**VALUES**

**Accountability**
Preparedness to be held accountable for plans, actions and outcomes.

**Professionalism**
Behaviour and standards that set the benchmark for other organisations.

**Integrity**
Soundness of judgment and honesty in everything we do.

**Openness**
Transparency in our actions, decisions and results to all stakeholders.

**Creativity**
Willingness to review current operations and implement new and innovative approaches that assist in achieving our overall objectives.

**OBJECTIVES**
The RSPCA's objectives are to promote and enhance the wellbeing of society and the welfare of its animals by:

- Educating the Victorian community regarding the humane treatment and management of animals and increasing public awareness of, and support for, animal welfare.
- Enforcing the existing laws to prevent cruelty to animals.
- Influencing the amendment or development of legislation and standards considered necessary for the protection and welfare of animals.
- Encouraging and providing a sustainable, needs-based network of animal welfare services across the state, for the care, shelter, treatment, rehabilitation and protection of animals within the capacity and strategic directions of the organisation.
- Providing relief programs to assist people within the community who are experiencing adverse circumstances, to enable them to care for or manage their animals.

**VISION**
The RSPCA is the trusted advocate for animals and leads social change so that all animals can live according to the Five Freedoms.

**FREEDOMS**

- **FREEDOM from hunger and thirst**
- **FREEDOM from discomfort**
- **FREEDOM from pain, injury and disease**
- **FREEDOM to express normal behaviour**
- **FREEDOM from fear and distress**

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**OUR ORGANISATION**

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**COVER ILLUSTRATION**

In loving memory of Leo, our beloved canine ambassador at RSPCA Victoria. Leo spent many years helping us spread the word about animal care and welfare, being the face of many of our programs and events. Full of incredible enthusiasm and determination, he was always happy to lend a helping paw. Leo brought immense joy to the RSPCA and everyone he met. He changed the lives of many – humans and animals alike and his sweet nature, beaming smile and unforgettable cuddles will always be remembered.
ORGANISATIONAL HIGHLIGHTS

ANIMAL CARE
Our foster care program was supported by 450 carers and assisted 1,950 animals – an increase of 21% on the previous year.

• Our foster care program assisted 1,950 animals – an increase of 21% on the previous year and was supported by 450 dedicated foster carers.
• Adoption campaigns such as ‘Cats’ and ‘Young at Heart’ fee waivers helped us see 63% of cats and 87.6% of dogs either adopted, reunited with their owners or remain in our care.
• Our Inspectors issued 303 notices
to comply and responded to 10,708 cruelty complaints, almost 15% more than last year.
• We opened Pets Place in Ballarat which provides a community hub for pet care information and services.
• This year we microchipped and desexed over 1,600 cats as part of our free care program for low income earners.

LEADING SOCIAL CHANGE
Advancing animal welfare by leading social change.

Due to strong community demand, Coles announced in January 2014 that their own brand of fresh chicken would be exclusively RSPCA Approved.
• Our Campaign Hero volunteers assisted us to influence businesses to ‘Choose Wisely’ and convert to humane foods. 120 restaurants have now made that commitment.
• Our state based priority animal welfare campaigns continued to engaged the community and influence change.
• We reached more than 126,000 people through our Jumps Racing campaign.

EDUCATION, AWARENESS AND OUTREACH
Improving animal welfare by raising awareness and changing behaviour.

• Our Education programs promoted animal welfare messages to 6,380 students from 85 schools.
• 815 young animal lovers participated in our School Holiday Program.
• Over 70,000 social media fans were engaged in animal welfare messages, a 46% increase on last year.
• We supported the RSPCA national campaign, Set A Sister Free, which raised awareness about the welfare of 11 million hens confined to cages for egg production in Australia.

ADVOCATING FOR LEGISLATION AND POLICY CHANGE
Contributing to political debate to improve legislation and policy.

• We documented our animal welfare priorities for the November 2014 state election, highlighting the key animal welfare issues in Victoria, for which we seek government support.
• We successfully achieved legislative changes governing puppy factories and we were vocal about our concerns following the last minute changes to the Code of Practice for Breeding and Rearing Establishments.
• We continued to voice our concern regarding Breed Specific legislation, as this legislation is ineffective in preventing dog attacks.
• We expressed our concern at the government’s proposal to promote Victoria as a hunting destination for wealthy ‘trophy hunters’.

COMMUNITY ENGAGEMENT
Building and strengthening our partnerships and effectively engaging the community and stakeholders.

• Collaboration with other animal welfare groups helped to strengthen campaign messages and increase community awareness.
• We attended over 30 events across Victoria and more than 25,000 walked to fight animal cruelty at our 16 Million Paws Walk events held across the state.
• Partnerships with local councils influenced community understanding of responsible pet ownership.
• Over 100 workplace giving partners were engaged to financially support our animal welfare programs.

ORGANISATIONAL RESILIENCE
Effectively manage our resources, maintain our strong reputation and harness community support.

• The major project to upgrade facilities at RSPCA Burwood East was completed in November 2013.
• 2,796 volunteers contributed over 258,000 hours to support our animal welfare programs and services.
• RSPCA launched a new event, ‘In the Doghouse’ to grow our event supporters and provide an additional fundraising source. In 2014/15 we are hoping to achieve significant growth for this event.

A YEAR AT A GLANCE

SOURCES OF INCOME 2013/14
• 35% Fees for animal services
• 16% Bequests
• 24% Fundraising
• 8% Retail sales
• 2% Government grants
• 2% Investments
• 2% Other

EXPENDITURE 2013/14
• 35% Animal welfare related expenses
• 14% Support services
• 7% Fundraising and bequest expenses
• 7% Other
• 6% Retail expenses

ANIMAL WELFARE EXPENDITURE TREND

To view our full financials, please click here.
**President's Report**

The Board of Directors continues to provide the Society with essential strategic policy development and direction. The staff and volunteers remain committed through the strategic plan to delivering our Society’s objectives. Again I sincerely thank all of my Board colleagues and Board committee members for their continued dedication and support. During the year Marco Ciobo retired from the Board after four years of service.

The Chief Executive, Maria Mercurio, assisted by the Executive Managers, heads up a large professional and competent team which includes some 2,800 volunteers. I congratulate the CEO on what has been achieved this past year particularly the completion of the redevelopment of our Animal Care Centre at Burwood East, the rehousing figures for dogs and especially cats, which now stands at a combined figure of over 84%, and general advocacy.

At the 2013 AGM, Maria Mercurio gave notice that she wished to retire as CEO in August 2014. Chief Executive Officers of RSPCA Victoria, by whatever title appear far and wide.

**Government Relations**

The RSPCA in Victoria was founded in July 1871 which resulted in the parliament passing a modicum of legislation, based on British law, to prevent cruelty to animals. But it was not until 1980 that animal welfare finally became a political issue and Victorians went to the polls that year with each party promising serious animal welfare reforms. Principal reforms were the establishment of the Bureau of Animal Welfare, and the development of a new Prevention of Cruelty to Animals Act and a Domestic Animals Act. Federally, the world-acclaimed Australian Animal Welfare Strategy (AAWS) was adopted as overall government policy.

At the beginning of 2014, without notice, the federal government abolished all national animal welfare committees, including the AAWS. State and Territory governments were quick to withdraw support for animal welfare initiatives; claiming that there was no money available for such work leaving the RSPCA and others to re-establish the infrastructure that has been destroyed and to reappoint personnel who have been scattered far and wide.

**Campaigns**

The Board of RSPCA Australia endorses national animal welfare campaigns which are then initiated by the national office and supported by the eight state societies. The campaign to ban live exports for dogs and especially cats, which now stands at a combined figure of over 84%, and general advocacy.

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**Acknowledgement**

Hugh J Wirth AM CGSJ
Honorary President and Chairman

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**Animal Care**

Each year we care for thousands of animals who come into our shelters across Victoria.

![](animal-care.jpg)

**25,920 Animals into our care**

<table>
<thead>
<tr>
<th>Dogs</th>
<th>Cats</th>
<th>Livestock &amp; Wildlife Other Pets</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,844</td>
<td>10,778</td>
<td>3,301</td>
</tr>
</tbody>
</table>

**87.6% of dogs were either adopted to new families, reunited with their owners or remain in our care**

**63% of cats were either adopted to new families, reunited with their owners or remain in our care**

**900 Animals attended Behavioural Classes**

**2,107 General Surgeries**

**7,553 Animals De-sexed**

**25,881 Private Vet Consultations**

To view our full shelter figures, please click here.
Our feline friends remain a priority as we promote cat welfare initiatives across Victoria, tackling the common problems of overpopulation and low reclaim rates. Through targeted standalone programs and partnerships with councils, we were able to provide subsidised desexing, microchipping and vaccination promotions. In addition, we ran our very successful 'I Cat' fee waiver program in February, May and June, which helped many of our cats find their forever home. We continued to promote our 'Young at Heart' fee waiver for our senior felines, permanently waiving the adoption fee for cats aged seven years and above.

**SPECIALISED CAT WELFARE PROGRAMS**

- 1,122 cats desexed for low income earners
- 525 cats microchipped for low income earners
- 543 cats adopted as part of our 'I Cat' fee waiver
- 294 senior cats adopted as part of our 'Young at Heart' promotions

**CAT ADOPTIONS**

- 5,625 total cats adopted
  - 3,144 adult cats adopted
    - Aged between four months and seven years old
  - 2,187 kittens adopted
  - 294 senior cats adopted
    - Aged seven years and above

**COMPLAINTS BY AREA**

- 10,708 complaints received
  - 914% on last year
- 17,995 animal cruelty offences investigated
  - 915% on last year

**TOP 5 COMPLAINTS**

1. Insufficient food, water, shelter (5,216)
2. Husbandry issue (2,481)
3. Underweight animal (2,317)
4. Insufficient treatment of a sick or injured animal (2,236)
5. Abandoned animal (1,375)

**DID YOU KNOW?**

$820,000

Was the cost of providing care and treatment for Inspectorate case animals while under protective custody hold.

To view our full Inspectorate results and to read more about our prosecutions, please click here.
CAMPAIGNING FOR CHANGE

RSPCA Victoria has a long history of harnessing community support and advocating for legislation and policy change, to improve animal welfare awareness and outcomes.

CLOSE PUPPY FACTORIES
- Our 2013 campaign targeted Christmas shoppers to reduce impulse buying, raise awareness and promote responsible pet ownership. Consumers were encouraged to donate, purchase puppy factory merchandise, adopt, pledge their support on the close puppy factories website, share our puppy factory video and visit our Smart Puppy and Dogs Buyer’s Guide.
- In April 2014, the revised breeding and rearing code was announced. Despite submissions to the government to push for changes to improve the welfare of breeding dogs, we were shocked to see last minute changes being announced which would allow female dogs to be bred for their entire lifetime, and pre-mating and post-birthing veterinary checks of breeding bitches non-compulsory. We voiced our concerns through the media regarding the welfare implications of these changes.

JUMPS RACING
- In October 2013 we launched our campaign targeting Spring Racing Carnival attendees, educating race goers that horses that fail at the flats can end up in jumps racing the following autumn. An integrated digital marketing campaign utilised digital advertising, social engagement through Twibbon and petitions, reaching more than 126,000 people through our campaign via social media.
- In March 2014 our activities coincided with the launch of the 2014 jumps racing season. We highlighted the government’s $2 million investment into jumps racing by placing ads in The Age and Warrnambool Standard, which generated additional media interviews and coverage. More than 400 people visited our website to email their MP and express their concerns with this cruel sport.

DUCK SHOOTING
- On 15 March 2014 the duck shooting season commenced for another year. Sadly many birds were killed and injured for this ‘sport’. Local Mayors were contacted by CEO Maria Mercurio urging them to reconsider their support of duck shooting.
- We launched a ‘meet your MP’ activity to encourage our supporters to meet with their MP to highlight the issues and ask for change. RSPCA supporters were provided with a step by step toolkit and a video highlighting the brutality of this ‘sport’.
- Every Victorian MP was sent a letter from our CEO outlining the number of duck deaths last season and asking for change. RSPCA supporters were encouraged to donate, purchase merchandise, adopt, raise awareness and promote buying, raise awareness of the inherent dangers of locking dogs in hot cars and the need for clear communications before people visit their parks.

RODEOS
- The RSPCA is strongly opposed to rodeos. The potential for significant injury, suffering, distress or even death to the animals involved is significant. Sadly, last year, more than 15 rodeos were held in Victoria.
- We launched an integrated digital campaign designed to increase awareness about the inherent cruelty of this sport. We contacted more than 20,000 supporters which lead to over 800 emails sent to MPs from Victorians wanting to see rodeos banned.
- In addition, we utilised the social awareness sharing platform Thunderclap along with Facebook and our website to promote our messages, creating a reach of over 169,000 people on social media.
- All sponsors and councils hosting rodeo events were contacted by the RSPCA, urging them to reconsider their support of rodeos.

DOGS IN HOT CARS
- Surprisingly, it is still not widely known that a dog can die in a hot car in under six minutes. To reduce incidences this year, our campaigning efforts focused on creating awareness through online engagement, public relations and the distribution of ‘dogs in hot cars’ posters throughout the community.
- In 2013/14 the awareness campaign reached more than 200,000 people via RSPCA Victoria’s Facebook page, the vast majority of people were in favour of helping us reduce incidences by spreading the message on our behalf. In addition, 186 posters were distributed to local councils, Bunnings and Masters and some vet clinics.
- Parks Victoria also welcomed the opportunity to work with RSPCA Victoria and pledged to enhance their communication to the public about bringing dogs to parks. Historically, visitors had to keep their dogs in the car as they were prohibited in the park. RSPCA Victoria provided guidance to Parks Victoria about the inherent dangers of locking dogs in hot cars and the need for clear communications before people visit their parks.

NATIONAL CAMPAIGN SUPPORT
- We maintained our commitment to support national RSPCA campaigns this year. In January 2014 Coles announced that their own brand of fresh chicken is now RSPCA Approved. They also committed to selling RSPCA Approved turkey during the peak Christmas period and all Coles brand of eggs are cage free.
- In February 2014 the ‘Set a Sister Free’ campaign was promoted to raise awareness about the welfare of 11 million hens confined to cages for egg production in Australia. Celebrity ambassadors Michelle Bridges, Laura Csortan, Magdalena Rzez and Dr Katrina Warren helped to highlight that 65% of all eggs produced in Australia come from caged hens. With at least 40% of eggs produced going into food manufacturing, restaurants, cafes and catering, it’s a reality that most Australians are consuming caged eggs without even realising.

DID YOU KNOW?

CAMPAIGN ADVOCATES WERE REACHED TO TAKE ACTION TO IMPROVE ANIMAL WELFARE STANDARDS AND INFLUENCE DECISION MAKERS

36,637

For more campaign details click on the above icons.
The Victorian community continues to demonstrate passion and commitment to animal welfare by generously supporting the RSPCA. Despite another year of economic challenges, outcomes of our various fundraising programs and events saw an increase on the previous year, helping us to continue providing vital animal welfare support within the community.

**LASTING LEGACIES**

- **150 PEOPLE LEFT A LASTING LEGACY**
- **OVER $7,700,000 IN CONTRIBUTIONS THIS YEAR**

**WORKPLACE GIVING**

- **OVER $250,000 DONATED BY INDIVIDUALS FROM 100 BUSINESSES**
- **$261,179 RAISED FROM CUPCAKE DAY**
- **$535,790 RAISED AT MILLION PAWS WALK**

**ANIMAL AMBASSADORS**

- **2,300 ANIMAL AMBASSADORS**
- **OVER $700,000 REGULAR DONATIONS**

**GRANTS**

We would like to acknowledge and give thanks to the following grants:

- Animal Welfare Foundation of Australia provided funding for our Education programs.
- DEPI Animal Welfare Fund provided funding to support the upgrade of the rabbit care facilities at our Peninsula Shelter.
- Helen Macpherson Smith Trust provided funding to support our 21st Century Learning Education program.
- Perpetual Trustees J&T Daley Charitable Trust provided funding for canine welfare boarding services.
- Equity Trustees Hazel and Arthur Bruce Bequest provided funding for the upgrade of our livestock and equine facilities at our Peninsula Shelter.

**HIGHLIGHTS**

- This year we continued to expand our events presence within the community by attending almost 30 events across Victoria.
- More than 25,000 people walked to fight animal cruelty at our Million Paws Walk. Walks were held in 16 locations across Victoria and participants helped to raise a record $535,790 for animals in need. We saw a 66% increase in people actively fundraising for the walk, which made a significant contribution to our wonderful results. We’re thankful to our generous sponsors for helping to make our biggest fundraising event possible.
  - Hill’s Pet Nutrition sponsored our walks across Australia.
  - Eastside Mitsubishi was again a Major Victorian sponsor, generously donating a Mitsubishi Mirage car for the event.
  - Coles Supermarkets kindly donated humane food for our BBQs.
- This year, over 1,500 people baked up a storm for ‘Cupcake Day for the RSPCA’ to help us raise over $260,000 for animals in need.
- We were excited to introduce our new event, ‘In the Dog House’, which saw our CEO and wonderful supporter ‘go stray’ for the night and sleep under the stars, raising $33,000.
RSPCA Victoria recognises that young people are the key to promoting the animal welfare message in the community.

- 1,573 Secondary and tertiary students
- 1,555 Primary students
- 1,066 Cert II in animal studies
- 815 School Holiday Programs
- 654 CARE program
- 258,490 hours contributed
- $5,000,000 worth of time donated

Our volunteers assisted in all aspects of our work in caring for and protecting animals.

**HIGHLIGHTS**

- Implemented skills progression roles to give our volunteers valuable experiences and expand their skills and knowledge of the RSPCA.
- Implemented a special roster to care for our puppy factory dogs. Our volunteers were instrumental in the social development and rehabilitation of these dogs while in our care.
- We welcomed new corporate partners into our corporate volunteering program.

*Based on average staff wages.
Honorary Life Membership is the highest recognition given by RSPCA Victoria. Awarded by our Board, Honorary Life Membership acknowledges those individuals who have made a significant contribution to our organisation and animal welfare. The successful nominees and worthy recipients for 2013 were Mrs Roelfina (Fina) Jannenga, Mrs Christine Matthews and Mr Rowan Webb.

The Ritchies Community Benefits Program is a major supporter of RSPCA Victoria, making outstanding contributions each year.

Over 7 years, the Bendigo Bank RSPCA Rescue Visa Credit Card has contributed substantially towards supporting RSPCA Victoria’s adoption programs.

Hill’s Pet Nutrition was the national sponsor of Million Paws Walk and major sponsor of RSPCA animal shelters.

Eastside Mitsubishi was the major Victorian sponsor of the Million Paws Walk 2014.

CircuIT Recruitment donate a significant portion of their work placement commissions to RSPCA Victoria throughout the year.

Blue Star DM provide both pro bono and discounted printing and mailing services to ensure we can raise awareness and funds for the care of our shelter animals.

RSPCA Victoria would also like to thank the following companies for their generous support:


Click on our supporter and sponsors names to visit their site.
With the generous support of the community, we are able to continue providing our vital animal welfare services throughout Victoria. We thank and acknowledge all those who have left a lasting footprint on animal welfare by supporting us through a trust or leaving a will in their legacy.
Thank You

On behalf of all the animals, we thank everyone who has helped us to continue building for the future of animal welfare in Victoria.

Your local RSPCA can provide support and guidance regarding animal welfare. You’ll also find many animals looking for a second chance at happiness. If you are considering adopting an animal or simply want to see how your support of the RSPCA makes a difference, call into your local RSPCA or click here.