

Annual Report
2010/2011



Minister's Foreword

Minister for Primary Industries, Fisheries and Rural and Regional Queensland



Photo: Steve Rhodes

As the Minister responsible for the welfare of animals, I support the RSPCA as the leading non-government authority in animal care and protection in Queensland.

Each year, more than 40,000 animals, including pets, livestock and wildlife, are fostered and supported by the organisation's group of dedicated staff and volunteers.

These volunteers and staff have a confronting job at the best of times. They were further challenged this year with not only people, but animals, affected by the flood events of the past summer.

RSPCA inspectors and officers were deployed to the worst-hit regions in Queensland. They helped people move pets to safety and they checked on those that had been left behind.

With the SES, they delivered emergency feed drops to companion animals marooned on islands of pasture. They rescued livestock and wildlife from the floodwaters. They fielded more than 25,000 distress calls during the crisis. And they endeavoured to reunite owners with pets lost in the floods.

This was an exceptional effort by an organisation whose true worth could be seen by the entire community during those most dire circumstances – well done to all involved.

Biosecurity Queensland worked closely with the RSPCA to provide the support they needed while carrying out their work.

In its day-to-day operations, the RSPCA faces multiple challenges as it provides vital services to animals and the community. The Queensland Government supports

the RSPCA in ensuring that animals are free from intentional cruelty.

As such, the Queensland Government earlier this year further demonstrated its stance on animal cruelty by approving tough new laws which triple the maximum penalty for people who deliberately and unlawfully inflict severe pain or suffering on animals.

A new offence of serious animal cruelty, with a maximum penalty of seven years' jail, is being introduced to target those who deliberately inflict suffering on an animal.

I believe we all have an obligation to actively promote animal care and prevent animal cruelty, and these new laws demonstrate the Government's commitment to this plight.

The Queensland Government will continue to support the RSPCA to ensure the welfare of animals continues to be a community priority.

Hon Tim Mulherin MP

MINISTER FOR PRIMARY INDUSTRIES, FISHERIES AND RURAL AND REGIONAL QUEENSLAND

Contents

Minister's Foreword	2
About RSPCA Qld	3
Highlights	4-5
Disaster Relief	6-7
Animal Care Campus	8
Board	9
President's Report	10
CEO's Report	11
Inspectorate	12-13
Prosecution Results	14-17
Shelter Operations	18-19
Foster Care	20
Community Outreach	21
Veterinary Services	22
Wildlife	23
Humane Education	24-25
Animal Training	26
Media and Community Relations	27
Research and Policy	28
Campaigns	29
People and Organisational Development	30
Volunteering Services	31
Branches and Friends of the RSPCA	32-33
Fundraising	34
Retail Operations	35
Statistics	36-37
Thank You	38-39
<i>Financial Statement available on request</i>	

About RSPCA Qld

The Royal Society for the Prevention of Cruelty to Animals Queensland Incorporated is the state's oldest, largest and leading animal welfare charity, dedicated to improving the lives of all domestic, farmed and native animals throughout Queensland. RSPCA Qld is the only charity with powers of prosecution under the *Queensland Animal Care and Protection Act 2001*.

Mission

Helping animals, enlightening people, changing lives.

Vision

A world in which all animals, great and small, will be:

- Free from hunger and thirst;
- Free from discomfort;
- Free from pain, injury or disease;
- Free to express normal behaviour; and
- Free from fear and distress.

Objectives

To promote kindness and to prevent or suppress cruelty to all animals by:

- Providing vision and leadership of the cause to end cruelty and abuse to animals;
- Providing services and facilities to prevent abuse, to treat the victims of cruelty, neglect and abuse and to effectively provide for their care, recovery and management;
- Investigating and prosecuting cases of animal cruelty;
- Influencing strategic thinking, policy and legislation; and
- Promoting changes in attitudes and behaviours towards animals.

Patron - Her Excellency Penelope Wensley AO,
Governor of Queensland



Photo: Peter Wilson

44,521 abused, neglected or unwanted animals received care at nine RSPCA Qld shelters statewide.

HELPING ANIMALS

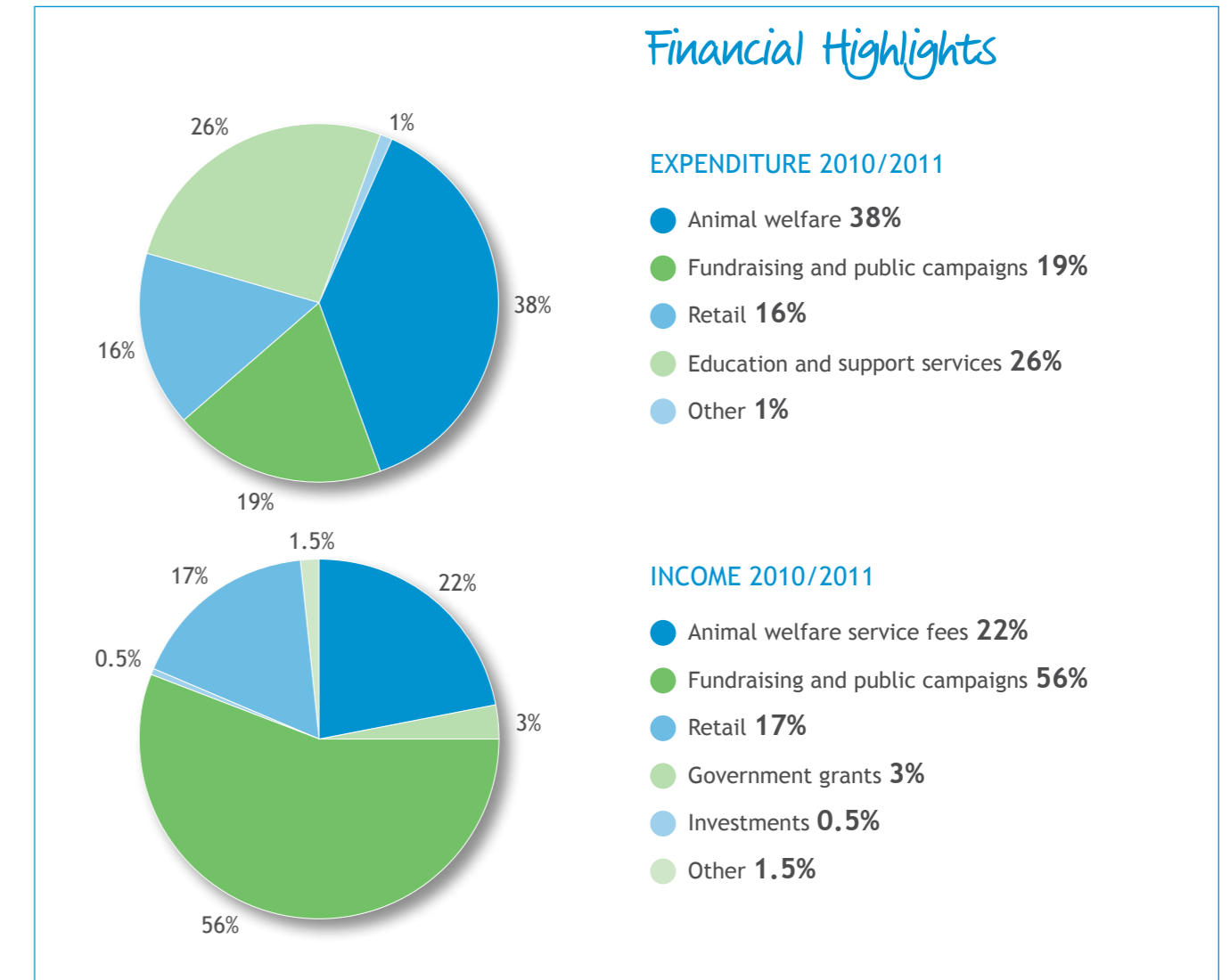
- Call Centre staff and volunteers provided information and assistance to 201,457 callers
- 18,051 animals were adopted or reunited with their owners
- Inspectorate responded to 13,772 cruelty complaints and 12,080 emergency rescue calls
- 35,250 animals received veterinary assessment and treatment statewide
- 7,490 wildlife patients were admitted to the RSPCA statewide
- Xstrata signed up as a major sponsor of RSPCA Qld's 1300 ANIMAL Wildlife and Wildlife Heroes Programs
- Flood Crisis Appeal raised over \$1 million to help restore services at our flood-damaged state headquarters, helping us to continue to help the animals during the crisis
- Over 25,500 Queenslanders signed the Close Puppy Factories petition calling for the responsible breeding, supply and sale of companion animals
- Ban Live Exports campaign was launched to call for an end to this inhumane trade, which affects the lives of millions of Australian farm animals every year
- World for Pets online store generated \$1.1 million in sales, with all proceeds going to the RSPCA to help the animals in our care

ENLIGHTENING PEOPLE

- 115,000 people were reached by the Humane Education Department with messages of care and respect for animals through school visits, EMU (our classroom on wheels) and the WOAW website
- 1,431 people and their pets participated in training programs delivered by the Animal Training & Behaviour Centre
- 1,457 callers received free animal behaviour advice from the Behaviour Helpline
- Master of Shelter Practice course, supported by the RSPCA, was launched at the University of Queensland
- RSPCA Qld's first regional education centre was launched in Bundaberg
- RSPCA Qld partnered with Mission Australia to deliver a one-day workshop to teach parents and their children about responsible pet ownership and empathy for animals
- Four Paws Forward Program was launched to ensure consistent training of animals by staff and volunteers
- Several RSPCA Qld media stories, such as Gorilla the Kookaburra, attracted international media coverage, helping to raise awareness around the world about animal cruelty and the work of the RSPCA

CHANGING LIVES

- Over 6,500 animals received a second chance at life through foster care
- Adopt-from-Foster Program was launched to increase rehoming rates by providing a means of adopting animals while still in foster care
- RSPCA Indigenous Youth Traineeship was launched in collaboration with Boystown and Moreton South Institute of TAFE, giving students valuable work experience in animal welfare
- Second Chance Program was launched, placing RSPCA animals in foster care at the Brisbane Women's Correctional Centre
- RSPCA Qld off-site Adoption Centres found permanent homes for 1,057 animals that otherwise might not have had the opportunity to be rehomed
- Kitty Matchmaker online adoption initiative was launched to adopt kittens from foster care, helping to increase feline rehoming rates during cat breeding season
- Elf the Shetland pony (this year's annual report cover story) made a miraculous recovery after being dragged behind a car, and found a career helping disadvantaged youths and children





Disaster Relief

Emergency services for animals in need

The floods of December 2010 to January 2011, followed by Cyclone Yasi, will leave a permanent watermark on Queensland's history. With 80 per cent of the state declared a disaster zone, few were untouched.

Throughout the crisis, emergency service crews were there to assist the people. And the RSPCA was there as the state's other emergency service to assist the other victims of the disasters – the animals.

All nine RSPCA Qld shelters throughout the state were affected in some way by the floods or Cyclone Yasi, whether directly by floodwaters or cyclone damage, or indirectly by managing an increase in animal welfare cases brought about by the disasters.

Worst affected was the Fairfield Shelter in Brisbane, our state headquarters. The animals were evacuated before three-quarters of the shelter went under water, causing damage and loss of equipment and supplies to the value of over \$1 million, and bringing operations to a halt.

The effects of the disaster were slow to overcome and it was many weeks before the animals could return to the shelter. Fortunately, the Fairfield Shelter was able to get back on its feet again thanks to overwhelming support from the public, with the "mud army" turning out in force to help in the clean-up.

Just as important as the donation of time were the generous donations of funds and wish list items from thousands of individuals and businesses across the state and the country.

At the close of the financial year, the Fairfield Shelter is once again fully operational, but its staff are looking forward to moving to the flood-free higher ground of the new RSPCA Qld Animal Care Campus at Wacol.

INSPECTORATE RESPONSE

- Inspectorate distributed advice via the media to help pet owners prepare for the floods and cyclone
- Inspectors and animal ambulance officers were deployed to the worst-hit regions
- Two animal evacuation centres were set up in Rockhampton during the flood
- Inspectors provided hands-on assistance helping people to move their pets to safety, checking on pets left behind, delivering emergency feed drops to marooned livestock and recovering animal victims

WILDLIFE ASSISTANCE

- Inspectors and ambulance officers rescued wildlife stranded or washed away by the floods and cyclone
- Wildlife Department, with generous assistance from the Men's Shed, Carina, supplied 70 den boxes and supplementary food and feeding stations for the badly impacted and seriously endangered Mahogany Gliders

IMPACT ON STATEWIDE INFRASTRUCTURE

- Four RSPCA Qld shelters were affected by the floods and cyclone: Cairns, Fairfield, Gympie and Townsville
- Gympie Shelter closed for several days when it was cut off by surrounding floodwaters
- Cairns and Townsville Shelters were evacuated due to Cyclone Yasi, with many animals from the Townsville Shelter airlifted to Brisbane (thanks to Dogtainers, Toll Express and Virgin Australia)
- Two Thrift Shops were flooded: Sherwood and Gympie

IMPACT ON STATE HEADQUARTERS

- RSPCA Qld's state headquarters at the Fairfield Shelter in Brisbane was the worst-hit shelter (see photographs at right)
- Fairfield Shelter was evacuated on 12 January and was closed for seven weeks until 26 February
- Three-quarters of the shelter went under water
- More than 350 cubic metres (equivalent to 1,400 wheelie bins) of equipment and supplies were destroyed
- Damage totalled over \$1 million
- Call Centre was relocated to a temporary facility at Beenleigh (thanks to Logan City Council)
- Desexing clinic was the worst-hit area of the Fairfield Shelter, with more than \$500,000 worth of equipment destroyed
- Fairfield Shelter reopened with a thank-you event on 26 February

COMMUNITY SUPPORT

- Foster carers provided emergency accommodation for over 300 animals when the Fairfield Shelter was evacuated
- 335 animals found new homes while the Fairfield Shelter was closed, being adopted directly from foster care
- Dozens of good Samaritans helped RSPCA staff and volunteers to evacuate the Fairfield Shelter and "mud army" volunteers rallied to clean it up
- Generous community members donated over \$1 million to RSPCA Qld's disaster response and relief efforts, with 80 per cent of donations coming from interstate and overseas



Animal Care Campus

Creating a new beginning

The construction of the new RSPCA Qld Animal Care Campus was one of the major activities of the year, and arguably one of the most important milestones in the RSPCA's history in Queensland. After almost 10 years of negotiating to locate a new site to allow the RSPCA to expand its services – services that could never be delivered at the Fairfield Shelter – the dream finally began to take shape.

The 10 acre facility at Wacol, west of Brisbane, was partially funded by the Queensland Government with a \$10 million grant and the donation of the land. With the total construction costs amounting to \$23 million, seeking funding from the community, major individual benefactors, business and grant makers was of the highest priority to help bridge the gap. At the close of the 2010/2011 financial year, there was still a

\$6 million funding target to be achieved over a three-year period to complete the project.

A range of facility naming rights sponsorships is available to help fund the facility, and with an estimated 100,000 visitors expected to visit the Campus every year, it presents great recognition, but also vital life-saving outcomes for the many thousands of animals that will be treated, rehomed and rehabilitated.

The Animal Care Campus will be the most significant animal welfare centre in the southern hemisphere, caring for companion animals, farm animals and wildlife, as well as being a place of education to deliver our mission of “helping animals, enlightening people, changing lives”.



Board

Leading the way

The RSPCA Qld Board is the governing body of RSPCA Qld Inc. It currently consists of eight Board members, who are legally responsible on a voluntary basis for the effective use of the Society's resources in accordance with the objectives of RSPCA Qld. They also provide leadership and direction in all affairs of the Society and promote the highest standards of accountability and transparency.

Eileen Thumpkin - President

Dr Andrew Tribe - Vice-President

Lisa Bundesen - Treasurer

Peter Hayes - Secretary

Andrew Antonioli

Margaret Gibson

Maree Parker

Corrie Verbeeten



RSPCA Qld Board

Front: Eileen Thumpkin with Monty and Marty

Back row, from left to right: Andrew Antonioli with Blaze, Corrie Verbeeten with Panda, Margaret Gibson, Andrew Tribe with Hunter, and Lisa Bundesen with Jessica

Not pictured: Peter Hayes and Maree Parker



President's Report

Working together to make a difference



Photo: Annie Curry

The past year can best be described as “inspiring”.

I was inspired by the unprecedented display of exceptional community spirit that enveloped Queensland during the summer’s natural disasters. This spirit was felt by RSPCA Qld’s staff and volunteers at our shelters throughout the state, but particularly at the Fairfield Shelter when big-hearted locals turned out in force to help us evacuate before the flood, and then again after the flood to help us clean up.

Most of all, I was inspired by our own volunteers, who already give so much of themselves, but went above and beyond during the crisis. Special thanks go to our network of foster carers who responded without delay to our plea for help and provided emergency accommodation to more than 300 animals when the Fairfield Shelter was evacuated.

The shelter was closed for seven weeks and no animals could be adopted from the shelter during this time. However, an innovative program from the Community Outreach team ensured that the adoption service was not interrupted. Through the Adopt-from-Foster Program, 335 animals were, as the program name suggests, adopted directly from foster care. This result was made possible thanks to the assistance of the Community Outreach volunteers, who now number more than 50.

I look forward to many of our volunteers moving with us to the new RSPCA Qld Animal Care Campus when it is completed in the latter part of the year.

The Campus is set to be the go-to place for all animal-related matters. I am particularly excited about the Humane Education facilities. To date, the Humane Education team have focused on taking education to

the community, through school visits and on board EMU, our classroom on wheels. While this will always be a priority (indeed, in 2010/2011 we opened our first regional education centre, at Bundaberg), the infrastructure at the Campus will enable us to invite the community to come to us. The facilities will include an education barn, where visitors can learn about humane farming.

Humane farming encompasses the life cycle of an animal, from rearing to slaughter. On the latter issue, RSPCA Australia and its member Societies, including RSPCA Qld, collaborated with Animals Australia to launch the Ban Live Export campaign in May 2011, following a televised exposé of the trade. At the close of the financial year, public support for this campaign was high and the Federal Government had imposed a temporary suspension of the trade. Since then, Australians have made their objections to this inhumane practice heard at rallies across the country on 14 August 2011. However, on 18 August, the Federal Government voted against legislation that could have brought an end to the live export trade. The campaign is ongoing.

The Society’s ability to make a difference to animal welfare outcomes is certain to be enhanced by the Animal Care Campus and its holistic approach to animal welfare. But the driving force will continue to be our dedicated CEO, staff and volunteers. The Board members and I thank each of them for their commitment.

Eileen Thumpkin
RSPCA QLD PRESIDENT

CEO's Report

Helping animals, enlightening people, changing lives

As I reflect on the events of the past year, two items stand out: the floods and cyclone of 2010/2011 and the final construction phase of the new RSPCA Qld Animal Care Campus.

Like many Queenslanders, the RSPCA was significantly affected by the floods and Cyclone Yasi. Our human and financial resources were stretched to the limit as we deployed inspectors and animal ambulance officers to the worst-hit areas to attend to the welfare of the animals, whether evacuated or left behind. Several of our shelters received flood or cyclone damage, with the worst-affected being the Fairfield Shelter, our state headquarters in Brisbane, where more than \$1 million of damage was incurred. After seven weeks, the shelter reopened, thanks to the generosity of the volunteers who helped clean up and the thousands of people and businesses who donated funds to help replenish our supplies and equipment.

The natural disasters were a detour, but they did not deter us from following our path toward the completion of the Animal Care Campus, being built at Wacol in the western suburbs of Brisbane. After several delays in recent years, the completion of the Campus is now firmly in sight.

We look forward to the benefits that the state-of-the-art, purpose-built infrastructure will afford us in expanding and improving our programs and services to a degree that has never before been possible. For example, for the first time, RSPCA Qld will have a dedicated wildlife hospital, which will help us to respond to the increasing wildlife injuries incurred as wildlife habitats are cleared for urban development.

On that note, I am pleased to report that RSPCA Qld will soon be better able to assist more wildlife before

they even reach our wildlife hospital, thanks to the signing of Xstrata as the major sponsor of the 1300 ANIMAL wildlife telephone emergency hot line.

We look forward to being able to develop more ground-breaking programs at the Campus. In the past year we got a head start on one program when we joined forces with Boystown and MSIT (Metropolitan South Institute of TAFE) to offer the RSPCA Indigenous Youth Traineeship Program to students undertaking a Certificate II or III in animal welfare. Through this program, the trainees obtain both valuable work experience and knowledge, which they will be able to share with their community and, ultimately, help to improve animal welfare in Indigenous communities.

Most importantly, the infrastructure of the Animal Care Campus will provide a better environment for the animals while in our care. It is for this reason, first and foremost, that our staff and volunteers are eager to relocate from the Fairfield Shelter to the Campus.

The move is expected to occur by the end of November 2011. In the meantime, we are starting the new financial year with a public appeal to help raise the \$6 million still needed to complete all stages of the project. This comes on top of the funding required to support our annual operating costs, which have now increased to \$30 million. Meeting those costs is possible only because of the generosity of our donors, sponsors, community fundraisers, Branches, Friends of the RSPCA Groups, and attendees at our fundraising events. I sincerely thank each of them for their continued support.

Mark Townend
RSPCA QLD CEO



Photo: Annie Curry

Inspectorate

Defending the defenceless

In the past 12 months:

- Inspectorate responded to 13,772 cruelty complaints
- RSPCA Indigenous Youth Traineeship was launched

In 1908, when the first RSPCA Qld inspector responded to animal cruelty, the Society's founders could never have foreseen that one day the Inspectorate would be responding to over 13,500 animal cruelty complaints and rescuing more than 12,000 injured or sick animals annually. The past year again saw the resources, and the will, of the Inspectorate staff pushed to the very limits. Through all this, the Inspectorate continues to strive and expand its service delivery and achievements.

ANIMAL CRUELTY

	2008/2009	2009/2010	2010/2011
Cruelty Complaints	11,724	13,191	13,772

A strong education methodology continues to be the main focus of the inspectors when responding to animal cruelty. Poor choices, neglect and irresponsibility continue to be the principal reasons behind animal welfare breaches. Unfortunately, in the past year the inspectors investigated horrendous, deliberate acts of cruelty where animals had suffered immeasurable pain and suffering.

RSPCA Qld prosecuted 31 people, who were charged with 100 counts of serious animal welfare breaches. The Inspectorate was also the principal agency in many Police and Biosecurity Queensland investigations and prosecutions.

The Inspectorate continues to be a leader in developing animal forensic investigation capabilities. In September 2010, the RSPCA Qld Inspectorate developed and hosted a national conference on the Gold Coast, where RSPCA staff from around the country, along with State Government representatives, undertook a forensic crime scene course delivered by a world leader in the field, Dr Jason Bird from the International Veterinary Forensic Science Association.

ANIMAL RESCUE

The devastation brought about by the floods and cyclones in Queensland in 2010/2011 will forever be a reminder of the power of nature. These events challenged the Inspectorate's capabilities to respond to community needs in helping and saving animals during natural disasters. The Inspectorate provided unheralded support to all levels of government in many areas. From relocating animals before the events, often carrying exhausted animals through swollen rivers, to helping people rebuild bird cages, the Inspectorate staff were on the ground, in the places that mattered, responding to animal welfare needs. The positive public acknowledgment was overwhelming in the affected areas.

The Inspectorate volunteer ambulance program continues to grow, with five volunteer ambulances now operating in Brisbane, Gold Coast, Toowoomba, Rockhampton and Townsville. These volunteer ambulances, along with two staffed rescue units operating from Brisbane, rescued 12,080 animals in 2010/2011. Comparing this with the 9,464 animals rescued in 2009/2010, the volunteer ambulance program is clearly providing more sick and injured animals with a second chance in life.

ANIMAL WELFARE IN INDIGENOUS COMMUNITIES

Over the last 12 months, the Inspectorate continued to assist Indigenous community leaders in mapping a strategic plan to improve animal welfare issues in remote Queensland communities. With a vision of having young animal welfare ambassadors helping to change attitudes and behaviours in these areas, the Inspectorate campaigned, and achieve funding, for an Indigenous traineeship program.

In partnership with Boystown, and supported by State and Federal Government funding, in March 2011 we launched the RSPCA Indigenous Youth Traineeship. As of 30 June 2011, 14 Indigenous youths aged between 15 and 25 were undertaking training at the Fairfield Shelter while completing either a Certificate II or III in animal welfare under the guidance of Metropolitan South Institute of TAFE. In the future, young people like these can support a sustainable animal welfare model in remote communities.

Other initiatives undertaken in the past 12 months to improve animal welfare in Indigenous communities included:

- Palm Island project where regular education classes, veterinary clinics and a high-profile inspector presence have seen a dramatic increase in animal welfare standards;
- Six remote communities visited by RSPCA inspectors, who held meetings with elders and delivered education programs in school classes;
- Development and airing of three animal welfare advertisements on national Indigenous radio; and
- Traditional Hunting forum, held in Brisbane, to unite all parties in moving forward to achieve greater animal welfare standards.

SECOND CHANCE PROGRAM

The Second Chance Program is an Inspectorate initiative developed with the vision of assisting prisoners in personal growth and development, and helping to prepare them for re-integration into the community by providing them with the opportunity to engage in positive and productive activity. The program gives prisoners the opportunity to foster animals, understand responsibility, become educated in animal welfare and develop increased empathy for animals.

Currently, the program is successfully running in the Brisbane Women's Correctional Centre. This program is well supported by Queensland Corrective Services and is only the start of a far wider program designed to enhance prisoners' personal development.

ACKNOWLEDGMENTS

In a year of devastation, diversity and immense pressure for the Inspectorate team and their families, it was humbling to watch the team find the limits of their possibilities, only to go beyond them into the seemingly impossible to achieve what has been achieved in the past 12 months. The pride and professionalism displayed has been second to none.

Our achievements would not be possible without the support of a vast array of organisations and groups, particularly BLEATS (Brisbane Lawyers Educating and Advocating for Tougher Sentences). I thank them all and look forward to continuing our strong relationship. Lastly, but most importantly, sincere thanks go to our families for their unconditional support.

Michael Pecic
CHIEF INSPECTOR



Photo: Zoo Studio

New opportunities for Indigenous youth

The RSPCA Indigenous Youth Traineeship Program is providing young members of the Indigenous community interested in animals with the opportunity to gain valuable work experience and the qualification necessary to make animal welfare a career option. The trainees rotate every two weeks between all departments of the RSPCA and get hands-on experience working with the animals in the shelter, learning about their behaviour and how to care for them. They also learn other skills valuable to any workplace, including telephone skills during their rotation in the call centre, people skills while in the customer service section, and general admin skills, such as data entry.

For 18-year-old Nathan Nelson (pictured left), the traineeship presented him with the opportunity to combine his passion for animals with the "chance to do something different with my life and to get a qualification." Nathan has particularly enjoyed his rotations with the Inspectorate and Veterinary Services. When he finishes his 12-month traineeship, Nathan would like to "either do a course to become a veterinary nurse or do the investigation course to become an RSPCA inspector."

Prosecution Results

Pros No	Details of offence	Location of Offence	Outcome	Fine	Costs
1	Duty of Care offence in which a woman failed to provide treatment for her male dog suffering injuries resulting from a rubber band being tied around the dog's testicles.	Kallangur	Withdrawn <i>(Public interest)</i>		
2	Duty of Care offences in which a woman failed to provide appropriate food and water to her two dogs, and treatment for their heavy flea burdens, extremely worn teeth, and chronic skin condition.	Caboolture	Guilty	100 hours' community service	\$864.84
3	Duty of Care offence in which a man failed to provide treatment to his puppy suffering anaemia and a skin condition associated with heavy worm and tick burdens.	Kelso	Withdrawn <i>(Offender absconded)</i>		
4	Duty of Care offence in which a woman failed to provide appropriate food, water and living conditions for her horse. The horse was kept in a cluttered suburban backyard and was emaciated when seized.	Mount Molloy	Guilty	200 hours' community service	\$263.00
5	Cruelty offence in which a woman attempted to do a home castration on a male cat.	Burleigh Waters	Withdrawn <i>(Public interest)</i>		
6	Duty of Care offence in which a woman failed to have a cat's broken leg treated for a period of two weeks.	Edge Hill	Guilty	\$3,000.00	\$1,633.20
7	Tail docking offences in which a woman who was not a veterinary surgeon docked the tails of six Rottweiler puppies.	Glenwood	Pending		
8	Unlawful breach of a prohibition order in which a man who had been prohibited from owning an animal for an indefinite period was in possession of a dog.	Maryborough	Guilty	\$200.00	\$75.90
9	Duty of Care offence in which a woman failed to treat her dog's severe skin condition and resulting wounds.	Innisfail	Guilty	\$2,000.00	\$75.90
10	Duty of Care offence in which a man failed to provide treatment for his partner's male dog suffering injuries resulting from a rubber band being tied around the dog's testicles.	Kallangur	Guilty	\$3,000.00	\$1,211.30

Pros No	Details of offence	Location of Offence	Outcome	Fine	Costs
11	Cruelty offence in which a man killed a kitten in an inhumane way by suffocating it.	Deception Bay	Pending		
12	Cruelty offence in which a woman killed a mouse in an inhumane way by cutting off its head with a blunt kitchen knife. The defendant posted a video of the act on the internet.	Caboolture	Pending		
13	Cruelty offence in which a man killed his neighbour's cat by trapping it and then immersing the trap in a wheelie bin full of water.	Brighton	Guilty	\$3,000.00	\$1,575.90
14	Duty of Care offences in which a man failed to provide appropriate feed and treatment for his two dogs' ear and skin conditions and flea and worm infestations.	Southport	Guilty	\$5,000.00	\$5,330.80
15	Cruelty offence in which a man inhumanely killed his family's golden retriever puppy by hitting her on the head with a wooden chair leg and then drowning her in the pool with a diver's weight belt tied around her.	Pullenvale	Pending		
16	Duty of Care offence in which a woman failed to treat several conditions in her horse, requiring the horse to be euthanased.	Hay Point	Guilty	\$5,000.00	\$289.70
17	Duty of Care offences in which a couple failed to provide appropriate treatment for their two dogs, one of which was suffering from a severe open ligature wound around the muzzle and the other from cancer.	Mount Low	Guilty	\$5,000.00	\$151.80
18	Duty of Care offences in which a couple failed to provide appropriate feed and treatment for their five horses.	One Mile	Pending		
19	Cruelty offence in which a man was observed by a witness kicking and beating his dog in his backyard.	Buderim	Pending		
20	Duty of Care offence in which a woman failed to provide treatment for her dog's skin condition and secondary infections.	Earlville	Pending		

Prosecution Results

Pros No	Details of offence	Location of Offence	Outcome	Fine	Costs
21	Duty of Care offence in which a man failed to provide appropriate treatment for his dog's severe ear infections in both ears, generalised skin infection and eye discharge in both eyes.	Chambers Flat	Pending		
22	Cruelty offence in which a woman staying at a resort chased and caught a wild duck that had become habituated to the resort and guests, and threw it against a wall, resulting in the duck suffering severe injuries that required veterinary treatment.	Golden Beach	Pending		
23	Cruelty offence in which a man caught his neighbour's cat, took it to a boat ramp and threw it into the river where he abandoned it.	Edmonton	Pending		
24	Cruelty offence in which a man set a net over his fruit trees and used a stick to beat one of the flying foxes trapped in the net. The flying fox was euthanased due to its injuries.	Goodna	Pending		
25	Cruelty offence in which a man killed his neighbour's cat by strangling it.	Hyde Park	Pending		
26	Duty of Care offence in which a woman failed to provide treatment for her dog's severe skin condition, weeping sores and scabs.	Ipswich	Pending		
27	Duty of Care and False Statement offences in which a man failed to provide treatment for his puppy's severe skin condition and denied ownership of the dog.	Redbank Plains	Pending		
28	Duty of Care offence in which a woman failed to treat her dog's broken leg after it was hit by a car.	Morayfield	Pending		
29	Cruelty and Duty of Care offences in which a woman failed to treat her cat for marked lesions and ulcerated holes on the cat's abdomen and then inhumanely killed the cat by way of freezing it.	Caboolture	Pending		
TOTAL				\$26,200.00	\$11,472.34

PROSECUTIONS HELD OVER FROM 2009/2010

Pros No	Details of offence	Location of Offence	Outcome	Fine	Costs
6	Duty of Care offence in which a man failed to provide treatment for his dog's injured legs.	Ravenshoe	Withdrawn (Offender absconded)		
8	Duty of Care offences in which a man cut off the ears of his calves and failed to treat the wounds caused by this.	Edmonton	Guilty	\$6,000.00	\$2,420.00
11	Duty of Care offence in which a woman failed to provide treatment for her dog's skin condition.	Tullebudgera	Guilty	\$5,000.00	\$1,400.00
17	Duty of Care offence in which a man failed to provide appropriate food and treatment to his pony.	Moranbah	Withdrawn (Public Interest)		
19	Cruelty offence in which a man caused the death of his neighbour's cat by catching and hanging it in a home-made snare.	Wishart	Guilty	3 months' imprisonment	
22	Duty of Care offence in which a man failed to provide treatment to his puppy.	Kelso	Guilty	\$4,240.00	\$1,119.50
23	Cruelty offence in which a man hit his dog over the back with a broom causing it soft tissue swelling and a fractured rib.	Brassal	Guilty	\$3,000.00	\$73.80
TOTAL				\$18,240.00	\$5,013.30

PROSECUTIONS HELD OVER FROM 2008/2009

Pros No	Details of offence	Location of Offence	Outcome	Fine	Costs
9	Duty of Care and Cruelty offences in which a woman failed to provide appropriate food, treatment or living conditions to her dogs. The defendant is a breeder of pedigreed poodles and is running a boarding kennel.	Waterford	Pending		
11	Duty of Care and Prohibition Order contravention offences in which a couple kept a large number of animals in poor conditions while under a prohibition order. And further Contravention of Prohibition Order offence in which a woman was in possession of, and tried to sell, two golden retriever puppies while she had a prohibition order in place.	Calcium	Pending		



Photo: Zoo Studio

Shelter Operations

Exceptional people – exceptional care

In the past 12 months:

- 44,521 animals received our care statewide
- 18,051 animals were adopted or reunited with their owners

On any given day, more than 1,400 animals are directly cared for and rehomed by the Shelter Operations team at our nine shelters throughout the state, with another 400 to 700 animals cared for by our Foster Care and Community Outreach teams. Another key part of the Shelter Operations team is the Customer Service Team at our state headquarters and in regional locations, which take approximately 900 calls each day.

Across Queensland, the Shelter Operations team took in and cared for 36,021 domestic animals and 1,010 livestock, while our Wildlife team cared for another 7,490, taking our total intake to 44,521 animals. Of these animals, 18,051 were either adopted or reunited with their owners; 2,083 animals were transferred to other organisations; and 1,651 wildlife animals were released either into their native habitats or to wildlife rehabilitators.

In the past 12 months, Shelter Operations focused on consolidating resources and improving stakeholder relationships throughout our nine shelters. Building on our existing partnerships and engaging new supporters are crucial initiatives, critical to the success of our shelter operations and resultant adoption rates.

The biggest challenge faced by all RSPCA shelters in Queensland is to increase our animal adoption rates and to work in partnership with all local authorities and like-minded organisations and businesses to implement preventative programs and awareness campaigns to reduce the number of animals coming into our shelters.

CUSTOMER SERVICE

During the devastating Brisbane flood, our team worked from a temporary call centre in Beenleigh (thanks to Logan City Council), where we took thousands of calls from people in need. This continued as the impact of Cyclone Yasi was felt in Far North Queensland.

On the adoption front, we conducted a host of adoption promotions throughout the year, most notably the “Adopt Back” adopt-a-thon when the animals finally returned to the shelter after being evacuated due to the flood. So many of the wonderful people who provided emergency accommodation for the animals chose to adopt the animals they had been fostering throughout the crisis.

Kitty Matchmaker was another adoption initiative launched this year, an online application program to adopt kittens still in foster care. Although it was cut short due to the floods, we had some very successful adoptions through this proactive service.

SHELTERS

Bundaberg

- Received continued support from the community and financial support from the Bundaberg Branch, which was much appreciated during the economic constraints that affected the region

Cairns

- Made improvements to the perimeter fencing, dog exercise yard and feed dispensing and storage areas
- Received a Gambling Community Benefit Fund grant and financial support from the Friends of the RSPCA - Cairns, which will be allocated to upgrading the kennels and surrounding buildings in 2011/2012

Dakabin

- Took over responsibilities for stray animals following the closure of the Moreton Bay Regional Council Pound at Caboolture; solicited Council funding to meet the associated increase in operational costs
- Initiated master planning for major works to be undertaken in the next 12 months; commenced minor improvements

Fairfield

- Inundated by floodwaters during the January flood, causing the shelter to close for seven weeks
- Received high levels of support from volunteers and the business community in restoring the shelter to operation following the January flood
- Undertook only essential building and repair work, pending the shelter’s relocation to the Animal Care Campus in November 2011

Gympie

- Made improvements to the shelter, including purchasing a new insulated storage shed and new equipment
- Received support from volunteers, the local community and Gympie Regional Council in reopening the Gympie Shelter after it closed due to being cut off by floodwaters

Kingaroy

- Received the commitment of funds from the Kingaroy business sector and community, and from South Burnett Regional Council, to upgrade all of the animal holding areas within the shelter within the next year

Noosa

- Undertook structural and aesthetic improvements, including the addition of an outdoor cat run, dog exercise yard and new paths and garden beds, which have seen an increase in visitors and adoptions

Toowoomba

- Commenced refurbishment of the boarding facilities
- Constructed a new animal adoption viewing area

Townsville

- Experienced rejuvenated community support of the shelter, with the Townsville Regional Council working closely with the RSPCA to improve all aspects of animal welfare
- Acquired disaster equipment following Cyclone Yasi, in preparedness for future cyclonic weather events
- Converted the upstairs area of the shelter to Inspectorate offices and to provide accommodation facilities for visitors to the shelter

Heartfelt appreciation goes to the staff, volunteers, foster carers and members of the public who helped us meet the many challenges faced by the Shelter Operations team in the past year.

In 2011/2012, we look forward to seeing more animals rehomed or reunited with their owners through innovative practices. We also look forward to the opening the new RSPCA Qld Animal Care Campus at Wacol and the opportunities that this will bring for saving lives across the state.

Sheila Collecott

EXECUTIVE MANAGER - ANIMAL FOCUS

Foster Care

A new start to a better life



Photo: Roze Gallo

Fostering new beginnings

Looking for “something she could do to help others”, Monique Hayden decided that 2011 was the year to join RSPCA Qld’s Foster Care Program.

Monique initially fostered a litter of kittens, but soon moved on to the more challenging task of caring for Australian cattle dog Millie, an ex-cruelty case. “Millie is very timid and frightened by new experiences. But, bit by bit, we’re making progress every day,” said Monique. Her own dog, Molly, has helped Millie build her confidence.

Monique said giving a second chance to an animal is very rewarding and she “couldn’t imagine not being a foster carer. And I know Molly would miss having a playmate.”

In the past 12 months:

- Over 6,500 animals received foster care
- Foster carers collectively provided more than 185,000 days of care to foster animals

The Foster Care Department, and the 1,500 dedicated and caring foster families who support the Foster Care staff statewide, is one of the most important cogs in the RSPCA Qld machine.

Foster carers provide short- and long-term care away from the shelter environment, enabling us to provide tailored care for those animals that require it.

In the past year, animals were placed in care for wide-ranging reasons:

- Puppies and kittens that were too young for desexing and adoption;
- Dogs and cats that were not coping well in the shelter environment. Many were subsequently adopted through Community Outreach’s Adopt-from-Foster Program;
- “Black Tag” (cruelty/neglect case) animals that were awaiting the outcome of a court case;
- Animals recovering from illness or injury;
- Animals needing rehabilitation for a behavioural issue;
- Pet Legacy animals whose owners had passed away or were in hospital;
- Animals in the Pets in Crisis Program that needed a safe haven from domestic violence; and
- Animals that needed care outside of business hours at our RSPCA Adoption Centres.

In addition to the above situations, the biggest challenge faced by the Foster Care team during the past year was presented by the Brisbane flood in January 2011. When the Fairfield Shelter was evacuated, emergency accommodation had to be found at short notice for more than 300 animals. Many were adopted by our existing network of foster carers, but it was heart-warming to see so many people respond to our public plea for help and sign up to be a foster carer for the first time, at a time when we needed it most.

A highlight of the year was assisting the Inspectorate in placing more than 40 dogs, puppies, cats and kittens in foster care at the Brisbane Women’s Correctional Centre in the first year of RSPCA Qld’s Second Chance Program.

In total, over 6,500 animals received foster care in 2010/2011. This included nearly 1,300 dogs, 1,300 puppies, 700 cats, over 3,000 kittens, 100 guinea pigs, 80 fowl, 25 rodents and 10 livestock.

Our foster carers are a truly inspiring group who willingly open their hearts and homes to animals in need. Their support is invaluable, with over 185,000 days of care provided collectively during the past 12 months.

Sincere thanks also go to the foster care coordinators throughout the state for their enthusiasm and dedication, despite the overwhelming demands of the Foster Care Program.

Julie Herbert
STATE FOSTER CARE COORDINATOR

Community Outreach

Shelter animals on the move



Photo: Greg Harm

In the past 12 months:

- Adopt-from-Foster program was launched
- Adoption Centres (off-site from shelters) rehomed 1,057 animals

Many people find the thought of visiting an RSPCA shelter emotionally daunting and a deterrent from adopting an animal from the RSPCA. This is where the Community Outreach team steps in. Rather than wait for prospective adopters to visit a shelter, Outreach takes animals into the community to be rehomed.

During the past year, the team continued its established programs and launched an exciting new initiative, adopting animals from foster care.

ADOPT-FROM-FOSTER

The Adopt-from-Foster Program was developed to provide another avenue for adoption when the shelter is at full capacity or for animals that are not coping in the shelter environment. The program was not expected to be ready to roll out until mid 2011; however, with the Fairfield Shelter closed and all animals evacuated into foster care for the duration of the flood crisis, the launch of the program was brought forward. While the shelter was closed from 11 January to 25 February, 335 animals were adopted straight from foster homes to “forever” homes. The success of the program during this period alone is an indication of its potential as an ongoing program.

ADOPTION CENTRES

RSPCA Qld’s Adoption Centres in suburban and regional areas further help to make RSPCA animals more accessible to potential adopters. Our RSPCA Adoption

Centres at the Gold Coast and Gladstone, along with those at World for Pets (Springwood), Petbarn Kenmore, Northside Vet Care (Strathpine) and the RSPCA Pet Shop at Rockhampton, found permanent homes for 1,057 animals that otherwise might not have had the opportunity to be rehomed.

ROVER ALL OVER

Outreach’s revitalised “Rover All Over” program saw dozens of adoption dogs attend community events in the hope of finding their new family. Rover events included Woofstock, Teviot Downs Fair, RSPCA Million Paws Walk, Government House Open Day, Brisbane Carnivalé and Brisbane City Council dog events.

ACKNOWLEDGMENTS

The achievements of the Community Outreach team in the past year were made possible by the support of more than 50 volunteers, who collectively gave up more than 4,100 hours of their time to care for animals and perform adoptions.

Furthermore, we cannot thank enough the businesses within the community that have supported the Community Outreach Program, in particular: Petbarn, especially the Kenmore store; Greencross Vets; JUDHAR Clinics, including Bulimba Vet and Northside Vet Care; Flor Shows; and Teviot Downs.

Last but not least, thank you to those members of the community who opened their hearts and homes to a Community Outreach adoption animal during the year, be they foster carers or adopters.

Claire McCarthy
COMMUNITY OUTREACH

Veterinary Services

Life-saving treatment



Photo: Zoo Studio

Elf, the Christmas miracle

On Christmas Day 2010, Elf the Shetland pony made the headlines nationwide when he was dragged behind a car. RSPCA Qld Chief Veterinarian Anne Chester (pictured) recalled Elf's horrendous injuries: "He was in shock, had deep abrasions on his legs and severe joint damage, and the soles of both hind feet had been ground bare."

After treatment at the Redlands Veterinary Clinic, followed by rehabilitation with a foster carer, Elf made a miraculous recovery. He has since been adopted by his foster carer, who has given him a job at a not-for-profit group called, ironically, ELF (Equine Learning for Futures) which uses horses in educational and self-esteem-building programs for disadvantaged youths and children.

In the past 12 months:

- 35,250 animals required veterinary assessment and treatment statewide
- 11,513 animals were desexed and received pre-adoption veterinary care

It was another busy year for the Veterinary Services Department, ensuring the health and well-being of animals across the scope of the RSPCA, from those surrendered by their owners or seized by inspectors, to wildlife needing treatment and rehabilitation.

NATURAL DISASTER RESPONSE

The devastating floods of early January 2011 presented the most significant challenge for the Veterinary Services team, with floodwaters inundating our only operating theatre within the desexing clinic at the Fairfield Shelter and destroying more than \$500,000 worth of equipment. The clinic was closed until mid March while the clean-up and renovation was under way.

During the flooding, and in the following weeks until the Fairfield Shelter reopened, the veterinarians and veterinary nurses were called upon to support the many animals that were placed in emergency foster homes or other facilities that had generously offered to assist by providing care until we were again fully operational. This required enormous flexibility and adaptability over a very difficult period. Despite the challenges, we were able to maintain appropriate health support for the animals.

The desexing clinic at the Fairfield Shelter also services the Dakabin Shelter. Therefore, in the weeks that the desexing clinic was out of service, PAWS, our Portable

Animal Welfare Service vehicle, was invaluable in ensuring the desexing of animals adopted from foster care at Fairfield and the continuity of veterinary support and desexing of animals for Dakabin.

COLLABORATION WITH UNIVERSITY OF QUEENSLAND

In a first for Australia, the RSPCA has joined forces with the Centre for Companion Animal Health at the University of Queensland School of Veterinary Science and provided funding to develop a four-year Master of Shelter Practice. This partnership will undertake research to inform evidence-based strategies that can be implemented to reduce the influx of unwanted pets and rates of euthanasia.

In addition, this year RSPCA Qld launched an exciting new initiative to provide for a shelter rotation for fifth-year UQ veterinary students, in an effort to develop a better understanding of the work of the Society within the veterinary profession. It is hoped that, with greater awareness, the students will move into practice and be welfare advocates who can further assist the work of the Society within the community.

ACKNOWLEDGMENTS

The work of the Veterinary Services team was supported in the past year by several private clinics and other organisations deserving of special recognition: Greencross Vets, JUDHAR Clinics, Jimboomba Veterinary Surgery, University of Queensland School of Veterinary Science and James Cook University School of Veterinary Sciences.

Kevin Bradley
DIRECTOR OF VETERINARY SERVICES

Wildlife

Saving our wild animals

In the past 12 months:

- 7,490 wildlife patients were admitted to the RSPCA statewide
- Formal agreement signed between RSPCA Qld and the State Government to improve the efficiency of wildlife rescues statewide

Each year, RSPCA Qld's Wildlife Department provides care to thousands of sick, injured and orphaned wild animals, and assists in dealing with tens of thousands of wildlife-related calls to the RSPCA's Call Centre.

In 2010/2011, RSPCA Qld admitted 7,490 wildlife patients across the organisation, with 6,348 receiving veterinary care at the Fairfield Shelter. This represents a 15 per cent increase in admissions on the previous year, and a 44 per cent increase on 2008/2009.

The single most significant event affecting wildlife during the year was cyclone Yasi, which devastated vast swathes of wildlife habitat in northern Queensland. RSPCA Qld, with generous assistance from the Men's Shed, Carina, supplied 70 special den boxes and supplementary food and feeding stations for the badly impacted and seriously endangered Mahogany Gliders.

Natural disasters aside, with the rapid expansion of the human population bringing about land-clearing for urban development, wildlife casualties are expected to continue to rise. Therefore, it is essential to continually expand the capacity and resilience of the Wildlife Department.

KEY ACHIEVEMENTS

Over the past year, the Wildlife Department engaged in an exciting period of expansion and development,

as part of a strategic drive to improve the welfare of wildlife in Queensland. Significant developments included:

- Final design and commencement of construction of a wildlife hospital at the Animal Care Campus;
- Expansion of the 1300 ANIMAL Wildlife Program and Wildlife Heroes Program in partnership with Xstrata;
- Employment of a State Wildlife Operations Manager to develop and coordinate all operational and strategic aspects of the wildlife focus;
- Development of a formal agreement between the Queensland Department of Environment and Resource Management and RSPCA Qld to improve the efficiency of wildlife rescues statewide, and to engage wildlife rehabilitation groups; and
- Preparation of a strategic directions discussion paper for wildlife operations to guide strategies and operations over the coming year, and preparation of Codes of Practice and policy guidelines to improve wildlife welfare in Queensland.

ACKNOWLEDGMENTS

The Wildlife Department is grateful to Xstrata for their support of the 1300 ANIMAL Wildlife Program and Wildlife Heroes Program; Eddy Foster from Covidien and the Pine Rivers Private Hospital for their donations of medical supplies and equipment; the suppliers at Rocklea Markets for providing produce for our patients; Greencross Vets - Jindalee; and our dedicated team of volunteers and staff who provide care to the many thousands of distressed wildlife we help each year.

Jon Hanger
STATE WILDLIFE OPERATIONS MANAGER

Wildlife Hero to the rescue

RSPCA Qld's Wildlife Heroes Program grew to more than 400 volunteers in 2010/2011. Di Swift was among the new recruits.



Photo: Zoo Studio

As a Wildlife Hero, Di transports animals to vets when they are reported as sick or injured to the RSPCA's 1300 ANIMAL telephone emergency hot line.

Di signed up to become a Wildlife Hero in August 2010 and since then has conducted several rescues. She remembers one of her first rescues very clearly.

"Two baby plovers had fallen down a drain. They were so tiny that they couldn't have survived for long on their own," recalled Di. She retrieved the baby birds and took them to a vet, who asked her to release them the next morning after a night of vet care. "I put them in a basket and returned to the park at 6am. When the parents came back, I opened the basket and off the babies went. It was lovely to see."

"Nothing beats the feeling of helping an animal in need."



Humane Education

Changing hearts and minds

In the past 12 months:

- 115,000 people were reached with messages of care and respect for animals through school visits, EMU and the WOAW website
- RSPCA Qld's first regional education centre was launched in Bundaberg

RSPCA Qld believes in taking a proactive approach to the prevention of cruelty. With an understanding that at the heart of most cases of neglect and cruelty is a lack of empathy for animals or a lack of education about their needs, the provision of effective and early intervention humane education programs is a key strategic goal. Our programs educate children and community members of all ages about the work of the RSPCA and best-practice animal care to inspire responsible and caring behaviour towards animals.

Each year, the Humane Education Department aims to reach more and more people with quality, engaging programs. In the past year, we visited 658 schools and saw a 37 per cent increase in the number of students visited through our on-foot visit programs. The significant growth achieved in the last 12 months, both in the scope and reach of our programs, was made possible by our wonderful network of volunteers across the state. Volunteers now assist the Education team in the delivery of 39 per cent of all visits.

This year, a major goal of the Department was to forge partnerships with like-minded community organisations and education providers to allow us to deliver our programs where they are needed the most. Highly successful partnerships have been formed with organisations such as the University of Queensland, Mission Australia and Brisbane City Council libraries,

which have allowed us to deliver targeted and innovative programs in response to community need.

A challenge faced by an education team spread so far and wide is to remain responsive to local animal welfare concerns and provide effective support to regional and indigenous communities. In the past year, the team launched its first regional education centre in Bundaberg, which we hope will act as a blueprint for further regional hubs throughout the state.

Engaging teenagers and young adults was also a priority for the Humane Education Department in 2010/2011. Animal welfare often ignites strong emotion in our youth audience and they are keen to find ways to get involved with the work of the RSPCA. Various initiatives were developed during the year to cater for the needs of the next generation of pet owners.

BUNDABERG EDUCATION CENTRE

RSPCA Qld launched its first regional education centre in 2010/2011. Located at the Bundaberg Shelter, the education centre offers school groups hands-on learning. Interactive activities cover issues of concern to the local community, such as caring for native wildlife, pollution of waterways and the impact on marine life, and caring for companion animals.

EDUCATION IN INDIGENOUS COMMUNITIES

During the past 12 months, the Education Coordinator and local RSPCA inspectors regularly visited schools on Palm Island, where the RSPCA is fast becoming an accepted and trusted presence in the community. EMU also visited Doomadgee Shire Council and Woorabinda Shire Council to discuss practical ways in which children can help animals.

DEVELOPMENT OF NEW EDUCATION PROGRAMS

In 2010/2011, several new humane education programs were developed:

- Mission ImpPAWSible – This two-year, extra-curricular program, specially developed for secondary school students, encourages participants to complete practical “action tasks” that will have a real and positive impact on animal welfare;
- Farmer for a Day – Run at the Currumbin Community Farm Campus during school holidays, this half-day program endows young farmers-in-the-making with a greater appreciation of the needs of farm animals and a stronger sense of empathy for animals and the environment;
- Wildlife Crusaders – This library program runs in Brisbane City Council libraries and, through the heart-warming story of Wally in “Wombat Tales”, aims to raise awareness of the impact that people have on animals and the environment;
- Mission Australia partnership – RSPCA Qld delivered a one-day workshop to Mission Australia clients, which focused on teaching parents and their children about responsible pet ownership and developing empathy for animals; and
- Foundation Year program – Catering to the needs of University of Queensland Foundation Year students going on to undertake studies in an animal-related field, this eight-week program introduces students to all aspects of the RSPCA.

EMU - EDUCATION MOBILE UNIT

During its lifetime, EMU, our mobile classroom, has visited over 400,000 students and is now a highly-anticipated visitor to schools, community events and

councils along the east coast of Australia. Thanks to a generous donation by Mack Trucks Australia of a Mack Prime Mover, the future of EMU has been secured for many years to come.

WOAW - WORLD OF ANIMAL WELFARE

WOAW, our e-learning website, was upgraded and redesigned to make it faster and more user-friendly, which has been reflected in a 100 per cent increase in the average visitor time spent on the site. WOAW was also a finalist and “highly commended” website in the Australia and New Zealand Internet Best Practice Awards.

ACKNOWLEDGMENTS

The Humane Education Department offers thanks to the following individuals and groups for their support:

- RSPCA Qld volunteers for assisting the Education team in delivering on-foot visits;
- Mack Trucks Australia for generously donating a Mack Prime Mover for EMU;
- RSPCA in Western Australia, Victoria and ACT for regularly contributing engaging and valuable resources to the WOAW website;
- RSPCA Australia for their support in upgrading the humane food module on board EMU; and
- RSPCA Gold Coast & Hinterland Branch for their continued support in furthering education initiatives in the region.

Gemma Goswami

EDUCATION MANAGER - SOUTH EAST QUEENSLAND

Animal Training

Changing lives



In the past 12 months:

- 1,431 clients participated in 12 training programs
- 1,457 callers received free advice from the Behaviour Helpline

The Animal Training & Behaviour Centre (AT&BC) continues to provide best-practice services to ensure animals thrive in their homes by instilling a deep understanding and bond between our clients and their animals that lasts a lifetime. We do this by highlighting the information that the animals are providing through their body language and giving clients a framework for establishing appropriate behaviour in the home.

In the past year, we focused on expanding the reach of our group classes, developing additional free resources about behaviour for the public, and counselling owners to work with their animals to keep them with the family.

KEY ACHIEVEMENTS

Key achievements from the past 12 months included:

- Setting up a new training venue at the Scouts Den at Boondall and establishing ourselves in Brisbane's inner north region;
- Counselling people prior to surrendering their animals to the RSPCA due to behavioural problems; this initiative now has a 50 per cent success rate in keeping the animal in the home;
- Increasing by 40 per cent the number of free fact sheets available to callers to the Behaviour Helpline, thus helping to address problem behaviours before they escalate; and
- Conducting training sessions for university students, including international students enrolled in the UQICTE (University of Queensland Institute of Continuing Tesol Education) exchange program.

The AT&BC also played a key role in developing programs with other departments, including: Second Chance Program run at the Brisbane Women's Correctional Centre; "Mums and Bubs" training for dogs and cats in foster care; and volunteer training prior to Four Paws Forward training (see page 31).

A highly enjoyable endeavour was forming a 12-member Demonstration Team to represent the RSPCA at community events, with an emphasis on demonstrating how engaging one's dog in tricks and games helps owners to create and maintain a healthy bond.

Finally, we would like to thank our clients who supported and followed us to our Springwood Training Centre when the Fairfield Training Centre was closed for two months during the clean-up after the flood.

Ros Taber and Nicola Westerweel
ANIMAL TRAINING & BEHAVIOUR CENTRE MANAGERS

Photo: Graeme Horne

Media and Community Relations

RSPCA Qld in the headlines

In the past 12 months:

- Story of "Gorilla" the kookaburra that survived 27 hours stuck in the grille of a car received international media coverage
- RSPCA Qld's flood rescue efforts received international media coverage

The primary role of the Media and Community Relations Department is to generate positive stories about the animals we have helped and the staff and volunteers who make this possible every year. Therefore, we sincerely appreciate the efforts of the mainstream media, which continued to be overwhelmingly supportive of RSPCA Qld throughout the year.

Every story helps the RSPCA to raise much-needed awareness, from responding to acts of cruelty to educating about the impact of urban expansion on Queensland's wildlife.

There were several media highlights for the year, some of which received international media coverage. Some were positive, heart-warming stories; others confirmed the continuing need for the RSPCA:

- Queensland floods – The floods of December 2010/ January 2011 were covered by media from around the world, and a large number of reporters were interested in the plight of the animals. Images of RSPCA Qld's inspectors, ambulance officers and other staff and volunteers were living proof that the RSPCA was well and truly on the front line of the disaster response;
- Black swan – Graphic video footage of a young man deliberately running down a swan on the Gold Coast horrified animal lovers all over the world;

- Elf, the Shetland pony – This year's annual report cover story came to the attention of the RSPCA when he was dragged behind a car near Toowoomba. The incident, and the paltry sentences handed down to the offenders, received nationwide media coverage (see page 22 for an update on Elf); and
- EMU (Education Mobile Unit) – RSPCA Qld's mobile classroom continues to blaze a trail throughout the state and was well supported by local media at each of its destinations throughout the year.

The Media and Community Relations Department is also responsible for engaging the general public at a personal level in helping to raise the profile of the RSPCA. Therefore, it was very encouraging to see a dramatic increase in the number of Rotary and Probus Clubs requesting a guest speaker from the RSPCA. Also encouraging was the significant increase in the number of university and high school students who chose the work of the RSPCA as their assignment topic, thereby helping us to reach a younger audience.

ACKNOWLEDGMENTS

Several media outlets and individuals deserve special recognition for their support: Brian Williams and Jane Fynes Clinton, and photographers Annette Dew and Liam Kidston, from *The Courier-Mail*; Quest Community Newspapers, in particular Editors Catherine Noble, Reshni Ratnam and Andrew Dawson; photographer Renee Droop; the Chiefs of Staff from all television networks and reporter Mark Suleau from Network Ten; and Greg Cary and Chris Adams from 4BC radio.

Michael Beatty
MEDIA AND COMMUNITY RELATIONS MANAGER

Gorilla's incredible journey

When a kookaburra nicknamed "Gorilla" survived a 700km journey from Scone, NSW, to Brisbane stuck in the grille of a car (hence the nickname) the story made headlines around the world.



After minor veterinary treatment in the wildlife ward at RSPCA Qld's Fairfield Shelter, Gorilla was ready to be released. But legislation required that he be released back to his natural habitat in Scone.

Already a media star since news of his incredible journey had broken, Gorilla's story gained even more momentum when the call went out for donations to fund the flight back to Scone. One small article in the newspaper soon gave rise to several television appearances and copious radio interviews, including some as far away as the UK.

In no time, the funds had been raised and Senior Wildlife Officer Leonie Rickard and volunteer Dr Richard Kneivitt accompanied Gorilla back to Scone. They arrived to find a flotilla of media usually seen only at a celebrity press conference.

Photo: Liam Kidston, courtesy of The Courier-Mail

In the past 12 months:

- Research project was launched to investigate the reasons why cats are presented to shelters
- Third annual RSPCA Qld World Farm Animal Day Symposium was held

In providing technical, scientific and animal welfare advice to inform RSPCA policies, campaigns and research, and in representing the RSPCA on government committees, the Scientific Research Officer was instrumental in bringing about several important developments for the RSPCA in Queensland in the past 12 months.

Through research supported by RSPCA Qld and RSPCA Australia, in collaboration with the Centre for Companion Animal Health at the University of Queensland, we are gaining a better understanding of the cats that enter our shelters – where they come from, their characteristics and what happens to them. We are also exploring the “real” reason cats are surrendered to shelters. A better understanding of these issues is an important step in our push to tackle the overpopulation of cats in Queensland that results in the euthanasia of many healthy cats and kittens each year.

The information gathered will allow us to better target our awareness, education and campaign initiatives. It will also allow us to conduct improved interviews with people surrendering cats. The research findings will be passed on to Local and State Governments to better inform their practices.

The Scientific Research Officer played an important role in providing technical and animal welfare advice to inform the RSPCA’s campaign to ban “puppy



TAKING STOCK farm animal handling & transportation

RSPCA QLD WORLD FARM ANIMAL DAY SYMPOSIUM 2010

factories”. This campaign met with some success when the State Government moved to introduce a breeder identification system (see page 29).

A major responsibility of the Scientific Research Officer is to organise the annual RSPCA Qld World Farm Animal Day Symposium, held in October. The topic of the 2010 Symposium was “Taking Stock: Farm animal handling and transportation”. Keynote speaker Dr Andrew Fisher from the University of Melbourne provided an excellent overview of the effect of handling practices on the stress level of livestock, as well as an overview of the latest research on land transportation. Other speakers from across academia, industry and government addressed many aspects of this topic.

The Scientific Research Officer was also involved in coordinating RSPCA Qld’s response to policy drafts from RSPCA Australia, conducting a roundtable discussion into Indigenous hunting of turtles and dugongs, visiting

Fraser Island to meet the rangers and discuss the Fraser Island Dingo Management Strategy, and representing RSPCA Australia on the board of the Australian and New Zealand Council for the Care of Animals in Research and Teaching (ANZCCART). She was invited to give a presentation at the recent ANZCCART Conference and presented a talk entitled “Reflections on an Animal Ethics Committee” which was well received.

Finally, the Scientific Research Officer presented at several conferences during the last 12 months on topics ranging from Trap Neuter Release (TNR) to initiatives to end puppy factories. These papers presented the RSPCA’s position to a wider audience and have led to important follow-up contact and discussions.

Mandy Paterson
SCIENTIFIC RESEARCH OFFICER

In the past 12 months:

- State Government announced a breeder identification system in response to the Close Puppy Factories campaign
- Ban Live Export campaign received unprecedented public support to end this inhumane trade

Always steadfast in its advocacy for animal welfare, in 2010/2011 RSPCA Qld ran two high-profile campaigns challenging long-standing, inhumane practices affecting domestic and farmed animals, and revived a third campaign to break the cycle of abuse against animals.

CLOSE PUPPY FACTORIES

In May 2010, RSPCA Qld launched the Close Puppy Factories campaign to address the mass production of dogs, in which breeder dogs are confined to cages for the term of their reproductive lives.

Over 25,500 Queenslanders signed the Close Puppy



Factories petition calling for the responsible breeding, supply and sale of companion animals. In response, the State Government announced that it would introduce a BIN (Breeder Identification Number) system, whereby breeders would be required to show their identification number when selling their puppies in pet shops or elsewhere, and when advertising them for sale.

BAN LIVE EXPORT

Every year, millions of Australian cattle, sheep and goats are exported live for slaughter on a journey that subjects them to inhumane transport and delivers them to countries where animal welfare laws do not protect them from inhumane handling and slaughter.

In May 2011, RSPCA Australia (and all member Societies), in conjunction with Animals Australia, launched the Ban Live Export campaign, following an exposé of the trade on the ABC’s *Four Corners*. Never before had the public spoken so loudly against the mistreatment of animals. The Federal Government



imposed a temporary suspension of the trade. To address issues and concerns, including the potential impact of a permanent ban, RSPCA Qld launched the “Yes, we can Ban Live Exports” advertising. At the close of the financial year, support for this campaign was continuing to gain momentum.

JUSTICE FOR ANIMALS

In June 2011, RSPCA Qld relaunched the Justice for Animals campaign, previously run in 2009. This campaign encourages citizens to help end animal cruelty by writing a letter of concern to their local member, donating to help fund Inspectorate investigations and taking a pledge to “Report, Refuse, Respect and Recruit”. The campaign got off to a positive start, with over 600 registered pledges made by the end of the financial year.

Felicity Shand
APPEALS AND CAMPAIGNS



People and Organisational Development

Developing a committed and engaged workforce

In the past 12 months:

- Staff across Queensland attended resilience training
- Change program commenced in relation to workplace health and safety

The People and Organisational Development function is made up of three core areas within RSPCA Qld: Human Resources, Volunteering and Humane Education. In addition, the function focuses on organisational culture and change.

During 2010/2011, we continued to focus on developing the resilience of our people through team-based training sessions. We also continued an emphasis on leadership development through some RSPCA-specific leadership development sessions.

In preparation for the relocation of our state headquarters to the Animal Care Campus at Wacol, we began developing new uniforms for employees, and new polo shirts for volunteers, across Queensland, as well as communicating updates on the relocation to the Animal Care Campus.

Highlights for the year in relation to our people included:

- Commencement of the Indigenous Youth Traineeship Program run by the Inspectorate;
- Participation of staff in the Resilience Program; and
- Teamwork and resilience shown during the natural disasters that had such an impact on our operations.

HUMAN RESOURCES

The Human Resources Department is a key support function and provides expertise to support the organisation in areas such as recruitment and selection;

employee training, retention, rewards, benefits and recognition; workplace health and safety; and performance management. We work closely with the people managers at RSPCA Qld as we recruit, develop tools such as performance reviews and support injured workers to return to work.

The focus of the department is to continue the drive to ensure that our policies, procedures and activities are both compliant with legislation and provide the best possible opportunities for our employees. We engage with employees through our Employee Consultative Group as well as individually.

The key highlight of the 2010/2011 financial year from a people perspective was the phenomenal



Photo: Zoo Studio

teamwork and commitment shown by both employees and volunteers during the natural disasters that occurred across Queensland. Although these had devastating impacts, our people worked tirelessly to ensure the safety of animals and to protect RSPCA resources as much as possible. They then continued the hard work in the recovery efforts, and did so with humour, an optimistic outlook and good nature. The clean-up was particularly poignant for the HR team, whose workspace was completely inundated by floodwaters. The team rebuilt and showed true resilience throughout, as did our colleagues across other departments.

Other highlights included:

- Commencement of enterprise agreement negotiations;
- Commencement of a change program in relation to workplace health and safety;
- Implementation of risk management activities such as induction documentation, policy acknowledgment and safety documentation; and
- Training and development, and human resources support, for the Indigenous Youth Traineeship Program.

Desleigh White

EXECUTIVE MANAGER - PEOPLE & ORGANISATIONAL DEVELOPMENT

Volunteering Services

The life-blood of the Society

In the past 12 months:

- Four Paws Forward training was made available to all volunteers
- Recruitment began for volunteers at the new Animal Care Campus

Volunteers are an integral part of RSPCA Qld, working closely with our staff across the state. Our volunteers come from a diverse range of backgrounds including retirees, corporate volunteers, work experience high school students, TAFE students, university students and others who simply have a passion for animal welfare and time to give.

2010/2011 was a challenging year for a number of our volunteers across Queensland. The most significant impact on our volunteer program was due to the natural disasters, including the floods in Rockhampton and South East Queensland and the cyclones in the Cairns and Townsville regions. The people power of our volunteer program was of significant value and assistance in our recovery management of all areas affected by the natural disasters.

KEY ACHIEVEMENTS

In the past 12 months, the Volunteering Services Department sought to streamline its processes across the state and to identify new opportunities to support and reward our volunteer base. Key highlights included:

- Expansion of the Department to include the Manager, two Volunteer Coordinators and an Administration Assistant;
- Implementation of additional recognition of our valued volunteers, i.e. celebrating significant birthdays;

- Recruitment of volunteers for the new RSPCA Qld Animal Care Campus at Wacol; and
- Development of additional volunteer roles across the shelter environment, including volunteer administration roles in our accounts, reception, human resources and volunteering departments; volunteer night-watch veterinary nurses and volunteer ambulance drivers.

FOUR PAWS FORWARD

The Four Paws Forward Program was developed by the Behaviour and Enrichment team to train RSPCA Qld personnel in animal behaviour and to deliver consistent training to the animals, so that they are well on their way to learning good manners, which will enhance their adoptability and reduce surrender and return rates. The program has now been incorporated into the Fairfield volunteer orientation day to ensure that volunteers are working with the animals in the same manner as staff. Four Paws Forward will be rolled out to the regional shelters in the next financial year.

With our imminent move to the Animal Care Campus at Wacol, and working very closely with our regional shelters, it is a very exciting phase of growth and further development of our volunteer programs across Queensland.

The coming year will see the Volunteering Services Department focus on continually improving and streamlining our systems, and building a greater and stronger foundation of volunteers throughout the state.

Amanda McNaught

MANAGER - VOLUNTEERING SERVICES



Photo: Zoo Studio

Volunteers lend a hand

The RSPCA could not carry out its day-to-day operations without the support of our dedicated and tireless volunteers – volunteers like Marg and Jack Rankin.

Marg and Jack describe themselves as “generalists – no job is too big or too small.” Jack enjoys turning his hands to minor repairs and maintenance, while Marg doesn’t mind putting her hand up to do the laundry.

The past year holds a special place in Marg and Jack’s hearts as it was the last year that they would be working at the Fairfield Shelter, after so many special years there. But they are looking forward to moving forward with the RSPCA when we relocate to the Animal Care Campus.

Branches and Friends of the RSPCA

Our voice in the community

In the past 12 months:

- Rockhampton Branch assisted with setting up an emergency animal evacuation centre during the floods
- Mackay Friends of the RSPCA Group achieved a \$256,000 turnover during the financial year

The RSPCA would not be able to continue to operate in its current capacity and provide our services to the community without the assistance and commitment of the wonderful band of volunteers in our Branches and Friends of the RSPCA Groups (FoGs).

The Branches and “Friends of Groups” work tirelessly to provide funds to support their local Inspectorate and shelters in the various regions where we have these facilities. Six Branches and seven Friends of Groups now cover a number of regional areas throughout Queensland, giving the RSPCA a significant presence and raising public awareness.

It was a very productive year for these groups, and we are delighted to present a selection of key highlights.

Pam Cordell

GOLD COAST BRANCH MANAGER AND
BRANCHES AND FRIENDS OF THE RSPCA LIAISON MANAGER

AIRLIE BEACH FRIENDS OF GROUP

- Undertook Humane Education training with RSPCA Qld education officer Deborah Casey to carry out school visits
- Worked with FRW (Fauna Rescue Whitsundays) to relocate Pied Imperial Pigeons stranded by Cyclone Yasi
- Rehomed our first lot of foster kittens

BRISBANE BRANCH

- Raised almost \$7,000 to assist the Fairfield Shelter desexing clinic following the flood in January 2011
- Donated several thousand dollars' worth of pet supplies to aid the animals at the Fairfield Shelter
- Provided approximately \$2,000 to fund specialised knee surgery for a dog that been in foster care since August 2009 due to being extremely obese. With her weight under control, she required surgery for the pain in her joints

BUNDABERG BRANCH

- Funded improvements to the Bundaberg Shelter, including an extension for undercover dog-wash, laundry and storage facilities; renovation of the house to provide an office for the inspector; and renovation of a shed for use as an education unit
- Purchased a new ride-on mower for the upkeep of the grounds

CAIRNS FRIENDS OF GROUP

- Purchased equipment for the regional inspector to assist with evidence-gathering to support prosecutions of animal cruelty cases
- Funded emergency veterinary treatment for several shelter animals

EMERALD FRIENDS OF GROUP

- Organised a charity ball that raised \$3,000
- Received approximately \$1,000 raised by the Gray Street Vet Surgery at their Dogs Day in the Park event; this amount was matched by BHP Billiton Mitsubishi Alliance

GLADSTONE FRIENDS OF GROUP

- Successfully rehomed more than 350 animals
- Increased the number of volunteers by 25 per cent to approximately 30 volunteers

GOLD COAST & HINTERLAND BRANCH

- Rehomed more than 150 animals from the Gold Coast Adoption Centre at Miami
- Opened an additional op shop at the Robina Village Shopping Centre to separate books and bric-a-brac from the clothing and manchester available from the existing op shop
- Relocated the op shop at North Tamborine to new premises (see photo on opposite page)

GYMPIE BRANCH

- Reopened the thrift shop after it was closed for five weeks for cleaning after the flood
- Increased trade and acquired an additional six volunteers following positive publicity in the aftermath of the flood

MACKAY FRIENDS OF GROUP

- Turned over approximately \$256,000 during the financial year, derived from fundraising in shopping centres, hardware stores, raffles and RSPCA Million Paws Walk
- Attended many local events with our barbecue trailer and held the annual “Bark in the Park” in October during World Animal Week
- Mourned the passing of 17-year-old Tammy, the fundraising Schnauzer who helped the Mackay FoG raise more than \$400,000 over many years

NOOSA - SUNSHINE COAST BRANCH

- Hosted the Branch's annual World Animal Day fundraising luncheon at Noosa Springs Golf Course, attended by more than 100 supporters
- Raised funds to upgrade the Noosa Shelter

ROCKHAMPTON BRANCH

- Assisted with setting up a temporary animal evacuation centre in January for pet owners affected by the flood
- Continued to raise funds through monthly visits to the North Rockhampton Shopping Fair
- Invited to hold sausage sizzles at the Rockhampton Regional Council's microchipping days, from which the Council donates half the proceeds to the RSPCA

TOOWOOMBA FRIENDS OF GROUP

- Continued major fundraising activities, including trivia nights, the dog bath-a-thon, RSPCA Million Paws Walk, Cupcake Day for the RSPCA and Santa Paws
- Provided funding for major projects at the Toowoomba Shelter, including improvements to the wildlife section and air-conditioning of key areas such as the offices and cat area

TOWNSVILLE FRIENDS OF GROUP

- Fundraised in local shopping centres, thanks to several keen volunteers; however, the Townsville FoG as a group has not been active during the past year



North Tamborine Op Shop moves to historic premises

In June 2011, the Gold Coast & Hinterland Branch's North Tamborine Op Shop moved to new premises on Main Street. With an interesting history, it is an op shop with a difference. Built in 1931 by the Presbyterian Home Missions, it served the local community as a church until 1975, from which time it was used for several years as a church hall. It was bought by Betty and Jack Henderson in 1975, and from 1980 until 1985 it was used as a mechanical workshop by their son-in-law, and then as a furniture and wood turning workshop by Jack. When Jack passed away, Betty added an upstairs room that was to have been used as a bedroom. Since 2000, the old church had been run by the Henderson family as the Tamborine Mountain Historic Church and Museum and had been renovated as a house, until the Gold Coast & Hinterland Branch took over the lease in June 2011.

Today, the op shop retains the facade and old world charm of the church, but on the inside is modern, bright and cheery. The shop stocks a variety of clothing, jewellery, bric-a-brac and books. Upstairs, the bedroom has been converted into a library, where shoppers can ponder their choice of books at their leisure.

Although the shop opened late in the financial year, early signs are that the move into such unique premises will see an increase in sales.

Fundraising

Thanks to you

In the past 12 months:

- Flood Crisis Appeal raised over \$1 million
- Xstrata signed up as the major sponsor of the 1300 ANIMAL Wildlife and Wildlife Heroes Programs

The year 2010/2011 will always be remembered for the impact of the floods. After word had got out about the disaster response work of the RSPCA in supporting pet owners and their animals through the crisis, while also dealing with our own crisis when our state headquarters flooded, the country rallied to help.

Generous Australians donated upwards of \$1 million, with over 80 per cent of donations coming from interstate and some from overseas.

The challenge will be to see how the RSPCA, and the Queensland community, recovers to maintain the support of our services in what could be a difficult economy during the next financial year.

While rising to the challenge of meeting the additional funds required to recover from the effects of the natural disasters, the small team in Fundraising once again worked hard to raise the funds to cover almost 60 per cent of RSPCA Qld's annual operating costs, which have increased to \$30 million. Four fundraising areas were key to the team's success in the past year:

- Bequests and trusts – We were humbled by the generosity of the 87 people who shared their lives, and part of their estates in the past year, to provide for the animals that come into our care. Another 20 people received peace of mind through the Pet Legacy Program, which provides for bequestors' pets should they pass away or become too ill to care for their companion;

- Corporate partnerships – The RSPCA's investment in wildlife care and rescue received a boost with the signing of Xstrata as the major sponsor of the 1300 ANIMAL wildlife telephone emergency hot line;
- Art Union – The RSPCA Qld Art Union continues to grow in popularity. Over 15,000 people now enter each draw, hoping to win a car, holiday or flight while raising much-needed funds for the RSPCA;
- Events – The RSPCA's two highest-profile events grow in strength each year. The 2010 Cupcake Day for the RSPCA raised an amazing \$230,000 and the 2011 RSPCA Million Paws Walk saw record entries and raised \$185,000; and
- Grants – A number of grants, particularly from the Gambling Community Benefit Fund, helped us to purchase equipment and make improvements to our regional facilities, while a \$100,000 grant from the RACQ Foundation and a \$124,503 grant from Jupiters Casino Community Benefit Fund are assisting projects at the Animal Care Campus. We also appreciate the support of the Mary Kibble Trust in funding veterinary medications.

Throughout the year, we also continued our efforts to raise the funds to complete the construction of the Animal Care Campus. Plans around this program were significantly affected by the floods, and the public appeal planned for February 2011 was delayed until early in the 2011/2012 financial year. However, with the continued generosity of our supporters, we look forward to meeting our fundraising target and seeing the dream of the Animal Care Campus become reality.

Michael Hornby
EXECUTIVE MANAGER - REVENUE AND BRAND



Retail Operations

Saving lives while you shop

In the past 12 months:

- Online store generated \$1.1 million in sales
- Online store became the official distributor and online store for RSPCA Australia, RSPCA WA, RSPCA SA and RSPCA Qld

Retail Operations had another successful and profitable year raising much-needed funds for the RSPCA through its World for Pets online store, World for Pets Superstore and thrift shops.

ONLINE STORE

In what most retailers would describe as a difficult year, the World For Pets online store outperformed expectations and was one of the year's success stories, allowing the Society to expand its revenue base.

Open 24 hours a day and available around the world, the convenience of the online store provides for a bigger clientele and gives shoppers an outlet to look after their pets and help the RSPCA at the same time.

New initiatives are encouraging repeat visits to the store, such as gift vouchers for general sales, and a Welcome Voucher system whereby customers who adopt an animal from an RSPCA Qld shelter receive a \$20 Online Store Gift Voucher in their adoption pack. The store is also continually adding to its product range with items such as TrakaPet, an innovative pet tracking device.

Now with over 13,000 subscribers to the store's e-communications, and with other RSPCA member Societies around Australia selecting World for Pets Online as their official online store, the online store has a good future.

WORLD FOR PETS SUPERSTORE

The retail store at Springwood had a revamp in 2010/2011 with the inclusion of an aquarium range. A bank of 12 prominent aquariums has become a feature in the store. The sale of fish and aquarium products will help offset the general downturn of sales in the retail sector, and also provides an opportunity to educate fish owners about fish animal welfare, thanks to this year's addition of a full-time fish expert.

Construction also got under way on a second World For Pets Superstore, which will open in November 2011 at the new Animal Care Campus. The 500 square metre store at the Campus will be a key feature at the facility and will present another reason for the public to visit the site. This will be a destination for pet owners in the region and also a convenient location for people adopting animals at the Campus to supply their pets' needs, all the time knowing that they are helping all creatures great and small.

THRIFT SHOPS

In a year that saw two Thrift Shops submerged by the floods, the efforts of our dedicated volunteers continue to shine. The Gympie and Sherwood Thrift Shops were decimated through the floods, but the volunteers and local communities rallied to repair the damage, replace stock and get up and running again within weeks – a tremendous effort. Despite the natural disasters, the seven stores in the greater Brisbane area and Gympie generated over \$770,000 in sales.

Glenn Jones
DIRECTOR OF RETAIL AND REVENUE

Guilt-free shopping online

The RSPCA World for Pets online store offers customers the chance to help support the RSPCA and the animals in our care, as all profits directly support the RSPCA.



World for Pets online is well stocked with over 8,000 products from which to choose, at prices to suit all budgets. It is a pet owner's one-stop shop for all their pet needs. There are accessories and pet care products for dogs, cats, birds, fish, reptiles and small animals. But it is not just a pet shop. The online store also stocks animal-themed gift ideas, gifts for children, books and educational DVDs, and RSPCA merchandise.

We have an advantage over our competitors with every product accompanied by a photograph and detailed description.

With 24-hour access from the comfort of the customer's home, and fast delivery locally and internationally, the World for Pets online store is a convenient way to help the RSPCA.

Statistics

RSPCA Qld by the numbers

CUSTOMER SERVICE INCOMING CALLS 2010/2011

Adoption	8,360
Animal Training	996
Desex	1,030
Donations	3,863
Emergency	4,293
General Enquiries	94,106
Inspectorate	13,538
Lost and Found	32,769
Retail	555
Special Case	685
Wildlife	13,956
1300 ANIMAL	27,306
*TOTAL	201,457

**The total refers to statistics collected for 11 months, as statistics were not able to be recorded in January 2011 due to the relocation of the Call Centre to a temporary off-site location during the Brisbane flood.*

TOTAL INCOMING ANIMALS BY SOURCE 2010/2011

ANIMAL TYPE	Ambulance	Council	Dead on Arrival	Euthanasia Request	Humane Officer	Owner Surrender	Returns	Shelter Offspring	Stray	Transferred In	Wildlife	TOTAL
Dog	395	5,710	50	1,102	452	3,302	289	1	3,066	697	0	15,064
Puppy	29	709	16	23	236	1,483	69	142	666	146	0	3,519
Cat	470	1,511	54	376	220	2,227	109	2	2,201	344	0	7,514
Kitten	190	1,462	12	81	191	2,565	77	126	3,109	369	0	8,182
Small Pets	66	68	5	70	463	661	13	21	361	1	13	1,742
Livestock	76	113	3	75	107	416	7	3	170	38	2	1,010
Wildlife	3,484	0	17	0	0	0	0	0	0	0	3,989	7,490
TOTAL	4,710	9,573	157	1,727	1,669	10,654	564	295	9,573	1,595	4,004	44,521

TOTAL OUTGOING ANIMALS BY SOURCE 2010/2011

ANIMAL TYPE	Adopted	Escaped	Euthanased	Reclaimed	Stolen	Transferred Out	Unassisted Death	Wildlife Released	Unresolved File	TOTAL*
Dog	3,461	22	5,937	5,488	9	414	23	0	45	15,399
Puppy	2,001	1	681	215	2	33	43	0	9	2,985
Cat	1,996	45	5,231	610	0	104	75	0	29	8,090
Kitten	2,937	4	4,335	89	3	151	45	0	17	7,581
Small Pets	647	16	426	68	3	428	43	7	18	1,656
Livestock	466	30	332	62	0	69	37	0	6	1,002
Wildlife	11	7	3,986	0	0	884	841	1,644	0	7,373
TOTAL	11,519	125	20,928	6,532	17	2,083	1,107	1,651	124	44,086

**In some cases, the total number of outgoing animals exceeded the number of incoming animals. This was due to the number of animals already in care at the start of the year.*



Thank You



Photo: Karissa Bernoth

SPONSORS

Hill's Pet Nutrition
Xstrata
Zoo Studio
Greencross Vets
Teviot Downs
Bendigo Bank

TRUSTS, FOUNDATIONS AND GRANTING BODIES

Mary Kibble Trust (ANZ Trustees)
Gambling Community Benefit Fund
Jupiters Casino Community Benefit Fund
Reef Hotel Casino Community Benefit Fund
Department of Employment, Economic Development and Innovation (DEEDI, Queensland Government)
Brisbane City Council
Sunshine Coast Regional Council
The Constance Ackroyd Trust (Perpetual Trustees)
RACQ Foundation (Queensland Floods)
Commonwealth Bank (Queensland Floods)
McDonald's Queensland Community Grants (Queensland Floods)
Suncorp Bank Business (Queensland Floods)

NOMINATED CHARITY BENEFACTORS

Queensland Rail
Brisbane Convention & Exhibition Centre
Westpac
Dibbs Barker

Cooper Grace Ward
QRI
Annabel Trends
Good Guys

CAUSE PARTNERSHIPS

Mack Trucks Australia
Petbarn
Provet
Catmax
IGA
IDEXX
L'Academie
Gutervac
Greenbank RSL
Tyrell's Wines
Mobile 4 Charity
Dogtainers
BLEATS (Brisbane Lawyers Educating and Advocating for Tougher Sentences)
The Cupcake Parlour
Copirite Graphic Design and Printers
Mariart Design
Chandler
David Wheldon Solicitors
Brand and Slater Architects

COMMUNITY VENTURE PARTNERSHIPS

Boystown
MSIT (Metropolitan South Institute of TAFE)
University of Queensland School of Veterinary Science
James Cook University School of Veterinary Sciences

MEDIA SUPPORT

4BC
4BH
97.3FM
NOVA
Channel 7
Channel 9
Network Ten
The Courier-Mail
Quest Community Newspapers

SUPPORTERS

Bequestors
Donors
Shelter Friends
Animal Care Campus major benefactors
World for Pets customers
Event hosts
Workplace giving partners and staff
RSPCA Qld staff and volunteers

RSPCA BRANCHES

Brisbane
Bundaberg
Gold Coast & Hinterland
Gympie
Noosa - Sunshine Coast
Rockhampton

FRIENDS OF THE RSPCA GROUPS

Airlie Beach
Cairns
Emerald
Gladstone
Mackay
Toowoomba
Townsville

VETERINARY FRIENDS OF THE RSPCA

Animal Allergy and Dermatology Service
Australian Wildlife Hospital - Australia Zoo Wildlife Warriors
Community Wildlife Hospital - Currumbin Wildlife Hospital
Greencross Vets
Jimboomba Veterinary Surgery
JUDHAR Clinics
Veterinary RSPCA Wildlife Heroes

Our Sponsors



RSPCA QLD HEAD OFFICE

STREET ADDRESS
139 Wacol Station Road
Wacol QLD 4076

POSTAL ADDRESS
Locked Bag 3000
Sumner Park BC QLD 4074

ANIMAL CARE CENTRES

BUNDEBERG
Doblo Street
PO Box 5322
West Bundaberg QLD 4670
P 07 4155 1736
F 07 4155 1749
E vbbeer@rspcaqlld.org.au

CAIRNS
Cnr Arnold & Greenbank Streets
PO Box 91
Stratford QLD 4870
P 07 4055 1487
F 07 4055 2344
E yrankin@rspcaqlld.org.au

DAKABIN
Goodwin Road
Dakabin QLD 4503
P 07 3886 0357
F 07 3886 1914
E tgriffin@rspcaqlld.org.au

GYMPIE
Cooloola Animal Care Centre
Laurenceson Road
Gympie QLD 4570
P 07 5482 9407
F 07 5482 4293
E rbrazier@rspcaqlld.org.au

KINGAROY
Warren Truss Drive
PO Box 628
Kingaroy QLD 4610
P 07 4162 5501
F 07 4162 7468
E jricketts@rspcaqlld.org.au

GENERAL ENQUIRIES
P 07 3426 9999
F 07 3848 1178
E admin@rspcaqlld.org.au

NOOSA
Hollett Road
Noosaville QLD 4666
PO Box 1040
Tewantin QLD 4565
P 07 5449 1371
F 07 5449 1769
E ncleary@rspcaqlld.org.au

TOOWOOMBA
43 Vanity Street
Toowoomba QLD 4350
PO Box 3089
Toowoomba Village Fair QLD 4350
P 07 4634 1304
F 07 4633 0823
E cwalker@rspcaqlld.org.au

TOWNSVILLE
69 Tompkins Road
The Bohle QLD 4818
PO Box 7709
Garbutt QLD 4814
P 07 4774 5130
F 07 4774 5266
E schippendale@rspcaqlld.org.au

WACOL
139 Wacol Station Road
Wacol QLD 4076
Locked Bag 3000
Sumner Park BC QLD 4074
P 07 3426 9999
F 07 3848 1178
E admin@rspcaqlld.org.au

GENERAL CONTACTS

Adoptions 1300 364 443
Ambulance 1300 852 188
Animal Care Campus Friends Sponsorship 07 3426 9916
Animal Training 07 3426 9954
Bequest / Pet Legacy Program 07 3426 9937
Branches & Friends of the RSPCA Groups 07 5586 2500
Cruelty Complaints 1300 852 188
Donations (credit card) 1300 RSPCA1 (1300 777 221)
Donations (direct debit) 07 3426 9938
Education bookings / school visits 07 3710 9806
Lost & Found / Pet D Tect 1300 363 736
Membership Enquiries / Renewals 07 3426 9937
Volunteering 07 3426 9915
Wildlife Emergencies 1300 ANIMAL (1300 264 625)

ADOPTION CENTRES

Northside Vet Care (Strathpine) 07 3881 0077
Petbarn Kenmore 07 3378 0766
RSPCA Adoption Centre - Gladstone 0439 709 369
RSPCA Adoption Centre - Gold Coast 07 5575 6146
RSPCA Pet Shop - Rockhampton 07 4921 3339
World for Pets - Springwood 07 3340 6500

WORLD FOR PETS OUTLETS

ONLINE STORE worldforpets.com.au
Online enquiries 1300 PUSSIE (1300 787 743)

WACOL 07 3258 5600
RSPCA Qld Animal Care Campus, 139 Wacol Station Road

SPRINGWOOD 07 3340 6500
Springwood Centre, Cnr Lexington & Logan Roads

RSPCA ADOPTION CENTRE - GOLD COAST 07 5575 6146
2172 Gold Coast Highway, Miami

RSPCA PET SHOP - ROCKHAMPTON 07 4921 3339
58 William Street, Rockhampton

THRIFT SHOPS AND BARGAIN BARN

BUNDEBERG
12 Maryborough Street
P 07 4151 6955

COOPERS PLAINS
117 Orange Grove Road
P 07 3272 9793

GYMPIE
18 Monkland Street
P 07 5482 3766

MIAMI
2172 Gold Coast Highway
P 07 5575 6146

MOOROOKA
485 Beaudesert Road
P 07 3276 8269

NERANG
Cnr Price Street & Ferry Road
P/F 07 5596 3799

NEW FARM FURNITURE BARN
Cnr Merthyr & Lamington Streets
P 07 3254 2309

NORTH TAMBORINE
45 Main Street
P/F 07 5545 3988

ROBINA
Robina Shopping Village
P 07 5562 1756

SHERWOOD
Shop 9, 600 Sherwood Road
P 07 3278 2459

STRATHPINE
8 Dixon Street
P 07 3889 9850

WEST BURLEIGH
3/18 Township Drive
P 07 5586 2550
F 07 5586 2555

BRANCHES AND FRIENDS OF THE RSPCA

BRANCHES

Brisbane	07 3899 4316
Bundaberg	07 4151 6955
Gold Coast & Hinterland	07 5586 2500
Gympie	07 5482 3766
Noosa - Sunshine Coast	07 5485 2448
Rockhampton	07 4921 3339

FRIENDS OF THE RSPCA

Airlie Beach	0409 530 541
Cairns	07 4055 1487
Emerald	07 5586 2500
Gladstone	0439 709 369
Mackay	07 4954 8171
Toowoomba	07 4632 4400
Townsville	07 4774 5130