

DOMINION

ANIMAL RIGHTS MARCH:

SHUT DOWN SLAUGHTERHOUSES



PARTICIPANT INFORMATION

ACKNOWLEDGEMENT OF COUNTRY

The Dominion Animal Rights March will take place on the unceded land of the Wurrundjeri people of the Kulin Nation, the longstanding sovereigns of this land. We pay our respects to elders past and present.
Always was, always will be Aboriginal land.

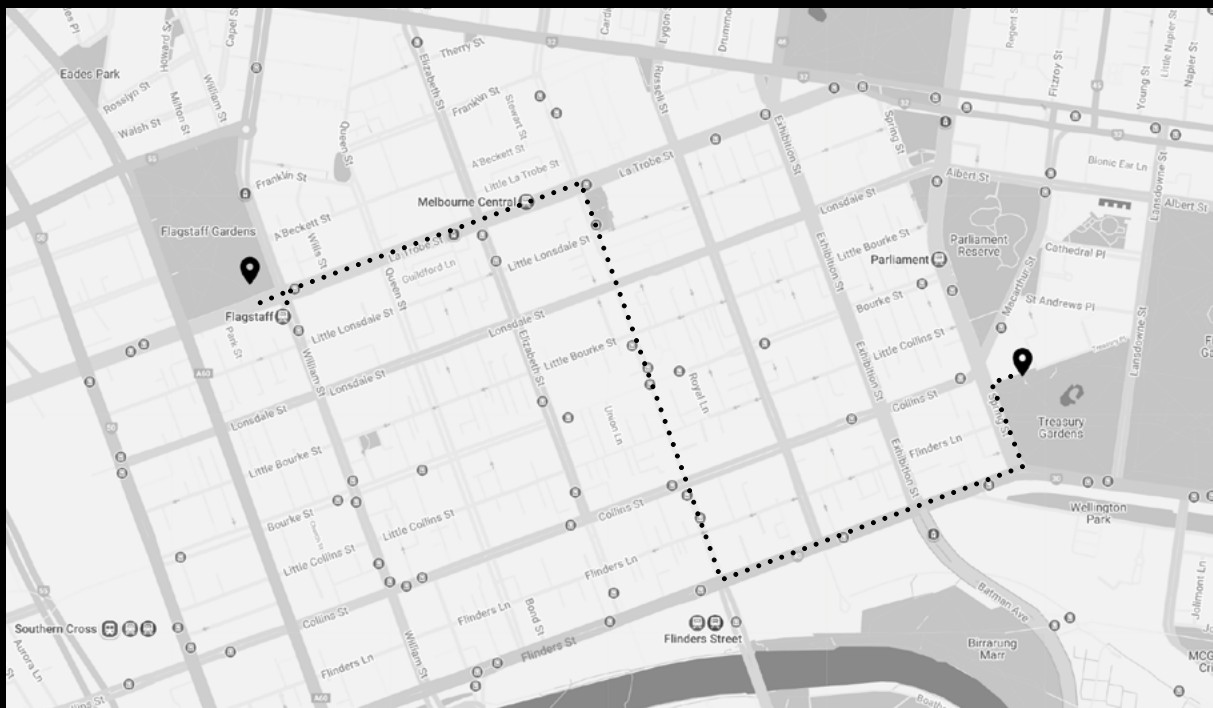
MARCH DETAILS

Date - Friday 28th March, 2025

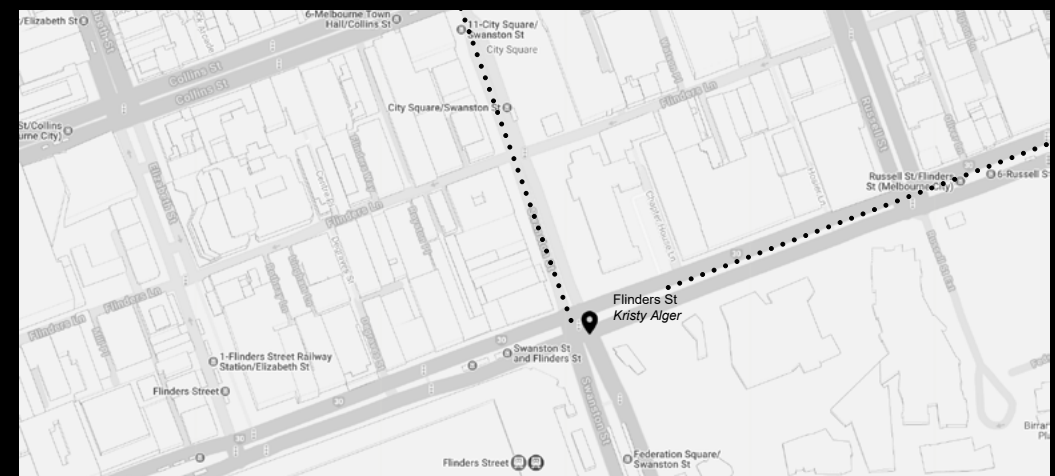
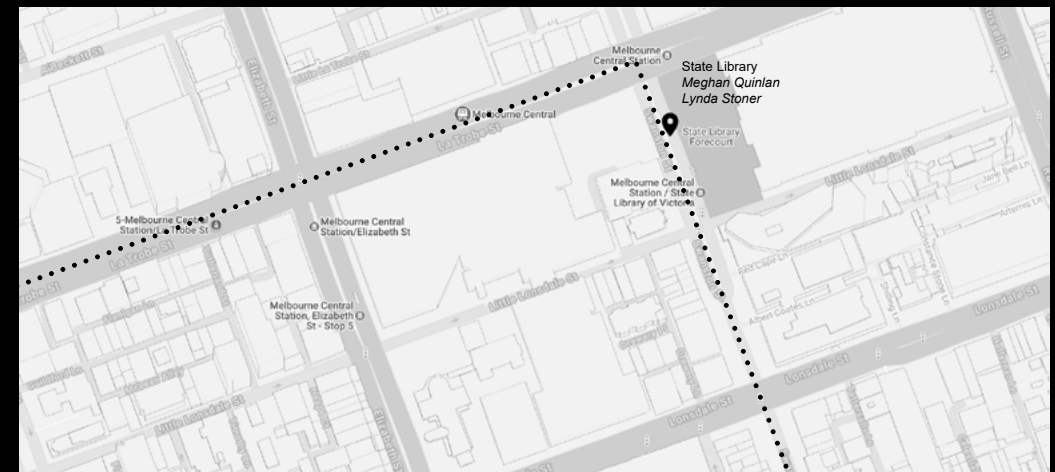
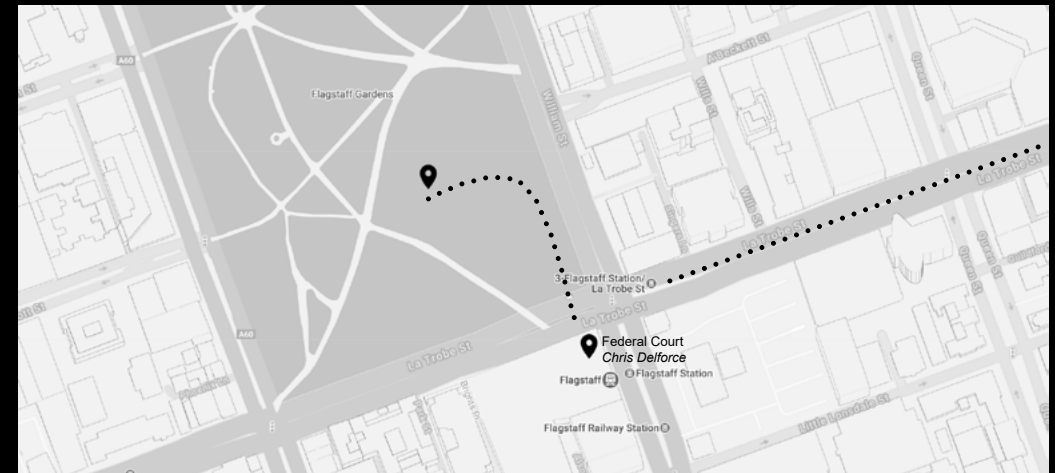
Start time - 2pm

End time - 5pm

MARCH ROUTE



Meeting Point: Flagstaff Gardens - 309-311
William St, West Melbourne VIC 3003
End location: 1 Treasury Place Naarm/
Melbourne, Victoria Australia, 3002
Route length: 2.5km



VISUALS

WHAT TO WEAR

The theme for this year's march is bringing the **slaughterhouse to the city**.

We will be bringing the reality of what animals face in Australian slaughterhouses directly to those who need to see it the most, the public.

We encourage **all** march participants to wear **white** clothing that they don't mind getting dirty as we will be using fake blood and paint to create a striking visual. We suggest going to an op shop to purchase a low-cost, second-hand white t-shirt, long sleeve shirt, dress or pants.

If you cannot wear white, we suggest wearing red or wearing

CLOTHING PREFERENCE ORDER

1. White t-shirt/long-sleeve shirt/dress or pants that you don't mind becoming dirty or stained.
2. Red t-shirt/long-sleeve shirt or dress.
3. Dominion/FTP or FTP campaign t-shirt, hoodies or long-sleeve shirt.
4. Other animal rights clothing.
5. Plain, comfortable clothing.

Please avoid any clothing with any offensive or divisive symbols or messaging. If you are unsure whether what you have is suitable, please check our core values.

SIGNS AND MESSAGING

We will have a range of placards, signs and banners available for use during the march. We also encourage people to make and bring their own. Below, we have provided some suggested messaging:

- Slaughter is never humane
- Shut Down Slaughterhouses
- Nothing humane happens in a slaughterhouse
- Make animal abuse illegal - Shut down slaughterhouses

While we encourage everyone to attend the march, regardless of how far along you are in your personal journey to reject animal exploitation, it's important to note that this march has an anti-speciesist focus and is calling on people to go vegan and reject all forms of animal use. Therefore we ask people not to bring signs encouraging vegetarianism or the reduction of animal products.

We also ask people to avoid signs that equate animal rights to other social justice movements (e.g. comparing animal exploitation to slavery, genocide or the holocaust). We believe that these comparisons should be made by those who have lived experience of the atrocities that are being used as a comparison. What is being done to animals is horrific in its own right.

Any signs that use offensive language (e.g. language that is racist, sexist, homophobic, transphobic, ableist or discriminatory to any other marginalised group) will be removed and may be confiscated.

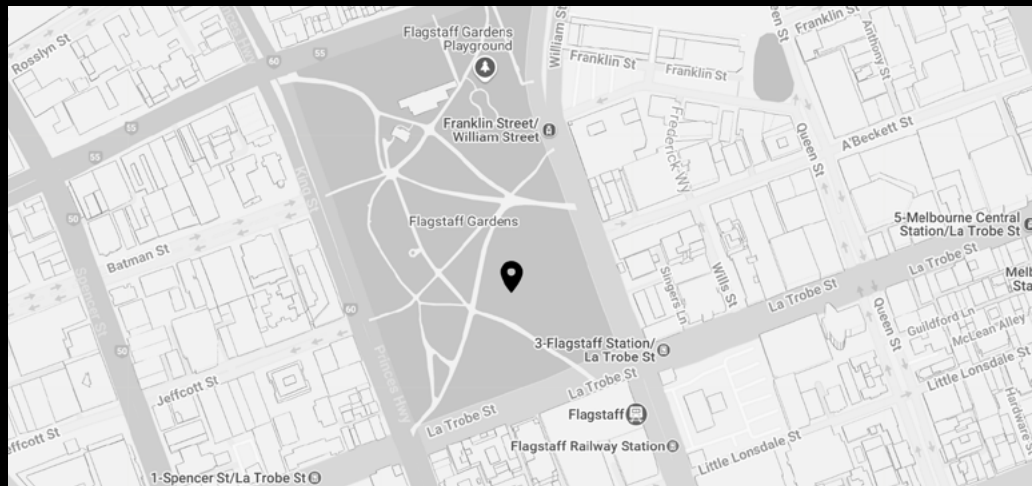
WHAT ELSE TO BRING

- Water
- Snacks
- Personal medication (as needed)
- Good walking shoes
- A small backpack to carry your belongings
- Weather appropriate clothing (check the forecast closer to the event)
- A hat
- Sunscreen
- Noise cancelling earphones/headphones (if you are sensitive to noise)
- Sunglasses
- Chalk to write chalk messages during the march

GETTING TO THE MARCH

Flagstaff station is part of the city loop train line meaning that catching the train is an easy option to attend the march. Once you have exited the station, cross over La Trobe Street to Flagstaff Gardens. The meeting point will be near the corner of William Street and La Trobe Street.

Tram routes 30 and 58 also stop at Flagstaff station. This stop is within the free tram zone. Paid parking is available at the nearby Queen Victoria Market which is a 6 minute walk from Flagstaff Gardens. There are also multiple underground parking lots on La Trobe street and King street.



ACCESSIBILITY

SENSORY INFORMATION

Marches of this sort can be loud and overwhelming events. The following provides a guide of what you may experience at the march:

- Loud speeches, chanting and drums.
- Audio of animals in slaughterhouses (screams of distress, shots).
- Visuals of animals being killed (played on screens for the public to view).
- Being in close proximity to other people.
- Exposure to heat or cold (depending on the weather) and other elements including wind and rain.
- We will be using fake blood and paint to create a visual display during the march. You do not have to have fake blood put on you and it will not be done without your consent.
- Potential ridicule or criticism from the public.

We will have a team of wellbeing officers on hand throughout the march to provide support to anyone who is experiencing distress.

MARCH SECTIONS

The march will involve loud noises and graphic visuals to depict the reality of what happens to animals bred and killed for food in this country. If you expect to find this distressing, we encourage you to stay to the back of the march. This will be a quieter area and will be carefully marshalled and monitored by wellbeing officers.

During speeches, there will be a section closest to the stage for anyone who requires additional assistance, is deaf or hard of hearing or unable to sit on the ground or stand for long periods. If you would like to be led to this section, please locate a wellbeing officer (they will be identifiable by high vis vests) and ask them to escort you.

CHILDREN

We welcome children at the Dominion Animal Rights March however advise parents and guardians to exercise discretion regarding whether their child will enjoy the event, given the potential to witness graphic content and the sensory information above. All children are the responsibility of their parents or guardian.

If a child becomes lost during the march, notify a marshall or wellbeing office immediately so an event organiser can be informed, the march halted and the child found.



COMPANION ANIMALS

While we would love to make our events as non-human animal friendly as possible, we strongly discourage people from bringing their animal companions to the march. The risk caused by, potentially aggravated, drivers and the loud noises are likely to cause fear and distress.

If you do bring your companion animal, please note that they are your full responsibility. All animals should be leashed or securely restrained and we expect that people will have water, food and shade for their animal if needed and will be prepared to leave at any point if the animal in their care begins to experience distress.

ALTERNATE ROUTES

The march route is approximately 2.3km from beginning to end. We will be walking at a slow-moderate pace and will be stopping for speeches at the State Library of Victoria (850m from starting point) and Flinders Street Station (900m from State Library). The final stretch of the march will be from Flinders Street Station to 1 Treasury Place (1.0km).

If you are unable to walk this distance or prefer not to, we suggest that, after the speeches at the State Library, you take the train from Melbourne Central station to Flinders Street Station for the third speech. From there, you can either rejoin the march to the final location, or take the train from Flinders Street station to Parliament Station. From there it is a short walk to Treasury Place where the march will conclude.



SPEAKERS

CHRIS DELFORCE



Chris Delforce is an award-winning filmmaker and the founding director of animal rights organisation Farm Transparency Project.

For the past 15 years, Chris has investigated over one hundred farms, slaughterhouses and other animal exploitation facilities across Australia and internationally, founded Farm Transparency Project (originally Aussie Farms) in 2014, and has written, directed and edited two award-winning feature-length documentaries, 2014's Lucent and 2018's Dominion.

A self-taught web developer, Chris built and continues to run FTP's innovative website, including the Repository and Map.

MEGHAN QUINLAN

Meg is a vegan Accredited Practising Dietitian, animal advocate, and the founder of Nooch Nutrition– an inclusive, neurodiverse-informed & affirming vegan Dietetics service.

Through Nooch Nutrition, Meg is committed to facilitating accessibility to veganism; guiding individuals and families in implementing sustainable & achievable changes for health, the environment, and animal welfare.

Meg holds a Master of Dietetics from Monash University and has a diverse background spanning research and development in food product innovation, as well as extensive experience as a paediatric disability Feeding Therapist, supporting neurodiverse children with sensory challenges around food. Meg is also dedicated to empowering underrepresented communities, including her work addressing Aboriginal chronic disease in remote NSW, and her advocacy for transgender and gender-diverse populations.

Beyond her work in nutrition, Meg is involved in domestic and wildlife animal rescue & rehabilitation; volunteers with FTP; and is an active member of the Animal Justice Party.

Meg's involvement with FTP began with the 'Ban Gas Chambers' campaign, where she covertly interviewed representatives of Marel, one of the foremost manufacturers of CO2 gas chambers globally. From there, she went on to contribute to the 'Stop Dairy Slaughter' and 'Shut Down Slaughterhouses' campaigns, where her firsthand experiences investigating animal agriculture facilities left an indelible mark– fuelling an unrelenting and unapologetic lifelong drive to fight for animals.



LYNDA STONER

Lynda has been in the animal rights movement since 1976 and is the CEO of Animal Liberation. After reading the seminal book "Animal Liberation" by Prof Peter Singer, the course of Lynda's life was changed forever.

Being a vegetarian back then was "radical", the term vegan had not been coined and Lynda was considered '3 slices short of a loaf', and more colourful language.

Lynda has been involved with sit-ins at animal factories, has been arrested multiple times and was once sued by former prime minister Paul Keating's piggery company.

Despite being publicly ridiculed and pilloried, Lynda believes that once you become aware of the savagery with which we treat other animals, you cannot unsee it. The knowledge and belief that it is our responsibility to do anything to stop these atrocities governs everything that she has done for almost 50 years.



KRISTY ALGER



Kristy Alger is an activist and author living in lutruwita (Tasmania) on mumirimina country.

Currently the president of Animal Liberation Tasmania, her focus in recent years has been native forest protection and the defence of free living animal communities.

She has been arrested four times in the past two years for obstructing mining and logging operations, and for office occupations. Kristy published her first book "Five Essays for Freedom: A political primer for animal advocates" in 2020.

She has spoken at numerous rallies and festivals across the country, including the first Dominion March in 2018. When not writing, speaking, or locking on, Kristy spends her time with her family and multitude of rescued animals at home, or volunteering with Small Paws Animal Rescue.

YOUR LEGAL RIGHTS

It is likely that police will be in attendance at the March. It's important that you understand your legal rights and are prepared to interact with the police.

No Comment

You do not need to answer police questions, so don't. We ask all attendees to not talk to police, not to answer questions about who is organising or in charge and instead direct them to a marshal.

No Personal Details

You do not have to give details to the police. If you are arrested or there is reasonable belief you have been involved in a crime, you may legally have to give your name and address. Do not give any other personal details.

No Duty Solicitor

Use a recommended solicitor with protest experience. In the unlikely chance that you are arrested, we will arrange for legal representation.

Am I Under Arrest?

Ask am I under arrest if you are being questioned or detained by police. If they say no you can, and should, leave.

Remember that you have a legal right to protest. The police may try to threaten or intimidate you. Stay silent and point them in the direction of a marshal.

In case of arrest

After arrest, the police may take you into custody. This means the police officer will take you to a police station, custody centre or the police cells at court. You may have to travel in a police vehicle to get there. The police officer may handcuff you. You are not free to leave. You will be granted two phone calls, one to a friend or family member and one to a legal representative.



ABOUT THE ORGANISERS



Farm Transparency Project (FTP) is a non-profit animal protection charity, dedicated to ending the abuse and exploitation of animals in farms, slaughterhouses and other commercial settings. Through comprehensive investigations, documentary films, and the creation of innovative tools and resources, FTP seeks to force industry transparency and educate consumers by shining a light on the brutal reality endured by animals in the name of profit.

Core Values

The mission and operations of Farm Transparency Project are underpinned by the following core values.

- Animal rights - Believe in the rights of non-human animals to not be exploited, owned, abused, or killed for human purposes.
- Integrity - Be guided at all times by consistent moral principles, proudly accountable for all publicly and privately made decisions.
- Empowerment - Recognise the interconnectedness of all oppression, acting with an ethical continuity throughout all issues by not tolerating any form of oppression. Showing respect for all beings regardless of ethnicity, gender identity, sexual orientation, faith, ability, class, age, and species, and encouraging the empowerment of those from marginalised groups.
- Safe places - Promote open, respectful communication and a practice of "calling it in" as the first step for conflict resolution, maintaining compassion for all even in the face of adversity, and striving for a culture where individuals feel safe from harm and harassment.
- Transparency - Advocate freedom of relevant information regarding matters of public/consumer interest and social justice, while respecting security culture to avoid compromising the safety and effectiveness of campaigns.
- Innovation - Continually seek new methods to improve effectiveness of our operations and the overall movement.
- Unity - Support and empower other individual activists and organisations in their own work, including but not limited to the sharing of resources, tools and information.
- Non-violence - Strongly oppose all violence towards human and non-human animals.

Farm Transparency Project stands for animal justice, rights and freedom, within a framework of collective liberation and consistent anti-oppression. With our work, we strive to be allies to other struggles for justice and do our best to challenge injustice wherever it arises in society.

Farm Transparency Project supports:

- An immediate end to the genocide of Palestinians, and the freedom of Palestine from Israeli occupation, apartheid and colonial violence. Learn more and take action.
- LGBTQIA+ rights and self-determination. This includes trans rights, gay rights and the rights of any person who experiences prejudice and injustice due to their gender or sexuality.
- Sex-worker rights including the right to legal protection, safe working environments and the destigmatisation of sex work.
- First nations sovereignty and self-determination.
- Reparations and accountability for historical injustices against first nations communities and communities of colour.
- The elevation of women, people of colour, first nations people, LGBTQIA+ people, disabled people and other minoritised groups to positions of leadership.
- The rights to self-determination, respect and autonomy for people with disabilities.
- The rights of people to seek asylum, choose their country of residence and be given freedom of movement and opportunity.
- Access to safe healthcare for all members of society, including abortions and gender affirming surgery.
- Creating spaces which are open, welcoming and accessible, regardless of people's physical, social or psychological abilities and needs.
- Transparency, accountability and proactive, restorative justice in cases where individuals or groups are harmed or put at risk by our actions or the actions of our representatives.