



23/24 Impact Report



Acknowledgement of Country

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

We recognise and appreciate the Traditional Custodian's deep knowledge of marine animals and their long history of sustainable practices that have protected animals and the environment for millennia.

We recognise and pay respect to the Traditional Custodians of the land on which we work: the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin Nation.

We acknowledge that this land and sea was and always will be Aboriginal land and sea.

Our Vision and Mission

We act so dolphins can live free from suffering.

With a focus on achieving long-lasting institutional change, Action for Dolphins is creative and bold in our approach to protecting dolphins and other marine animals from hunts, captivity, shark nets, and environmental threats.

Our team are courageous and think outside the box to achieve effective change.



Our Values



Impact focused



Bold



Integrity



Efficient



Collaboration



Respect



Image: Canva.com

Message from our CEO

"This was an impactful year at Action for Dolphins. Thanks to our incredible donors and supporters, we remain committed to long-term campaign strategies to achieve institutional change for dolphins and other marine animals."

This year's campaign highlights include **shutting down a dolphin meat supplier** from the Taiji dolphin hunts, **releasing an explosive report exposing travel companies profiting from the cruel hunts**, launching a large-scale financial impact campaign against Traveloka, and **mobilising dozens of volunteers around Australia for insights on dolphin and whale watching** in preparation for the launch of our Wild Dolphin & Whale Watching Guide.

The more people we can reach with our message to protect dolphins, the faster we will achieve long-term change. This year, we reached thousands of new people about the plights dolphin face at the Ocean Lover's Festival (recorded for [ABC's Big Ideas](#)) and on the [Ocean Protect](#) and [How to Protect the Ocean](#) podcast.

I also featured in an ABC documentary, [Dolphins: Is Our Love Too Deep?](#), exploring the negative impacts of feeding wild dolphins in Australia.

This year we strengthened our partnerships to ensure a bigger, more coordinated movement to protect marine animals – including joining the Places you Love Alliance for stronger nature laws in Australia.

Thanks to these actions, the year ahead looks even brighter to achieve ongoing tangible change for dolphins.



Hannah Tait, CEO

Our campaigns



Economically impact to end the Taiji dolphin hunts

Ban the import of wild dolphins in Thailand

End captive dolphin breeding in Australia

Ethical Wild Dolphin & Whale Watching Guide

Remove deadly shark nets in New South Wales

Stronger nature laws in Australia

At a glance – Taiji campaign

Image: Robert Gilhooly



Using a strategic legal angle, we shut down a Taiji dolphin meat supplier

90%

reduction in dolphins captured in Taiji since 2020

6,500

people stood up against cruelty in Taiji by signing our petition

50%

reduction in dolphins killed in Taiji since 2020

50,000+

people engaged with social media content exposing what goes on in Taiji



exposure in Yahoo! News & Korean news for record-breaking mercury levels in dolphin meat



Image: Kunita

At a glance – dolphin captivity campaign

Image: Canva.com

Our explosive 'Waves of Profit' report, co-produced with World Animal Protection, reveals 6 global travel companies selling tickets to Taiji-linked dolphinariums around the world.

107 
dolphin entertainment
venues across **17 countries**
with links to Taiji

6,480 people were reached with a social media post exposing travel companies connected to Taiji

\$ We launched a financial-impact campaign against Traveloka for selling to 9 venues linked to Taiji


 Thailand is a key importer of dolphins from the Taiji hunts. We have begun working with a campaigner in Thailand to investigate a legislative ban on importing dolphins from Taiji.



Image: Action for Dolphins

In Australia, we are lobbying venues to end animal-visitor interactions and gearing up for a new campaign to end dolphin breeding in Queensland.

At a glance – shark net campaign

Image: Action for Dolphins

Working with Sea Shepherd Australia, we co-produced 'Effective Shark Management For Your Community' in New South Wales. This report outlines what an effective shark management strategy looks like to empower decision makers to remove shark nets.

Our Freedom of Information request to the NSW Government revealed hundreds of images of dolphins, rays, sharks and turtles that were killed in its lethal shark control program, and we used this evidence to boost awareness on the issue.



Our CEO featured on **ABC's Big Ideas** calling for the removal of shark nets in NSW.



3,800

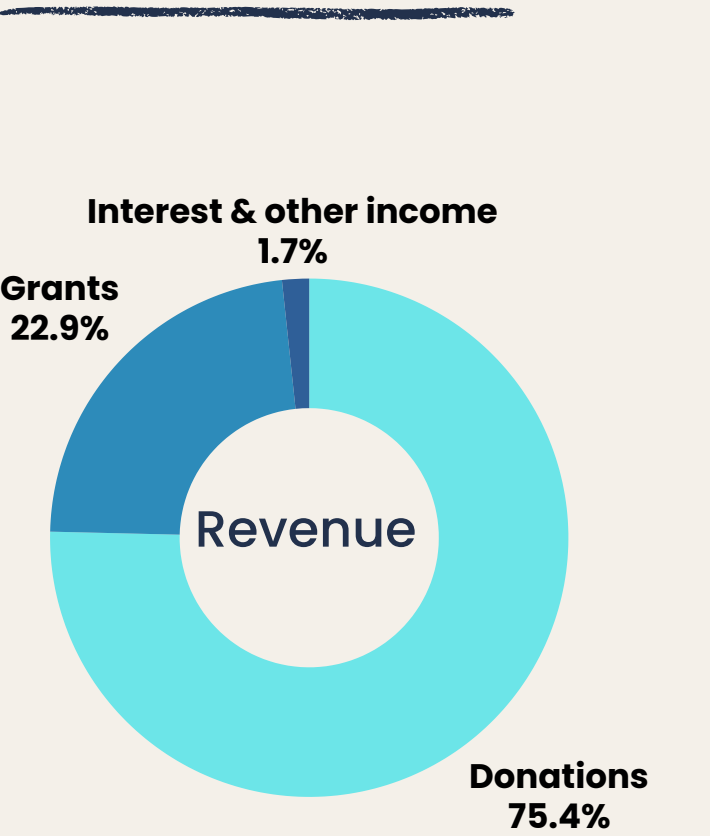
people called for the removal of shark nets

9,800

people reached on social

media to educate about non-lethal alternatives to shark nets

Financial summary



Action for Dolphins primarily relies on funding from compassionate individual supporters to achieve change for dolphins

We are committed to keeping organisational costs low to ensure maximum funds are directed towards impactful campaigns for marine animals.

Our dedicated team is the driving force behind these efforts, spending the majority of their time working on campaigns to end dolphin suffering.

Every donation, no matter the size, helps make it possible to fight for a better world for dolphins and other marine animals.

REVENUE	
Donations	\$262,699
Grants	\$79,967
Interest & other income	\$5,862
Total	\$348,528

EXPENSES	
Campaign work to protect dolphins and marine animals	\$202,603
Organisation running costs	\$144,913
Total	\$347,516

"I'm very proud to support Action for Dolphins and have been doing so for many years. Their ongoing effort working towards putting an end to dolphins being kept in captivity and allowing them to be free to live their lives in the ocean is something which I'm extremely passionate about. A truly worthwhile and important cause for marine life!"

- Michelle, donor

We'd like to thank all our donors for their generous support



Acknowledgements

On behalf of the entire team at Action for Dolphins, we want to thank the incredible Dolphin Defenders around the world who make our work to end dolphin suffering possible.

Thank you to everyone who gives a monthly donation, the backbone of our efforts to achieve long-term institutional change for marine animals, and to everyone who has given a one-off donation - large or small - for standing up for the protection of dolphins.

A special thank you to the generous companies and organisations that contributed grants to Action for Dolphins this year.

The years ahead: 2030 campaign goals



Dolphin breeding
banned in Australia



All shark nets removed
in Australia

80%

Reduction in dolphins killed and captured in the Taiji
hunts to accelerate the end of the hunts for good



Legally challenge dolphin captivity overseas where
there is a strong opportunity



Launch environment-focused global campaign

Tactics to achieve change:



Legal action



Advocacy



Media exposure



Scientific angles



Technological solutions

