

**2012  
2013  
ANNUAL  
REPORT**



# 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.*

*Patron: Her Excellency Penelope Wensley AC, Governor of Queensland*



# CONTENTS



Highlights of the Year	4-5
Minister's Foreword	6
Board	7
President's Report	8
CEO's Report	9
Delivering on our Strategic Plan	10-11

## RESCUING & DEFENDING THE DEFENCELESS 12-17

Animal Rescue	14
Cruelty Investigations	15
Prosecution Results	16-17



## CARING FOR ANIMALS 18-23

Veterinary Care	19
Shelter Care	20-21
Wildlife Care	22
Foster Care	23



## SAVING LIVES 24-25

## ADVOCATING CHANGE 26-27

Campaigns	27
Research & Policy	27



## ENGAGING QUEENSLANDERS 28-33

Events	30
Media	31
Marketing & Communications	31
Humane Education	32
Animal Training	33



## RECOGNISING OUR PEOPLE 34-37

Human Resources	35
Volunteering	36
Branches & Friends of the RSPCA	37



## SUSTAINING OUR FUTURE 38-41

Fundraising	39
World for Pets	40
Op Shops	41



## THANKING OUR SUPPORTERS 42-43

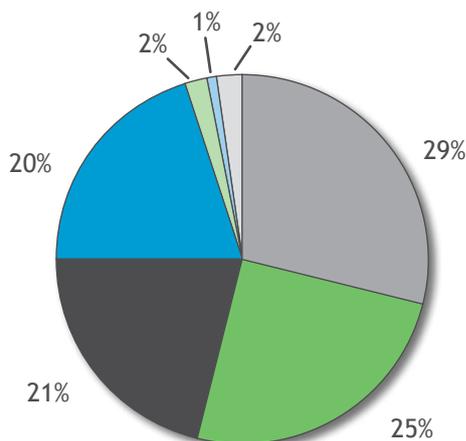
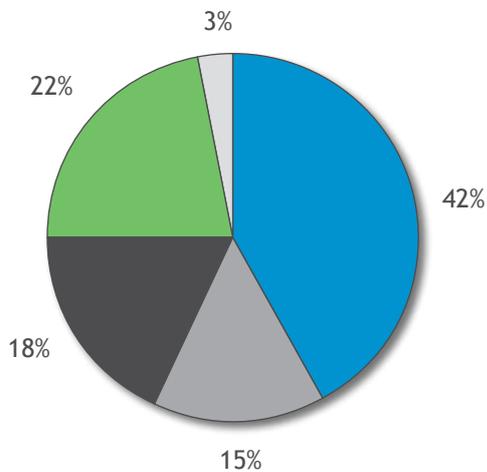
*Financial Statement available on request*

### CALL CENTRE INCOMING CALLS 2012/2013

1300 ANIMAL	94,926
Adoptions	12,594
Animal Training	941
Desex	1,210
Donations	5,948
EHP (Environment and Heritage Protection)	6,563
General Enquiries	42,209
Inspectorate	8,112
Lost and Found	37,386
<b>TOTAL</b>	<b>209,889</b>



Provided care and protection to 44,165 abused, neglected or unwanted animals statewide



### FINANCIAL HIGHLIGHTS

#### EXPENDITURE 2012/2013

- Animal welfare **42%**
- Fundraising **15%**
- Retail **18%**
- Support services **22%**
- Other **3%**

#### INCOME 2012/2013

- Fundraising **29%**
- Bequests **25%**
- Retail **21%**
- Animal welfare service fees **20%**
- Subsidies and grants **2%**
- Investments **1%**
- Other **2%**

# HIGHLIGHTS OF THE YEAR



*Achieved a record 'live release' rate of 76% for domestic animals*



*Admitted 11,579 wildlife patients statewide*



*Rehomed 100% of all healthy dogs and 99.3% of healthy cats*



*Placed more than 6,235 animals in foster care*



*Investigated 15,737 complaints of animal cruelty and neglect*



*Increased the number of our volunteers statewide by 30%*



*Raised \$400,000 at Million Paws Walk, our most successful ever*



*Welcomed 30,206 visitors on board EMU (Education Mobile Unit)*



*Worked with rescue groups to give 824 animals a second chance*

# MINISTER'S FOREWORD

As Minister responsible for overseeing animal welfare in Queensland, and also as a pet owner, it's a pleasure to provide this foreword for RSPCA Qld's Annual Report 2012/2013.

My family is among nearly two-thirds of all Australian households that own pets – in our case our Border Collie, Bella, and Burmese cat, Ralph. They are certainly part of our family and we are quite fond of them, as I am sure is the case for other pet owners across the state.

In May I took part in the RSPCA Million Paws Walk at Chermside, Brisbane. It was a very pleasant, sunny morning with hundreds of dogs and their owners walking to raise money for the RSPCA. It was a pleasure to join with RSPCA Qld's CEO, Mark Townend, to officially start the dog walk at Chermside and it was impressive to see all the dogs (and owners) on their best behaviour on the day.

The State Government works very closely with RSPCA Qld in ensuring a high level of welfare for all animals in Queensland – not just pets. For example, a highlight of the past year in this field has been my Government's changes to the *Animal Care and Protection Act 2001* to prevent cruel practices in the traditional hunting of dugong and turtles – both endangered and iconic Queensland species.

Overall, the RSPCA does a tremendous job promoting awareness of responsible pet ownership, raising funds to care for animals in need, and providing care for animals that have been mistreated, neglected or become homeless. Unfortunately, there is a small number of people who do not treat animals with the care and the respect they deserve. This is why I am thankful for the work of RSPCA Qld.

RSPCA Qld is there for all creatures great and small. I applaud those Queenslanders who support this wonderful organisation by donating their time and money. I also applaud those who give discarded pets and other animals a second chance by adopting from the RSPCA.

**The Hon Dr John McVeigh MP**

QUEENSLAND MINISTER FOR AGRICULTURE, FISHERIES  
AND FORESTRY



Image: Mithila Fox

# BOARD



*Eileen Thumpkin*  
with Monty and Marty  
*President*



*Dr Andrew Tribe*  
with Hunter  
*Vice-President*



*Lisa Bundesen*  
with Vegas  
*Treasurer*



*Peter Hayes*  
RIP Rodney 19 July 2013  
*Secretary*



*Justine Hickey*  
with Cleo



*Alison Sherry*  
with Sabrina



*Andrew Antonioli*  
with Blaize



*Corrie Verbeeten*  
with Panda



*Jim Toohey*

Peter Hayes' image: Zoo Studio

Andrew Antonioli's image: David Davies of DD-digital



## PRESIDENT'S REPORT

As I reflect on the work and achievements of RSPCA Qld over the past year, I am reminded of the many people responsible for our successes. Without our dedicated staff, volunteers and supporters, we simply would not have achieved so much in the past 12 months.

On the frontline, the Inspectorate investigated 15,737 animal cruelty complaints and our rescue teams responded to 22,930 rescue calls. We are thankful that our ability to respond to so many emergencies was aided by the support of 69 volunteer animal ambulance officers and 705 Wildlife Heroes, who rescued and transported sick or injured wildlife to carers or veterinarians.

Once in our care, these abused, neglected or unwanted animals began their journey from treatment and rehabilitation to adoption, and were cared for at every step by dedicated staff and volunteers.

We owe a great deal to our amazing volunteers who give up their time week after week to work alongside our staff in many and varied roles – from animal rescue and care to administration and retail, and everything in between. I am very proud to say that our volunteer numbers grew by 30% in the last 12 months.

A special group of volunteers is our network of foster carers, who provide much-needed love and care in a home environment until an animal is ready for adoption. Thanks to these 1,500-plus foster carers, 6,235 animals received much-needed temporary care in 2012/2013.

In the community, we are supported by our volunteer-run Branches and Friends of the RSPCA, community fundraisers who hold their own events to benefit RSPCA Qld, and everyone who attends our fundraising events. This year's Million Paws Walk was our most successful ever, raising around \$400,000 – a positive reflection of the community's regard for our cause.

In closing, I also acknowledge my fellow Directors and sincerely thank them for their commitment to and passion for RSPCA Qld. As a Board we work hard to ensure RSPCA Qld continues to be a leading animal welfare organisation: respected, effective and innovative. I also welcome Jim Toohey to the Board. We look forward to continuing to guide the Society with enthusiasm and commitment in 2013/2014.

**Eileen Thumpkin**  
RSPCA QLD PRESIDENT



## CEO'S REPORT

I am pleased to present RSPCA Qld's Annual Report for 2012/2013, during which we completed the first full year of our 2012/2015 Strategic Plan.

Our Strategic Plan sets the framework for the delivery and evaluation of our three focus areas: influence, services and sustainability. This annual report outlines our successes in each area.

In the area of 'influence', we have been increasing community support and growing our supporter base. Successes on these fronts included establishing a media partnership with WIN TV to build community awareness of adoptions (and, ultimately, to increase adoptions) in regional areas. We also increased overall fundraising and community event participation by 15%.

Our biggest success in the last 12 months was achieved in our focus area of 'services'. A record number of 23,405 domestic animals received a second chance at life: 15,771 were adopted; 6,221 were reunited with their owners when lost or brought to one of our Care Centres; and 1,413 were transferred to external facilities, such as rescue groups, when this was anticipated to give them a better chance of adoption.

I commend all of our staff and volunteers for their passion and teamwork in making this result possible.

Rehabilitation and release of wildlife is also a priority for us. In the past year, we focused on improving and expanding the veterinary diagnostic assessment of incoming wildlife patients to help ensure that those returned to the wild can survive and thrive.

In the area of 'sustainability', we have sought to secure our financial certainty. On this front, we increased our legacy fund to over \$3.4 million, which places us more than half way towards our 2015/2016 target of \$5 million. We also grew our business partnerships, to provide much-needed income and support for key program and service areas.

Financially sustaining our future is a challenge, while our day-to-day annual operating costs are now at \$37.9 million. So I sincerely thank the Queensland community for their generosity in continuing to support our appeals and fundraising events.

**Mark Townend**  
RSPCA QLD CHIEF EXECUTIVE OFFICER

# Delivering on our Strategic Plan

*Our 2012/2015 Strategic Plan guides the delivery of our programs and services and sets the framework by which we evaluate our three focus areas: Influence, Services, Sustainability*

## MISSION

Helping animals  
Enlightening people  
Changing lives

## STRATEGIC GOALS

To provide kindness and to prevent cruelty to all animals. To do this we:

- Provide vision and leadership that builds a society free of cruelty and abuse of animals.
- Investigate and prosecute cases of animal cruelty.
- Influence strategic thinking, policy and legislation.
- Provide information, services and facilities to support an animal's Five Freedoms: from hunger and thirst; from discomfort; from pain, injury or disease; from fear and distress; and to express normal behaviour.
- Promote changes in people's attitudes and behaviours towards animals.
- Pursue sound business management and governance practices that ensure RSPCA Qld's sustainability and economic longevity.

## INFLUENCE

Influence people to value, understand, respect and care for animals more.

### Our Scorecard

Reduce private surrender and return rates by 3% per annum:

- Initiated the development of plans to implement targeted desexing campaigns in 2013/2014 in regions where we have high numbers of kittens admitted to our Animal Care Centres.
- Initiated the development of plans to implement a new animal training curriculum in 2013/2014, which will be designed to assist in keeping puppies and dogs from being surrendered.

Increase community support for target initiatives:

- Established media partnership with WIN TV to promote and increase adoptions via weekly news promotion across seven regional news services.
- Promoted and supported the development of the new RSPCA Animal Adoption Centre in Mackay.
- Opened a new RSPCA Op Shop in Maryborough.
- Enhanced media partnerships to increase the promotion and marketing of adoptions statewide.
- Re-established the campaigns team in preparation for increased activity.

Grow RSPCA Qld's supporter base:

- Increased overall event participation by 15%.
- Increased online donations by 26%.
- Conducted a bequest survey, which resulted in almost 2,000 new prospects.
- Doubled regular monthly donors.
- Increased our Facebook fans from approximately 30,000 to almost 50,000.



# STRATEGIC PLAN

## SERVICES

Deliver services and standards across Queensland to improve animal welfare outcomes that engage the community.

### Our Scorecard

**Rehome 100% of healthy companion animals by December 2013:**

- Rehomed 100% of all healthy dogs and 99.3% of healthy cats.

**Improve treatment of healthy companion animals:**

- Implemented new procedures to successfully treat tick paralysis in cats.
- Acquired orthopaedic equipment, enabling us to successfully undertake more orthopaedic surgery.
- Treated and recovered more cases of Feline Upper Respiratory Infection (URI) and ringworm.

**Establish shelter operational capacity compliance standards by 2014:**

- Continued to set capacity numbers for each Animal Care Centre.
- Transferred more than 3,000 animals between facilities for purposes other than spay/neuter in order to help manage capacities at each Centre.
- Focused recruitment on specific needs for veterinary care and outreach.

**Return 100% rehabilitate-able wildlife patients to the wild:**

- Focused on ensuring that all incoming animals have a complete veterinary diagnostic assessment and prognosis, to help ensure that those that return to the wild can survive and thrive.

**Define services standards and customer satisfaction measures related to: availability, responsiveness and service quality by 2013:**

- Initiated analysis to identify 'hot spots' during the day when more calls are received by the Call Centre and ensure an adequate number of operators is available.
- Focused on reducing the lost call rate to less than 10% by December 2013. We are defining self-service options to give customers more flexibility with how they contact us, thereby reducing wait times and lost calls.
- Offered Call Centre services to other animal welfare agencies, providing us with additional income to assist us in being more responsive to Queensland's needs, with more operators and supported volunteers answering calls.

## SUSTAINABILITY

Secure financial certainty so we continue to inspire Queenslanders and deliver our mission.

### Our Scorecard

**Deliver a surplus on costs each year:**

- Concluded the financial year with a net surplus of over \$900,000, well in excess of the budgeted surplus of \$300,000, largely due to generous donations from supporters.

**Build a legacy fund to \$5 million by 2015/2016:**

- Used the net surplus to add to existing investments.
- Increased legacy fund to over \$3.46 million, which is more than 50% of our target of \$5 million. The legacy fund is a mix of cash term deposits and shares in ethical listed companies.

**Increase the number of targeted strategic partnerships:**

- Established a clothing collection partnership, delivering \$120,000 in new funds.
- Coordinated two national supporter partnerships.
- Enhanced media partnerships with Channel 9 and WIN TV to promote fundraising events and appeals.



# Rescuing & Defending the Defenceless

*RSPCA Qld's Inspectorate and rescue teams are at the frontline of responding to animals in need, whether they are sick or injured and in need of rescue, or are the victims of cruelty and neglect. We are their emergency services. We are their voice.*





Image: Amanda Quick

# ANIMAL RESCUE

## *RSPCA Qld responded to 22,930 animal rescue calls*

In 2012/2013, RSPCA Qld received a staggering 22,930 animal rescue-related calls – a 33% increase (5,727 calls) compared with the previous year.

Many of these calls were dispatched to our Inspectorate Animal Ambulance Service, which continues to grow in response to an increasing demand to assist sick, injured and orphaned animals. In the past year, we increased the number of permanent, staffed ambulance shifts in the Brisbane region to extend its operating hours to midnight. Also assisting us in extending our rescue services were our 69 volunteer animal ambulance officers, operating six ambulances servicing Brisbane, Logan, Gold Coast, Toowoomba, Rockhampton and Townsville.

In January 2013, we were pleased to announce the official launch of the new Logan Wildlife Ambulance. In the short period in which this service has been operating, it has already responded to over 500 calls for assistance. Made possible by the generous support of Logan City Council, this fantastic new joint initiative will

hopefully be the start of a new trend whereby councils and the RSPCA can work together to provide an essential service to the community and their animals.

### Wildlife Rescue

While the majority of rescues were of domestic animals, the number of wildlife rescues continued to increase.

Over the past year, RSPCA Qld responded to all wildlife emergency calls received throughout the state, as part of our formal agreement and trial partnership with the Department of Environment and Heritage Protection (EHP) set up in 2012 to improve the efficiency of wildlife rescues statewide.

All wildlife emergency calls, including marine animal boat strikes and beach strandings, which came through our 24-hour 1300 ANIMAL emergency hotline, were responded to by our network of Wildlife Heroes (wildlife rescuers, transporters, veterinarians and licenced rehabilitators).

In the last 12 months, the number of Wildlife Heroes grew by 18% from 594 to 705. This significant increase has had a positive effect on how quickly we are able to attend to the many thousands of wildlife that are sick, injured or orphaned each year in Queensland. In total, 6,672 rescue calls were directed to Wildlife Heroes.



# CRUELTY INVESTIGATIONS

**15,737 cruelty and neglect complaints were investigated**

RSPCA Qld's Inspectorate is responsible for enforcing the *Queensland Animal Care and Protection Act 2001*. Its team of 21 full-time inspectors investigate animal cruelty and neglect complaints in all major regions on Queensland's eastern seaboard, from the southern border to as far north as Cairns.

In 2012/2013, RSPCA Qld received 15,737 cruelty and neglect complaint calls, approximately 500 more than in the previous year. It is yet again disappointing to report that there has been no change in the trend of people failing to care for their animals in an appropriate way. The majority of complaints received were associated with a breach of duty of care, with offenders commonly neglecting the most basic of their animals' needs, such as providing sufficient food and water or adequate living conditions. Sadly, the inspectors also continue to investigate deliberate acts of cruelty.

The Inspectorate continues to focus on educating the public in the hope of reversing the current trend. However, in more severe matters where education is

no longer an option, further action is required. In these instances, we issued 174 animal welfare directions, seized 316 animals, completed 34 forfeiture applications and prosecuted 15 offenders for breaches of the Act, mainly relating to 'failure to treat' offences. All prosecutions were successful, and we are grateful for the pro bono representation provided by members of the legal profession, including BLEATS (Brisbane Lawyers Educating and Advocating for Tougher Sentences).

## DISASTER RELIEF

When ex-tropical cyclone Oswald caused heavy wind, rain and flooding along the Queensland coast in January, RSPCA inspectors and animal ambulance officers went to the aid of animals caught up in the devastating destruction. Our rescue teams checked on animals left behind, gave them food and clean water, and reunited them with their owners where possible. Others were removed to safety.

Worst-hit was Bundaberg, where flood levels rose higher than in the 2010/2011 floods. When RSPCA inspectors were finally able to get into a badly-affected area of Bundaberg that had been cut off for days, they found a paddock with several horses and foals. One foal seemed to be alone, until they found her mother — standing knee-deep in water, with her rear legs completely tangled in fence wire and vines. The inspectors fed the horse to keep her calm, while slowly cutting away the vines and wire. Eventually, she was free and reunited with her foal.

### CRUELTY & NEGLECT COMPLAINTS 2012/2013

Complaint Type	%*
Abandoned	10.1
Baiting/Poisoning	1.0
Cruelty	7.8
Dog Fighting or other Prohibited Offence	0.2
Hot Animal In Car	2.4
Insufficient Food and/or Water	16.6
Knowingly Allow An Animal to Kill/Injure Another	0.5
Inadequate Living Conditions	11.4
No Exercise/Confined/Tethered	11.2
No Shelter	5.9
No Treatment	11.3
Overcrowded	1.5
Poor Condition	20.0
Other	0.1
<b>TOTAL</b>	<b>100</b>

\*Percentage of complaints

## PROSECUTION RESULTS 2012/2013

Pros No	Details of offence	Location of Offence	Outcome	Fine	Costs
1	Duty of Care offences in which the two defendants failed to provide two Great Dane puppies with appropriate treatment for disease or injury.	Depot Hill	Guilty	Defendant 1 \$5,000.00; Defendant 2 \$3,500.00; <i>3 years' prohibition order for both defendants</i>	\$377.05
2	Duty of Care offence in which a woman failed to provide her dog with treatment for its severe ear infection, eye infection, extremely matted hair, and skin condition.	Forestdale	Guilty	\$6,000.00	\$81.10
3	Duty of Care offence in which a woman failed to provide her dog with treatment for a broken leg.	Slade Point	Guilty	\$4,000.00	\$81.10
4	Duty of Care offence in which a man failed to provide his dog with treatment for a fractured leg.	Loganlea	Guilty	\$5,000.00	\$905.52
5	Duty of Care offences in which the two defendants failed to provide their dog with food, water and appropriate living conditions, resulting in the dog's death.	Kooralbyn	Guilty	\$5,000 for each defendant; <i>disposal order for any animals in their care; 3 years' prohibition order</i>	\$657.10
6	Duty of Care offence in which a woman failed to provide her dog with treatment for paralysis and laboured breathing.	Nerang	Pending		
7	Duty of Care offences in which a woman failed to provide two dogs with food, or treatment for a tick infestation.	White Rock, Cairns	Guilty	\$5,000.00; <i>3 years' prohibition order</i>	\$81.10
8	Duty of Care offence in which a woman failed to provide her cat with treatment for a fracture of the left femur.	Cannon Hill	Guilty	\$5,000.00; <i>2 years' prohibition order</i>	\$81.10
9	Duty of Care offence in which a woman failed to provide her dog with treatment for two broken legs.	Logan Reserve	Guilty	\$6,000.00; <i>forfeiture order for any animals in defendant's care; 3 years' prohibition order</i>	\$2,521.18
10	Duty of Care offences in which a woman failed to take reasonable steps to provide appropriate treatment for a flea infestation resulting in her two dogs suffering severe anaemia and one dog dying.	Morningside	Pending		
11	Duty of Care offences in which the defendants failed to provide their dogs with appropriate living conditions and water, resulting in one dog dying.	Leichhardt	Pending		
12	Duty of Care offence in which a man failed to provide his dog with treatment for paralysis and laboured breathing.	Beaudesert	Guilty	\$2,500.00	\$576.50
13	Duty of Care offences in which a woman failed to provide four snakes with appropriate living conditions and food, and as a result of malnourishment the animals were emaciated and weak.	Cooroy	Pending		

# PROSECUTION RESULTS

Pros No	Details of offence	Location of Offence	Outcome	Fine	Costs
14	Duty of Care offences in which the defendants failed to provide a dog with treatment for the purulent and crusted sores on the dog's body, and also failed to provide appropriate food resulting in the dog being emaciated.	Alexandra Hills	Pending		
15	Cruelty offence in which the defendant kicked a dog, causing it pain that, in the circumstances, was unjustifiable, unnecessary or unreasonable.	Dayboro	Pending		
16	Duty of Care offences in which the defendants failed to provide treatment for a dog which was in extremely poor health and body condition and was suffering from tumours.	Mitchelton	Pending		
17	Duty of Care offences in which the defendants failed to provide treatment for two dogs, both of which were in poor condition and suffering from a hookworm burden.	Leichhardt	Pending		
<b>TOTAL</b>				<b>\$52,000.00</b>	<b>\$5,361.75</b>

## PROSECUTIONS HELD OVER FROM 2011/2012

Pros No	Details of offence	Location of Offence	Outcome	Fine	Costs
6	Duty of Care offences in which a woman failed to provide treatment to three cats. The woman was also charged with providing false information and obstructing RSPCA inspectors.	Lockyer Waters	Pending		
11	Duty of Care offences in which the defendant failed to provide appropriate food to, and unreasonably abandoned, a Rainbow Lorikeet. The bird was found dead, and a post mortem found the bird to be emaciated, with no food in its gut.	Calamvale	<i>Did not proceed due to evidentiary issues</i>		
14	Duty of Care offences in which a woman failed to provide treatment for her three horses' various conditions, and failed to comply with an Animal Welfare Direction.	Yandina	Guilty	\$8,000.00	\$3,510.12
15	Duty of Care offences in which the defendants failed to provide six horses with appropriate food and water.	Mutdapilly	Guilty	\$4,000.00	\$4,500.00
<b>TOTAL</b>				<b>\$12,000.00</b>	<b>\$8,010.12</b>



## *Caring for Animals*

*Across Queensland, RSPCA Qld provides shelter and care to domestic and wild animals while they wait for their second chance in new homes or until they can be returned to their natural habitats.*

*1883  
ounds*



## VETERINARY CARE

*32,539 animals required veterinary assessment and treatment statewide*

The most significant contribution of the Veterinary Services Department in the past year was in providing appropriate veterinary care and support through our new facilities at the Animal Care Campus in Brisbane to many more animals than we have had the capacity to accommodate historically.

The purpose-built facilities at our Companion Animal Hospital were pushed to capacity within a very short time, as we supported more of the medical needs of animals from many of our regional Centres in addition to the caseload of the Brisbane Campus itself. In addition, we desexed a further 365 animals during RSPCA Qld's short-term contract (26 March to 31 May 2013) with the Ipswich City Council pound, during which time we assisted with the rehoming of animals in their facilities.

For many years, the Veterinary Services Department in Brisbane has been responsible for the desexing load from our Dakabin Animal Care Centre. In the last 12 months alone, we desexed 1,706 animals for the Dakabin Centre. To assist in the management of the surgical load at the Animal Hospital in Brisbane, in 2012/2013 RSPCA Qld successfully negotiated a significant development of the Dakabin Animal Care Centre in partnership with Moreton Bay Regional Council, which will include veterinary services facilities to accommodate the needs of Dakabin.

Of special significance to our veterinary team is our enhanced ability to provide appropriate veterinary support and care to more specialised medical and surgical cases than ever before, due to the larger and vastly more current facilities and equipment at the Animal Hospital. The greatest improvements have been through our dramatically improved in-house diagnostic and orthopaedic surgery capabilities, and in trauma and critical care case management and support. We extend our sincerest thanks to Dr Gary O'Rourke and the staff at Queensland X-Ray for the donation of X-Ray equipment; and to Sue Gibbons, Specialist Veterinary Surgeon; Ken Mason, Animal Allergy and Dermatology Service; and RSPCA Brisbane Branch for their generosity in donating valuable time and resources to assist our aim of providing the best possible veterinary care we are capable of providing.

Our partnership with the University of Queensland School of Veterinary Sciences continues to provide hands-on clinical training for fifth-year veterinary students during their one-week shelter rotation, in turn providing the RSPCA with the opportunity to impart an understanding of our mission and vision, which the students will hopefully carry with them as animal welfare advocates.

One of the most rewarding activities for the Veterinary Services team was the opportunity to make a practical difference to the lives of homeless and disadvantaged pet owners when we again partnered with Footprints Inc. and Drug Arm to hold the annual 'Pawprints in Brisbane' event in Brisbane's New Farm. Pets were given free vet checks, microchips, worming and flea treatment, pet products and blankets, as well as access to local community organisations.

# SHELTER CARE

## 44,165 animals received our care statewide

Our commitment to save lives throughout all of our Animal Care Centres across Queensland gained momentum in 2012/2013 as we reached an all-time high 'live release' rate of 76%.

This achievement can be attributed to our staff and volunteers who strived to adopt animals to new homes, return animals to their owners when lost or taken to one of our Care Centres, or transfer more than 1,400 animals from our Centres across Queensland to external facilities with a greater population of people and higher adoption rates.

Stakeholder relationships and support for the RSPCA across Queensland also grew in 2012/2013, with many statutory authorities, rescue groups and other welfare organisations joining the RSPCA in striving to save as many animals as possible and improve animal welfare.

In addition to operating our own Animal Care Centres, RSPCA Qld was invited to assist Ipswich City Council for 10 weeks. At the conclusion of this period, Ipswich City Council senior managers applauded the RSPCA for setting higher standards in animal welfare for this facility and reaching a live release rate of 86%. Taking on this facility definitely stretched our capacity and resources but our passion for helping animals wherever possible saw many staff and volunteers meet this challenge head on, to be rewarded with excellent animal outcomes.

RSPCA Qld has set a 2013/2014 target for a live release rate of 85% for all domestic animals that find their way into an RSPCA Animal Care Centre across Queensland.

### Animal Care Centre Highlights

**Brisbane** - Completed its first full year of operation at the new Animal Care Campus at Wacol. Increased the live release rate to 84%, of which the adoption rate increased by 31%.

**Bundaberg** - Assisted in caring for animals displaced during the Bundaberg floods, for periods of up to 45 days, until these animals were able to be reunited with their owners. The Centre received overwhelming support from volunteer groups, intra-state groups, and community donations. However, the impact on the community and its people affected the Centre's adoptions, with a 23.9% decline in the rehoming rate for the year attributed to the floods.

**Cairns** - Achieved a live release rate of 90%; received grants to upgrade the cat holding and adoption areas and purchase cat condominiums in 2013/2014; received excellent business and community support from the Cairns region.

**Dakabin** - Commenced Stage 1 of a multi-million dollar upgrade, sponsored by Moreton Bay Regional Council, which will include new dog and cat adoption areas and onsite veterinary clinic; achieved a 6.7% increase in adoptions, despite working amongst the disruption of a construction site.

**Gympie** - Focused on community engagement and the reclaiming and identification of animals, with five microchipping days coordinated by Centre staff resulting in an additional 138 animals microchipped; reunited 221 lost animals with their owners; increased adoptions by 6.7% and transferred a further 263 animals to other adoption centres to increase their chances of rehoming; received continued support from Gympie Regional Council and the Gympie community.

**Kingaroy** - Improved and expanded the facility to include new dog adoption kennels and communal cat adoption areas, animal medical treatment room, canine exercise yards and a dog isolation holding area; increased adoptions by 50%, due in large part to ongoing community involvement and representation by the Centre Manager.

**Noosa** - Rehomed 1,115 animals and supported other Centres by transferring 430 animals to Noosa from other RSPCA regions for adoption; received high levels of support from the local community, aided by the Noosa - Sunshine Coast Branch of the RSPCA and their industrious community engagement programs and events.

**Toowoomba** - Increased adoptions by 32%, a fantastic result for a small regional facility; continued to develop and improve the Centre's commercial business units, providing income to assist animal care.

**Townsville** - Maintained its status as the third busiest Animal Care Centre in Queensland. Due to the influx of animals into this Centre, 376 animals were transferred from this region to the Animal Care Campus in Brisbane for rehoming or transfer to other animal rescue organisations – sincere thanks to Dogtainers for their support in transferring 153 puppies and adult dogs from Townsville to Brisbane. The Centre also now employs a full-time RSPCA veterinarian and support nurses, resulting in improved welfare standards and animal outcomes.

**TOTAL INCOMING ANIMALS BY SOURCE 2012/2013**

ANIMAL	Ambulance	Council	Euthanasia Request	Humane Officer	Owner Surrender	Return	Offspring	Stray	Transferred In	Wildlife	TOTAL*
Dog	480	5,314	836	145	3,051	377	0	3,205	1,124	0	14,532
Puppy	35	409	52	38	1,072	56	90	637	279	0	2,668
Cat	581	1,269	217	57	1,887	240	0	2,062	615	0	6,928
Kitten	266	810	18	25	1,576	100	197	2,184	636	0	5,812
Small Pets	121	6	78	95	919	9	52	364	17	12	1,673
Livestock	74	153	33	22	413	5	0	185	87	1	973
Wildlife	6,701	0	0	15	9	0	0	0	0	4,854	11,579
<b>TOTAL</b>	<b>8,258</b>	<b>7,961</b>	<b>1,234</b>	<b>397</b>	<b>8,927</b>	<b>787</b>	<b>339</b>	<b>8,637</b>	<b>2,758</b>	<b>4,867</b>	<b>44,165</b>

**TOTAL OUTGOING ANIMALS BY SOURCE 2012/2013**

ANIMAL	Adopted	Escaped	Euthanased	Reclaimed	Stolen	Transferred Out	Unassisted Death	Wildlife Released	Released to Wildlife Rehabilitator	TOTAL**
Dog	5,124	22	3,714	5,420	23	635	34	0	0	14,972
Puppy	1,685	1	193	148	3	82	51	0	0	2,163
Cat	4,288	36	2,625	516	1	102	79	0	0	7,647
Kitten	3,351	7	1,195	45	2	265	124	0	0	4,989
Small Animal	823	15	474	67	0	152	54	1	1	1,587
Livestock	500	5	247	25	0	177	14	0	1	969
Wildlife	0	4	7,041	5	0	1,202	454	1,046	1,862	11,614
<b>TOTAL</b>	<b>15,771</b>	<b>90</b>	<b>15,489</b>	<b>6,226</b>	<b>29</b>	<b>2,615</b>	<b>810</b>	<b>1,047</b>	<b>1,864</b>	<b>43,941</b>

\*Incoming statistics included all live animals that RSPCA Qld took in and cared for on behalf of local councils.

\*\*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. Included in the euthanasia statistics are the 1,230 owner-requested euthanasias, which were conducted at the owners' discretion.



# WILDLIFE CARE

**11,579 wildlife patients were admitted statewide**

RSPCA Qld provides care to many thousands of sick, injured and orphaned wild animals across the state, both on site at our Wildlife Hospital in Brisbane, and via our support network of rescuers, licensed carers and external veterinarians, who all assist with wildlife cases reported to our Call Centre.

In total, we admitted 11,579 wildlife patients across Queensland in 2012/2013, the majority of which were native birds. In our first full year of operation at our Wildlife Hospital at the Animal Care Campus, our caseload increased by a massive 45%, with 10,020 patients admitted to the hospital. This is an outstanding result for a relatively new team who are in the process of defining their capability and capacity for assisting the veterinary needs of an ever-increasing number of animals being presented as an unfortunate outcome of wildlife and human conflict.

In 2012/2013, we released 4,110 wild animals to their natural habitats or to external wildlife care facilities or

wildlife carers. We focused on ensuring that all incoming wild animals have a complete veterinary diagnostic assessment and prognosis, to help ensure that those returned to the wild can survive and thrive.

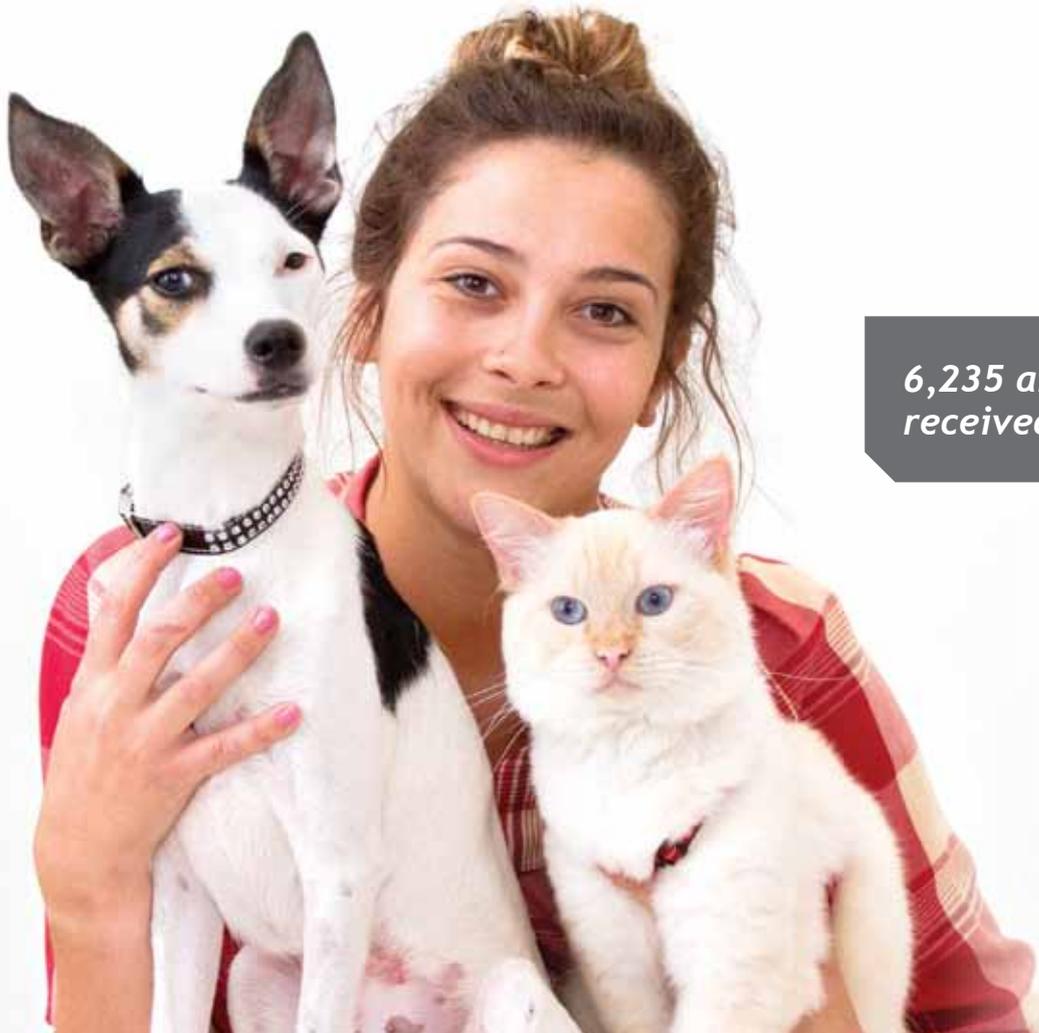
A key achievement in wildlife rescue and care in Queensland was the release in 2013 of the new Code of Practice for the Care of Sick, Injured or Orphaned Protected Animals in Queensland by the Department of Environment and Heritage Protection (EHP), the agency responsible for the licensing of wildlife carers in this state. RSPCA Qld was a primary stakeholder in the development of this Code, which has taken almost two years to finalise and approve. The document provides clear direction to people involved with rescue, rehabilitation and release of native animals while aiming to ensure the best possible welfare outcomes at all stages of the process.

The most significant improvement within the Code is the inclusion of welfare considerations that historically have been overlooked in the previous Codes of Practice that were used to administer these activities. The new Code will inform the ongoing care of wildlife both by the RSPCA and our support network.

## HUMAN FRIENDS SAVE BONNY

Bonny is a brushtail possum that had taken up residence in an outdoor storage cupboard at a school in Brisbane's east. School cleaner Jenny Nicholls enjoyed visiting Bonny when she collected her equipment from the cupboard. But on one visit Jenny noticed that some open sores on Bonny's back were not healing. Jenny called the RSPCA 1300 ANIMAL hotline and a Wildlife Hero was dispatched to bring Bonny to our Wildlife Hospital.

An examination found she had a bacterial dermatitis infection. After two weeks of treatment in hospital, Bonny spent another week recuperating with a carer before going home to the school and her favourite hideout in the cupboard.



*6,235 animals  
received foster care*

Image: Peter Wilson

## FOSTER CARE

Everything about the RSPCA Qld's Foster Care Program was big in 2012/2013: big numbers, big results, 'the big house' and big hearts.

Our foster carers continued their commitment to providing safe and loving homes to animals. Thanks to approximately 1,500 foster carers statewide, we were able to provide temporary homes for 6,235 animals away from the shelter environment, where they could grow, recover and thrive.

Because many animals were fostered more than once, the number of actual foster placements that had to be found was over 8,240. With an average foster placement lasting 37 days, more than 300,000 days of foster care were given to these animals.

In 2012/2013, RSPCA Qld continued its collaboration with Queensland Correctional Services, and on 4 January 2013 the first dogs were placed at the Arthur Gorrie Correctional Centre at Wacol as part of our latest prison foster care program.

The first six months of operation saw 15 dogs spend time in 'the big house'. Two accommodation units, each

housing approximately 22 prisoners, have proved very enthusiastic, dedicated and capable carers to a range of dogs.

Meanwhile, our program at the Brisbane Women's Correctional Centre at Wacol is continuing to provide outstanding care for a number of long-term foster cats.

Prison foster care is a valuable extension of RSPCA Qld's Foster Care Program, as it provides us with more foster carers and ultimately helps us to rehome more animals, while giving the prisoners an opportunity to give back to the community during their rehabilitation.

The Foster Care Program owes its success to the hard work and commitment of our many foster carers, the volunteers who work within our Animal Care Centres to support and manage the Foster Care Program and our band of volunteer property checkers.

In the year ahead, we will see further expansion of the prison foster care program, more support for our regional foster care programs and a higher standard of service for all of our foster carers. Our aim is to help our carers to help the animals.

# *Saving Lives*

*Our goal, above all else, is to find new homes for animals in need. In 2012/2013, 15,771 domestic animals were adopted.*



*5,124 Dogs Adopted*



*1,685 Puppies Adopted*



*4,288 Cats Adopted*



*3,351 Kittens Adopted*



*823 Small Animals Adopted*



*500 Livestock Adopted*

# SAVING LIVES

*Our 'live release' rate reached an all-time high of 76%*

In 2012/2013, we achieved an all-time high 'live release' rate for domestic animals of 76%, which was attributed to improvements in our rehabilitation programs and an integrated approach to our range of rehoming programs.

## Rehabilitation

Behaviour is the main reason for dogs being surrendered to our Animal Care Centres and for being euthanased while in our Centres. Seeking to reduce the number of animals euthanased in our Centres, we have put programs in place to help the dogs cope better in the shelter environment and to teach them good manners so they can remain in their home once adopted.

We continued to roll out the Four Paws Forward program to our Centres across the state, and for the first time made the program available to city councils and independent rescue groups, which have found it beneficial in preparing their dogs for adoption. We also reassessed the way we interpret behaviour and what this means to a potential adopter, and have put measures in place to share this information with the adopter. Additionally, changes to our procedure for introductions between an adoption dog and the adopter's own dog are now giving our animals the best chance of a new home.

In 2014 we plan to introduce further initiatives to create greater participation in our Animal Training Centre courses, which we believe will in turn help meet our goal of a 3% reduction in the number of animals returned or surrendered to our Centres.

## Adoption Promotions

Making a significant contribution to our live release rate was a statewide increase in adoptions of 18%. Adult cat adoptions increased by 47% (1,383 more cats) and adult dog adoptions by 27% (1,088 more dogs).

This year we trialled a range of adoption campaigns to find new homes for as many animals as possible, particularly when our Centres were at capacity. The 'Act Now. Cat Now' campaign was particularly successful. This campaign sought to rehome adult cats during the spring and summer when people typically adopt a kitten, which are in over-supply due to owners not desexing their cats. Act Now. Cat Now offered adult cats for a heavily-discounted adoption fee for a limited time. This adoption campaign achieved a 45% increase in cat adoptions over the three-month campaign period.

## Community Outreach

Community outreach is integral to increasing the number of animals that find a new home. RSPCA Animal Adoption Centres continued to expand this year through our partnership with Petbarn. Eight of their stores now rehome RSPCA animals. In total, over 400 RSPCA animals were adopted through Petbarn. Sunshine Coast Vets and Vet Cross Bundaberg also now rehome animals for their local RSPCA Animal Care Centres.

Our off-site rehoming rate through Adoption Centres increased by 40%, with 1,689 animals finding homes. Of these animals, the volunteer-run Friends of the RSPCA - Gladstone adopted 570 animals in the past year, while our Rockhampton Pet Shop adopted 269 animals and our Gold Coast Adoption Centre adopted 113 animals.

One of the few major regional areas without an RSPCA facility is Mackay, but this is soon to change with plans well underway to build an RSPCA Animal Adoption Centre in conjunction with the Mackay Regional Council.

## Internal Transfers

Over the last 12 months, we transferred 4,189 animals between our nine Animal Care Centres and 17 off-site Adoption Centres. Of these, 3,003 animals were transferred to our Brisbane Centre, either for medical or behavioural care, desexing and/or adoption. RSPCA staff and volunteers are always prepared to drive the kilometres to reach an animal that will benefit from being relocated (special thanks to Sheila Collecott, George Costi and Amanda McNaught who each travelled up to 2,750km return to make their special deliveries).

## Rescue Groups

This year our partnerships with rescue groups saw 824 animals transferred to their care. Rescue groups take on animals that are not ready for adoption for various reasons or those that require specialised care due to age, medical, or behavioural concerns. They are also invaluable when our Care Centres are at full capacity. In 2013/2014, we will continue to work with our rescue group partners, who are vital in helping us to achieve our goal of a zero euthanasia rate for healthy animals.

## Return to Owner

Our Call Centre took over 37,000 calls about lost and found animals in the last 12 months. Many callers used our services to help find their pets: 1,007 people listed their animals with our Pet-D-Tect service and 159 also used our Call Broadcast, which broadcast a description of their missing pet via telephone to local households. In total, over 6,000 animals were reunited with their owners thanks to our suite of services.

# Advocating Change

*Working towards improving the lives of all creatures great and small, we continue to raise community awareness of animal welfare issues and to influence improvements in animal welfare practices and legislation.*

## CAMPAIGNS

Over the past year, RSPCA Qld continued to raise awareness of national RSPCA campaigns to improve farm animal welfare, particularly in the areas of live animal export and battery hen farming.

Our campaign to ban circuses with exotic animals was revived in January 2013 when Gold Coast City Council proposed to overturn a ban that they had implemented in 2009, in which circuses with exotic animals had been prevented from operating on council-owned land.

Disappointed by Gold Coast City Council's proposal to lift the ban, we wrote an open letter in *The Gold Coast*

*Bulletin* in which we launched an online petition tabled at the Council meeting. More than 6,000 people signed the petition.

When the Council voted on 29 January, the councillors' votes were evenly split on the decision to overturn the ban. Unfortunately, the mayor used his casting vote to lift the ban, turning back the clock on animal welfare in the process.

With the addition of new resources within the campaigns team in late 2012/2013, we look forward to reinvigorating our campaigns program in 2013/2014.

## RESEARCH & POLICY

RSPCA Qld continued to be a voice for animal welfare by providing representation on Government and industry committees and in other forums, and by providing feedback and advice on welfare issues.

The Principal Scientist and other staff members continued to serve on committees such as ANZCCART (Australian and New Zealand Council for the Care of Animals used in Research and Teaching), the Fraser Island Dingo Management Advisory Committee, the Queensland Government Macropod Management Group, and animal ethics committees. The Principal Scientist also represented RSPCA Qld at the Australian Egg Corporation Hen Welfare R & D Workshop, the Australian Wool Innovation research update meeting and at various animal welfare-related conferences. At several conferences, the Principal Scientist presented papers highlighting RSPCA opinion, policy and experience.

During the year, RSPCA Qld provided input on several ongoing wildlife welfare issues, including the care of sick and injured koalas, indigenous hunting of turtles and dugong, dispersal of flying fox roosts, euthanasia of wildlife in remote areas of Queensland, and welfare issues in commercial macropod harvesting.

The RSPCA believes that its policies, positions and opinions should be grounded on the most current and stringently-conducted research and be reflective of a deep understanding of all issues underpinning welfare topics. Therefore, a key activity of the Principal Scientist was to review current literature, and provide evidence-based advice on important welfare topics as required, for example: trap-neuter-release as a management strategy for free-roaming cats, the management of animal hoarding, flying fox dispersal techniques and their welfare outcome, and welfare implications for the animals involved in dolphin feeding and whale watching activities.

RSPCA Qld also continued to be directly involved with research aimed at informing current shelter practices and improving animal welfare. Current research includes projects examining shelter cats and the characteristics of people who surrender cats to shelters, which factors influence whether a person considers themselves an owner of a cat, factors that influence the outcome for cats entering our shelters, and whether the outcome of an adopted cat is influenced by the cost of adoption.

# Engaging Queenslanders

*In our efforts to create a community with empathy for animals, we continue to reach out to the community through a range of touch-point areas, both face to face and virtual.*





**WE WALKED  
TO GIVE RESCUE  
DOGS A  
SECOND  
CHANCE**

**RSPCA  
MILLION  
PAWS  
WALK 2013**

# CUPCAKE DAY

for the

RSPCA



Image: Crystal Hill

## EVENTS

*Million Paws Walk was our most successful ever, raising approximately \$400,000*

Queenslanders continue to show their support for the RSPCA and the animals in our care by attending our community fundraising events and open days.

### Brisbane Open Day - 19 August 2012

More than 2,500 adults and children visited our Animal Care Campus and enjoyed a variety of stalls and displays, tours of the Campus, live bands and celebrity guests.

### Cupcake Day - 20 August 2012

Approximately 1,700 'Cupcake Cooks' baked up a storm and donated over \$300,000 raised from sales of their mouth-watering creations.

### Animals in Focus - 5 & 6 October 2012

This inaugural event, held at the Animal Care Campus in Brisbane, explored best-practice and innovative approaches to companion animal welfare, as well as 'left-field' thinking to reduce animal shelter intake and deliver marketing initiatives that rehome animals faster.

The two-day conference brought together almost 100 delegates from across the spectrum of domestic animal and wildlife care.

### Noosa Triathlon - 4 November 2012

A team of 47 members swam 1,500m, cycled 1,500m and ran 10km to raise more than \$47,000 for RSPCA Qld in this annual event, a highlight on the triathlon circuit.

### Santa Paws - 23 & 24 November 2012

Families and their beloved pets got into the spirit of Christmas to record treasured memories captured on camera by Zoo Studio, animal art photography.

### Ruff Riders - 24 March 2013

Led by RSPCA Ambassador Craig Lowndes, more than 80 motorcycle riders took part in this second annual 500km charity ride, raising \$36,000.

### Million Paws Walk - 20 May 2013

More than 16,000 walkers and their dogs turned out at 28 event locations across Queensland. Over \$200,000 was raised from participants' fundraising, over \$156,000 from registration fees, and \$42,000 worth of support from Hill's Pet Nutrition. With a total income of approximately \$400,000, Million Paws Walk 2013 was our most successful ever.

## MEDIA

Although some organisations still tend to regard the media with a degree of apprehension, it has always been our policy to embrace the various media organisations as allies. Thankfully, they have responded and without their invaluable assistance we would struggle to get our messages out in the public arena.

Sadly, as always, there have been some horrific cases of animal cruelty during the past year and the media shared our outrage. The bashing of two alpacas at Caboolture High School made the news, not just in Australia, but all over the world. When an adult and a juvenile were charged and eventually sentenced, there was media and public condemnation at the leniency of the sentences.

The media also shared our concern at the number of animals that were shot with arrows. Curlews, wallabies, kangaroos, possums and horses were shot and suffered horrendously before dying. Our Wildlife Hospital often performed the impossible and the media has been consistently supportive of the work they do, running

scores of stories on the vast variety of native animals that come into our care.

One story that touched the hearts of all Queenslanders was Jane Fynes-Clinton's feature on Moses in *The Courier-Mail*. Moses was a rescue dog that sadly didn't make it. Despite the best efforts of his Rockhampton foster carer, he was simply too badly damaged psychologically. Moses's story was told with compassion and sensitivity by Jane and the public response was enormous.

Without media pre-event publicity, our two major fundraising events of the year, Million Paws Walk and Cupcake Day, would undoubtedly suffer. Both were hugely successful in 2012/2013.

We truly appreciate this year's support by all the media outlets. Their role in helping all creatures great and small is absolutely vital and never taken for granted by RSPCA Qld.

## MARKETING & COMMUNICATIONS

In the past year, we accelerated our digital and offline communications to enhance the profile of our work within the community in order to influence change for animal welfare.

### Social Media

We continue to enhance our Facebook, Pinterest, Instagram and You Tube platforms to engage our supporters across Queensland. In the last 12 months, we gained an extra 20,000 Facebook fans, bringing our total to almost 50,000 fans at the end of the financial year. This trend continues across all social media outlets.

We pride ourselves on having one of the best-structured Facebook pages across the RSPCA Member Societies, with valuable content and high engagement.

Through social media we can reach a large number of Queenslanders with whom we can share our stories – everything from wildlife and animal rescues, Inspectorate cases and pets available to adopt, to events and 'Happy Tails'.

Facebook fans are further extending their RSPCA experience by visiting our website. Referrals from our

Facebook page to our website increased by 149% over the past year.

### Website

We are continually developing our website with relevant content for our users. In 2012/2013, 47.3% of visits to our website were returning visitors, compared with 44.5% in 2011/2012. Every year this rate continues to increase and we are happy to see regular visitors returning to our website for information.

As 36% of Facebook referrals to our website used a mobile device, in 2013/2014 we aim to improve the mobile platform of the site and also alter some components for ease of use.

### Offline communications

We once again benefited from generous pro bono support in the form of free newspaper advertisements, digital billboards and editorials, creative design and campaign planning. We are truly grateful for this support, which assists us in raising awareness of our adoption campaigns, events and appeals.

# HUMANE EDUCATION

*EMU travelled over 40,000km and welcomed 30,206 visitors on board*

RSPCA Qld's education flagship, EMU (Education Mobile Unit), was on the road again in 2012/2013, travelling over 40,000km. We visited Far North Queensland regions, including Doomadgee, Normanton, Cloncurry and Mt Isa as well as Cairns, Townsville and Mackay; Central Queensland cities of Emerald and Rockhampton; and far west to Cunnamulla and Thargomindah, along with other places too many to mention. Queensland borders are no barrier for EMU, with Northern Rivers NSW towns also welcoming our visits.

Seeing children from over 70 schools and attending over 40 days at shows and community events meant we were able to share messages of respect, kindness and empathy for animals, people and the environment with 30,206 visitors to EMU throughout the year. The quality of the EMU program was acknowledged with full Education Queensland accreditation in 2012/2013.

During the year, we reviewed the structure and content of our humane education programs. With the view to changing delivery methods and maximising the many new opportunities available in the digital world, we reduced the number of personnel in the department in preparation for a re-launch in 2014. The revamped program will support the new education-based Discovery Centre planned for our Animal Care Campus in Brisbane next year.

While still meeting obligations and opportunities to visit local schools, albeit in a reduced capacity, thanks to the efforts of a few very special volunteers, we are looking forward to developing innovative and inspiring ways to ingrain our message of empathy towards animals.

Our efforts with schools, community groups and organisations will be extended through new delivery methods, including online and the creation of an improved junior membership platform, which we hope to launch in early 2014.

We are grateful for the support of local councils, community groups and the many schools that have allowed us the opportunity to speak to young people as we try to encourage a more humane and caring society.



## EXPORTING EDUCATION EXPERTISE

RSPCA Qld Humane Education is proving to be 'éducateur sans frontières' by sharing knowledge and expertise with the people of Papua New Guinea. Following previous visits to PNG, Samoa and New Zealand, RSPCA Qld education officers returned to PNG in 2013 to teach and present best-practice humane education to RSPCA PNG education staff. Sponsored by RSPCA PNG, the week-long workshop included passing on 'teacher tips' as well as stressing the 'why' of what we do, and discussing long-term strategies for maintaining relationships with local schools.

The lesson presented this year was aimed at stopping the capture and keeping of native animals, and their sale at local markets. The lesson's resources included a book with a story written especially for the local environment. This story placed the children in the shoes of a captured Cuscus named Coco, and told of his plight at the hands of his captors. The lesson offered students examples of ways that they could take action to help these native animals.

# ANIMAL TRAINING

*Nearly 3,000 people gained insight into their pets and their behaviour*

The Animal Training Centre continues to deliver programs designed to deepen the bond between people and their pets, thus helping to ensure that the animals remain with their families and live happy and fulfilled lives.

A strong bond is attained through understanding one's pet, particularly understanding what its body language is trying to tell its owner. Almost 3,000 people gained insight into their pets by attending animal training or seeking advice. Around 1,290 clients attended group classes at one of our three venues, while 120 clients used our private training and behaviour consultation services. We helped a further 1,570 clients through our free Behaviour Helpline – a 25% increase on the previous year. Enquiries included 274 about cat behaviour.

In our first full year of operation at our new Wacol training centre, we have steadily been building business,

and this was best seen in the return in popularity of our Dog Sport classes. We were delighted when our Wacol facilities received great reviews from guest presenters during our Tellington Touch workshops and the Behaviour Tects seminar, which attracted diverse clients new to the RSPCA.

We also began trialling a training centre at Fitzgibbon to help service our clients on Brisbane's north side. This is a brand new community facility located in a developing suburb, which will give us good exposure to local residents. So far we have had a great response and hope to be able to offer a greater variety of classes in the near future.

New programs include 'Smartstart', which we offer to people who adopt from the RSPCA, to give these pet owners a great start with their new family member. The program has been well received, with many clients choosing to continue in our group classes. We look forward to expanding this to cat adoptions in the near future. We also offered a series of seminars through Logan City Council, covering topics such as barking, as well as body language and behaviour.



Image: Rachael Haines

# Recognising our People

*We are fortunate to have a team of hardworking and passionate staff and volunteers who work tirelessly every day to make a difference to the animals in their care. In the community, our mission is supported by our dedicated Branches and Friends of the RSPCA.*



# HUMAN RESOURCES

Over the last 12 months, the Human Resources Department continued to focus on implementing an integrated framework designed to attract and retain the best people and provide them with the opportunity to grow and develop capabilities needed to deliver on our strategic plan and the RSPCA Qld mission.

## Make Your Mark

'Make your Mark' is a new performance and reward program that connects our people to our mission and strategic plan via a centralised 'commitments catalogue'. These valuable contributions are routinely recognised and, ultimately, integrated with a total rewards package. To be launched in July 2013, Make your Mark is a key component of our new approach to talent management within RSPCA Qld – an approach that will allow us to assess and appraise performance, identify talent and invest in our talent.

## E-appraisals

Our e-performance appraisal system has streamlined the performance management process. Managers and employees can now collaborate on performance evaluations and goals, review performance history, and manage and monitor the overall performance process in real time.

## Management Essentials Training

Management Essentials Training sessions implemented in the past year provided RSPCA Qld with an opportunity to lift management - leadership capability by coaching management personnel in key HR concepts, including recruitment and selection, probation and performance management, workforce planning and change management.

## HR Advice Line

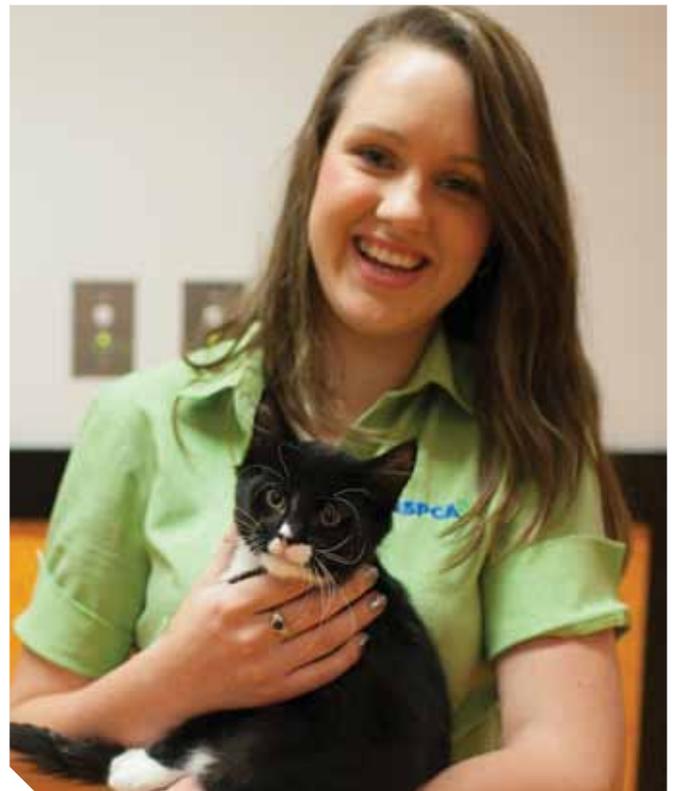
Launched 15 months ago, the HR Advice Line allows all managers, staff and volunteers access to timely, consistent, and confidential HR advice. It affords the leadership team an opportunity to monitor HR service levels, and enables the HR team to identify advice trends, and respond proactively by providing tailored HR advice.

## E-learning Package

New e-learning packages in the past year included manual handling, evacuation management, Make your Mark on-boarding and an induction refresher. The system tracks users as they complete modules, allowing managers to ensure all staff have completed the required modules.

## Safety Innovation

An online hazard management program was developed and rolled out in 2012, whereby staff at all RSPCA locations may identify, record and control hazards. The online system will enable us to develop an organisation-wide database of all hazards, build an organisational risk profile and put in place preventive controls to prevent incidents from occurring. Since the introduction of the system, 260 hazards have been identified by staff. This program will play an integral part in ensuring the safety of our people.





## VOLUNTEERING

*Our volunteer base increased by 30% across the organisation*

Just as volunteers across Australia contribute tens of billions of dollars to the economy and sustain hundreds of thousands of not-for-profit organisations, RSPCA Qld's volunteers are vital to our day-to-day operations. They make an invaluable contribution to animal welfare through the many and varied roles they perform.

The past year saw the volunteer numbers at our Animal Care Centres, Op Shops, Animal Ambulance Service and Brisbane head office significantly increase, with a massive increase of 30% in volunteers overall. In terms of animal welfare outcomes, this has assisted in increasing our live release rate across the state. Our greater volunteer base also assisted with opening two new Op Shops and a Sorting Centre for donated items, launching

a volunteer-operated Animal Ambulance Service based in Logan, and a myriad of other essential services within the RSPCA.

In 2012/2013, we implemented a number of new training initiatives through our Foster Care Program, Animal Care, Veterinary Services, Customer Service, Call Centre and the Volunteer Orientation to give our volunteers the opportunity to better understand our services and allow us to provide a more comprehensive training program when volunteering with the animals.

In the coming year, we will be implementing a range of key projects to support our volunteers, such as IT log-in capabilities to access our online information, training sheets, protocols and procedures, participation in the Make your Mark reward and recognition program, and a designated email address to allow better communication with their departments and throughout the organisation.

We sincerely thank all of our volunteers across Queensland for their continued support of RSPCA Qld and the Volunteer Program.

# BRANCHES & FRIENDS OF THE RSPCA

The volunteer-run Branches and Friends of the RSPCA work tirelessly to support their local Animal Care Centre or Inspectorate. Several Branches and 'Friends of Groups' that operate in areas without an RSPCA facility also undertake fostering and rehoming of animals.

## Branches and Friends of Groups Highlights

**Brisbane Branch** - Funded the purchase of specialised equipment for the Companion Animal Hospital and Wildlife Hospital, including portable oxygen crates, as well as toys, treats and bedding for the adoption animals; introduced the Painted Paw Print at Million Paws Walk – a popular activity, with only a few dogs being too shy to show their artistic side.

**Bundaberg Branch** - Contributed \$7,000 towards the construction of a bitumen driveway into the Care Centre; purchased equipment for the inspector.

**Cairns Friends of Group** - Participated in many local events and held the Cairns Santa Paws fundraising events. Unfortunately, dwindling volunteer numbers forced us to dissolve the FOG in June 2013.

**Gladstone Friends of Group** - Rehomed 570 cats and dogs; fundraised through sausage sizzles, merchandise sales, cent sales (which raised almost \$30,000), and other activities; received considerable support from local businesses, including a generous donation from Vision Environment, which donated a new VW four-cylinder van to transport animals around the region.

**Gold Coast & Hinterland Branch** - Relocated the Branch office to expand the retail space at the West Burleigh Op Shop; installed a new phone system that will soon facilitate the immediate transfer of animal emergency calls directly to the RSPCA Call Centre; committed to

funding an additional full-time animal ambulance officer and a new community development officer.

**Gympie Branch** - Continued to fundraise for the Care Centre, through sales from the Gympie Op Shop, which was refurbished in 2013 after being inundated by the floodwaters that hit the region.

**Kingaroy Friends of Group** - Increased activities, with events now running on a monthly basis, including twilight adoptions and a movie night in the park; purchased a new hydrobath and over \$1,000 worth of animal enrichment items for the Care Centre; raised funds towards a security system at the Care Centre.

**Mackay Friends of Group** - Raised over \$230,000 towards construction of the new RSPCA Animal Adoption Centre to be built in Mackay in conjunction with Mackay Regional Council.

**Noosa-Sunshine Coast Branch** - Held numerous fundraising activities, including golf days, an annual plant and book sale, Noosa Arts Theatre fundraising night, trivia night, cent auction, raffles and sausage sizzles; funded improvements to the Care Centre, including road improvements and internal signage, equipment for the inspector, cool room and cattery.

**Rockhampton Branch** - Fundraised for the RSPCA Pet Shop and local RSPCA inspector through events including Cupcake Day, Santa Paws and Million Paws Walk; held an information tent and sausage sizzle at the Rockhampton Regional Council microchipping day.

**Toowoomba Friends of Group** - Raised over \$20,000 through Million Paws Walk, Cupcake Day, Santa Paws, a trivia night and barbecues; contributed over \$24,000 worth of equipment and improvements to the Care Centre.



# Sustaining our Future

Our ability to provide care and protection to animals, now and in the future, depends on the generosity of the Queensland community, who continue to support us by taking part in our fundraising programs and shopping at our retail outlets.

MY  
GUARDIAN  
ANGEL  
ANIMAL WISH

To: RSPCA QLD

From: OLIVE & JUDITH

My/Our Animal Wish is:

ALL ANIMALS TO

BE SAFE & HAPPY

& LOVED

# FUNDRAISING

*Guardian Angel Christmas Appeal was the most successful in RSPCA Qld's history*

We sincerely thank the community for their financial support again this past year, without which our work would not be possible. Our supporters are the lifeblood of our organisation, contributing more than 99% of the funding needed to provide our services across the state.

From supporting our appeals and art union raffle, to becoming a business partner or RSPCA Companion monthly donor, or holding their own community fundraising event, we sincerely thank each and every one.

## Planned Giving

Gifts in Wills to the RSPCA are the ultimate gesture in care and compassion for animals, now and in the future. Bequests continue to be the single largest financial contributor to the work of RSPCA Qld.

To honour these amazing individuals, we have erected a memorial wall in the Adoption Centre of the Brisbane Animal Care Campus, remembering all those who have passed away since the Campus was opened and have left a kind gift to RSPCA Qld in their Will.

Our thanks also go to solicitor David Wheldon, of Wheldon & Associates, for his continued generous advice and support.

## Appeals

The Guardian Angel Christmas Appeal was the most well-received appeal in RSPCA Qld's history. We asked our supporters to send in a message for the animals over Christmas to hang on our Brisbane Animal Care Campus Christmas tree, and they did so in their thousands.

For the first time in 2012/2013, we also wrote to our donors about the growing demand for our wildlife services. We were thrilled with the response we received to the needs of our native animal friends.

## RSPCA Companions

We are very grateful that more than 2,000 people made the decision to become monthly supporters over the last 12 months. Our Companions are with us every step of the way, 365 days a year, to ensure animals in need have the care and protection they deserve.

## Second Chance

Our Second Chance supporters generously sponsor an animal enclosure at one of our nine Animal Care Centres across Queensland. Along with the name change from 'Shelter Friends' in 2012/2013, we are pleased that each month we are now able to share with these supporters updates about the animal currently awaiting adoption in their enclosure. Not only does this offer a very real sense of how their support is making a difference but, through sharing the animal's profile with their friends, it may help to find a home for their sponsored animal faster.

## Business Supporters

Our thanks go to the businesses that go above and beyond for animal welfare. We would particularly like to acknowledge the support of Isuzu UTE Australia, Hill's Pet Nutrition, Zoo Studio, RBS Morgans Foundation and Bendigo Bank.

## Grants

RSPCA Qld was fortunate to receive support from the following trusts and foundations in 2012/2013 to assist with capital needs and project and program delivery across Queensland: Gambling Community Benefit Fund; Jupiters Casino Community Benefit Fund; Breakwater Island Casino Community Benefit Fund; Reef Hotel Casino Community Benefit Fund; The Mary Kibble Trust, managed by ANZ Trustees; Department of Families, Housing, Community Services and Indigenous Affairs; Department of Environment and Heritage Protection; Mackay Regional Council; The Albert George and Nancy Caroline Youngman Trust, managed by Equity Trustees; The Constance Ackroyd Trust, managed by Perpetual; and International Fund for Animal Welfare.

## Art Union

Once again, Queenslanders kindly supported our Art Union, with some lucky people winning wonderful prizes and everyone involved generously contributing to helping animals in need. We greatly appreciate the support of our prize partners, Motorama Toyota, Isuzu UTE Australia and Free-2-Travel, for helping to make the Art Union possible.

## Community Fundraising

In 2012/2013, more than 120 individuals or groups held their own fundraising event, as part of our Community Fundraising Program. Events were varied and included a skateboarding competition, fashion parade and school popcorn sale. We greatly appreciate the support, time and dedication of these fundraisers.



## WORLD FOR PETS

### *RSPCA World for Pets stores achieved 20% growth*

World for Pets Retail Operations made a number of key achievements in 2012/2013 that are now allowing us to provide better customer service and increase sales.

#### World for Pets Retail

The World for Pets stores experienced 20% growth during a difficult retail trading environment. World for Pets staff have been trained in the new pet food ranges now offered to customers. The improved food selection and excellent assistance offered by our team will better service our customers.

#### World for Pets Online

In 2012/2013, the World for Pets Online store launched an updated website that links to our new inventory management system. This will improve service to our

customers by allowing them to see how much of each item we have in stock before they make a purchase. The improved online store helps us achieve our aim to offer our supporters outstanding customer service with a fantastic range of pet products.

#### Warehouse

Warehouse Operations, which manages the inventory of all the re-saleable goods on a statewide basis, has transitioned to a new inventory management system that has allowed us to improve our back-of-office stock visibility and efficiency. We are now positioned to grow our offering and provide better support to RSPCA Qld and all creatures great and small.

#### Future Plans

We plan to introduce a number of key strategies over the next 12 months to increase sales. World for Pets is implementing a Loyalty Club through which members will build reward points from any purchase at any of our stores or Animal Care Centres across the state. The Loyalty Club will also enable us to better understand and service our devoted supporters.

## OP SHOPS

### *Two new RSPCA Op Shops opened, bringing our total to 14*

This year saw an expansion of RSPCA Op Shops across South East Queensland, in response to the generosity of supporters who donate clothing, furniture, collectables and the unusual. Second-hand treasures for bargain hunters mean second chances for animals, as 100% of the profits stays with the RSPCA to fund our services.

We now have 14 Op Shops, following the opening of two new shops in Maryborough and Kedron. We also relocated our Sherwood shop to a new high-profile corner location, and established a warehouse and sorting centre in Kedron on Brisbane's north side, which will improve the efficiency of supply to all shops. Each of these initiatives is being

well supported by the community and proving vital to the RSPCA being able to raise more funds, which are so desperately needed.

On the Gold Coast, the five Op Shops operated by the Gold Coast & Hinterland Branch of the RSPCA continue to perform well. In particular, the Tamborine Op Shop saw a 40% increase in sales over the previous year. All funds raised on the Gold Coast support the local Animal Ambulance Service and the regional Inspectorate.

The one set-back this year was in Gympie, where the shop was twice hit by floodwaters. The stock and fittings were destroyed and the shop was forced to close for several months. The determination of the local volunteer team has them back on their feet again, but it has taken its toll.

Op Shops rely almost entirely on volunteers and we are so grateful for the time, commitment and passion they bring to these shops in the local communities.



# Thanking our Supporters

*We thank the Queensland community who make our work possible. In particular, we wish to acknowledge the following supporters.*

## Sponsors

Hill's Pet Nutrition  
Isuzu UTE Australia  
RBS Morgans Foundation  
Zoo Studio  
Bendigo Bank

## Partners

Petbarn  
Greenbank RSL  
Engine  
Greencross Vets  
David Wheldon Solicitors  
Brand and Slater Architects  
Teviot Downs  
QRI  
BLEATS (Brisbane Lawyers Educating and Advocating for Tougher Sentences)

## Brisbane Adoption Centre Enclosure Supporters

Skin Centre  
St Aidan's  
Good Guys (Oxley and Booval)  
Westpac  
Hatch Associates  
Logan City Council  
Eureka Street Furniture

## Community Venture Partnerships

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

## Veterinary Friends of the RSPCA

Animal Allergy and Dermatology Service  
Australian Wildlife Hospital - Australia Zoo Wildlife Warriors  
Community Wildlife Hospital- Currumbin Wildlife Hospital  
Brisbane Veterinary Specialist Centre  
JUDHAR Clinics  
Sue Gibbons  
Veterinary Specialist Services Underwood

## Media Support

4BC  
4BH  
97.3 FM  
NOVA  
River 94.9  
WIN  
ABC  
Channel 7  
Channel 9  
Network 10  
News Queensland  
Quest Community Newspapers  
The Courier-Mail  
The Queensland Times  
The Satellite  
City News  
The Ipswich Advertiser

## RSPCA Branches

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

## Friends of the RSPCA Groups

Airlie Beach  
Cairns  
Emerald  
Gladstone  
Kingaroy  
Mackay  
Toowoomba  
Townsville

## OUR SPONSORS



 RBS Morgans Foundation



## RSPCA QLD HEAD OFFICE

### STREET ADDRESS

139 Wacol Station Road  
Wacol QLD 4076

### POSTAL ADDRESS

Locked Bag 3000  
Sumner Park BC QLD 4074

### GENERAL ENQUIRIES

P 07 3426 9999  
F 07 3258 5610  
E [admin@rspcaql.org.au](mailto:admin@rspcaql.org.au)

## GENERAL CONTACTS

Cruelty & Ambulance  
Donations  
Lost & Found / Pet D Tect  
Family Dog Training

1300 ANIMAL (1300 852 188)  
1300 RSPCA1 (1300 777 221)  
1300 363 736  
07 3426 9954

## ANIMAL CARE CENTRES

### BRISBANE

139 Wacol Station Road  
Wacol QLD 4076  
Locked Bag 3000  
Sumner Park BC QLD 4074  
P 07 3426 9999  
F 07 3258 5610  
E [admin@rspcaql.org.au](mailto:admin@rspcaql.org.au)

### BUNDABERG

Doblo Street  
PO Box 5322  
West Bundaberg QLD 4670  
P 07 4155 1736  
F 07 4155 1749  
E [ktaylor@rspcaql.org.au](mailto:ktaylor@rspcaql.org.au)

### CAIRNS

Cnr Arnold & Greenbank Streets  
PO Box 91  
Stratford QLD 4870  
P 07 4055 1487  
F 07 4055 2344  
E [mcolligan@rspcaql.org.au](mailto:mcolligan@rspcaql.org.au)

### DAKABIN

Goodwin Road  
Dakabin QLD 4503  
P 07 3480 6450  
F 07 3886 1914  
E [swatt@rspcaql.org.au](mailto:swatt@rspcaql.org.au)

### GYMPIE

Laurenceson Road  
Gympie QLD 4570  
P 07 5482 9407  
F 07 5482 4293  
E [vrichardson@rspcaql.org.au](mailto:vrichardson@rspcaql.org.au)

### KINGARROY

Warren Truss Drive  
PO Box 628  
Kingaroy QLD 4610  
P 07 4162 5501  
F 07 4162 7468  
E [scharles@rspcaql.org.au](mailto:scharles@rspcaql.org.au)

### NOOSA

Hollett Road  
Noosaville QLD 4666  
PO Box 1040  
Tewantin QLD 4565  
P 07 5449 1371  
F 07 5449 1769  
E [ncleary@rspcaql.org.au](mailto:ncleary@rspcaql.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@rspcaql.org.au](mailto:cwalker@rspcaql.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 [sroberts@rspcaql.org.au](mailto:sroberts@rspcaql.org.au)

## ANIMAL ADOPTION CENTRES

Booval (Petbarn) 07 3181 3264  
Cairns (Petbarn) 07 3181 3267  
Caloundra (Petbarn) 07 3181 3203  
Gladstone (RSPCA Adoption Centre) 0439 709 369  
Gold Coast (RSPCA Adoption Centre) 07 5575 6146  
Kenmore (Petbarn) 07 3378 0766  
Logan (Petbarn) 07 3181 3207  
Morayfield (Petbarn) 07 5433 1047  
Rockhampton (RSPCA Pet Shop) 07 4921 3339  
Springwood (RSPCA World for Pets) 07 3340 6500  
Windsor (Petbarn) 07 3857 6222  
Wynnum (Petbarn) 07 3181 3205

## WORLD FOR PETS

### ONLINE STORE

Online enquiries [worldforpets.com.au](http://worldforpets.com.au)  
1300 787 743

### WACOL

RSPCA Qld Animal Care Campus, 139 Wacol Station Road 07 3258 5610

### SPRINGWOOD

Springwood Centre, Cnr Lexington & Logan Roads 07 3340 6500

### GOLD COAST (RSPCA Adoption Centre)

2172 Gold Coast Highway, Miami 07 5575 6146

### ROCKHAMPTON (RSPCA Pet Shop)

58 William Street, Rockhampton 07 4921 3339

## OP SHOPS

### SORTING CENTRE (KEDRON)

45 Kate Street  
P 07 3359 5925

### BUNDABERG

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

### KEDRON

18 Edinburgh Castle Road  
P 07 3350 4455

### MARYBOROUGH

121 Richmond Street  
P 07 4121 2220

### 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

Cnr Merthyr & Lamington Streets  
P 07 3254 2309

### NORTH TAMBORINE

40 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 3426 9999  
Bundaberg 07 4151 6955  
Gold Coast & Hinterland 07 5586 2500  
Gympie 07 5482 3766  
Noosa - Sunshine Coast 0407 697 222  
Rockhampton 07 4928 6245

### FRIENDS OF THE RSPCA

Airlie Beach 0427 176 966  
Emerald 07 4980 0820  
Gladstone 0439 709 369  
Kingaroy 07 4162 5501  
Mackay 07 4954 8171  
Toowoomba 0429 003 126