

# 2024 - 2025

RSPCA AUSTRALIA

## Annual Report



For their support throughout the 2024-2025 financial year, RSPCA Australia would like to thank:

National Nutritional Partner



National Pet Health Partner



National Adoption Partner



Major National Partner



Our thanks also goes to:



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# MESSAGE FROM THE CEO



Welcome to our 2024-2025 annual report. In this last financial year, RSPCA Australia’s work has again been defined by collaboration, advocacy, and a renewed commitment to our shared purpose: **for animals to live better lives**. As you will see through the following pages, we have worked together as a nation-wide Federation to **improve the lives of animals through care and evidence-based welfare advancements that change attitudes, behaviours, practices, and laws**.

Every year, animal welfare becomes more important to Australians. **research has shown that Australians care about animal welfare, with 78% saying it is extremely or very important to them**. Animal welfare is not just an abstract concept, but an important value that matters in the lives of Australians, every day.

This annual report highlights the important news and achievements from our organisation as well as across the RSPCA Federation, reflecting the strength and diversity of our collective impact.

We have continued to support the **care of animals** and foster

coordination between state and territory RSPCAs, helping them continue their vital work to rehome and care for animals in needs, to investigate animal cruel complaints, and educate the public about animal welfare issues in their communities.

The RSPCA has also continued to **change attitudes and practices** by leading Australia’s foremost farm animal welfare certificate program, the RSPCA Approved Farming Scheme, which has continued to be a major focus of our work at RSPCA Australia. As we approach our 30th year in operation in 2026, the team has worked with industry groups, farmers, retail, restaurant, and food brands to make higher-welfare farming the norm, not the exception. Across our society, attitudinal change has continued to progress when it comes to purchasing decisions, and

**new research this year found 96% of Australians believe animal welfare is an important consideration when purchasing food products at the supermarket.**

Currently there is an average of **343 unique requirements** that underpin each of the RSPCA’s standards, and in 2024, the RSPCA Approved certification body **conducted 959 onsite and remote farm assessments** – an activity crucial to the success of the program. The RSPCA Approved Farming Scheme continues to improve, and our standards will develop even further over the next few years to further improve the lives of farm animals. We believe the RSPCA Approval Farming Scheme is pivotal to this community sentiment. Stand by, as we will have more news to share in 2026!

We also **changed attitudes and laws** through our **advocacy**.

**On 1 July 2024, we celebrated a truly historic achievement: the legislated phase-out of live sheep export by sea.**

After decades of evidence-based campaigning, tireless advocacy, and the support of everyday Australians, Parliament has set a clear end date for this trade. **From 1 May 2028, it will be illegal to export live sheep from Australia by sea**. This outcome is

the result of a persistent and aligned effort by key concerned organisations in the animal welfare sector and the community, and it is almost impossible to overstate the significance of this achievement for animal welfare.

Looking back on the past financial year, there have been other notable successes and positive steps forward towards our advocacy goals. These include the leadership shown by the adoption of **new poultry standards** in Western Australia, while we continue to advocate for these Standards to be adopted throughout the country; and, increased community awareness of the animal welfare issues inherent to rodeos through a peer reviewed coauthored paper as well as significant media exposure.

We also approached pig confinement welfare reform through ongoing advocacy, proactive media, support for innovation within the industry, and consumer awareness.

With a focus on changing behaviours, practices and laws in relation to companion animals, we expanded our long-standing efforts to increase community **understanding of cat management**. Keeping cats safely and happily contained at home is good for cats, good for owners, good for our native wildlife, and good for the community. Importantly our work this year also included advocating to

government to establish a separate domestic cat management plan, while expressing serious concerns about the current revised Threat Abatement Plan.

One of the features that defines the RSPCA, is that our work is guided by the **most current science and evidence-based research available**. This helps us make meaningful improvements to animal welfare. We have continued updating our trusted and valued **RSPCA Knowledgebase website**, now home to over **740 articles** on a wide range of topics, presented our annual **Animal Welfare Seminar**, which this year marked its **30th anniversary** and brought together leading minds to discuss how values inform animal welfare outcomes, and published a steady stream of education content via our digital channels, including our **revitalised podcast** and the **Safe and Happy Cats microsite**.

In addition to our external-facing work, RSPCA Australia also continued its important role in supporting the Federation in their protection, prevention, and life-saving care for animals. We have many national corporate partners who have contributed to a raft of successful **national events and initiatives** in support of the work of our state and territory members. A special thanks at this time to all our partners and especially to our valued national nutritional partner, Royal Canin.

We are heartened to know the community puts their trust in us, which was reflected in our recognition as **one of Australia’s most trusted charities** in the YouGov Charity Rankings 2025, and our nomination in the Roy Morgan Trusted Brand Awards for 2024. Additionally, we were ranked highly on YouGov’s Buzz Score, which measures how brands are being talked about in the news, advertising, and everyday conversations, and recieved CPRA’s Golden Target Award for recognition of outstanding industry leadership and high-quality practice in communication work on our #LegislateTheDate campaign. We know that with this great trust comes great responsibility, to work transparently, collaboratively, and with compassion to achieve the best outcomes we can for Australia’s animals.

I hope this annual report gives you some insight into the many ways in which we work to accomplish that, and I thank you for your ongoing support as we continue to lead the way in animal welfare.

**Rich Mussell**

**Chief Executive Officer  
RSPCA Australia**





# MESSAGE FROM THE CHAIR

It is a privilege to present this annual report as Chair of RSPCA Australia, and to work alongside an organisation so deeply trusted by the Australian community, one that touches the lives of countless animals and people every day.

Our Board is made up of dedicated volunteer Directors from each state and territory RSPCA, as well as three independent Directors – also volunteers.

**I want to acknowledge the tireless commitment of our volunteer Board Directors and extend my gratitude to all volunteers across the country who give their time, energy, and expertise to the RSPCA.**

Whether supporting governance, caring for animals, or engaging with the community, their contributions are the backbone of our organisation.

Together, we provide strategic oversight and guidance to RSPCA Australia within the context of our Federation, supported by a small but passionate staff based in Canberra and across the country. This year, we have continued to focus on **supporting and coordinating activities across the Federation, advocating for change at a national level, and overseeing the work of the RSPCA Approved Farming Scheme.** You will find excellent examples throughout this report of our work in these areas.

A key priority for the Board in this period has been to ensure RSPCA

Australia is well positioned for the future. To this end, we have commenced a **strategic review of our organisation**, looking at our governance, structure, brand, and the way we work together as a Federation. This review is about **strengthening our foundations and ensuring we remain relevant, effective, and trusted** in our long-held position as Australia's leading animal welfare organisation.

Just as important is our work at the national level in procurement and corporate partnerships, which are so vital to our ability to **deliver positive outcomes for animals across the nation.** Our procurement activities continue to deliver efficiencies and savings, allowing us to focus resources where they are needed most. This year, the RSPCA delivered over \$1.7 million

in procurement savings across the Federation, directly enhancing our capacity to support animal welfare.

I'm proud to also share that the Board has overseen **significant progress in the RSPCA Approved Farming Scheme, which continues to set the benchmark for farm animal welfare in Australia.** The scale of change achieved by this program is inspiring: its rigorous certification process and ongoing Standards review ensure that millions of farmed animals benefit from higher-welfare practices. This year, more than 721 million meat chickens, 217 thousand layer hens, 112 thousand pigs, 281 thousand turkeys, and over 6 million salmon were farmed to the RSPCA Standards.

The development and application of our widely-respected policies remains central to our mission. The Animal Welfare Policy Working Group, led by Sheree Sellick, has

played a crucial role in developing and reviewing policy statements that guide our advocacy and practice. Their work ensures our positions are informed by the latest science and reflect the values of the community.

While it can be challenging at times, our federated model is a great strength, enabling us to respond to local needs while driving national initiatives.

**The importance of our brand as an asset we share cannot be overstated.**

It is overwhelmingly recognised, loved, and trusted in the community – it represents trust, compassion, and leadership in animal welfare, and is supported by the collective efforts of our Federation.

As we look ahead to our 2030 Strategy, the Board remains committed to supporting the CEO and the entire

RSPCA team in their mission to make animals' lives better. We are grateful for the trust and support of the Australian community, our partners, and our volunteers, and we will **continue to work collaboratively to achieve the best outcomes for animals and people alike.**

*Jan Edwards*  
**Jan Edwards**

**Chair, RSPCA Australia**

# OUR BOARD

The RSPCA in Australia is a Federation, with eight autonomous state and territory RSPCAs who are members of the federal body, RSPCA Australia. Each of these nine entities is governed by a board. The Board of RSPCA Australia comprises one nominated director from each of the eight member Societies, plus three independent directors.

Board as of 30 June 2025:



**Jan Edwards**  
Independent Chair



**Ian Cowie**  
Nominated Director,  
RSPCA WA



**Rob DiMonte**  
Nominated Director,  
RSPCA SA



**Alexandra Garrett**  
Nominated Director,  
RSPCA Tasmania



**Russell Hunter**  
Independent Director



**Karen Malzard**  
Independent Director



**Jo McKennarley**  
Nominated Director,  
RSPCA Queensland



**Neelesh Mehta**  
Nominated Director,  
RSPCA Victoria



**Danny Moore**  
Nominated Director,  
RSPCA NT



**Mark Steele**  
Nominated Director,  
RSPCA NSW

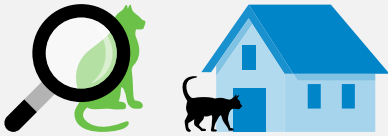


**Alexandra Wedutenko**  
Nominated Director,  
RSPCA ACT

# WHAT WE DO

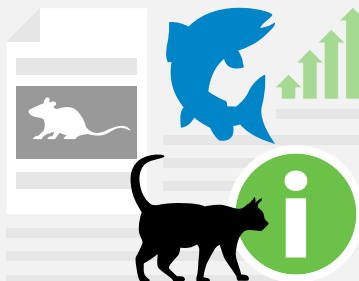
RSPCA Australia is the Federation’s leading source of animal-welfare science. RSPCA Australia works with government, industries, and the community to improve animal welfare.

The RSPCA member Societies in each state and territory run the operations for the state-based animal rehoming centres, investigate and prosecute animal cruelty complaints via their Inspectorate, advocate for state-based issues, coordinate outreach programs for vulnerable animals, and educate local communities on animal welfare and responsible pet ownership.



At RSPCA Australia, our work includes but is not limited to:

Providing up to date science-based animal welfare knowledge and educational resources to governments, industries, and the community, including the RSPCA Knowledgebase, quarterly Science Update, and the annual Animal Welfare Seminar.



Producing valuable education and advice resources for businesses and consumers regarding higher-welfare products and consumer values in regard to farmed animal welfare.



Operating the RSPCA Approved Farming Scheme, which works to improve the lives of millions of farmed animals by implementing science and evidence based, higher-welfare Standards and a rigorous certification process, including onsite assessments to ensure the Standards continue to be met.



Advocating for creatures great and small across a range of sectors and issues, including companion animals, farmed animals, wild animals, animals used in sport and entertainment, and animals used in research, contributing to national discussions, reviews, and legal reforms.



Representing the wider RSPCA Federation at the national level and supporting the RSPCA’s vital work caring for and protecting animals, including coordinating our national sponsors for events and initiatives, and coordinating the development and review of RSPCA policies.



Procurement and partnership activities for the Federation that provide exposure for RSPCA’s work and activities while also raising valuable funds and supplying essential provisions to the animals in our care.





# PURPOSE, VISION, AND MISSION

As of this year, all RSPCAs in Australia will now be working under a single Purpose, Vision and Mission.

While each RSPCA operating in a different part of Australia might have some unique aspects to their culture and character, our advocacy power, brand strength and animal welfare impact are all strengthened by this unified identity.

This outcome is the result of more than 12 months of work under a project initiated by our Presidents and Chairs (PAC) Forum. The updated shared Purpose, Vision, and Mission reflect who we are, why we exist, and how we work together to improve the lives of animals. It’s a powerful step forward – one that strengthens our collective voice and deepens our impact, while also honouring the unique strengths of each member Society.

## Our Purpose

We exist for animals to live better lives.

## Our Vision

A world where animals and people live together with dignity, respect, and compassion.

## Our Mission

We improve the lives of animals through care and evidence-based welfare advancements that change attitudes, behaviours, practices, and laws.

## Our Values

We exist for animals to live better lives.



### Show Compassion

We recognise the sentience of all animals and are committed to treating them with respect and compassion.



### Lead The Way

We lead the way in animal welfare advancements, grounded in evidence, that aim to better the lives of all animals.



### Act With Courage

We have the courage to be resolute, push through adversity, and are unwavering in our commitment to all animals.



### Seek Positive Outcomes

We celebrate the connection between animals and humans, acknowledging the positive outcomes it brings and its role in creating a more caring society.

# SCIENCE & KNOWLEDGE SHARING

RSPCA is a science and evidence-based organisation; our work is guided by scientific principles and the most current research available. This helps us to determine how we can best make meaningful improvements for animal welfare – whether they be farmed animals, companion animals, working animals, animals in the wild, or animals used in research, entertainment, or sport.

An informed, science-based approach is crucial to ensuring that we can fulfil our purpose of making animals’ lives better.





THE RSPCA KNOWLEDGEBASE

In the 2024-2025 year, we continued to maintain and update the [RSPCA Knowledgebase](#), a trusted and valued resource for the Australian community to find information and advice on a broad range of animal welfare subjects, backed by animal welfare science.

While many initially visit the RSPCA Knowledgebase for information regarding companion animal care, we know there's also a growing demand for expert information on many other areas of animal welfare, including farmed animals, wildlife, animals used in sport and entertainment, and more.

This year we published 16 new articles in addition to updating a further 123 articles, on topics such as the care of small companion animals, koala welfare, the new live sheep export legislation, and shark welfare to name just a few.

The Knowledgebase is constantly evolving to keep up to date with the latest animal welfare science, so stay tuned for more exciting and informative articles on all creatures great and small.

2,039,314

KNOWLEDGEBASE VIEWS THIS YEAR

744

KNOWLEDGEBASE ARTICLES TOTAL

16

NEW ARTICLES THIS YEAR

123

UPDATED ARTICLES THIS YEAR



SOME OF THE NEW ARTICLES WE PUBLISHED THIS YEAR:

- What are glue boards and why are they inhumane?
- How do human activities impact koalas?
- What are the risks to native wildlife with using poison to kill rodents?
- What are the options to improve wild koala welfare?
- Should bounties be used in wild animal management programs?
- What does the new legislation to end live sheep export by sea mean for Australian sheep?
- What do I need to know about multi-cat households?
- What are the welfare issues with shark incident mitigation strategies?
- What is the RSPCA's view on canine artificial insemination?
- What is the Animal Research Openness Agreement and why is it important?

THE TOP FIVE ARTICLES VOTED 'MOST HELPFUL' THIS YEAR:

- How should I care for my goldfish?
- What is the most humane way to kill a fish intended for eating?
- What should I feed my dog?
- What should I feed my cat?
- What should I feed my kitten?

THE TOP FIVE MOST VIEWED ARTICLES THIS YEAR:

- What is the most humane way to euthanase aquarium fish?
- What is the most humane way to kill a fish intended for eating?
- My cat is being aggressive towards my other cat, what should I do?
- Why is my cat urinating inappropriately?
- How should I care for my goldfish?

SOME FEEDBACK FROM OUR READERS:

How should I care for my pet ducks

"A very well written article, it was informative and very interesting."

What should I feed my ferrets?

"It helped me in my research in my quest for a ferret"

Do I need to keep a rooster with my backyard hens?

"Great article, love the sense of humour with the serious tone."

What preparations should I make in case I need to transport my fish in an emergency?

"It is very helpful to get high-quality information regarding animal care issues. Thank you for doing this!"

What vaccinations should my dog receive?

"The information was very helpful, we now know what our dog needs, thank you!"

How should I care for my Siamese fighting fish?

"Super easy read, trustworthy since it's the RSPCA and very informative."

Do laws protect animals used in rodeos?

"Thank you, a group here aim to stop rodeos in Kangaroo Valley NSW by next year's show. This information is very useful."





# ANIMAL ETHICS & ANIMAL WELFARE:

## Values informing outcomes

### Animal Welfare Seminar 2025

Online | 19-20 February

2025 ANIMAL WELFARE SEMINAR: ‘ANIMAL ETHICS AND ANIMAL WELFARE – VALUES INFORMING OUTCOMES.’

In February, we hosted our 30<sup>th</sup> annual [Animal Welfare Seminar](#), marking three decades of bringing together some of the leading minds in animal welfare science, for purposeful and thought-provoking discussions with the shared goal of improving animal welfare.

This year’s topic was *Animal ethics and animal welfare – values informing outcomes*, where we focused on how personal and societal values can have tangible effects on the way that animal welfare issues are discussed, and on the resulting outcomes that directly impact animals. The Seminar explored the links between ethics, animal welfare, and animal welfare science, with discussions focused on ethical concepts, how ethical values affect animals in different settings, the relationship between ethics and animal welfare legislation, and how ethical decision making can be applied to improve animal welfare.

This year we had 1,684 people register, and 769 people attend, with

participants gaining insights from a diverse range of experts across academic backgrounds including animal welfare science, philosophy, law, social science, and veterinary science. Topics included *Wild animals, welfare and ethics: Traditional versus compassionate conservation; Ethics versus aesthetics: Ethical challenges of human interactions with brachycephalic dogs; How much do people really care about animal welfare?; and many more.*

Feedback from attendees was overwhelmingly positive, with comments including “*I am so glad I could attend this seminar! It has been excellent so far*”, “*Great initiative of the RSPCA. I only learnt about this annual seminar last year even though I have been donating for decades*”, “*So valuable - many thanks for organising this!*” and “*Thank you so much for the seminar. The guest speakers were experts in their fields and shared valuable insights. The seminar went incredibly smoothly,*

*considering guest speakers from all around the world were joining. The facilitators were professional and kept it moving. It reminded me that many great people are invested in animal welfare and to keep going! The fact that it was FREE and that you have made the resources available is incredibly generous and much appreciated. Looking forward to next year already!*”

Recognising how human and societal values can directly impact animals and their welfare is a key component of the RSPCA’s work and informs how we advocate and work to progress legislation to be closer aligned with community values and expectations. Our annual Seminars are recorded and available to download on the [Seminar Resource Hub](#).

Work is already underway on the 2026 Seminar, to be held [online](#) on the 18<sup>th</sup> and 19<sup>th</sup> of February 2026 and will delve into the very timely topic of ‘Animal welfare in the digital age’.

RSPCA SCIENCE UPDATE

Every quarter, RSPCA Australia’s Science and Policy team produces the [Animal Welfare Science Update](#) to raise awareness of recent developments in animal welfare science that relate to the work of the RSPCA. The Science Update provides informative summaries of some of the most relevant and interesting scientific papers and reports on animal welfare published in the previous few months.

Our Animal Welfare Science Update now has 4,890 subscribers both in Australia and overseas, a significant increase from last year’s total of 4,117 and a strong example of the growing interest in animal welfare across a range of disciplines and communities. Our subscribers are made up of industry, government, researchers, NGOs, and members of the public interested in a variety of animal welfare issues.

Just some of the topics covered in this year’s Science Updates:

Experts reveal the top welfare issues faced by captive parrots	Do you want to play? Exploring barriers to engaging in interactive play with pet cats	Like or dislike? What impacts social media users’ perception and reaction to animal suffering in animal videos
There are more ways than one to wean a calf: An exploration of weaning method impacts on calf growth and wellbeing	Inequality and inconsistency in welfare protections against the use of electric prodders for rodeo horses	Who nose: Identifying koalas by their nose patterns
Protecting our platypuses – human behaviour change can reduce platypus deaths	Providing environmental variety in early life has flow-on effects for laying hens later in life	Cat abuse is a ‘red flag’ for intimate partner violence
It comes with time – understanding the post-adoption adjustment period for dogs	Do crocodiles want company? Understanding housing and social preferences of farmed saltwater crocodiles	All for one or one for all – exploring the large-scale welfare impacts of transitioning to slow-growing chicken breeds
Do pigs get bored? Validation of stimuli to study boredom in pigs	Demonstration of welfare benefits offered by the Maternity Ring for sows	Providing a better experience for chimpanzees in captivity. What research is available and what is needed?

EDUCATION

Each year, RSPCA Australia awards scholarships to encourage students to take an active interest in animal welfare issues, support animal welfare research that might not otherwise attract funding, and to promote the animal welfare objectives of the RSPCA within the academic and research communities.

This year one scholarship was offered - RSPCA Australia Sybil Emslie Animal Law Scholarship


The \$1,000 annual Scholarship celebrates the life-long dedication and advocacy that Sybil Emslie provided to the care and protection of animals in Australia. It aims to support the

work of an animal law student or lawyer who has a strong academic record and a commitment to animal law, demonstrated through active and substantial engagement with animal law and animal protection organisations and initiatives.

The 2024 winner of the Sybil Emslie Animal Law Scholarship is Frankie Bray. Frankie is a PhD candidate at the University of Adelaide, researching animal law in South Australia, identifying changes in priorities and underlying attitudes towards animal welfare, and making recommendations for law reform as well as identifying

the issues preventing such change from occurring. She is also Deputy Chair of the Animal Law Committee of the Law Society of South Australia.

RSPCA Australia Sybil Emslie Animal Law Scholarship



Frankie Bray



RESEARCH AND PRESENTATIONS

Our Science and Policy team contributes to the development and publication of important peer-reviewed research, delivers presentations at universities and events, attends Parliamentary inquiries, and participates in panel discussions at conferences to ensure the latest animal welfare knowledge is communicated as widely and accurately as possible.

Some highlights from this year include:

Policies and Position papers

The RSPCA Australia Science and Policy team are responsible for coordinating the review of RSPCA policy in consultation with all RSPCA member Societies to ensure agreement on the final policy statements.

By facilitating the work of the Federation-wide Animal Welfare Policy Working Group, the Science and Policy team provide summaries of up-to-date science and evidence to inform the review of policy statements. Reviewing emerging issues in animal welfare is a key component of the role of RSPCA Australia to identify where there is need for new policy statements or position papers to be developed.

This year, we completed a review of [Policy C - Animals in Sport, Entertainment, Performance, Recreation and Work](#). The updated policy is pending final approvals and publication.

Presentations

- 2025 ANZ College of Veterinary Scientists Conference: What's wrong with rodeos and can it be fixed?
- WA Feral Cat Advisory Group: Reducing reliance on the use of 1080
- Panel discussion at iCatConnect on Stakeholder engagement where there are opposing views
- Toxoplasma and Cats for the Safe Cat Safe Wildlife working group

Publications

Stonebridge M, Evans D, Kotzmann J, McLean A (2024) [The use of electric prodders on rodeo horses in Australia: Regulatory inconsistency and potential illegality](#). University of New South Wales Law Journal 47(3):916-940.

Submissions and Inquiries

- 32 submissions to government and industry reviews
- three joint inquiries with RSPCA member Societies: two with RSPCA NSW and one with RSPCA South Australia.

Working and Advisory Groups

- Processing Standards and Guidelines Standards Advisory Group
- Australian Beef Sustainability Framework Consultative Committee
- CorLink Accreditation (animal welfare module) Advisory Council
- Dairy Australia -Dairy Industry Sustainability Consultative Forum
- International Coalition for Animal Welfare (ICFAW)
- Live Export Animal Welfare Advisory Group (LEAWAG)
- National Animal Welfare RD&E Steering Committee
- National Feral Cat Taskforce
- NHRMC Animal Welfare Committee
- Sheep Sustainability Framework (SSF) Consultative Committee
- Virtual Fencing Stakeholder Reference Group
- International Collaborative on Extreme Conformations in Dogs (ICECDogs)
- National Rodeo Animal Advocacy Discussion Group

ADVOCACY, EDUCATION & ENGAGEMENT

The RSPCA advocates for the welfare of animals across a range of industries, environments, and issues. We regularly mobilise our hundreds of thousands of supporters to join us in driving meaningful and effective change that will positively impact animals, as well as speaking directly to government and industry stakeholders to influence social and political change.

Our work to protect the welfare of animals is ongoing, and it's thanks to the community's support that we've been able to work on so many different and complex issues over the past year.

RODEOS

[Rodeos](#) were back on the advocacy agenda this year as we intensified our efforts to raise awareness regarding the animal welfare issues that plague rodeo events. While our previous campaigns focused largely on calf roping – one of the cruellest practices in the rodeo circuit – our revised approach targeted all the inhumane practices involved in rodeos including wrestling events, team roping, bronco and bull riding, and the use of painful devices such as spurs. As we know, while rodeos are largely promoted as fun, family-friendly events, the reality is that the main attractions rely on frightening, provoking activities and potentially injuring animals for entertainment, and every rodeo event using animals poses serious welfare risks.

With the increase in media coverage of rodeos, there has also been

noticeable increase in community unease regarding how animals are treated, with recent [McCrindle polling](#) in 2024 finding that 89% of Australians held animal welfare concerns. We took the opportunity to increase our organic content on the issue including increasing our social media activity and educational output, publishing social posts, [media releases](#), and a comprehensive [educational blog](#).

In addition, our very own Dr Di Evans spoke publicly to various media outlets including Star News Group, ABC WA Regional Radio, and ABC Landline on the animal welfare impacts of rodeo practices, including the welfare risks for rodeo bucking bulls.

In the science and education space, we saw the publication of an RSPCA Australia coauthored, peer reviewed

paper '[The use of electric prodders on rodeo horses in Australia: Regulatory inconsistency and potential illegality](#)' in the UNSW Law Journal in late 2024. The paper highlights the lack of legal protection across several jurisdictions for rodeo horses from being shocked with an electric prodder, despite the use of electric prodders being banned in the horse racing industry and their use a criminal offence in Queensland. The report recommends removing exemptions and making possession or use of electric prodders on rodeo horses unlawful across all Australian states and territories.

Causing fear and distress to any animal should never occur for the sake of entertainment, and we plan to continue to advocate for the animals involved until rodeos hang up their boots for good.



# Better for sheep Better for us Better off at home.

**BETTERTHANLIVEEXPORT.COM**



## LIVE SHEEP EXPORT

On 1 July 2024, we were heartened and relieved to welcome the historic passage through Parliament of a legislated end date for live sheep export. **This meant that from 1 May 2028, sheep will no longer be sent on long-haul journeys by sea.** It was the culmination of many years of hard work and advocacy by animal welfare organisations, advocates, and concerned Australians who campaigned tirelessly for this cruel and unfixable trade to end. While we were encouraged by this monumental achievement, we recognised that four years is a long time, and that much could change, which is why it remained critical to continue to ensure the phase out stays on course.

In late September, we launched the **Better than Live Sheep Export** campaign, with the aim of presenting positive, forward-thinking messaging promoting acceptance of the phase out and reminding the community of why it is a good thing for not only sheep, but for farmers and the larger community as well. We began with advertising on social media and billboards in WA linking to our [key issues](#) page where we reinforced our messaging. Being the epicentre of the live sheep export trade, WA had been a challenging media landscape during our previous campaign, with a small but vocal segment of industry

supporters opposing the phase out carrying out a grassroots campaign to overturn the legislation. It was important to have a balanced, science and evidence-based presence to counter the misinformed claims and fearmongering challenging the decision.

A Federal Election called for May 2025 put the newly won phase out on the agenda, with the Coalition promising to repeal the legislation if elected into Parliament. In order to preserve the phase out regardless of the outcome, in the weeks leading up to the election date, we intensified our sheep advocacy efforts, framing the preservation of the phase out date as a key priority for government stakeholders and our supporters. Along with our dedicated key issues page, we built an ‘Email your MP’ form for our highly engaged and motivated supporters to contact their federal lower and upper house members. The form urged MPs to stand with the community to protect the legislation to end live sheep export, and support affected farmers to transition towards a better future for Australian agriculture and their sheep. During this time, we also increased our social media presence, continuing our key messaging.

In addition, we published our [2025 election priorities](#). The set of three priority areas that we wanted

to see any incoming Australian government commit to, principal among them being maintaining the live sheep export phase out.

Whilst the 2025 election result meant that the legislated date for the phase out of live sheep export will likely remain through the next term of Parliament, we will continue to advocate during this current term of Parliament for the Government to progress all three of the priorities to make the much needed improvements to animal welfare, including to ensure that the transition will be completed by the original date.

In a final piece of sheep advocacy work for the financial year, we produced and released a dedicated episode of the latest season of the [RSPCA Great and Small Talk podcast](#). Our own Dr Suzie Fowler was joined by ex-live sheep export veterinarian and animal welfare advocate Dr Lynn Simpson for an in-depth update on the live sheep export phase out, industry realities, and sheep welfare. It was a hard-hitting and thought-provoking episode that illustrated the many reasons why this cruel trade needed to end, and the changes needed to ensure a stronger, and better future for sheep welfare.







PIG CONFINEMENT

Over the past year, we made a concerted effort to increase campaign activity and educational content regarding the extreme confinement of pigs in intensive farming systems, one of the most pressing animal welfare issues in agriculture. While many Australians are aware of sow stalls - narrow metal enclosures that prevent pregnant sows from turning around - fewer are aware of the wide range of confinement systems that remain legal and are widely used across the country. From farrowing crates to boar stalls and barren concrete pens, these systems restrict natural behaviour, induce stress, and cause both physical and mental suffering to millions of pigs every day.

Our approach was multifaceted, combining ongoing advocacy for legislative reform, support for innovation within the industry, and the promotion of consumer awareness through education and public engagement.

We produced a series of comprehensive blogs outlining all [the ways in which pigs are confined](#) in conventional farming and detailing the [suffering](#) these intelligent and social animals experience behind bars.

In May 2025, we released an episode of our [Great and Small Talk podcast](#) dedicated to pig confinement beyond the sow stall. Featuring RSPCA Senior Scientific Officer (Farm Animals) Melina Tensen, the episode highlighted the welfare impacts that breeding pigs face in close confinement across their lifecycle, with an emphasis on how confinement deprives pigs of their fundamental behavioural needs and contributes to significant animal suffering. The episode sparked media interest from [ABC Landline](#) leading to a media briefing and coverage of the topic.

We welcomed progress within the pig farming industry, [commending SunPork](#) for their shift away from conventional farrowing crates in favour of their innovative ‘maternity ring’. This industry-led initiative marks a significant step forward in improving the welfare of sows by allowing greater freedom of movement and the ability to engage in more natural behaviours.

We remain committed to campaigning for an end to the extreme confinement of breeding pigs, and for a full transition away from the use of crates and stalls in favour of group housing for pregnant sows, crate-free farrowing pens for farrowing sows, and boar pens for breeding boars. We will maintain pressure on the pig farming industry to prioritise the welfare of their pigs and embrace higher-welfare farming practices as the norm, not the exception.

BATTERY CAGES & POULTRY WELFARE

This year, the RSPCA has continued our work to improve the lives of millions of layer hens across the country, with a strong focus on phasing out barren battery cages and maintaining pressure on states and territories to implement the updated [Poultry Standards and Guidelines](#). These Standards, when implemented, will mean significant improvements in poultry welfare, from better living conditions for turkeys and ducks, to the long-awaited phase-out of battery cages for layer hens.

In December, [we commended the Western Australian Government](#) for being the first jurisdiction to adopt the nationally agreed Poultry Standards, paving the way for a number of substantial animal welfare improvements and taking the lead for other states and territories to follow suit.

Unfortunately, state and territory leadership on poultry welfare has been slow, which is why we have remained dedicated to calling on decision-makers to say ‘[bye bye to battery cages](#)’ as soon as possible. There is absolutely no reason to wait until 2036, and we want to send that message loud and clear to state and territory governments.

Alongside campaigning to government stakeholders, we have continued our advocacy work to empower consumers to make informed choices that support higher-welfare egg production including sharing information on egg labelling, [educational blogs](#) on what better welfare systems should provide for layer hens, social media content and media releases, and updating our dedicated [key issues page](#) with a [call to action](#) for all Agriculture Ministers to implement the Standards

into state/territory regulation. Our 2025 election priorities also included a request for the Federal Government to update food labelling legislation and standards to require mandatory display of cage egg ingredients to help consumers make accurately informed choices. Given over 77% of Australians support the phase out of barren battery cages, it is an ask overwhelmingly in line with community expectations.

The RSPCA remains committed to advocating for layer hens and will continue to do so for as long as necessary to ensure all barren battery cages are phased out by 2036 or earlier, and every layer hen in Australia guaranteed a life without barren battery cages. Layer hens deserve nothing less.





# CAT MANAGEMENT

This year the RSPCA continued to focus strongly on cat welfare, a timely and important topic in Australia with a number of key complexities to consider.

## Keeping cats safe and happy at home

We know cats make wonderful companions, and many in the community agree, with 34% of Australian households including a feline family member. However, an issue we consistently see here at the RSPCA is confusion about what cats actually need to help keep them safe, happy, and healthy. We know that cats can live a safe and happy life at home (contained to their owner's

property) as long as they have a feline-friendly environment that meets their physical and mental needs.

In January this year, we launched a dedicated communications plan in a focused effort to guide cat caregivers to our [Safe and Happy Cats microsite](#). This provides a wealth of information on cat welfare and care to help increase caregivers' capability and motivation

to provide a cat-friendly environment that promotes good welfare and successfully contain their cat. The plan included a mix of educational [blogs](#) and social posts, with dedicated content planned for each month of the year. Topics included 'How to create a cat-friendly contained environment for your cat and why it matters', 'Welfare risks for roaming cats', 'Responsible cat guardianship', 'Understanding cat behaviours' and more.



## Cat management and the Feral Cat Threat Abatement Plan

Beyond cat care, we continued our efforts to enhance the community's understanding of cat management, an ongoing issue across Australian states and territories struggling to balance the welfare of cats with the need to protect wildlife.

In our latest season of the Great and Small Talk podcast, we produced and released an [episode on cat management](#) with RSPCA NSW community veterinarian Dr Gemma Ma. The episode focused on the unowned and semi-owned domestic cat populations and how they interact with owned cats, a key part of the cat management issue. In addition to exploring the importance of considering these cat populations in developing humane management plans, the episode also delved into dispelling common myths about 'stray' cats and how to reduce their numbers while improving their welfare.

In relation to our work on feral cat welfare and management, we strongly advocated through the National Feral Cat Taskforce and other state-based feral cat management advisory groups to replace the use of [1080](#) with more humane methods for managing feral cats. This issue is urgent in light of the ongoing efforts to expand the registration and use of 1080 toxic baits for feral cat control across Australia.

In late 2024, the Australian Government also finalised the [Threat Abatement Plan for Predation by Feral Cats \(2024\)](#) under the EPBC Act. This replaced the previous 2015 plan and contained several concerning features including the methods for trapping and killing cats classed as feral, as well as the decision to include domestic cats in the plan, despite domestic cats and feral cats requiring different approaches to management.

The [RSPCA expressed strong concerns](#) about the revised Threat Abatement Plan (TAP) prior to its finalisation, including concerns regarding the classification of cats within the plan as essentially 'pet' or 'feral' meaning that semi-owned and unowned domestic cats will now be classed as feral where the TAP's definitions are adopted. It is a move that may hamper effective cat management, put more cats at risk of being killed, be detrimental to cat welfare, create additional barriers to caregivers taking on ownership of semi-owned cats, and have negative effects on the operations of those responsible for managing domestic cats.

The RSPCA continues to advocate for establishing a separate domestic cat management plan and adopting an evidence-based, rational, and humane approach to domestic and feral cat management, considerate of the welfare of all species involved.





PODCAST SEASON 4

RSPCA's Great and Small Talk returned in 2025 with a new energy and revitalised content. Building on the momentum from Season 3's expanded audience, we approached Season 4 determined to evolve the podcast further, experimenting with new formats, a broader mix of guests to allow for a wider range of perspectives and a more conversational feel. And, for the first time since the relaunch, we collaborated with guests from not just RSPCA Australia, but also our member Societies and outside organisations as well, resulting in rich and robust discussions on some of the most topical issues covered to date. We also introduced a structured release schedule, supported by planned promotion in the days leading up to each episode, so that our listeners knew when to expect new content and to help expand our audience.

Continuing with our host Brian Daly, whose friendly and knowledgeable manner strikes the right balance of relatable and informed, Season 4 focused on the animal welfare issues that matter deeply to our listeners, with topics such as 'preparing and caring for animals in emergencies' with NSW SES who approached RSPCA with a keen interest to collaborate on an episode, 'animals caught in domestic violence', 'preventing dog bite incidents' and more.

The podcast episodes can be found on our [website](#) and across various podcast host sites. Work is already underway for Season 5, where we will discuss an even broader range of topics with a variety of experts.

THIS SEASON'S EPISODES INCLUDE:

- 1

Preparing and caring for animals in emergencies
- 2

Pig confinement – beyond the sow stall
- 3

Kangaroo welfare
- 4

An update on live sheep export
- 5

Animals caught in domestic violence
- 6

Preventing dog bite incidents
- 7

Animals used in research
- 8

Stories from the RSPCA Inspectorate
- 9

Cat management
- Click on headings to view the episodes!





# RSPCA APPROVED FARMING SCHEME



The RSPCA Approved Farming Scheme works to improve the quality of life for Australia’s farmed animals. Established in 1996, the certification is just one of the ways RSPCA works to make a meaningful impact aiming to improve the quality of life for farmed animals. RSPCA Approved works with farmers and food brands to encourage the changes that lead to a future of higher-welfare farming as the norm, not the exception. Today, the RSPCA Approved logo is recognised by Australians as meaning animals have been raised with consideration of their welfare. The Scheme is highly regarded as a driver of tangible improvements to farmed animal welfare.

The RSPCA Approved Farming Scheme operates as a certification program, underpinned by stringent, animal-specific and publicly available Standards that go beyond minimum legal farming standards in Australia. The Scheme has a rigorous certification process involving comprehensive assessments by trained RSPCA Assessors to ensure the standards and practices on farm and throughout the supply chain continue to be met.

It’s been an eventful year for the team at RSPCA Approved and there have been many exciting developments to share.

## STANDARDS REVIEW PROCESS

The RSPCA Approved Farming Scheme has made great progress since its inception, but we know there’s still much work to be done to improve the welfare of Australia’s farmed animals. Importantly, as part of our continuous improvement, the standards that underpin the program are regularly reviewed.

For this improvement to be ongoing, approximately every five years, each of our animal-specific standards undergo an extensive formal review. This review is conducted by RSPCA Australia’s expert Science and Policy team and takes guidance from the best available contemporary animal welfare science, farming innovations, RSPCA policy, and the practical application of welfare improvements. During the 2024-25 financial year, the revised RSPCA Standard for Farmed Atlantic Salmon was released and currently, the Standard for Meat Chickens is under review.

## STANDARD FOR FARMED ATLANTIC SALMON

Aquaculture is the fastest growing food production sector in the world, and when fish are farmed for food, their welfare must be front of mind. The revised Standard for farmed Atlantic salmon was released in December 2024, and includes revisions to management procedures, wildlife management, health, handling, transport, and slaughter.

While, as of March 2025, there are no longer any producers certified to the RSPCA Approved Standard for Farmed Atlantic Salmon, the Standard exists because salmon are one of the most intensively farmed animals and it’s important we can demonstrate the measures needed to ensure their welfare is considered.

## NEW LICENSEES

### Paving the way for a future of higher-welfare farming

Creating change can be a slow process and doesn’t happen overnight. Working closely with their customers and the RSPCA Approved Farming Scheme, brands work hard to modify their systems and transition chain of custody sourcing to make higher-welfare food available to Australians, making a tangible difference to the lives of farmed animals in Australia.

#### ALDI Turkey

RSPCA Approved chicken is one of ALDI’s animal welfare certification requirements for their own brand fresh and frozen chicken products. In 2024, the retailer added RSPCA Approved whole turkey, as a part of their Christmas range. With ALDI dedicated to continually enhancing animal welfare standards across their supply chains, now sourcing both RSPCA Approved chicken and whole turkey, it means more animals are farmed to a higher-welfare standard. For turkeys, this means more room to move, enrichment to occupy their curious minds, access to perches, and appropriate lighting periods.

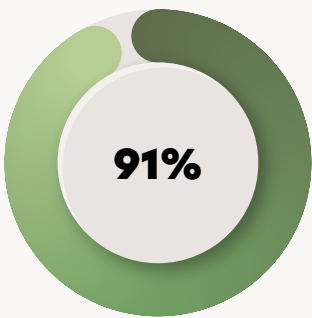
#### Hazeldenes

Hazeldenes has proudly partnered with a leading supermarket group since 2011, becoming one of Australia’s key suppliers of RSPCA Approved chicken. In 2024, Hazeldenes reached a significant milestone by rebranding its own Hazeldenes retail range, which features both free range and barn raised chicken, now available in independent supermarkets across eastern Australia.

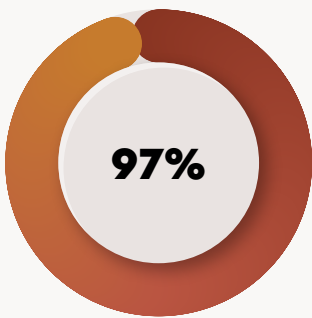
Animal welfare remains central to Hazeldenes’ farming. Every chicken, whether free range or barn raised, is raised to RSPCA Approved standards in enriched environments that encourage natural behaviours like perching, scratching and dust bathing. Farms are regularly assessed by specially trained RSPCA Assessors to ensure these standards are met. By embedding higher-welfare practices across every part of the business, Hazeldenes demonstrates its ongoing commitment to producing quality chicken while prioritising better animal welfare.

## PUBLIC AWARENESS AND PERCEPTION OF RSPCA APPROVED

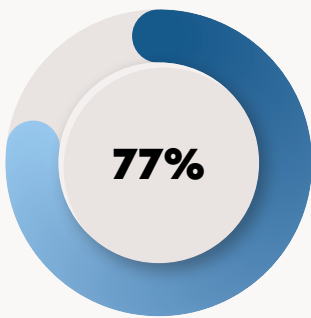
To understand how the public understands animal welfare issues and our work, the RSPCA frequently conducts research which helps to shape our goals related to awareness and education and inform our communications about the Scheme and farmed animal welfare.



Are familiar with the RSPCA Approved Farming Scheme (McCrindle, 2024)



Positive overall impression of RSPCA Approved (McCrindle, 2024)



Are more likely to buy a product with RSPCA Approved logo (McCrindle, 2024)



WORKING TOWARDS A FUTURE OF HIGHER-WELFARE FARMING

At the time of publication, the RSPCA Approved team is continuing to implement actions that came from the 2022 review of the RSPCA Approved Farming Scheme’s business plan for 2020-2025.

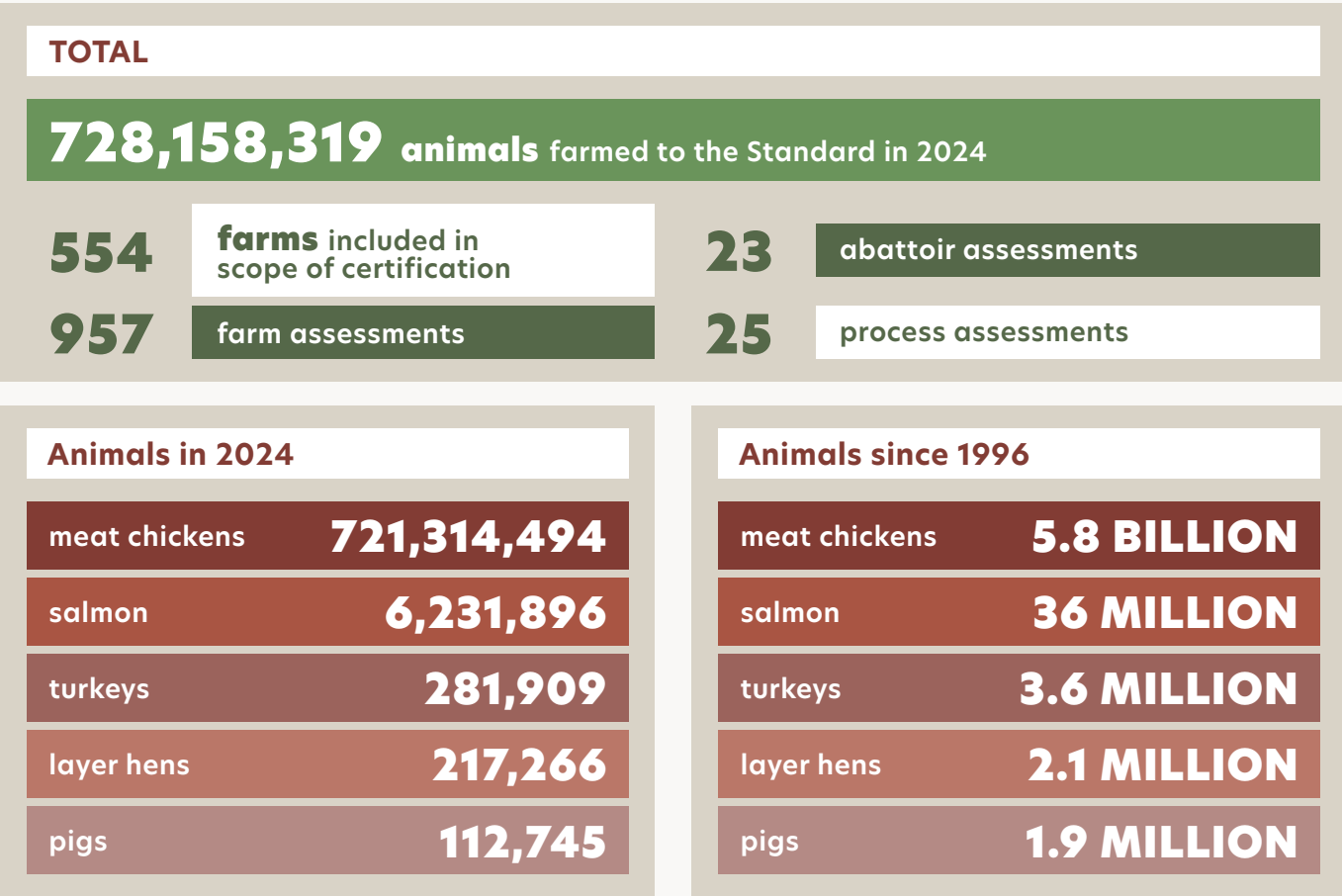
Underpinned by continuous improvement, we know there is much work still to be done. This work includes continuing to work with producers to support them to farm to a higher welfare standard, and to help consumers understand the importance of buying higher-welfare food and the impact this action can have on the welfare of farmed animals.

In the years ahead, the program’s role is to continue to improve the lives of even more Australian farm animals.

The future of higher-welfare farming means developing our standards even further and encouraging more producers and farmers to seek certification – meaning more animals will live a better quality of life.



STATISTICS



CERTIFICATION BODY

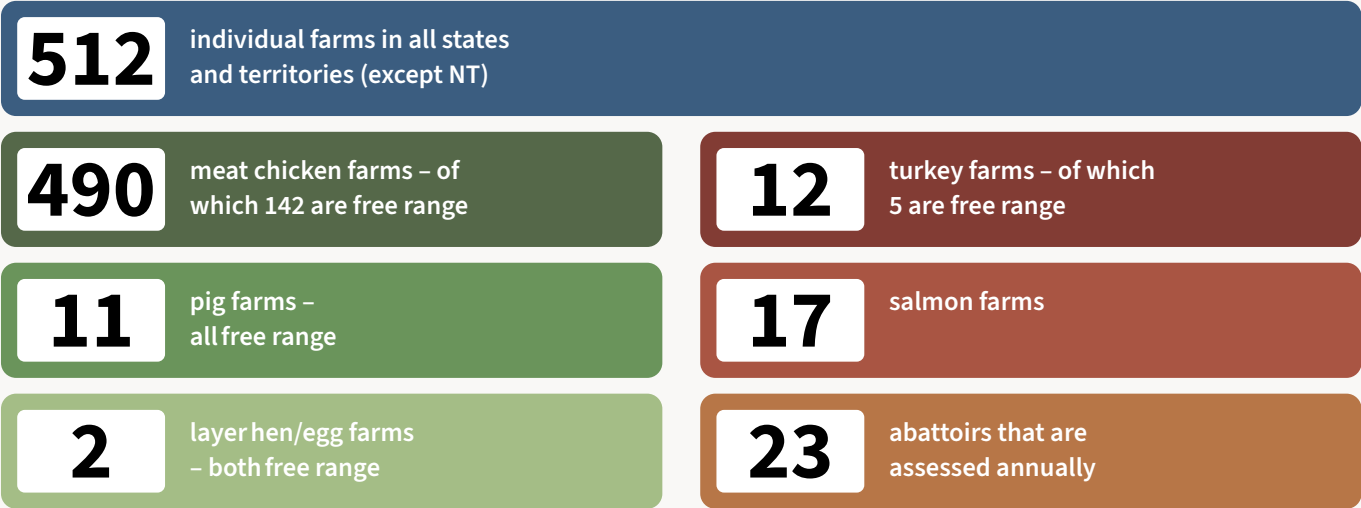
Ensuring conformance with the RSPCA’s standards

Key to the RSPCA Approved Farming Scheme, is a robust certification process that includes frequent, comprehensive on-site assessments, coordinated by the RSPCA Australia Certification Body and conducted by specially trained RSPCA Assessors. In 2024, the Certification Body conducted 959 onsite and remote farm assessments. Crucial to the success of the program, these results reflect the collaborative work of the dedicated farmers and producers committed to improving the welfare of Australia’s farmed animals by farming to the RSPCA’s higher-welfare standards.

The RSPCA Approved Farming Scheme is underpinned by evidence-based standards for layer hens, pigs, meat chickens, turkeys, farmed Atlantic salmon and non-replacement dairy calves, each of which includes an average of 343 unique requirements. The RSPCA’s standards exist solely to improve farmed animal welfare by focusing on providing a better quality of life and, when the time comes, death, by going beyond what is legally required in Australia. To achieve RSPCA Approved certification, farmers must conform to the requirements of the standards and are assessed against them regularly to retain certification and, because a humane death is equally as important, abattoirs are assessed annually.



In 2024, the RSPCA Certification Body worked with:



We also certified 114 businesses to the RSPCA Approved Chain of Custody Standard. The Chain of Custody certification process assesses businesses that process RSPCA Approved Products or use them as ingredients in products with the RSPCA Approved brand and logo.



# SUPPORTING THE FEDERATION

RSPCA Australia supports the wider RSPCA Federation in their life-saving work rehoming animals, investigating animal cruelty, community outreach, advocating for legislative change, and caring for animals who have no one else. This includes providing support and coordination for national events and marketing initiatives, managing relationships with our valued national corporate partners, leading national procurement activities, and distributing funds raised at the national or international level.

## COLLABORATIVE PROJECTS

### Online Animal Welfare Course

RSPCA Australia worked with other animal welfare organisations internationally including British Columbia SPCA, RSPCA United Kingdom, Scottish SPCA, and SPCA New Zealand to develop an online introductory [animal welfare course](#). In late 2024, the course was launched across RSPCA Australia member organisations as a training tool for staff and volunteers and in early 2025 we made the course available to the public. As a short 20-minute interactive course with the option of completing a quiz so you can gain a certificate of completion, the course is designed to be easily accessible and to provide a basic introduction to the Five Domains of animal welfare using easy to understand language and common everyday examples. Work continues to establish more modules including a farmed animal version.

### Joint Submissions

RSPCA Australia works with our member Society colleagues to provide expert advice and contribute to submissions both at the national level and for state and territory legislative reviews and inquiries. In 2024-2025, RSPCA Australia assisted NSW with the NSW parliamentary inquiry into the impact on NSW of the phase-out of Australian live sheep exports by sea, assisted Western Australia on their submission regarding the proposed adoption of the poultry standards and guidelines, supported Tasmania in their submission on the Animal Welfare (Transport of Livestock) Regulations, and assisted Queensland with their submission on the Queensland Aquaculture Strategy 2024-2034, among other contributions. By collaborating and drawing on advice from various science and policy teams across the Federation, we can capitalise on our shared experience and expertise.

### Fit to Load Guide

RSPCA South Australia, RSPCA Australia and the Department of Primary Industries and Regions South Australia (PIRSA) worked together on extension materials to improve the welfare outcomes of farmed animals undergoing transport. The now completed 'fit to load guide' includes helpful photos and information on how to identify conditions and injuries that indicate that an animal is not fit to load. The guide is available through RSPCA SA and PIRSA and is being distributed to key transporters, saleyard operators and agents in SA.

## APPRECIATING OUR CORPORATE PARTNERS

We would like to take this opportunity to thank our national partners, their staff, customers, and the wider business community. It is thanks to their generosity that we can continue doing our work, and we thank you sincerely for being on this journey with us.

We are incredibly fortunate to work alongside a dedicated group of national partners whose unwavering support has once again been instrumental in helping the RSPCA protect and care for animals across Australia. Their generosity and collaboration enable us to extend our reach, improve the welfare of animals, and create lasting impact in communities nationwide.

A special thank you goes to our **National Nutritional Partner, Royal Canin**, who this year generously provided more than 275 tonnes of premium food to nourish the cats and dogs in our animal care centres, along with an additional 55 tonnes of short-expiry food, ensuring nothing went to waste. Royal Canin also played a key role as a National Major Sponsor of our 'One Last Lap' of Million Paws Walk and as a National Matching Partner for Give to Get Them Home. Together with **Terracycle**, Royal Canin continues to champion sustainability by enabling recycling of used pet food packaging at RSPCA sites nationwide.

We were delighted to welcome **MSD Animal Health (Bravecto)** as our as our official National Health Partner and we are very eager to build on our existing partnership. The contributions of vaccines and parasiticides from MSD form a crucial part of the infrastructure that allows the RSPCA to carry out its work. They give us the tools we need to protect the health of thousands of animals every year, from puppies and kittens to older, more vulnerable animals. This partnership enables us

to provide a higher standard of care, ensuring that every animal that walks through our doors is given the chance to thrive, recover and ultimately find a loving home. MSD further demonstrated their commitment by supporting major national initiatives, joining us as a National Sponsor of the Million Paws Walk and a National Matching Partner for Give to Get Them Home.

Our **Preferred Adoption Partner Petbarn**, has once again played a critical role in helping animals find their new homes, with more than 3,800 cats and kittens, adopted through their stores this year. A special Valentine's Day adoption drive saw 152 cats and kittens placed into loving homes over one weekend.

In addition to this, we continue to receive generous support from the Petbarn Foundation, which helps fund a range of essential programs including senior pet care, desexing, community outreach and services that supports survivors of domestic violence and their beloved pets.

We would like to extend a special thank you to **Peter Alexander**, whose ongoing generosity continues to make a profound difference. This year, Peter Alexander served as a National Matching Partner for Give to Get Them Home, helping to double the impact of donations made on the day. In addition to this, Peter Alexander continued their long-standing tradition of donating proceeds from the sale of their popular fundraising

chocolates, an initiative that not only delights customers but also helps to support the animals in our care.

We sincerely thank **The KONG Company** for their ongoing support. Their enrichment toys play a vital role in keeping the dogs in our animal care centres engaged and happy. We would also like to thank KONG for their continued support of our community events nationwide and for generously supplying prizes for our fundraiser as a National Prize Sponsor for Million Paws Walk 2025.

This year, we would like to extend a special thanks to **The Good Guys** for running a two-and-a-half-week national in-store campaign that raised an impressive \$66,000 in donations for the RSPCA. As a long-standing national workplace giving partner, The Good Guys continue to demonstrate their commitment to our cause. Their campaign not only generated vital funds but also inspired one of their staff members to adopt a puppy after meeting them in-store.

Finally, we are grateful for the ongoing support of **Proviro Group, Oh Crap Dog Poop Bags**, and **BOVA**. The essential products and services these partners provide help us deliver the highest standard of care to animals across the country.

Together, with the dedication of our corporate partners, we are continuing to make a difference for the thousands of animals who rely on the RSPCA every year.



NATIONAL EVENTS



Million Paws Walk

In 2025, the Million Paws Walk marked its 31st and final national event. Since the 2020 pandemic, rising costs have made community fundraising events like Million Paws Walk harder to run and less financially viable for member Societies. Despite efforts to reduce ticket prices and boost participation, increasing expenses and cost-of-living pressures mean we can no longer guarantee 100% of funds go directly to vital RSPCA services. To all the superhumans and superpooches that have pounded the pavement with us, as well as the thousands of staff and volunteers that have made our event

possible, thanks 'a million' for being a part of our wonderful life changing history! Across 25 walks nationwide, over 23,000 people and their dogs united to fight animal cruelty, enjoying a day full of music, stalls, competitions, and fun. A huge thank you to our staff, volunteers, major national sponsor Royal Canin, national sponsors Bravecto and Australia Post, and all participants. Together, we raised over \$1.5 million this year. Over 31 years, more than 750,000 people and 400,000 dogs have raised \$17 million to support animals in need.



Give to Get Them Home

This year’s matched giving day was a record-breaking success, supported by our three National Matching Partners: **Royal Canin, Peter Alexander, and Bravecto (MSD)**. The appeal helped care for the thousands of animals across the country who come through the RSPCA’s doors, particularly during the busiest months of the year. Donations made to the RSPCA were doubled, thanks to the generous support of national partners. **We surpassed our \$3.4million target, raising more than \$3.6 million.** This significant amount covers the essential expenses such as microchipping, vaccinating, and desexing of over 18,000 animals, giving them the best possible chance of finding loving homes.

Workplace Giving

Our refreshed “Animal Heroes” Workplace Giving program has continued to thrive this year, with 124 partners actively supporting our cause. We are incredibly grateful for the generosity of these organisations, which has helped us raise an impressive **\$669,623** in donations this year alone.

We would like to say a big thank you to all our Workplace Giving Partners, with a special mention to our top contributors: **The Good Guys, Costco, ANZ, Hoyts, Australia Post, Deloitte, and King & Wood Mallesons** for their outstanding generosity.



Procurement

In the past financial year, the RSPCA delivered over \$1.7 million in procurement savings across the Federation, an achievement that directly enhances our capacity to support animal welfare. These savings were realised through strategic sourcing and supplier negotiations across key categories including veterinary medications and consumables, pathology services, waste management, telecommunications, fuel, and group insurance. By streamlining costs and leveraging collective buying power across the Federation, the procurement team continues to play a vital role in maximising the impact for animals in need.





NEWS FROM THE FEDERATION

RETHINK ROAMING



This year, RSPCA Victoria launched the Rethink Roaming campaign, aimed to encourage cat owners across the state to reconsider letting their cats roam. The [Rethink Roaming online tool](#) offers practical tips to transition cats to a contained lifestyle, along with enrichment ideas to keep them happy and healthy. The campaign highlights the significant dangers roaming cats face, from being hit by cars to disease and injury, with roaming cats up to three times more likely to die early and losing as much as 10 years from their life.



ADVOCACY ON SHARK NET REMOVAL

RSPCA Queensland has been actively advocating for reform of the Queensland Shark Control Program (QSCP), with a focus on improving animal welfare outcomes and promoting non-lethal alternatives to shark nets and drumlines. In 2024 alone, over 1,600 marine animals were caught in Queensland's shark nets and drumlines, including dolphins, turtles, rays, whales, and non-target shark species. More than 980 of these animals died, often from drowning or injuries sustained during entanglement.

To strengthen the collective call for change, RSPCA Queensland joined the Nets Out Now coalition, a national alliance united in the goal of ending lethal shark control practices, joining to amplify the voice for marine animals whose suffering often goes unseen, and to advocate for solutions that protect both marine wildlife and public safety.

Through public advocacy, community engagement, and collaboration with government agencies, RSPCA Queensland continues to push for evidence-based reforms that protect both beachgoers and marine animals.

You can [help by adding your name to the petition](#) calling for the removal of shark nets.



MICROCHIP REUNITED LOST CAT WITH FAMILY AFTER A YEAR

This year, RSPCA South Australia reunited Gracie, a much-loved Burmese cat, with her family more than a year after she went missing from her Flagstaff Hill home. Gracie went missing after two new cats joined the household and, despite her owners' search efforts, she remained missing until mid-April when RSPCA SA set a successful trap near O'Halloran Hill.

[Thanks to her updated microchip details](#), Gracie was quickly identified and returned home. Apart from slight dehydration, she was found to be in good health. This case was a timely reminder from RSPCA SA that microchipping and desexing are legal requirements, and essential for reuniting lost pets with their families.

ANGEL'S SECOND CHANCE AT LIFE

This year, [RSPCA Northern Territory gave a second chance to Angel](#), a gentle dog who was surrendered when her family faced the heartbreaking decision that they could not afford her urgent medical care. Angel had been passing blood in her urine, and vets discovered the cause: a bladder stone the size of a tennis ball. Without surgery, Angel would not have survived.

Her family tried medications, but when the bleeding returned, they faced an impossible choice. With no means to pay for life-saving treatment, they surrendered Angel to RSPCA NT, placing their trust to give her the care she needed. The veterinary team

undertook complex, delicate surgery to remove the stone and restore Angel's health. Thanks to their skill and the ongoing support of our community, Angel survived and recovered.

Today, she is enjoying life free of pain and is a powerful reminder of why our work matters.



RSPCA WA BOOSTED INSPECTOR SAFETY WITH INCREASED STATE GOVERNMENT FUNDING

Prior to last financial year, RSPCA WA inspectors operated alone when conducting in-person investigations into animal cruelty. This was not in line with other first responders such as police or ambulance officers. It's also not in line with the State Government's own animal welfare team in DPIRD, who all work in pairs.

The safety of our staff is paramount and for that reason the board, CEO Ben Cave, and the executive team committed to transitioning to a model that allows the inspectors to visit private residences and businesses in pairs to carry out investigations.

This commitment to safety entailed an increase in staffing and animal care costs and, as such, the board and CEO entered into discussions with the State Government to ensure a sustainable funding model for this change. The State Government committed to increase their annual funding support from \$1.3m to \$7m for the next three years. This covers the increase in inspector salaries and 50% of the vet and care costs of animals who enter RSPCA WA care through the inspectorate.

New inspectors were hired and trained this financial year. At present, there are 12 full time and four part-time inspectors on the road, with further hiring to be done in the 2025-26 financial year.



BUILDING BRIGHTER FUTURES

Beyond urgent medical cases like Angel's, RSPCA Northern Territory continues to create brighter futures through new community partnerships. In 2024, they launched programs with [Happy Paws Happy Hearts \(HPHH\)](#) in Darwin. These programs provide opportunities for people experiencing social isolation, disability, or disadvantage to connect with rescue animals, while building skills, confidence, and wellbeing. Participants learn to train, care for, and socialise animals, making them more adoptable – while also experiencing joy, connection, and purpose themselves.



# MAJOR SPREYTON EXPANSION

In 2025, RSPCA Tasmania announced plans to expand its **Spreyton Animal Care Centre** as part of its transition to a centralised care model. The expansion included more Safe Beds for animals belonging to people fleeing family violence, refurbished and additional kennels, and improved facilities for larger animals such as horses. CEO Andrea Dawkins said the project would future-proof the facility for the next 20 years.



## SUPPORT FOR LABRADOODLES

This year, RSPCA Tasmania reached its \$300,000 fundraising target in just three days, thanks to an outpouring of community support to save 250 labradoodles from a recently shut-down puppy farm. More than 2,600 donations came in from across Tasmania, interstate, and even overseas, ranging from \$2 to over \$1,000. In addition, more than 300 Tasmanians offered to foster or adopt within just 10 hours of the call for help.

CEO Andrea Dawkins said the response was overwhelming. “Your donations meant we could save these labradoodles sooner rather than later – it was literally life changing for them.” Funds were used to cover urgent vet care, vaccinations, de-sexing, behavioural support, and upgrades to RSPCA kennels, while work began to carefully match each labradoodle to their forever home.

# BOOST FOR RSPCA ACT'S PROJECT HOME

In 2025, RSPCA ACT received an initial **\$2 million investment from the ACT Government** to progress pre-construction work on the long-awaited Project Home facility.

The new campus will provide modern kennels, cat condos, and accommodation for small animals, farm animals, pocket pets, exotics, and select wildlife.

It will feature purpose-built meet-and-greet areas, along with enrichment, rehabilitation, and socialisation spaces.

It will house a **state-of-the-art vet clinic**, where much needed capacity can be built to include veterinary care for wildlife, desexing support for other rescue groups, and primary animal health and vet care for at-risk and low-income families. The

campus will also offer public boarding, tailored pet retail, and spaces for training, education, and community connection.

The two million dollar funding is part of the ACT Government’s **\$40 million commitment** to deliver a modern, fit-for-purpose facility for animals, staff, volunteers, and the wider community.



# RSPCA NSW BROKEN HILL VETERINARY HOSPITAL GRAND REOPENING

In June, the RSPCA NSW Broken Hill Veterinary Hospital reopened its doors to the public. The ceremony marked the completion of a significant redevelopment, made possible by a \$1.8 million investment from the NSW Government and the generous support of the animal loving community, resulting in the expansion of the

clinic’s consulting rooms, isolation wards, and treatment spaces.

The funding also helped provided the team with modernised veterinary equipment, including new x-ray and ultrasound machines, an autoclave, surgery tables, and new dental equipment. Established in 1974, the RSPCA NSW Broken Hill Veterinary Hospital has served

animals throughout the Far West NSW region for more than 50 years, with some clients travelling upwards of 200km to seek treatment for their pets. By giving RSPCA NSW additional space and modern facilities, the upgrade will ensure we can continue to deliver the best standard of care for all creatures, great and small, in the Broken Hill region.



# EMERGENCY RESPONSE TEAM PROVIDES CYCLONE ALFRED RELIEF

To assist pet carers and animals impacted by Cyclone Alfred, RSPCA New South Wales set up pop-up relief points in various communities across the NSW north coast, including Lismore, Tweed Heads, and Mullumbimby. With the help of the Petbarn Foundation, dedicated volunteers from the RSPCA NSW Emergency Response Team were

able to help more than 160 pet owners by providing essential pet supplies for approximately 255 animals.

To support the incredible local vets who were already on the ground, an RSPCA vet also attended the Lismore event, carrying out health checks for pets with skin conditions, heart murmurs, and abscesses. They also provided advice on pet nutrition, animal

behaviour, and the importance of desexing. Witnessing the resilience of the bond between people and their animal companions reaffirms why we do what we do. We are incredibly grateful to the communities for welcoming our vets, allowing us to carry out our mission to help in times of need.



# FINANCIALS

**RSPCA Australia receives and distributes donations from the community and other fundraising income to RSPCA member Societies.**

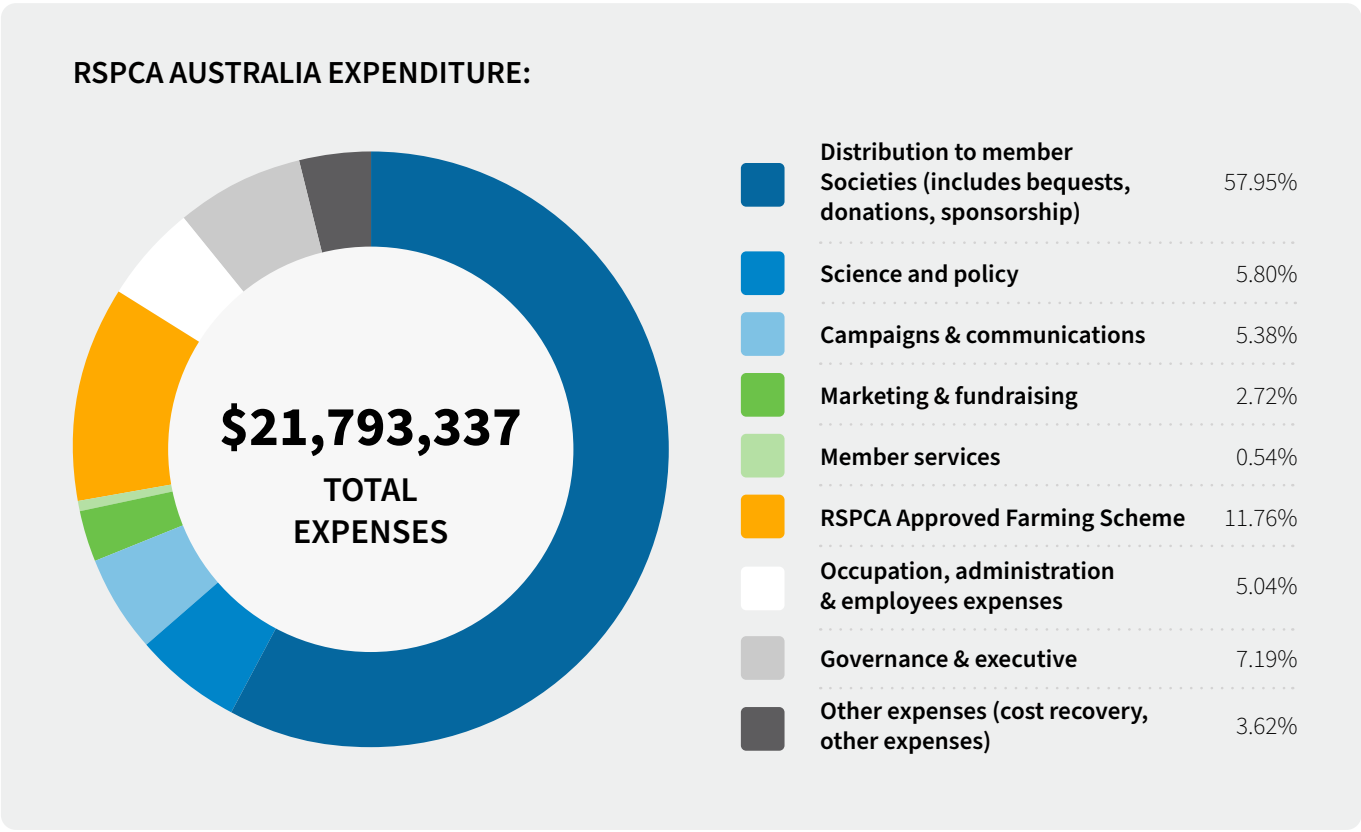
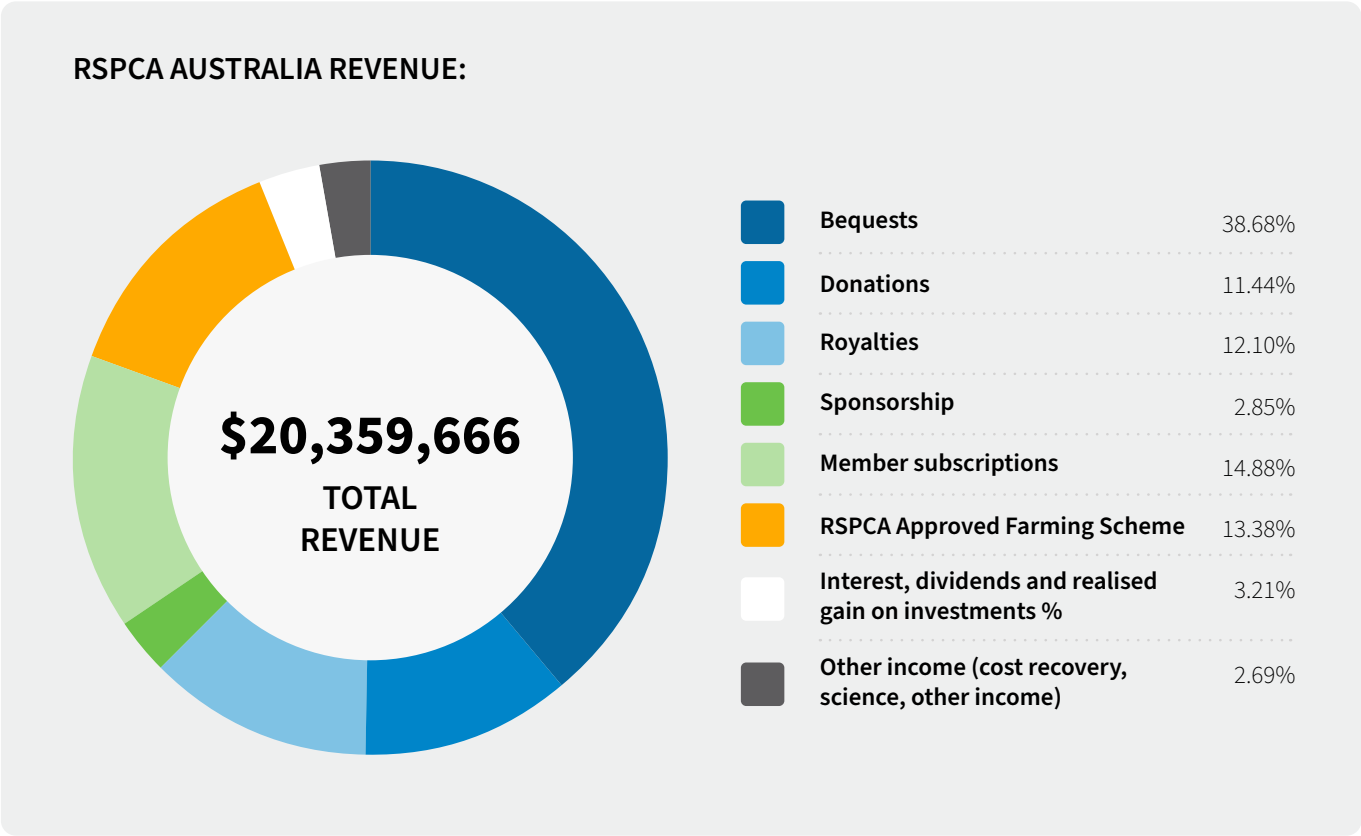
A small proportion of revenue comes from royalties through arrangements with corporate partners, which forms part of our distribution to member Societies. RSPCA member Societies in each state and territory deliver animal care services including adoptions and inspectorates.

All income generated by the RSPCA Approved Farming Scheme goes towards the cost of running the Scheme, including certification, marketing, and operational costs. Donations to the RSPCA do not fund the RSPCA Approved Farming Scheme and any surplus

generated by the Scheme is invested back into further development of the Scheme. RSPCA Australia’s full audited financial statements can be found on the ACNC website.



## KEY AREAS OF REVENUE AND EXPENDITURE 204-25





***Thank you for  
your support ...***



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