



ANNUAL UPDATE 2025-26

Liberty Foundation

REHOMING ANIMALS FROM RESEARCH



DIRECTOR'S REPORT 2025-26

I'm pleased to report that I am writing this year's update from the new Liberty Adoption Centre. What was just a vision for many years is now a reality – a thriving community of care for ex-research animals awaiting adoption into permanent homes.

The adoption centre is a happy place, where animals can pause and rest before starting the next stage of their lives as pets and companions.

The centre is made possible by funding from the NSW Government, under the Research Animals Rehoming Grant. It provides a lifeline for small animals exiting research facilities, specifically rabbits, mice, guinea pigs and rats.

Located at Wyong on the Central Coast of NSW, the centre commenced development in March and was officially launched by the Hon. David Harris MP in June this year.

Animals started moving into the centre from late March with the mice arriving first, followed by rats, guinea pigs and rabbits.

With capacity for 120 animals, the centre currently provides sanctuary for over 90 residents, with more coming in each month.

The volunteer program at the centre has been an outstanding success, with more than 100 people completing introductory training since June. Many of them are now attending the centre regularly to volunteer their time and skills.

We are very fortunate to have received such overwhelming support from the local community with people also coming from as far as the Hunter, Newcastle and Sydney regions to take up this unique opportunity to make a difference in the lives of our precious animals from research.

While our adoption rates have slowed this year, we have focused on maintaining and improving our quality of care and establishing high benchmarks at the centre.

We have continued our pioneering work in developing environments and enrichments that support ex-research animals to thrive and transition to lives in the community at their own pace.

This includes the jewels in the crown, our massive rat gymnasium areas and free-run playroom. We believe these innovations represent the gold standard in raising healthy and sociable rodents and are a great talking point for all visitors to the centre.

We'd like to extend our thanks to all volunteers and professionals who assisted in the set up of the adoption centre and our staff who provided excellent management of the day-to-day operations.

From July 2025 to June 2026, we rehomed 90 animals (down from 131 animals in 2024-25) – mostly rats, mice and guinea pigs. By the end of the financial year we had reached nearly 1,000 adoptions since we commenced operations in late 2017.

We couldn't achieve these results without the support of research establishments in preparing and releasing animals into our care.

We'd also like to acknowledge some special people who have made such as difference over the past year, including Ali, Lisa, Nikki, Kaitlyn, Anna, Ben, Dr Izi, Dr Kat, Dr Lucy. As well as our wonderful adopters and carers.

During 2025-26, we developed significant marketing assets including our first brand advertising campaign, an animated video following the story of two little rats, Pixie and Clover as they leave a research facility and find a new life with the help of Liberty Foundation.

I'd like to personally extend my thanks to the Board, who hit the ground running and have provided balanced and informative guidance and oversight over the period.

We are now focused firmly on the future including the completion of our grant-funded program of work by April 2027. This includes a feasibility study on sustainable rehoming pathways and stakeholder engagement. And, the release of an exciting and unique product – a new naturalistic mouse enclosure.

We still have much work to do and the future for rehoming services such as ours is still uncertain. We continue to keep pushing ahead while maintaining an unwavering focus on our mission, to facilitate the release, rehabilitation and rehoming of animals from research.

Here's to an exciting year ahead!

Please connect with us online for all the latest updates.



Best wishes,
Paula Wallace
Director and Founder
paula@libertyfoundation.org.au

OUR ACHIEVEMENTS 2016-25

2016

» Market research and contact building
» Completion of whitepaper outlining the case for rehoming

2017

» Liberty Foundation established, first constitution written
» Endorsement by the Australian Charities & Not For Profits Commission
» Rehoming, adoption and foster contracts created
» October - received the first animals for rehoming

2018

» Established as a company limited by guarantee with a new constitution
» Created website and Facebook page and commenced community building

2019

» Received the first dog for rehoming
» Created first supporter video

2020

» Received Deductible Gift Recipient status
» First email newsletter sent and Instagram channel created
» Received first donations and members
» Received the first rabbit and cats for rehoming
» Won the category of “Outstanding New Rescue Group” at the Companion Animal Rescue Awards

2021

» First full year of fundraising completed - 2020-21 raising almost $23,500 in funds
» Completed the successful official launch of the charity
» Received first mainstream media coverage

2022

» Second full year of fundraising completed
» Rehomed 116 animals in one year

2023

» Third full year of fundraising completed
» Rehomed 148 animals in one year including a large colony of guinea pigs

2024

» Fourth full year of fundraising completed
» Rehomed 169 animals in one year, the highest number on record!

2025

» Fifth full year of fundraising completed
» Rehomed 131 animals in one year
» Successful application for funding under the Research Animals Rehoming Grant - $825,000
» Commencement of two-year Coming Home project using grant funding

OUR ACHIEVEMENTS 2025-26

JULY-DECEMBER 2025

» Research on potential properties to house the adoption centre
» Appointment of advertising agency and development of brand advertising campaigns
» Branding and website refresh
» Commencement of feasibility study on long-term rehoming options
» Commencement of product design for mouse enclosure
» Administrative and data systems established
» All procedures developed for adoption centre
» Identification of property at Wyong for adoption centre and submission of development application

JANUARY-JUNE 2026

» Approval of development application and commencement of lease agreement – March
» On-site works: enclosure construction, building works, equipment acquisition
» Animals arrive on-site, commencement of operations – March-May
» Launch of adoption centre - June
» Advertising, marketing and PR campaigns for centre launch, adoption and volunteer programs
» Stakeholder engagement regarding future financing
» Development of feasibility study and industry roundtable planning
» Initial designs of new mouse enclosure product

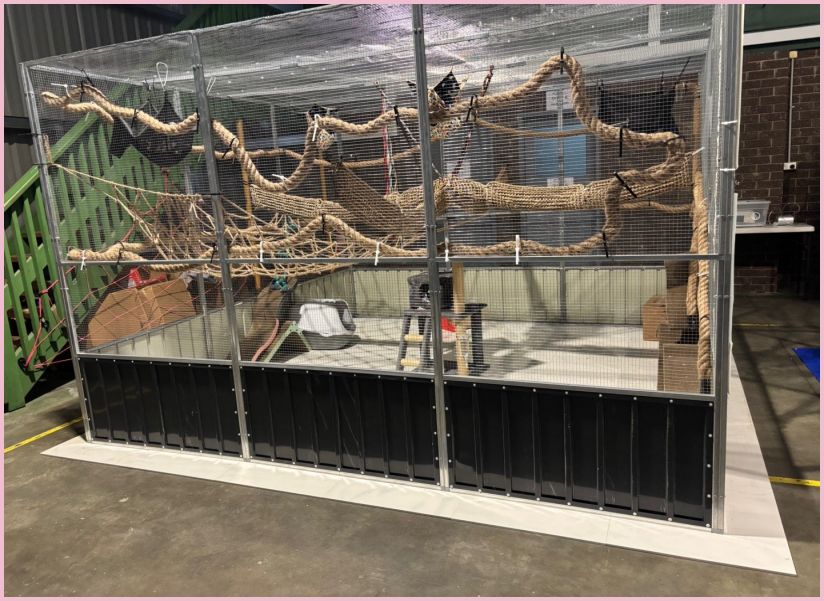




LIBERTY ADOPTION CENTRE, WYONG













Financial results

Core activities

Income	
Adoption fees	$540.00
Donations and memberships	$34,731.78
Fundraising - other	$364.85
Interest	$86.26
Total income	**$35,722.89**
Expenses	
Administration	$1,311.51
Animal bedding, food, transport	$5,627.52
Bank fees (including processing fees)	$161.25
Digital/IT	$1,676.09
Equipment	$883.61
Insurance	$3,005.46
Marketing and advertising	$926.16
Veterinary fees	$9,267.47
Total expenses	**$22,859.07**
Net profit	**$12,863.82**

Grant-funded activities

Income	
Grant income	$286,675.16
Interest	$780.73
Total income	**$287,455.89**
Expenses	
Administration	$705.16
Animal bedding, food, transport	$7,999.15
Animal equipment	$6,150.18
Bank fees	$138.68
Building work	$30,217.02
Centre equipment <$1,000	$13,060.24
Consultants (feasibility and product design)	$17,090.90
Development application	$7,349.80
Digital/IT	$80.00
Employment-related expenses	$3,835.73
Marketing and advertising	$57,930.72
Media relations	$7,000.00
Operations co-ordinator (contractor)	$48,752.00
Rent and outgoings	$43,410.04
Superannuation	$6,760.98
Veterinary fees	$11,035.04
Wages and salaries	$25,159.52
Total expenses	**$286,675.16**
Net profit	**$780.73**

OUR DIRECTORS

PAULA WALLACE

Paula has 30 years' experience in communications, marketing and business journalism. Paula was a member of the Animal Research Review Panel, appointed by the NSW Government, from 2016-2024. She has been developing Liberty Foundation since 2016 and actively rehoming animals from research since 2017.

LAURA GREAVES

Laura has more than 25 years' experience in media, marketing, communications, and the not-for-profit sector, including leadership roles in animal welfare organisations. An award-winning author, Laura has long been a dedicated advocate for the ethical treatment and rehoming of animals.

BENJAMIN ROWLANDS

Ben is an experienced animal facility project manager with a track record in overseeing large-scale animal research operations. Skilled in managing animal care facilities, ensuring compliance with regulatory standards, and leading multidisciplinary teams, Ben has a commitment to promoting the highest standards of animal welfare.

ANA KRAUCHER VILES

Ana is an experienced finance executive with expertise in governance, risk management, and strategic financial oversight. She has worked with boards, senior leaders and stakeholders to shape strategy and enhance governance, and is passionate about contributing to mission-driven organisations.

STEPHEN TREVILLIAN

Stephen has more than 15 years' senior leadership experience across aviation government, and financial services, with a focus on commercial strategy. Passionate about improving awareness and support for animals, Stephen brings to LFA expertise in governance, commercial management and organisational strategy.

MICHAELA SUNARSO

Michaela has extensive experience in legal, policy, governance, and project management, with a strong commitment to advancing animal welfare causes.



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