



# Annual Report 2011-12

# President's Foreword

Lynne Bradshaw, RSPCA National and State President



This last financial year has been one of change for the RSPCA in Western Australia and nationally.

In February, we welcomed our new Chief Executive Officer, David van Ooran, and we have already seen David take up the challenge of leading the operational team to new heights.

The Board and Executive Management of RSPCA WA spent three months developing a new five-year Strategic Plan and its primary focus is to give clear direction on the operating objectives of the organisation. A main focus of the Strategic Plan is on collaboration and partnerships for animal welfare. This is about the RSPCA actively working with government, industry and stakeholder groups to ensure that animal welfare is front of mind and treated as a priority for everyone who engages with animals.

Over the last 12 months, the Board has seen a paradigm shift that allows the organisation to increase its depth and reach in line with the increasing demand for its services. The Plan was introduced in November 2011, providing staff and volunteers with the framework to fulfil its key objective as the leading body in animal welfare.

## Live Exports

The live exports campaign has brought together numerous people from many different areas of society in the name of animal welfare.

The Board and Management have been working on a localised campaign to combat the major, bigger picture issues in a bid to halt the live export trade in favour of a transition to a frozen and chilled meat trade.

The RSPCA, along with other welfare organisations, will continue to monitor the live export system to make sure welfare standards are adhered to.

RSPCA WA will continue to lead the charge in sending the message to government, industry bodies and stakeholders that farmers and their families should not have to suffer due to issues that need to be addressed at a government level.

I, and my fellow Board members, agree that the live export trade has proven to be unpredictable and risky, with no long-term guarantees for farmers and their animals.

The tide of public opinion has turned against the live export trade, and the RSPCA believes the time for talk is over, and this is truly the beginning of the end for this cruel trade.

## Partnerships

Together with the CEO, I have been busy liaising with senior government representatives and industry bodies to make sure animal welfare is a priority when it comes to drafting legislation and decision making.

The Partnership for Animal Welfare, involving government, industry and welfare groups, has been a big turning point for us in Western Australia and is seeing more animal welfare issues discussed in Parliament.

The fact that we have been able to bring together farmers, politicians, industry and stakeholder groups is a major achievement, not only for RSPCA WA, but also for primary producers. Where the RSPCA was once mistrusted and even feared, we now have open lines of communication.

I can speak on behalf of RSPCA WA's Board Members when I say we were thrilled to hear the government was involving animal welfare groups, such as the RSPCA, in some bigger picture decision making.

## Campaigns

The Cat Control Legislation, which comes into full effect next year, is a step in the right direction in promoting responsible cat ownership, and RSPCA WA was pleased to see Minister Castrilli adopt nearly all of our recommendations. RSPCA WA is also actively involved in the Cat Act Implementation Committee.

# About RSPCA WA

Some other successful campaigns from the RSPCA in the past year have included a layer hen campaign in which the RSPCA is working to convert the third of Australians still buying caged eggs. This campaign rides on the back of the RSPCA's successful Approved Farming Scheme.

We are encouraged, as a society, to see more farmers wanting to join the scheme every day, and the major supermarket giants promoting more welfare-friendly foods, buoyed by an enthusiastic public who are demanding more free range and RSPCA approved products on their tables.

I believe that 2013 will see further improvements in Western Australia and in the broader Australian community, not only for domestic pets, but for agricultural animals and wildlife.

## Your support

I would personally like to take this opportunity to thank my co-directors on the Board of RSPCA WA for their continued support and dedication to the cause, being unsung heroes and frequently having to make some very difficult decisions. In particular, thank you to Dr Tim Mather, who retired from the Board this year after several years of tireless service.

On behalf of our members and the Western Australian community, I would like to thank our dedicated staff and our volunteers who work tirelessly for animal welfare in our state.

It is testament to the efforts of everyone, from those who donate to us through to the school groups who regularly visit our shelter in Malaga, that the RSPCA continues to grow from strength to strength in leading the fight against animal cruelty and neglect.

On a personal note, it is pleasing to see that in our 120<sup>th</sup> year as a society, we are seeing some very positive, long-lasting results in ensuring animal welfare matters to the wider community.

For all creatures great and small,

**Lynne Bradshaw**

RSPCA National and State President

RSPCA WA Annual Report 2011-12

The Royal Society for the Prevention of Cruelty to Animals Western Australia Incorporated (RSPCA WA) is the state's oldest, largest and leading animal welfare charity, dedicated to improving the lives of all domestic and farmed animals throughout the state.

RSPCA WA is the only animal welfare organisation with powers of prosecution under the *Animal Welfare Act 2002*.

## Mission:

To improve the Welfare of Animals through leadership, collaboration with stakeholders, and the provision of quality services.

## Vision:

All animals, great and small, are accepted as sentient beings treated with dignity, compassion and respect, and are:

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

**RSPCA** 

for all creatures **great & small**



# CEO's Report

David van Ooran



Firstly, I would like to acknowledge the great work of the previous CEO over many years, Mr Steve Vanstan.

Today, we find ourselves in a strong position to further build on his legacy. I would also like to acknowledge the great work of Betty Cottrell, our Executive Manager

Community Engagement, who acted in the CEO role for a challenging six-month period.

2011-12 has seen many changes for RSPCA WA, including new strategic directions and an enhanced organisational capacity and approach. The staffing and financial structure has been reviewed, and a new Operational Plan developed which is helping sharpen focus and ensuring every dollar we receive goes towards our mission of improving animal welfare in Western Australia.

The implementation of the RSPCA WA Strategic Plan 2011-16 has set some solid goals in terms of where the Society wants to head in the next five years, and we are already starting to see some of the initiatives within the plan take hold.

Some of the changes to structure include an Animal Welfare Policy Manager position, appointment of additional veterinary clinic staff, and a new Senior Regional Inspector role and a General Inspector role (based in Kalgoorlie) to improve our rural and remote work. This takes our quota of Inspectors up to 13—important for monitoring an area comprising one third of the country.

Another vital area in which RSPCA WA has expanded its operations includes the appointment of an Auxiliary Coordinator to support the growing number of volunteers involved in fundraising, rehoming animals and community education right across the state.

Upgrades to RSPCA kennels and the cattery commenced, and I would like to thank the Community Engagement team for helping to secure funding for the overdue upgrade of our facilities. There are future plans to upgrade RSPCA WA's Malaga site even further.

From a personal point of view, it is an exciting time to be involved in animal welfare, with many changes afoot both locally and nationally. The RSPCA is determined to continue to fight for the

welfare of Australian animals shipped abroad both in terms of transportation conditions and their welfare when they reach the other end.

I am excited about the implementation of the Cat Control Legislation, which comes into effect early next year. RSPCA WA's persistence in pursuing successive governments to act on cat welfare issues in this state is finally coming to fruition.

The fundraising, events, public relations and society stores staff have been working hard to get RSPCA's core messages out to the community while raising badly-needed funds and organising successful events like Cupcake Day and Happy Tails Day.

The 2012 Million Paws Walk was a very successful event with many of those attending declaring it the best so far. Personally, I was delighted with how the event transpired—even the weather Gods shone on us to make it one of the best attended events in years.

I'd also like to thank all of our corporate sponsors and partners who are listed opposite.

The first year in a new partnership with the Department of Agriculture and Food WA (DAFWA) saw some strong relationships formed, and the State Government grant of \$500,000 was a welcome boost, particularly to our Inspectorate and Education work.

The Animal Operations area continued to do well under extraordinary pressure. Abused, sick and injured animals continued to flood our shelter and veterinary clinic through prosecution cases and surrenders. This shows that we have to ramp up our efforts and look at even more innovative ways to engage the public about cruelty prevention and responsible pet ownership.

I must say that the support of the RSPCA WA Board has been terrific. Their generosity and diversity in skills and knowledge is incredibly beneficial to the organisation and to my work in managing the organisation.

I would like to thank everyone who has volunteered their time, money and effort into helping the RSPCA fight against animal cruelty and neglect. This support plays a critical role in helping RSPCA WA move into a new era where animal welfare is a social priority.

For all creatures great and small,

**David van Ooran**

RSPCA WA Chief Executive Officer

# Board & Sponsors

## RSPCA WA Board 2011-12



### President

Lynne Bradshaw

### Vice President

Ian Cowie

### Treasurer

Andre Brender-A-Brandis

### Directors

Dr Alan Croxford

Megan Dare

Jeanette De Landgraft

Greg Italiano (Appointed Member, WA Police)

Brad Jolly (Appointed Member, Dept Local Govt)

Michelle Mackenzie

Dr Tim Mather (retired)

Heidi Shields

Don Thomson

## RSPCA WA thanks all of our sponsors for their support throughout 2011-12

RSPCA WA could not do our work without the support of a range of sponsors and partners—we would like to take this opportunity to thank them.

In 2011-12, our major sponsors were Hills Science Diet, Network Ten, Houndstooth Studios, DVG Automotive Group, The West Australian, JetPets, Skywest and Hyundai.

Kennel Sponsors included Vorian, Celtic Scaffolding, Shellian Hydraulic Services, Trident Australasia and Butler Interiors.

We are also grateful to 6PR, 96FM, Bunnings, City Farmers Dogwash, City of South Perth, Coles, Cookies and More, FMC Technologies, Fremantle Dockers, Kool Kreative, Motomara Communications, Multi-Direct, Pets Megastore, Picton Press, Police and Nurses Mutual Banking, Town of Victoria Park, VetWest, Woolworths, and the numerous organisations who helped us with discounts and donations.

We also acknowledge our pro bono legal partners, Coors Chambers Westgarth, Jackson McDonald, Karp Steadman Ross-Adjie, King & Wood Mallesons, Minter Ellison, Murfett Legal, Paxman and Paxman, and SRB Legal.



# Animal Operations

We have had a very busy year in the Shelter. Two major ongoing seizures which resulted in long-term housing and care of numerous dogs, have had us at almost full capacity for the year.

## Shelter

The Shelter's dedicated staff and volunteers cared for thousands of lost, abused, neglected and unwanted animals over the year.

These animals end up at the Shelter after being surrendered by owners, or after being seized or rescued by our Inspectors or local council rangers.

## Dog Training

Dog and puppy training continued to grow in 2011-12, with 35 classes being held each week at 13 different venues.

Classes include:

- puppy preschool
- level 1
- level 2.

## Behaviour Assessment and Modification

Our behavioural staff continued to assess every dog that was surrendered to RSPCA WA using the new behaviour assessment program developed by the Animal Rescue League of Boston's Director for Behaviour and Training.

The team gives each dog a colour code (green, orange, blue or grey) which the adoption team uses to ensure a correct match of the dog with prospective owners. Our cats are also colour coded to ensure we get the best match.

## Quick Facts

RSPCA WA uses approximately 4 kg of cat food and 45 kg of dog food a day.

That's 1095 kg of cat food and 16425 kg dog food a year!

Fortunately, all this food is generously donated by Hills Science Diet.

## Adoption and Foster Care

During 2011-12, 566 dogs and nine cats were successfully reunited with their owners, and we also rehomed 1,037 animals through our Adopt-a-Pet service.

Our amazing and dedicated foster care volunteers 'mothered' numerous kittens and several puppies over the year. One particularly special carer, June Bartlett, reached an amazing total of fostering 177 kittens, and is still ready to foster more in the coming 'kitten season'.

## Retail Shop

The Shelter Shop stocks a comprehensive range of dog and cat care products, pet food and treats, beds, behaviour enrichment toys, cat litter, and flea products.

The main supplier of food is Hills Science Diet, who are a National Sponsor of the RSPCA, and donate all the cat and dog food for our Shelter and foster carers.

The shop is also responsible for handling adoptions, and pound services for three local councils, Bassendean, Belmont and Joondalup.

## Veterinary Clinic

The veterinary clinic continued to provide the very best medical attention to all animals in our care.

In 2011-12, they successfully treated a wide range of animals, including companion animals and livestock.

In the past 12 months, the veterinary staff de-sexed 318 dogs and 276 cats, and several rabbits.

Over the past two years we have been using Aims Surgical Services for more complicated orthopaedic surgeries in our vet clinic. This minimises the need to transport animals to other specialists for surgery, reducing the stress on the animals.

Surgeries performed included numerous medial patellar (knee) surgeries, as well as a nephrectomy and septic peritonitis. All animals recovered uneventfully from their surgery and have been successfully rehomed.





# Animal Operations



456 dogs adopted



and 446 cats



plus 54 birds  
(including budgies and weiros)



27 rabbits,



18 sheep,



13 guinea pigs,



12 chickens,



3 rats,



3 goats,



2 horses,



2 ducks,



and 1 pig.



# Shelter Tales

## Captain

Captain was brought into the Shelter by the Inspectors. He was underweight, had overgrown feet, and deep infected wounds to his wither which were affecting the bones in his spine. The wounds were thought to have been caused by a very ill-fitting saddle.

Captain underwent several months of intensive treatment to treat the deep infection. He also had considerable dental work as he was suffering ulceration to his mouth caused by extremely sharp teeth. Regular hoof trimming also brought Captain's feet back into shape.

With good feeding and treatment, Captain began to thrive and developed a very cheeky nature. He quickly became a favourite with the shelter and veterinary team. Captain has never regained the muscle he lost as a result of the infection and can no longer be ridden, however he is more than happy to lead a life of luxury as a companion horse.

Unfortunately, he has not yet found that perfect paddock, but everyone at the Shelter is working to find him a forever home.





## Mercy

Mercy was an abandoned eight-week-old terrier cross puppy when she arrived at the Shelter. Lethargic and very distressed when she came in, Mercy was having great difficulty breathing. Her gums were pale, she was cold, covered in fleas and could barely move.

We gave medication to calm her, and warmed her up. After our vets checked her thoroughly, it was confirmed she had non-cardiogenic pulmonary oedema—Mercy's tiny lungs were filled with fluid—and there was a high chance she could die overnight.

The next day, however, found a new puppy! Mercy was bright and alert, had pink gums and was breathing well. She even started to play and vocalise. And she had rediscovered her appetite.

The veterinary team kept a close eye on Mercy over the next few days, worming her and treated her for fleas. After 6 days, final x-rays showed that her lungs were looking normal and she was given the all-clear. She was vaccinated and desexed, recovering wonderfully quickly from her surgery.

We'll never know how she got into this state, but possibilities include near-drowning, electric shock or some sort of upper airway obstruction.

She was put up for adoption the next day, and immediately found a loving, 'fur-ever' home.



## Andre

Andre came to the RSPCA as an injured stray. He had a dislocated wrist joint with an open wound that was not healing, as well as no feeling in his paw.

Andre was immediately provided pain relief and antibiotics, and our vets cleaned and bandaged his wound. X-rays showed extensive damage to his leg and the best decision for this little guy

was to amputate his leg. As a stray, we were required to hold Andre for 72 hours in the hope his owner would come forward. As no one did claim this stoic little kitten, we proceeded with the amputation.

Andre recovered from his surgery very well, and started to move better with three legs than he had with four.

He spent a week in the vet clinic recovering, entertaining the staff with his affectionate yet cheeky personality.

As soon as he came up for adoption, Andre stole the hearts of a lovely couple that came into the cattery looking for a new addition to their household. He is now living the high life with his new family.



# Shelter tales

## Halo



Halo, a two-year-old Ragdoll cat, is lucky to be alive thanks to the quick thinking and life-saving surgery of RSPCA WA's veterinary team. The pregnant cat was rushed to the Malaga Shelter on a Friday in September with severe birthing difficulties. She had lost an enormous

amount of blood, and had a rapid heart rate and low body temperature.

It quickly became apparent to the Chief Vet that Halo would need a blood transfusion to save her life.

Once a blood match was found, the vet team proceeded with the transfusion, but had to be careful that no clots formed and there were no signs of anaphylaxis.

Once Halo's condition was stabilised, the team performed a Caesarean and delivered five kittens. Unfortunately, despite the team's best efforts to revive them, the kittens didn't make it.

Halo, made a quick recovery from surgery and has since happily been rehomed.



## Quick Facts

Our Animal Care Centre volunteers wash over 120 towels every day. That's 1095 loads of washing and 43,800 clean towels every year!



## The State

Western Australia is Australia's biggest state and the 'largest Police jurisdiction in the world'.

RSPCA WA's Inspectorate team covers a third of Australia's land area, with a population of approximately two million people, most of whom (1.5 million) live in and around the Perth area.

Other population centres are Albany and Bunbury in the southwest, and Broome, Geraldton, Kalgoorlie and Karratha north of Perth.

The state presents a variety of animal welfare conditions—temperate areas in the south, and hot and dry conditions in the north. Bushfires are a major problem in the summer, and have had a significant impact in metropolitan and regional areas over the last two fire seasons. Most recently, the Margaret River fires and the Kelmscott/Roleystone fires involved significant loss of property, and disruption to people and animals.

## The Team

During 2011-12, the Inspectorate team underwent considerable change in staff turnover and operations. Most of the Inspectors are new, some coming from other areas within RSPCA WA.

The management of the team has also changed with the addition of a Senior Inspector role, looking after day-to-day operational matters, training, equipment and team mentoring.

This three tiered system is in line with other interstate RSPCA Inspectorates.

- Chief Inspector
- Senior Inspectors (2)
  - metropolitan
  - regional
- Prosecuting Inspector
- Metropolitan Inspectors (7)
- Regional Inspectors (4)
  - Albany
  - Kalgoorlie
  - Bunbury
  - Geraldton

## Legislation

The RSPCA WA Inspectorate operates under the *Animal Welfare Act 2002*, currently administered by the Department of Agriculture and Food WA (DAFWA).

In 2011-12, RSPCA WA worked closely with DAFWA on legislative review, including a review of the *Animal Welfare Act 2002*, the first during its ten years of operation.

The Inspectorate was involved, in consultation with the Department of Local Government and DAFWA, regarding legislative change and improvement. RSPCA WA are members of the 'Implementation Group' working on the introduction of the *Cat Act 2011*.

The Inspectorate team has worked closely alongside DAFWA's Livestock Compliance Unit on matters such as aggregation points, sale yards, and the live export operation from Fremantle Port.

### *Animal Welfare Act 2002* anomalies:

- Fish are not considered to be animals.
- There is no offence against the unnecessary killing of an animal.
- Sections 59 and 60 relating to warrants, are inherently flawed, which has been demonstrated in recent court cases.
- Direction notices have lost credibility due to there being no current provision to 'infringe' in the event of non-compliance. DAFWA are working on a solution to this.

### *Animal Welfare Act 2002* positives:

Section 19 of the Act, covering cruelty offences, is comprehensive and has some 'catch all' sections such as 'in any other way ill treats'. This has proven very useful where a charge of 'failure to provide proper and sufficient food and water' has been otherwise difficult to prove.

The Act generally gives good powers of entry and seizure, and provides a variety of 'tools' in the Inspectors' inventory.

# Inspectors

## Inspectorate Operational Plan

The Inspectorate's 2011-12 Operational Plan included a key objective of educating the public on the care of their animals. This type of work accounts for the large majority of Inspectorate cases, with Inspectors aiming to work with animal owners towards improved animal welfare outcomes—prevention rather than prosecution.

Sometimes this educational approach does not work, and there is no option but to seize animals and prosecute owners. Prosecutions occur in cases where the offender is a 'recidivist',

the circumstances or offences are blatant and involve serious cruelty, or where the investigating Inspector recommends prosecution as the appropriate option.

Throughout 2011-12, the Inspectorate team aimed to increase the number and quality of prosecution submissions via increased training opportunities and better collaboration within the team. In this context, the team secured significant Pro-bono support from a strong group of supportive law firms, largely due to the efforts of our Prosecuting Inspector.

## Inspectors on the Farm

Following a complaint about a cow in visibly poor health, Inspectors visited the property of a Katanning farmer already known to the RSPCA as a recidivist offender.

The cow was so unwell she had to be put down, with a post-mortem revealing she had been starved. The other 250 cattle were found to be in poor condition. The farmer was provided veterinary advice and directed to provide proper food.

The prosecution was successfully concluded in December 2011, with the farmer fined \$15,000 and ordered to pay \$18,000 costs. He also received a three year ban from owning livestock without RSPCA approval and supervision.

The RSPCA has continued to conduct routine inspections of his property and livestock. The farmer is now abiding by his court order and, in a recent visit, our Inspectors found he had only 70 head of cattle, all in excellent condition!



## Inspector Nat and the Chickens

Concerned neighbours in Victoria Park called our Inspectorate after watching a child playing roughly with chickens in his backyard.

Inspectors found that the family were keeping the chickens in a backyard with no shelter, and insufficient food and water.

The chickens' legs were tied up so they couldn't fly, and two had injured legs.

The owners were not prosecuted as their actions were based on a lack of understanding of animal welfare rather than malicious cruelty.

They immediately surrendered the chickens, which were treated by our vets.

The birds have since found a happy home.





# Inspectors



22,000 calls received



191 animal rescues



1,208 cruelty investigations



23 routine inspections



7 prosecutions instigated



14 prosecutions concluded

# Prosecution Reports

Court	Charge details	Outcome
Katanning	Farmer from Kojonup failed to provide sufficient food for 250 cattle	\$15,000 fine \$23,957 costs 3 years prohibition on owning livestock without RSPCA supervision
Armadale	Woman failed to take reasonable steps in relation to a dog suffering from a skin condition	\$2,500 fine \$2,000 costs 2 years prohibition from being in charge of a domestic animal
Armadale	Man used prescribed inhumane device (steel jaw trap) on a cat	\$5,000 fine \$1,165 costs
Perth	Man failed to take reasonable steps in relation to a calf suffering from pink eye	12 month intensive supervision order
Perth	Man charged with breaching a court prohibition order from being in charge of cattle	\$16,057 costs 6 months prison sentence suspended for 6 months
Joondalup	Man failed to take reasonable steps in relation to a dog that could not move and was covered in sores and infested with maggots—son of woman earlier fined \$10,000 in relation to same matter	\$3,000 fine \$74.70 costs Spent conviction
Katanning	Farmer charged with breaching a court prohibition order from being in charge of cattle	\$1,500 fine \$76.45 costs Conditional release order
Armadale	Couple failed to take reasonable steps in relation to a cat with eye and skin infections	\$2,500 fine (each) \$841.30 costs (each)
Perth	Man charged with recklessly poisoning a dog	\$76.45 costs 40 hours community service 12 months Community Based Order
Perth	Man failed to take reasonable steps in relation to a cat suffering from cancer	\$2,000 fine \$917.95 cost
Mandurah	Man failed to take reasonable steps in relation to a cat suffering from cancer	\$2,000 fine \$1,072.65 costs 5 years prohibition from being in charge of a cat or cats
Fremantle	Man charged with ill-treating a dog by throwing it into a vehicle	\$2,000 fine \$78.80 costs Conviction recorded
Merredin	Mother and daughter charged with cruelty by failing to take reasonable steps in relation to, or ill-treating, 50 dogs	Each found guilty but yet to be sentenced. Dogs forfeited to RSPCA.





Photo: Alex Cearns

# Engaging Western Australians

Our role in the community is wide and varied, and is the foundation of all that we do.

Our commitment to the education of the broader community in best practice animal welfare is reflected in the introduction of a more comprehensive education program, strongly supported by communication and media campaigns.

Through community events, we engage the people of Western Australia and keep them abreast of the numerous animal welfare issues that RSPCA WA is working to improve. Community support of these events and other fundraising activities provide the necessary funds to allow the organisation to continue its fight against animal cruelty.

## Fundraising through

### Direct Marketing

The direct marketing department is responsible for creating and delivering RSPCA WA's six annual appeals, including the very popular and successful Guardian Angel Christmas appeal.

The appeals generally focus on a case of animal cruelty and include photos of the injured animals, their rescue and recovery programs, and hopefully, a happy ending when we find the animals new and loving homes.

One major initiative introduced this year was the instigation of regular, personal contact by Senior Management and the CEO to show our appreciation of our wonderful supporters, many of whom have been delighted to receive this personalised service, and to find out how their donations are providing the best outcomes for animals.



### Lottery

RSPCA WA receives valuable, regular support through the lottery program from many generous animal lovers in Western Australia. The income from this initiative contributes to the sizable costs that RSPCA WA has to find every year to support the animals in need of our care. The generosity of these supporters is overwhelming and continually growing. Each player in the lottery has the opportunity to win between \$500 and \$5000 as first prize, with 10 supporters each winning \$50 per draw.

### Society Stores

Our four Society Stores in Bibra Lake, Mirrabooka, Palmyra and Port Kennedy are run by nine staff and 52 volunteers, and raise valuable funds which assist RSPCA WA's work across the state.

The Society Stores offer customers a variety of goods that have been donated to us. These items are sorted and presented for sale at exceptional prices.

## Fundraising through

### Cupcake Day

Once again, the Western Australian community showed its enthusiastic support for Cupcake Day for RSPCA on and around 15 August 2011.

Workplaces, loyal supporters, schools, social clubs, community groups, families and individuals baked, bought and munched their way through thousands of cupcakes, enjoying the day while raising funds to support our animal welfare work.





# Connecting through community events

## Happy Tails Day

Happy Tails Day is a national celebration of the animals that improve the quality of our lives.

On 7 October 2011, over 40 volunteers, some with their trusty four-legged friends, hit the Murray Street Mall and city centre to mingle with the community, as well as to provide information about us, and to collect money to support the work of the RSPCA.

The generosity of the public gave us the opportunity to provide more comfortable care for animals waiting the results of prosecution cases.

## Open Day and Fete

Our Open Day and Fete is RSPCA WA's annual fundraising event held at our Malaga site every November.

The event aims to raise a greater awareness of animal welfare throughout the state and provides a sneak 'behind-the-scenes' peak of our work at RSPCA WA.

The event attracted over 5,000 people and raised valuable funds to assist in the upgrade of our cattery.

## Million Paws Walk

On 15 May 2012, over 10,000 people attended our Million Paws Walk at 13 sites across the state, including the metropolitan walk at Sir James Mitchell Park.

Our loyal supporters came with their furry friends and helped us to raise much needed funds.

This year saw the introduction of a regional walk in Kalgoorlie-Boulder, and we were delighted that the towns of Albany, Busselton, Broome, Brunswick Junction, Denmark, Dongara, Esperance, Geraldton, Goomalling, Margaret River and Wandering all took part in this great community event.



# Community Education

Community Education is a priority of RSPCA WA. As such the Unit was restructured in 2011-2012 which resulted in substantial changes in roles, a review of the Unit's programs and an increase in staff to meet the Unit's enhanced objectives.

The Community Education Unit aims to provide balanced, informational and interesting content through evidence-based education programs for the Western Australian community.

Our primary focus is on raising community awareness of animal welfare issues, and current national and state campaigns.

We also aim to highlight the differences between animal welfare and animal rights, and broaden the community's awareness of what we do.

## Education Programs

To support these aims, we have redeveloped existing primary school programs, expanded upper school curriculum areas, and introduced community-based learning programs.

Currently, the Unit's programs include:

- national and state campaigns
- involvement in RSPCA fundraising and community events

- school programs at all levels, including further education
- school holiday programs
- community programs (under development).

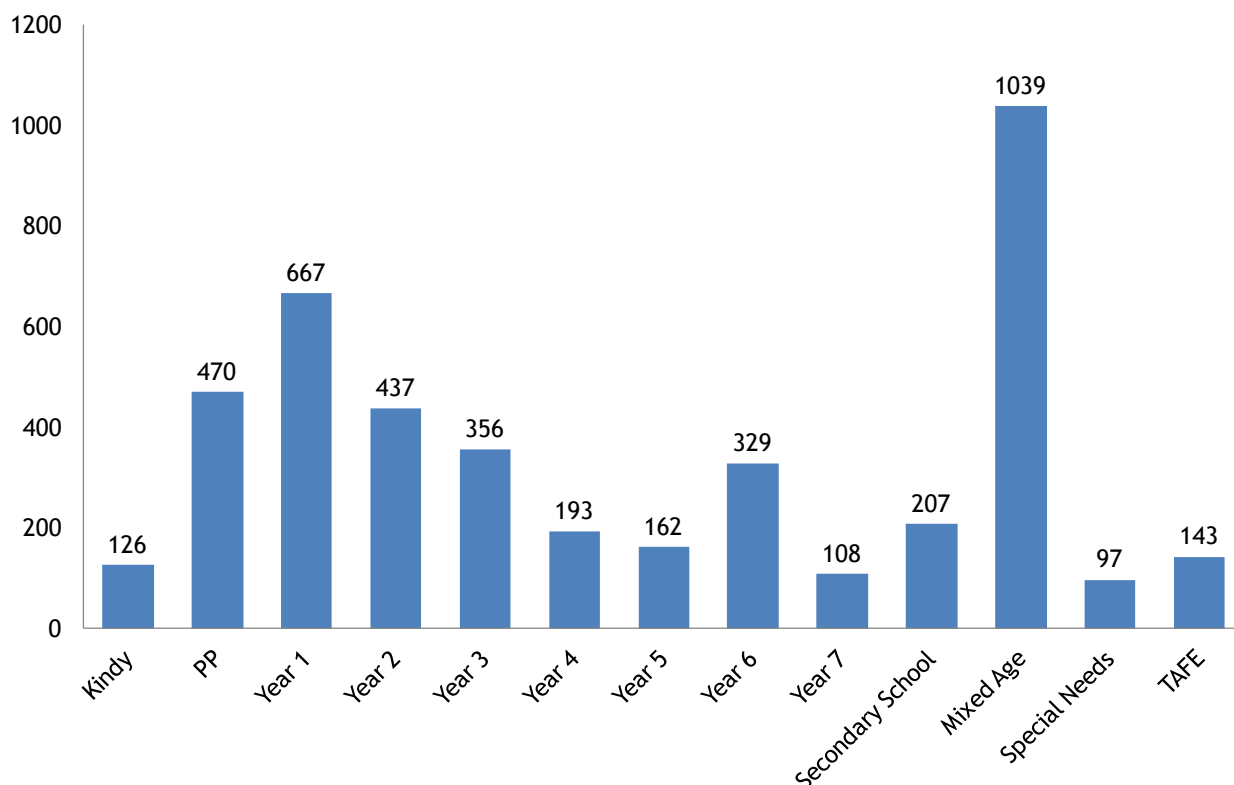
## School Programs

Schools are our current primary audience, with 85 per cent of bookings involving primary schools, largely as a result of the specific inclusion of 'Animals and their Care' in the Year 1 curriculum.

Work to support school programs includes:

- designing an education services booklet for schools to promote awareness of RSPCA WA's educational programs
- creating a teachers' resource booklet to assist in animal welfare promotion and awareness of the operations of the RSPCA
- a restructured 'Working with Animals' program
- a new program, 'All about Animals', introduced in conjunction with the Department of Children's Services
- increased regional attendance, with staff visiting schools at Carnarvon, Geraldton and Kalbarri in the north, and Albany,

## Student participation numbers in Education programs 2011-12





# Community Education

Bunbury, Busselton and Mandurah in the south, as well as Dowerin and Northam in the Wheatbelt.

While schools continued to be our primary audience, we actively explore opportunities to increase community engagement.

## School Holiday Programs

Each school holiday period, RSPCA WA offers fun, educational activities for children aged between four and 17. New sessions are introduced each holiday period, and greater emphasis has been placed upon providing authentic learning experiences. All sessions involve animal interaction, and practical animal care and welfare advice.

In the latter half of this financial year, the school holiday program was expanded to better utilise our physical and human resources. We also have collaborative arrangements with Perth Zoo and Landsdale Farm to expand program options.

During the year, we ran 59 programs over four holiday periods for 841 participants. We also held 15 community group sessions during the holidays.

## Community Education

Education services underwent a focus change to expand the target market to include community based organisations and to offer programs to suit, reflected by the change in title from Education to Community Education.

The Unit has analysed the different approaches by other RSPCA Education teams to create an appropriate 'fit for purpose' in Western Australia. To obtain a more community-focused approach, the Unit has identified areas and groups where RSPCA WA might offer free services to gain entry to previously under-represented markets such as adult community and migrant groups, and lower socioeconomic areas.

Outreach to the community during 2011-12 was demonstrated by collaboration with:

- Kidsafe WA - Safety in School Week 2011
- Scitech - Scitech Teachers Exhibition 2011
- Whiteman Park - Doggies Day Out
- Pat Giles Centre - BARK pet therapy program.



Photo: Alex Cearns

# Volunteers

The RSPCA could not function without our army of volunteers.

The dedicated support of our volunteers continued throughout the year in a range of roles—those who come in every week and the volunteers we need to make our events successful.

Following the successful implementation of volunteer introduction sessions in the previous year, we held four sessions during 2011-12, averaging 50 new volunteers each session.

We have 125 volunteers regularly working at the Shelter in a range of roles, seven days a week. Tasks include washing bedding, dog walking and animal enrichment. All volunteers are provided specific training to support the roles they have agreed to undertake.

We also have a key group of foster carers, including several staff members, who look after kittens, puppies and some older animals that require special care before rehoming.

Other key volunteer roles at Malaga include ten volunteers who work in the administration area, and qualified volunteers who assist with school holiday programs.

We also value the assistance of corporate volunteers who contributed their time in a range of tasks including major landscaping of the Malaga site.

Events, such as the Million Paws Walk play a key part in raising our profile and fundraising—and we certainly could not have held any of these without the 1,900 volunteers who are on call for such events throughout the year.

We also have a dedicated group of 52 volunteers who work in our four Society Stores in Bibra Lake, Mirrabooka, Palmyra and Port Kennedy.

Finally, we certainly could not function without our Board, a group of dedicated individuals who also volunteer a considerable amount of time and resources to the RSPCA.





RSPCA WA's Auxiliaries play an integral role in our work by:

- raising community awareness of animal welfare issues
- donations through fundraising
- animal rehoming programmes
- providing support for local RSPCA Inspectors.

RSPCA WA now has ten Auxiliaries:

- |             |              |
|-------------|--------------|
| ○ Albany    | ○ Geraldton  |
| ○ Broome    | ○ Harvey     |
| ○ Bunbury   | ○ Kalgoorlie |
| ○ Busselton | ○ Perth      |
| ○ Esperance | ○ York       |

The Auxiliaries are operated solely by teams of dedicated volunteers located throughout regional Western Australia. These volunteers are from all walks of life, yet are bound by a common goal—their commitment to improving animal welfare.

This is achieved through providing foster care and finding permanent homes for animals, fundraising initiatives, and educational programmes including communicating the importance of responsible pet ownership to the local community and surrounding areas.

As a charitable organisation, the RSPCA relies heavily on its Auxiliary volunteers. Their gift of time and dedication enables us to extend our reach across regional communities throughout Western Australia.

Whether working at a Society Store, participating in the Million Paws Walk or baking for Cupcake Day, their tireless contribution remains a vital component in our campaign to improve the welfare of animals.

## RSPCA Perth Auxiliary

During 2011-12, the RSPCA Perth Auxiliary held a variety of fundraising events including shopping centre stalls and sausage sizzles. The group was also involved in the Million Paws Walk and the November RSPCA Open Day.

This success has meant the group has been able to contribute significantly to the Malaga Shelter.

A major improvement funded by the Perth Auxiliary has been shade cloth over two dog exercise areas. Other purchases have included a fridge, portable scanners for the Inspectors, dog beds, cat scratching posts and cat toys.

With purchases totalling more than \$15,000, the RSPCA Perth Auxiliary made a major contribution to the welfare of animals during 2011-12.



Photo: York Auxiliary

## People and Safety

The People and Safety role was developed to ensure that our policies, procedures and activities are compliant with legislation and in line with best practice in order to provide the best possible support to management and the best possible opportunities for our employees.

The objective was to influence the effectiveness of the organisation through interaction with the Executive Management Team and working with individuals, and was paramount in our strategic plan.

The change in title and role allocated to our previous Human Resources function are a reflection of the importance the organisation has placed on this key role.

During 2011, we reviewed the structure of the organisation and restructured departments to maximise the expertise identified in our most valuable resource, our staff. It is by recruiting and retaining the right staff that we will deliver better animal welfare outcomes.

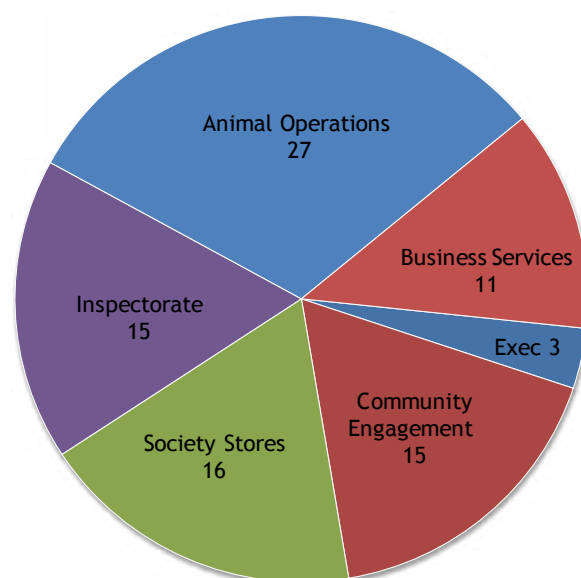


Photo: Alex Cearns

## Our workforce

- 47 full-time and 42 part-time
- 33 employees (37%) recruited in the last 12 months
- 4 of the 5 Executive Management Team recruited in the last 12 months
- 4 of 7 other managers recruited in the last 12 months

From a People and Safety perspective it was a year of change, and one which has set a foundation for growth and the establishment of an organisation and workforce capable of meeting the objectives of both the Strategic and Operational plans.



## Staff numbers

## Key developments

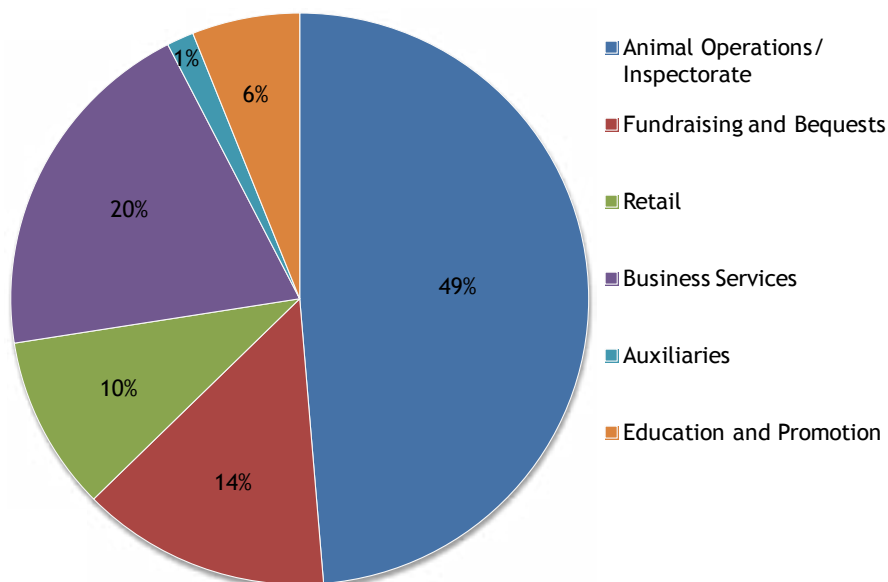
Key developments for the year include:

- review of all HR policies and procedures
- development and implementation of a new Organisation Structure
- review and rewrite of Position Descriptions in line with new structures
- reduction in 'lost time injury' and improved focus on Occupational Health and Safety
- improvements to the Performance Appraisal system
- attraction and recruitment of well qualified candidates to key roles.

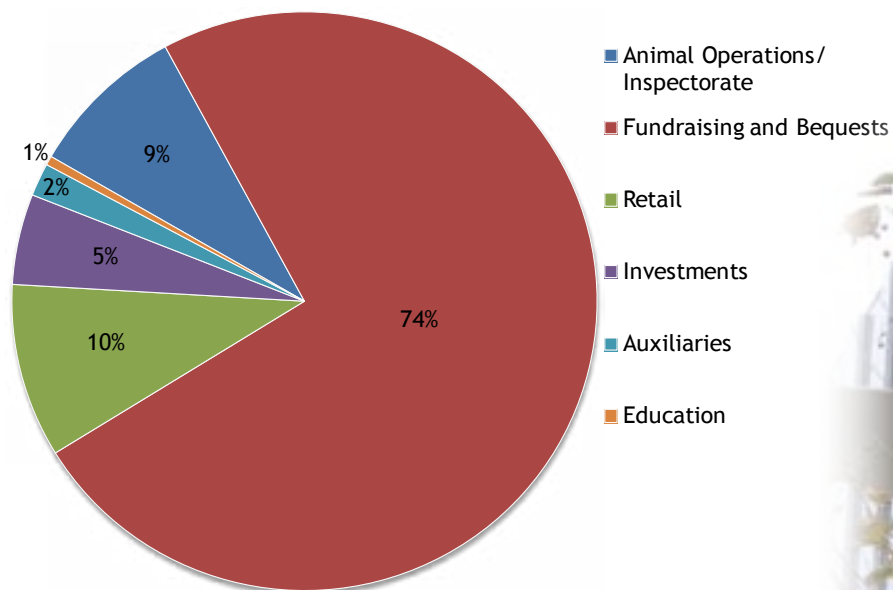


# Financial Highlights

## Expenditure 2011-12



## Income 2011-12



RSPCA WA is a charity, not a government agency.  
We rely on supporter donations to continue our lifesaving work.  
Thank you for your generosity, past and present.

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