



2024/25 Annual Impact Report

Acknowledgement of country

Action for Dolphins acknowledges the Traditional Custodians of Australia's land and surrounding seas.

We pay respect to the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin Nation, on whose land we work, and to all First Nations peoples across Australia. We honour their enduring connection to sea country and their knowledge of marine animals that has safeguarded these ecosystems for millennia.

This land and sea was, and always will be, Aboriginal land and sea.

Credit: Nathan Tran via Pexels

Our mission

We act so dolphins can live free from suffering

We pursue bold, creative strategies to achieve institutional change and protect dolphins and whales from human made and environmental threats, such as hunts, captivity, and shark nets.



**Impact
focused**



Efficient



Bold



Collaboration



Integrity



Respect

Message from our CEO



I am delighted to report that 2024/25 has been a landmark year for Action for Dolphins, and it was only possible because people like you refused to look away.

Our campaigns gained powerful momentum on multiple fronts. We continued to expose the hidden dolphin trade pipeline connecting the Taiji hunts to marine parks in Thailand. We released a landmark report showing our findings, shaping our campaign strategy and educated thousands of prospective tourists. We stood at the cove in Taiji, calling on Traveloka to cut ties with cruelty, and confirmed two major investors have walked away from the company.

In Australia, public pressure against lethal shark nets continued to build. Shark nets are outdated devices that kill dolphins, whales, turtles and other marine animals each year. This financial year, the most significant shift occurred in New South Wales, where not a single coastal council voted to keep the nets in place, and the nets were removed from beaches one month early. These milestones reflect years of tireless advocacy and growing public awareness of the harm these nets cause.

We also launched Australia's first Ethical Whale and Dolphin Watching Guide, empowering travellers to choose wild encounters over captivity. Shared widely across social media and key tourist hubs, the guide is helping reshape how people connect with marine life.

This year marked a new chapter of leadership at Action for Dolphins, and I'm proud to say it has been one of growth and momentum. Through strengthened partnerships across Australia and the Asia-Pacific, bold advocacy, and viral public engagement, we are driving lasting change for dolphins from the cove in Taiji to Australia's shores.

We're deeply grateful to everyone who stood with us this year - our supporters, volunteers, and partners. Your dedication makes it possible to challenge systemic cruelty and create a world where dolphins can live free from suffering.

A handwritten signature in black ink, appearing to read 'H Robins', with a long horizontal line extending to the right.

Hope Robins, CEO

What we're working to achieve

- 
- Disrupt and end the Taiji dolphin hunts
 - Persuade travel companies to strengthen animal welfare standards
 - Ban the import of wild dolphins into Thailand
 - Promote ethical wild dolphin & whale watching
 - End captive dolphin breeding in Australia
 - Remove deadly shark nets in New South Wales and Queensland
 - Champion stronger nature laws in Australia



Ending the Taiji dolphin hunts

Every year in Taiji, hunters drive dolphins into a cove where they face either slaughter or selection for export to marine parks across Asia. The hunts are sustained because of the global trade in live dolphins, where dolphins are sold at high prices. As long as marine parks continue to import dolphins from Taiji, the cruelty will continue. Many tourists visiting facilities across the region. Yet they remain unaware that their tickets help sustain this trade.

Our investigations have made one thing clear: to end the hunts, we must disrupt the economic model. That means we focus on the marine park trade of live dolphins.

We are exposing the links between the hunts and marine parks, increasing pressure on travel platforms and their investors to stop profiting from venues purchasing Taiji-sourced dolphins, and educating the public on the truth behind captivity to reduce demand. We are working with partners across the Asia-Pacific to close legal loopholes that allow the trade to continue.

Thanks to supporters like you, we are having an impact. We are exposing the truth behind the Taiji hunts, challenging companies profiting from the trade, and empowering travellers to say no to captive venues.

Credit: Robert Gilhooly

Progress in disrupting the Taiji hunts

42%

reduction in dolphins captured in the last decade

50%

reduction in dolphins slaughtered in the last 5 years

5000+ people stood up against cruelty by signing our petition to end the hunts

11,500 views on our Taiji campaign pages, as people around the world learned about the cruelty behind the hunts

We interviewed a former Taiji dolphin trainer, revealing the trauma dolphins face before export and shaping future strategy

Credit: Kunito Seko

Progress in disrupting the Taiji hunts

In 2024/25, we continued our on-the-ground investigations in Taiji and Thailand to expose the secrets of the Taiji dolphin trade



We led a hard-hitting campaign against Traveloka, combining coordinated global action with direct lobbying. This prompted two major investors to confirm they have cut ties with Traveloka



We worked with an investigator on the ground in Thailand. We published a landmark report exposing hidden links between marine parks in Thailand and the Taiji hunts, and the legal loopholes that allow them to exist

2,100+

Travellers reached through targeted ads, securing pledges to avoid marine parks and raising awareness before tourists even booked a ticket

Our Traveloka campaign was amplified by standing at the cove in Taiji, demanding change on the ground



Credit: Action for Dolphins

Reshaping the future of dolphin tourism

Dolphins in captivity are confined in limited spaces, surrounded by artificial environments, and subjected to continuous human interaction and unnatural behaviours, all for humans' amusement. In Australia, Queensland remains the only state still breeding dolphins in captivity. Breeding programs and performances distort public understanding of dolphin behaviour and make confinement appear acceptable.

To end captivity, our strategy combines reducing the industry's social acceptance, shifting public behaviour toward ethical, wild alternatives, and driving policy reform, including a ban on captive dolphin breeding to prevent future generations being born into a small tank.

We do this by making the welfare consequences of captivity transparent to the public, promoting ethical whale and dolphin watching, educating the public about captive dolphin experiences, and pushing for stronger protections for dolphins. Our previous win, securing a ban on captive dolphin breeding in New South Wales, shows that change is possible.

Your support in 2024/25 strengthened this shift. We corrected misleading claims used to defend captivity, increased public scrutiny of breeding practices in Queensland and launched Australia's first Ethical Whale and Dolphin Watching Guide, a resource already helping travellers choose experiences that respect dolphins in the wild.

A year of change for tourism and dolphin captivity



Credit: Action for Dolphins

1st

In 2025, we launched Australia's first Ethical Whale and Dolphin Watching Guide

1210

people pledged not to visit marine parks

32,500

people reached through social media content exposing the global dolphin captivity industry and the practices that underpin it

500

cards promoting ethical tourism handed out at the gates of Sea World and key tourist hubs across Australia

We joined a global Empty the Tanks protest outside Sea World, amplifying the call for an end to dolphin captivity in Australia

Our Ethical Whale and Dolphin Watching Guide

36

destinations featured across 5 states, including land-based lookouts and ethical tour operators, all assessed by incredible volunteers

1000+

views since launch, with travellers now equipped to make cruelty-free choices when watching marine wildlife



100+

hours of collective research, writing and verification invested to ensure accuracy

7

iconic species of dolphins and whales profiled

Removing deadly shark nets from Australian waters

Shark nets are outdated and ineffective fishing gear still used in New South Wales and Queensland. Rather than protecting swimmers, they entangle dolphins, whales, turtles and many other marine animals, including endangered and critically endangered species. Despite overwhelming evidence that they do not improve swimmer safety, these nets continue to form part of state shark-mitigation programs.

Shark nets kill marine wildlife without reducing risk to the public. Modern alternatives such as drone surveillance and community education keep people safer while avoiding unnecessary harm to ocean animals.

As part of the Nets Out Now coalition, we push for the removal of shark nets through clear public communication, direct advocacy backed by current evidence, and targeted engagement with coastal communities. Awareness of the harm caused by nets is rising, and confidence in modern, non-lethal safety measures is growing. This shift is strengthening political pressure to phase out the nets across both states.

Your support has driven measurable change. For the first time ever, no New South Wales councils voted in favour of keeping the nets, a significant step forward and clear message to decision makers. Nets were removed earlier, which reduced exposure for ocean animals. Community opposition is stronger and more coordinated than ever.

Progress towards removing deadly shark nets

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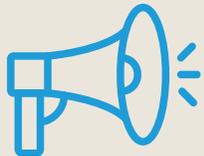
NSW coastal councils voted in favour of keeping shark nets

4054

people completed an advocacy action, signing our petition or writing to their MP

This year we saw the first major shift in NSW's shark net program in decades as public pressure led to nets being removed from beaches one month early

22,000 people reached through a single myth-busting social media post

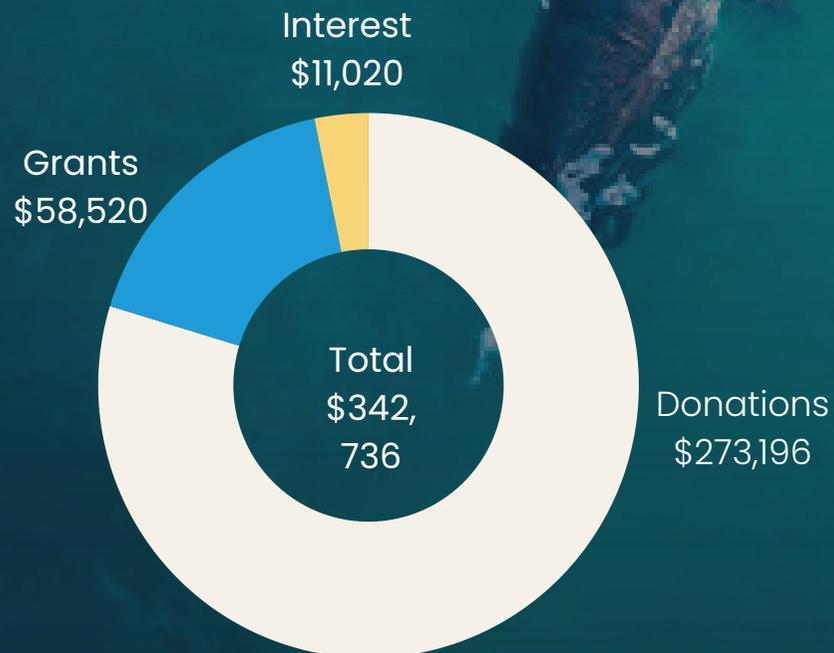


Our freedom of information findings exposed the harm caused by shark nets and showed that safer, humane alternatives work. We turned this evidence into an educational video series explaining why shark nets are outdated and what modern non-lethal shark mitigation programs look like

Credit: Sea Shepherd Australia

Financial summary

Revenue



Expenses



*In addition to essential operational costs, organisational and campaign running costs include the systems and tools that enable our advocacy and campaigning to operate effectively. This extends to our website, petitions, and advocacy tools that strengthen campaign reach, participation and impact.

"I am so very proud and excited to contribute & join in on the conversation with Hope and Hannah & all the AFD team in supporting Action For Dolphins! Their presence on Instagram, Facebook and regular communications are exemplary and show such dedication, perseverance, commitment, and drive for change in protecting dolphin life and all the ocean ecosystems. Looking forward to many bright years of breakthroughs ahead and a truly revolutionary change for marine life in our future generations." – Electra, donor

Thank you

This year's wins were only possible because of you. They started with exposing the Taiji trade pipeline, moved to accelerating shark net removal and continued with launching Australia's first Ethical Whale and Dolphin Watching Guide. Your support is shaping a future where dolphins are respected, protected and free from suffering.

We are deeply grateful to you because you make this work possible. A special thank you to our monthly givers, whose steady support allows us to plan ahead, respond quickly and drive long-term change.

To our philanthropic and bequest supporters, your extraordinary commitment powers systemic progress and stronger protections for dolphins.

And to everyone who has given a one-off gift or strengthened our work through grants - thank you.

Whether through donating, speaking up, or sharing our message, your support moves us closer to a world where dolphins live free from harm.



Credit: New Light Visual via Canva Pro

Looking ahead

In 2025 and beyond, we are using our evidence-based investigations, partnerships across the Asia-Pacific, and growing public momentum to drive the following systemic changes dolphins urgently need.



End the Taiji trade



End dolphin breeding in Australia



Protect dolphins' ocean homes



Reform the tourism industry



Remove shark nets in Australia



Strengthen legal protections for dolphins



Promote ethical encounters



Secure protection for high seas



Your support makes these campaigns possible. To make a donation, visit www.afd.org.au/donate-now/



Credit: Jonas Von Werne via Pexels