The RSPCA has been working tirelessly to care for and protect animals for more than 142 years. In this time, we have become Australia’s leading animal welfare organisation. Although the actions of RSPCA Victoria are limited by our state boundary, we are an active member of RSPCA Australia (a federation consisting of an RSPCA from each state and territory of Australia).

Across Victoria, the RSPCA improves the lives of animals through the work of our Inspectorate, shelters, veterinary clinics and teams dedicated to community education. We achieve so much in animal welfare with generous support from the community. Only 3% of the RSPCA’s operating expenses are supported by a grant from the Victorian State Government. Without generous community support our ability to help so many animals would be greatly reduced.

Adoption Officer Rebekah is dedicated to delivering the best possible care to animals like Amy, ensuring their second chance with a loving and nurturing family.
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Our organisation

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

RSPCA Victoria is the trusted advocate for animals and leads social change so that all animals live according to the Five 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
The year at a glance

Leading social change
Advancing animal welfare by leading social change.

- We continued to promote humane foods and ‘choose wisely’ to encourage the community and industry to consider humane foods.
- Our 2013 duck shooting campaign, ‘the playground of tomorrow’s generation’ highlighted the Victorian Government’s new regulations to allow children as young as 12 to fire guns at wildlife without testing and with fee-free licensing.
- Our state based animal welfare campaigns engaged the community and influenced change.
- The RSPCA ‘Happy Endings’ adoption campaign continued to influence attitudes related to adoption from shelters.

Working collaboratively
Building and strengthening our partnerships and effectively engaging stakeholders.

- We actively collaborated with RSPCA Australia to support national campaigns including the banning of live exports and hen welfare.
- Collaboration with other animal welfare groups helped to strengthen campaign messages and increased community awareness.
- We launched ‘Campaign Hero’, a network of dedicated volunteers who support us to spread the word about animal welfare issues.
- Partnerships with local councils influenced community understanding of responsible pet ownership.

Education, awareness and outreach
Improving animal welfare by raising awareness and changing behaviour.

- Our Education programs promoted animal welfare messages to 9,000 students from 133 schools.
- Community Engagement Projects were actively taken up by VCAL teachers. 240 students from fourteen groups took part in the pilot “community project” program.
- RSPCA and community events achieved record participation levels.
- Over 48,000 Facebook fans were engaged in animal welfare messages, a 20% increase on last year.

$503,152 was raised by the community at our Million Paws Walk events
17,051 animals were adopted or reunited with their owners
37% increase in total website visitations
Advocating for legislation and policy change

Contributing to political debate to improve legislation and policy.

- We provided a detailed submission to the state government on changes needed to the Code of Practice for Breeding and Rearing Establishments.
- Our position on the Dangerous Dog legislation was again communicated to government. It has become more evident how ineffective this legislation is at preventing dog attacks.
- We provided a submission to government on the new hunting regulations. Game Victoria consulted with 14 pro-hunting groups in drafting the regulations with no consultation with animal welfare groups.
- New online functionality was added to our website to make it easier for the community to share their views with their local MP.

Animal care

Exploring alternative ways to help animals in the community, including early intervention strategies.

- RSPCA foster care program was extended to more than 1,600 animals – an increase of 78% on the previous year.
- Adoption campaigns such as ‘I ♥ Cats’ and ‘Young at Heart’ fee waivers helped us see 56% of cats and 84% of dogs either adopted or reunited with their owners.
- ‘RSPCA Pets Place’ opened at Epping, to provide this region with a community hub for pet care information and services.
- RSPCA Inspectors responded to 9,372 complaints, up from 8,509 in 2011/12.
- Our free cat microchipping and desexing programs for low income earners continued to have positive impacts on cat welfare outcomes. This year the program resulted in 750 cats desexed and 735 microchipped.

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 partially completed during 2012/13.
- We opened our new indoor adoption facilities at our Burwood East shelter, and upgraded facilities at our regional shelters, providing both animals and people with more comfortable and enriching environments.
- More than 2,800 volunteers contributed over 196,000 hours to support our animal welfare services.
- We launched ‘The Big Beg’ campaign to grow our regular giving and provide a more stable funding case. In 2013/14 we are hoping to achieve 40% income growth.
- We achieved 33% growth in Trust and Foundation income to help fund our critical animal welfare services and projects.

177 cruelty cases were successfully prosecuted through the courts

4,126 wildlife and other non domestic animals came into our care

1,190 life saving surgeries for the animals in our care
The year at a glance

Sources of income 2012/13
- Fundraising: 24%
- Retail sales: 6%
- Bequests: 25%
- Fees for animal services: 31%
- Government grants: 3%
- Investments: 9%
- Other: 2%

Expenditure 2012/13
- Animal welfare related expenses: 70%
- Fundraising & bequest expenses: 9%
- Retail expenses: 5%
- Support services: 5%
- Other: 15%
Animal welfare expenditure trend

Financial year

$millions

2006 2007 2008 2009 2010 2011 2012 2013
28,018 animals came into our care this year

Jerry and Alexis
Jerry, a senior thoroughbred is much loved by our Animal Attendant, Alexis. Jerry and his paddock friend Tom received much needed care and rehabilitation from our RSPCA Peninsula team. Both have now been rehomed and are now living in greener pastures.
The year ahead

At RSPCA Victoria, we work together to achieve our vision, to be the trusted advocate for animals and lead social change, so that all animals live according to the Five Freedoms. This vision and improved animal welfare outcomes are achieved by working according to our 2011/14 strategic plan.

Our priorities for 2013/14 will be focused on three key areas of our strategic plan: organisational resilience to achieve financial sustainability, leading welfare campaigns and social change and a commitment to our animal care programs and proactive initiatives. Whilst these will be our priorities we will continue to maintain our focus on ultimately working towards achieving our planned 10 year outcomes.

Priorities for 2013/14

Leading welfare campaigns and social and legislative change

Our vision for all animals to live according to the Five Freedoms is dependant on our campaigning, outreach programs and education to achieve legislative and social change.

- Review and refine campaigns and advocacy priorities to capitalise on opportunities presented by upcoming Federal and State elections.
- Continue to advocate for improved animal welfare outcomes through participation in legislation review and codes of practice consultation.
- Influence the community and State Government legislators to mandate desexing of non-breeding companion animals.
- Continued advocacy for ‘duty of care’ to be included in all animal welfare legislation and policy.
- Continue to identify and deliver community awareness campaigns and the delivery of education initiatives.
- Build further understanding of community perceptions, concerns and awareness.

Animal care programs and initiatives

Our commitment to achieving improved outcomes for animals and exploring alternative ways to help animals in the community, including early intervention strategies.

- Commence strategic capital planning of RSPCA Peninsula site to identify opportunities that continue to support the strategic directions of the organisation.
- Undertake initiatives which further develop mobile animal care and other preventative and early intervention strategies to impact on animal welfare outcomes.
- Develop, implement and assess preventative programs such as welfare desexing and microchipping.
- Research and analyse shelter admissions data to outline sources of incoming animals and identify trends to improve welfare outcomes and plan for future animal care models.
- Continue to advocate for amendment to the State restricted breed/dangerous dogs legislation.
- Ensure opportunities in relation to the opening of Pets Place facilities are capitalised on.
- Continue to identify key stakeholders and expand strategic partnerships and initiative opportunities.
- Actively support the continued development of national accreditation for humane food products.

Achieving financial sustainability

Our vision for animal welfare and our animal care programs are dependant on developing a sustainable funding base and ensuring effective management of our resources.

- Implement strategies that enhance operational efficiency and effectiveness and deliver a cash flow neutral budget by end 2013/14.
- Launch expanded and new commercial services at RSPCA Burwood East to meet new service standards and achieve financial goals.
- Identify, implement and evaluate new income generation initiatives including national fundraising programs.
- Enhance our utilisation of volunteer support across the organisation to use available skills more effectively and comprehensively.
- Exploring alternative ways to help animals in the community, including early intervention strategies.
The RSPCA Strategic Plan, which is reviewed by the Board annually in November, continues to guide us in the achievement of the Society’s long held Objectives.

Building the future for animal welfare

The reward for patience during the dislocation caused by building activities was the occupation of the new building in December 2012. A new era has begun in a purpose-built facility situated in spacious and pleasant surroundings.

The refurbishment of the Veterinary Hospital and Clinic and the rebuilding of the cat adoption area are almost complete and once the landscaping is finished it will be time for the official opening of the project. What a day that will be! We are confident that we have met the wishes of the three very generous bequestors who made this project possible and the legacy that they have left for animal welfare in Victoria.

In April 2013, I was thrilled to officially open our first Pets Place centre in Epping and I look forward to the opening of our second Pets Place in Ballarat in late September 2013. See pages 30-31 for more details.

The Board

The Board of Directors provides the Society with essential strategic policy development and direction. I sincerely thank all of my Board colleagues and Board committee members for their continued dedication and support. During the year Dr Onn Ben-David OAM, a member of the Board for 33 years and sometime Vice-President, retired, but remains a member of the Animal Welfare Policy committee. Margot Smith was appointed to fill the Board vacancy.

During the year, the Board elected Bronwyn Hughes to the role of deputy chair and after two years on the Board, Suzanne Ewart resigned. The CEO, Maria Mercurio, assisted by the Executive Manager’s 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 in the area of cat and dog rehousing, advocacy, law enforcement, site redevelopment and regional presence.

Government relations

Australian constitutional arrangements leave the power to prevent cruelty to animals to the governments of the States and Territories. Thus an annual audit of the Victorian government’s contribution to the welfare of animals becomes the actual indicator of the importance it gives to the humane movement. From 1980 to 2005 much was achieved in Victoria. The establishment of the Bureau of Animal Welfare and the Animal Welfare Advisory Committee ensured widespread community support for the development of quality progressive legislation such as the Prevention of Cruelty to Animals Act and the Domestic Animals Act.

The question to be asked is whether the “spirit of 1980 to 2005” is still alive resulting in incremental progress? The short answer is emphatically no! The current Victorian government claims to have been elected with a mandate to implement the animal welfare policies of its constituent political parties which come from a particular philosophical platform and have not been subjected to widespread community debate. Relevant Ministers are simply not interested in discussing longstanding reform campaigns by the RSPCA, most recently breed specific legislation. The courts are rejecting many prosecutions brought under this legislation and the government’s response is to amend the legislation with further anti-dog overtones. As for the Victorian Animal Welfare Committee, it has yet again lost its way, please remember 2014 is an election year in Victoria.

National and international activity

National campaign activity by the RSPCA remains centred on the continuing debate on live animal exports for slaughter. The rallies on the steps of parliament house Melbourne have been very well attended. Despite even more regulatory reforms little has been achieved to protect exported animals. The community once supported the trade, but it is now clear that the sooner it ends the better for the animals and for Australia.

Notwithstanding the above, the major contribution of the Australian government to ensure continued progress in the protection of animals is through its support of the Australian Animal Welfare Strategy. The Strategy has captured the interest of the international humane movement and as a result Australia is now well respected for the work it has been able to achieve since the launch of the AAWS in 2005.

The RSPCA continues to support the World Society for the Protection of Animals particularly for the work it is doing in the Asia-Pacific region. WSPA has helped to develop a disaster relief program in Australia which will soon be adopted by the three levels of government.

Acknowledgment

We were deeply saddened at the passing of Dame Elisabeth Murdoch on 5 December 2012. She will be greatly missed by everyone whose life she touched. We were very privileged that she chose to be the Patron of RSPCA Victoria for over 30 years and we remain forever grateful for her commitment and contributions to animal welfare.

I am grateful for the ongoing support given to the RSPCA during the year by so many Victorians.

Hugh J Wirth AM KSJ
Honorary President
Dr. Hugh Wirth, Miss Lexie and Jock
Dr Wirth with his much loved dogs, Miss Lexie (sitting) and Jock recently adopted from RSPCA Peninsula.
Darren Nabbs
BBus(Mgmt), AssocDip Eng (Civil), GAICD
- Director/Project Manager Curo Project Management Services Pty Ltd
- Operations and Project Manager with over 20 years extensive water and infrastructure experience
- Past Victorian representative, Australian National Committee on Irrigation and Drainage
- Commenced on Board: 28 May 2012

Dana Jane Hlavacek
BComm (Hons), MAcc, FCA, GAICD
- Director, Melbourne Water Corporation
- Trustee, Victorian Arts Centre Trust
- Governor, Arts Centre Melbourne Foundation
- Member, Salvation Army Corporate and Philanthropy Committee
- Member, Brotherhood of St Laurence Audit and Risk Committee
- Treasurer, Beacon Cove Neighbourhood Association
- Commenced on Board: 19 January 2010

Dr Carole Webb AM
BVSc (Hons), MACVSc (Feline Medicine)
- Practitioner, Feline Medicine
- Executive Director, Cat Protection Society
- Commenced on State Council: 15 April 1997

James Smith
BComm, FCA
- Chair, RSPCA Victoria Audit, Risk and Finance Committee
- Chartered Accountant and Business Advisor
- Director, RSPCA (Vic) Foundation Pty Ltd
- Commenced on State Council: 17 April 1984
<table>
<thead>
<tr>
<th>Name</th>
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| Ms Margot Smith       | BEC (Hons), MBA, GAICD               | • Surf Coast Shire Councillor  
• Director, Geelong Regional Library Corporation  
• Patron, Opera Australia  
• Past Executive Director, Target Australia  
• Past Director, Anglesea Golf Club  
• Commenced on Board: 22 August 2012 |
| Bronwyn Hughes        | B.A. (Melb.) Grad. Dip. Lib. (RMIT)  | • Deputy Chair, RSPCA Victoria  
• Chair, Animal Welfare Policy Committee  
• Involved in animal welfare for over 30 years  
• Inaugural Member of St. Martin’s Club (now Champion Circle)  
• Professional background in library, information services and adult education  
• Councillor and management roles with the former Western Metropolitan Regional Council of Adult, Community and Further Education  
• Commenced on Board: 1 January 2012 |
| Dr Hugh Wirth AM KSJ  | BVSc, Hon DVSc. (Melb) MRCVS, FAVA   | • President, RSPCA Victoria  
• Chair, RSPCA Victoria, CEO Review Committee and Nominations Committee  
• Past President and International Board member, World Society for the Protection of Animals (WSPA)  
• Past President, RSPCA Australia  
• Director, RSPCA (Vic) Foundation Pty Ltd  
• Commenced on State Council: March 1969; Vice-President 1971; President since 1972 |
| Marco A. Ciobo        | BSc, MSc (Physics - Hons), MBA       | • Principal, Global management consultancy, A.T. Kearney, Head of Technology practice South East Asia, Australia and New Zealand  
• Commenced on Board: 27 January 2010 |
“It is a facility which creates improved amenity and greater efficiencies for our staff and volunteers and a much enhanced environment for our animals”.
As always there is still so much that needs to be done and an agenda which continues to grow. Animal welfare has reached a level of prominence in the community’s mind and opportunities for advancement are plentiful. Our advocacy and campaigning continue to be critical to our success; educating the broader community helps to shape the future; investigating and prosecuting perpetrators of animal cruelty contributes to a safer world for animals and caring for all animals that come into our care in our shelters and clinics remains our core business.

Our campaigns during the past year were strong. We kept up the pressure on the government to ban jumps racing and targeted financial sponsors of these race meetings with good success. Likewise hunting in Victoria has been given greater prominence and hunters greater access to services and less stringent regulations. Dog legislation continued to disappoint and our messages to the community remained consistent. Animals are a critical component of a healthy society and informed choice of pet, good training and socialisation will all ensure that people are safe and animals are properly cared for. Puppy factories are unnecessary and unacceptable and our ongoing campaigning and policing aimed to end them all together.

Changing the mind set of people in the community is the objective of our education efforts – whether in classrooms or through other interactions. RSPCA education professionals again worked with school age students through to TAFE and university to instal strong animal welfare messages.

Work with new migrant students to change culturally different attitudes has been very successful as has the Community Engagement Project with VCAL students. A range of other outreach activities also engaged and educated the community and record crowds at our events, increasing interactions via social media and our website, newsletters and other communications all contributed to a better welfare educated populace, with a heightened awareness of animal welfare and behaviours which support that.

Behaviour trainers delivered a range of classes – both in groups in our newly opened centre in Burwood East and one on and with local councils to spread the message of responsible pet ownership.

Our Inspectorate continued to deal with cruelty - both overt and deliberate as well as cases resulting from ignorance and neglect. Complaints were up by 10% on the previous year but prosecutions soared from 77 in 2011/12 to 177 in the past year. A contributor to that record increase was a large cockfighting raid that resulted in 86 people being successfully charged with 99 offences.

RSPCA shelters provided that vital hands on care that the community across Victoria expects. The number of animals continued to decrease and our rehoming/reclaim rates continued to increase. Our investment in campaigns and awareness raising, microchipping and desexing we believe are having an impact. Our shelters play a vital role especially in regional communities as centres of animal welfare knowledge and advice. But the number of those facilities, which are run as part of local Council pounds, is also shrinking as we find a reluctance by local governments to accept the full cost of providing vital animal care services. 1,600 animals were cared for under our foster care program by 230 carers which greatly improved the animals’ quality of life and chances of successful re-homing.

It was necessary to close our shelter at Sale and 2013/14 may see the closure of others. Our Pets Place model is an excellent alternative with the Epping centre open and a Ballarat centre on its way for the first quarter of the new year. Animal care models are changing and will continue to evolve.

The Burwood East redevelopment is nearing completion. During the year we moved into the new office accommodation and opened the new dog and small animal adoption areas. On all counts – it is a facility which creates improved amenity and greater efficiencies for our staff and volunteers and a much enhanced environment for our animals. Cats and wildlife will soon take up residence in their new homes and the new campus will be complete.

We can look forward to the next year with a focus on evolving our animal care model, creating financial sustainability to ensure we can carry on our work for the long term, and continuing to run strong campaigns especially in light of a 2014 State election. The agenda is full!

A final note: I have indicated to the Board that I intend to retire from the position of CEO of RSPCA (Victoria) in August 2014. By then I will have had the privilege of being in the job for twelve years.

I am truly proud of the organisation and what we, together, have been able to achieve and sincerely thank all of you – our staff and volunteers, our supporters, our members and most importantly, our President, Dr Wirth and the Board for the support and encouragement I’ve received.

Maria Mercurio
Chief Executive Officer
Developing our people

Executive Management
Maria Mercurio, Greg O’Brien, Jenny Davis, Helen Cocks

Animal Welfare
Andrew Byrne, Allie Jalbert, Michelle Eeles, Sarah Johnstone, Liz Walker, Catherine Scullin

Community Engagement
Chantelle Courtney, Sally Meakin, Margaret Droudge, Stephanie Moore, Sally Schimleck

Support Services
George Nicholson, Allison Mackin, Shane Van Houten, Chris McIntosh, Fiona Zafirakos
Our staff and volunteers once again contributed their skills and efforts to support the RSPCA’s animal welfare work.

RSPCA scholarships

The RSPCA is fortunate to offer staff the opportunity to be awarded scholarships to enhance learning opportunities.

Dr. Flora Adams was the fortunate recipient of our 2012 Wotherspoon Scholarship, undertaking studies in small animal care. Funded by a generous bequest, this scholarship provides RSPCA veterinarians with an opportunity to develop their skills in an area of practice that benefits animal welfare and enhances shelter animal care.

Emerging leaders across the RSPCA were also once again awarded an opportunity to participate in the RSPCA Amsden Leadership and Management Scholarship, made possible thanks to a very generous donor, Betty Amsden OAM. This scholarship enables our staff to develop their leadership skills through a tailored management course operated by the Australian Institute of Management.

Training opportunities

The opening of RSPCA Pets Place provided an opportunity to relaunch our induction and training modules. Staff and volunteers received comprehensive training related to customer service, animal care and handling, animal adoption and information systems in preparation for their new roles.

Other training and development opportunities that were undertaken by staff included:

- Work Health and Safety (WHS) training including policy and procedure inductions, first aid, and customer service.
- Training focused on information systems, time management, media and copy writing.
- Senior leadership training provided to our Corporate Managers focused on communication, coaching and feedback techniques.
- Health and safety continued to be a key priority for the RSPCA with work continuing to ensure the safety of our staff and volunteers. Health and safety enhancements included the introduction of online training focused on emergency evacuation procedures at RSPCA Burwood East.

The RSPCA was very fortunate to have received a generous donation to kindly fund the staff attendance of conferences and seminars. This learning helps to expand the knowledge of staff and ultimately enhance animal welfare.

Volunteers – the strength of the RSPCA

Volunteers continue to be critical to the RSPCA’s achievements with more than 2,860 people supporting our animal welfare work this year. Contributing an astounding 196,000 hours, volunteers continued to help across the state assisting all aspects of our operations, from our animal foster carers, corporate supporters and students, to regular volunteers whose efforts were particularly critical to support the work of our clinics and shelters.

Our corporate volunteer program continued to provide a unique opportunity for staff from corporate partners to immerse themselves in the day-to-day work of the RSPCA. This year, 318 corporate volunteers supported our work, with NAB employees contributing an outstanding 840 hours. Other corporates lending support included ANZ, Telstra, Suncorp Group and Goldman Sachs. We were also delighted with the growth of our program to welcome new corporates including Glaxo Smith Kline, Yarra Valley Water, Adconion, CPM and JP Morgan.

Youth engagement via our work experience program, tertiary internships and Box Hill Institute TAFE placement program continued to be a focus with more than 126 students supporting our work. In light of the site development at Burwood East and increased demands for volunteer recruitment in other areas however, our work experience program was placed on hold in December 2012. This program is currently under review.

Once again, we have been very fortunate to receive overwhelming interest in our volunteering program. This year, we invested significant time in enhancing our volunteer recruitment systems, including the increased use of online tools. This review enhanced our engagement with volunteers, ensuring we are meeting the needs of both the RSPCA and those kindly donating their time.
Organisational resilience

RSPCA Burwood East Site Redevelopment

The major project to upgrade facilities at RSPCA Burwood East was partially completed during 2012/13. Stage I of this two stage project was opened in December 2012. The new building, financed by specific bequests left to the RSPCA for this purpose, incorporates our new:

- Indoor dog and small animal adoption facilities.
- Expanded grooming services.
- Indoor behavioural services.
- Open plan office space for our staff and volunteers.

Stage II of the project, which involves an extensive renovation of the old Animal Welfare Centre, is well underway and expected to be completed in October 2013. This final stage of the development includes upgraded veterinary clinic facilities, indoor cat adoption and cat quarantine facilities and a wildlife centre. The main reception area will include more inviting spaces for our clients and their animals and expanded retail spaces and a Café.

A safe and healthy work environment

Our strong commitment to Work Health and Safety (WHS) was progressed further this year as we continue to make improvements in our policy framework, including the review and update of our emergency evacuation procedures for staff, volunteers and animals. In addition, this year saw the introduction of employee and volunteer information sessions being run across the organisation which focused on health and wellbeing. The RSPCA invited a number of external organisations to speak with staff and volunteers, including representatives from gyms providing information on effective stretching, animal handling techniques, information relating to our employee assistance program, and health insurance options.

The organisation has also developed internal compassion fatigue awareness sessions to highlight the signals to look out for, recognising the unique issues presented within a shelter environment.

Information Services

The RSPCA continues to invest in upgrading our information services to ensure we provide excellent customer service, good animal welfare and minimise our operating costs. Point of Sale systems were a focus during the year with the roll out of the system implemented at RSPCA Burwood East last year extended to RSPCA Peninsula during 2102/13. The same system has also been implemented at our new Pets Place centre at Epping.

The RSPCA continues to invest in developing its social media and website platform and also instigated upgraded services at RSPCA Burwood East as part of our major redevelopment of this site.

Risk Management/Board

Two Directors retired from the RSPCA Victoria Board during the last financial year. One of those Directors, Dr Onn Ben-David had served 33 dedicated years on the Board.

Throughout the past year, corporate governance was reviewed extensively to ensure we are current with best practice in relation to Board processes. Some of our corporate Board policies were reviewed and amended accordingly. Board and Committee schedules were refined and a corporate compliance timetable was introduced. Two of our Board committees amalgamated to form the Audit, Risk and Finance Committee (previously the ‘Budget and Finance Committee’ and ‘Audit Committee’). Our Board remains focussed on continuing to achieve a high standard in corporate governance practices in order to assist the organisation in meeting its strategic direction.

RSPCA Victoria is aware that risk management is an ongoing and continuing process and remains fluid in its approach. The organisation is reviewing its risks to assess against current and suggested controls. Risk is overseen by the Board’s Audit, Risk and Finance Committee.

RSPCA Victoria registered with the newly formed regulator, the Australian Charities and Not-for-profits Commission (ACNC) in July 2013. Following lodgement of the 2012/13 financial reports the organisation will no longer be required to report to the Australian Securities and Investments Commission, and will instead report to the ACNC as its regulator.
Cookie and Irene
Cookie was in need of some TLC when she came into our care. Our veterinarian nurse, Irene became her committed foster carer. Cookie now lives her days with our barn animals at Burwood East.
9 new yards for dogs to stretch their legs and socialise

80 cats and kittens have new indoor accommodation

276m² for indoor animal behavioural training and doggy daycare
Building for the future

The redevelopment of our Burwood East animal care centre will be completed in late 2013 and a new era for animal welfare will begin.

The new and improved animal care facilities include indoor animal adoptions, vet clinic and hospital, animal quarantine areas, wildlife centre, indoor dog training facility and other animal care services. All of which are environmentally sustainable.

Our new facility will significantly improve the environment for the animals in our care, as well as our customers, staff and volunteers.

This redevelopment is only possible thanks to a number of extremely generous bequests that have been left to RSPCA Victoria specifically for this purpose.

These gifts have left a lasting footprint on animal welfare in Victoria.

80% water recycled onsite reduces our environmental footprint

50% increase in size for wildlife care centre

10,000 more animals each year can be treated in our veterinary hospital
Jason and Winter

Our Adoption Officer, Jason is committed to helping match our pets with new owners and ensuring everyone has the happy ending they deserve. Lop-eared rabbit Winter is one of many animals in our care blessed to be adopted into a new home.
Animal care
our shelters

This year 28,018 animals came into the care of our ten shelters across Victoria, which was an 8% decrease on last year. We are pleased that we are continuing to experience a downward trend in the number of animals needing to come into our facilities. 17,051 sick, injured, stray and surrendered companion animals were reunited or re-homed within communities across Victoria. 84% of dogs coming into our care were either adopted to new families, reunited with their owners or are still in our care. We also continued to see an increase in the number of positive outcomes for cats with over 56% of cats either adopted or reunited with their owners.

Three year trends

Over the past three years, the number of dogs and cats coming into our care has decreased by 24.7% from 31,757 in 2010/11 to 23,893 in 2012/13. Our commitment to cat welfare is resulting in improved outcomes with 26% fewer cat admissions and of those coming into our care 41% more were reunited with their owners and 54% more found a new forever home.

This year some of our Council partners have taken the positive strategy of returning stray dogs home and working with owners instead of taking the animals into the shelter. This has also contributed to the reduced admissions. These results are positive but there is still much to be done to improve the welfare of cats in our community.

Enhancing our adoption areas

This year we were very excited to open our brand new indoor dog and rabbit adoption facilities at our Burwood East shelter. The adoption areas were designed with comfort in mind for animals and people alike. Each dog pen is glass fronted and climate controlled to create a more relaxed room type environment.

Landscaped introduction yards provide a space for dogs to stretch their legs and interact with potential new families. Our rabbits have two-level pens with lots of hopping space. Since the opening of our new adoption area we have seen our dogs find new homes faster and more rabbits finding their new homes too!

We also focused on improving cat adoption facilities at some of our regional shelters with a focus on creating more comfortable and enriching environments. To keep cats cosy in the winter months, we installed heating in the adoption area.

We are the first and only organisation in Australia with this furniture, which we will also have in our new Burwood East cat adoption facilities when they open in late 2013.

A growing pet trend

With urban sprawl, we are seeing a growing popularity of rabbits as pets. These often misunderstood creatures are seen as a ‘low-maintenance’ pet and when the reality of their care requirements is realised many are ending up in our shelters. We have seen an increasing trend in the number of rabbits coming into our care because they were lost, surrendered by their owners, or rescued by our Inspectors from horrifically cruel living conditions.

Over 850 rabbits entered our shelters for much needed care and a second chance at happiness in the past year, a 100% increase on the previous year. Unfortunately, we believe this trend will continue. To address this we have focused on raising awareness about rabbit care and have highlighted with the State Government the need for rabbits to be recognised as companion pets in the same way as dogs and cats.

Commitment to second chances

Our dedicated team of staff and volunteers has a strong commitment to providing RSPCA animals with a second chance through rehabilitation of the sick and injured, the fostering of animals, reuniting lost animals with their owners and re-homing through our adoption processes. We strive to find every healthy adoptable animal its new forever home.

To achieve this we have continued with targeted initiatives including:

- In January, March, and June we ran our ‘I ♥ Cats’ fee waiver promotions resulting in 330 adult cats finding their purrfect human companions to provide lifelong pampering.
- Our ‘Young at Heart’ fee waiver promotion helped 535 of our senior dogs and cats, show their new families that wisdom that comes with age.
- Our ‘Double the Love’ adopting kittens in pairs promotion provided great incentive for bringing two fluffy bundles of joy into homes.
- Introducing a pre-adoption questionnaire to further improve the overall adoption matching process.
- Expanding our foster care program to provide increased rehabilitation and rehoming opportunities for the most vulnerable animals coming into our care. Over 1,600 animals were fostered this year by 230 dedicated volunteer carers.
## RSPCA shelters 2012/13

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Burwood</strong></td>
<td>5,252</td>
<td>3,949</td>
<td>1,261</td>
<td>1,642</td>
<td>2,376</td>
<td>2,218</td>
<td>2,314</td>
<td>1,712</td>
<td>336</td>
<td>260</td>
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<tr>
<td><strong>Epping</strong></td>
<td>2,706</td>
<td>515</td>
<td>2,280</td>
<td>577</td>
<td>1,007</td>
<td>873</td>
<td>1,069</td>
<td>651</td>
<td>1,394</td>
<td>1,712</td>
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<tr>
<td><strong>Ballarat</strong></td>
<td>1,324</td>
<td>252</td>
<td>1,159</td>
<td>293</td>
<td>82</td>
<td>65</td>
<td>83</td>
<td>51</td>
<td>606</td>
<td>499</td>
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<tr>
<td><strong>Bendigo</strong></td>
<td>1,012</td>
<td>193</td>
<td>729</td>
<td>185</td>
<td>58</td>
<td>46</td>
<td>43</td>
<td>26</td>
<td>336</td>
<td>438</td>
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<tr>
<td><strong>Castlemaine</strong></td>
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<td><strong>336</strong></td>
<td><strong>1,007</strong></td>
<td><strong>651</strong></td>
<td><strong>82</strong></td>
<td><strong>65</strong></td>
<td><strong>83</strong></td>
<td><strong>51</strong></td>
<td><strong>606</strong></td>
<td><strong>499</strong></td>
</tr>
<tr>
<td><strong>Portland</strong></td>
<td>490</td>
<td>377</td>
<td>1,582</td>
<td>1,374</td>
<td>164</td>
<td>72</td>
<td>31</td>
<td>632</td>
<td>555</td>
<td></td>
</tr>
<tr>
<td><strong>Peninsula</strong></td>
<td>229</td>
<td>467</td>
<td>165</td>
<td>438</td>
<td>390</td>
<td>247</td>
<td>394</td>
<td>287</td>
<td>1,066</td>
<td>673</td>
</tr>
<tr>
<td><strong>Sale Closed Jan 13</strong></td>
<td>106</td>
<td>651</td>
<td>1,374</td>
<td>1,374</td>
<td>164</td>
<td>72</td>
<td>31</td>
<td>632</td>
<td>555</td>
<td></td>
</tr>
<tr>
<td><strong>Pets Place</strong></td>
<td>147</td>
<td>300</td>
<td>150</td>
<td>398</td>
<td>830</td>
<td>525</td>
<td>778</td>
<td>566</td>
<td>1,277</td>
<td>774</td>
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<tr>
<td><strong>Wangaratta</strong></td>
<td>120</td>
<td>245</td>
<td>82</td>
<td>218</td>
<td>422</td>
<td>267</td>
<td>428</td>
<td>311</td>
<td>29</td>
<td>177</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>900</td>
<td>809</td>
<td>3,816</td>
<td>3,537</td>
<td>3,996</td>
<td>3,846</td>
<td>3,921</td>
<td>3,197</td>
<td>657</td>
<td>656</td>
</tr>
</tbody>
</table>

Please note:
- **Epping shelter has limited adopted facilities, animals are transferred to Burwood and Peninsula for adoption.**
- **Pets Place opened late April 2013, this centre adopts animals from our various shelters.**
Secrets

Secrets, a brown/white Welsh Mountain Pony was surrendered through our Inspectorate with two other ponies when the owner found they could no longer care for them. Secrets had been used as a broodmare her entire life and was in pretty bad shape when she arrived. Only a teenager, the poor girl was underweight, had hardly been handled, and her hooves were in a neglected state. She had to be sedated just to trim her feet and grooming was absolutely out of the question. Our RSPCA Peninsula team saw Secrets’ potential and spent almost a year bringing her back into good health and teaching her that people touching her, brushing her, and putting warm rugs on her is not so bad after all. Today she spends her life as a paddock companion on lush green pastures with another horse that had recently lost her companion to old age. Now these two can grow old together.

Our RSPCA Peninsula team saw Secrets’ potential and spent almost a year bringing her back into good health and teaching her that people touching her, brushing her, and putting warm rugs on her is not so bad after all.

Sale shelter

After careful consideration, our Board made the difficult decision to close our shelter services in Sale in January 2013. The decision to close this shelter was not taken lightly. As an animal welfare charity dependent on funding from the community, we must continually evaluate the best use of our resources.

The demand for our shelter and adoption services in the area was relatively low with less than seven animals a week coming into our care. We were also duplicating the services being provided by another animal welfare organisation in the same area.

RSPCA Victoria remains strongly committed to increasing positive welfare outcomes for all animals in the Gippsland region.

Secrets and Joan

While many animals, like this little pony Secrets, who find their way to the RSPCA often have heartbreaking stories, it’s thanks to people like Joan our animals overcome their rough beginnings and commence their path to healing and new life.
RSPCA veterinary clinics at Burwood East and Peninsula provide essential veterinary care to animals in our two largest shelters, support the work of our Inspectorate team, while also servicing private clients.

This year our RSPCA veterinary team provided treatment and rehabilitation for the thousands of animals coming into our care including cats, dogs, horses, livestock, rabbits, wildlife, poultry and many other small animals. Our team desexed 4,340 shelter animals along with 1,190 other lifesaving surgical procedures, in order to help our animals move onto new homes.

During the year, we provided 22,924 consultations and 6,337 surgical procedures for our private clients. Our clients have patiently supported us at the Burwood East clinic as we have experienced some disruption arising from the current building works. We look forward to sharing with our clients the upgraded veterinary care facilities which will include additional consultation rooms, surgical theatre and enhanced client reception and waiting areas.

We have continued to upgrade our technical equipment in the fields of radiology, ultrasound, and in-house pathology, enhancing our level of client services. Orthopedics and ophthalmology as areas of special interest have expanded amongst the vet team.

These enhancements to our infrastructure, equipment and specialised veterinary care skills enable us to continue to provide high quality veterinary services to members of the public as well as treatment and rehabilitation for the animals in our care.

Our ongoing partnership with regional veterinarians has continued to enable us to work on local initiatives including our regional cat desexing and microchipping work supporting health care card holders.

**Pet Parlour – Grooming Services**

The RSPCA grooming service relocated into the new facilities at Burwood East late in 2012, expanding from a single grooming room to three fully fitted out grooming studios. Services have also been developed to cater for special needs dogs including those that are anxious, have sensitive skin, unsocial animals and our older canine citizens. The focus of the Pet Parlour is on the promotion of dog health and hygiene, which differentiates us from many other grooming facilities.

At the end of 2013, we will have three Pet Parlour locations. In addition to Burwood East we will offer these services at Pets Place Epping and Ballarat.

**Animal behaviour programs**

The new purpose built training facility at our Burwood East site has enhanced class experiences resulting in the behavioural team being able to educate and support more owners and their pets. Our behaviour classes are diverse ranging from puppy and post adoption classes to one on one consultation with owners and their pets. This year 632 dogs attended our behavioural classes.

Our team expanded their work beyond the training facilities to deliver programs for local councils, providing a locality based information session on responsible pet ownership which was well received and which will inform future opportunities to deliver such sessions. This year we implemented our enhanced personality and behavioural assessment model to further improve our adoption matching process.

The Animal Behaviour and Shelter teams at RSPCA Burwood East worked collaboratively to develop these procedures. Every animal receives a tailored program to resolve any behavioural concerns, ensuring each animal is provided with the best opportunity to find its forever home.
4,340 shelter animals were desexed this year

Dr. Brigid Hales and Barney

Dr Brigid Hales is one of our highly skilled veterinarians who provide critical care and treatment to the animals that are admitted into our shelters. Animals like Maltese cross Barney now lead a happy and healthy life thanks to the care they were given.
Welcome to Pets Place Epping

RSPCA Pets Place is a one-stop-destination for animal care. This exciting new centre includes grooming, behaviour training, adoption, free animal care advice and the latest range of products.
Outreach programs

Mobile Animal Care Unit
During the year, our new Mobile Animal Care Unit (MAC) became fully operational and we had the privilege of providing animal health support to regional communities. MAC was designed with flexibility in mind so it can be used in a variety of situations and for supporting our services across Victoria.

In January, our teams were present in the Gippsland area during the summer bushfires. Local residents were supported by accessing medical advice and treatment for their pets and the veterinary team also attended the temporary housing of horses ensuring their health care needs were assessed and any issues managed.

MAC was also deployed when an outbreak of parvovirus was identified in the Bendigo area. Our RSPCA veterinarians worked closely with our regional veterinary partners offering free vaccinations to those in need, with 254 dogs being vaccinated in just 2 days.

Our Inspectorate and animal care teams utilised MAC during a large-scale cockfighting case. The mobile veterinary facilities and the communication equipment were invaluable during assessments and on site interviews.

Targeted Regional Desexing Program
As part of our ongoing commitment to cat welfare and tackling the common problems of overpopulation and low reclaim rates, this year we continued our free cat desexing and microchipping program for health card holders in five regional locations - Sale, Mildura, Ballarat, Warrnambool and Portland. This year the program was partially funded by the Victorian government Animal Welfare Fund.

The uptake of the program in 2013 far exceeded our expectations, with 750 cats desexed and 735 microchipped. Since the program was launched 3 years ago, we have desexed or microchipped over 5,000 cats.

Over the 3 years that we have been running the program, we have seen significant decreases in the numbers of cats coming into the care of our shelters from 14,885 in 2010/11 to 10,963 in 2012/13, a 26% decrease.

As a direct result of this program we are now starting to see an increase in cats being reclaimed by their owners due to microchipping, 5.5% in 2010/11 to 78% in 2012/13. These are pleasing results however we still have much more to do to improve the welfare outcomes for cats.

Growing Foster Program
This year, we continued to expand our foster care program to provide increased rehabilitation and rehoming opportunities for the most vulnerable animals coming into our care. We further developed a more comprehensive medical and behavioural rehabilitation foster care framework for a range of animals with outstanding results. We placed more than 1,600 animals into foster care, which is a staggering 78% increase on last year. Animals that found their second chance in foster care include cats, kittens, dogs, puppies, rabbits, guinea pigs and goats.

Sixty-one new volunteer foster carers joined our team this year. We now have more than 230 dedicated foster carers providing the much needed TLC that cannot be provided in a shelter environment. On behalf of the animals whose lives these carers have touched, the RSPCA thanks you.

Opening RSPCA Pets Place
In late April 2012, we were thrilled to open our first RSPCA Pets Place centre in Epping. This centre will provide a positive presence for the RSPCA in the Whittlesea community, with a focus on enhancing local animal welfare outcomes. Epping was chosen as the location for our first Pets Place due to population growth and the need for animal services in this booming region.

Pets Place includes a range of services that go far beyond what is offered by a traditional pet store, making it an animal welfare hub, rather than just a retail outlet. In addition to pet retail products, the centre also offers grooming and training services, animal care advice, resources to learn more about animal welfare, and animal adoption services.

In September, we will open an RSPCA Pets Place in Ballarat, one of Victoria’s fastest growing regional areas.
This year our team of Inspectors received 9,372 complaints reflecting 15,568 different types of animal cruelty. The cruelty complaints for 2012/13 were 10.14% up on the previous year.

Of the animal cruelty complaints managed by our Inspectors, the most frequently investigated continued to be animals without adequate shelter, food or water and the failure of owners to provide a sick or injured animal with the sufficient veterinary treatment required. These are basic rights that should be afforded to all animals.

The most commonly reported cases of cruelty continued to be dogs, horses, and cats. There has been a 24% increase in the number of complaints involving horses and we believe this to be a result of the lack of ground feed and feed available for purchase. The Inspectorate has been providing advice to owners on how best to care for their animals in these conditions. We have also experienced a 31% increase in cases involving rabbits, 165 in 2012/13 compared to 114 the previous year. This trend will be monitored closely and we will continue to work with the State Government as this area of animal cruelty becomes more apparent.

Metropolitan areas continued to attract the most complaints, in particular the eastern suburbs of Melbourne. Complaints in the Gippsland and Peninsula regions were up 12% on 2011/12 and the Western Districts including Geelong was up 17%.

Whilst complaints rose across the board, the Whittlesea region saw the largest average increase. The establishment of the new RSPCA Pets Place centre in Epping provides a fantastic opportunity to educate this local community.

Modella ex-breeding establishment turned hoarding case

On Thursday 9 August 2012, five RSPCA Inspectors attended a property in the South Gippsland region of Victoria. What was found was later described by even our most seasoned Inspectors and Senior RSPCA Veterinarians as shocking and appalling.

62 dogs, including puppies as young as two days old, were living in filth and squalor. Sadly, they were made to live in as much as 3-4 inches of their own waste, in tiny pens or cages - some without water. One particular dog that was rescued could not be identified by breed because its hair was so matted and caked in mud and waste.

Extremely concerned for the welfare of the dogs, as well as the other animals on the property, RSPCA Inspectors issued the owner with a warrant to immediately seize all of the animals in her care. 62 dogs and puppies, a number of cats, five guinea pigs, one horse, one hen, one budgie and a deceased turtle were removed from the property.

The case proceeded to court in November 2012 and the owner was convicted and given a banning order for 2 years. The seized animals were made available for adoption and we were fortunate to see them find their forever homes.

This case highlights a growing trend in animal cruelty cases - hoarding. This owner had ceased operating a breeding establishment and instead was hoarding excess number of animals.

Hoarding is recognised as keeping a number of animals in excess of what can be cared for properly, combined with a compulsion to acquire more or the inability to resist the urge to acquire more, and an inability to relinquish animals to others’ care or control (even if animals are sick or deceased). Hoarding leads to animal welfare issues such as overcrowding, inbreeding, malnutrition, spread of disease and behavioural issues making treatment and rehoming difficult.
9,372 complaints were responded to by our Inspectors

Shorty is walking tall

Chihuahua cross Shorty was rescued along with 62 dogs from an ex-breeding establishment last year. All animals rescued were cleaned, treated, rehabilitated, foster cared, and like Shorty, found new life through adoption.
# Cruelty case statistics

## Cruelty types

<table>
<thead>
<tr>
<th>Complaint type</th>
<th>2011/12</th>
<th>2012/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abandoned animal</td>
<td>749</td>
<td>736</td>
</tr>
<tr>
<td>Abused animal</td>
<td>975</td>
<td>1,116</td>
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<tr>
<td>Animal In hot vehicle</td>
<td>197</td>
<td>203</td>
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<tr>
<td>Animal business</td>
<td>13</td>
<td>4</td>
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<tr>
<td>Animal rescue</td>
<td>286</td>
<td>432</td>
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<tr>
<td>Cock fighting</td>
<td>7</td>
<td>20</td>
</tr>
<tr>
<td>Dog fighting</td>
<td>9</td>
<td>19</td>
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<tr>
<td>Electronic device used</td>
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<td>11</td>
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<tr>
<td>Hoarding</td>
<td>59</td>
<td>85</td>
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<tr>
<td>Husbandry issue</td>
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<tr>
<td>Improper confinement</td>
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<tr>
<td>Insufficient food, water, shelter</td>
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<td>4,654</td>
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<tr>
<td>Insufficient treatment of a sick animal</td>
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<td>1,871</td>
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<tr>
<td>Other</td>
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<td>840</td>
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<tr>
<td>Overcrowding</td>
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<td>77</td>
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<tr>
<td>Overworked animal</td>
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<tr>
<td>Poisons/bait usage</td>
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<tr>
<td>Prohibited procedure (e.g. debarking, ear cropping, tail docking)</td>
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<td>27</td>
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<tr>
<td>Tormenting animals</td>
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<td>121</td>
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<tr>
<td>Transport issue</td>
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<tr>
<td>Underweight Animal</td>
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<tr>
<td>Unsecured dog on moving vehicle</td>
<td>32</td>
<td>37</td>
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<tr>
<td>Use of traps</td>
<td>51</td>
<td>60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14,337</strong></td>
<td><strong>15,568</strong></td>
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</table>

## Complaints by region

- **Grampians & Sunraysia**: 651 (6.95%)
- **Mallee & Goldfields**: 662 (7.06%)
- **Wangaratta & Northern**: 444 (4.74%)
- **Metropolitan & Outer**: 5,388 (57.49%)
- **Western Districts**: 852 (9.09%)
- **Gippsland & Peninsula**: 1,339 (14.29%)
Operation Capon

In September, the RSPCA conducted one of the largest raids against cockfighting operations in Australia. Cockfighting is an illegal, cruel and barbaric so-called sport where birds are forced to fight each other to the death using metal spurs. Cockfighting is deliberately hidden from the public. It is underground and only those invited become aware of its activities. Coordination and communication is controlled by individuals to ensure secrecy is maintained. Drugs and vitamins are often administered to these animals, the aim of which is to stimulate growth to ensure strength and stamina is high for fights. The RSPCA, in conjunction with Victoria Police, the Sheriff’s Office and Department of Immigration, executed the raid on a property on the outskirts of Melbourne on Sunday 9 September 2012.

A total of 86 people were interviewed and subsequently charged by the RSPCA. A large amount of evidence was seized including metal spurs, sparring muffs, drugs and vitamins.

The court case was spread over a number of days from October to November 2012. A total of 99 charges were laid and all 86 people present at the raid were given banning orders for the maximum of ten years. During the operation, Victoria Police seized approximately $100,000 as proceeds of crime and this was later provided to the RSPCA to continue its work in animal welfare.

This operation was hugely successful and based on further information and intelligence gathered on the day further raids were conducted and additional charges laid.

Emergency management

The summer bushfire season provided the need for emergency management and the RSPCA response when the Victorian Animal Welfare Emergency Management Plan was activated. Support was provided to the Wellington Shire Council at the Sale Relief Centre for residents requiring assistance. RSPCA Inspectors and veterinary staff remained in the region for three days to assist with management of animals both at the relief centre and showgrounds.

Prosecuting cruelty offenders

As the number of cases increased, we saw a significant rise in the number of people prosecuted, from 77 to 177. A total of 457 charges were laid under the Prevention of Cruelty to Animals Act involving 551 animals.

At the end of June 2013 there were 26 cases still before the courts, with 2 cases the subject of an appeal. Of the cases heard, all were successfully prosecuted by the RSPCA. Of note, there were 4 sentences involving imprisonment with the maximum of 3 months. A key objective in prosecuting certain offenders is to obtain an order banning people from owning animals upon their convictions. This year we were successful in obtaining 108 banning orders, 92 of which received the maximum 10 year banning period.
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. Our strong voice advocating for animals is now needed more than ever.

Influencing government and industry

In the past year, we advocated for change related to a number of issues. RSPCA representatives were involved in consultation involving a variety of animals including horses, wildlife regulations and livestock standards and guidelines. During the year, we met with the Australian Veterinarian Association (AVA) who share our position that the Victorian breed specific legislation will not assist to reduce dog attacks. We submitted a joint paper to the Minister for Agriculture which highlighted International scientific research which indicates that regardless of breed, any dog may be dangerous and breed specific legislation is ineffective. We will continue our work to influence government on this issue and to educate the community.

Responsible pet ownership and education are the critical aspects of reducing risk of dog attacks.

Our close puppy factories campaign continued to make progress in raising community awareness. We had expected the welfare of puppy factory dogs would be protected by imminent changes to the Code of Practice for Breeding and Rearing Establishments. The initial draft of the new code released in April 2013, had some improvements but our detailed submission on the draft highlighted further changes were needed to protect their welfare and improve overall standards. Those working in the breeding industry and working dog groups felt the conditions in the April draft went too far. We hold concerns that the state government will now not deliver on their election promise.

National Campaigns

The RSPCA has maintained its commitment to support national RSPCA campaigns for legislative change and to influence and raise awareness in the community. A key priority is influencing change regarding the export of live animals. Our work related to this issue, particularly at a federal political level, will continue until this cruel trade is banned.

There are approximately 16.3 million hens in Australia. Unfortunately nearly 70% of these birds are confined to barren battery cages, providing less space per bird than an A4 sheet of paper.

Our ‘hens deserve better’ campaign highlights their plight and encourages the community to help free them by only purchasing cage free eggs.

The Choose Wisely program now has more than 100 restaurants and cafes across Victoria that have joined and are demonstrating their commitment by serving eggs, chicken or pork that have been produced from animals that have been farmed humanely.

During the upcoming year, RSPCA Victoria will focus on recruiting more restaurants to the program.

Jumps racing

RSPCA Victoria’s 2013 jumps racing campaign took a unique approach and focused on the Victorian Government’s investment of $2 million into jumps racing, money which could have instead funded critical community services such as education, health or public safety.

We have continued to share our independent market research with racing industry sponsors to ensure they understand the community perceptions and the risks of aligning their brand to this so called sport. Mercedes-Benz had been a sponsor of the Warrnambool May Racing Carnival which includes jumps racing. They informed us they will not renew the agreement.

This year Victorian Premier and Minister for Racing Denis Napthine, who is based in Warrnambool, continued to show his strong support for jumps racing, despite continued deaths and injuries resulting from this cruel sport.
In May 2013, the state government announced that over the next four years they will invest $17.6 million to facilitate growth in hunting and provide better services for hunters.

This new pro-hunting era was evident when Game Victoria consulted with 14 pro-hunting groups before drafting new hunting regulations announced in September 2012. No animal welfare groups were included in these consultations and the draft regulations did nothing to improve animal welfare outcomes.

RSPCA Victoria’s 2013 duck shooting campaign, ‘the playground of tomorrow’s generation’ highlighted the Victorian Government’s new regulations to allow children as young as 12 to fire guns at wildlife without testing and with fee-free licensing.

The majority of Victorians (87%) want duck shooting banned however the registered duck shooters which only represent 0.4% of our population continue to have significant influence on government policy. The banning of duck shooting will remain a priority campaign for RSPCA Victoria.

Image from our 2013 duck shooting campaign ‘the playground of tomorrow’s generation’
Engaging Victorians

RSPCA Victoria understands that young people are the key to promoting the animal welfare message in the community.

This year our education programs reached 9,000 students from 133 schools with almost half of the students visiting us at our Education Centre in Burwood East. While formal school classes continue to be our major focus we have expanded our reach via a mix of new programs and learning opportunities which we believe will continue to address relevant educational outcomes and principles, and attract new learners to the RSPCA.

A proud achievement for our team has been our work with the Western English Language School, whose students come from refugee and asylum seeker backgrounds. They took part in our highly intensive program with sessions focussing on teaching the five freedoms for animals, building empathy, dog behaviour and how to safely interact with the friendly education animals. The post-program evaluations have demonstrated definite change in these students’ attitudes and behaviours towards animals.

A new initiative, Animal Career Discovery Day, was introduced in 2012 and has been a great success. One hundred and eighty one participants heard from current animal industry specialists about how to navigate their way into a profession that encompasses working with animals. The enthusiastic feedback we have received indicates we met our objectives.

Our nationally accredited Certificate II in Animal Studies continues to attract many high quality applicants. The changes to TAFE funding saw Victoria University, our partner for four years, close its Animal Studies Department. However we have now partnered with Box Hill Institute and our program numbers look set to grow to over 100 students in 2013.

Beyond the classroom

The RSPCA Holiday Program continues to offer a wide range of activities to young people aged five to eighteen, with over 800 students participating in the 2012 program. The exclusive opportunity to become an RSPCA member as part of the day’s admission has seen us recruit a number of new members to our Paw Prints and gr8’n’small membership programs. Both of these programs continue to be an excellent avenue to educate and engage a youth and junior RSPCA audience. Last year, 1,023 members were engaged with these programs across the state, with all members receiving age appropriate animal welfare messages. This early education is critical to create future community leaders who are knowledgeable in, and respectful of animal welfare. Our membership programs are proving to be an excellent avenue of early engagement with many younger members continuing their support into other areas of our work as they get older, including volunteering.

Re-engagement of youths is a high priority within the educational sector and teachers are looking for programs that are flexible, adaptable and allow their students to drive their learning. As a result, our Community Engagement Project was actively taken up by VCAL teachers who were interested in having their students facilitate and organise their own “community project”. Two hundred and forty students from fourteen groups took part in the pilot program.

The 21st Century is a time of continual change, particularly in education. RSPCA Victoria’s Education service is committed to meeting these societal requirements and continues to deliver best practice programs ensuring that we remain a highly regarded educational destination. We are convinced that this will lead to good animal welfare outcomes in the long term.
more students will be engaged in our nationally accredited TAFE course in 2013

Talk to the animals

Effective education and awareness raising directly influences people’s attitudes and changes behaviour through increasing knowledge and understanding of the impact of actions (or inaction).
48,000 Facebook fans were engaged in animal welfare messages

Playful providers

‘Campaign Hero’ Hayley knows the power of online and social media, allowing the RSPCA to increasingly influence, inform and engage with the community.
Engaging Victorians

Growing our online presence

Our presence on social media channels such as Facebook and Twitter allowed RSPCA Victoria to connect with the community in a manner that is immediate and responsive.

During the year, we communicated a wide range of information and messages to our supporters, designed to engage and inspire them in animal welfare, including the promotion of animals for adoption, the work of our Inspectorate and information about our campaigns and upcoming events. As a result, during the year, our Facebook fans increased from 40,000 to more than 48,000, a 20% increase on last year.

In addition, in 2012 we re-launched our Twitter account, which now boasts more than 2,500 followers. During the year, some of our posts were re-tweeted by celebrities such as Michelle Bridges, providing us with a potential reach of hundreds of thousands of people.

In the coming year, we anticipate the launch of accounts with Pintrest and Instagram, which will allow us to further expand our social media presence.

Pleasingly, we continued to grow visitation with our website continuing to be a leading resource for animal adoptions and animal welfare information.

The RSPCA Victoria website has achieved average visitation of 146,568 per month - an increase of 37% from last year.

Average page views are 1,119,844 per month, which represents a 20% increase on past year’s figures. Our website has also undergone a range of enhancements designed to grow our online visitation and to make our online experience more meaningful and engaging.

Talking to the community through the media

We were able to reach a broad section of the community through editorial support and discounted media rates given by organisations such as Mitchell Media, emitch, Fairfax, Herald and Weekly Times Group, Leader Newspaper Group, and various media outlets across the state.

Their support has allowed us to communicate messages about a range of animal welfare issues, as well as reiterating the importance of responsible pet ownership and raising awareness about animal welfare campaigns and initiatives.

Volunteers spreading the word

In May 2013, we launched a new way for animal lovers to be more actively involved. Campaign Heroes are a network of dedicated volunteers who help us spread the word about animal welfare issues and work tirelessly to influence change.

Campaign Heroes work with us at a local level, influencing their communities to adopt change in order to improve the welfare of animals by gathering petition signatures, meeting with their local community leaders and their local MP, and educating others. It is with the support of these dedicated and passionate volunteers that we will achieve lasting change for our animals.
Community support

This year, despite economic challenges the income raised through our various fundraising programs increased by 5%, helping us to provide much needed animal welfare support to the community.

We remain grateful that the community continues to demonstrate their commitment and passion for animal welfare by financially supporting the RSPCA:

- Our major gifts income grew by 4% this year, providing funding for crucial areas of our work and vital equipment including generous donations for our outdoor cat garden at Burwood East.
- In May 2013, we launched ‘The Big Beg’ campaign to grow our regular giving and provide a more stable funding base. We are hoping to achieve 40% income growth in 2013/14.
- We achieved 5% growth in our Workplace Giving program.
- Our community partners Bendigo Bank and Ritchies Stores and their customers continued to provide much needed support, contributing over $250,000 to support our animal care programs.
- The income raised by our junior and youth supporters grew by 32%.

We are also extremely grateful for the generosity of the community, from both individuals and local businesses who have actively taken part in a number of community fundraising activities, helping to spread the word about our need for support.

**Grants to advance animal welfare**

Our Trust and Foundation income has increased significantly over the past year, achieving 33% growth. This income has enabled us to progress with crucial animal welfare initiatives and projects. RSPCA Victoria would like to acknowledge and give thanks for the following grants:

- DPI Animal Welfare Fund – provided funding for our cat desexing and microchipping initiative and Young at Heart Fee Waiver Promotion.
- Perpetual (General Funding Round) - provided funding for Canine Welfare Boarding.
- Kathleen Agnes Back Estate (State Trustees) – provided funding for the upgrade of our equine care facilities and equipment.
- Hazel and Arthur Bruce Bequest - provided funding for Pets Place Epping.
- Animal Welfare Foundation of Australia - provided funding for our education programs.

The Animal Welfare Foundation of Australia has provided much needed funding for our education services over the last thirteen years. This ongoing support ensures that we are able to provide educational programs to students and the broader community, influencing positive animal welfare outcomes in the future.
Barb and Tinkerbell
Our Volunteer Support Officer Barb provides assistance and training for our dedicated shelter volunteers. All of our volunteers give their time to help advance animal welfare and achieve positive outcomes for animals like guinea pig Tinkerbell.

Lasting Legacies
We continue to be humbled by the generosity and passion of so many individuals who choose to leave a lasting legacy to support our vital work. This year, 122 people left their footprint on animal welfare with their bequests contributing just over $69 million which is 9% up on last financial year.

It was a busy year for the Bequest Animal Program, as 18 animals were placed into permanent foster homes. The Bequest Animal Program continues to grow as it provides animal owners with the opportunity to consider the future of their pet if they are no longer able to care for them.

Retail
In 2012/13 our 13 RSPCA opportunity shops were supported by more than 260 volunteers who managed the day-to-day store operations and made an amazing contribution to raise funds for our vital animal welfare services. These stores generated over $1 million this year, a testament to both the hard work of our volunteers and the dedicated support of local communities.

The pet retail product sales at Burwood East was impacted by the ongoing building works however despite these challenges and the difficult retail environment we achieved our overall income budget. These encouraging results indicate that despite a tough economic climate, the community are still investing in the welfare of their pets. We are expecting significant growth in retail sales when building works are completed and we set up retail in the new reception areas.

This was the first full year under our revised direct retail operating model where we ceased the telemarketing of retail products and instead focussed our promotions on online sales. This year our online retail sales grew by 11%, an encouraging result in the current retail climate.
Events continued to be a valuable opportunity for the RSPCA to engage with the community. Supported by hundreds of volunteers, these events helped us to reach the community with our animal welfare messages whilst raising much needed funds to support our work.

**Baking up a storm for the animals**

Cupcake Day was once again a significant RSPCA fundraiser with supporters baking in support of the RSPCA. More than 1,700 fundraising events were staged at homes, workplaces and schools across Victoria, helping to raise $274,878 in support of our animal welfare work. This was 34% higher than last year, with this event continuing to gain popularity particularly across the state. Cupcake Day provides us with a unique opportunity to engage the community in a fun activity while raising the profile of the RSPCA.

Cupcake Day was generously supported by Maxwell Williams, Microsoft, Stanley Rodgers, Wiltshire, Mail Marketing Works, Bose, Brita and Luigi Bormick.

**Events to engage different audiences**

Our events calendar was extensive for the 2012/13 year as we worked to maximise opportunities to reach the Victorian community. This included attending numerous community/local council events, our World Animal Day Gala Ball, Santa Paws and opening celebrations for the launch of RSPCA Pets Place Epping.

This year we also launched RSPCA Party Animals to encourage supporters to host a celebration and fundraise for the RSPCA. This event was staged in November, engaging both adult and junior audiences. This was a good introduction of this event and we expect that this will be a permanent addition to our fundraising program in the coming year.

Another major focus for this year was our community partnership with the inaugural Dog Lovers Show, staged in early May. This event attracted more than 16,000 people and was an excellent avenue to reach a passionate audience while showcasing the RSPCA’s work in the community.

**Our biggest Million Paws Walk**

This year, more than 25,000 people and their beloved dogs joined in the fun to raise money at our Million Paws Walk. Staged at 17 locations across the state, animal lovers once again supported this fun event as an opportunity to raise a record $503,152 for animals in need.

Significant growth was experienced at a number of our regional walks, including Whittlesea. The profile of RSPCA Pets Place in this area undoubtedly helped to raise the profile of the RSPCA in this region so we anticipate 2014 will be even bigger!

Our sponsors were once again very generous in their support of our Million Paws Walk. Hills Pet Nutrition continued their outstanding support of the RSPCA, generously sponsoring our walks across Australia. We were also delighted to continue the major Victorian sponsorship of Eastside Mitsubishi who kindly provided a Mitsubishi Mirage and cash contribution in support of our event. We were very grateful for the assistance of FuzzYard, Hush Puppies, Parks Victoria, Coles, Leader Community Newspapers, the Geelong Advertiser and Bendigo Bank who provided their generous support.
Fitness guru, Michelle Bridges rarely spends a day apart from her best friend Paddy. Yet it’s her love for all animals that saw Michelle become an ambassador for the RSPCA.

Events 2013/14

Santa Paws: 15-17 Nov 2013
In the Dog House: 1 Mar 2014
Million Paws Walk: 18 May 2014
Cupcake Day: 18 Aug 2014
World Animal Day Gala Ball: 3 Oct 2014
Major donors

Protectors

Protectors are major donors whose significant contribution enables the RSPCA to continue delivering critical animal welfare services.

- Mrs R André
- The Animal Welfare Foundation of Australia
- Mr J and Mrs L Bates
- Mr J Cappadona
- Ms S Chong
- Ms J Davis
- Lady Dawson
- Mrs E Downing
- Dr L Duncan
- Mr T Evans
- Dr A G Firkin and Ms H Myall
- Mrs M Johnson
- Mrs B Kelly
- Mrs J Lang
- Ms C Lidgerwood
- Ms V Newman
- Dr M Olekalns
- Mr F Onions
- Mrs M Orr
- Miss M O’Sullevan
- Mr J G Prior
- Miss K Reid
- Mrs M Richdale
- Ritchies Stores Pty Ltd
- Mr S and Mrs L Sedgman
- Mr G Shalit and Ms M Faine
- Ms V G Stevenson
- Mr R and Mrs E Stradwick
- Miss S Sullivan
- Things Seasonal
- Mr H and Mrs L Tilgner
- Mrs M D Wallace
- Ms O Wong
- Dr M Worcester
- Mrs D C Yeung

Companions

Companions are major supporters whose generous donations assist the RSPCA to make a real difference to animals in Victoria.

- Dr R Albon
- Mr and Mrs Baillieu Myer
- Miss S Brookes
- Ms A Bukolt
- C M Gray Pty Ltd
- Mr C and Mrs L Catlow
- Mr A Cobb
- Miss R E Culph
- Mrs J C Dahlsen
- Mr J Enenkell
- Mr W L Fitzherbert
- Mr D Gonsalkorale
- Mr K Halla
- Mr P Halstead and Ms R Hoffman
- Hanlon Foundation
- Mrs T Harding
- Ms M V Holland
- Ms D Holt
- Ms Jackson
- Mr H Jansz
- Mrs M Jones
- Mr M J Laurie
- Ms E Lawson
- Mrs A Mason
- Mrs V A McGeoch
- Mrs B H McKinnon
- Ms B H J McNicol
- Mrs E McRobie
- Dr S Meek
- Ms M Mercurio
- Mr A Miller
- Ms L Missen
- Mr D M Nassau
- Mrs E O’Brien
- Mrs C Park
- Mrs W Peart
- Ms S Perrett
- Ms K Ramsford
- Mrs L Richardson
- Ms E M Russell
- The Russell Foundation
- Ms P Sleeman
- Mr B Smith
- Mrs J F Smith
- Mr D Somers OAM
- Mrs J Somers OAM
- Mr I J Tyler
- Mr N Vink
- Walbrock Pty Ltd
- Mr A Walton
- Dr C A Webb

Friends

Friends are major supporters of the RSPCA whose contributions help achieve positive outcomes for ‘all creatures great and small’.

- Mrs M Alfasi
- Ms E Anderson
- Ms A M Baran
- Ms N E Barnes
- Miss T J Barradell
- Miss J Bendall
- Mrs A Bendrups
- Ms D L Bertalli
- Ms A Bursten
- Miss S Burt
- Mrs B Chandler
- Ms J L Clarke
- Miss L Coles
- Ms M Cronin
- Mr G Delve
- Ms H Douglas
- Mr W and Mrs H Edgar
- Ms K Eggleston
- Mr G English
- Mrs R Flower
- Ms A Forster
- Mrs K C Genssen
- Ms S Gillard
- Ms C Gray
- Mrs S Hains
- Miss D Hales
- Ms C M Healy
- Ms J Heazlewood
- Mr S Heselwood
- Mr C and Mrs S Hill
- Dr H Hiscock
- Ms S Holding
- Ms C Howarth
- Dr M J Hrasky
- Miss B E Hughes
- Mr K Innerhofer
- Mr G Jerome
- Dr F Judd
- Dr K E Karel
- Ms K Komar
- Mr T Larsen
- Ms R Larsen
- Ms V Lehmann
- Mr C P Lunn
- Mrs M McCleary
- Miss M Mabbutt OAM
- Mr S Maniam
- Mrs Martin
- Mr A J Matheson
- Mr B and Mrs D Mayberry
- Ms G McNaught
- Ms C Miller
- Mrs E M Murchison
- Miss M L Murphy
- Mr S Naylor
- Mrs C and
- Dr B Neubecker
- Dr D Nicholls
- Mrs A M O’Connor
- Mr S Parry
- Ms V Polkinghorne
- Mr J Pucek
- Ms M Riley
- Rob Meree Foundation
- Miss M Rootsey
- Dr N Schenk
- Mr and Mrs B Schmidt
- Mr A Shanks
- Mrs J F Shaw
- Mr M K Shore
- Mr N Spitzer
- Mr F R Stannus
- Miss A B Stewart
- Ms C Sullivan
- Mr D Towers
- Ms S Trembath
- Mrs E Vaughan
- Mrs E Vaughan
- Ms J Walker
- Ms J Warnock
- Miss J G Wellings
- Mrs E White
- Drs A and C Whitehead
- Ms J Williams
- Dr G Williamson
- Ms J Wilson
RSPCA Victoria would also like to thank the following companies for their generous support:

CumminsRoss, Ferndara Creative, Peter Alexander, King & Wood Mallesons, Parks Victoria, Coles Supermarkets, Leader Community Newspapers, The Age, the Geelong Advertiser, Modern Promotions, Gorgeous Films, Tyrrell’s Wine and U-bahn design.
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 2012 were Ms Betty Kelly, Ms Shirley Sullivan, Mr Rob Thomas and Mrs Sue Quartermain.

Miss Betty Amsden OAM
Dr John Ayerbe
Mr Fred Bain
Mr Peter Barber
Mrs H Bartholomew
Mr John Bates
Mrs Lorraine Bates
Miss Laurie Batiste
Mr Doug Baudinette
Mr Charles (Bill) Beauchamp
Dr Robert Begg
Dr Onn Ben-David
Mr Charles Brown
Mrs Joan Brown
Mr Peter Brown
Mr Jan Buchter
Mrs Lynn Buckley
Mrs Marcia Blysma
Mrs Erica Cairns
Prof Ivan Caple
Mr Robert Carrail
Mr Clive and
Mrs Lynda Catlow
Mrs Karen Cosgriff
Mrs Janice Crowley
Mr Rod Curtis
Miss Barbara Dart
Mr David Elsum AM
Mrs Marie Gardner
Snr Sgt Peter Given
Mrs Nerida Gray
Mr A G Hall
Mrs Barbara Halse
The Hon Vernon Hauser
Ms Karen Hazel
Mr Garth Hodge
Mr Michael Holland
Mr Richard Hunter
Dr Neville Japp
Mrs June Killian
Ms Betty Kelly
Mr Keith King
Mr Stuart Lawson
Mrs Rosemary Lawton
Mrs Rosemary Lill
Mrs Phylis Lowe
Miss Hazel Luke
Dr Barbara Maddern-Wellington
Mrs Ursula Manning
Mrs Heather McCracken
Mrs Barbara Meehan
Capt Michael J Meehan
Mr S J Miller AO LVO QPM
Mrs Helen Moore
Dr Bronwyn Neubecker
Mrs Cynthia Neubecker
Mr Kevin O’Brien
Ms Glennys Oogjes
Mrs Carol L J Penman
Dr Peter Persoon
Miss Ninon Phillips
Mrs Ann Pollard
Mrs Sue Quartermain
Mrs Joan Quin
Mr Brian Reid
Mrs H Ronzio
Mr Pat Salmon
Mr Stephen Sedgman
Mrs Lynette Sedgman
Dr Michael Sheedy
Mr F Smith
Mrs Dianne Smith
Mr James T Smith B. Comm FEA
Prof Virginia P Studdert
Ms Shirley Sullivan
Mr Rob Thomas
Mrs Jean Wallbridge
Dr Carole Webb
Ms Shirley Westerburg
The Hon Frank Wilkes AM
Mrs Lorna Williams
Dr Hugh Wirth AM KSJ
Mrs Betty Wood
Mrs Janet Wood
Mr Graham Zetter
Mrs Sally Zetter

Honorary Life Membership was awarded to the following individuals who have now sadly passed away. Their contribution to animal welfare and the RSPCA will be remembered.

Mr Peter Dunk
Mrs Edna Hambridge
Mr Monty James
Mrs Alwynne Jona OAM
Mrs Marjory Kent OAM
Miss Nan Moore
Dame Elisabeth Murdoch AC DBE
Mrs E Paxton
Ms Barbara Horn
The Hon William Kaye AO QC
Mrs Margaret Matthews
Mrs Mirriam Quick
Mr Michael Schildberger
Mrs D Sipavicius

Mr Fred Bain
Mr Peter Barber
Mrs H Bartholomew
Mr John Bates
Mrs Lorraine Bates
Miss Laurie Batiste
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Snr Sgt Peter Given
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The Hon Vernon Hauser
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Mr Garth Hodge
Mr Michael Holland
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Dr Neville Japp
Mrs June Killian
Ms Betty Kelly
Mr Keith King
Mr Stuart Lawson
Mrs Rosemary Lawton
Mrs Rosemary Lill
Mrs Phylis Lowe
Miss Hazel Luke
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Mrs Ursula Manning
Mrs Heather McCracken
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Capt Michael J Meehan
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Mrs Helen Moore
Dr Bronwyn Neubecker
Mrs Cynthia Neubecker
Mr Kevin O’Brien
Ms Glennys Oogjes
Mrs Carol L J Penman
Dr Peter Persoon
Miss Ninon Phillips
Mrs Ann Pollard
Mrs Sue Quartermain
Mrs Joan Quin
Mr Brian Reid
Mrs H Ronzio
Mr Pat Salmon
Mr Stephen Sedgman
Mrs Lynette Sedgman
Dr Michael Sheedy
Mr F Smith
Mrs Dianne Smith
Mr James T Smith B. Comm FEA
Prof Virginia P Studdert
Ms Shirley Sullivan
Mr Rob Thomas
Mrs Jean Wallbridge
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Ms Shirley Westerburg
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Mr Graham Zetter
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Mrs E Paxton
Ms Barbara Horn
The Hon William Kaye AO QC
Mrs Margaret Matthews
Mrs Mirriam Quick
Mr Michael Schildberger
Mrs D Sipavicius
Bequests & Trusts

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 legacy in their Will.

Bequests
Leah Margaret Akie
Iris Edith Anderson
Allan Raymond Armstrong
Nancy Charlotte Bartlett
Eleanor Margaret Beale
Betty Louise Bird
Linda Bow
Beryl May Bolton
Laurence Geoffrey Bowes
Dorothy Edith Bridger
Thelma Alice Amelia Bryant
Beatrice Edith Burke
Rima Olive Byrne
Gordon Stuart Cameron
Thelma Alice Cameron
Shirley May Casey
Joshua John Robert Matthew
Charles-Haltzman
Penelope Johanne Clifford
Edith Maria Close
Jean Rita Colman
Eileen Annie Corke
Brian Stow Crossley
Jean Gray Davies
Marcia Loveday Dingel
Doris Ellis
Elizabeth Evelyn Ellis
Wendy Dawn Fensom
Ariel Glasson Fortman
Anne Fraser
Shirley Margaret Fraser
Ivy Doreen Freestone
Mary Bernice Fuller
Jean Elva Gamble
Laurence Garrett
Helen Margaret Garretty
Ursula Mary Girdwood
Emily Grace
Gwenyth Elaine Graebner
Judith Greenough
Mary Griffith
Richard Francis Grills
Beatrice Hampton Clayton
De Sousa Guerra
Bertha Guntinner
Heather Florence Hardy
Roger Francis Harrington
Marta Emile Hauptmann
Christine Joy Haskovsorth
Patricia Romneya Macleod Heath
Charlotte Hemmings
Ellen Elizabeth Hickey
Judith Margaret Hillard
Margaret Joan Houghton
Eileen Norma James
Leon Camellia James
Verna Maeude Jeffress
Jarmila Jiraskova
Pauline Marie Johnston
Violeta Flora Gwendoline Jones
Margaret Irene Jupp
Vera Kandus
Winifred Nancy Keenan
Cecile Patricia Kemp
Dorothy May Kiessling
Beryl Elaine Kildea
Thea Kintla
Lorraine June Knight
John Robert Lawrence
William Ivo Lawson
Marion Stoppa Leone
Mary Ruby Marshall
Kenneth McDonald Martin
Tooney Aurish Matthews
The Bob and Gwen
McDarmid Bequest
Joan Louise McMahen
Elia Metz
Anita Helen Metzger
Audrey Edith Midgley
Ronald Mills
Muriel Lanyon Mortimore
Edna May Mussett
Norma Nicholas
Ruth Winifred Nicholson
Nancy Elizabeth Noble
Patricia Helena Nugent
Larry Osborn
Muriel Osmond
William Alfred Parnham
Patricia Faith Perkins
Barry Tremaine Peverell
Kathleen May Phillips
Iris Pithe
Ruby Louise Powell
Dorothy May Pruden
Rudolf Roeder
Margot Patricia Rowe
Eunice Scade
Audrey Gertrude Scott
Dietmar (David) Sebold
Marlene Frances Sebold
Beverley Joan Shelton
Una Una Sparks
Joan Elizabeth Spong
Raymond Lawrence Stanley
Joy Sutherland Mary Stansfeld
June Carolole Stoessiger
Joan Strickland
Ronald John Frederick Stuchbery
Lorna Jean Tack
Brian James Taylor
Jean Mary Thomas
Margaret Graham Towl
Kevin Francis Tucker
Margaret Rosa Tottleby
Keitha Margaret Walker
Joan Beryl Wallis
Paul Francis Walsh
Iris Mary Washington
Irene Joan Watkin
Aileen Mary Wells
Catherine Cameron White
Sofie Winifred Wirth
Geraldine Gladys Wogan-Browne

Trusts
Arthur Edwin and
Anne Edith Barry Estate
Baker Foundation
Bruce McDonald Charitable Trust
C & T Park Endowment
Donald Dennett James
Walters Trust
Elizabeth McCartney Trust
Florence Aileen M. Anderson
Charitable Trust
Francis Samuel Abrahams
Charitable Trust
Frederick Inman Trust
Geoffrey Ian Berry Trust
(The Therapon Foundation)
Handelsman Charitable Trust
Harry and Yvonne Wales Memorial Fund
Harry Schofield Trust
Hazel and Arthur Bruce Bequest
Helen Fookes Trust
HGK Bequest
J and L Armstrong
Charitable Endowment
J and M Schneider Charitable Trust
J Elliston Trust
Jean Mary Greenlees Trust
John Frank Aiken Estate
John Hibbett Trust Fund
John Murphy Charitable Trust
Joseph Norman Mason Trust
Joyce Adelaide Healey Trust
Judith De Garrood Donation
Katherine St Clair Varason Estate
Kathleen Agnes Back Estate
Katrina May Russell
Keila Hinde Charitable Trust
Keith and Sylvia McLaren Trust
Kenneth and Waverley Harris Trust
Kevin Stewart Cowell Trust
Leslie and Hedli Basch
Charitable Trust
Leslie and Helen Crawford Fund
Lola Poynton Memorial Fund
Lord Mayor’s Charitable Foundation
Margaret Winifred Mary Gray Trust
Marjorie Hayes and
Oswald Charles Hearn Trust
Patricia McIntyre Foundation
Sarah Josephine
Logue Memorial Fund
Souter-Foale Family Trust
Taylor Charitable Trust
The Allan Shaw Charitable Trust
The Frederick Hills Cat Trust
The John and Thirza
Daley Charitable Trust
Thelma May Bradbury Estate
Thelma Silver Trust
Vera Fowler Estate
Victoria Community Foundation
William Barr Trust
Zimmerman Family Foundation
Leicester, Mia and Lamington

It didn’t take long for our Barn Attendant Mia to fall in love with this pair. Through our rehabilitation programs, Leicester and Lamington’s personalities flourished and soon they became the favourites among children visiting the RSPCA.
Financial Report

Concise report for the financial year ended 30 June 2013

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Directors’ Report for the year ended 30 June 2013

The Directors of The Royal Society for the Prevention of Cruelty to Animals (Victoria) (“RSPCA”) present the following annual report of the company for the financial year ended 30 June 2013. In order to comply with the provisions of the Corporations Act 2001, the Directors report as follows.

Information about the Directors’

The names and particulars of the Directors of the company during or since the end of the financial year are:

<table>
<thead>
<tr>
<th>Names</th>
<th>Qualifications</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr Hugh J Wirth AM KSJ</td>
<td>BVSc, Hon DVSc (Melb), MRCVS, FAVA</td>
<td>Chair/President Non-Executive Director</td>
</tr>
<tr>
<td>Ms Bronwyn Hughes</td>
<td>B.A. (Melb.) Grad. Dip. Lib. (RMIT)</td>
<td>Deputy Chair and Non-Executive Director</td>
</tr>
<tr>
<td>Dr Carole Webb AM</td>
<td>BVSc (Hons), MACVSc (Feline Medicine)</td>
<td>Non-Executive Director</td>
</tr>
<tr>
<td>Mr James Smith</td>
<td>B.Com, FCA</td>
<td>Non-Executive Director</td>
</tr>
<tr>
<td>Ms Dana Hlavacek</td>
<td>BComm (Hons), MAcc, FCA, GAICD</td>
<td>Non-Executive Director</td>
</tr>
<tr>
<td>Mr Marco Ciobo</td>
<td>B.Sc, M.Sc, (Physics – Hons), MBA</td>
<td>Non-Executive Director</td>
</tr>
<tr>
<td>Mr Darren Nabbs</td>
<td>BBus(Mgmt), AssocDip Eng (Civil), GAICD</td>
<td>Non-Executive Director</td>
</tr>
<tr>
<td>Ms Margot Smith</td>
<td>BEc (Hons), MBA, GAICD</td>
<td>Non-Executive Director</td>
</tr>
<tr>
<td>Dr Onn Ben-David OAM</td>
<td>BVSc</td>
<td>Non-Executive Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Retired August 2012</td>
</tr>
<tr>
<td>Ms Suzanne Ewart</td>
<td>B.Econ, CPA, GAICD</td>
<td>Non-Executive Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Resigned December 2012</td>
</tr>
</tbody>
</table>

The above named Directors held office during the whole of the financial year and since the end of the financial year unless otherwise stated.

The names and qualifications of the secretaries of the company during or since the end of the financial year are:

<table>
<thead>
<tr>
<th>Names</th>
<th>Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Greg O’Brien</td>
<td>BBus(Acc), CPA, AIMM</td>
</tr>
<tr>
<td>Ms Fiona Zafirakos</td>
<td>MBA (Law Specialisation), GradDip ACG, GCertCommLaw, GCertBus, MAICD, GCSA, AIMM</td>
</tr>
</tbody>
</table>
Directors’ Report for the year ended 30 June 2013

Directors’ meetings

The following table sets out the number of Directors’ meetings held during the financial year and the number of meetings attended by each director:

<table>
<thead>
<tr>
<th>Directors</th>
<th>Board of Directors</th>
<th>Audit, Risk and Finance Committee</th>
<th>CEO Review Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Eligible to attend</td>
<td>Meetings attended</td>
<td>Eligible to attend</td>
</tr>
<tr>
<td>Dr Hugh J Wirth AM KSJ</td>
<td>12</td>
<td>12</td>
<td>-</td>
</tr>
<tr>
<td>Dr Onn Ben-David OAM</td>
<td>3</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>Dr Carole Webb AM</td>
<td>12</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Mr James Smith</td>
<td>12</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Ms Suzanne Ewart</td>
<td>7</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Ms Dana Hlavacek</td>
<td>12</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Mr Marco Ciobo</td>
<td>12</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Ms Bronwyn Hughes</td>
<td>12</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Mr Darren Nabbs</td>
<td>12</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Ms Margot Smith</td>
<td>9</td>
<td>9</td>
<td>-</td>
</tr>
</tbody>
</table>

Nominations Committee

<table>
<thead>
<tr>
<th>Directors</th>
<th>Eligible to attend</th>
<th>Meetings attended</th>
<th>Eligible to attend</th>
<th>Meetings attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr Hugh J Wirth AM KSJ</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Dr Onn Ben-David OAM</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Dr Carole Webb AM</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Mr James Smith</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ms Suzanne Ewart</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ms Dana Hlavacek</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Mr Marco Ciobo</td>
<td>-</td>
<td>-</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Ms Bronwyn Hughes</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Mr Darren Nabbs</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ms Margot Smith</td>
<td>-</td>
<td>-</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

Principal activities, objectives and performance

The long term objective of the consolidated entity is to prevent cruelty to animals by actively promoting their care and protection.

The strategy of the organisation is summed up in the principal activities undertaken during the year which include the refuge and care of animals, adoption services, enforcement of the Prevention of Cruelty to Animals Act 1986 by RSPCA Inspectors, education of the community on animal welfare issues and campaigning to improve animal welfare awareness and engagement. Please refer to the respective sections of the published annual report for detailed information on the operations and achievements of the RSPCA throughout the year.

Details of membership

The RSPCA is a public company, limited by guarantee, incorporated and operating in Victoria, Australia. The guarantee is $10 per member and at 30 June 2013 there were 1,253 members (2012, 1,377 members).
Directors’ Report for the year ended 30 June 2013

Review of operations
The RSPCA (Victoria) and Foundation combined achieved a deficit result for the 2013 financial year with Net Assets decreasing by $3,616,330 (2012 deficit: $5,094,408). The RSPCA earned total income amounting to $28,565,992 (2012: $28,483,586) with the increase from prior years mainly due to bequest income for the year of $6,982,846 compared against the prior year of $6,390,046. Fundraising income also increased from $6,390,046 in 2012 to $6,921,078 in 2013. Partially offsetting these gains was a reduction in retail sales impacted by site redevelopment at the Burwood East facility and lower income from interest and dividends and franking credits as investment reserves were utilised for site redevelopment and operating cash flows.

Total expenditure for the year of $32,181,319 (2012: $33,557,794) has decreased slightly. Key movements year on year included retail expenses (including cost of sales) decreased from $2,049,318 in 2012 to $1,569,849 in 2013 in line with lower retail sales. Animal welfare related expenses increased by $815,166. A net gain on the trading portfolio of $1,669,155 was recognised in 2013 (2012: loss $1,583,204). The RSPCA does not actively trade investments in the market and these movements in the portfolio resulted from underlying movements in the Australian equity market.

Changes in state of affairs
There was no significant change in the state of affairs of the consolidated entity during the financial year.

Subsequent events
There has not been any matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the consolidated entity, the results of those operations, or the state of affairs of the consolidated entity in future financial years.

Future developments
Disclosures of information regarding likely developments in the operations of the consolidated entity in future financial years and the expected results of those operations is likely to result in unreasonable prejudice to the consolidated entity. Accordingly, this information has not been disclosed in this report.

Environmental regulation
The consolidated entity’s operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

Indemnifying officer or auditor
During the financial year, the company paid a premium in respect of a contract insuring the directors of the company (as named above), the company secretaries, and all executive officers of the company and of any related body corporate against a liability incurred as such a director, secretary or executive officer to the extent permitted by the Corporations Act 2001. The contract of insurance prohibits disclosure of the nature of the liability and the amount of the premium.

The company has not otherwise, during or since the financial year, except to the extent permitted by law, indemnified or agreed to indemnify an officer or auditor of the company or of any related body corporate against a liability incurred as such an officer or auditor.

Proceedings on behalf of company
No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings. The company was not a party to any such proceedings during the financial year.

Rounding off of amounts
The company is a company of the kind referred to in ASIC Class Order 98/100, dated 10 July 1998, and in accordance with that Class Order amounts in the Directors’ report and the financial statements are rounded off to the nearest thousand dollars, unless otherwise indicated.

Auditor’s independence declaration
The auditor’s independence declaration is included on page 54 of the concise report.

Signed in accordance with the resolution of the Directors made pursuant to s.298(2) of the Corporations Act 2001.

On behalf of the Directors,

H J Wirth AM KSJ
Director

J Smith
Director

Melbourne, 17 September 2013

Deloitte

The Board of Directors
The Royal Society for the Prevention of Cruelty to Animals (Victoria)
3 Burwood Highway
BURWOOD EAST, VIC 3151

17 September 2013

Dear Board Members,


In accordance with section 307C of the Corporations Act 2001, I am pleased to provide the following declaration of independence to the Directors of The Royal Society for the Prevention of Cruelty to Animals (Victoria).

As lead audit partner for the audit of the financial statements of The Royal Society for the Prevention of Cruelty to Animals (Victoria) for the financial year ended 30 June 2013, I declare that to the best of my knowledge and belief, there have been no contraventions of:

(i) the auditor independence requirements of the Corporations Act 2001 in relation to the audit; and

(ii) any applicable code of professional conduct in relation to the audit.

Yours sincerely

DELOITTE TOUCHE TOHMATSU
Isabelle Lefevre
Partner - Chartered Accountants

Melbourne, 17 September 2013
Independent Auditor’s Report to the Members of The Royal Society for the Prevention of Cruelty to Animals (Victoria)

We have audited the accompanying concise financial report of The Royal Society for the Prevention of Cruelty to Animals (Victoria) which comprises the statements of financial position as at 30 June 2013, the statements of profit or loss and other comprehensive income, statements of changes in equity, statements of cash flows for the year then ended, and related notes, derived from the audited financial report of The Royal Society for the Prevention of Cruelty to Animals (Victoria) for the year ended 30 June 2013 and the discussion and analysis as set out on pages 55-60. The concise financial report does not contain all the disclosures required by the Australian Accounting Standards and accordingly, reading the concise financial report is not a substitute for reading the audited financial report.

Directors’ Responsibility for the Concise Financial Report

The Directors are responsible for the preparation of the concise financial report in accordance with Accounting Standard AASB 1039 ‘Concise Financial Reports’ and the Corporations Act 2001, and for such internal control as the Directors determine is necessary to enable the preparation of the concise financial report.

Auditor’s responsibility

Our responsibility is to express an opinion on the concise financial report based on our procedures which were conducted in accordance with Auditing Standard ASA 810 ‘Engagements to Report on Summary Financial Statements’. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of The Royal Society for the Prevention of Cruelty to Animals (Victoria) for the year ended 30 June 2013. We expressed an unmodified audit opinion on that financial report in our report dated 17 September 2013. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report for the year is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the concise financial report. The procedures selected depend on the auditor’s judgement, including the assessment of the risks of material misstatement of the concise financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation of the concise financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control.

Our procedures included testing that the information in the concise financial report is derived from, and is consistent with the financial report for the year, and examination on a test basis, of audit evidence supporting the amounts, discussion and analysis and other disclosures which were not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report complies with Accounting Standard AASB 1039 Concise Financial Reports and whether the discussion and analysis complies with the requirements laid down in AASB 1039 Concise Financial Reports.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the Directors of The Royal Society for the Prevention of Cruelty to Animals (Victoria) would be in the same terms if given to the directors as at the time of this auditor’s report.

Opinion

In our opinion, the concise financial report, including the discussion and analysis of The Royal Society for the Prevention of Cruelty to Animals (Victoria) for the year ended 30 June 2013 complies with Accounting Standard AASB 1039 Concise Financial Reports.

DELOITTE TOUCHE TOHMATSU
Isabelle Lefevre
Partner - Chartered Accountants
Melbourne, 17 September 2013

Directors’ Declaration

The Directors declare that:

(a) in the Directors’ opinion, the attached financial statements and notes thereto comply with Accounting Standard AASB 1039 ‘Concise Financial Reports’, and

(b) the attached financial statements and notes thereto have been derived from the full financial report of the company.

Signed in accordance with the resolution of the Directors.

On behalf of the Directors,

H J Wirth AM KSJ
Director

J Smith
Director

Melbourne, 17 September 2013
## Statements of profit or loss and other comprehensive income for the year ended 30 June 2013

<table>
<thead>
<tr>
<th>INCOME</th>
<th>RSPCA (Victoria) &amp; Foundation</th>
<th>RSPCA (Victoria)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
</tr>
<tr>
<td>2013</td>
<td>2012</td>
<td>2013</td>
</tr>
<tr>
<td><strong>INCOME</strong></td>
<td>$'000</td>
<td>$'000</td>
</tr>
<tr>
<td>Fees for service - animals</td>
<td>8,752</td>
<td>8,756</td>
</tr>
<tr>
<td>Bequests</td>
<td>6,983</td>
<td>6,390</td>
</tr>
<tr>
<td>Fundraising</td>
<td>6,921</td>
<td>6,755</td>
</tr>
<tr>
<td>Retail sales</td>
<td>1,669</td>
<td>2,306</td>
</tr>
<tr>
<td>Interest</td>
<td>176</td>
<td>722</td>
</tr>
<tr>
<td>Grant from RSPCA Foundation</td>
<td>6,892</td>
<td>511</td>
</tr>
<tr>
<td>Government grants</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Education and rental income</td>
<td>528</td>
<td>1,057</td>
</tr>
<tr>
<td>Net gains on trading portfolio</td>
<td>1,669</td>
<td>1,057</td>
</tr>
<tr>
<td>Membership subscriptions</td>
<td>52</td>
<td>60</td>
</tr>
<tr>
<td>Dividends and franking credits</td>
<td>815</td>
<td>2,207</td>
</tr>
<tr>
<td><strong>TOTAL INCOME</strong></td>
<td>28,565</td>
<td>28,484</td>
</tr>
<tr>
<td><strong>EXPENDITURE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animal welfare related expenses</td>
<td>(21,289)</td>
<td>(20,473)</td>
</tr>
<tr>
<td>Education, campaigns and communication</td>
<td>(1,193)</td>
<td>(1,280)</td>
</tr>
<tr>
<td>Fundraising and bequest expenses</td>
<td>(2,778)</td>
<td>(2,755)</td>
</tr>
<tr>
<td>Retail expenses including cost of sales</td>
<td>(1,570)</td>
<td>(2,050)</td>
</tr>
<tr>
<td>Support services</td>
<td>(4991)</td>
<td>(5,162)</td>
</tr>
<tr>
<td>Net loss on trading portfolio</td>
<td>(1,183)</td>
<td>(1,183)</td>
</tr>
<tr>
<td>Taxes and insurance</td>
<td>(325)</td>
<td>(178)</td>
</tr>
<tr>
<td>Finance costs</td>
<td>(7)</td>
<td>(7)</td>
</tr>
<tr>
<td>Loss on disposal of non-current assets</td>
<td>(3)</td>
<td>(5)</td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURE</strong></td>
<td>(32,181)</td>
<td>(33,578)</td>
</tr>
<tr>
<td><strong>NET (DEFICIT)/SURPLUS</strong></td>
<td>(3,616)</td>
<td>(5,094)</td>
</tr>
<tr>
<td>Other comprehensive income</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL COMPREHENSIVE (LOSS)/INCOME FOR THE YEAR</strong></td>
<td>(3,616)</td>
<td>(5,094)</td>
</tr>
</tbody>
</table>

Notes to the financial statements are included on page 60.

### Discussion and analysis of the consolidated statements profit or loss and other comprehensive income

The RSPCA consolidated result for the 2013 year was a deficit of $3,616,327 compared with a deficit of $5,094,413 for 2012.

Bequest and Fundraising income grew modestly during the year but retail sales income was impacted by lower customer attendance at Burwood East due to the site redevelopment project.

Interest and Dividends and Franking Credit income was impacted during the year due to a reduction in other financial assets that were utilised in upgrading facilities at Burwood and Epping as well as continued investment in improved animal welfare programs.

Capital growth in equity market values led to gains on the trading portfolio compared to unrealised losses in 2012. RSPCA (Victoria) experienced a net surplus due predominantly to the distribution from RSPCA (Vic.) Foundation Pty. Ltd.

RSPCA total expenditure excluding share investment losses remained stable and reflected only marginal growth of 0.6% in the 2012/13 financial year. Savings across a number of areas offset one off legal fees incurred following a significant legal dispute. The ongoing focus to reduce shelter admission rates and increase adoption and reclaim rates continued the trend from 2012. Higher animal welfare related expenses were offset by the benefits reflected in the further improvement in animal welfare shelter statistics for the 2013 year.
Statements of financial position for the year ended 30 June 2013

<table>
<thead>
<tr>
<th>RSPCA (Victoria) &amp; Foundation</th>
<th>RSPCA (Victoria)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>2012</td>
</tr>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td><strong>$’000</strong></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>713</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>568</td>
</tr>
<tr>
<td>Inventories</td>
<td>796</td>
</tr>
<tr>
<td>Other financial assets</td>
<td>6,361</td>
</tr>
<tr>
<td>Available for sale property</td>
<td>232</td>
</tr>
<tr>
<td>Total current assets</td>
<td>9,216</td>
</tr>
<tr>
<td><strong>NON-CURRENT ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>46,885</td>
</tr>
<tr>
<td>Total non-current assets</td>
<td>46,885</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>56,101</strong></td>
</tr>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>2,198</td>
</tr>
<tr>
<td>Provisions</td>
<td>2,324</td>
</tr>
<tr>
<td>Total current liabilities</td>
<td>5,028</td>
</tr>
<tr>
<td><strong>NON-CURRENT LIABILITIES</strong></td>
<td></td>
</tr>
<tr>
<td>Borrowings</td>
<td>113</td>
</tr>
<tr>
<td>Provisions</td>
<td>559</td>
</tr>
<tr>
<td>Total non-current liabilities</td>
<td>672</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>5,700</strong></td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td><strong>50,401</strong></td>
</tr>
<tr>
<td><strong>EQUITY</strong></td>
<td></td>
</tr>
<tr>
<td>Accumulated funds</td>
<td>50,401</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY</strong></td>
<td><strong>50,401</strong></td>
</tr>
</tbody>
</table>

Notes to the financial statements are included on page 60.

Discussion and analysis of the consolidated statements of financial position

Investment reserves declined substantially during the 2013 year as funds were utilised for:

- the upgrade of animal welfare facilities at Burwood East;
- the establishment of Pets Place Epping; and
- continued investment in improved animal welfare outcomes from both preventative programs and increased animal rehabilitation work.

As a result the overall level of cash and cash equivalents at the end of the year is lower than in 2012. The fall in cash and other financial assets is inverse to the substantial growth in property, plant and equipment reflected in building costs relating to the Burwood East Site Redevelopment and Pets Place Epping as well as inventories level increases related to opening Pets Place.

The decision to payout leased vehicles that matured during the year is reflected in the decrease in borrowings over the 2013 year. Trade and other payables is much higher compared to 2012 following the decision to accrue capital work in progress building costs for the Burwood East Site Redevelopment.

Following the closure of the Sale Shelter in Gippsland, the location has been reclassified as ‘Available for Sale Property’ and remains on the market at the end of 2013.
### Statements of changes in equity for the year ended 30 June 2013

<table>
<thead>
<tr>
<th>RSPCA (Victoria) &amp; Foundation</th>
<th>Accumulated funds</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$000</td>
<td>$000</td>
</tr>
<tr>
<td>Balance at 1 July 2011</td>
<td>59,111</td>
<td>59,111</td>
</tr>
<tr>
<td>Deficit for the year</td>
<td>(5,094)</td>
<td>(5,094)</td>
</tr>
<tr>
<td>Total comprehensive loss for the year</td>
<td>(5,094)</td>
<td>(5,094)</td>
</tr>
<tr>
<td>Balance at 30 June 2012</td>
<td>54,017</td>
<td>54,017</td>
</tr>
<tr>
<td>Deficit for the year</td>
<td>(3,616)</td>
<td>(3,616)</td>
</tr>
<tr>
<td>Total comprehensive loss for the year</td>
<td>(3,616)</td>
<td>(3,616)</td>
</tr>
<tr>
<td>Balance at 30 June 2013</td>
<td>50,401</td>
<td>50,401</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RSPCA (Victoria)</th>
<th>Accumulated funds</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$000</td>
<td>$000</td>
</tr>
<tr>
<td>Balance at 1 July 2011</td>
<td>52,464</td>
<td>52,464</td>
</tr>
<tr>
<td>Deficit for the year</td>
<td>(4,350)</td>
<td>(4,350)</td>
</tr>
<tr>
<td>Total comprehensive loss for the year</td>
<td>(4,350)</td>
<td>(4,350)</td>
</tr>
<tr>
<td>Balance at 30 June 2012</td>
<td>48,114</td>
<td>48,114</td>
</tr>
<tr>
<td>Surplus for the year</td>
<td>2,286</td>
<td>2,286</td>
</tr>
<tr>
<td>Total comprehensive income for the year</td>
<td>2,286</td>
<td>2,286</td>
</tr>
<tr>
<td>Balance at 30 June 2013</td>
<td>50,400</td>
<td>50,400</td>
</tr>
</tbody>
</table>

Notes to the financial statements are included on page 60.

### Discussion and analysis of the consolidated statements of changes in equity

There were no significant changes to the equity position of the RSPCA during 2013. The composition of the components of equity did not change nor were there any changes in the capital structure of the organisation.

**I ♥ Cats**

Committed to positive welfare outcomes, our I ♥ Cats initiative aims to promote the love and companionship experienced from cat ownership and promote cat adoptions to break the cycle of homelessness that so many of these beautiful creatures experience.
## Discussion and analysis of the consolidated Statements of Cash Flows

Net cash flows from operating activities shifted from net outflows in the 2012 financial year to net inflows during 2013. The significant factors affecting this result were:

- a substantial reduction in funds paid to suppliers due mainly to lower instalments to the construction contractor on the Burwood East Site Redevelopment project;
- an increase in receipts from customers and others; and
- growth in bequests received.

These were partially offset by a significant reduction in income from both equity and cash investments.

Cash flows generated by investing activities turned from net inflows to net funds used in 2013. This was largely as a result of the utilisation of previously invested funds to finance the Burwood East Site Redevelopment, constructing the Pets Place Epping store and to fund the organisation's operational cash flows.

Repayment of finance leases for the RSPCA (Victoria) vehicle fleet were the only cash flows from financing activities during the year.

### Notes to the financial statements are included on page 60.
Notes to the concise financial statements

1. Basis of preparation
The concise financial statements have been prepared in accordance with the Corporations Act 2001 and Accounting Standard AASB 1039 ‘Concise Financial Reports’. The concise financial statements are an extract from the full financial statements. The concise financial statements and specific disclosures included in the concise financial statements have been derived from the full financial statements of The Royal Society for the Prevention of Cruelty to Animals (Victoria).

All amounts are presented in Australian dollars.

2. Adoption of new and revised Accounting Standards
2.1 Standards and Interpretations affecting amounts reported in the current year (and/or prior years)
The following new and revised Standards and Interpretations have been adopted in the current year and have affected the amounts reported in these financial statements.

<table>
<thead>
<tr>
<th>Standards affecting presentation and disclosure</th>
</tr>
</thead>
<tbody>
<tr>
<td>AASB 1053 ‘Application of Tiers of Australian Accounting Standards’ and AASB 2010-2 Amendments to Australian Accounting Standards arising from Reduced Disclosure Requirements (these standards have been adopted in advance of their effective date of 1 July 2013)</td>
</tr>
<tr>
<td>Amendments to AASB 101 ‘Presentation of Financial Statements’</td>
</tr>
<tr>
<td>AASB 1054 ‘Australian Additional Disclosures’, AASB 2011-1 Amendments to Australian Accounting Standards arising from Trans-Tasman Convergence Project and AASB 2011-2 Amendments to Australian Accounting Standards arising from the Trans-Tasman Convergence Project – Reduced Disclosure Requirements (AASB 2011-2 has been adopted in advance of its effective date of 1 July 2013)</td>
</tr>
</tbody>
</table>

3. Approval of financial statements
The financial statements were approved by the Board of Directors and authorised for issue on 17 September 2013.

4. Events after the reporting period
There has not been any other matter or circumstance occurring subsequent to the end of the financial year that has significantly affected, or may significantly affect, the operations of the consolidated entity, the results of those operations, or the state of affairs of the consolidated entity in future financial years.
Charlie the Sulphur-crested Cockatoo

The Sulphur-crested Cockatoo is an inquisitive and friendly bird that is sometimes kept as a pet and taught to ‘talk’. Their preferred habitat is dense forest but they are frequently seen near human habitats. When a flock is feeding on the ground, at least one remains in a tree to watch for predators. Sulphur-crested Cockatoos nest in tree hollows. They typically lay two to three eggs, the incubation period being 25-27 days. Their young become independent of their parents within nine weeks of hatching. They live incredibly long lives, sometimes exceeding 60 years.
Eddie and Kathryn

When we first met Eddie you could tell he had no sense of being handled by humans, and was very anxious. But with patience, understanding and lots of TLC he was able to enter a new chapter in his life to be adopted in his new forever home.
On behalf of the animals, we thank everyone who has helped us to continue building for the future of animal welfare.

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 visit www.rspcavic.org

RSPCA contact details

Burwood East
3 Burwood Highway,
Burwood East 3151
P 03 9224 2222

Ballarat
115A Gillies Street South,
Ballarat 3350
P 03 5334 2075

Pets Place Ballarat
27 Albert Street,
Sebastopol 3356
P 03 5335 5909
(opening September 2013)

Bendigo
20 Pipers Lane,
Bendigo 3550
P 03 5441 2209

Castlemaine
24 Langslow Street,
Castlemaine 3450
P 03 5472 5277

Epping
335 O’Herns Road,
Epping 3076
P 03 9408 7356

Pets Place Epping
14A, 560-650 High Street,
Epping VIC 3076
P 03 9401 0222

Peninsula
1030 Robinsons Road,
Pearcedale 3912
P 03 5978 9000

Portland
185 Darts Road,
Portland 3305
P 03 5523 4690

Wangaratta
1 Connell Street
Wangaratta 3677
P 03 5722 2874

Warrnambool
23 Braithwaite Street,
Warrnambool 3280
P 03 5561 2591

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