



## **Media Release**

**Embargo until Mon. October 23, 2023 at  
1100 (Central Europe Time)  
2000 (Eastern Summer time Australia)**

# **Kangaroos on the Australian landscape Survey shows what we think about protecting kangaroos**

A national poll being released on World Kangaroo Day [October 24] has found that 98% of Australians think it's important to protect kangaroos as part of a strategy to safeguard Australian ecosystems.

In the 1920s koalas were hunted for their fur to the brink of extinction, before being declared a protected species in 1937. Unlike koalas, kangaroos are still commercially killed for their skins and meat.

The independent survey by Pure Profile found that 64% think Australians should take a stance against commercial killing of kangaroos.

The survey on what Australians think about kangaroos was commissioned by leading wildlife not-for-profit Kangaroos Alive.

"This survey shows that most Aussies want the kangaroo killing to stop. Australia has taken a stance against killing of wild elephants for the sales of ivory and hunting of wild whales for the sales of meat and other body parts and we now turn our attention to our own backyard", says Mick McIntyre, Director of Kangaroos Alive

The survey found that 82.7 % of people considered kangaroos to be our national icon.

It's on our coat of arms and is recognised as the most iconic emblem of our country. It's used by Australian tourism as a major draw card to lure overseas visitors.

Australia went from killing whales in the 1970s to become a world leader in whale watching. The survey found that 77% of Australians think we should examine the potential economic benefits of kangaroo eco-tourism versus killing.

"Every year, approximately two million kangaroos fall victim to commercial slaughter for their skins and meat, which find their way into high-end soccer shoes, pet food, motorbike suits, specialty game meat, and more," McIntyre said.

“But we are starting to see big businesses take notice,” he added. Just this month shoe giant New Balance announced it will no longer be using kangaroo leather, just months after two of the world’s biggest manufacturers of football boots Nike and Puma announced they were swapping kangaroo leather in favour of a new synthetic material instead.

“These global brands listened to their outraged customers and don’t want to be associated with this inhumane commercial industry and our survey shows most Australians don’t either”

The survey found more than 75% think it’s both unacceptable and inhumane how an estimated hundreds of thousands of baby joeys are killed annually as part of this commercial killing”

Europe stands as the world's top importer of kangaroo products, wielding immense influence over what has become the largest commercial wildlife slaughter on the planet.

“A remarkable two-thirds (67.3%) of Australians agree other nations should refrain from driving the commercial slaughter of Australian wildlife if it entails cruelty or ecological threats, akin to the EU’s ban on Canadian harp seal products”.

"The Australian government is failing to protect our kangaroos from the legalised commercial wildlife trade, but this new national survey demonstrates that Australians genuinely care," said McIntyre, as he implored the European Parliament to take action and halt kangaroo product imports.

The survey results have been released on World Kangaroo Day to Members of the European Parliament in direct response to questions raised during last year’s World Kangaroo Day debate in the European parliament, which discussed the imposition of a ban on kangaroo products in the EU.

Kangaroos Alive continues to work with Eurogroup for Animals, a coalition of over 80 animal protection organizations across Europe, that has marked an EU ban on kangaroo products as one of its top priorities in the EU-Australia Free Trade Agreement negotiations, as shown in this [infographic](#)

“Members of the European Parliament wanted to know how Australians feel about this issue,” McIntyre said. These survey results give us the answer. Australians don’t want this. Adding “Australians have been horrified to learn about the grim reality of the kangaroo slaughter.

“This wildlife trade is poorly regulated, jeopardising kangaroo populations, and the brutal fate of countless healthy joeys is nothing short of barbaric.” The survey found that 64.2% believe we should stop trading in kangaroo body parts

Nine out of 10 Australians said kangaroos should remain part of the Australian landscape and think we should share the land with kangaroos, compared to a mere 9.7% that considers kangaroos to be a pest, mostly due to road hazards.

McIntyre: “We need to stop the killing and learn how to coexist with our native wildlife”. The survey found that two-third of Australians are supportive towards switching to non-lethal coexistence practices.

### **About Kangaroos Alive**

Kangaroos Alive is a global movement for the ethical treatment of kangaroos. It runs programs that educate people about kangaroos and it campaigns nationally and globally for a moratorium on the killing of kangaroos. They have been part of an ongoing campaign in Europe lobbying to stop kangaroo imports into the EU.

It is partnering with Back to Country from the Yuin Nation recognising that kangaroos are a sacred totem for First Nation people. In 2020 Kangaroos Alive created World Kangaroo Day (October 24) to celebrate kangaroos and to lobby for their protection.

ENDS

For more information

**In the Media PR**

Amna@inthemediapr.com.au

WhatsApp: +61406156767