



**LIBERATION
COOPERATIVE**
united for animal justice

ANNUAL REPORT 2023 – 2024

Chairpersons Report

In the 23-24 financial year things kicked off for Liberation Cooperative. We hosted cooking demo's, workshops and our World Vegan Day Perth event. 2024 saw our official membership launch and the successful delivery of the Perth Vegan Expo, two delightful days promoting vegan living. The Snag Stand sausage sizzle has made a few appearances at the Vegan Artisan Market and Market with a Heart events during the year, helping with fundraising and promoting plant-based sausage alternatives.



Foundations have been laid for a number of projects set to materialise in 2024-2025 and we have welcomed two new committee members who complement the team perfectly.

Whilst Perth Vegan Expo ran at a loss in 2024, thanks to fundraising efforts we ended the financial year in a positive position.

~ Emma Madle

Our Values



Strategic Objectives

The following strategic objectives are guiding action within the organization.

- Foster a strong animal rights community
- Build leadership capacity
- Improve the public perception of veganism
- Encourage engagement of young people with animal rights
- Optimise fundraising efforts for organisational growth

Directors

Chairperson: Emma Madle
Vice Chairperson: Justin Wiseman
Secretary: Alexander Louise
Treasurer: Cooper Ehlers
Ordinary Director: Emma Bouwer
Ordinary Director: Kimi Kiefer



Membership

Liberation Cooperative Membership has been steadily growing since our official member launch in January, we currently have 16 members.

Activities

- Cooking with Rico Class – *July*
- World Vegan Day Perth – *November*
- Professor Andrew Knight Talk co-hosted with UWA Vegan Club – *November*
- Membership Launch - *January*
- Animal Rights Forum Melbourne - *February*
- Perth Vegan Expo – *April*
- An Evening with the Vegan Mindset Coach - *May*
- National Animal Rights Day - *June*
- Numerous Snag Stand fundraisers at the Vegan Markets



Perth Vegan Expo

'It is such an inclusive, safe and community event with amazing people and products. I look forward to this event every year and spend up on each stall.'

Perth Vegan Expo Survey Respondent

Perth Vegan Expo is our largest and most resource intensive activity but has emerged as a highlight in the calendar for many in the vegan community.

A stand alone report has been produced for the event, key information from this is summarised below

Attendance of 1,200 people

75% identify as vegan

80% are from the Perth Metro region

The event was valuable to the participating organisations in attendance, with all reporting very successful fundraising and awareness outcomes.

The majority of business stallholders provided positive feedback with good sales and exposure.

Balance Sheet

Liberation Cooperative As at 30 June 2024

30 JUNE 2024

Assets

Bank

LibCoop Commercial Access	453.50
Total Bank	453.50

Current Assets

Accounts Receivable	175.00
Total Current Assets	175.00

Total Assets

628.50

Net Assets

628.50

Equity

Current Year Earnings	(3,220.65)
Retained Earnings	3,849.15
Total Equity	628.50

Profit and Loss

Liberation Cooperative For the year ended 30 June 2024

2024

Trading Income

Incoming Donations	16,719.74
Interest Income	0.96
Member Fees	205.28
Sales	8,051.55
Sponsorship & Advertising	16,325.00
Stallholder Fees	21,665.00
Ticket Sales	4,207.15
Total Trading Income	67,174.68

Cost of Sales

Cost of Goods Sold	2,219.43
Event Costs	65,010.71
Total Cost of Sales	67,230.14

Gross Profit

(55.46)

Operating Expenses

Advertising	900.90
Bank Fees	580.01
General Expenses	150.19
Insurance	550.00
Sponsorship Costs	495.00
Subscriptions	489.09
Total Operating Expenses	3,165.19

Net Profit

(3,220.65)