

About RSPCA

The Royal Society for the Prevention of Cruelty to Animals Queensland (RSPCA Qld) 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 requires \$38 million annually to support our animal centres, programs and services. As a non-government, community based charity, RSPCA Qld receives less than 1% of government funding and relies on donations, bequests and sponsorships from ordinary Queenslanders, just like you.

Our mission statement is simple, but powerful: *Helping Animals, Enlightening People and Changing Lives.*





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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 Queensland's annual report.

My family recently had a new addition join our household, a six month old Border Collie puppy whom we have named 'Moët'. She is quite the playful puppy and is getting along with the family, as well as learning the ropes from our other Border Collie 'Bella', who is 14 years old. Pets play an important role in our family, as I'm sure they do for other pet owners across Queensland.

This year I again took part in the RSPCA's Million Paws Walk at Chermside, Brisbane. It was a very beautiful sunny morning with hundreds of dogs and their owners walking to raise money to support the RSPCA. It was a pleasure to join with RSPCA's Queensland Board President, Eileen Thumpkin, and her dog Monte, for the cutting of the ribbon and official start of the walk. Once again, all the dogs were on their best behaviour and had a great day.

The Queensland Government works very closely with the RSPCA in ensuring a high level of welfare for all animals in Queensland. For example, over the past year in this field, the Queensland Government has passed a number of changes to ensure our animals are safe.

We have made changes to the Animal Care and Protection Act (ACPA) to impose heavier penalties for animal cruelty offences from a maximum of \$110,000, or two years imprisonment, to \$220,000, or three years imprisonment. We have also announced a tough new offence to protect Queensland's animals against cruelty. People who torture animals and intentionally inflict severe pain and suffering upon an animal will also now face up to seven years in jail.

Just like people, animals deserve to have a happy, healthy life.

The RSPCA does an incredible 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 wonderful work of RSPCA Qld.

I thank those Queenslanders who support RSPCA by donating their time, help and money and those who give unwanted pets a home by adopting from the RSPCA.

The Hon Dr John McVeigh MP
Queensland Minister for Agriculture,
Fisheries and Forestry



President's Report

I am honoured and yet a little saddened as I write my last President's report for RSPCA Qld. My term will finish this year and I wish to thank you, my fellow Directors, our invincible CEO Mark Townend and his wonderful team for their professionalism and support over the past seven years. I am very proud of what the 'team' has achieved in that time. I am also very confident that with the expertise and depth in our Board that my successor, when elected, will continue to take us from strength-to-strength.

From strength-to-strength in animal welfare

We are making inroads and the results speak for themselves. RSPCA Qld re-homes and reunites more animals than any other animal welfare organisation in the southern hemisphere. To achieve this we are working on many fronts: rehabilitating more animals with veterinary and behavioural issues, lessening time they spend in our shelters, developing strategies to connect pets and owners more easily, improving behaviour and developing new ways to promote our adoptions.

RSPCA School for Dogs aims to teach the basics ensuring dogs do not become a menace or irritant in the community. We are not competing with schools that offer advanced training or flyball. We know that training and socialisation of all dogs is crucial so they can live harmoniously with humans and each other in urban environments.

Our ultimate aim is to completely eliminate the need for euthanasia due to unsafe behavioural traits.

Innovation is one of RSPCA Qld's strengths and we are constantly searching for new ways to promote adoptions. Shortly we will launch our Pop-Up Pets! (See picture). These life size pop ups will go into stores and cafes all over the State and people can simply scan the QR code for further information on the dog and where you can meet the live version!

Strength in partnerships

RSPCA Qld prides itself on building robust and respectful relationships with stakeholders: government, business, industry, sponsors, our interstate colleagues and other animal welfare organisations.

We are working with the State Government on a number of reforms, and although our priorities do not always align, I believe we will see further positive reforms in the coming year. Also in October this year we will once again host our Animals in Focus conference inviting a diverse range of stakeholders to engage in discussion about animals in care.

The collective might of RSPCA across Australia is reaping rewards. You will see a growing number of retail outlets stocking our Approved Farming

products. This demonstrates the tenacity of RSPCA and the foresight of producers and retailers to respond to the community's demand for high welfare produce and products.

Strong and effective governance

The Board of Directors, like our other dedicated volunteers, must keep our mission front of mind and ensure the Society lives up to your valued support and through sound leadership and judicious use of resources to help animals, enlighten people and change lives.

We farewellled Corrie Verbeeten from the Board this year, Corrie brought a unique branch level perspective to our discussions and I know she will continue her wonderful work in animal welfare as part of the RSPCA family. I also welcome Janet Houen and look forward to her contribution into the future.

Remember that we can all lead change, individually and in groups. We can lead change through conversation and emails. And of course we can lead change through our actions—buy approved farming products, advocate for change, support our campaigns and if you're looking for a pet, adopt one from us!

Eileen Thumpkin
RSPCA Qld President

CEO's Report



It has been another interesting and successful year for RSPCA Qld. We strive to epitomise our mission statement- Helping Animals-Enlightening People- Changing Lives. Like many charities and community organisations, we face numerous challenges. Challenges that can only be overcome by the dedication of passionate staff and volunteers. They really do go above and beyond for all creatures' great and small. Without the efforts of these people, we would not be able to operate, let alone look after the 44,639 animals that came into our care last year.

This year has seen continued growth for animal adoptions, Op Shops, and our World For Pets retail stores. Unfortunately animal surrenders, wildlife cases and cruelty complaints have all increased dramatically, putting a strain on all our resources across Queensland.

On a positive note, it was an opportunistic year that included an upgrade to our Dakabin Animal Care Centre and I would like to particularly thank the Moreton Bay Regional Council for their contribution towards animal welfare. The efforts of the Mackay Friends of Group are finally bearing fruit and a brand new adoption centre will open in Mackay by the end of the year.

As well as being acknowledged by the public of Queensland as the State's third most recognised charity, our efforts to increase the penalty for serious animal cruelty has been successful with the Attorney General announcing a new maximum penalty for serious animal cruelty of seven years (up from three years).

We are also continuing to improve the capabilities of our call centre, which received 303,233 incoming calls last year.

I would like to personally thank all staff and volunteers for your ongoing contribution to helping animals in need. Without you we simply wouldn't function. Also many thanks to our supporter network for all that you do to assist us. We truly value your support and will continue to do the very best we can with the resources we have at our disposal.



I would particularly like to thank the Board for their support and trust in myself, and the executive team, in carrying out the work of RSPCA every day.

Mark Townend AM
Chief Executive Officer

Treasurer's Report



In the fiscal year of 2014 the Society achieved a surplus of \$121,000 from revenues of \$38.1m. This compares to a surplus of \$1.1m from revenues of \$36.8m in 2013.

This means that whilst revenues increased our cost base increased by a greater amount. The largest increases were:

-  Inspectorate expenses up \$528,000 to \$3,223,000 due to the hiring of additional inspectors and ambulance drivers
-  Animal Shelter expenses up \$1,737,000 to \$15,139,000 due to the increased number of animals in our shelters.

At the time of writing this report we are now at an 85% live release rate compared to 76% last year and for every 1% increase in the rate the additional cost is about \$250,000. This is due to increased veterinary expenses, behavioural assessment and training and longer shelter stays.

During the year, the main areas of increased revenue were:

-  Merchandise sales up \$551,000 to \$8,100,000
-  Bequests and donations up \$684,000 to \$15,872,000

Whilst we finished the year with a small surplus it was a tough period for cash-flow and we relied heavily on the continuing support of our donors and our suppliers. RSPCA QLD's balance sheet remains solid with net assets of \$30.5m, which is primarily made up of property, plant and equipment (such as the Wacol Animal Care Campus) of \$36.4m and bank debt of \$7.4m.

The Society is gradually building up its investments in an Endowment Fund which will help us be financially resilient in difficult times. At the end of the financial year the Board took the decision to sell \$1m of these investments in order to relieve the cash flow shortage mentioned above. In the current financial year we are hopeful we will be able to re-build the Endowment Fund due to the generosity of our bequesters.

Looking out to the 2015 financial year, cash flow continues to be tight and is forecast to be challenging for the next few months although there is light at the end of the tunnel, which I am sure our patient and supportive creditors will be pleased about. Costs remain tightly controlled and we continue to benefit from our army of volunteers, providing on average of 19,000 hours per month which converts to at least \$4,560,000 of wage savings annually.

The full audited financial reports are available on request.

Justine Hickey
RSPCA Qld Treasurer



RSPCA Board

Alison Sherry

Justine Hickey
Treasurer

Lisa Bundesen

Eileen Thumpkin
President

Janet Houen

Peter Hayes
Secretary








Dr Andrew Tribe
Vice President

Andrew Antonioli

Jim Toohey

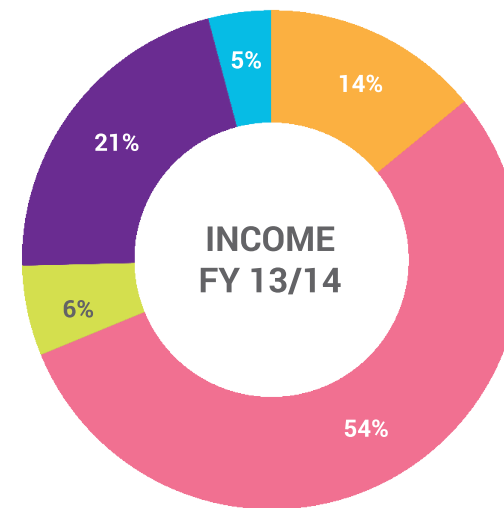
Call Centre


Incoming Calls 2013/14

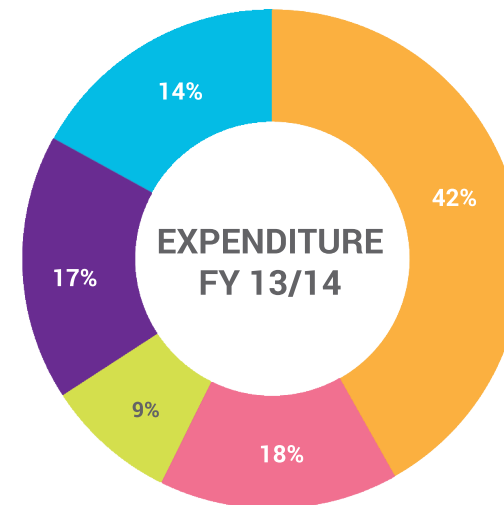
	1300 Animal Hotline	110,371
	Adoptions	11,047
	Donations	6,255
	EHP (Environment and Heritage Protection)	6,750
	General Enquiries	48,590
	Lost & Found	47,600
	Other RSPCA States	72,600
	TOTAL	303,213

*Our Call Centre in Queensland takes calls for RSPCA QLD, RSPCA VIC, RSPCA SA and RSPCA WA.

Financial Highlights



-  Adoptions & Animal Services
-  Fundraising, Donations & Legacy
-  Inspectorate & Rescue
-  Merchandise
-  Investments, Grants & Sundry



-  Shelter, Animal Welfare, Training & Education
-  Fundraising, Marketing & Public Relations
-  Inspectorate & Rescue
-  Retail Operations
-  Administration, Finance Cost & Other

Strategic Plan

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 and 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 a targeted desexing campaign to reduce the amount of unwanted kittens and puppies. The campaign launched in nine regional areas across Queensland, with over 50 participating vets from June 2013 – August 2014.
- Initiated the recruitment of licensees for the new animal training curriculum called 'RSPCA School for Dogs.' This is expected to launch to our customer base in January 2015.

Increase community support for target initiatives:

- Continued with a weekly media partnership with WIN TV to promote animals that are available for adoption for six regional shelters

Grow RSPCA Qld's supporter base:

- Increased our donor base to 25,000 active supporters – this includes 2,000 Queenslanders who newly joined our monthly giving program
- Established relationships with local businesses to promote a 'Pet of the Week' to their networks
- Developed relationships with various radio stations including 96.5, b105 and Nova 106.9 to help promote animals available for adoption.
- Increased our monthly giving program, RSPCA Companions, to 6,000 members – this program is critically important in underpinning our future funding sustainability.

- Increased our Facebook following from 46,860 to 73,132 likes.

Services

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

Our Scorecard

Rehome 100% of health companion animals by 2015:

- Rehomed 100% of all Healthy Cats and Dogs

Improve treatment of healthy companion animals:

- This year we did 80 bone pinnings, 43 excision arthroplasty procedures on dogs, 36 excision arthroplasty procedures on cats, 8 cruciate repairs and 20 patella surgeries at Wacol. In some cases our only option was to amputate and we did 29 leg amputations.
- To ensure we achieve the best outcomes for animals, we also carried out over 1500 x-rays on domestic animals

Establish shelter operational capacity compliance standards by 2015:

- Upgraded the Dakabin Animal Care Centre with new canine and feline adoption areas, reception, administration building and veterinary clinic. This upgrade has resulted in the centre achieving record adoptions and other positive animal outcomes.
- Upgrades to the Kingaroy Animal Care Centre are in the final stages and will include 20 new adoption kennels and a new cat adoption area.
- A generous bequest gift has allowed for plans to be finalised for the construction and upgrade of the oldest RSPCA centre - the Cairns facility.

- An upgrade to the Gympie Animal Care Centre, due to the generous support of a donor, will include a new cat adoption building due for completion in December 2014.
- Completion of an upgrade, including a new cat holding area to improve the cat facilities, to the Bundaberg Animal Care Centre is due by the end of 2014.

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

- Processes were put in place to increase the skill set of staff and volunteers to ensure that we continue to increase the number of viable animals returned to the wild.
- We continued to work with external partners to achieve the best outcomes for our native wildlife, utilizing and sharing resources to best care for our native wildlife.

Define service standards and customer satisfaction measures related to: availability, responsiveness and service quality by 2014:

- Initiated analyses for the Call Centre's customer traffic and call data to streamline the customer's experience.
- Worked with MBA Students from the University of Queensland to increase customer satisfaction by reducing wait times and abandonment of calls.
- Employed technology to track all incoming messages to trace the service levels and return process.

Sustainability

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

Our Scorecard

Deliver a surplus on costs each year.

- Continued to be in surplus for the last six years.

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

- To achieve the best outcome possible and to maximise our investment returns, we are utilising the services of a professional investment company - Dalton Nicol Reid.

Increase the number of targeted strategic partnerships:

- Recruited a new Business Partnerships Coordinator to assist us to grow our targeted strategic partnerships through engagement opportunities such as events, kennel sponsorships, workplace giving and corporate volunteering.



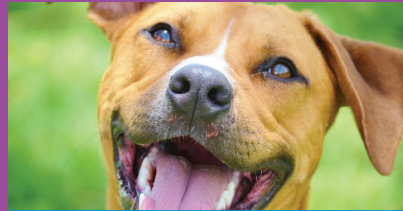
Image: Amanda Quick

Highlights of the Year



44,639

Animals cared for
(up 474 from last year)



83%

Live release rate
(up from 76% last year)



14,064

Wildlife patients cared for
(up 2,485 from last year)



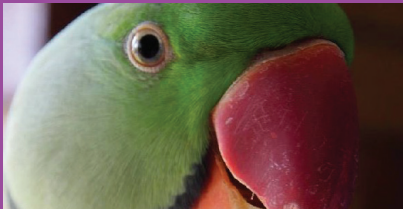
7,000

Animals in foster care
(up 765 from last year)



303,213

Calls answered
(up 93,324 from last year)



12,904

Pets returned to their owners
(double last year's numbers)



18,332

Cruelty calls investigated
(up 2,500 from last year)



6,000

People donated monthly
(up 2000 from last year)



1,500

Animal training enrolments



27,517

Animal rescue calls
(up 4,587 from last year)



703

Homes found through over
120 rescue groups



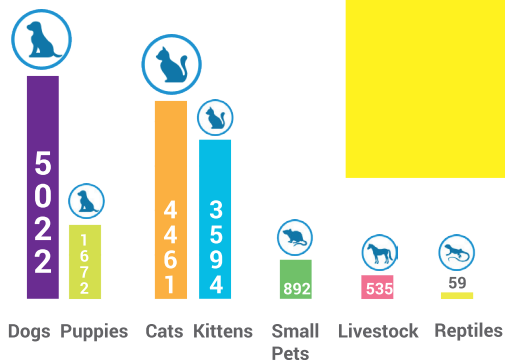
1,061,114

Animal care days

Shelter Care

Adoption Highlights

ADOPTIONS
FY 13/14



464 MORE
ANIMALS ADOPTED

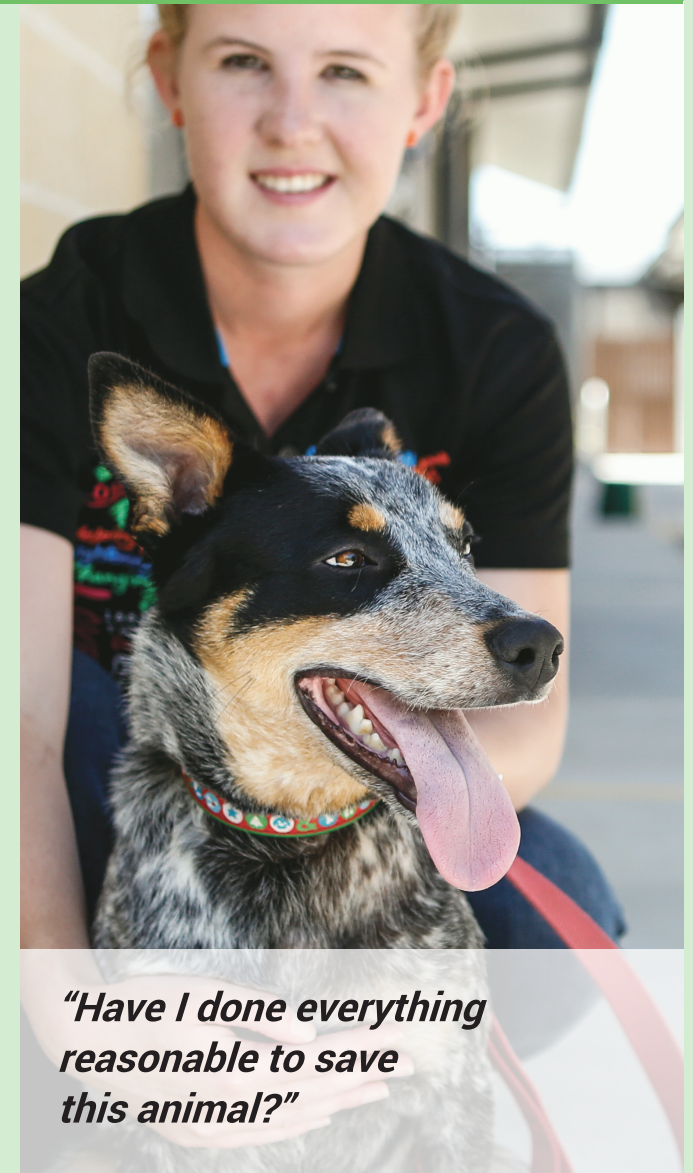
For the year of 2013/2014 our live release rate finished as 83%. Today as we send our annual report to print we are at 85% for the 2014/2015 year.

The commitment in the quote below - to save lives, is everywhere at the RSPCA. It can be found near offices, on our software and as part of the landscape.

We continue to have close working relationships with councils, rescue groups and other welfare organisations. This past year we have invested heavily in our medical and behaviour programs for both cats and dogs.

In 2014/2015, we will continue to strive to give even more animals a second chance of finding a forever home, and we will continue to re-unite lost animals with their owners.

As we look back on the year that was, it is hard to comprehend that for all the animals that came into our care this year, that we provided over one million animal care days. If you start to look at the number of meals, the amount of laundry, the number of walks - it is truly amazing the time that has been given by our foster carers, rescue groups, wildlife carers, over 250 staff and 3,000 volunteers.



Shelter Highlights

Our Brisbane and Regional Animal Care Centres saw the implementation of high-level promotional initiatives in 2013/2014 to achieve and maintain a yearly increase in adoptions. There were several facility improvements and upgrades that were funded by grant applications and community stakeholder support.



Brisbane - This year the staff and volunteers at the Brisbane Campus have been very busy working with animals from the regionals that need that extra bit of work.



Bundaberg - Construction of a new cat holding area and upgrades to the existing cat adoptions area are nearing completion. During the year there were several operational service upgrades including improvements to data lines, sewerage and electrical.



Cairns - Gifted with a large bequest that will be used to upgrade and completely renovate the existing facility, ensuring it is modernised to enable increased adoptions from this region.



Dakabin - Completion of stage one of a world class, multi-million dollar upgrade to their adoption centre. This is due to the generous sponsorship from Moreton Bay

Regional Council. Stage two of the upgrades are scheduled to commence in November 2014 with a view to completion in May 2015.

This facility represents 17.7% of the total animal intake across Queensland making it the second busiest centre outside of the Wacol Head Office facility.



Kingaroy - Facility upgrades undertaken have improved the conditions for staff, volunteers and animals. These upgrades included - the renovation of eight existing adoption kennels, the completion of a new cat adoption area as well as the construction of a new quarantine room. Further funding received via a successful grant application will now enable the construction of 18 new canine adoption kennels.



Gympie - Funds were raised through the hard work of staff, the support of the Gympie Regional Council and The local Friends of the RSPCA Group (Gympie), to open a public Off-Leash Dog Park and Pet Memorial Garden on site. The new inclusion to the Gympie facility is very well received from the local community. A generous supporter committed to donating funds towards the construction of a purpose built

cat adoption building. This kind donation will enable the staff to increase feline adoptions within this region.



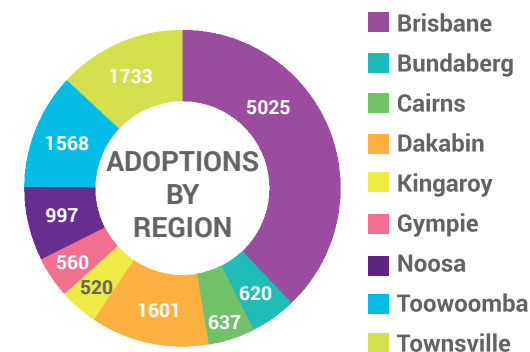
Noosa - The facility continued to be a great support to other regional Animal Care Centres by accepting numerous transfers of animals that have not had the opportunity to be adopted within their own regions.



Toowoomba - On a residential per capita basis, the Toowoomba Animal Care Centre had the most amazing strike rate in all the State Business units within the facility such as boarding and grooming continue to offset the facility's operational costs.









Townsville - The Townsville Animal Care Centre reported the highest adoption numbers from all Regional Care Centres.











Incoming Animals 2013/14

	Ambulance	Council	Euthanasia Request	Humane Officer	Owner Surrender	Returns	Offspring	Stray	Transferred In	Wildlife	TOTAL
 Dogs & Puppies	572	5,069	648	708	2,660	454	181	3,619	1,302	0	15,213
 Cats & Kittens	1,067	1,804	210	490	2,318	404	259	4,077	1,461	0	12,090
 Small Pets	220	9	24	886	488	15	86	437	13	0	2,178
 Livestock	93	86	63	80	364	13	5	176	61	0	941
 Reptiles	7	0	0	32	8	0	0	19	87	0	153
 Wildlife	9,164	0	0	21	0	0	0	0	0	4,879	14,064
TOTAL	11,123	6,968	945	2,217	5,838	886	531	8,328	2,924	4,879	44,639

Outgoing Animals 2013/14

	Adopted	Escaped	Euthanased	Reclaimed	Stolen	Transferred Out	Unassisted Death	Wildlife Released	Released to Wildlife Rehabilitator	TOTAL
 Dogs & Puppies	6,694	28	2,688	4,948	13	615	91	0	0	15,077
 Cats & Kittens	8,055	61	2,498	562	3	382	233	0	0	11,794
 Small Pets	892	19	964	71	0	114	47	0	0	2,107
 Livestock	535	12	240	26	0	79	22	0	0	914
 Reptiles	59	0	68	6	0	18	4	0	0	155
 Wildlife	0	8	8,286	0	0	1,439	387	1,384	2,510	14,014
TOTAL	16,235	128	14,744	5,613	16	2,647	784	1,384	2,510	44,061

*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 945 owner requested euthanasias, which were conducted at the owners' discretion.

Adoption Promotions

There was an increase in 2013/2014 with adoption promotion activities to try and find homes for animals that had been in our care for extended periods of time, and to educate the community that we adopt out other animals besides dogs and cats. Some promotion highlights included:

Big Adopt Out – September 2013

This inaugural event was developed to bring together rescue groups with the RSPCA to find new homes for rescue dogs. There was a 13% increase in adoptions after this event, compared to the previous year, due to heavy exposure including billboard advertising, radio and TV commercials.

25% off Sale – June 2014

In June 2013, we hosted a 25% - 75% off sale for all of our Op Shops, Animal Care Centres and World For Pet stores. It was a huge success with over 290 animals finding their furever homes across the state. All of our wonderful staff and volunteers put in the effort to decorate the shelters, bake some goodies to sell, dress up in red, and spread the word of the sale.

State of Adoption (Qld vs NSW) May 2013 – July 2014

The results for the 2014 State of Adoption promotion resulted in QLD taking out the title for the 6th year in a row! 2048 pets From RSPCA Qld's care found a loving home, a 7% increase compared to 2012/2013.



Bianca:

Yay! Almost makes me tear up.

Tina:

Fantastic, I love hearing happy animal news!

Mike:

Yay! Way to go Boof... way to go RSPCA!

Boof's Happy Tail

Boof was one of our long-term residents at the Brisbane Animal Care Campus – spending over four months in care. Boof was adopted into a loving home and even got an RSPCA fur-brother named Zeus.

Here is what his new mum had to say about him:

"On our first night with Boof we had him sleeping at the other end of the deck to our other dog Zeus, however, by morning he somehow had moved his

bed next to Zeus' and they were happily sleeping when I woke up.

They got along so well, we are just over the moon with our new addition – he fits right into our family.

We think that Boof and Zeus are lucky dogs to be a part of such a loving and caring family - sometimes it can be worth the wait!"

“Thank you to our dedicated foster carers, staff and volunteers who continue to help those animals who need time away from the shelter; providing them with the opportunity to be in a loving foster home where they can grow, recover and thrive.”



It was a big and successful year for everyone involved in the Foster Care program. Every animal in a foster home is one less animal that our staff and volunteers need to attend to in the shelter, leaving more resources to dedicate to those in-shelter animals and creating greater capacity so that more animals can come into the RSPCA's care.

Pets in Crisis Program

RSPCA Qld continues to provide animal boarding and health care, for a nominal fee, for individuals fleeing domestic violence. The aim of the program is to reunite owners with their pets after the initial upheaval and family stress has passed.

Almost 170 animals came into the program, referred by the state's leading domestic violence support organisation, DV Connect. This figure is comprised of over 50 cats and 100 dogs.

With clients owning approximately 1.7 animals each, that's 100 individuals and families who benefited from the program.

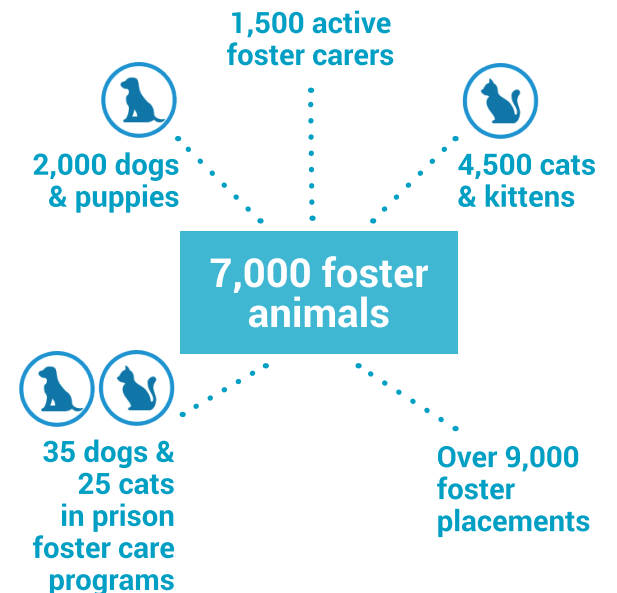
Throughout the state we provided almost 6,000 days of care, with each animal staying for in the program for an average of 35 days.



Christopher:

The workers and volunteers are wonderful and all the animals are lucky to have them look after them until they find forever homes. My Kitty fur family have come from the RSPCA centre at Wacol and they're all wonderful Cats.

Foster Care



Wildlife Care

14,064

Wildlife patients cared for
(up 2,485 from last year)

Our wildlife team are dedicated to ensuring that they achieve the best possible outcome for every animal they care for - like this baby ringtail possum, and Ivar, the Great Southern Petrel.

Image: Peter Wilson



In June 2013, Ivar, an endangered oceanic bird called a Great Southern Petrel, came into care after being found floating around the bay at North Stradbroke Island. He had two external fishing hooks in his neck and didn't look too well.

Pelican and Seabird Rescue Inc. transported Ivar to our Wildlife Hospital where our veterinary team took X-rays, only to discover that poor Ivar had two more hooks lodged internally in his neck as well as another five in his gut.

Ivar had an IV catheter placed and bloods were taken. He was started on strong pain relief and antibiotics as well as other medications and IV fluids. He was set up in a comfy spot in our hospital overnight, after his general anesthetic, and had surgery the next morning to remove the hooks.

Ivar sure was a fighter and he recovered well after such a big operation. He was then transferred to the Currumbin Wildlife Hospital Foundation to their specialist facility.

This story shows the dedication our Wildlife Care team take to ensuring they are giving every animal they see the best chance possible, as difficult as it might be.



Michele:
You guys do such brilliant work.
Thanks RSPCA!

The professional and dedicated veterinary team at The Brisbane Animal Hospital continue to be a pivotal part of the RSPCA Qld family.

Without the Veterinary Service team's hard work, regional areas would not receive medical or surgical support, and animals like Prince (below) might not have had a future.

The Veterinary Service team in the domestic hospital have been lucky to develop some amazing partnerships that allow us to elevate the level of care that can be provided to incoming animals from Brisbane and our regional shelters. With the addition of two specialist practices -

Brisbane Veterinary Specialist Centre (BVSC), The Veterinary Medical Centre at the University of Queensland – Gatton, and our longstanding relationship with Animal Allergy and Dermatology Specialists, we now have an avenue to treat even more complex surgical and medical cases.

With some successful grant applications and donations from members of the public, the veterinary department has been able to replace old equipment including: IV infusion pumps, vaporisers, surgical equipment and to purchase essential equipment, such as an oxygen concentrator, which allows us to give oxygen therapy to the many tick cases we see during the year.

Prince, a Sharpei cross, was transferred from Kingaroy to Brisbane for surgery on his eyes. He had a conformation problem called Entropion and it was affecting both of his eyes.

Entropion is when the eyelids roll in and the eye lashes rub on the dogs eyeball. This is known to be very irritating and painful. It's like having not one eye lash in your eye, but ten in each! Surgery required the skin being removed near the eyelid margin in order to return it to a normal position. Relief was almost instantaneous for Prince and he has since found his forever home.



Prince's Story

Veterinary Care



28,553

Animals assessed

6,363

Desex procedures for
Brisbane and regional
locations performed

Animal Rescue

We were pleased to announce RSPCA were successful in securing the Brisbane City Council 'Native Wildlife Ambulance' contract. We are looking to expand these joint initiatives with other councils throughout the state, given the success with similar services such as our Logan Wildlife Ambulance. With these new initiatives, we aim to continue to grow our service to meet the ever increasing demands for animal rescues.

27,517

Animal rescue calls
(up 4,587 from last year)



Amazing RSPCA Animal Rescue stories don't come any better than the story of Comet, the Arabian gelding who got himself into a bit of a sticky situation in March, 2013. Our local Inspector, Penny, was called to assist a horse in Childers. Comet had fallen four to six feet down a well and had all of his legs stuck in thick mud. It took a while, but after a long three to four hours, Comet was again free, with only one small cut on his front leg to show for his ordeal.

We would like to say thank you to Childers and Maryborough Fire and Rescue Service for their assistance on the day and also to Anthony Hatch from NSW Fire. Anthony was able to assist inspector Penny over the phone with rescue options and diagrams of what to try next. This most definitely helped to save Comet's life and he is back enjoying his normal life again.

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 the 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 stranding's, which came through the 24-hour 1300 ANIMAL emergency hotline, were responded to by our network of Wildlife Heroes - wildlife rescuers, transporters, veterinarians and licensed rehabilitators.

7,032

animal rescue calls were directed to our Wildlife Heroes



Christine:

You guys at the RSPCA are amazing, thanks for saving this poor bird. Hope the offender is caught and prosecuted to the full extent of the law.

Image: Amanda Quick

WILDLIFE HEROES

13/14

843

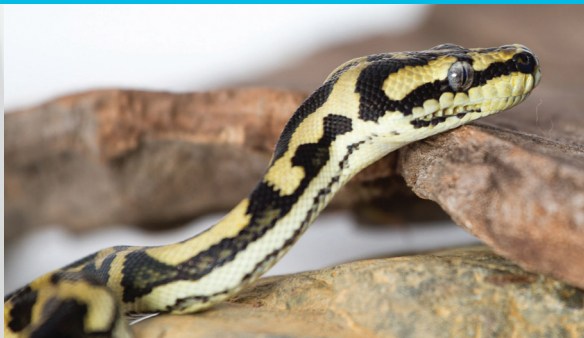
12/13

705

138 MORE
WILDLIFE HEROES
SIGNED UP

“Owners have a duty of care to provide sufficient food and water and adequate living conditions for any animal.”

- RSPCA Inspectorate



In March 2013, an RSPCA inspector investigated a complaint received in relation to several snakes being kept in inappropriate accommodation and living conditions — no lighting, heating, water, climbing equipment or environmental substrate

Receiving no cooperation from the owner of the snakes, the Inspector issued her with an Animal Welfare Direction (AWD). When the owner had not complied with the AWD in relation to four snakes after an appropriate amount of time, the snakes were seized and taken into care.

The snakes' conditions ranged from underweight to severely emaciated, with most being dehydrated, weak and infested with parasites. The snakes went into foster care, where their condition greatly improved.

The magistrate fined the defendant \$4,000, with 50% moiety payable to the RSPCA, and prohibited her from owning reptiles for three years. The defendant was also ordered to pay court costs of \$81 and veterinary costs of \$1,071, with six months to pay in default of 40 days' imprisonment.

Image: Amanda Quick



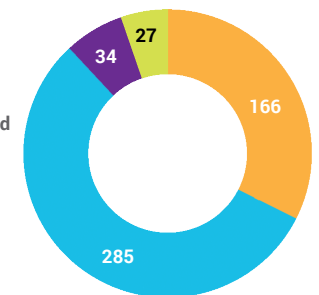
Inspectorate

RSPCA Qld's team of 20 full-time inspectors are responsible for not only enforcing the Queensland Animal Care and Protection Act 2001, but they are dedicated to investigating and getting to the bottom of animal cruelty and neglect complaints in all major regions throughout Queensland.

The Inspectorate continues to focus on educating the public in the hope of ensuring that every animal is treated appropriately, however, in more severe matters where education is no longer an option, further action is required.

CRUELTY OUTCOMES FY 13/14

-  Animal Welfare Directions Issued
-  Animals Seized
-  Forfeiture Applications
-  Prosecuted



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).

18,332

Cruelty calls investigated
(up 2,500 from last year)

Cruelty Prosecutions

This year we have managed to achieve our first successful prosecution for a pig hunting related offence. A complaint was received via email regarding some disturbing videos posted on Facebook. The videos included a group of men using their dogs to constantly attack and harass two squealing piglets on a property.

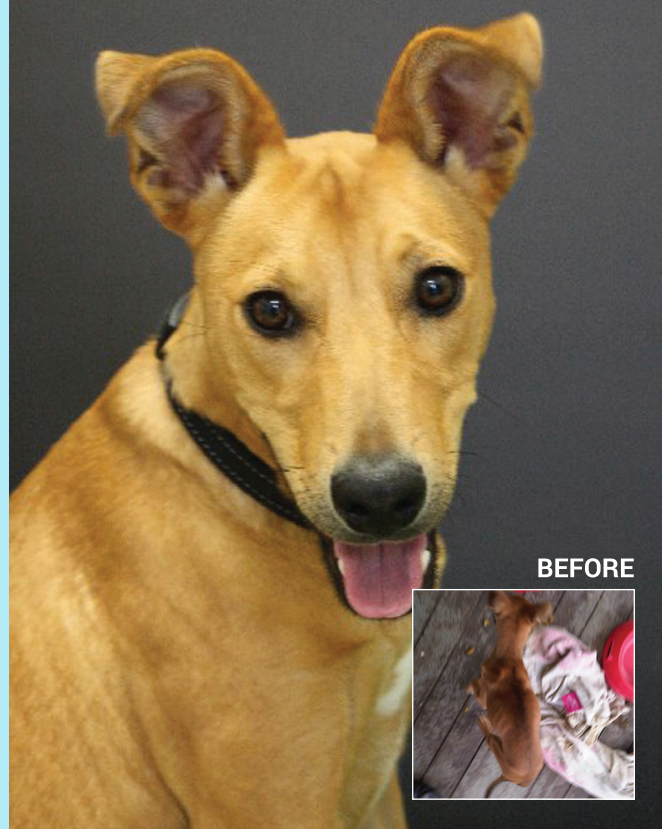
Unlike many other Facebook videos, in this matter we were able to determine the address and identity of the offenders. RSPCA Chief Inspector, Daniel Young, and

local Inspector, Cameron Buswell, executed a warrant on the property with the assistance of the police and seized a laptop, a video recorder and a USB containing evidence. From the videos and information obtained during the record of interview, Inspectors were able to identify a further two defendants.

The three defendants were charged with cruelty in Cairns District Magistrates Court. Magistrate Gett took into account the defendant's cooperation with authorities, but due to the disgusting nature of the act,

convictions were recorded against all three. The Magistrate fined them \$5,000 each, with 50% moiety payable to RSPCA with 12 months to pay, and in default 60 days in jail. They were also ordered to pay RSPCA costs.

We are very grateful to BLEATS and Tracy-Lynne Geysen for their assistance in this matter and we hope that the success achieved in the above prosecution will carry on, prosecuting more offenders of cruelty to animals.



Pete & TJ's Story

"I've been an RSPCA Inspector for three and a half years – and I'm still surprised by some people. To see an animal suffering, and worst yet it's their pet. They see them every day - withering away and dying in front of their eyes. And yet they do nothing! I think with Pete and TJ's case the hardest part was that they just didn't care. There was no remorse. No empathy. Nothing!"

- Penny Flaherty, RSPCA Qld Inspector

In May 2013, we received complaints in relation to two small dogs that appeared to be in a skeletal condition, locked on a verandah, and living amongst their own faeces. One of the dogs appeared to be extremely lethargic and non-responsive.

One of our inspectors investigated the property and tried to make contact with the owners who weren't home. The Inspector came across a white/brown male pup (Pete) that was in an emaciated condition curled up on a sofa and he was so lethargic he barely moved. Pete was extremely underweight, weighing in at 2.45kgs. He required a blood transfusion to correct severe anaemia and intravenous fluids to help with dehydration. He was put on heat pads and hot water bottles to correct the hypothermia. A small tan/black male pup was also found and appeared to be extremely underweight (TJ).

They were both seized and examined by the RSPCA and provided with ongoing treatment by our veterinarians.

The prosecution for this case was finalised in February 2014, resulting in the defendant pleading guilty to four charges of breach of duty of care in relation to the two dogs. The magistrate fined the defendant \$1,500 with 50% moiety, and ordered her to pay \$4,912.98 in costs associated with the case and she is now prohibited from owning animals.

Pete and TJ have since been adopted into loving homes. Pete's mum, Eileen, said that he loves to play chase with her other two dogs. TJ's new mum and dad didn't just adopt him, but they also adopted a play mate for him on the same day, a Dogue de Bordeaux named Edward. They have been inseparable play mates ever since.














Thanks to the generous support from donations and the veterinary team, Pete and TJ are now living healthy, happy lives!



Carol:
Thank you RSPCA for all you do! A lot of people don't understand what an uphill battle you have!

Judy:
Keep up the great work you do!

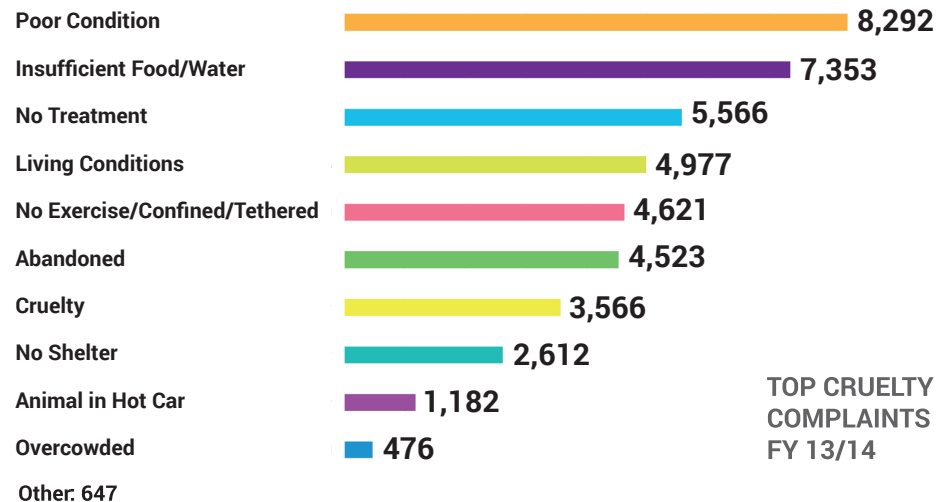
Prosecution Results 2013/14

	Pros. No	Details of Offence	Location of Offence	Outcome	Fine	Costs
	1	Duty of care offences in which the defendant failed to provide appropriate treatment for disease or injury to five dogs.	INALA	GUILTY	Nil. Lifetime prohibition order for any more than 2 small breed desexed dogs	NIL
	2	Duty of care offences in which the defendant failed to provide appropriate treatment for disease or injury to a cat which had extensive ear cancers and eye infections.	REDBANK PLAINS	GUILTY	\$6,000	\$80.70
	3			Matter did not proceed	5 years prohibition order granted in relation to Brief#13 1012/2013	NIL
	4	Duty of care offences in which the defendant failed to provide appropriate treatment for a dog which had contracted parvovirus.	EAGLEBY	GUILTY	\$6,600. 3 year prohibition order	\$931.86
	5	Duty of care offences in which the defendant failed to provide appropriate living conditions for 50 tame birds and for failure to provide food and living conditions for hatchlings.	ESK	GUILTY	\$1,500.00. 3 year prohibition order from owning birds	\$81.10
	6	Duty of care offences in which two defendants failed to provide adequate shelter and appropriate treatment to an injury on a dog's neck.	BENTLEY PARK	GUILTY	\$4,000.00 (\$2,000 each defendant). 18 months prohibition order	\$167.80
	7	Duty of care offences in which a defendant failed to provide adequate treatment to a dog suffering from demodex and hookworm.	MANUNDA	GUILTY	\$5,000, 3 year prohibition order	\$83.90
	8	Duty of care offences in which defendant failed to provide appropriate food and water for two dogs which were found deceased.	EBBW VALE	GUILTY	2 months imprisonment, suspended for 18 months. Lifetime prohibition order.	\$81.10
	9	Cruelty offence in which defendant was cruel to rats by pouring water on them.	TALLEBUDGERA VALLEY	GUILTY	4 months imprisonment, 5 year prohibition order	\$325.90
	10	Duty of care offences in which defendant failed to provide appropriate living conditions to 34 cats and failed to provide treatment to one male cat.	DURACK	GUILTY	Prohibition order from any animals besides current three male cats	\$81.10
	11	Duty of care offences in which defendant failed to provide appropriate treatment to the dog's legs.	INDOOROPILLY	GUILTY	\$4,000	\$766.41
	12	Duty of care offences in which failed to provide appropriate treatment for a dog with an injury to its back and another dog which was emaciated.	PINE MOUNTAIN	PENDING		
	13	Cruelty offences in which three defendants allowed a dog to attack and kill a pig.	GORDONVALE	GUILTY	\$15,000 (\$5,000 each defendant)	\$251.70
	14	Duty of care offences in which the defendant failed to provide appropriate treatment for a dog's skin condition.	BURPENGARY	PENDING		
	15	Cruelty offence where defendant was cruel to a horse; AND that the defendant failed to provide appropriate treatment for injuries caused to the horse by being dragged along the road.	BUCCA	PENDING		
				TOTAL	\$42,100.00	\$2,851.57

Prosecution Held Over From 2012/13

	Pros. No	Details of Offence	Location of Offence	Outcome	Fine	Costs
	7	Duty of Care offence in which a woman failed to provide her dog with treatment for paralysis and laboured breathing.	NERANG	GUILTY	\$4,500	\$332.70
	11	Duty of Care offence in which a woman failed to take reasonable steps to provide appropriate treatment for flea infestation resulting in her two dogs suffering severe anaemia and one dog dying.	MORNING SIDE	GUILTY	\$750	\$3,370.22
	12	Duty of Care offence in which two defendants failed to provide their dogs with appropriate living conditions and water, resulting in one dog dying.	LEICHHARDT	GUILTY	2 years probation, 20 hours community service and 3 years prohibition order for each defendant	\$1,755.56
	14	Duty of Care offence 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	GUILTY	\$4,000.00 and 3 years prohibition order for reptiles	\$1,152.10
	15	Duty of Care offence in which two 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	GUILTY	\$4,000.00 (\$2,000 each defendant). 3 year prohibition for other than their current dog	\$3,652.15
	16	Cruelty offence in which the defendant kicked a dog, causing it pain that, in the circumstances, was unjustifiable, unnecessary or unreasonable.	DAYBORO	PENDING		
	17	Duty of Care offence in which two defendants failed to provide treatment for a dog which was in extremely poor health and body condition and was suffering from tumors.	MITCHELTON	GUILTY	\$10,000.00 (\$6,000 for one defendant and \$4,000 for the other defendant). 3 year prohibition order	\$781.10
	18	Duty of Care offence in which two defendants failed to provide treatment for two dogs, both of which were in poor condition and suffering from a hookworm burden.	LEICHHARDT	GUILTY	\$2,500.00 (\$1,000.00 and \$1,500.00 respectively for each defendant). 3 years prohibition order	\$7,542.72
TOTAL					\$25,750.00	\$18,586.55

Cruelty Complaints




43,815

Total number of animal cruelty complaints investigated



Nadine:
RSPCA you guys do such an amazing job, THANK YOU!! I wish the people who harm our animals would be brought to justice.

Events

RSPCA Qld is so thankful to have the support of Queenslanders who attend and actively participate in community events. Not only do these events provide educational opportunities in raising awareness for animal welfare, they also raise vital funds for injured, lost and displaced animals.



Michèle:

Amazing to see all the rescue groups, shelters and animal organisations working together!! All there for the same thing... The animals hope the love continues with all involved!



cal_ford:

Was a good day at the Cleveland walk thanks @rspca_qld. See you again next year!

Cupcake Day

19 August 2013

Almost 2,000 keen bakers fired up their ovens to bake scrumptious cupcakes for **RSPCA Cupcake Day** and together raised a whopping total of

\$357,000

Big Adopt Out

21 September 2013

The first annual **Big Adopt Out** allowed RSPCA Qld to work with over 120 rescue groups. The Big Adopt Out was the first of its kind in the Southern Hemisphere. Over 27 dog rescue groups attended the Brisbane Showgrounds on the same day to find more homes for pets in need.

150+ dogs adopted
1,500+ visitors

Noosa Triathlon

3 November 2013

A dedicated team of 33 triathletes swam, cycled and ran across scenic Noosa for the **Noosa Triathlon** and together helped animals in need by raising over

\$36,000

Ruff Riders

3 May 2014

RSPCA Ambassador, Craig Lowndes, and 46 motorcycle riders banded together for the annual **Ruff Riders** event where they rode 500km and the cause raised

\$20,000

Million Paws Walk

19 May 2014

More than 20,000 owners and their dogs participated in the 2013 **Million Paws Walk** which was held at 26 different locations across Queensland. Thanks to community support the event raised

\$366,000

Image: Peter Wilson

Community Outreach

Community Outreach continued to be an integral part to increase the number of animals rehomed in the 2013/2014 financial year.

Adopt from Foster

Approximately 215 animals were adopted from foster care.

Petbarn Adoptions

Due to the increase in participating stores, we adopted out 1,020 RSPCA pets and we expect this to increase dramatically in the future with the addition of eleven new Petbarn adoption stores for Brisbane Metro and six for regional areas.

We held a Valentine's Day promotion in February that included a four hour adoption event where both Petbarn adoptions and NON adoption stores housed RSPCA cats state-wide. A total of 16 cats/kittens were adopted.

Kitty City at World for Pets Springwood

Continued to help home the slightly more introverted cats. Our adoptions volunteers make great headway with confidence building and preparing these cats for their new home.

With the new Kitty City opening at the end of 2014, there will be the capacity to house and rehome a greater number of cats within the World For Pets store.

Pop-up Adoption Day

In collaboration with our partner, Retail First, we held a Pop-up Adoption Day at the Toowong Shopping Centre for ten days, where we adopted out over 20 kittens during the school holiday period in January 2014. This promotion was the start of an ongoing plan to host more Pop-up adoption centres within the Retail First shopping centres.



Melanie:

My family adopted a kitten through the Petbarn/RSPCA adoption program and we couldn't be happier. Rufus is very social and cuddly and we love him dearly. Thank you!





Rae:

I have found my lost Cattle dog, Bindi. The RSPCA was so lovely to me when I called (Jane took the call) and I just wanted to thank everyone for your kindness and help.

Lost & Found

Our RSPCA Qld Lost and Found services started almost 20 years ago with a few animals reported daily. Now we have an average of 200 calls per day specifically about lost or found animals, a dedicated website, Facebook page and our Pet Recovery Network looking for pets around Queensland.

-  Every night our trained searchers hunt through databases and websites to find the smallest lead to find a missing pet.
-  Our Pet-D-Tect service has had so many happy stories this year of animals being reunited with their relieved owners.



Staff at the Wesley Hospital in Brisbane had their work day interrupted by the amusing antics of a parrot outside their window. A young Alexandrine Parrot was trying his best to get their attention by tapping on the window, doing trapeze tricks by hanging upside down from the window-awning and wolf whistling. After an hour of entertainment, they were convinced that he was an escaped pet!

After some online searching, one of the hospital staff members spotted an advert created by our RSPCA Queensland Pet-D-Tect team listing a lost 2-year-old Alexandrine Parrot, Pedro, from Seventeen Mile Rocks – 9km from the Wesley Hospital. Pedro had escaped four days prior. The antics of the bird on their windowsill matched Pedro's characteristics perfectly!

Pedro's family were delighted to be reunited with their beloved parrot, who is like a member of the family. "We think Pedro might have got disorientated after being chased away by some noisy minors. After four days out in the wild he would have started to get hungry and tired and was looking for some humans who could provide him some food and care," Pedro's owner said. What better place to seek help and recuperate than a hospital!

Op Shops

It was another successful year for the RSPCA Qld Op Shops, with the continued growth of the Op shops requiring the opening of the new Kedron Sorting centre. Due to the continued generosity of our supporters, all of the RSPCA Op shops were full with clothing, furniture, books, and collectables for our loyal customers to enjoy.



Brisbane and North Queensland

To ensure all profits generated go directly back to the organisation to assist in the care and wellbeing of animals, all RSPCA Qld Op Shops are managed by dedicated staff and volunteers. Our wonderful volunteers and store managers have tirelessly worked to ensure great ongoing customer service to ensure that all donations have been processed professionally and placed in our Op Shops efficiently.

In 2014-2015, the goal for our Op Shops is to continue increasing revenue and profits and ensuring the Op Shop business unit grows from strength to strength.



Leeann:

The staff and volunteers at the RSPCA do amazing work and as I am a volunteer I get to see first-hand that the amazing efforts that are made...

Gold Coast and Hinterland

This year has been quite tough in retail, however, we are pleased to report that the annual turnover remains comparable with last year across the West Burleigh, Robina, North Tamborine, and Miami Op Shops.

With the Nerang Op Shop closing at the end of 2013, we have been looking for additional locations which has proven challenging, as many areas on the Gold Coast have incorrect zoning to operate a retail outlet. We are optimistic that we will be in a position to open at least two additional stores in the foreseeable future.

Without our wonderful volunteers, we would not be in a position to operate the Op Shops or undertake the number of events and fundraising activities we run each year to maintain the Branch's self-sustainability.

Stores

Bundaberg, Gympie, Maryborough, Miami, Moorooka, New Farm, North Tamborine, Robina, Sherwood, Strathpine, West Burleigh and Wacol.

There is potential to expand the Op Shop RSPCA business by another two locations.



World For Pets

Over the past 12 months both the Springwood and Wacol stores have achieved and implemented a range of positive results that have continued to help grow, and strengthen the World for Pets brand, whilst continuing to support RSPCA Qld.

Wacol

Achieved growth across all categories of premium food sales, while introducing several new pet food lines. The 25% off sale in particular, sparked sales growth in June and contributed to creditable annual performance. The success of the Wacol store can also be attributed to the implementation of a cycle stocktaking method and a customer loyalty program in-store, as well as the continual effort to improve staff training and knowledge.

Springwood

Performed equally well to Wacol with increased sales due to implementing similar approaches to the Wacol store. Most notably during the year, the store relocated with the assistance of volunteers in a two week time frame, whilst still trading. The benefit of the new store is the huge reduction in rent, as well as an air-conditioned shop for customers.

Online

Expanded product ranges which resulted in an improved checkout functionality. Additionally, sending weekly specials emails has increased communication with the customer base. A new customer loyalty program was implemented, and newsletter subscribers grew to 25,000. The retail warehouse implemented a cycle stocktaking procedure, with state-wide stocktaking of all shelters by the retail team. Total sales for the year was \$796,000.



Promotion Highlights

Wacol

- Record sales figures of 75k for the weekend.
- Record number of customers through the doors, with 988 paying customers.
- Reached 200k for the month of June due to 25% off sale.
- Sales of \$2,259,440 for the 12 Months.

Springwood

- Record sales figures of 45k for the weekend.
- Record customer numbers through the door, with 649 paying customers for the sale.
- Sales Of \$2,184,355 for the 12 Months.

Our People

At RSPCA Qld, the Human Resources team partners with our leadership group, employees, and volunteers to maximise performance in pursuit of positive animal outcomes.

Over the last 12 months, we have continued to focus on identifying and growing our best people, helping them develop the capabilities they need to deliver on our strategic plan and the RSPCA Qld mission well into the future.

People Development

At RSPCA Qld, we acknowledge that our organisation cannot be any greater than the people who comprise it, and lead it. To this end, we dedicate our time to developing systems that enable us to identify and invest in our top talent. By using performance data from our quarterly e-appraisals, in combination with data from the Make your Mark program, we have been able to clearly and objectively highlight our top performers, leading to an increase in staff movements and internal appointments. A new development concept launched in 2014, 'Golden Opportunities' provides our most consistent high performers with tailored developmental opportunities, and allows RSPCA Qld to acquire new knowledge bases and skills for the future.

Safety Update

In 2012, we rolled out an online hazard management program that allowed staff and volunteers at all RSPCA locations to identify, record, and control hazards. The system has enabled us to develop an organisation-wide database of hazards; compile an organisational risk profile; and put in place preventative measures to stop incidents occurring. Not only have our safety systems fostered a genuine interest in safe work practices, and made RSPCA Qld a safer place for our people to work, they have also been recognised as best-practice across the safety industry, taking out the 'Best WH&S Training Program' award at the National Safety Awards.



Image: James Cameron



"Being able to cuddle things from kittens to bearded dragons is a great bonus!"

- Alana Eising

How long have you been working at the RSPCA and what is your role within the organisation?

I've been working at RSPCA now for almost two years in the Customer Service team.

What do you most enjoy about working at the RSPCA?

I like to feel that I'm making a difference. There are never any easy days, but the days where I match a lost dog, or read a story about our vet team's amazing work, are the days that I feel it is worth it.

Why do you participate in the MYM program?

Because it's important to recognise that this is a difficult job we all do, and most of us put in a lot of extra time and effort that goes above and beyond what's in our job descriptions.

What's your favourite aspect of the MYM program?

I love the Instant Paws—it's a great way to give someone a little bit of recognition. It's also good to be able to take a break and read through all of the positive messages and expressions of gratitude that other people have posted. Especially across departments—after all, we're all one big team.



"It is great to be able to reward other staff for their help and achievements, as well as being rewarded for my own."

- Samantha Robson

What do you most enjoy about working at the RSPCA?

Since starting as the Events and Community Development Officer in early March 2014, I have to say that I have never worked in a company where the staff are so passionate about the cause. It is infectious to be able to work alongside these people and I certainly feel proud to be a part of it.

What's your favourite aspect of the Make Your Mark program?

My favourite aspect of the program is that I am able to give out Instant Paws to my work colleagues who go above and beyond. I always thank my colleagues for their help with my events, however it is so great that I can submit an Instant Paw and that everyone within the program can see the outstanding work they have done.

Make Your Mark

The 'Make your Mark' performance, reward and recognition program is still going strong since launching across Queensland in July 2013. The program connects our people to our mission and strategic plan via a centralised 'commitments catalogue,' and recognises the valuable contributions our people make daily in pursuit of animal outcomes.



Congratulations to one of our Wildlife Hospital volunteers, Jan Lia, who won the Volunteer prize of an Animal welfare experience in Thailand as part of the Make Your Mark program. Jan will volunteer her time at an elephant sanctuary with her daughter from October – November, 2014.

17,000

Completed Make Your Mark commitments

Education

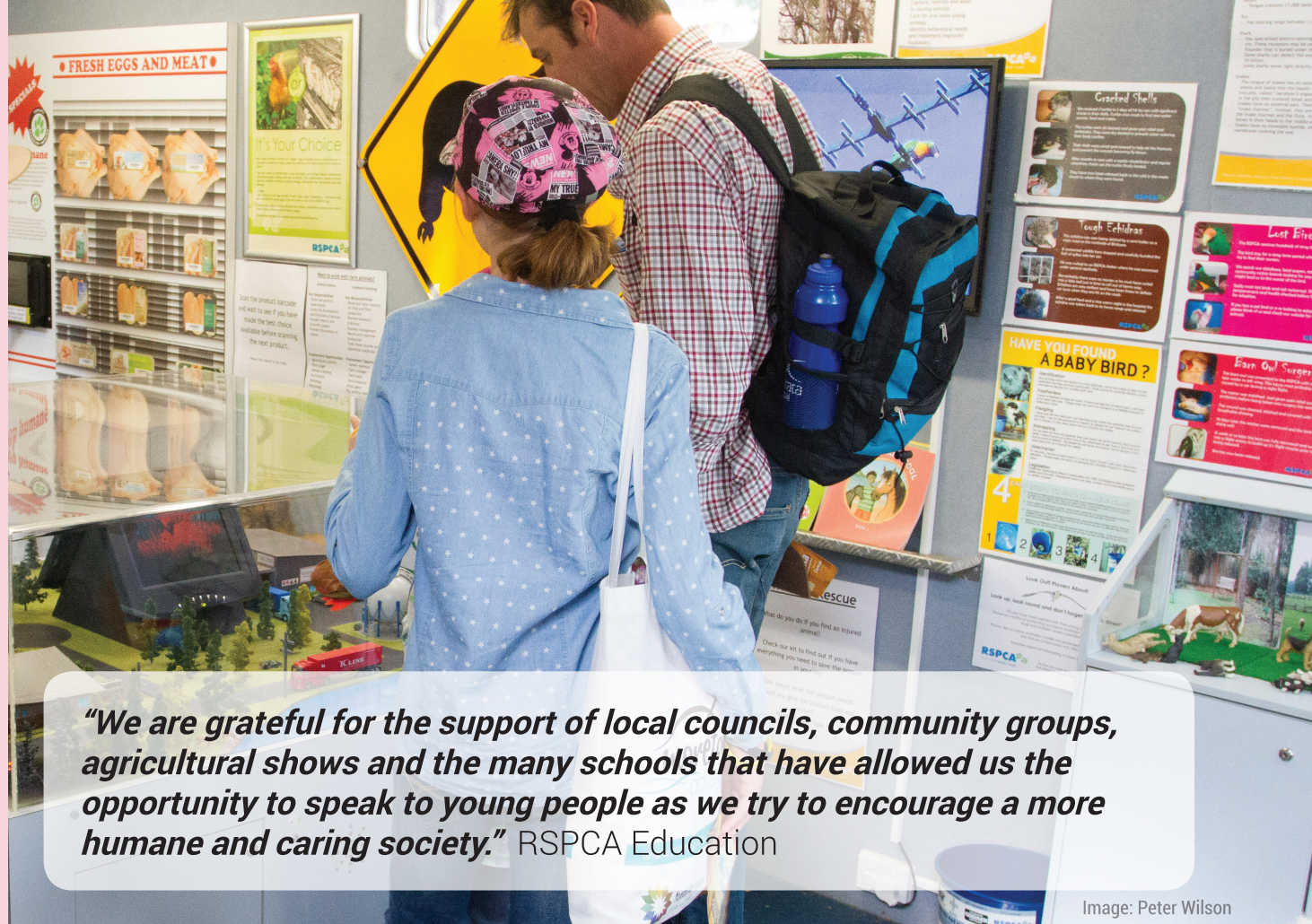


The Education Mobile Unit (EMU) on-foot and campus tour programs have again proven very popular with schools and community groups, with sessions being run on most days.

Thanks to the amazing core group of volunteers in Queensland, people across all age groups have been informed of the critical work done by RSPCA Qld and ways they can positively influence the lives of all creatures great and small.

Our flagship Education Mobile Unit completed the trifecta - allowing us many opportunities to share messages of respect, kindness and empathy for animals, people and the environment.

The Education team ran successful school holiday programs at the Brisbane Animal Care Campus



"We are grateful for the support of local councils, community groups, agricultural shows 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." RSPCA Education

Image: Peter Wilson

throughout the year. 'Canine Carers', 'Feline Friends' and 'Wildlife Crusaders' all filled quickly and all participants reported a wonderful experience, particularly seeing the 'behind the scenes' aspects of RSPCA Qld.

Topics included - being a responsible pet guardian, reading animal body language, enrichment ideas and making positive choices in caring for our environment.

Seeing and being involved in the day to day running of the campus gives the students an insight into the passion and amount of work done by staff and volunteers throughout the centre. Who would have thought counting koala poo would be a highlight of their school holidays.



Gay:

Keep up the wonderful work, RSPCA. All the two and four legged animals/birds would be lost without you.



Sampaguita:

Volunteering here has changed my life! It's such a welcoming and friendly environment with so many extremely dedicated animal lovers, and I'm proud to be among them helping to try and make a difference.

Graham's Story

As the Honorary Curator for RSPCA Qld for over 14 years, a foster carer for three years, and assisting in animal rehabilitation for over five years, Graham is certainly one of our most beloved and dedicated volunteers.

How did you find yourself volunteering for the RSPCA and why? *In 2000, CEO Mark Townend rang me and asked if I would "sort out the Society's photographs". This fitted in with my consultancy work at the time, so I started volunteering one and a half days a week and soon became the Society's Honorary Curator. In 2008, Animal Rehabilitation was looking for some help with the cruelty case dogs, so I started volunteering there as well. Not long after that, I began fostering cruelty case dogs.*

I always have had an affinity with animals and an abhorrence of animal cruelty, and my volunteering provided me the opportunity to help the RSPCA in its work.

Do you feel that you are making a difference and why? *Since I became the Honorary Curator, I have been able to provide historical and reference support for managers and staff, as well as promoting the Society's significant history through professional archives and curatorial management. The main*

difference I see is engendering an awareness in staff that the corporate memory of the organisation, over its 130 years, is a useful reference towards its future goals and achievements.

With my fostering, I'm afraid I join the ranks of 'foster failures' - I adopted the dogs I took on foster! The most satisfying difference I have seen in my rehabilitation work is the gradual recovery of individual dogs that have been on my list. I have been privileged to be part of an incredible rehabilitation and shelter team helping these mistreated dogs on the long road of adjustment to a life when they no longer exist in fear or discomfort, through giving them a better quality of life during the time they are in our custody.

Without the continued support of our valued volunteers like Graham, RSPCA Qld would not be able to help the 44,639 animals that come into our care every year.

We sincerely thank all of our volunteers across Queensland for their hard work and continued support of RSPCA Qld and the Volunteer Program. We look forward to continuing to build our volunteer foundation across the state in 2014/2015.

Volunteering



158,000

Volunteer hours recorded

3,000

Volunteers across Queensland

"Our passionate and dedicated volunteers continue to be a pivotal part in the daily operations for every department for RSPCA Qld."

Campaigns & Research

RSPCA Qld is very focused on increasing the number of cats that are sterilised, therefore reducing the number of kittens being born and surrendered to RSPCA shelters. A desexing campaign called *Operation: Wanted* was a result of this need and launched in June 2014. Nine local councils across Queensland and over 50 participating veterinarians supported the initiative.

More information about the program can be found at: www.operationwanted.com.au

RSPCA Qld also promoted national campaigns including: Hen's Deserve Better and Choose Wisely.



What areas of research did RSPCA Qld take part?

- Examination of the long-term outcome of cats adopted at various prices.
- Understanding the so-called 'semi-owned' cat population and what behaviours semi-owners display towards these cats.
- How well microchipping is working in helping reunite cats with their owners and identifying the major challenges in running a successful microchipping program.
- The stress felt by dogs when they enter a shelter and how to identify the best time to conduct behavioural assessments on these dogs.
- How social marketing strategies can be used to alter people's thinking about animal welfare issues.

What is RSPCA Qld's involvement with wildlife management?

Koalas, Macropods, Flying foxes, Fraser Island Dingoes and Turtles are all animals of interest to the Government and managed in some way. The Principle Scientist is active in committees and other groups involved with overseeing these management efforts and represents RSPCA Qld as an independent animal welfare scientist, usually the only person present with that focus. We have also been involved in gathering spotter catchers together to examine how they can form an industry group so that their voice and influence for better regulations around their practices can be ensured.

Media



Lesley:

Thank you for the pig update. I am so happy to see Ash has settled in so well and has a new playmate. May you all enjoy many more years ahead. Thank you so much again to Ash's Family for adopting him into your family. Happy Happy Dance.

I always say that working at the RSPCA is a bit like a roller coaster ride. It's an up and down mixture of the good, the bad and the ugly. To share our many triumphs and our frustrations we rely on the media and once again the electronic and print media have been hugely supportive. We need their help in conveying the many animal welfare messages, the promotion of different events and fundraising initiatives, plus occasionally calling for public assistance to help track down animal cruelty offenders.

Undoubtedly the story that got the broadest media coverage this year was that of Ash the piglet who was smuggled into the Gabba during the first test. The tale of "Ash" went around the world and I received calls from the UK, India, Sri Lanka and

the UAE. Poor Ash was severely dehydrated and very, very stressed when he came to us, but he's now found pig heaven - he has his own "house" and even his own swimming pool!

But while Ash's predicament was down to ignorance and stupidity, another cruelty case produced an avalanche of public outrage. The rat torturer from the Gold Coast who delighted in pouring boiling water over contained rats was eventually sentenced to 120 days in prison.

We've had constant media coverage on the magnificent work our Wacol Wildlife Hospital does, but sadly the birds and reptiles who are the victims of fishing litter continue to arrive.

Our sincere thanks go to the media who cover and publicise these incidents. Hopefully the message will eventually sink in.

On a brighter note, sincere thanks to all media outlets who helped make this year's Million Paws Walk, Cupcake Day and the Big Adopt Out the huge successes they were. It wouldn't be right to single out any one organisation, but to those journalists who constantly go above and beyond, we know who you are, and you know who you are.

Thank You!
Michael Beatty

Fundraising

As an organisation that relies on the support of the community for more than 99% of its funding, it is not an overstatement to say that none of our work would be possible without the financial, volunteering and in-kind support from our fellow Queenslanders.

Every ambulance rescue, every inspector on the road, every veterinary treatment, every adoption, and every life saved, is only possible because people like you cared and took action.

On behalf of the abused, neglected and unwanted animals of Queensland, our heartfelt thanks!



Appeals

Once again the overwhelming support the community showed our fundraising appeals throughout the year (particularly our Guardian Angel and Animal Rescue Appeals) has ensured the protection for thousands of animals. Our donors are near and dear to our hearts, as they fund essential services to rescue animals in need.

RSPCA Companions

We are very grateful to the ongoing monthly support from our RSPCA Companions. 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 donate to fund an animal enclosure in one of our nine Animal Care Centres across the state. We thank the kind individuals who support us in this meaningful way and hope they enjoy our regular updates on the animals they are helping us to rehome each and every day.

Art Union

The RSPCA Qld Art Union continues to be a fun and successful way to raise funds for animals in need, with some lucky supporters winning wonderful prizes along the way. 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.

Planned Giving

Gifts in Wills bequeathed to RSPCA Qld continue to underpin every facet of our work. We are continually amazed by the generosity of our supporters and felt a desire to thank and acknowledge the importance of their contributions in a special way.

In April 2014, the Planned Giving Team launched Bronson's Wish, an exclusive club which brings together like-minded individuals who are passionate about the role RSPCA Qld plays in animal welfare, now and in the future. Events were held in Brisbane at our Wacol Animal Care Campus and welcomed those individuals who had confirmed their bequest to RSPCA Qld along with those who had expressed an interest in leaving a legacy.

We were overwhelmed with the response from our South East Queensland supporters and plans are now in place to launch the Bronson's Wish club with events in other locations around Queensland in the latter months of 2014.

Paw Boxes

A little bit of change, can change a lot. Coin by coin, kind-hearted businesses are collecting funds on behalf of the RSPCA. These special suPAWtors help raise vital funds for the care and protection of all creatures great and small.

A close-up photograph of a cat's face, focusing on its eyes and nose. The cat has orange and white fur. A green rectangular overlay is positioned in the top right corner of the image.

"Never doubt that a small group of thoughtful people could change the world. Indeed, it's the only thing that ever has."

- Margaret Mead

Community Fundraising

Hundreds of compassionate Queenslanders including local schools and community groups have supported RSPCA Qld, by hosting their own events ranging from trivia nights to garage sales. We greatly appreciate these wonderful efforts!

Grants

RSPCA Qld was fortunate to receive generous support from a number of funds, trusts and foundations in 2013/2014 to assist us in purchasing equipment and making improvements at our Animal Care Centres across the state. We would particularly like to thank the Gambling Community Benefit Fund for several grants to purchase Inspectorate and shelter vehicles; The Constance Ackroyd Trust, managed by Perpetual, and The Samuel and Eileen Gluyas Charitable Trust, for funding to build a new adoption centre at our Kingaroy Animal Care Centre; and The John Villiers Trust for a grant to help us build our new Animal Adoption Centre in Mackay. We are also grateful for funding received from: Beach House Trust No 2, managed by Tarcoola Holdings Pty Ltd; Breakwater Island Community Benefit Fund; Brisbane City Council; Cancer Council Queensland; Department of Communities, Child Safety and Disability Services; Department of Environment and Heritage Protection; DMC Trust Fund No 2, managed by Mount Albert Pty Ltd; The Perpetual Foundation - The Brown Family endowment; The Perpetual Foundation - The Jean Truscott endowment; The Mary Kibble Trust, managed by ANZ Trustees; Toowoomba Regional Council and Townsville City Council.



Mjolnir:

I love helping an organisation that I'm passionate about. I donate frequently. And glad there are others that care as well.

Marketing & Digital

The 2013-14 year saw some significant structural changes, particularly with the creation of a new marketing department. With the increased need to better utilise digital channels, the new department has been tasked with helping the whole organisation to communicate more effectively. Here are some highlights:

FACEBOOK LIKES

26,272
MORE
FOLLOWERS

46,860

June 2013

73,132

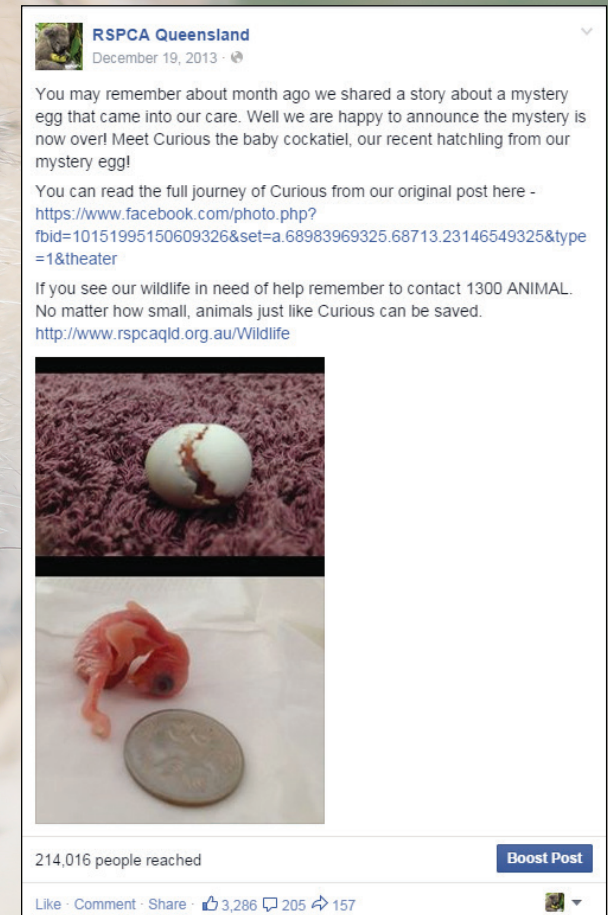
July 2014

Social Media

Our social media channels including Facebook, Twitter, Pinterest, YouTube, and Instagram are continuing to grow and are starting to become a vital function to promote our animals available for adoption, the wildlife animals we care for, and to raise awareness about current animal welfare issues.

Facebook is one of our critical channels, that we use to engage with our supporters, to ensure that they are being kept up to date with RSPCA Qld activities.

Facebook Top Story - "Mystery Egg"



Website

The new website is underway with an expected launch date in October 2014.

Visit: www.rspcaqld.org.au



Laura-Kate:
Amazing work by truly passionate people. Dedication to a wonderful cause goes a long way, and RSPCA is powerful evidence of this.

Branches & Friends of the RSPCA

Brisbane Branch - Funded the purchase of vaporisers for cats suffering from cat flu, specialist investigations, surgery for a number of animals, and equipment for the Companion Animal and Wildlife Hospitals. Warm bedding and coats, including several extra-large coats for the larger breeds in black tag, and enrichment toys for the animals were also provided to the Brisbane Animal Care Campus.

Bundaberg Branch - The Bargain Barn Op Shop is still the main source of income. Monies raised have been used to support shelter improvements, including a new ride-on mower, and to support the regional inspector with equipment.

Gympie Branch - Each week has seen good takings for the 2013/2014 financial year. The fundraising committee has bought some new equipment for the office and staff are doing a great job sorting and keeping the shop clean and tidy, and the public are starting to appreciate the new 'upmarket' dress department.

Gladstone Friends of Group - The last financial year was a success for the group and even though they were without a permanent home for five months, a total of 644 cats and dogs found their forever homes. They continue to work tirelessly towards fundraising goals and are most thankful for the great support from not only the general community but also from the major industries, local businesses and the local media.

Gold Coast & Hinterland Branch - All money raised through the Gold Coast & Hinterland Branch continues to fund the Inspectorate area for this region. In the coming 12 months they will continue to build their foster care network to enable them to potentially rehome more

animals, and increase event volunteer numbers. This will help facilitate participation in more fundraising activities to raise sufficient funds for the purchase of a new animal ambulance for the Gold Coast. This year they were able to reach and educate 4,316 students.

Kingaroy Friends of Group - Ran fundraising events, including the very famous 'Movie Nights' with over 300 attendees, and built a great supporter base with the local community. Other events included Santa Paws, Million Paws Walk, Bake Sales, Krispy Kreme drives and much more, with money raised being re-invested back into the local shelter.

Mackay Friends of Group - Tirelessly fundraised for the Mackay Adoption Centre for 12 years by sitting in local shopping centres. The financial support of the Mackay Council, the community and John Villiers Trust is greatly appreciated for this initiative. Stage One is complete with the administrative area that houses cat condominiums to an education room and much more. Construction for stage two has now commenced. An operating surplus of \$318,000 this year is all thanks to one little dedicated team.

Noosa - Sunshine Coast Branch - Fundraising continued with events including two golf days, a plant and book sale, a cent sale and numerous raffles and sausage sizzles. Money boxes located at businesses throughout the district were another major source of income. The committee funded the ongoing operating expenses of the Noosa Shelter as well as shelter improvements including; upgrading of the dog pens and modifications to storage sheds to provide suitable storage for bulk pet food and fundraising equipment.



Rockhampton Branch - Fundraised and raised awareness during the year at local shopping centres for Cupcake Day, Santa Paws and the Million Paws Walk. The Rockhampton branch is proposing to look for a newer and bigger premises in 2014/2015 to hold the RSPCA Pet Shop, Adoption Centre, World For Pets shop, plus the branch and inspectorate offices.

Toowoomba Friends of Group - Successfully raised over \$20,000 through major fundraising activities such as; annual trivia night, RSPCA Million Paws Walk, Cupcake Day and Santa Paws. Provided funding for projects at the Toowoomba Shelter, including major improvements to the dog adoption area and the rest of the facility.

Whitsunday Friends of Group - Gained wonderful community support from locals and businesses for Cupcake day. Invited by 'Regatta Water Whitsunday' to attend their fundraising car wash where \$5 for every car washed was donated.

Thank you to all of our Branches and Friends of the RSPCA for your ongoing support.

Sponsors & Supporters

RSPCA Qld greatly values the in-kind and financial support from the business community. In particular we wish to thank and acknowledge the following supporters.

Major Sponsors

Hill's Pet Nutrition
Morgans Foundation

Sponsors

Isuzu Ute Australia
Zoo Studios
Greencross Vets
Retail First

Contributing Partners

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

Community Venture Partnerships

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

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
Greencross Vets
The Veterinary Medical Centre at UQ - Gatton



Media Support

4BC	Channel 9
4BH	Network 10
97.3 FM	News Queensland
NOVA	Quest Community
River 94.9	Newspapers
b105	The Courier Mail
Triple M	The Queensland Times
4KQ	The Satellite
Broadcast Operations Group	City News
WIN	The Ipswich Advertiser
ABC	Fairfax Media
Channel 7 and Seven Queensland	Rural Press

Workplace giving is an effective and convenient way for employees to make regular donations to the RSPCA. Most payroll systems allow for payroll giving with no extra tax forms and deductible donations recorded on employee payslips.

The benefits are three-fold. For the RSPCA, this is an important form of fundraising to support our vital work. For employees, it is an easy and important way to regularly contribute. For employers, it leads to greater employee engagement, retention and brand recognition by supporting one of Queensland's most historic charities.

This year, RSPCA Qld is recognising the significant contributions of the following organisations:

ADP	IAG
AGL	John Fairfax
Allianz	King & Wood Mallesons
ANZ	Macquarie Group Foundation
ASIC	Marsh Pty Ltd
ATO	National Australia Bank
Austar/Foxtel	Limited
Australian Broadcasting Corporation	National Wealth Management
Australian Post	Orica
BHP Billiton	Pepsico / Smiths
Birch Carroll	Perpetual
Bluescope	Pinpoint
Caltex Refineries	Rydges Esplanade QLD
Carter Newell Lawyers	Rydges Hotel Pty Ltd
CCW	Telstra
CSST	The Good Guys
Department of Defence	Thiess Pty Ltd
DIMA	University of Queensland
Dibbs Barker	Veolia Transport
GBST	Veolia Water Operations Pty Ltd
Greater Union	Wilson HTM Services Pty Ltd
Hindmarsh	Queensland Rail

Second Chance, an animal enclosure donation program, is a visible high impact way for businesses to show support for the RSPCA and encourage a positive response from existing and potential customers.

The key benefits to the business include:

- Positive brand exposure to the hundreds of thousands of people visiting the centre each year
- Positive brand recognition alongside the RSPCA
- Regular updates on the animals in the enclosure which can be shared for employee or customer engagement purposes

This year, RSPCA Qld has received vital support from the following businesses:

4BC	The Good Guys Oxley and Booval
Eureka Street Furniture	The Skin Centre
Hatch Associates	Mariart Design Studio
Heritage Bank Springfield	Nerangba Timbers
Hill's	Rock Real Estate
Isuzu Ute Australia	Westpac
Logan City Council	



"We also wish to thank the people from a range of Queensland organisations that kindly gave their time to assist RSPCA Qld through our corporate volunteering program."

RSPCA Locations

RSPCA QLD HEAD OFFICE

GENERAL ENQUIRIES

P 07 3426 9999
F 07 3258 5610
E admin@rspcaqld.org.au

STREET ADDRESS

139 Wacol Station Rd
WACOL QLD 4076

GENERAL CONTACTS

ANIMAL EMERGENCIES

1300 ANIMAL
(1300 264 625)

CRUELTY COMPLAINTS

1300 852 188

LOST & FOUND

1300 363 736

DONATIONS

1300 RSPCA1
(1300 777 221)

RSPCA BRANCHES

BRISBANE

07 3426 9999

BUNDABERG

07 4151 6955

GOLD COAST & HINTERLAND

07 5586 2500

GYMPIE

07 5482 3766

NOOSA

0407 697 222

ROCKHAMPTON

07 4928 6245

FRIENDS OF THE RSPCA

AIRLIE BEACH

0419 251 399

GLADSTONE

0439 709 369

KINGAROY

07 4162 5501

MACKAY

07 4954 8171

TOOWOOMBA

0429 003 126

RSPCA ANIMAL CARE AND ADOPTION CENTRES

BRISBANE

139 Wacol Station Rd
WACOL QLD 4076
P 07 3426 9999

BUNDABERG

Doblo St
WEST BUNDABERG
QLD 4670
P 07 4155 1736

CAIRNS

Cnr Arnold & Greenbank St
STRATFORD QLD 4870
P 07 4055 1487

DAKABIN

Goodwin Rd
DAKABIN QLD 4503
P 07 3480 6450

GYMPIE

Laureceson Rd
GYMPIE QLD 4570
P 07 5482 9407

KINGAROY

Warren Truss Dr
KINGAROY QLD 4610
P 07 4162 5501

NOOSA

Hollett Rd
NOOSAVILLE QLD 4566
P 07 5449 1371

TOOWOOMBA

43 Vanity St
TOOWOOMBA QLD 4350
P 07 4634 1304

TOWNSVILLE

69 Tompkins Rd
THE BOHLE QLD 4818
P 07 4774 5130

RSPCA WORLD FOR PETS

WACOL RSPCA

139 Wacol Station Rd
WACOL
P 07 3258 5630

SPRINGWOOD

Springwood Centre, Cnr
Lexington & Logan Rds
SPRINGWOOD
P 07 3340 6500

ONLINE STORE

www.worldforpets.com.au
P 1300 787 743

GOLD COAST RSPCA

2172 Gold Coast HWY
MIAMI
P 07 5575 6146

ROCKHAMPTON RSPCA

58 William St
ROCKHAMPTON
P 07 4921 3339

RSPCA OP SHOPS

SORTING CENTRE KEDRON

45 Kate St
P 07 3359 5925

BUNDABERG

12 Maryborough St
P 07 4151 6955

GYMPIE

18 Monkland St
P 07 5482 3766

MARYBOROUGH

121 Richmond St
P 07 4121 2220

MIAMI

2172 Gold Coast HWY
P 07 5575 6146

MOOROOKA

485 Beaudesert Rd
P 07 3276 8269

NEW FARM

Cnr Merthyr &
Lamington St
P 07 3254 2309

NORTH TAMBORINE

40 Main St
P 07 5545 3988

ROBINA

Robina Shopping Village
P 07 5562 1756

SHERWOOD

Shop 7A, 637 Sherwood
Rd (Cnr Oxley Rd)
P 07 3278 2459

STRATHPINE

8 Dixon St
P 07 3889 9850

WACOL

139 Wacol Station Rd
P 07 3258 5657

WEST BURLEIGH

3/18 Township Dr
P 07 5586 2550

Publication current as
of October 10, 2014.

Visit the RSPCA
Queensland website
for updates:

www.rspcaqld.org.au



Caring for animal habitats,
RSPCA Qld uses 100% Post-
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HELPING ANIMALS • ENLIGHTENING PEOPLE • CHANGING LIVES