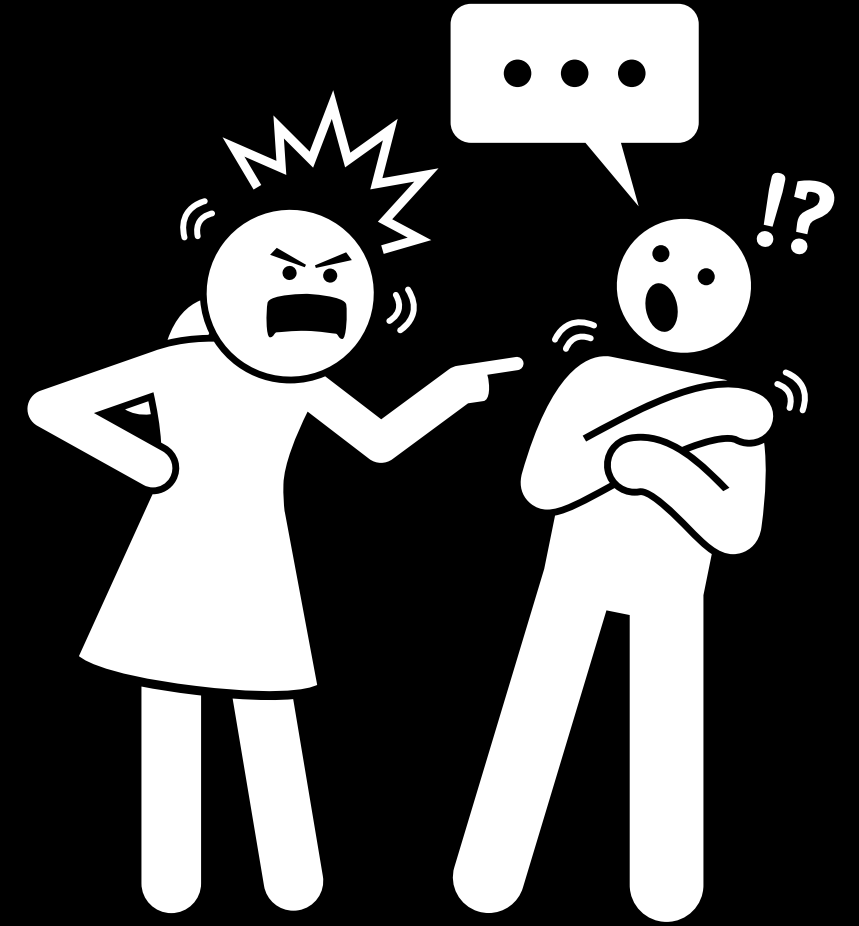
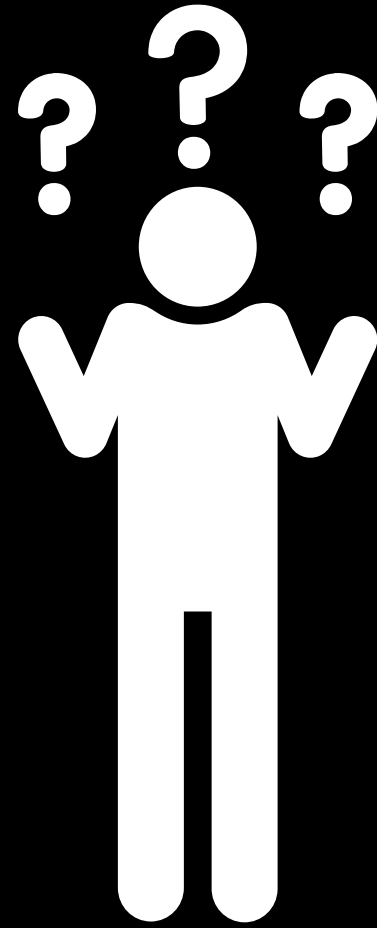
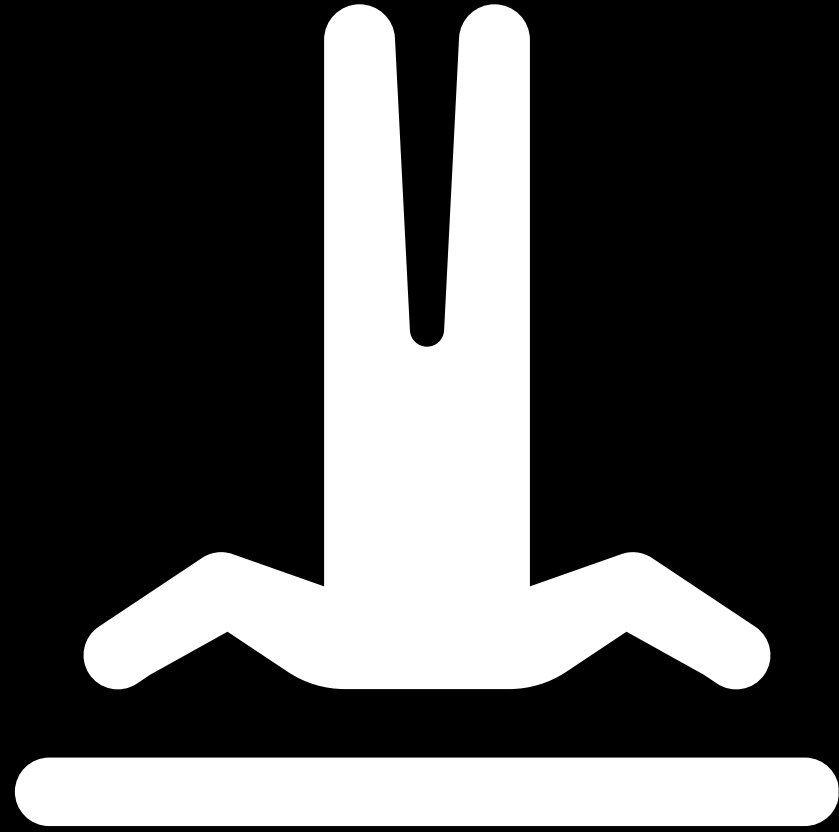
URGENT ACTION NEEDED - LIVE EXPORT

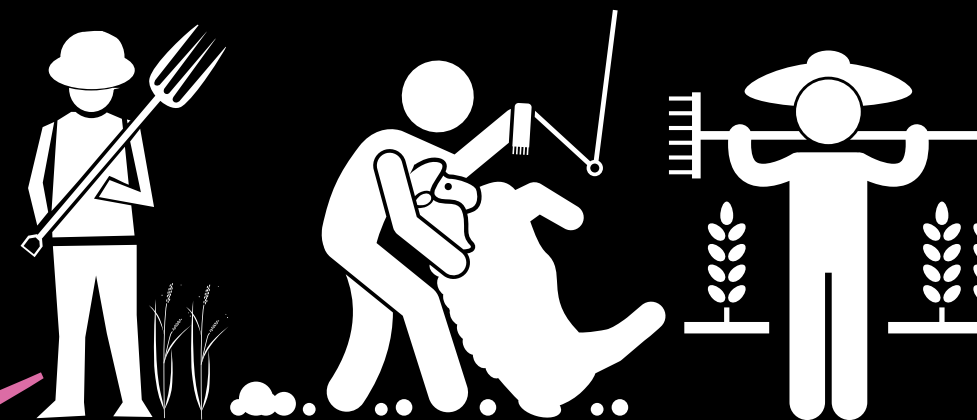
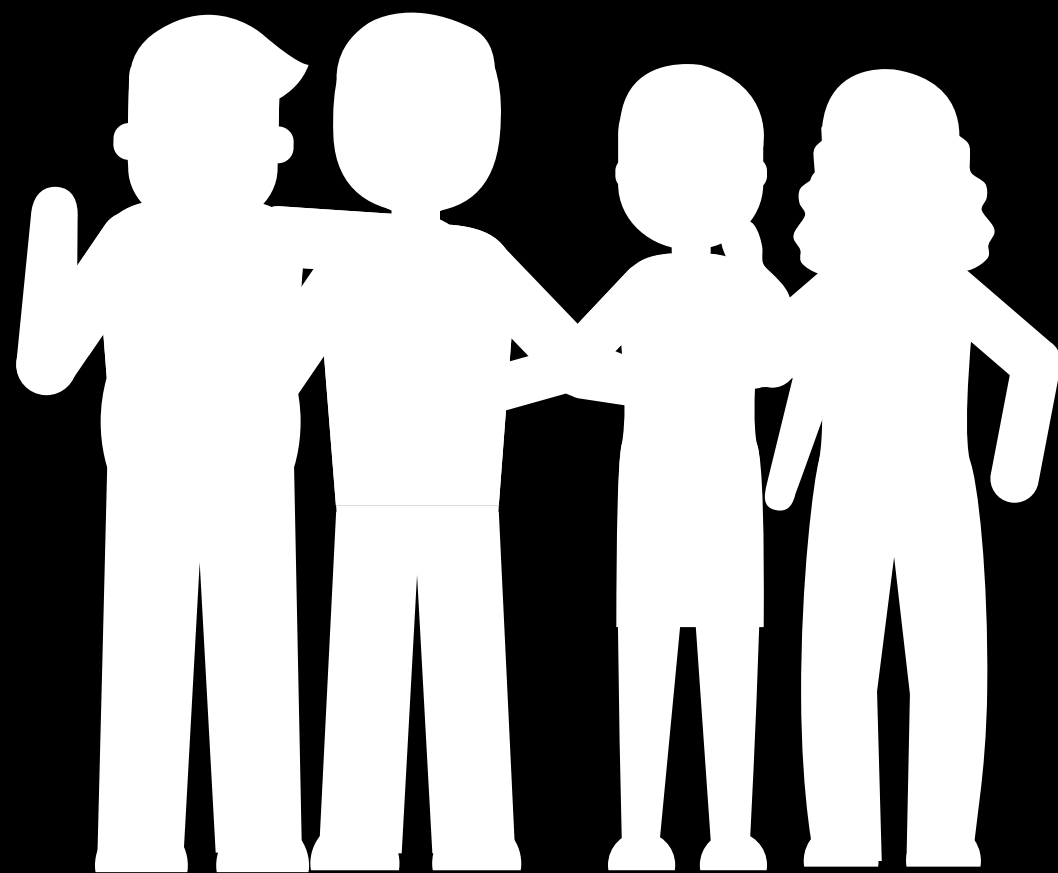
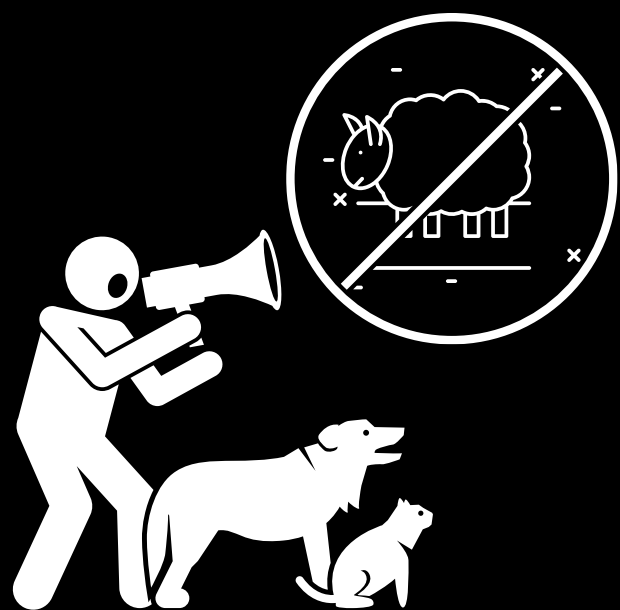
There are just hours left to speak up for Aussie sheep, and stop their suffering in September live exports.

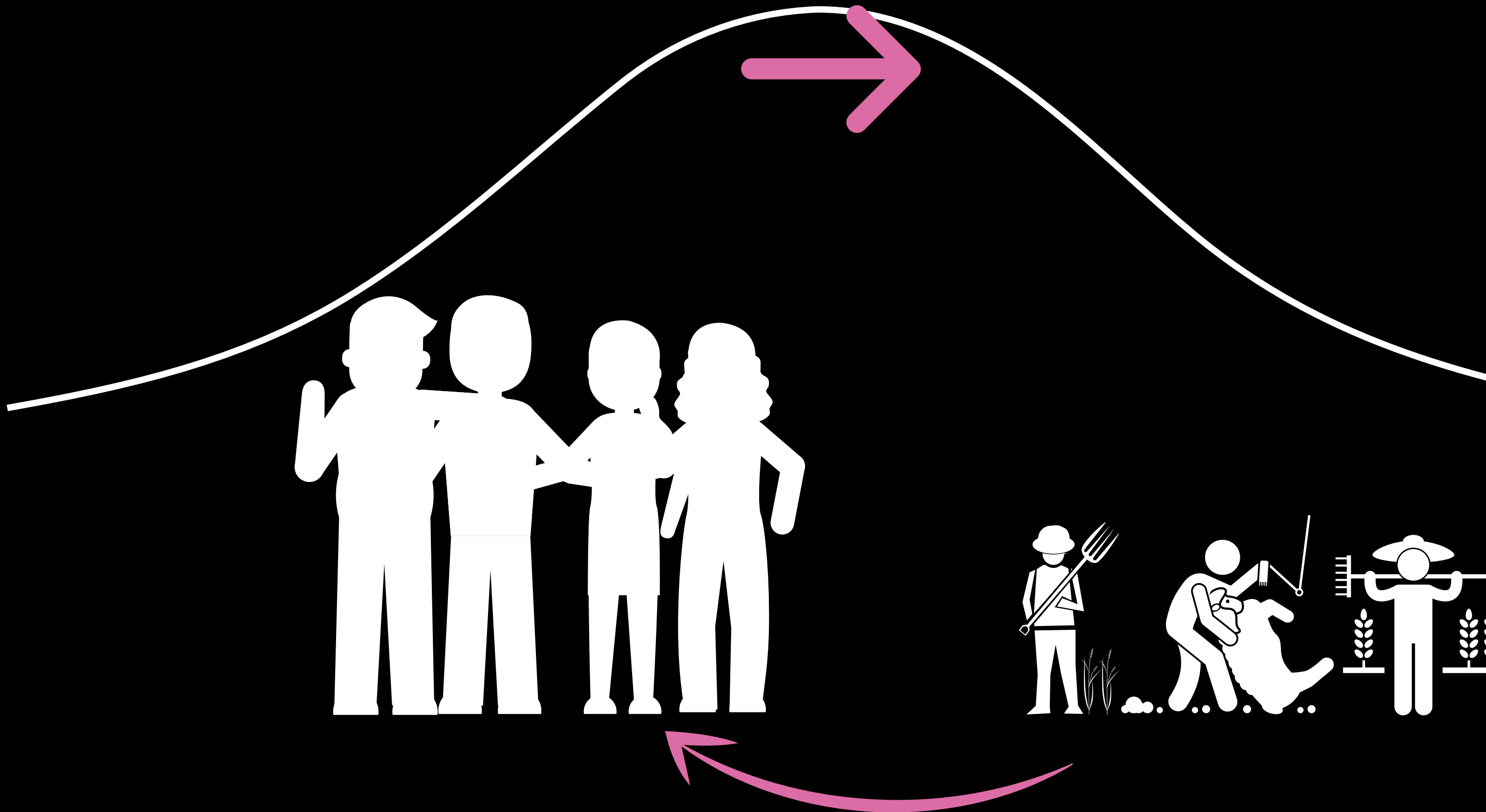
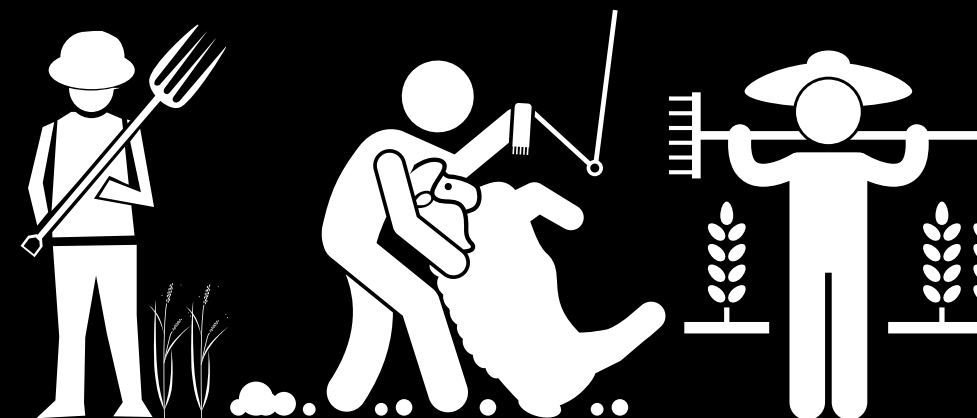
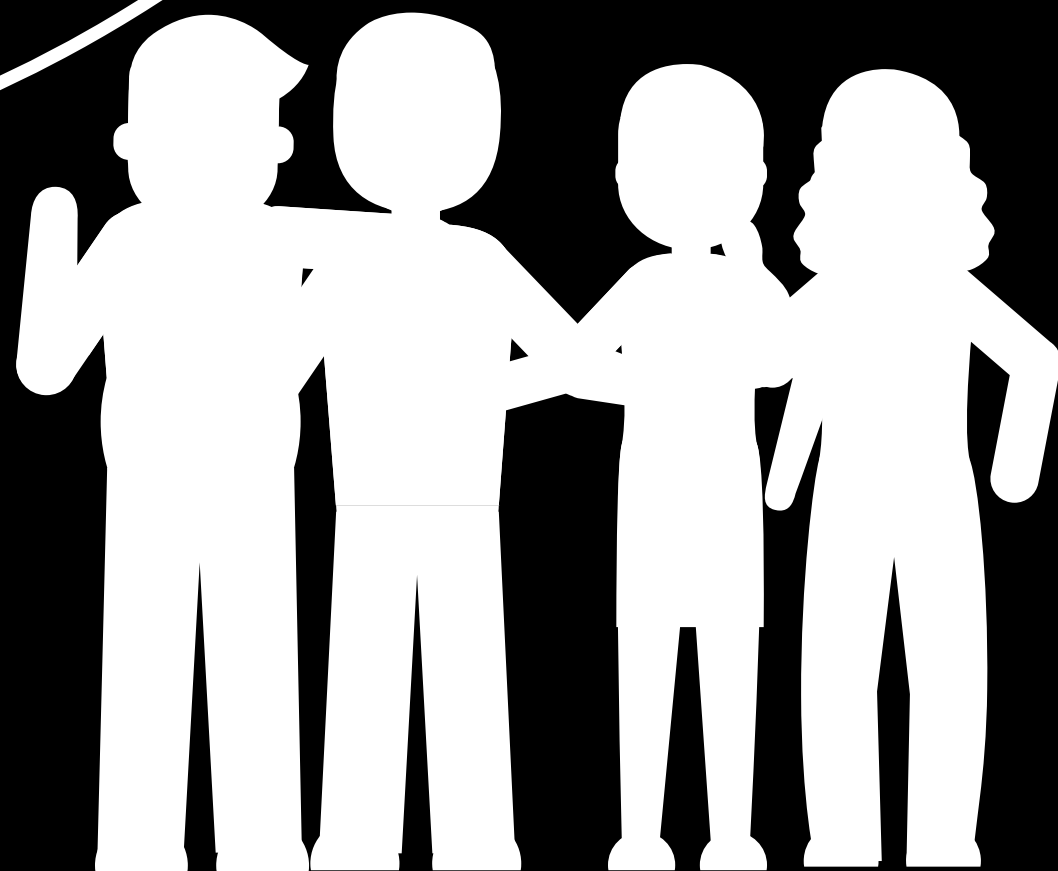
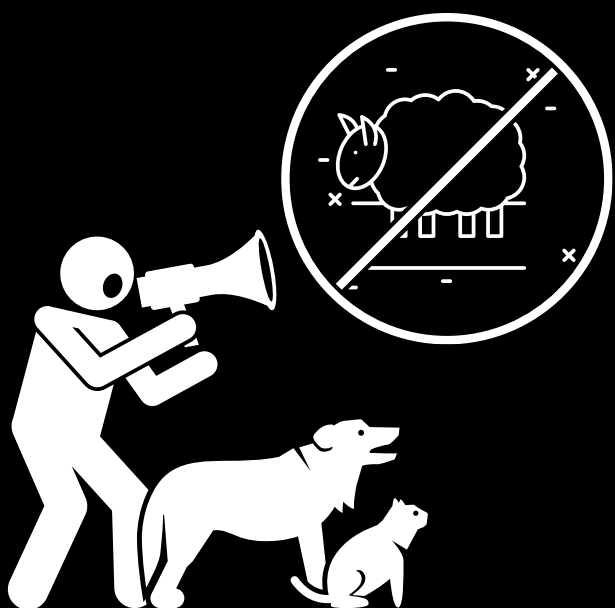
The Department of Agriculture's consultation on the heat stress regulatory conditions for live sheep exports in September and October closes at 3pm today.... See more

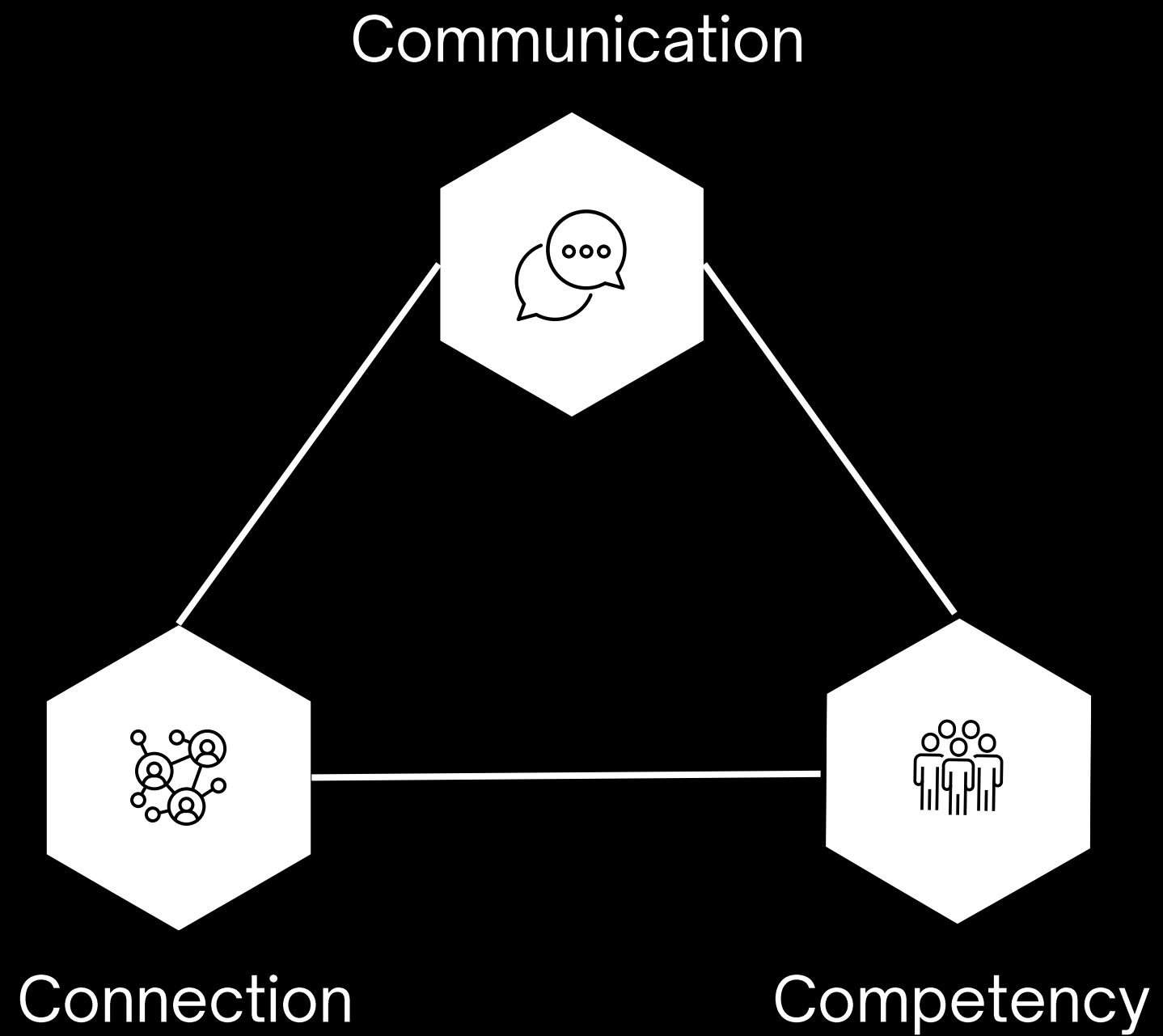












TREATMENT TRIPOD – Communication. Connection. Competency.



Collective Force





Time to get uncomfortable



Communication

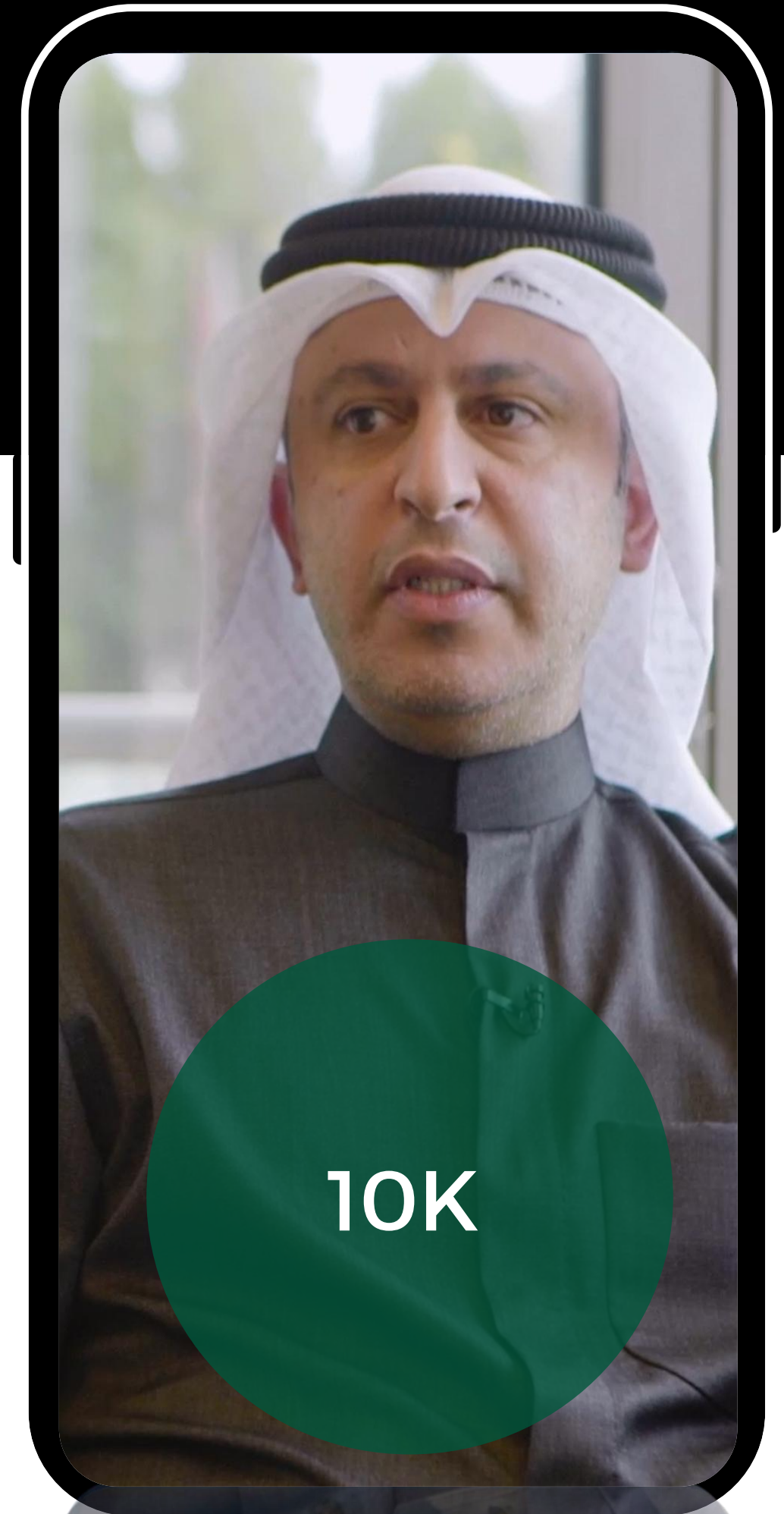
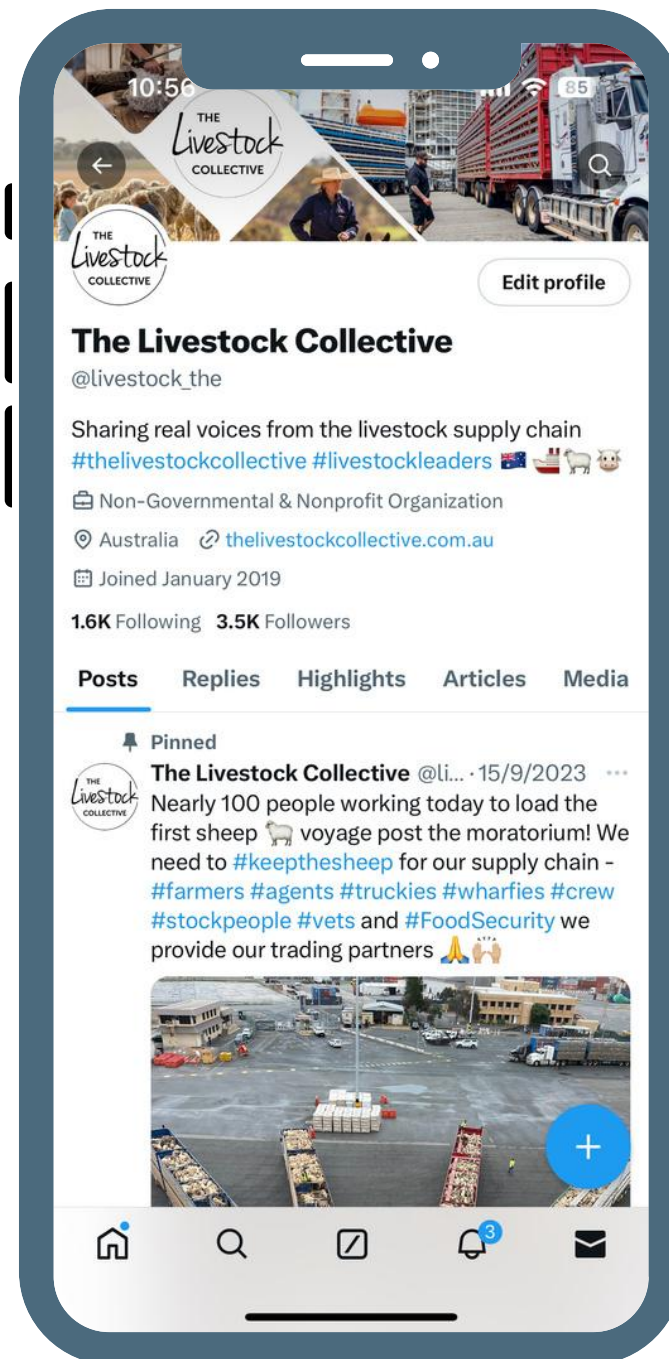
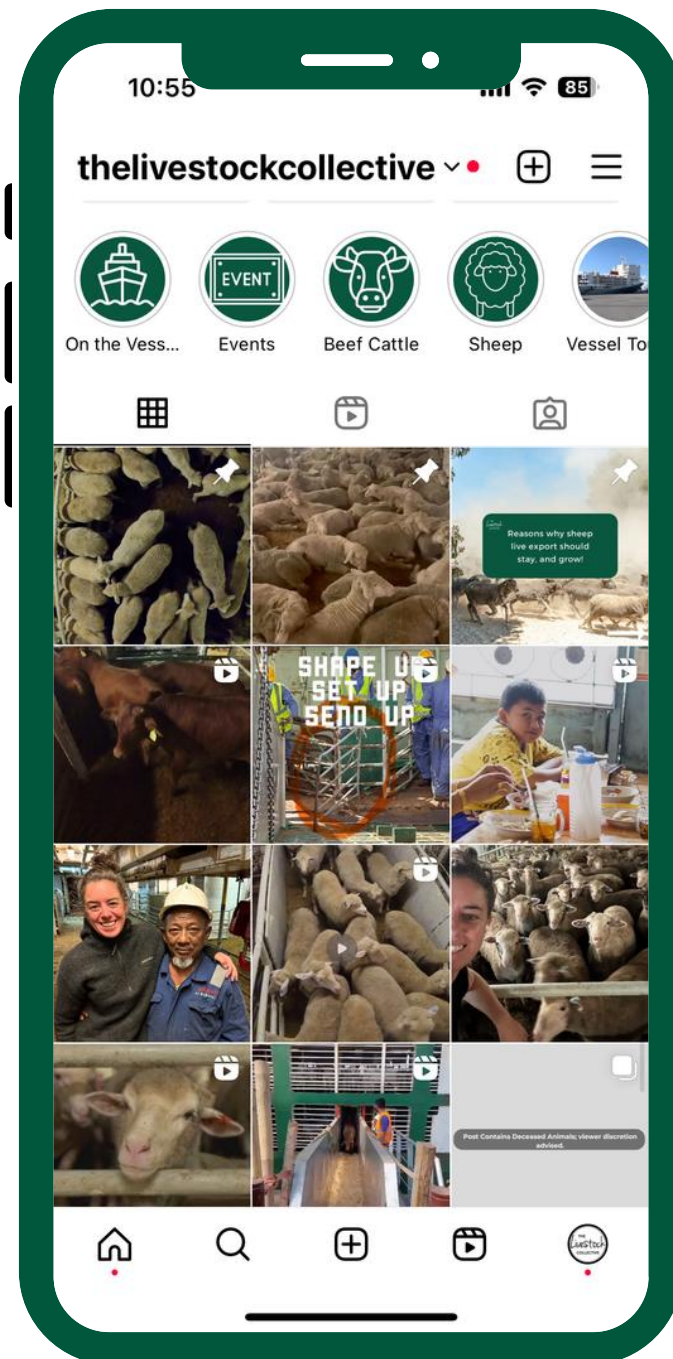
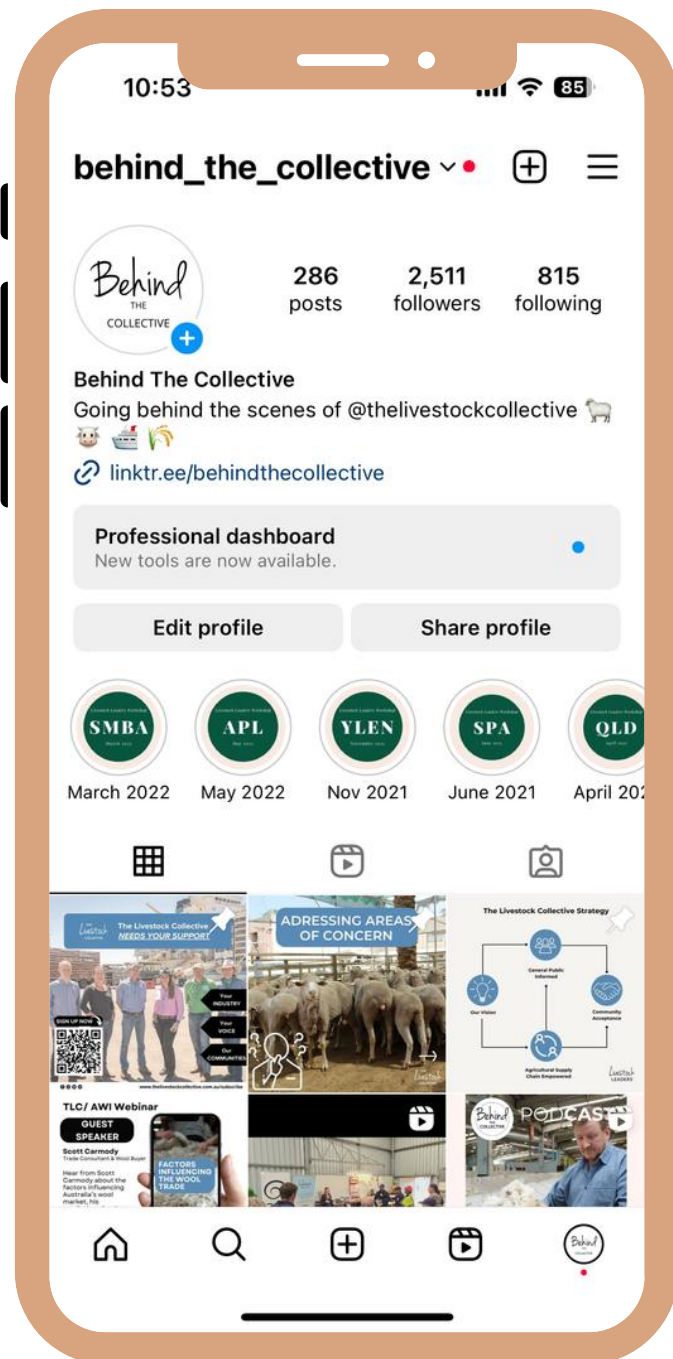
Silence strategy wasn't working

Advocacy is a muscle not a moment.





Time to get social



Connection

Important to talk inside and outside our echo chamber

If we don't have support from wider industry why would we have community understanding





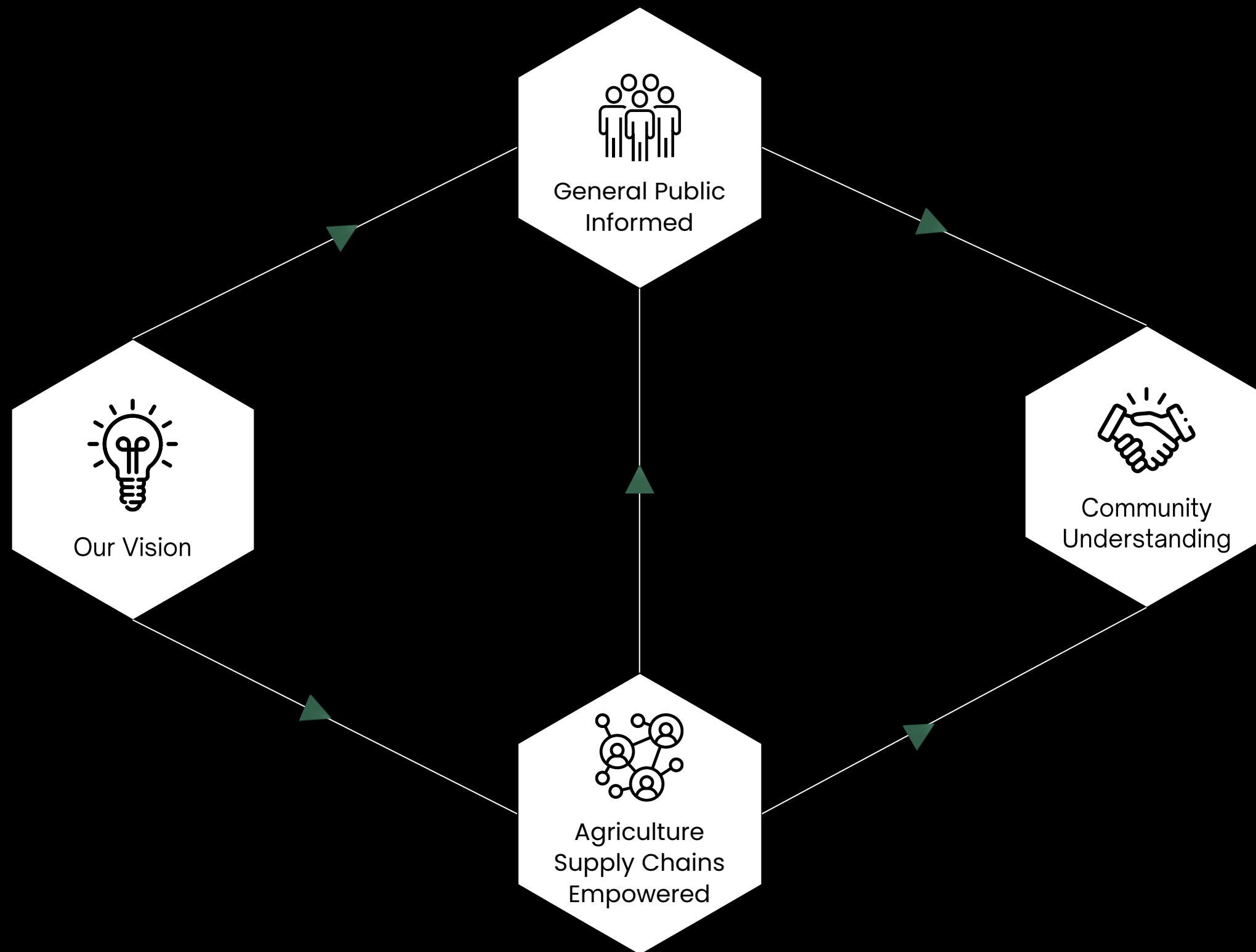
Competency

The void was being filled by others

Individuals seeing their value and power as advocates is critical to the collective response.







Supporting The Livestock Collective is an opportunity to help reshape how agriculture is understood and valued in Australia.



Join the Collective Movement





About the livestock export process

To maintain the health and welfare of animals the export of livestock from Australia is governed by two regulations. The Australian Standards for the Export of Livestock (ASEL) govern from on-farm within Australia to discharge within the importing country. The second part of the livestock export journey is governed by the Exporter Supply Chain Assurance System (ESCAS) from discharge within the importing country to processing of the animal. For more information about the live export industry please visit [The Livestock Collective](#) and [LiveCorp](#) websites.

[The Livestock Collective](#)

[LiveCorp](#)

[Panorama List](#)

[Map](#)



The Port

The port is where the livestock carrier ships are loaded. Prior to arriving at the port, all livestock must have completed time in an approved quarantine facility to ensure they are healthy and fit for travel. They also undergo vaccinations to meet the importing country's requirements.

