



ANNUAL REPORT

2016–2017

About RSPCA QLD

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 over \$48 million annually to support our animal centres, programs and services. As a non-government, community based charity, RSPCA Qld receives less than 3% of funding from the government and relies on donations, bequests and sponsorships from ordinary Queenslanders, just like you.

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



Thank you to our photographers, Will France, and other staff and volunteers who supplied images for this report.

A special mention to volunteer illustrator, Meryl Holloway, for providing us with the beautiful illustrations on page 24 and 25.

CONTENTS

Minister's Foreword	05
<hr/>	
Our Reports	
President's Report	06
CEO's Report	07
Treasurer's Report	08
<hr/>	
Financial Highlights	11
Strategic Plan	12
<hr/>	
Engaging Queenslanders	
Community Activations & Adoptions	16
Events	20
New Ambassadors	22
Campaigns & Website Statistics	23
Snapshot of the Year	24
<hr/>	
Saving Lives	
Happy Tails	28
Foster Care	30
Cruelty & Social Media	32
Incoming & Outgoing Statistics	36
Wildlife & Rescue	38
<hr/>	
Our People	40
RSPCA Locations & Supporters	42

THE BOARD



Dr Andrew Tribe | *President*



Justine Hickey | *Treasurer*



Andrew Antonioli



Janet Houen



Graham Newton



Alison Sherry



Eileen Thumpkin



Tracey Vieira

MINISTER'S FOREWORD

"The RSPCA worked with the Palaszczuk Government to frame the Dog Breeder Register."

The Queensland Government is a long-time partner of the RSPCA. Apart from an annual grant of \$500,000, this year we have pledged additional capital works grants of \$3 million over three years for upgrades to the Townsville and Cairns facilities.

We recognise that the RSPCA cannot have Inspectors in every regional area. Because of this, there is a close working relationship between the Department of Agriculture and Fisheries and the RSPCA, and DAF officers often investigate complaints made in regional areas.

The Palaszczuk Government appreciates the support it receives from the RSPCA in terms of regulatory compliance and enforcement of the Animal Care and Protection Act and in return, provides training and other assistance for RSPCA staff. The RSPCA is a recognised stakeholder in animal welfare issues and that is reflected in its membership on the Animal Welfare Advisory Board established by the Palaszczuk Government.

I look forward to continued cooperation between DAF and the RSPCA in implementing the new Dog Breeder Registration legislation aimed at destroying the working model of unethical and exploitative puppy farm operations. This is important, groundbreaking



legislation that we hope will make a real difference. Back in 2015, I announced the opening of consultation on puppy farms and the future regulation of dog breeding in Queensland. I said that there was no place in our state for cruel and unethical exploitation of dogs for profit and absolutely no place in a civilised society for puppy farms where dogs had no human interaction, no medical attention, no comforts and no exercise.

It was a long process, but I am proud to say that on 26 May 2017, new laws applying to anyone giving away, supplying, selling or advertising dogs for sale came into force. The RSPCA worked with the Palaszczuk Government to frame the Dog Breeder Register. Our joint aim is, through the register and educating the public not to buy puppies without a breeder identification number, to make it impossible for rogue breeders to operate.

Hon Bill Byrne MP,
Minister for Agriculture and Fisheries

OUR REPORTS



President

There are two comments people often make when they find out I'm President of RSPCA Qld. They either say, "Oh that must be wonderful! You're surrounded by all those beautiful animals!" Or they say, "That must be heartbreaking. How do you cope with all that misery?" Although there can be a bit of the latter, I explain that the good far, far outweighs the bad and there are many more happy outcomes than there are sad ones. This year of course is no exception and once again we continue to break new ground.

In the last year over 50,000 animals passed through our doors which means the numbers are rising every year. Our Inspectorate investigated over 18,000 cruelty and neglect complaints and a further 29,750 calls were made to our animal rescue network. But in many ways it has been our wildlife hospital that has been under the pump. It dealt with over 22,000 native animals and birds. To put that into perspective, five years ago, we were

dealing with around 8,500. This is very disturbing and is the direct and indirect result of habitat destruction.

I think it's fair to say we'll always try something new to achieve our aims of saving more lives. Our #Adoptabull promotion was innovative and very successful and we will look at doing it again next year. 120 bull type breeds were rehomed which was an excellent result. Similarly our Sit, Drop, Shop in Jindalee DFO has not only drawn attention to the RSPCA and what we do, it has also rehomed well over 100 cats and kittens since its inception in October last year. Our Pop Up Adoption event at the Convention Centre was also a massive success, rehoming 485 animals in one day.

Animals continue to provide comfort to humans and our Happy Paws Happy Hearts program is living proof of that as it continues to grow. In the last year, the program has delivered over 600 hours of meaningful animal interactions to members of the community at risk of social isolation. This is set to increase over the next 12 months with the arrival of the NDIS to the Ipswich region.

Our achievements are only possible through the dedication and hard work of our staff and volunteers, my sincere thanks goes to all of them. They have made 2017 another busy but very productive year.

Dr Andrew Tribe,
RSPCA QLD President

CEO

As I'm sure most of you realise, RSPCA Qld is one organisation that would love to be made redundant! Sadly that is not about to happen any time soon. As President Tribe pointed out, our Wildlife Hospital numbers have nearly quadrupled in the last five years and our Inspectorate and Animal Rescue Unit have been busier than ever. In January, Inspectors raided a puppy farm in Glenarbor near Goondiwindi that is believed to have had links to dog fighting.

There was inadequate shelter and water and a number of the dogs were carrying injuries that needed urgent veterinary treatment. There were also the remains of a number of corpses lying near dogs that were tethered. It was a very distressing situation and a man is now facing a record 215 animal welfare related charges. Thankfully most of these animals have been successfully rehomed. And while we're on the subject of puppy farms, it was heartening to see the new puppy farm legislation finally become a reality. While we do believe it needs "tweaking" in certain areas, it is certainly a major step forward and will help stamp out irresponsible breeding and the greedy individuals who profit from it.

A very generous donor has enabled us to increase the number of Inspectors and hire a digital officer to help bring these perpetrators of mass animal cruelty to justice. Another area I'd like to touch on is the escalating success of our Work for the Dole program. The extra hands ensure all of our animals receive a higher quality of care and enrichment.



It wouldn't be a CEO report if I didn't mention finances. As you will see in the Treasurer's report, the balance sheet continues to improve. We were able to care for a record amount of animals and still have a surplus. There is no doubt it gets harder and harder every year and this year was no different. Cash flow can be an issue because of our rollercoaster income streams from the bequest area. Thanks again to an incredibly generous anonymous donor, a new facility was built on the Wacol campus for the increasingly popular sport of Flyball and this is also available for many other RSPCA activities.

Finally I'd like to mention how honoured we were to host the legendary conservationist Dr Jane Goodall who visited Wacol this year. Her visit was organised by Save the Bilby founder Frank Manthey and we'd like to thank him most sincerely. Also present on the day were two Australian legends - Dawn Fraser and Bob Irwin. Once again my sincere thanks to all of our staff and volunteers who some days seem to make the impossible look easy!

Mark Townend AOM,
RSPCA QLD CEO



“The total number of animals who found new homes was 18,369, an increase of 2% on the previous year.”

Treasurer

The 2016–2017 year was difficult from a cashflow perspective, but RSPCA Qld has posted a solid result. We achieved a small surplus of \$0.3m from revenue of \$49.4m. This compares with a surplus of \$1.8m from revenues of \$47.5m last year.

Some of the financial highlights from the fiscal year were:

- A new Animal Care Centre and council contract at Ipswich in October 2016. This has resulted in an increase in shelter related income and expense.
- Our Cairns Animal Care Centre was closed in February 2017 for major redevelopment that is due to complete in January 2018.
- Adoption income was up \$0.31m or 10% due to some fantastic Adoption Promotions and the work of our shelter teams. The total number of animals who found new homes was 18,369, an increase of 2% on the previous year.

- A new Op Shop has been opened at Stones Corner in Brisbane and it has been trading well since opening in August 2016 to provide additional funding for animals in need.
- We have received additional funding from the State Government by way of a \$500,000 grant to assist with our wildlife work, an additional \$250,000 to assist with the operational costs of our Inspectorate team and for the current year, \$55,000 to support our Pets in Crisis fostering program that helps domestic violence victims.

Unfortunately our bequests, which are a significant part of our income, were down 25% on the previous year. This was partially offset by improved donation income, related mainly to a few significant donations. Our total operating costs have risen by 7% as we continue to strive for better outcomes for our animals. For example, our vet supplies and vet services costs are up \$0.5m or 22% as we care for more domestic and wildlife animals.

As animals in our care have increased we have continued to control our costs by negotiating improved agreements with our suppliers, and our 5,000 hard working volunteers provide savings of approximately \$8.5m p.a.

Thanks to some very generous donations RSPCA has been able to continue to improve our shelter assets. We have invested:

- \$750,000 in building improvements at Wacol.
- \$253,000 at Gympie, mainly in cat condos.
- \$112,000 at Bundaberg.
- \$40,000 at Kingaroy, predominately on a solar system and improved drainage.

We have also further paid down our debt that was borrowed to fund the Wacol shelter building, now sitting at \$4.0m, leaving a net asset position at year-end of \$36.7m.

Justine Hickey,
RSPCA QLD Treasurer



The full audited financial reports are available on our website for download.



FINANCIAL HIGHLIGHTS

Income	\$	%
Adoptions & Animal Services	7,405,000	15
Fundraising, Donations & Legacy	27,028,000	55
Inspectorate & Rescue	2,011,000	4
Merchandise	9,753,000	20
Investments, Grants & Sundry	3,203,000	6
Total	49,400,000	100

Expenditure	\$	%
Shelter, Animal Welfare, Training & Education	20,701,000	42
Fundraising	10,157,000	21
Inspectorate & Rescue	3,817,000	8
Retail Operations	7,349,000	15
Administration, Finance Costs & Other	6,989,000	14
Total	49,013,000	100

Surplus	\$
Total	387,000

To promote kindness and to prevent cruelty to all animals we must:

- Provide vision and leadership that build 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; Discomfort; Pain, injury or disease; Fear and distress; 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 Promise

- Be respected and recognised as the leading authority for animal welfare in Queensland.
- Be the key advisory body for animal laws and policies in Queensland.
- Improve companion animal welfare through promoting and advocating responsible pet ownership.
- Grow awareness in the community of living responsibly with wildlife.
- Improve welfare standards through advocating for the rights of animals that are used in sport, entertainment and recreation.
- Inform and promote to consumers the benefits of humane farming practices.
- Grow our influence and expand our demographic reach in Queensland by creating advocates in young people and diverse cultures.
- Advocate greater acceptance of animals in the community e.g. public transport and high-density housing.

Our Scorecard

- Achieve legislative changes to further benefit wildlife in Queensland.
- Achieve legislative changes in line with RSPCA policies and positions.
- Grow RSPCA Qld's supporter base.
- Establish a strategy to engage young and culturally diverse advocates and transition them to lifelong supporters.
- Reduce the number of unwanted animals in the community.

Services

| Engage the community in the delivery of services and continuous improvement of animal welfare standards and practices across Queensland to improve animal welfare outcomes.

Our Promise

- Demonstrate greater efficiencies for the care of animals through improved service delivery.
- Consistently improve our services to respond effectively and efficiently to animal welfare needs in the community.
- Continuously improve customer experience to build positive relationships and ensure customer advocacy.
- Develop and enhance partnerships to increase our capacity to deliver animal welfare outcomes.

Our Scorecard

- Maintain rehoming target of 100% of healthy companion animals.
- Upgrade shelter facilities to improved standards by 2020.
- Return 100% rehabilitate-able wildlife patients to the wild.
- Achieve customer satisfaction ratings across all service delivery areas above industry standards.
- Decrease animal length of stay in our care.
- Maintain animal return rates under 5%.

Sustainability

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

Our Promise

- Deliver services that are sustained by the regions within which we operate.
- Ensure sustainable and diverse revenue streams to guarantee consistent and long-term service delivery.
- Focus on continuous improvement to enhance delivery and manage costs.
- Commit to business governance structure aligned to our strategy and direction.
- Understand the value of our people and empower them to realise their potential.

Our Scorecard

- Deliver a surplus on costs each year.
- Build legacy fund of 20% of operating budget by 2020.
- Use innovative technology to improve efficiencies.
- Ensure any cost increase delivers increased revenues or improved animal outcomes.
- Identify aligned enterprises for closer relations/investment.
- Set and exceed benchmarks for staff and volunteer experience with RSPCA.
- Increase leadership capability of managers of our people.

ENGAGING QUEENSLANDERS

From community activations to
new RSPCA ambassadors



Right: *Take Your Dog to Work, Brisbane City. A member of the public embracing with now adopted pooch, Mavis.*

Community Adoptions

Continuing RSPCA Qld's adoption strategy, our Community Activation Team (CAT) frequently host awareness events throughout South East Queensland to engage the public and promote pets available to adopt. These community activations frequently take on new twists and a recent success was 'Pup-A-Grams'; where corporate supporters could donate to the RSPCA to receive a workplace visit with adoptables.

Our team frequently capitalize on special days to raise the RSPCA Qld profile within the community. Take Your Dog to Work in June has revitalised our Pop Up Pets and encouraged members of the public to make a donation to take an RSPCA Pop Up Pet to their workplace in place of real pets that may not be allowed on certain sites. It's a great way for added adoption exposure and is well received every year.

These activations not only raise awareness relating to all things RSPCA, but they also give our animals that attend the opportunity to flourish outside of a shelter environment and enjoy a day out. It also increases their socialisation skills and training, allowing them to become more adoptable.

RSPCA Qld has successfully hosted more than 76 community activations in the past year and this is expected to increase into the future.

Top Right & Middle: Pup-A-Gram, Telstra Christmas Party.
Bottom: Take Your Dog to Work, Brisbane City.



Sit, Drop, Shop

In October 2016, a new concept came into fruition with an opportunity to utilise an otherwise empty retail space within Jindalee DFO. Our first Sit, Drop, Shop store opened, manned mainly by volunteers and hosting RSPCA cats and kittens up for adoption alongside merchandise for sale from RSPCA World for Pets. In under a year, over 100 cats and kittens found their second chance with retail profits supporting our services.

Through this new concept, we have been able to change the face of traditional pet stores and reach new members of the public that may not be aware of the RSPCA or pets available to adopt. We will be looking to develop the Sit, Drop, Shop model in the future by sourcing new opportunities right across the state. This way we can continue to showcase our animals and products to new audiences.



New Initiative Launch

In early 2017 RSPCA Qld launched Pets at Rest Qld, a dignified pet cremation service offering ongoing personalised support and mortuary care for the family pet. Service locations are Brisbane, Ipswich, Redland Bay, Moreton Bay, Gold Coast and Sunshine Coast.

100% of Pets at Rest Qld profits go back to RSPCA Qld to help over 50,000 animals that are in care.



To find out more please visit:
www.petsatrestqld.com.au



RSPCA Qld has successfully hosted more than 76 community activations in the past year & this is expected to increase into the future.

Adoption Promotions

#adoptabull

Staffordshire Bull Terriers and Bull Arabs are the top breeds of dogs that RSPCA Qld rescues and rehomes every year. Sadly there is still a public stigma surrounding bull-type breeds, so in March we were keen to help break these negative misconceptions with a positive, new marketing campaign.

Adoptabull was a creative adoption promotion to help rehome more bull-type breeds and break negative public perceptions around dog breeds. We worked with Liquid Interactive to create quirky videos of our typical bull-type breeds in RSPCA's care. Commonly misused words associated with these dog breeds by the media and public sentiment were written on a screen. Four adoptable dogs meticulously licked away the words. The videos on social media went viral, with hundreds of adopters and owners of bull-type breeds sharing their pet's photos and amazing stories to support the promotion.

The campaign saw a 44% increase in bull-type breed adoptions during the promotion, and a flow-on effect into April. Over 1.2 million people saw the campaign on Facebook. We are proud to have been able to help these commonly misrepresented dogs and help more pets find homes. Facebook themselves have featured the success of the campaign as a case study, along with Content Management System, Sitecore.

Below: Screenshot from the Adoptabull Facebook videos.



"I won't let my kids near a Bull Arab, as they are savage and..."
March 24 - 73K views



"Big bull breeds are aggressive, scary and hard to train." Don't let
March 20 - 57K views



"I don't like Staffies because they dig, bark and play rough." Meet
March 15 - 133K views

Over **1.2 million** people saw the campaign on Facebook

We saw a **44%** increase in bull-type breed adoptions!

EVENTS

Million Paws Walk 2017

Sunday 21 May

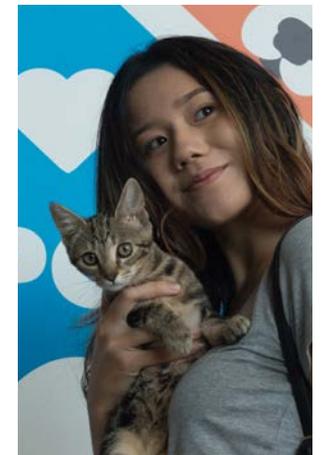
- 📍 24 walk locations throughout QLD
- 💰 Over \$600,000 raised
- 👤 Over 15,000 people attended, plus over 700 volunteers across the state



Pop Up Adoption 2017

Saturday 14 January

- 📍 Brisbane Convention Centre
- ❤️ 485 animals adopted over 7hrs
- 👤 Over 15,000 people attended
- 🕒 2163.72 volunteer hours worked



Big Adopt Out 2016

Saturday 17 January

- 📍 Brisbane Showgrounds
- ❤️ 236 animals adopted
- 👤 Over 6,000 people attended | 26 animal welfare & rescue groups in attendance



Cupcake Day 2016

Monday 15 August

- 💰 \$440,498.94 raised in QLD (Best results for CCD in QLD to date)
- 👤 2,333 hosts

New Ambassadors



Brooke Bevan



Mitch Larkin



Micks



Team Mowen



Jack Packard



Emily Seebohm

This year there was certainly something in the water with three Olympic Swimmers joining our Ambassador cohort. Meet some new faces that have recently supported all creatures great and small.

Country music singer Micks has actively attended our events like Pop Up Adoption and supported our Adoptable campaign, crossfit trainer Brooke Bevan has combined her passion for active living with adoption messages, professional volleyballers Justine and Jordan Mowen have supported our adoption promotions and Sit, Drop, Shop outlet, Olympic champions Mitch Larkin and Emily Seebohm have spread the word about adopting a pet and regularly attend our events, and fellow Olympian Jake Packard has also supported Million Paws Walk.

We are actively recruiting new Ambassadors with aligned values to support the cause and help build our brand within the community.

Furbassadors

This year we introduced 'fur'bassadors into our support network! It all started with social media star, **Winston Smushface**, the cute rescue persian cat. The Today Show introduced Winston as our first official RSPCA Ambassador of the furry kind. Since then, we have welcomed on board RSPCA rescue dog Kiba and Amos.

Each Furbassador helps to spread the word about adopting and supporting RSPCA events through their social media following.



Winston



Kiba



Amos

Campaigns & Web Statistics

Operation Wanted Desexing Promotion Results



187 vets participated in 26 Council regions, desexing at least 20,000 animals, half of which were desexed as a direct result of the promotion.

72% of cats desexed were under 1 year

77% of dogs desexed were under 2 years & 59% were under 1 year

32% were cats

68% were dogs

With thanks to our sponsors: Brisbane City Council, Bundaberg Regional Council, Cairns Regional Council, Fraser Coast Regional Council, Gladstone Regional Council, Gympie Regional Council, Ipswich City Council, Lockyer Valley Regional Council, Mackay Regional Council, Moreton Bay Regional Council, Noosa Shire Council, Redlands City Council, Rockhampton Regional Council, Scenic Rim Regional Council, South Burnett Regional Council, Sunshine Coast Council, Toowoomba Regional Council.

RSPCA Website Stats



Returning Visitors = 51.8%

New Visitors = 48.2%

Total sessions = 2,157,979
Pages viewed = 19,004,847

MOBILE USERS
1,253,955

DESKTOP USERS
622,893

TABLET USERS
281,131

SNAPSHOT OF THE YEAR

Animals Cared For



53,746
Animals

Wildlife Cared For
22,860

Animals Adopted
18,369

Foster



7,474
Fostered

Call Centre



323,070
Calls

Adoption
13,460
EHP
(Environment & Heritage Protection)
4,488
Donations
9,869
General Enquiries
81,347
1300 Animal
115,374
Lost & Found
35,625
External States
83,755

Inspectorate



29,750
Ambulance Jobs

18,068
Cruelty
Complaints

Volunteers



^{over}
5,000
Volunteers

493,725
Hours Completed

Social Media



166,040
Facebook Likes

29,000
Instagram
Followers

SAVING LIVES

A look into our most valuable asset; our staff, volunteers and foster parents.



Right: *Crystal Wicks, from Positive Pathways comforts an RSPCA dog up for adoption.*

HAPPY TAILS

Luca

Our beautiful Tonkinese kitten Luca and his siblings had a rough start to life before they arrived at the RSPCA Wacol shelter.

At only four weeks old Luca was unwanted, deeply unwell with Giardia and fleas. Being so sick at such a young age, Luca required round the clock attention and feeding from a dedicated RSPCA carer, as well as lots of tender loving care.

Thankfully, Luca and his two siblings were true fighters and all three kittens made full recoveries and were quickly adopted by loving families. Luca is now a beloved companion who spends his days sleeping, eating and playing - as all cats deserve.

Bottom: Luca, healthy and happy today.
Photo Credit: Zoo Studio



Emmett and Krispy

This is a story about two different tabby cats, Emmett and Krispy, who found friendship and a warm, loving home.

Emmett was given a second chance at life after being transferred to RSPCA Brisbane Animal Care Campus from the Gladstone Council Pound in March this year. Krispy, who is a ginger tabby, was sadly surrendered to the RSPCA with three of his unwanted littermates in January. Both cats were very young and spent time in separate foster care homes before they were ready to be desexed and able to be put up for adoption.

Although these two tabbies came to the RSPCA from different starts to life and had adventures apart, the two were adopted together as a pair. Tracey and Keith, Emmett and Krispy's new owners, had their hearts immediately filled by the two. "They have settled well into their new home and have become great friends already. The pair have already worked out where the food and litter trays are and are happily exploring and relaxing together. Now, still less than a week later, they are part of the family happily eating and sleeping together when not getting up to mischief," says Tracey.

"Their characters are really starting to show with Emmett happier to snuggle with us when he's not exploring and getting where he shouldn't, and Krispy lets us know how happy he is with his loud 'machine gun' purr whenever we are close by."

Thank you Tracey and Keith for providing another chance at life and a warm home to two special tabby cats.

Top Left & Right: Emmett and Krispy in their forever home.

FOSTER CARE



Sofia Baginski's Foster Story

One of our incredible foster carers in Ipswich, Sofia Baginski, shares her fostering experience.

"We started fostering about 12 months ago with kittens to build their socialisation skills, then wanted to help neonatal kittens." Sofia and her husband, Ron have fostered a range of felines including a mother and her four kittens. "We love animals, and kittens are easy to care for and of course they are very loveable."



Far Left & Bottom Right: Sofia with her foster kittens.
Top: Sofia and her husband, Ron.

Fostering gives pets in need a second chance away from shelter life. Sometimes pets can fall ill or come into the RSPCA in a bad way which can be tough on foster carers dealing with young animals. "Of course I would get very upset when a kitten got too sick and would have to be put to sleep. I'm getting better with coping with that."

Most carers naturally form bonds with their foster animals and it can be difficult when pets are ready to move onto their adoption journey. "We have loved all of our kittens. They all have



their individual personalities. I can't get over how quickly they get attached to you, they follow me around like children! When I've been out and they are hiding, they come running out as soon as they hear my footsteps."

"The support staff at the RSPCA are very caring, especially if a pet hasn't pulled through from illness. I can't praise them highly enough for this. If ever I've needed anything extra for the foster kittens, the RSPCA have always readily provided. I would encourage everyone to foster as the

animals appreciate anything you do for them. They soon realise you only want what's best for them, and reward you with lots of purring!"

If you are interested in becoming a foster carer, please email fostering@rspcaqld.org.au or phone 07 3426 9997.



Opposite Page: RSPCA Qld Inspector, Yorick, with Mikey the Arrow Cat.
Above: RSPCA Qld Inspector holding Glenarbor pup, Rufus.

CRUELTY & SOCIAL MEDIA

The number of people using social media continues to grow. There are some people who will post acts of animal cruelty online and these acts are then reported to us. Due to the increase in social media reporting of animal cruelty, we now have a full time Digital Intelligence Officer. Sadly when pictures circulate on social media of animal related issues, it can take some time to get to the bottom of the source and gather enough information in order to be able to investigate.

Cruelty & Social Media

“The number of jobs our on-road inspectors have to attend are increasing, as are the prosecutions that follow. Spending time gleaning this information online reduces the workload for our team and keeps our operational inspectors attending jobs where they are needed. It’s great to see RSPCA Qld leading the way in progressive investigations and that the public who are reporting, are right there with us.” *Emma Turner, Digital Intelligence Officer.*

Ideally what we need is for members of the public to help gather the facts about images they see online and report as much information as they can; the person/page who posted the content, if the act appears to have originated in Queensland, any location information available and screenshots in case the content is deleted.

Networks such as Facebook have allowed the RSPCA to reach thousands of users to help catch animal cruelty perpetrators by seeking more information on cases. A month before Christmas, Honey the Shetland sheepdog was left to die at a local sports ground in Morayfield. We put the callout on Facebook to help find Honey’s owner.

“I have spent countless hours staring at the computer conducting every search record,

or photo of Honey that may assist with the investigation,” said RSPCA Qld Inspector, Sharni Statham. “Hopefully we can get the word out to anyone who may have known someone who owned a Shetland sheepdog or even saw one matching Honey’s description during these years. Any information to help us track down Honey’s final moments helps.”

Thankfully the community responded with leads on this case. After many months of investigation, Honey’s owner was found from information provided by the public and brought to justice.

Public sentiment and outrage to animal cruelty cases posted on social media is obvious. The community is calling for tougher sentences to be handed down to offenders. Who could forget how social media helped track down two young men who were charged with animal cruelty after posting their torture of a possum on Snapchat? Well in April 2017, Hunter Lawrence Jonasen found himself back in court for assaulting a man whilst on probation. RSPCA Qld Prosecutor Tracey Jackson said, “There’s an undeniable correlation between people who offend against animals and people who offend against people.”

Facebook post screenshots: Possum torturer update



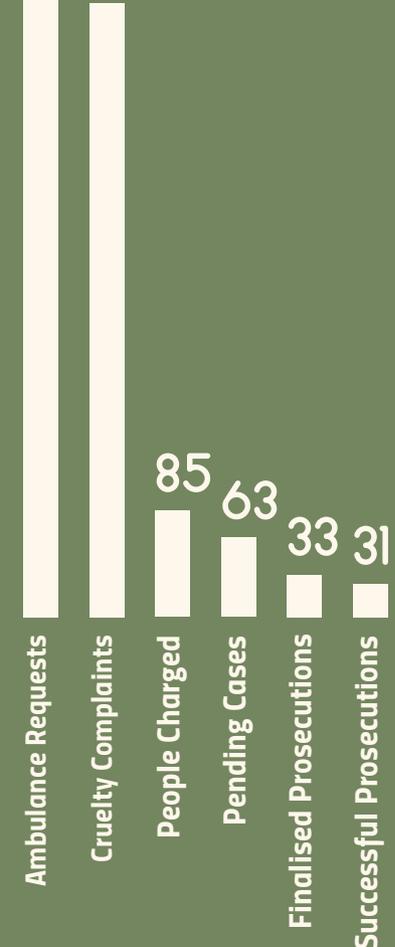
Honey’s callout:



Cruelty Statistics

29,750

18,068



INCOMING & OUTGOING

Incoming animals | 2016/2017

Type	Ambulance	Council	Humane Officer	Owner Surrender
Dog	521	6,989	787	2,215
Cat	1,270	3,548	469	1,939
Small	416	23	700	295
Livestock	136	168	191	163
Reptile	20	0	27	35
Wildlife	15,325	5	24	0
Total	17,688	10,733	2,198	4,647

Returns	Offspring	Stray	Transferred In	Wildlife	Total
708	119	2,392	1,070	0	14,801
502	228	3,776	1,419	0	13,151
11	47	332	20	0	1,844
9	1	133	17	0	818
1	15	26	148	0	272
0	0	0	3	7,503	22,860
1,231	410	6,659	2,677	7,503	53,746

Outgoing animals | 2016/2017

Type	Adopted	Escaped	Euthanased	Reclaimed	Stolen
Dog	6,933	40	1,907	5,803	13
Cat	10,069	74	1,855	770	2
Small	829	6	527	102	0
Livestock	338	9	201	97	0
Reptile	200	3	50	4	0
Wildlife	0	2	12,864	0	3
Total	18,369	134	17,404	6,776	18

Transferred Out	Unassisted Death	Wildlife Release	Released to Wildlife Rehab	Total
412	76	0	0	15,184
304	259	0	0	13,333
164	104	0	0	1,732
135	30	0	0	810
5	1	0	0	263
1,066	1,356	2,772	4,722	22,785
2,086	1,826	2,772	4,722	54,107

* 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.

***Our Live Release Rates are calculated using the Asilomar Accords Matrix.

WILDLIFE & RESCUE



Above: Humane Advocate Officer, Louise, capturing the wedge-tailed Eagle.

Opposite Page: Skippy the Roo being rescued from an artificial pond.

Wedge-tailed Eagle

Our Animal Emergency Hotline received a call from a member of the public who had driven past an injured eagle. Volunteer Danni and Humane Advocate Officer, Louise Napoli, found a wedge-tailed eagle on the ground in someone's front yard.

Despite having a broken wing, the eagle could still run fast; making it a tricky rescue for the RSPCA team. Volunteer Danni prevented the eagle from running onto the road while Louise caught him in a net.

After seeking advice from the Brisbane RSPCA Wildlife Hospital, Danni and Louise transported the injured eagle to Currumbin Wildlife Hospital for veterinary assessment. After veterinary assessment, sadly since the eagle's wing injury was a few days old, treatment wasn't possible and unfortunately this majestic bird of prey was put to sleep. The quicker injured wildlife is noticed and reported, the better the odds are of rehabilitation.



Skippy the Roo

Skippy got into a spot of bother recently when found in an artificial pond at the Bribie Island Research Centre.

With no water in the pond, this poor kangaroo wasn't sure the best way of getting back out! Luckily the Department of Agriculture and Fisheries (DAF) were on site when they noticed Skip having difficulty and called us.

RSPCA Animal Ambulance attendee Steph headed out to help. She managed to sedate Skip and DAF helped by winching the roo out to safety. Luckily Skippy didn't have any injuries and was able to hop back off into the wild once the sedative wore off.

Edwina the Echidna

Edwina the short-beaked Echidna was picked up by the RSPCA Animal Ambulance from a Jimboomba veterinary surgery after a backhoe dug her up in a backyard.

She was transferred to our RSPCA Animal Hospital in Brisbane. After a full vet check, Edwina was given the all clear from injury or illness. Being too young to be released back into the wild, Edwina the Echidna was sent to an experienced wildlife carer until old enough to continue her journey back in the wild.

If you see an injured or sick animal in need of help call our 24/7 Animal Emergency Hotline 1300 ANIMAL (1300 264 625) for assistance.



Above: Edwina, the Puggle.

OUR PEOPLE

Volunteers

Volunteers are a core component of RSPCA Qld. The contributions and support of volunteers across the state ensure animals receive exceptional care and can go on to find their new homes.

Volunteering QLD Awards:

Graham Carter, Lesley Finlay, Helen Wolfe and Karen Darmanin were all nominated for either the Volunteer of the Year Award or Life Time Contribution to Volunteering Award with Volunteering QLD.

The Longman Awards (for volunteers who live in the Longman Electorate):

Animal Welfare Category | Noel Roberts, Steve Osburn and Tayla Waldron

Hours contributed to animal welfare by RSPCA Qld volunteers

 **493,725**
Hours

We educated



39,097 people

Via our Education Mobile Unit (EMU) = 23,394
Education off-site visits = 11,583
Onsite Wacol campus tours = 1,253

Make Your Mark

Encouraging and supporting our people in pursuit of animal outcomes.

Completed commitments: **70,597**
Sent instant paws: **6,567**

Work for the Dole: increasing volunteer hours

Work for the Dole has continued to provide opportunities for job seekers to gain experience in the Animal Welfare industry while supporting RSPCA Qld and has contributed **61,286 volunteer hours**. The program has expanded from Wacol into Ipswich, Dakabin, Toowoomba, Gympie, Cairns, Rockhampton, and Mackay. A number of WFTD participants have since been employed by RSPCA Qld and many more have gone on to become regular volunteers at the end of their placements.

Internal Movement: growing RSPCA Qld's future, securing animal outcomes

RSPCA Qld is committed to providing career opportunities to our staff and volunteers. During the 2016/2017 financial year 91 exceptional individuals have taken up new career opportunities within the organisation.

2016 Awards Night

On October 6, 2016 staff and volunteers from around Queensland came together to celebrate the successes of the past year.



Left: People Services, Highly Commended Staff President's Award Right: Happy Paws, Happy Hearts, Winner of the Staff President's Award.

CEO Award

Winner | Wacol Animal Care and Positive Pathways **Highly Commended** | Events, Foster Care

Team Excellence Award (Staff)

Winner | Marketing and Customer Experience **Highly Commended** | Gold Coast, Cleaners, IT

Team Excellence Award (Volunteers)

Winner | Animal Ambulance and Twilight Walker Teams **Highly Commended** | Op Shop Teams, WFP Springwood Kitty City

All Time Greats Award

Winner | Justine Hickey, Michael Beatty

Animal Care Centre of the Year

Winner | Wacol, Mackay **Highly Commended** | Townsville, Cairns, Dakabin

President's Award (Staff)

Winner | Happy Paws, Happy Hearts **Highly Commended** | People Services, Inspectorate (QPS Greyhound), Townsville Community Engagement

President's Award (Volunteers)

Winner | Noel Roberts, Kay Robins

Most Dedicated Team Award

Winner | Marketing and Customer Experience **Highly Commended** | Shelter Operations, People Services, Community Outreach, Fundraising and Events

MYM Achievement Award

Winner | Tanya Pascoe **Highly Commended** | Nicole White, Nicole Mann, Dee-Arna Bennett-Holland

New Zealand Exchange Program

Winner | Kara van der Walt, Scott Wardill

LOCATIONS

GENERAL CONTACT

139 Wacol Station Rd, Wacol Qld 4076

P 07 3426 9999 | F 07 3258 5610

E admin@rspcaqld.org.au

rspcaqld.org.au

RSPCA Qld Animal Care Centres

BRISBANE

139 Wacol Station Rd, Wacol 4076

07 3426 9999

BUNDABERG

31 Doblo St, Bundaberg 4670

07 4155 1736

CAIRNS

Cnr Arnold & Greenbank St, Cairns 4870

07 4055 1487

DAKABIN

Goodwin Rd, Dakabin 4503

07 3480 6450

GOLD COAST

2172 Gold Coast Highway, Miami 4220

07 5575 6146

GYMPIE

Lot 6 Laureceson Rd, Gympie 4570

07 5482 9407

IPSWICH

6 Hooper St, West Ipswich 4305

07 3258 5680

KINGAROY

43 Warren Truss Dr, Kingaroy 4610

07 4162 5501

MACKAY

Cnr of Strickland Rd and Mount Bassett

Cemetery Rd, Mackay Harbour 4740

07 4944 1726

NOOSA

Cnr Hollett and Eumundi Rd, Noosaville 4562

07 5449 1371

ROCKHAMPTON

391 Yaamba Rd, North Rockhampton 4701

07 4926 6633

TOOWOOMBA

43 Vanity St, Toowoomba 4350

07 4634 1304

TOWNSVILLE

69 Tompkins Rd, Bohle 4818

07 4774 5130

RSPCA Op Shops

BUNDABERG

12 Maryborough St

07 4151 6955

MIAMI

2172 Gold Coast Highway

07 5575 6146

GYMPIE

18 Monkland St

07 5482 3766

MARYBOROUGH

121 Richmond St

07 4121 2220

MOOROOKA

485 Beaudesert Rd

07 3276 8269

NEW FARM

Cnr Merthyr and Lamington St

07 3254 2309

NORTH TAMBORINE

Shop 40, Main St

07 5545 3988

ROBINA

Robina Shopping Village

07 5562 1756

SHERWOOD

637 Sherwood Rd

07 3278 2459

STONES CORNER

313 Logan Rd

07 3847 9030

STRATHPINE

8 Dixon St

07 3889 9850

WACOL

139 Wacol Station Rd

07 3258 5657

WEST BURLEIGH

3/18 Township Dr

07 5586 2550

RSPCA World for Pets

ROCKHAMPTON

391 Yaamba Rd

07 4926 6633

SPRINGWOOD

Cnr Lexington & Logan Rd

07 3340 6500

WACOL

139 Wacol Station Rd

07 3258 5630

RSPCA Sit, Drop, Shop

JINDALEE DFO

Shop 32, 16 Amazons Pl

0427 867 127

RSPCA Black Cat Cafe

BRISBANE

139 Wacol Station Rd, Wacol

07 3258 5621

Pets at Rest Qld

BRISBANE

139 Wacol Station Rd, Wacol

1300 543 543

info@petsatrestqld.com.au

petsatrestqld.com.au

SUPPORTERS

PRINCIPAL PARTNER

BLEATS (*Brisbane Lawyers Educating and Advocating for Tougher Sentences*)



MAJOR NATIONAL PARTNERS

Hill's Science Diet
The Pet Foundation
Peter Alexander



peter
alexander

MAJOR PARTNERS

Telstra (Vita Group)
BCEC
Queensland Rail



QueenslandRail

MAJOR SUPPORTING PARTNERS

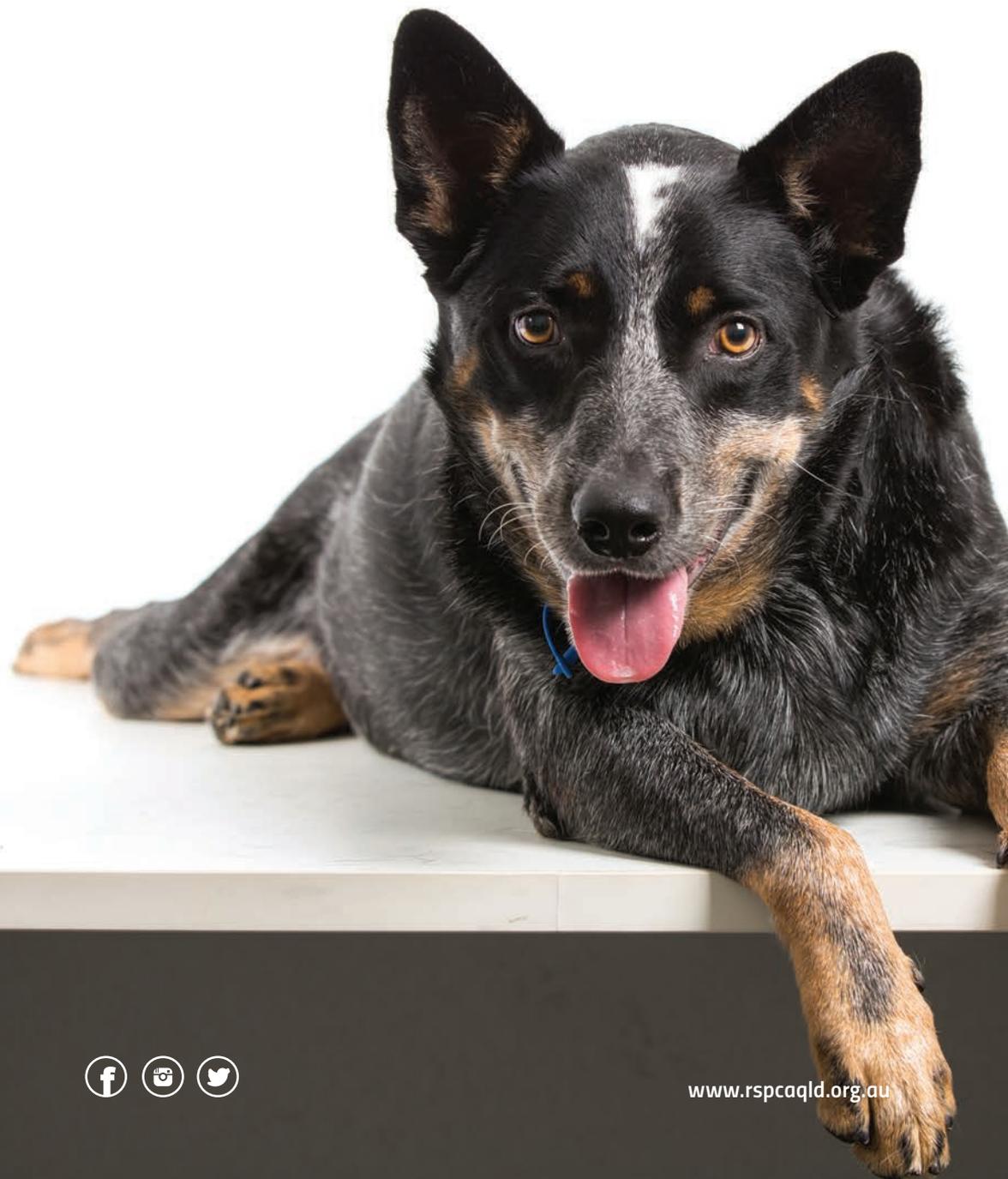
Zoo Studio
David Wheldon Solicitors
Isuzu
Ipswich City Council
Ausco Modular
Brisbane Broncos

SUPPORTING PARTNERS

Morgans Financial
Petbarn
Greencross Vets
Bendigo Bank
Retail First
RSPCA Pet Insurance
Stella Products
PPQ
The Good Guys
Ritchie's IGA

CORPORATE SUPPORTERS

National Seniors Australia
Dulux Australia
RSPCA Health Products
Rydges
Sunsuper
KONG
QRI Lifestyle
Liquid Interactive
Star Entertainment Group
Pitcher Partners
Paws & Relax



www.rspcaqld.org.au