



Pureprofile

SPOTLIGHT ON KANGAROOS: NATIONAL SURVEY REPORT

**Australians' attitudes and beliefs
about kangaroos and the
commercial killing of kangaroos**



**Kangaroos
ALIVE**

**A Kangaroos Alive Report
December 2023**



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- A Kangaroos Alive Report
- Survey by Pureprofile



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Foreword

The world's largest commercial slaughter of land-based wildlife operates under a veil of darkness. The commercial killing of millions of wild kangaroos takes place at night in remote areas of Australia, as well as increasingly in residential areas.

While kangaroos are considered a national icon, many Australians have grown up with the narrative that kangaroos are also a problem that needs to be managed. Many are even unaware that this commercial wildlife slaughter takes place in their backyards and how this industry operates.

But times are changing. There is rapidly growing public awareness of the inherent cruelty involved in the commercial slaughter, the fate of countless joeys as collateral deaths of the industry, the lack of monitoring, risks to kangaroo populations and Australian ecosystems, public health risks and the substantial spiritual and cultural harm this industry inflicts on Indigenous Australians.

In 2021, a New South Wales parliamentary inquiry into the health and wellbeing of kangaroosⁱ found, *inter alia*, that there is a lack of monitoring and regulation at the point of kill, and that the methodologies used to estimate kangaroo populations lack transparency and need an urgent independent review. The inquiry also found that the shooting of kangaroos has a profound impact on the mental health of Indigenous Australians, kangaroo carers and rescuers.

The government has been criticized by many for accepting just two out of the 23 recommendations made by the inquiry committee, and even the response to those two has been minimal at best.

Meanwhile, companies around the world are ending their use of kangaroo products. All major Australian animal welfare organisations publicly oppose the commercial killing of kangaroos, and the last remaining animal welfare supporters have distanced themselves from the industry.

Emerging scientific evidence is increasingly being used in the US and Europe to put forward proposals to ban the importation of kangaroo products. This raises the question: 'How do Australians feel about kangaroos and their commercial slaughter?' This information is important as we move forward in protecting kangaroos.

Dennis Vink - Campaign Manager, Kangaroos Alive

EXECUTIVE SUMMARY

A nationally representative survey was conducted in September 2023 by independent global data and insights organization Pureprofile on the attitudes and beliefs of Australians about kangaroos and the commercial killing of kangaroos.

Perceptions of kangaroos

Most Australians describe kangaroos as their national icon (83%) and as native wildlife (77%). Only a small minority (10%) of Australians see kangaroos as a pest. Despite the fact that the commercial kangaroo industry takes place their backyard, Australians appear to know relatively little about how it operates. This is indicated by the high percentage that has never heard of the Code of Practice (73%).

Animal welfare

Australians find it unacceptable that there is no monitoring at the point of kill (69%) and that many kangaroos are mis-shot (71%). They think it is unacceptable to kill joeys as part of a commercial industry (76%) and do not support the current prescribed methods to kill joeys as a humane practice (75%). Most Australians think the commercial killing of kangaroos causes unnecessary animal cruelty and suffering (69%), is inhumane (63%) and poses an animal welfare crisis (61%).

Conservation

Recognizing their ecological value, Australians find it important to protect kangaroos in order to protect the wider Australian ecosystems (98%) and agree the commercial killing should stop at least until we have reliable population estimates (70%) and know more about the effect of climate change on kangaroo populations (67%). In addition, 78% of Australians agree that the methods used to estimate kangaroo populations should be made publicly available to allow independent scientific peer review.

Public health, safety and food hygiene

Only 2% of Australians regularly eat kangaroo meat. Australians think kangaroo meat is of poor hygiene (72%) and are therefore unlikely to eat it (68%). The majority of Australians (57%) are concerned about the emergence of zoonotic diseases in the context of commercial industries working with wildlife.

Indigenous Australians

Kangaroos continue to be a sacred totem for Indigenous Australians. The majority of Australians (53%) agree that the government should undertake genuine consultation with Indigenous Australians and consider their perspectives before continuing the commercial killing of kangaroos, while 17% disagrees.

Coexisting with kangaroos

A striking majority of Australians want kangaroos to remain part of the Australian landscape (90%) and think we should share the land with them (88%). Australians feel kangaroos deserve a fair share of grazing on their native land (80%) and support switching to non-lethal coexistence practices (69%). Over three-quarters of Australians (78%) think it is important to examine the potential economic benefits of kangaroo ecotourism versus the benefits of the commercial killing of kangaroos.

Wildlife Trade

Two-thirds of Australians want other countries (67%) and commercial companies (64%) to stop trading in kangaroo products and think Australia should take a stance against the commercial killing of kangaroos (64%). Australians think federal (64%) and state government (56%) and ecologists, scientists and other experts (40%) should be responsible for the protection and management of wildlife.

Conclusions

The commercial kangaroo industry lacks a social license to operate, as the majority of Australians want the commercial killing of kangaroos to end. Commercial companies and governments worldwide that don't stop the use of and trade in kangaroo products can expect to be met with continued and increasing public pressure. The findings of this survey highlight the urgent need for governments, policymakers, commercial companies and consumers worldwide to end their support of the commercial killing of kangaroos.

Recommendations

Australian Federal and State governments are urged to impose a moratorium on the commercial killing of kangaroos. In addition, Australian Governments are strongly recommended to extensively and genuinely consult with Indigenous Australians about the spiritual and cultural impact that commercial killing of kangaroos has on them. Furthermore, the Australian Government is called upon to undertake an urgent review of the methodologies used to estimate kangaroo populations and make the methods publicly available for peer review.

The Australian Federal government, State Governments and Regional Councils are called upon to support and work with Australian farmers and landholders and invest in the development of non-lethal methods to coexisting with and protect Australian wildlife, including kangaroos.

Nations and governments worldwide are called upon to ban the importation and trade of kangaroo products. Commercial companies are urged to end their use of kangaroo skins and meats and switch to non-animal-based alternatives. Consumers are encouraged to avoid purchasing kangaroo products.

Introduction

A nationally representative survey was conducted among 2000 Australians by the independent global data and insights organization Pureprofile. This survey was commissioned by Kangaroos Alive in direct response to questions raised by Members of the European Parliament during the PETI debate held in the European Parliament on World Kangaroo Day 2022 (October 24). The debate discussed the imposition of a ban on kangaroo products in the EU on grounds of animal welfare, conservation and sustainability, as well as food safety and public health.

The MEPs wanted to know how Australians truly feel about this issue when provided with information on the commercial kangaroo industry. The survey results were officially presented to several Members of the European Parliament in Brussels on World Kangaroo Day 2023. This report presents the findings of the national survey.

Acknowledgements

Kangaroos Alive is grateful for the support of World Animal Protection Australia, Animals Australia and the Animal Welfare Institute that helped make this important study possible. We also thank Faunalytics, Voiceless and Eurogroup for Animals for their contributions as research advisors.



Study design

Global data and insights research organisation Pureprofile surveyed 2000 people across Australia from their panel to investigate their opinions on kangaroos. People from a broad range of locations, incomes and ages, and from both regional and metropolitan areas, were included. 41% of Australians indicated they are familiar with kangaroos and their biology, while 26% said they were not familiar with it. Documentaries are by far the most common primary source of information. Just 2% of Australians regularly eat kangaroo meat.

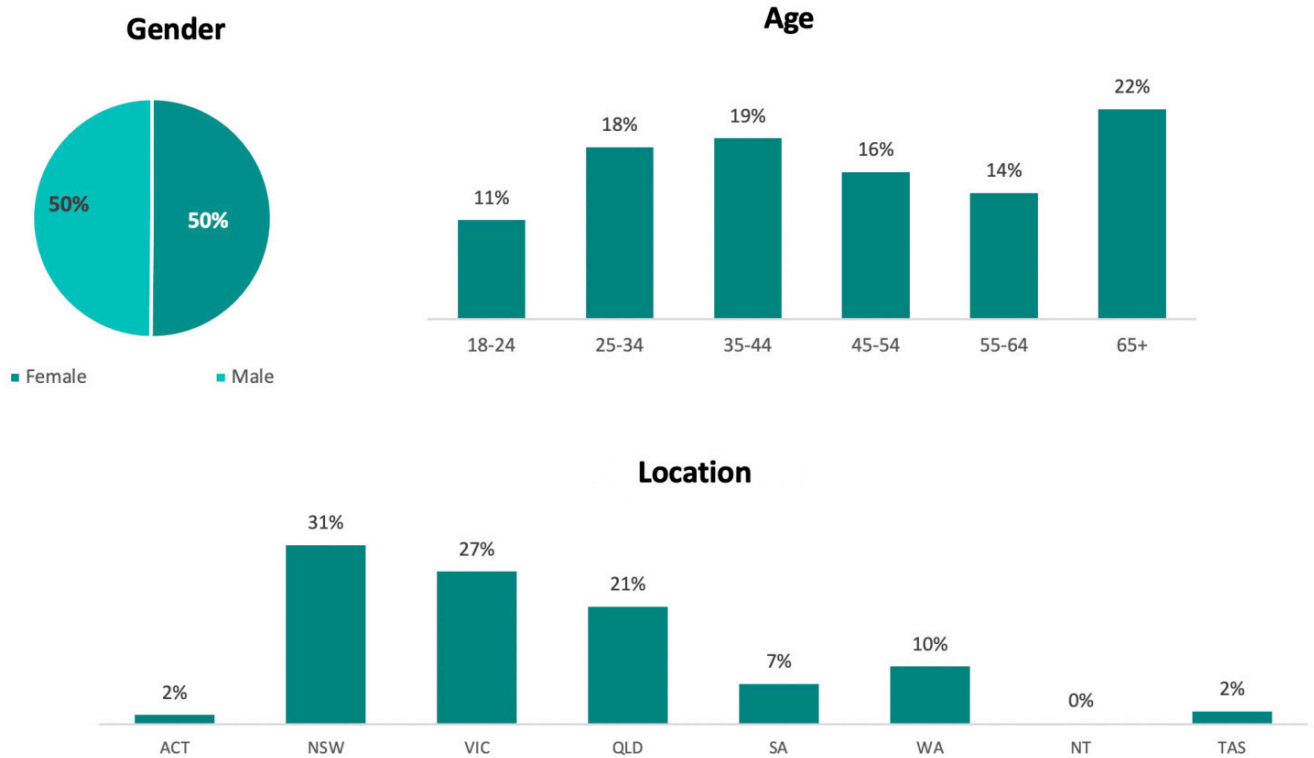


Figure 1. Overview of demographics – part 1

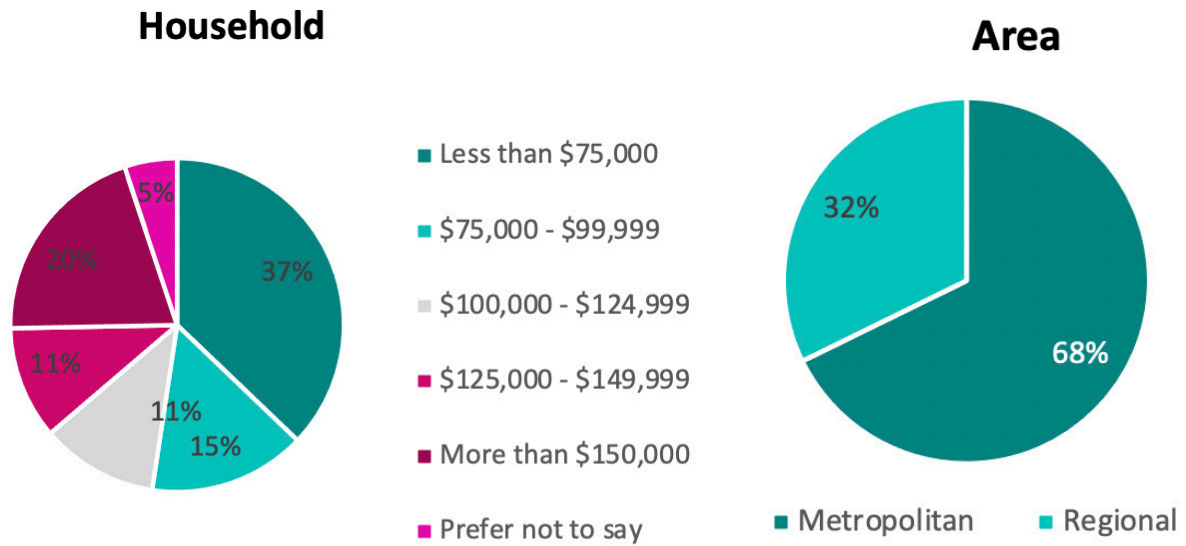


Figure 2. Overview of demographics – part 2

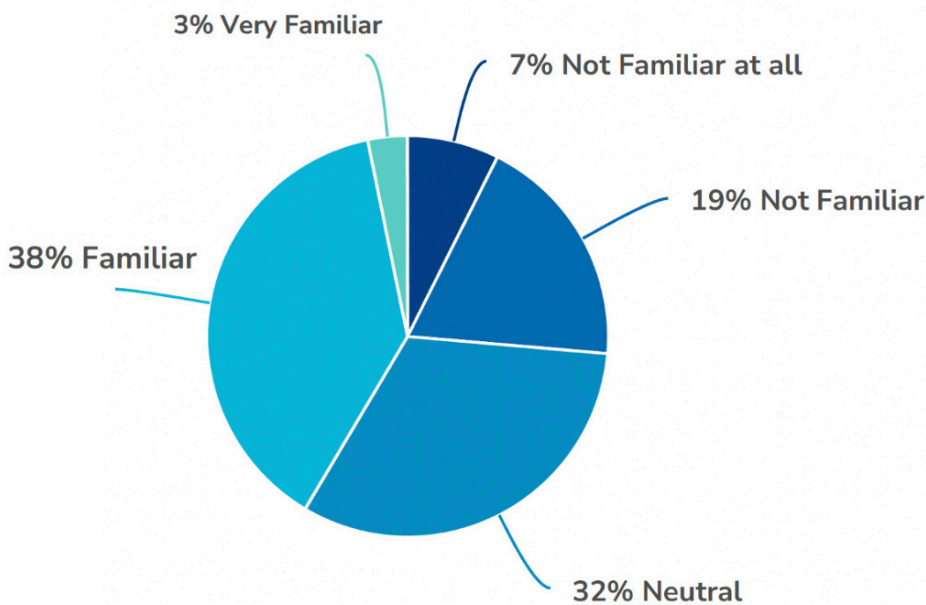


Figure 3. Q: How familiar are you with kangaroos and their biology, e.g. diet, reproduction, behaviour, etcetera?

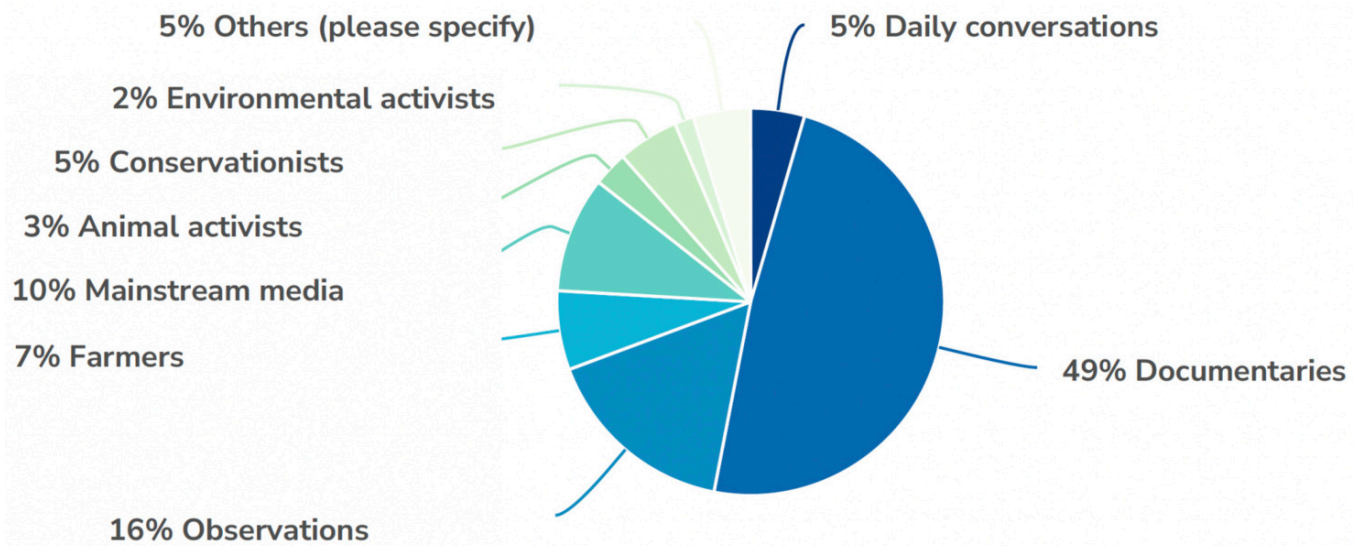


Figure 4. Q: Which of the following would you consider to be the primary source of knowledge about kangaroos?

| Value | Percent | Responses |
|---|---------|-----------|
| Yes, I have it regularly | 2.2% | 43 |
| Yes, I have it occasionally | 14.0% | 280 |
| Yes, I have tried it once or twice only | 35.9% | 718 |
| No, I have not consumed kangaroo meat | 46.9% | 937 |
| I'm not sure | 1.1% | 22 |

Figure 5. Q: Have you ever consumed kangaroo meat?

Perceptions of kangaroos

When Australians are asked how they would describe kangaroos, being allowed to select as many as they want, 83% of people describe kangaroos as an Australian icon, compared to 10% that describes kangaroos as a pest. When presented as a statement, just 13% of Australians agree that kangaroos are a pest, while 62% disagrees.

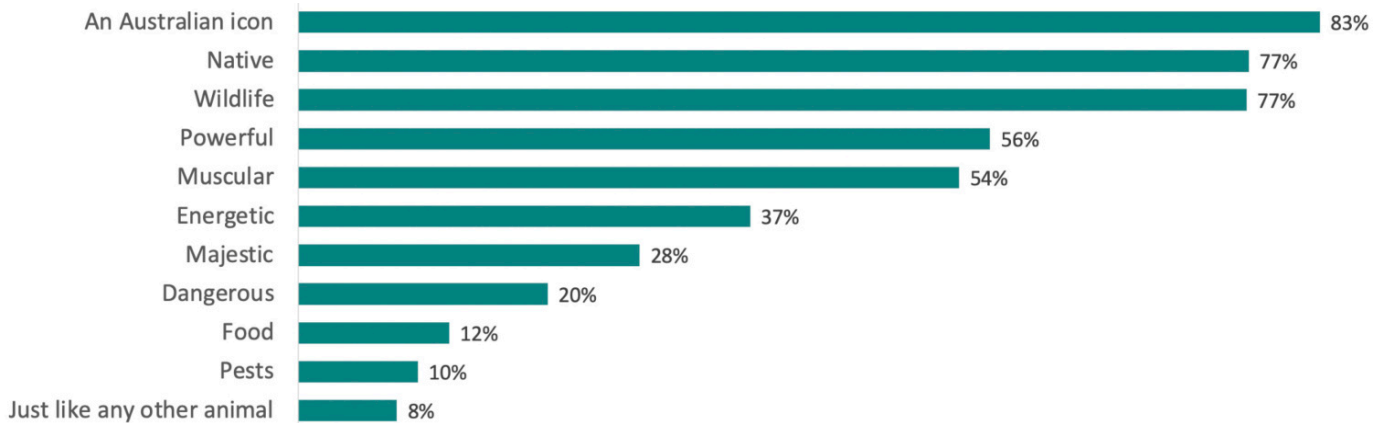


Figure 6. Q: Which of the following would you use to describe kangaroos?

The 1806 people who didn't select 'pests' were asked why, to which the most common answer was because they are native to Australia (85%), because they hold cultural significance for Indigenous communities (46%), they fulfil an important role in our ecosystems (44%) and they attract tourists (42%). The 194 participants who do see kangaroos as a pest, do so mostly because of road hazards (76%) and crop damage (68%).

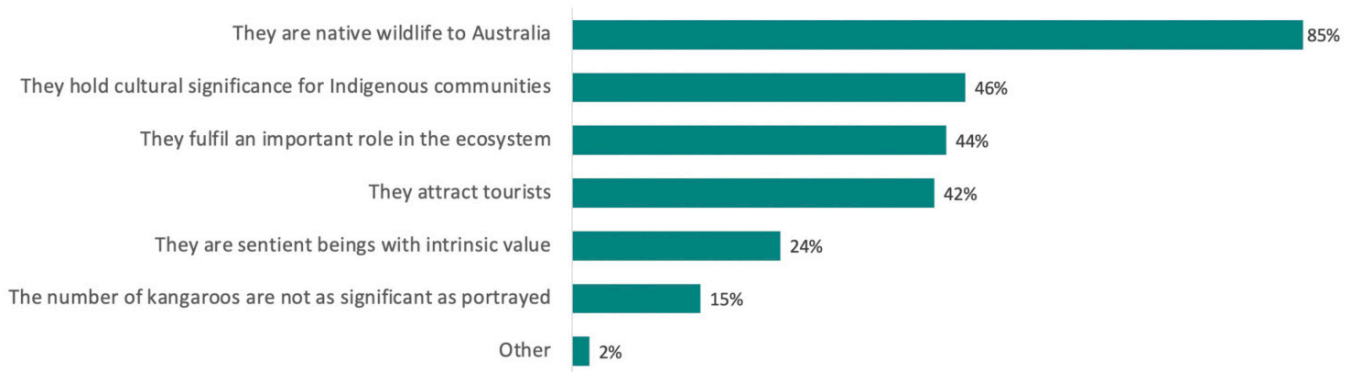


Figure 7. Q: Which of the following best describes why you don't consider kangaroos to be a pest?

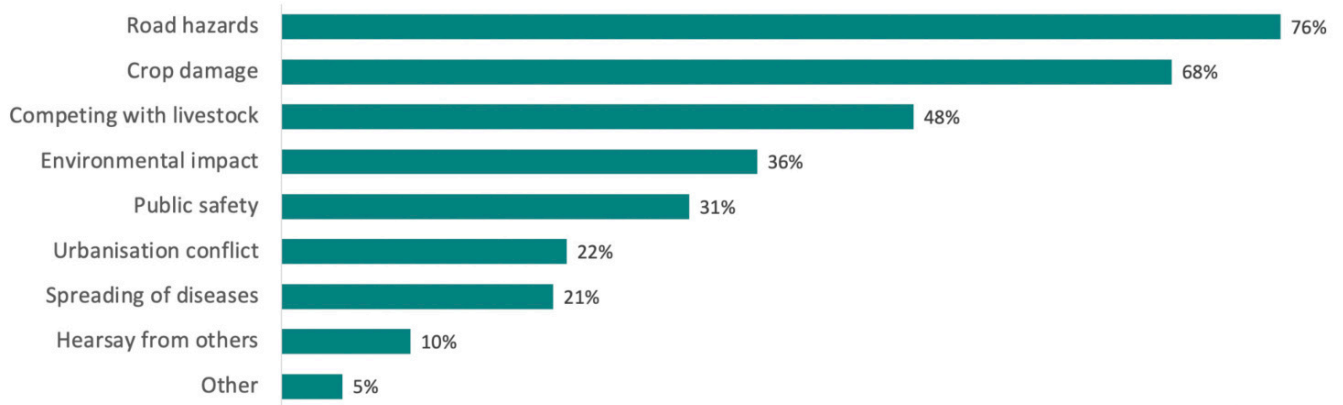


Figure 8. Q: You mentioned that you would describe kangaroos to be a pest, which of the following best describes why this is so?

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree | Responses |
|-----------------------|--------------|--------------------------------|--------------|--------------------|-----------|
| 645 32.3% | 601 30.1% | 489 24.5% | 219 11.0% | 46 2.3% | 2,000 |

Figure 9. Q: How would you rate the following statement on a scale of 1 to 5 of agreement? "Kangaroos are a pest in Australia"



Animal Welfare

The commercial killing of kangaroos is guided by a voluntary Code of Practice for the Humane Shooting of Kangaroos, which prescribes that kangaroos must be killed with a single shot to the brain case. However, it has been identified that there is no monitoring of compliance to the Code of Practice at the point of kill and little to no penalties issued - as the killing takes place at night in remote areas.ⁱ

Based on this information, 69% of Australians find it is unacceptable that there is no monitoring at the point of kill, compared to under 9% that finds it acceptable. Three out of four Australians (73%) have never heard about the Code of Practice.

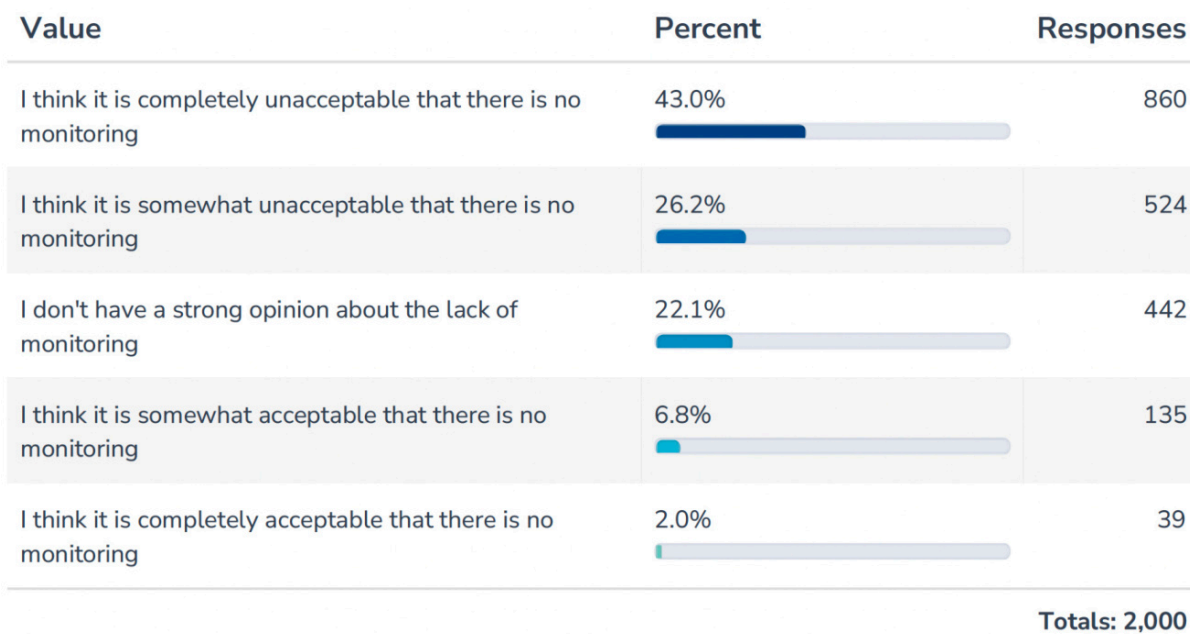


Figure 10. Q: What are your views about the lack of monitoring at the point of kangaroo kill?

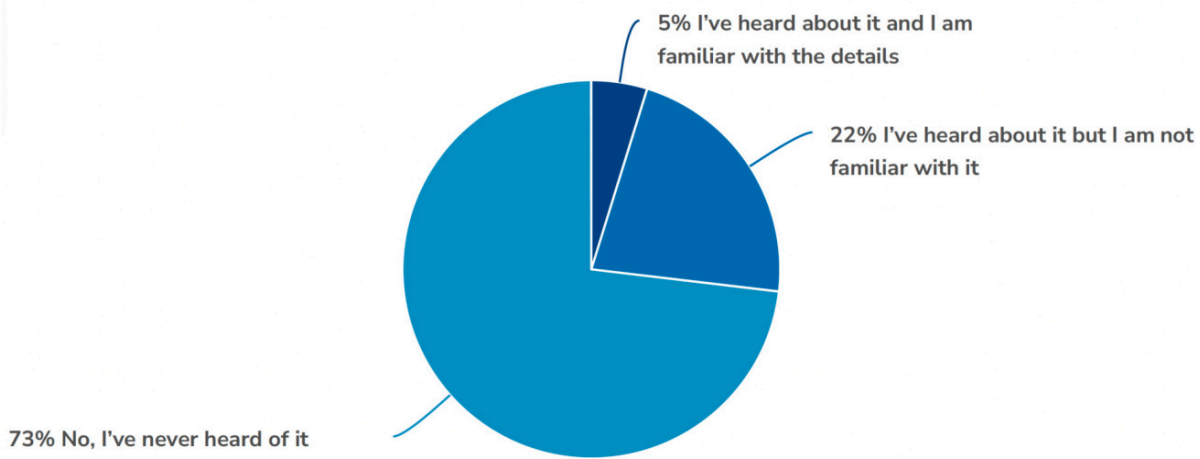


Figure 11. Q: *Have you heard about the National Code of Practice for shooting kangaroos?*

Typically, kangaroos are shot at a distance at night in remote areas. A number of independent examinations, including one over a 10-year period, revealed that up to 40% of commercially killed kangaroos are mis-shot, meaning they are not shot in the brain case, likely not leading to instantaneous death.ⁱⁱ

Despite the unacceptably high prevalence of non-compliance with the Code of Practice, between 2015 and 2019 there were no licence suspensions or prosecutions of commercial kangaroo shooters.ⁱⁱⁱ

After reading the above, 71% of Australians think it is unacceptable that kangaroos are often mis-shot by commercial kangaroo shooters, compared to under 9% that finds it acceptable. More than two-thirds of Australians think the commercial killing of kangaroos causes unnecessary animal cruelty and suffering (69%) and 63% thinks it is inhumane.



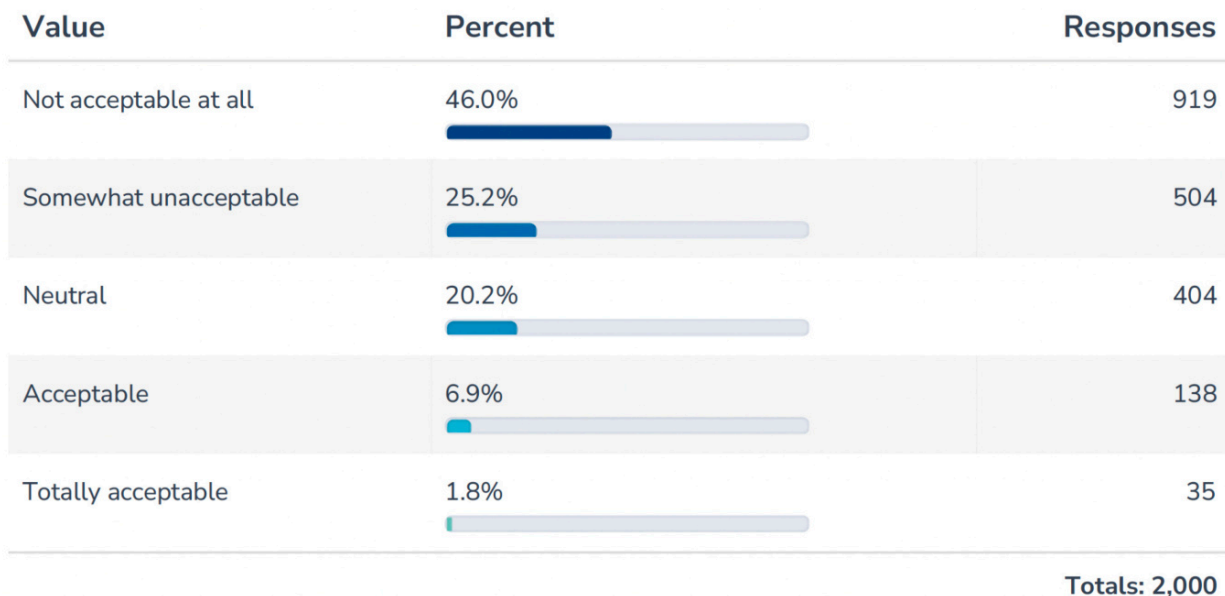


Figure 12. Q: How acceptable do you think it is that kangaroos are often mis-shot by commercial kangaroo shooters?

| | 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree | Responses |
|--|-----------------------------|-----------------|---|--------------|--------------------------|-----------|
| The commercial killing of kangaroos causes unnecessary animal cruelty and suffering. Count Row % | 61 3.1% | 142 7.1% | 423 21.2% | 684 34.2% | 690 34.5% | 2,000 |
| The commercial killing of kangaroos is inhumane. Count Row % | 61 3.1% | 201 10.1% | 486 24.3% | 617 30.9% | 635 31.8% | 2,000 |

Figure 13. Q: How would you rate these statements between 1 to 5 on a scale of agreement?

The commercial kangaroo industry is the world’s largest commercial slaughter of land-based wildlife. Around one third of commercially killed kangaroos are female.^{iv} There is no time of year when a reproductive female is likely to not have a dependent joey. The Code of Practice states that if a female kangaroo with pouch young i.e. joey is killed, the orphaned joey is recommended to be killed by blunt force trauma or decapitation.

In practice, this often involves the use of a steel pipe or swinging joeys against the shooter’s vehicle, or joeys are left to die from dehydration and starvation. While the government and the commercial kangaroo do not keep track of the number of joeys killed as collateral deaths, is estimated that 400,000 healthy joeys are killed by the industry each year.^v

After learning about these prescribed killing methods and the fate of joeys, three out of four Australians (76%) think it is unacceptable to kill joeys as part of a commercial industry and do not support the current prescribed methods to kill joeys as a humane practice (75%). Of those surveyed, 61% agree the commercial slaughter of kangaroos poses an animal welfare crisis and 59% agree the commercial slaughter of kangaroos should be stopped due to ethical concerns.

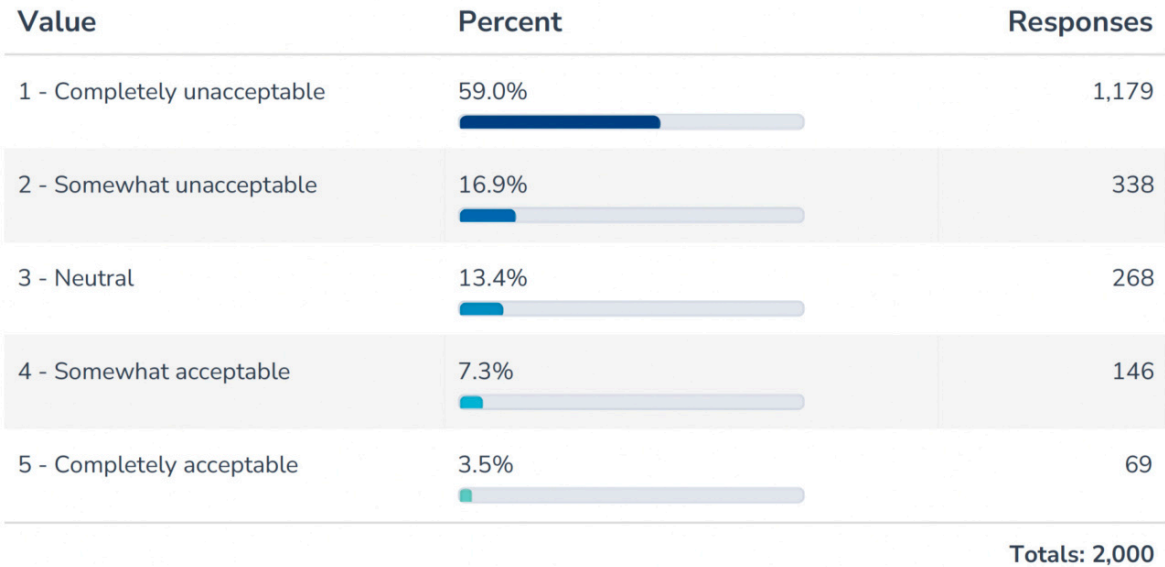


Figure 14. Q: How acceptable do you think it is to kill joeys as part of a commercial industry?



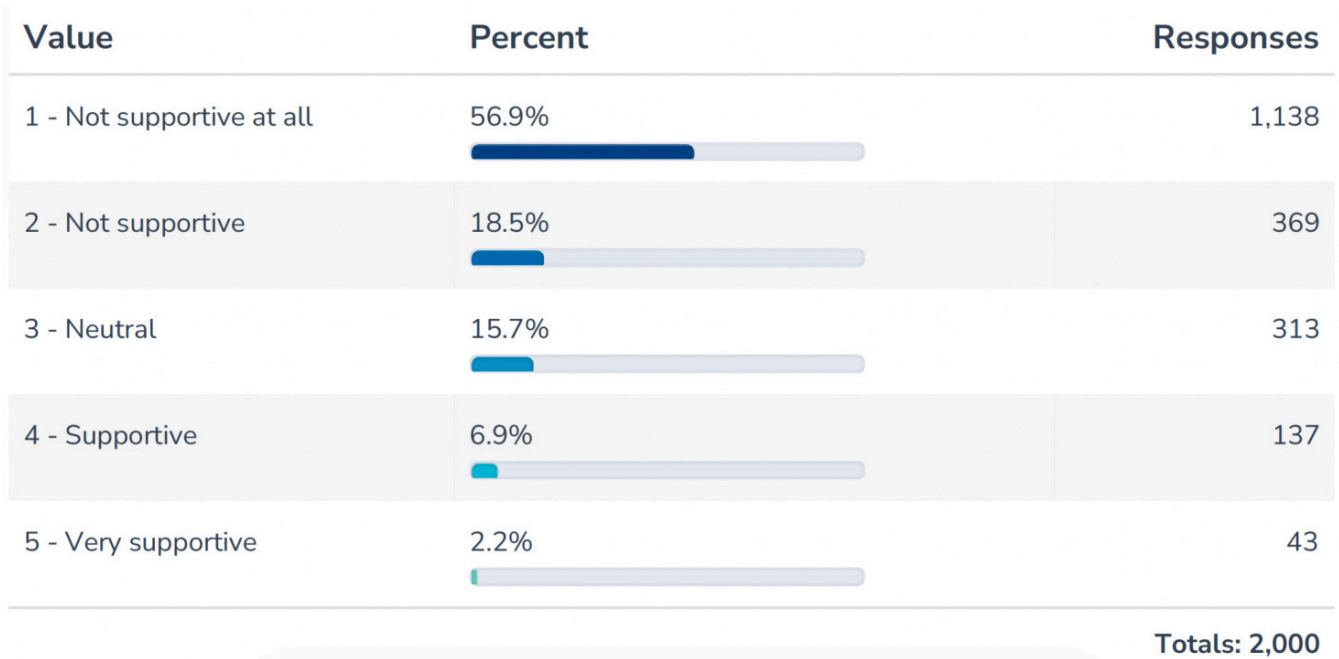


Figure 15. Q: How supportive are you of the current prescribed methods to kill joeys as a humane practice?

| | 1 - Strongly disagree | 2 - Disagree | 3 - Neither agree nor disagree | 4 - Agree | 5 - Strongly agree | Responses |
|---|-----------------------|--------------|--------------------------------|--------------|--------------------|-----------|
| The commercial slaughter of kangaroos poses an animal welfare crisis. Count Row % | 87 4.4% | 239 12.0% | 463 23.2% | 638 31.9% | 573 28.7% | 2,000 |
| The commercial slaughter of kangaroos should be stopped due to ethical concerns Count Row % | 99 5.0% | 251 12.6% | 470 23.5% | 545 27.3% | 635 31.8% | 2,000 |

Figure 16. Q: How would you rate the following statements?

Conservation

Kangaroos are endemic to Australia and have co-evolved with Australian ecosystems for 20 million years. As native herbivores who play a crucial role in seed dispersal, fertilisation, soil turnover and aeration, kangaroos are often referred to as ‘ecosystem engineers’.

Based on this information, just 1.5% of Australians do not think it is important protecting kangaroos as a strategy to protect the wider Australian ecosystems, compared to 98% who think it is slightly to very important.

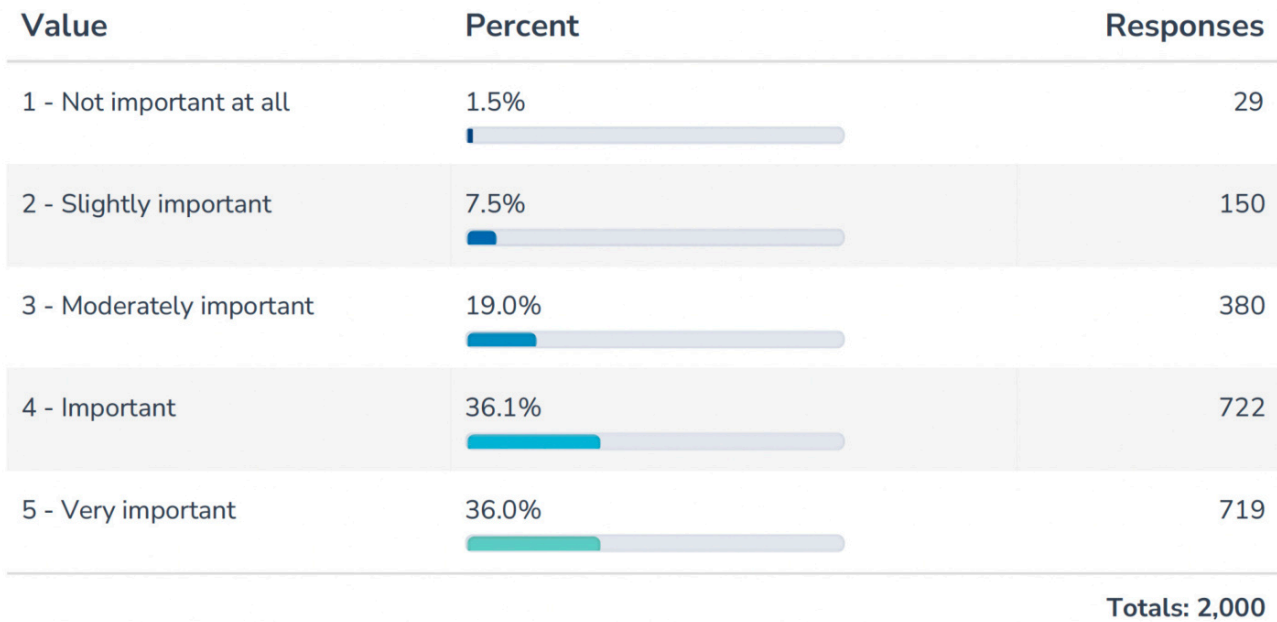


Figure 17. Q: On a scale of importance, between 1 to 5, what do you think of protecting kangaroos as a strategy to protect the wider Australian ecosystems?

Kangaroo populations are estimated with aerial survey and extrapolations, which are then used to set commercial kill quotas. The 2021 parliamentary inquiry by the New South Wales government into the health and wellbeing of kangaroos revealed that these methods are questionable, inaccurate and regularly lead to biologically impossible population estimates.ⁱ

Based on this information, over 70% of Australians agree the commercial killing of kangaroos should be stopped until reliable population estimates are obtained, of which 22% is against the commercial killing of kangaroos regardless. In addition, 78% of Australians agree that the methods and statistical models used to estimate kangaroo populations should be made publicly available to allow independent scientific peer review.

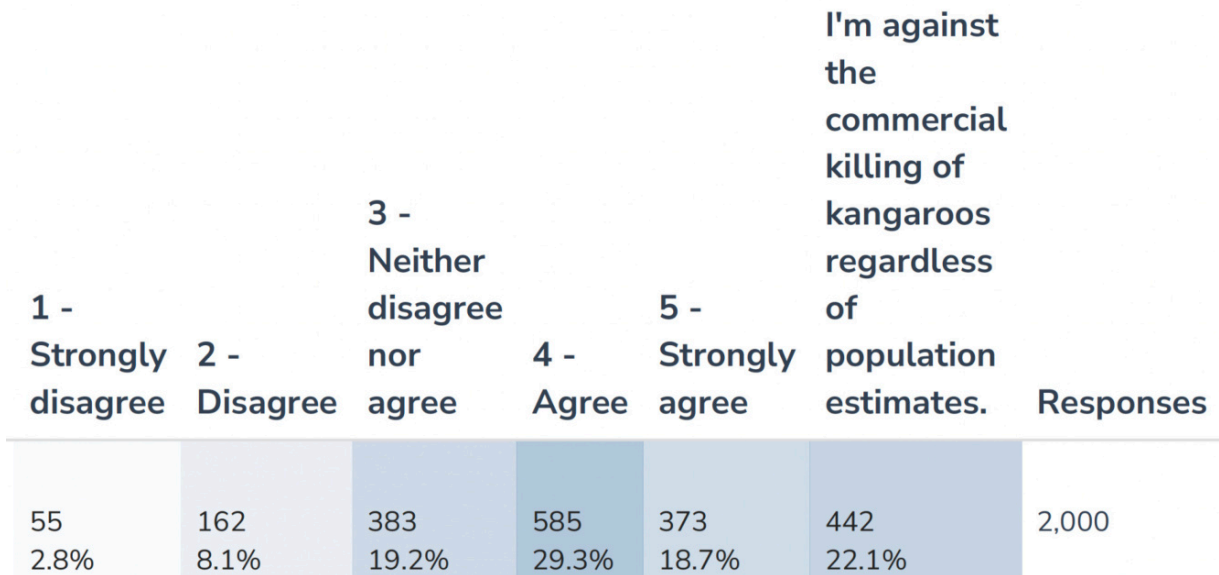


Figure 18. Q: How would you rate the following statement on the agreement scale of 1 to 5? The commercial killing of kangaroos should be stopped until reliable population estimates are obtained.

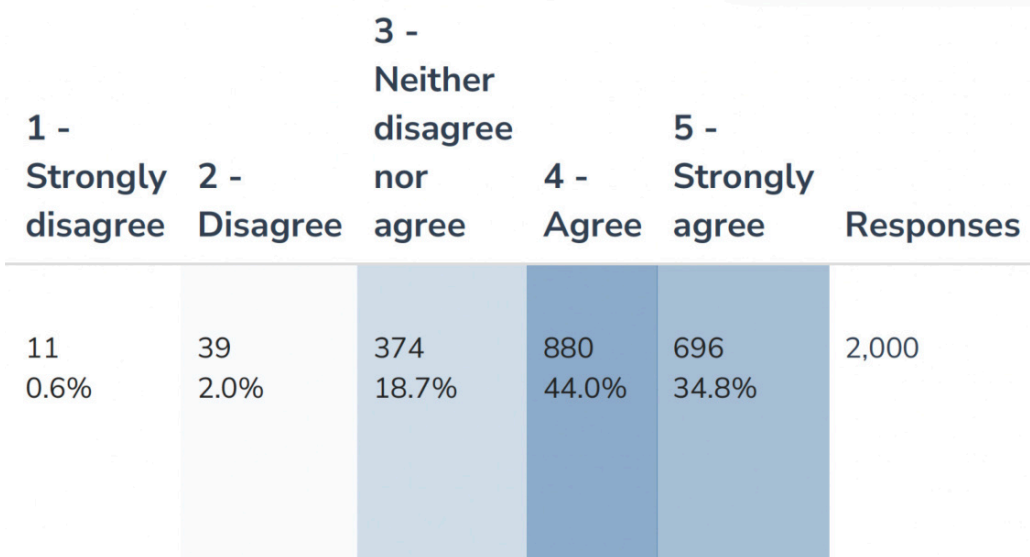


Figure 19. Q: The methods and statistical models used to estimate kangaroo populations should be made publicly available to allow independent scientific peer review.

An estimated 3 billion Australian animals were killed during the 2019/2020 bushfires. Scientists warn that climate change is expected to exacerbate the effects of drought and fires on kangaroo populations, leading to more dramatic population collapses during extreme climate events.

After reading this, two-thirds of Australians (67%) agree the commercial killing of kangaroos should be stopped until we know more about the effects of climate change on kangaroo populations, of which 25% is against the commercial killing of kangaroos regardless.

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree | I'm against commercial killing of kangaroos regardless of the effects of climate change | Responses |
|-----------------------|--------------|--------------------------------|--------------|--------------------|---|-----------|
| 92 4.6% | 198 9.9% | 371 18.6% | 459 23.0% | 372 18.6% | 508 25.4% | 2,000 |

Figure 20. Q: In view of climate change, how would you rate the following statement on a scale of 1 to 5? Commercial killing of kangaroos should be stopped until we know more about the effects of climate change on kangaroo populations.



Public health, safety and food hygiene

Experts warn that 75% of new emerging infectious diseases will originate from animals. Reports have shown that commercial shooters process multiple species such as deer, pigs, dingoes and kangaroos together with minimal hygiene procedures, allowing bodily fluids and viral loads of different species to mix.

With this in mind, the majority of Australians (57%) is concerned about commercial industries working with wildlife in the context of the potential emergence of new zoonotic diseases, compared to 8% that is not concerned.

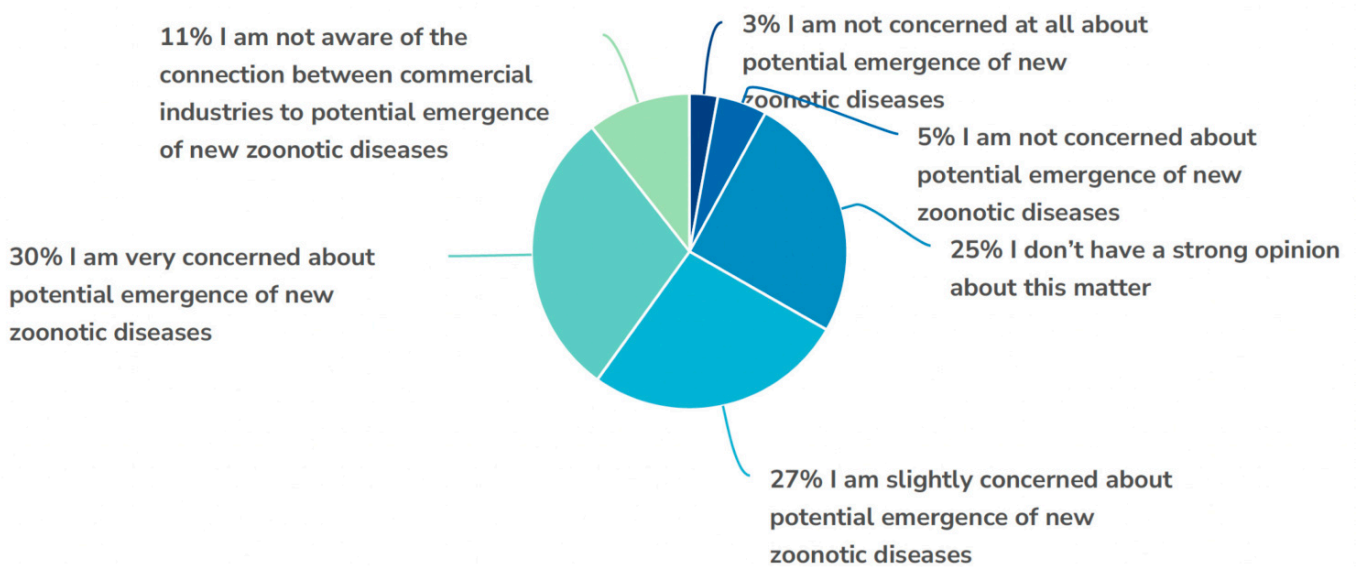


Figure 21. Q: What are your views about commercial industries working with wildlife in the context of zoonotic diseases?

Wild kangaroos are commercially shot in remote areas, disembowelled in the field with few hygienic measures and no supervision. The carcasses are transported in the open air for hours before reaching the field chillers, where they may be stored up to two weeks before being transported to processors. Independent studies have shown kangaroo meat to contain high levels of bacterial accumulations, including *Toxoplasma*, *Salmonella* and the faecal bacteria *E. coli*. The Russian Federation has banned kangaroo meat since 2009 due to unacceptable bacterial contamination.^{vi}

After learning about the hygiene aspect, two-thirds of Australians (67.5%) are unlikely to consume kangaroo meat and 72% thinks kangaroo meat is of poor hygiene.

| Value | Percent | Responses |
|---------------------------------|---------|-----------|
| 1 - Very unlikely | 50.2% | 1,004 |
| 2 - Unlikely | 17.3% | 345 |
| 3 - Neither unlikely nor likely | 17.8% | 355 |
| 4 - Likely | 11.4% | 228 |
| 5 - Very likely | 3.4% | 68 |

Totals: 2,000

Figure 22. Q: How likely are you to consume kangaroo meat after reading the above paragraph on the scale of 1 to 5?

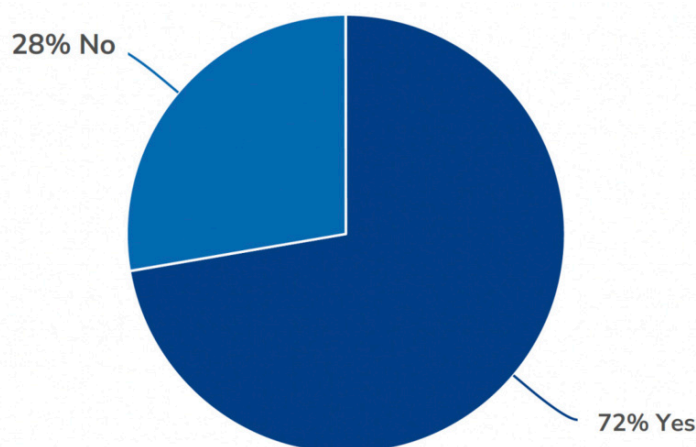


Figure 23. Q: In your opinion, would you consider kangaroo meat to be of poor hygiene with food safety concerns?

As revealed in the 2021 NSW parliamentary inquiry into the health and wellbeing of kangaroos, commercial kangaroo shooters are increasingly shooting in residential areas. Two-thirds of Australians think this is unacceptable (67%).

| Value | Percent | Responses |
|-----------------------|---------|-----------|
| Not acceptable at all | 46.5% | 929 |
| Somewhat unacceptable | 20.5% | 410 |
| Neutral | 17.0% | 339 |
| Somewhat acceptable | 12.7% | 254 |
| Acceptable | 3.4% | 68 |

Figure 24. Q: Do you think it is acceptable to shoot kangaroos in residential areas?



Indigenous Australians

Kangaroos continue to be a sacred totem for many Indigenous Australians. Many consider commercially killing kangaroos and shipping their body parts overseas to be culturally offensive and spiritually harmful.^{vii}

The Yui Declaration for Kangaroos^{viii} states: “There exists a living ancestral relationship, uniquely bound between Indigenous Australians and kangaroos, which should be preserved historically, spiritually, culturally and environmentally for all times.”

After reading this, 44% of Australians think the commercial killing of kangaroos should be stopped to respect Indigenous culture, compared to 23% that disagrees. Of those surveyed, 53% agree that the government should undertake extensive and genuine consultation with Indigenous Australians and consider their interests before continuing the commercial killing of kangaroos, compared to 17% that disagree.

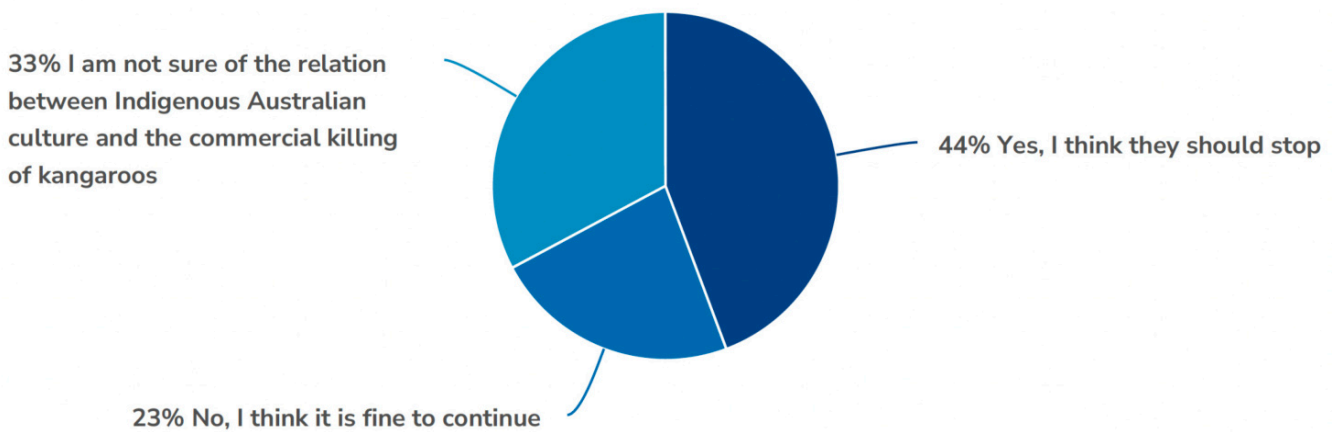


Figure 25. Q: Do you think the commercial killing of kangaroos should be stopped to respect Indigenous culture?

| Value | Percent | Responses |
|-----------------------|---------|-----------|
| Not supportive at all | 7.3% | 146 |
| Not supportive | 9.9% | 197 |
| Neutral | 29.9% | 598 |
| Supportive | 30.8% | 615 |
| Very supportive | 22.2% | 444 |

Totals: 2,000

Figure 26. Q: How supportive are you that the government should undertake extensive and genuine consultation with Indigenous Australians and consider their interests before continuing the commercial killing of kangaroos?

The Yuin Declaration for Kangaroos, written by Indigenous elder Uncle Max, states that since kangaroos have inhabited the Australian continent for over 20 million years, kangaroos have sovereign rights above and beyond any human claims of dominion over them, and should be protected from harms caused by human abuse and exploitation.

The majority of Australians support this statement (51%), while 19% do not support it.

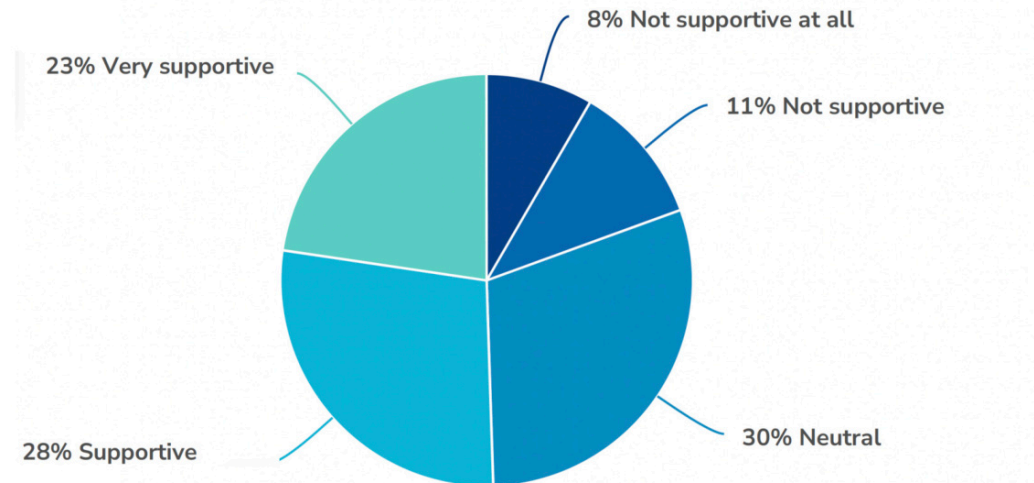


Figure 27. Q: How supportive are you of the above statement?

Coexisting with kangaroos

Kangaroos have been identified to be one of the most recognisable animals in the world and are considered to be Australia’s national icon^{ix}. Over 70% of overseas visitors wish to experience Australia’s unique wildlife, with kangaroos and koalas being the most popular animals.^x

Nine out of ten Australians agree kangaroos should remain part of the Australian landscape (90%) and think we should share the land with Australia's native wildlife, including kangaroos (88%). Three-quarters of Australians (78%) think it is important to examine the potential economic benefits of kangaroo ecotourism versus the benefits of commercial killing of kangaroos, of which 24% is against the commercial killing regardless.

| | 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree | Responses |
|---|-----------------------------|-----------------|---|--------------|--------------------------|-----------|
| Kangaroos should remain part of the Australian landscape. Count Row % | 14 0.7% | 24 1.2% | 156 7.8% | 682 34.1% | 1,124 56.2% | 2,000 |
| We should share the land with Australia's native wildlife, including kangaroos. Count Row % | 17 0.9% | 30 1.5% | 202 10.1% | 735 36.8% | 1,016 50.8% | 2,000 |

Figure 28. Q: How would you rate the following statements on a scale of agreement between 1 to 5?

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree | I'm against commercial killing of kangaroos regardless of any economic benefits | Responses |
|-----------------------|--------------|--------------------------------|--------------|--------------------|---|-----------|
| 31 1.6% | 76 3.8% | 345 17.3% | 663 33.2% | 413 20.7% | 472 23.6% | 2,000 |

Figure 29. Q: how would you rate the below statement from a scale of 1 to 5? It is important to examine the potential economic benefits of kangaroo ecotourism versus the benefits of commercial killing of kangaroos.

Kangaroos are killed with the justification of reducing grazing competition with non-native, introduced livestock. There are about 80 million sheep and 30 million cattle in Australia. A sheep consumes five times as much vegetation as a kangaroo, while a single cow consumes up to forty times more. Non-native farm animals account for 92-99% of total grazing pressure in Australia, while kangaroos may account for as little as 1%.^{xi}

With this in mind, 80% of Australians agree kangaroos deserve a fair share of grazing on their native land.

| 1 - Strongly Disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly Agree | Responses |
|-----------------------|--------------|--------------------------------|--------------|--------------------|-----------|
| 20 1.0% | 56 2.8% | 328 16.4% | 848 42.4% | 748 37.4% | 2,000 |

Figure 30. Q: Based on the above, how would you rate the following statement on a scale of 1 to 5? Kangaroos deserve a fair share of grazing on their native land.

Historically, Australia has resorted to killing kangaroos in the belief it will help prevent damage to crops, pastures and fencing. A growing number of farmers are successfully switching to non-lethal strategies to co-exist with kangaroos and other Australian wildlife. For example, using wildlife-friendly fencing, strategic crop placement to further reduce damage, choosing crops unappetizing to kangaroos, etc.

Over two-thirds of Australians (69%) are supportive towards using effective non-lethal methods of coexisting with kangaroos.

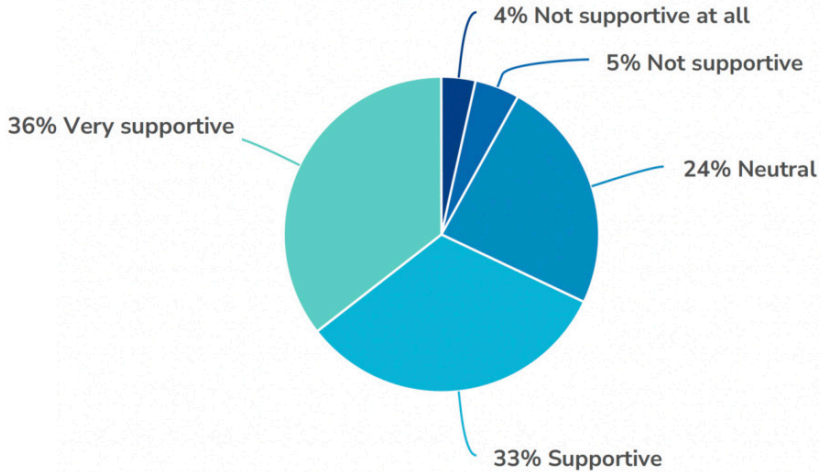


Figure 31. Q: How supportive are you towards using effective non-lethal methods of coexisting with kangaroos?



Wildlife Trade

The commercial kangaroo industry is a form of legalised wildlife trade.

The European Union banned the import of Canadian harp seal products based on moral concerns, despite inaction from the Canadian government. Two-thirds of Australians (67%) agree that similarly, other countries should have a responsibility not to drive the commercial slaughter of Australian wildlife if it causes cruelty or ecological threat.

64% of Australians think Australia should take a stance against commercial killing of kangaroos, just like 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.

Nearly two-third of Australians (64%) want commercial companies to stop trading in kangaroo body parts.

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree | Responses |
|--------------------------|-----------------|--|--------------|--------------------------|-----------|
| 58 2.9% | 122 6.1% | 475 23.8% | 734 36.7% | 611 30.6% | 2,000 |

Figure 32. Q: From a scale of 1 to 5, how much do you agree with the following statement? The European Union banned the import of Canadian harp seal products based on moral concerns, despite inaction from the Canadian government. Similarly, other countries should have a responsibility not to drive the commercial slaughter of Australian wildlife if it causes cruelty or ecological threat.

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither nor agree | 4 - Agree | 5 - Strongly agree | Responses |
|-----------------------------|-----------------|--------------------------------|--------------|--------------------------|-----------|
| 81 4.1% | 179 9.0% | 456 22.8% | 621 31.1% | 663 33.2% | 2,000 |

Figure 33. Q: From a scale of 1 to 5, how much do you agree with the following statement? 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. Australians should also take a stance against commercial killing of kangaroos.

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither nor agree | 4 - Agree | 5 - Strongly agree | Responses |
|-----------------------------|-----------------|--------------------------------|--------------|--------------------------|-----------|
| 72 4.3% | 136 8.2% | 390 23.4% | 483 29.0% | 587 35.2% | 1,668 |

Figure 34. Q: From a scale of 1 to 5 how much do you agree with the following statement? Commercial companies should stop trading in kangaroo body parts.

Adidas continues to use kangaroo leather to produce its high-end soccer shoes, while Nike, PUMA, New Balance, and countless other brands worldwide have pledged to stop using kangaroo leather and transition to superior and more sustainable alternatives that are available. When this scenario is described without naming the brands, 61% of Australians agree that adidas should also stop using kangaroo leather, compared to just 14% that do not agree.

Description provided:

The following scenario depicts the production of soccer shoes by 2 sport brands. Brand X is one of the biggest importers of kangaroo skins, which are used to produce high-end soccer shoes with kangaroo leather. Brand X's biggest competitor, Brand Y, announced that they are switching to an innovative environmentally conscious, non-animal-based material for their production of high-end soccer shoes that outshines kangaroo leather in terms of durability and performance.

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree | Responses |
|-----------------------|--------------|--------------------------------|--------------|--------------------|-----------|
| 59 3.5% | 171 10.3% | 427 25.6% | 539 32.3% | 472 28.3% | 1,668 |

Figure 35. Q: How would you rate the following statement on a rating scale of 1-5 where 1 is Strongly Disagree and 5 is Strongly Agree. “Brand X should also stop using kangaroo leather and switch to these new non-animal-based materials that are available”

When asked who should be responsible for the protection and management of wildlife, most Australians will select federal government (64%), state government (56%) and ecologists, scientists and other experts (40%). Only 21% select commercial wildlife trade industries.

| Value | Percent | Responses |
|---|---------|-----------|
| Federal Government | 63.9% | 1,278 |
| State Government | 55.9% | 1,118 |
| Educators | 6.0% | 120 |
| Commercial industry i.e. those who sell wildlife products | 20.9% | 417 |
| Tourism industry | 9.8% | 195 |
| Local communities i.e. those living near wildlife habitat | 34.2% | 683 |
| Indigenous communities | 29.7% | 594 |
| Non-governmental environmental organisations | 17.3% | 346 |
| Ecologists, scientists and other experts | 40.3% | 806 |

Figure 36. Q: From the list below, who do you think are the top 3 who should be responsible for the protection and management of wildlife?

Summary and conclusions

The results of this national survey affirm that Australians want kangaroos to remain part of the Australian landscape and they are happy to share the land with kangaroos. This includes giving kangaroos a fair share of grazing on their native land and switching to non-lethal strategies to coexist with kangaroos. Australians continue to see kangaroos as their national icon and native wildlife. Contrary to the often-repeated narrative, the survey reveals that only a small minority of Australians believe kangaroos are a pest.

Most Australians feel the commercial killing of kangaroos is inhumane, causes unnecessary cruelty and suffering, and poses an animal welfare crisis. Particularly poignant is the strong sentiment regarding the fate of the approximately 400,000 joeys annually, deemed unacceptable as collateral deaths to the industry.

Australians want the commercial killing to cease due to ethical concerns. Additionally, they believe it should stop until we have reliable population estimates and a better understanding of the effects of climate change on kangaroo populations. Moreover, most Australians think the commercial killing of kangaroos should also cease until the government has engaged in genuine consultation with Indigenous Australians and has actively listened to their concerns about the spiritual and cultural harm caused by the commercial kangaroo industry.

Australians think kangaroo meat is of poor hygiene and don't regularly eat it. The lack of hygiene measures also makes the majority of Australians concerned about the emergence of zoonotic diseases.

Crucially, Australians want other nations and commercial companies to stop trading in kangaroo body parts and want to take a stance against this wildlife trade.

Based on these results, we can conclude that the commercial kangaroo industry has no social license to operate. While the industry lacks transparency and has operated under a veil of secrecy and darkness for decades, new emerging studies and evidence are expected to continue to lead to increasing public awareness and scrutiny.

This trend is already observed worldwide. Following continued public pressure, dozens of brands and supermarket chains are ending their use and sales of kangaroo products. Globally, governments at both federal and state levels are called upon to discontinue the trade in kangaroo products, with proposals to ban the importation of kangaroo products increasingly being put forward.

Commercial companies that don't stop the use and trade in kangaroo products are expected to be met with continued and increasing public pressure.

Recommendations

The results of this survey will inform policymakers, companies, consumers, and governments worldwide, including the Australian government, in their decision-making regarding the commercial killing and trade of wild kangaroos. Based on these results, we make the following recommendations.

1. First and foremost, we urgently call for a moratorium on the commercial killing of kangaroos.
2. We recommend that the Australian Government extensively consults with Indigenous Australians and genuinely listens to their concerns about the impact of the commercial killing of kangaroos.
3. In line with the New South Wales parliamentary inquiry's recommendations, we call on the Australian Federal and State governments to set up an urgent review for the methods used to estimate kangaroo populations, making them publicly available for peer review in an accessible format. This includes details about statistical models and all assumptions, and all raw data from aerial surveys.
4. We call on the Australian Federal Government, State Governments and Regional Councils to support and work with Australian farmers and landholders, and invest in the development of non-lethal methods to coexist with and protect Australian wildlife, including kangaroos and their habitat.
5. We call on nations worldwide to impose a ban on the importation and sales of kangaroo products.
6. We strongly urge commercial companies worldwide to stop using kangaroo meat and skins and to switch to the more ethical and sustainable non-animal-based alternatives that are available. In doing so, these companies follow the example of dozens of brands worldwide that have already pledged to stop supporting this wildlife trade that drives the killing of wild kangaroos.
7. We ask consumers worldwide to avoid purchasing kangaroo-derived products, including but not limited to soccer shoes, pet food, exotic game meats, motorcycle suits and gear, and hats.

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