

## Vision

Creating communities free of animal cruelty

## Mission

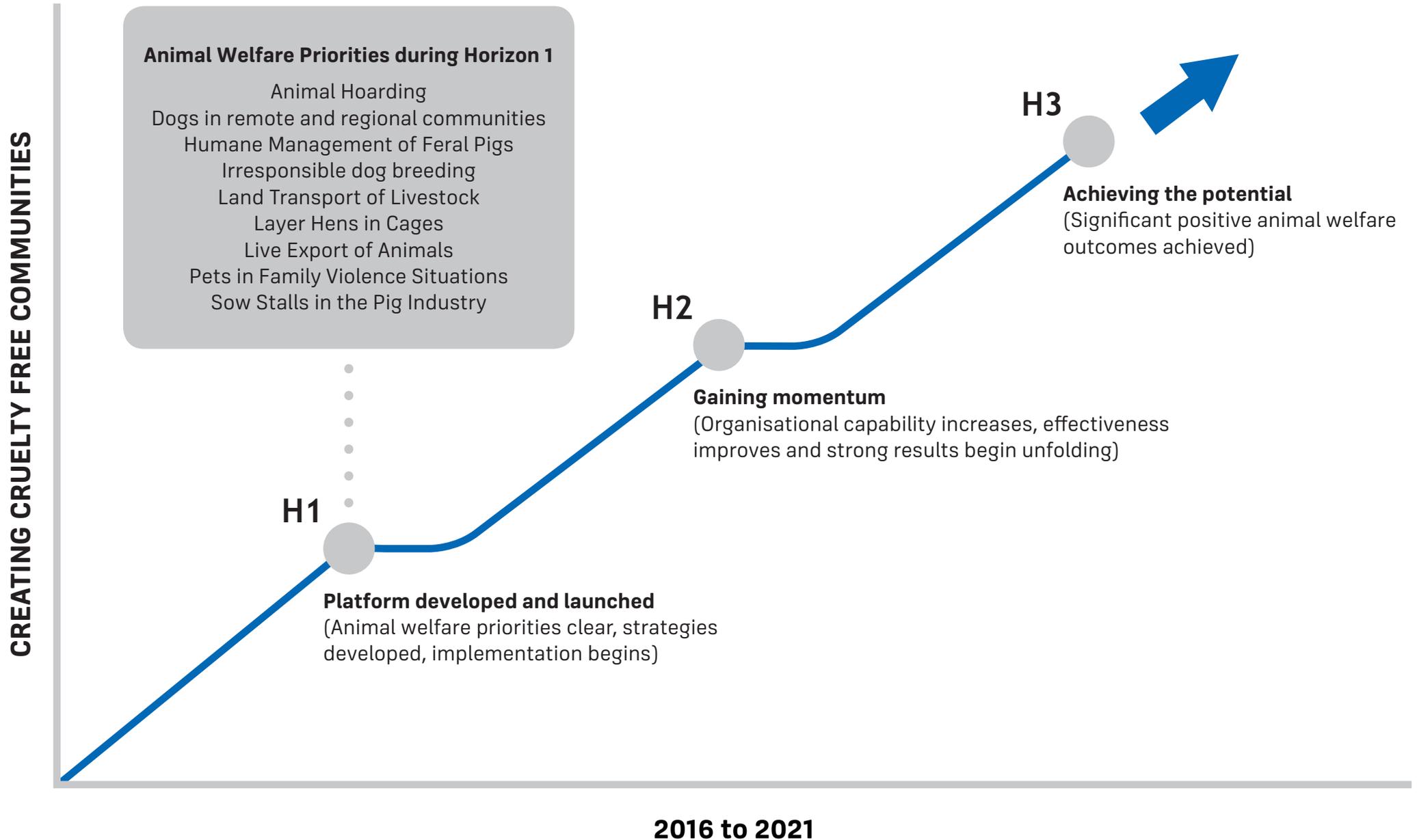
To improve the welfare of animals and ensure they are treated with dignity, compassion and respect by providing leadership and quality services in collaboration with our stakeholders

## Five Freedoms for Animals

### **All animals deserve the Five Freedoms**

1. Freedom from hunger and thirst
2. Freedom from discomfort
3. Freedom from pain, injury and disease
4. Freedom to express normal behaviour
5. Freedom from fear and distress

# Strategy Over 3 Horizons



# Key Strategies

PILLARS	<b>1</b> Educating and Influencing the Community	<b>2</b> Delivering Best Practice Animal Care	<b>3</b> Promoting and Enforcing Animal Welfare Legislation	<b>4</b> Driving Legislative and Policy Change	<b>5</b> Achieving Organisational Excellence
OUTCOMES BY 2020	<p>The WA community is significantly more educated and engaged with animal welfare and the work of RSPCA WA as the leader in animal welfare</p>	<p>All animals that come into RSPCA WA are provided with best practice care, protection, treatment, and rehabilitation</p>	<p>A more informed and aware community that ensures animals are not left to suffer cruelty</p>	<p>Major improvement in government and industry policy, regulations, standards and codes of practice in relation to animal welfare</p>	<p>An organisation with the right culture, values, people, systems, processes and governance in place and adequate revenue streams to carry out its mission</p>
OUR SCORECARD	<ul style="list-style-type: none"> <li> Increased public awareness of, and engagement with, priority animal welfare issues</li> <li> Increased positive media coverage around the brand and the issues (target of 90% positive coverage)</li> </ul>	<ul style="list-style-type: none"> <li> 100% of all rehabilitatable animals rehabilitated</li> <li> 95% of animals adopted within 28 days of becoming available</li> <li> Increase the number of animals rehomed by 30% year on year</li> </ul>	<ul style="list-style-type: none"> <li> Increased effectiveness and responsiveness of the RSPCA WA Inspectorate</li> <li> Improved level of public satisfaction with our Inspectorate activities</li> <li> Expansion of Inspectorate services into other geographical areas presenting the greatest risk to animals</li> </ul>	<ul style="list-style-type: none"> <li> Number of improvements made which support animal welfare outcomes including Codes of Practices, Standards, Industry Regulations and Government Policy</li> </ul>	<ul style="list-style-type: none"> <li> Growth in the Society's supporter base by 200%</li> <li> Growth in the Society's net controllable income by 300%</li> <li> Best practice staff performance systems in place, improve staff and volunteer satisfaction and turnover rates</li> <li> Improved level of public satisfaction with RSPCA WA generally</li> </ul>

# Imagine it's the year 2021...

## Animal Welfare in Western Australia

- ❁ The State Government is actively and passionately involved in animal welfare. Over the last two years, the *Animal Welfare Act 2002* has been reviewed and amendments made, which are delivering a far more proactive approach to animal welfare. In support of this, new Regulations and Codes of Practice have seen significant improvements to the lives of farm animals, companion animals, wildlife and those used in sport and recreational activities.
- ❁ The various animal industry sectors are working far more collaboratively to drive improvements to animal welfare, the outcomes of which have led to important legislative and policy change.
- ❁ All layer hens now live cage-free. Sow stalls and farrowing crates in the pig industry are a thing of the past. Pet shops sell animals from recognised shelters and rescue groups and animals for sale online are sourced from registered breeders working under a comprehensive set of animal welfare standards.
- ❁ After a spike in the number of animal cruelty complaints across metropolitan and regional WA due to an increased RSPCA presence, there has been a marked drop in reports over the last couple of years as community attitudes and behaviour has changed positively towards animal neglect and cruelty.
- ❁ A Government-led state-wide strategy for the humane management of feral and pest animal species is in full swing and thousands of animals are now being treated more humanely.
- ❁ The chilled and frozen meat trade has grown substantially and the last shipment of live animals for export was made in 2019. Farmers were assisted with the transition and, due to the significant growth in the meat trade, sheep and cattle producers now have a more secure and profitable future.
- ❁ There is great protection from cruelty for the state's wildlife and incidents of abuse have fallen due to a new partnership model proposed by RSPCA WA in collaboration with the Government and other stakeholders.
- ❁ Once one of the state's biggest animal welfare problems, the neglect and cruelty of community dogs in remote and regional WA is being addressed with outstanding results. 250 communities to date have signed up to the new animal health programs being coordinated by RSPCA WA in partnership with governments, communities and other animal welfare organisations. More than 8,000 dogs and 6,000 cats have been desexed and animal ambassadors have been established in each community.

## RSPCA WA

- ❁ The Society is universally regarded as the leading authority on animal welfare and enjoys a public satisfaction rating of 100%.
- ❁ The organisation has grown to now manage an operating budget in excess of \$20m, enabling the Society to have a strong, state-wide coverage for its education, advocacy and Inspectorate work.
- ❁ The number of annual financial supporters has grown from 35,000 in 2015 to more than 100,000 in 2021.
- ❁ The Society's dedicated team of animal welfare policy and research officers are leading research initiatives in WA on a range of contemporary animal welfare issues and publishing articles in mainstream media, as well as peer reviewed animal science journals.
- ❁ In 2021, the Society was involved in opening up the state's first dedicated wildlife hospital, providing world-class rehabilitation and release programs for hundreds of Western Australian animals. Discussions for a facility in the north-west have also commenced.
- ❁ The Society's income generating operations are established and highly successful. Dog training is taking place right across the state in 40 locations (up from 10 in 2015); the community are buying their pet supplies and products from RSPCA, either through new animal care centres, online or through major supermarket chains; RSPCA owned and operated commercial boarding facilities have just opened and are in high demand, more than 5,000 animals are booked into the facilities over a 12 month period.