

& in support of the two bills.

ABOUT LIVE EXPORTS (others matters section 3)

MEDIA, Industry Lobbyists, , have misrepresented issues relating to Australia's inherently cruel and economically destructive live export trade.

Clarifying the context of this submission, I would like to advise the Committee that I currently have no pecuniary interests in primary industries to declare. Furthermore, I believe it to be in the interests of all Australians that all issues surrounding live export should be exposed; which, thanks to selective reporting by the media, has not happened thus far. In my opinion this has denied the people of Australia access to central and critical elements of the live export debate. I work with many people and several organisations. I do not receive any remunerations from anybody. I am interested in the best for Australia's agriculture, our farmers and Australian farm Animals, our economy and jobs.

My experiences over the last ten years trying to get the media in Australia to report the truth about live exports are very relevant to this inquiry. The first matter I wish to raise may have a direct effect up the outcome of the findings to this Senate Inquiry into live exports.

So I will raise that first matter, then move down a long list of my concerns as to how media proper- gander has distorted honest reporting about the live export trade.

This was sent to me through a reliable source.=

Matter One- THE PLAN= &

Those perceptions are built from what they read, hear and see in the media.

*** Perceptions can easily be turned into belief and the truth by those practiced in the media.***

*** The easiest way to discredit Lyn White and the RSPCA is to start a whisper about fraud, pre-meditation and so on... and that is what has happened.***

The farmers, the producers, your future market, are persuaded by the information they are receiving, that something smells.

It is the strike back from the vested interests in the live trade. Discredit your opposition. When you have time get a DVD called 'Wag the Dog'.

Shooting cattle & footage of cattle dieing of thirst and starvation is the plan. Blame RSPCA , AA & turn the public against them .

I didn't know what to do with this information - accept I couldn't take it to the media. I had in the past had enough experience with media to believe this was the real deal.

In an attempt to ward it off I decided to post my own response to the PLAN onto a forum in hope the word would pass around.

I posted this=

THE PROBLEM WITH THE PLAN IS –

1 Complaint laid to police, Ludwig s office, Attorney General.

2 Calls for Royal Commission into industry in relation to allegations to conspire to defame RSPCA, Lyn White, 4 Corners.

3 to convert the course of justice & to defame Lyn White, 4 corners ,RSPCA.

4 To bring about cruelty cases to create media sensation.

5 To allege industry can pay media for sensational story to plants seeds of lies in the Australian public's minds

MLA Malicious Liars Association & Industry in my opinion using our tax \$

Our submission to the inquiry will start off with a detailed report of telephone conversations& we have a problem with our answering machine- It gets stuck on- we will blame Patel for that not paying his way.!

A copy of police report & statement will be available to Lyn White RSPCA 4 corners.

We will be calling for a full Royal Commission & happy to give evidence.

I would highly recommend they put their hands up *now to save a Royal Commission & possible charges to convert to course of justice & cruelty charges buy selling overseas plants & investing here.

Of course they are free to ignore the advise & battle it out in a open Royal Commission.

Their choice

Posted by Wednesday, 6 July 2011

Not long after receiving the PLAN just as promised I saw the cattleman threatening the Prime Minister and Minister Ludwig through the media

that they were about to start shooting cattle. We must remember that the ban was only in place for about *three weeks at that time. These people are often delayed longer, for many reasons- eg floods.. Therefore it is inconceivable that they haven't been held up before, and not shot cattle. If however I am to be proved wrong then this must surely be enough evidence to the inquiry that its a unsustainable industry which requires diverting to chilled or dry meat.

I have sat back and watched everything I was told was going to happen, played out through the media. I believe this was a big part in the Government resuming live exports. Of course it was. After all that is what it was intended to do, ~ that was- is the plan.~

- History shows the PLAN worked-

I did assist I believe to ward off the dumping of two thousand head of cattle at Parliament house lawns. That yet again displays the bullying mentality of industry and graziers. Needless to say utter lack of concern for animal welfare:

I can assure this inquiry the information about the medias and industry role in the PLAN comes from the heart land of the industry and graziers. The person who wrote this to myself is educated and very much in contact with main players. I had also had several conversations on the phone and there is no misunderstanding about why they used the media and threatened to shoot the cattle what so ever in my mind. I was advised not to be seen to contribute to this senate inquiry or to support the banning of live exports. I believe it was sent with 100% good intentions towards myself. The message was clear urging me not to be seen supporting RSPCA ,4 Corners and Lyn White Animals Australia or the Senators to Ban Live exports .

The PLAN did work and the fact the Minister and Prime Minister no doubt were under enormous pressure resumed the trade. This has been a grave mistake for many reasons. While I do understand, the fact remains, as promised media played a huge role in the PLAN. Resuming the trade has only achieved to get both sides cheesed off with this Government.

Prestunning is not mandatory and the cruelty will continue. So too will the hundreds of thousands members of the public (& growing) and Animal welfare organizations both in Australia and worldwide to keep this in the spotlight and rightfully so.

The FULL PLAN.- working industry with Media exposed –

What I was trying to convey to you was the *perception* of the producers and even farmers in general, of the situation at the moment.

Those perceptions are built from what they read, hear and see in the media. Perceptions can easily be turned into belief and the *truth* by those practised in the media. The easiest way to discredit Lyn White and the RSPCA is to start a whisper about fraud, pre-meditation and so on... and that is what has happened. The farmers, the producers, your future market, are persuaded by the information they are receiving, that something smells.

I have been in the media business for long enough to know how it is done. It is the strike back from the vested interests in the live trade. Had I been advising them I would have given the same advice. Discredit your opposition. When you have time get a DVD called 'Wag the Dog'. Then you will understand the world I understand. We might get on the same chapter next?

I regret you found it necessary to be patronising. I realise you are tired and under extreme pressure. I am a working retired. I shall keep doing what I am good at.

Just today I was asked to give an opinion on what the structure of a future northern cattle industry should be? The sub-question was: Does it have a future? At the most 3% of the Australian cattle industry?

As I understand it:

- 1. You and your colleagues have as a business objective to set up cooperative arrangements with livestock producers to develop either with existing abattoirs or by developing new abattoirs to provide Hal Al meat for domestic and export markets.**
- 2. You (Ha Al Kind Meats) also have a record, a history, of cooperating with the RSPCA, Animals Australia et al, to stop the live export of Australian livestock.**

Let us now turn to the current situation. Livestock producers across the country are very angry. They are of the view that the 4 Corners programme was a set up.

They do not believe that the RSPCA and Animals Australia have been honest. They are of the view that the footage shown on television was both old and fabricated. Rumours and accusations abound. The conspiracy theorists are having a field day.

Those views of manipulation of the facts are shared by some politicians. There will be an enquiry. It will take months of deliberation. The truth may never be determined. If the RSPCA and AA are censured by a Senate enquiry it will bode ill for the anti live animal export lobby.

The damage has been done for now, cattle exports have been stopped. Today's news is no more licenses for Australia for at least 3 months.

Farmers fear that live sheep exports will be the next 'target'. They are probably right.

It is not possible in a few short paragraphs to convey to you and your colleagues the anger out there in farming land and the almost manic **obsession to find someone, anyone, to blame**. They are baying for the blood of MLA, the RSPCA and everyone associated with them. Producers are of the view that they have lost a valuable market and they are right. Cattle being sent to Indonesia at 350kg LW were fetching between \$1.80 & \$2.00 kg LW. So between \$600 and \$700 per head. Many have lost a year's income. Some will go broke.

That price per kg is nearly as good or in some cases better than producers are currently receiving for 'finished' cattle twice the weight and 100 days or more older than the export cattle.

On top of that there is an impending animal welfare crisis in northern Australia, which could turn into a disaster as cattle which were destined for export are returned to the rangelands. There just isn't enough feed. Simple as that. There is talk about shooting cattle. The arguments are emotive and maybe irrational but they are there and they are real.

Here is my advice, gratis.

You may find it somewhat brutal. It has taken me several weeks to formulate as I have watched the situation develop.

Show it to Dr Ali and Dr Hussein.

If your long term objective is to achieve (1) above. If that is really what you want to do then for the present my advice is to lie low. Do not associate yourself in the current climate with the RSPCA and Animals Australia, if you do you will be seen as being guilty by association. Do not submit to the Senate enquiry. I will not make any difference to what happens. If all you want to do is be in the limelight (and I advise against that) then submit.

There is a distinct possibility that all live exports will either cease or be severely curtailed in the next couple of years or sooner.

There is a golden rule in the strategic thinking of market development, always 'model the correct behaviour'.

What do I mean by that? Don't criticise your opposition. Don't criticise the behaviour of your target market, in this case the livestock producers. Offer them something better. Something secure. Build a relationship that will last. Show by your behaviour you are genuine and honest and in there for the long haul. Start now developing a relationship, getting to understand the knowledge, values, attitudes and beliefs of your targets, that is, as I see it, the abattoir industry and the producers.

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END

Matter Two

Another example of how the INDUSTRY Blocks Farmers and Graziers from *hearing from buyers with alterative markets just *two days ago=

I contacted the cattlemen's Association regarding the feasibility studies for abattoirs in WA & NT. I explained I had been speaking with Federal Government in WA and I had delegates very interested to travel to Australia with a view to meet producers, farmers to discuss the best approach to put in infrastructure and open abattoirs.

They said no problems just give Agforce a call because that's what they do- they often show people around and make introductions to growers etc and we know there are a group of growers very interested to have new abattoirs built and always happy to meet with new buyers .

I was very pleased to think at last we could all work united offering several markets to farmers. Silly me, I thought they had realised Australian farmers needed alternative markets so not to be solely be reliant on live trade. It crossed my mind as well that perhaps because of this senate Inquiry- they may have changed their NO OTHER Business welcome policy. However that was short lived once I contacted AGFORCE as the cattleman's Association asked:

It is important to note I* did not mention live exports once- I just wanted to arrange guests to Australia to meet with farmers- Here was the response-(I have typed out here a copy of my recollection of message relayed to me:

This is a copy of correspondence between myself and AgForce =

Details of order of conversations were as follows

1 I spoke with Cattleman's Association who informed me there was a group of producers wanting an abattoirs built in QLD and provided me with AGFORCE number to make contact with the group.

2 I spoke with a regional manager at Agforce by phone and she promised to email the contact details of the group.

3 When the email arrived it was minus the contact details which was the reason for my call. She had only sent me this=

<http://www.couriermail.com.au/news/queensland/government-to-look-at-building-north-queensland-abattoir/story-e6freoof-1226084978107>

Government to look at building north Queensland abattoir | Courier Mail:

CC Regional Manager

HI Wendy,

Here is the announcement re feasibility study re: meat works, sorry no more detail than that to date.

As I mentioned on our phone call AgForce does not support the banning of live export!.

Cheers

Regional Manager

AgForce Queensland

www.agforceqld.org.au

ADVANCING RURAL QUEENSLAND

My response

Hello

We are looking at building more plants as I explained. Thanks for the link. You were going to send me the contact for the group interested in opening the abattoirs - remember.? That would be appreciated thanks Talk to you again Wendy

AGFORCE RESPONSE

Hi Wendy,

Yes that is correct there is a group that is interested in a meat works in the North. I didn't say I would give you there details, I said I would check with them. AgForce is not a government part body what so ever, so that information was incorrect, Maybe go have a look at our website. We are a member organization. If you had listened to myself I did say we have sister organizations in other state's i.e. SAFF, NSW Famers Federation and are members of NFF.

The group has your details and is up to them to contact you.

I wish you luck in your endeavor's

Kind regards

AgForce Queensland | www.agforceqld.org.au

My Response Back=

To: Regional Manager
Cc: Regional Manager
Subject: RE: Contacts

Hi --

We are not only going Halal as I explained on the phone. We are doing Global and also vegetables cosmetics etc.. With respect in a five minute chat you would not be able to inform whoever they are what our proposal is.

Is there any reason you refuse to provide contacts details so Dr Hussain can speak with them himself. You *did say to me on the phone you knew a group that were interested even lobbying to have a abattoir built and that you would email their contact details dear. I am just wondering tbo why you have shifted your position on that.* We have investors arriving within days and we would very much like to speak with them asap. Only myself Dr Hussain or our president are in a position to explain our project . With respect you do not know enough to explain it fully. Is Agforce not a government part body. I was told by the Federal Government you are the people to contact for contacts if I have visitors arriving . Was that information incorrect.

Regards
Wendy

From: Regional manager
Sent: Wednesday, 20 July 2011 12:53 PM
To: info@livexports.com
Cc: Regional Manager
Subject: Contacts

Hi Wendy,

I've let the group know what you are trying to do re a Halal meat works. I'll leave it up to them to contact you directly.

Kind regards



Regional Manager

AgForce Queensland
www.agforceqld.org.au

A D V A N C I N G R U R A L Q U E E N S L A N D

I then contacted their media release person and the head Manager- the one that had been CC .

We spoke for a lengthy period & I explained Cattleman's Association instructed me to go through Agforce to contact the group interested in having a abattoir built.

I explained the potential investors wanted to meet with producers- otherwise there was no point in them coming they said . He refused & sent this message .

Subject: Contacts

Hi Wendy,

I've let the group know what you are trying to do re a Halal meat works. I'll leave it up to them to contact you directly.

Kind regards

Reply= from Head of AgForce

Sorry I am out of the office.

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Sorry I am out of the office.

I won't be holding my breath. I have contacted SAFF, NSW Famers Federation Austrade MLA and are members of NFF* Graziers Associations for years asking them to inform Farmers of these other outlets markets. The Answer is also the SAME NO.

They get a lot of help to do this from Media.

Matter 3 - Media misinforming public about the real reasons for live exports To blame it on Muslims *religious* requirements and completely IGNORNING Proof of the contrary because it didn't fit their cooperate agenda!

At the peak of the 60 Minutes report and public interest prior to the last Senate Inquiry into live exports & on MANY other occasions we have asked the media to be fair when reporting on live exports and the reasons for this trade- The TRUTH is the Media have blocked ALL attempts to put forth the counter argument even when by their one sides reporting it created great misunderstandings, disharmony within the community and basically were reporting LIES to the Australian Public. At one stage we wrote threatening legal action if they continued to misinform the public which they STILL do today.

They also ignored another media release put out by Dr Ameer Ali former advisor for ten years to John Howard below:

<http://www.livexports.com/afic.pdf>

The Main Part I want to point out is= MEDIA RELEASE= The President Dr Ameer Ali today called upon the media not to act irresponsibly in misinforming the Australian Public about the real reasons for live exports :

Yet here we are today six years later and the media STILL continue to mislead the Public WHY? Because it doesn't suit their agenda and their role SUPPPORTING Live Exports and the furphies put out by the industry spin. We have got to blame somebody right?

Its also a matter of record Kerry Packer & Rupert Murdoch were both involved in live exports & possibly still are through companies behind companies. And they say there is no money in this industry um. Maybe not for the farmers but this government MUST replace tariffs (more Later on tariffs)

My point is this is DISGRACEFUL and Irresponsible manner for the MEDIA to behave & IMOP shows they work with industry to mislead

public and support live exports . They also create hatred towards Muslim in general .

Matter 4 The Media refusing to report the truth (again)

In the thick of things at the time with the Media frenzy about live exports' – this should have been 6 o'clock news- Media refused to inform public of the truth. For years the spin from the industry through media has misinformed the Australia public that Muslims require live animals as an excuse to keep the trade going. So there was NO WAY they were going to accept this media release & they DID NOT. =

MOTION 3 FROM ISLAMIC COUNCIL OF TASMANIA

"That this 44th AFIC Congress declares that the practice of live animal (cattle, sheep and goats) exports from Australia is inherently cruel and is contrary to Islamic teaching on the treatment of animals.

The Congress calls upon the Federal Government to immediately cease the issuing of export permits for this trade and to introduce legislation into Federal Parliament to permanently ban live animal exports.

The Congress urges all State Councils and Member Societies to participate in a campaign with like minded organisations to achieve this goal."

ll

Matter five

At the time The AWB Inquiry was held there was huge public interest on the live exports- yet Media refused to report the truth knowing the huge public interests in live exports. While the public interest wasn't great into AWB inquiry it would have been vastly different had the public been informed that funds to S. Hussain were also the blood money of live exports. AGAIN the media protected the live export trade by not reporting this to the public!

& Please remember at the time these were major stories in the media .?

AWB ENQUIRY COWS WITH GUNS MEDIA RELEASE

Desperate cover-up in Iraqi “blood money” saga

The Australian Wheat Board (AWB) is desperately working to cover up its connections to the controversial live export trade, according to investigations by an animal welfare group. People against Live Exports (PALE) have uncovered evidence that while the AWB was knowingly diverting millions to Saddam Hussein's regime under Iraq's Oil-for-food scheme, it was also secretly raising cash from interests in the live Animal export trade.

PALE founder Wendy Lewthwaite said the scandal was the best kept secret of the Cole inquiry into the AWB.

“The public line is that the Australian Wheat Board sells wheat. They are very keen to keep it quiet that they have also been raising blood money through their connections to the cruel live export trade,” Ms Lewthwaite said.

“I uncovered evidence in 2003 that the AWB had purchased interests in livestock company Landmark a short time after the Cormo Express debacle took place. The profits from this venture likely forms a proportion of the money sent to Iraq.”

Ms Lewthwaite said the AWB and the Cole inquiry had gone out of their way to keep information about AWB's connections to Landmark a secret.

“The public has a right to know the facts about this case,” Ms Lewthwaite said.

“There is a strong public interest in Live Exports and the AWB involvement in live exports is of direct relevance to the current inquiry. It is both immoral and duplicitous for this information to be concealed.”

Ms Lewthwaite said PALE was calling on the government to ensure the Cole inquiry process was transparent and that uncomfortable details about the AWB's business dealings were not swept under the carpet.

Millions of live sheep, cattle, goats, and other animals endure journeys for up to 3 months from the farm gate to their overseas destinations and eventual very cruel slaughter. Miss Lewthwaite has held meetings with Muslim Leaders of Australia, Malaysian Government officials who advise they do not acquire animals alive for religious purposes and that it is clearly driven by the Government and the department of Trade and Trades.

For further information please contact Wendy Lewthwaite at:

<http://www.wesfarmers.com.au/getfile.aspx?Type=document&ID=3780&ObjectType=3&ObjectID=698>

Matter six and although it was reported in GCB it should have been followed up .

PRESS RELEASE

LIVE EXPORT TRADE INQUIRY WOULD BE LIKE LAMBS TO THE SLAUGHTER

THE RSPCA may have the answer for federal Labour politicians struggling to galvanise voters with the AWB bribery scandal.

The recent 60 Minutes program on Channel 9 revealing cruelty on Australian cattle in the Middle East hit a nerve.

Not that the RSPCA was surprised by the strong response from Australians outraged at endemic cruelty in the live export trade.

Many Australian voters may not give two hoots about \$300 million in kickbacks to Saddam Hussein to sew up Australian wheat sales to Iraq. But it would be a different story if the AWB was ever linked to live exports.

The Gold Coast-based Halal Kind Meats is off to the backblocks of Queensland and Western Australia to look for Australian slaughtering opportunities. Dozens of Australian abattoirs have closed since the live export trade boomed in the 1990s. Kindness to animals is part of the Australian 'fair go' tradition.

Labour appears more concerned with the future of Australia's livestock trade overseas than banning the practice.

Tuesday, 20 February 2007

I also informed Kevin Rudd Shadow Minister at the time about the connection to live exports and AWB as well as major media outlets. Mr Rudd in my opinion had a duty as well as the major media outlets to inform the Australian public- but did not? I would also like to add in my opinion Mr Rudd should not be our Trade Minister- which I suppose is rather obvious!

It has also a fact on many occasions media refused to report the truth or the counter arguments' into stories they have run. I firmly believe the media headed by Packer and Murdoch over the years have ``knowingly mislead the public about live exports.`` It would be naive to think Governments both present and in the past were unaware of that. I believe we need a full investigation into what role the media and Industry has played in reporting the truth about live exports- and also intensive farming which let's face it if we are sincere in holding an inquiry into MLA and the Governments role must come into it. Lobbyists, journalists, the industry and a long list politicians, are less than honest relating to Australia's shameful live export trade.

Matter 7 re media

Throughout the last few months the media has been saturated with stories of Mr Ikebal Patel of Australian Federation (AFIC) demanding Sharia Law in Australia and two million dollars for a ritual slaughter programme .
Seen here-

<http://www.onislam.net/english/news/asia-pacific/452728-aussie-muslims-eye-halal-slaughter-solution.html>

<http://muslimvillage.com/forums/topic/57664-islamophobic-rage-over-school-halal-bbq/>

<http://www.heraldsun.com.au/news/row-over-barbecue-as-primary-school-opts-to-offer-halal-sausages/story-e6frf7jo-1225837497571>

http://islammonitor.org/index.php?option=com_content&task=view&id=4388

AND YET- They refuse to report this- Nothing has changed & The Media KEEP only reporting ONE SIDE to Support Live Exports!

Press Release

The Australian Federation of Islamic Societies (AFIS HKM) ANIMAL WELFARE ORGANIATION strongly oppose the export of live cattle abroad **and “support the RSPCA process of stunning the cattle and all Animals before halal or non-halal slaughtering.** The process of stunning should be applied to the animal while it is standing on its feet. The intensity of stunning should be such that if the animal is left un-slaughtered it should be able to get up and walk away.

In order to minimize the level of stress and anxiety to the cattle it is imperative that when an animal is being slaughtered the other animals should be isolated and kept away.

Stunning is the most humane way of making the animals unconscious before slaughtering and it ensures that they suffer the least pain.

This method of stunning complies with the States and Federal legislations.

Australian Federation of Islamic Societies (AFIS) is due to open in three weeks.

(HKM) Halal Kind Meats programme working in conjunction with Australian Federation of Islamic Societies(AFIS)

Our board Members at HKM are Mr Robert Cochrane , Antje Struthmann myself Ms Lewthwaite to work with ,Dr Ameer Ali- Former advisor to the Howard Government on Islamic affairs

1. Dr Munir Hussain-10 prior executive with AFIC and 20 scientific advisor on Halal products
2. Mr Faisal Muhammed- Halal meat supervisor in Queensland for 10 years
- 3 Dr Ameer Ali- Former advisor to the Howard Government on Islamic affairs
- 4 Mr Rahman Deen
- 5 Ismail Fredericks
- 6 Others in each state

Contact details Wendy Lewthwaite 0755392369- 0439 028 080

Dr Hussain

Dr Ameer Ali-

May I point out to this inquiry the sneaky way the industry again working with media and no doubt employing clever writers with legal background misinform the Australia public by offering this one example here.

<http://www.theaustralian.com.au/national-affairs/we-cant-force-indonesia-to-stun-cattle-joe-ludwig/story-fn59niix-1226078813438>

PT Elders' Bogor slaughterhouse has stunned animals for the seven years the company has owned it, as did the previous owners, but Elders upgraded the works to internationally certified quality standards.

This media report is worded to mislead the public because UPGRADING to INTERNATIONAL OIE Standards IS IN FACT downgrading TO non stun before throat is slashed. So what he is REALLY saying is Elders USED to pre stun (if you believe them) but now the have gone backwards. NO, we can't force other countries to PRE STUN. That is why we must BAN LIVE EXPORTS – Not to mention weeks and even months on ships. We have NO CONTROL ONCE OUTSIDE AUSTRALIA!

If I had one message for this Government, Minister Ludwig and our Prime Minister it would be this- You have the public onside still at the moment who demanded you put a Ban on Live Exports. Although many are not happy its resumed ALL are waiting to see IF you support these Bills. I can 100% assure you that the industry and graziers WONT be voting for you despite the fact the

trade has resumed. So at this stage you have got us- don't lose both sides. Do the RIGHT thing and support the bills.

I have been involved more than any other persons of a non Muslim Faith with Islamic Councils and accreditations for over ten years. The Government knows as well as I that the Indonesian poor people want it banned because it competes with poor farmers and has sent many broke. So speaking of fancy tall tales through the media I call upon everybody to BE HONEST about the real position regarding live exports to Indonesia. Not only is it cruel but hurts our neighbours poorest.

I will address the Halal accreditation System in Australia in details in a separate report because like everything else in this industry it requires URGENT reviews .

Perhaps this one having even more serious ramifications for Australia if we do not address it now.

I thank the Senate for their time

Wendy Lewthwaite