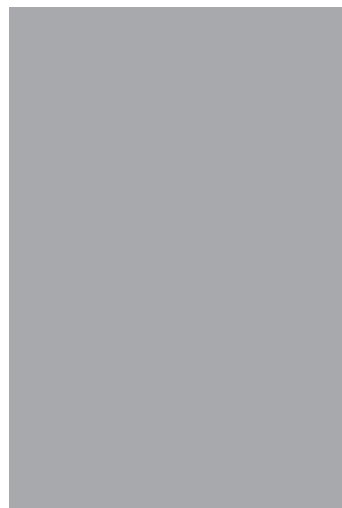


**SPCA<sup>®</sup>**  
**NEW ZEALAND**

**2015**  
**Annual Report**



**ROYAL NEW  
ZEALAND  
SOCIETY  
FOR THE  
PREVENTION  
OF CRUELTY TO  
ANIMALS INC**



# SPCA Centres

Auckland  
Bay of Islands  
Buller  
Canterbury  
Central Hawkes Bay  
Central King Country  
Dannevirke  
Feilding & Districts  
Gisborne  
Golden Bay  
Gore & Districts  
Greymouth  
Hastings & Districts  
Hawkes Bay  
Hokitika  
Horowhenua  
Kaitaia & Districts  
Kawerau  
Manawatu

Marlborough  
Mid Canterbury  
Motueka  
Nelson  
North Otago  
North Taranaki  
Opotiki  
Otago  
Rotorua  
South Canterbury  
South Taranaki  
South Waikato  
Southland  
Taupo  
Tauranga  
Te Kuiti  
Thames  
Turangi

Upper Hutt  
Waiheke Island  
Waihi  
Waikato  
Wairarapa  
Wanganui  
Wellington  
Whakatane  
Whangarei





## Our Mission

Our Mission is to advance the welfare of all animals in New Zealand by:

- Preventing cruelty to animals
- Alleviating suffering of animals
- Promoting our policies through education and advocacy

## Our Vision Statement

Delivering the best world for our animals

## Our founding ethos

We speak for those who cannot speak for themselves

# President's Report

As National President of the Royal New Zealand Society for the Prevention of Cruelty to Animals (RNZSPCA) it gives me great pleasure to present the 2015 President's Annual Report.

The RNZSPCA still remains the only non-government organisation entrusted to enforce the Animal Welfare Act 1999. We rely on the support, passion, enthusiasm and hard work of our supporters, donors, sponsors, volunteers and staff who are working together with us to unify and strengthen the network of SPCA Centres throughout New Zealand, as we undertake responsibility for vital frontline animal welfare and care.

Unfortunately, we continue to see an increase in the number of Centres in assimilation and administration and this is a reflection of the current structure of the SPCA. This has a significant effect on the communities, people and animals in these areas. The attendees of the 2015 AGM sent a clear message identifying the need for substantial change within the organisation and the National Board has worked to address this.

We have identified the need to share resources within the organisation as a

whole and this is the start of *Working Together as One*. I take this opportunity to personally thank all involved for taking this positive step now, and into the future.

The Board has a responsibility to set strategic priorities, operate within realistic resources and budgets, and utilise national resources to provide significant practical support for Centres. We have a strong and progressive Board that has the ability to take the organisation forward in a positive and sustainable manner.

A Steering Committee was established in 2015 to work on the strategic review and establish a potential pathway to enable change within the organisation. The committee has put a significant amount of time and effort into developing a proposal which encompasses the ability for us all to work together as one for the benefit of New Zealand's animals.

In 2015, the National Board also signed off a number of significant projects which are currently being implemented by the National Support Office. A number of these projects have been driven by new government regulations, such as the changes to

**“The RNZSPCA still remains the only non-government organisation entrusted to enforce the Animal Welfare Act 1999. We rely on the support, passion, enthusiasm and hard work of our supporters, donors, sponsors, volunteers and staff.”**

workplace health and safety which will affect Centres. The Board and National Support Office will continue to provide support and guidance to all Centres as we negotiate these changes. Over this period we have also improved our communication and relationship with the Ministry for Primary Industries (MPI) and continue to negotiate with them for an increase in funding to cover the cost of Inspectorate services.

The overall financial position of the RNZSPCA is strong after a number of years of adjusting costs and reducing expenditure. This has enabled the

Board to implement long-term projects and strategies to benefit the organisation as a whole.

I would like to take this opportunity to thank the SPCA Centres, the National Board, the Steering Committee, CEO Ric Odom and the team at the National Support Office.

The Board, CEO and the National Support Office continue to be committed to a future of transparency, communication and collaboration as we all continue to work together to advance the welfare of animals nationwide.

Always remember:

“Yes, we can do this – together.”

## **Clive Poles Smith**

**President**

**Chair of Board**





# CEO's Report

**“The SPCA received and responded to more than 15,000 animal welfare complaints (13,577 in 2014) which were investigated by our 75 Animal Welfare Inspectors. The charges laid led to 61 prosecutions (58 in 2014) and each of these resulted in a conviction.”**

The staff and volunteers at the 46 SPCA Centres throughout New Zealand have again shown that the SPCA remains the leading national animal welfare organisation in the country. Keeping true to our mission of preventing cruelty to and improving the welfare of all animals, the SPCA had 46,648 animals pass through our Centres and most of these either found new forever homes, were returned to their owners or remain cared for by the SPCA.

The SPCA received and responded to more than 15,000 animal welfare complaints (13,577 in 2014) which were investigated by our 75 Animal Welfare Inspectors. The charges laid led to 61 prosecutions (58 in 2014) and each of these resulted in a conviction.

It costs the SPCA between \$7 million and \$9 million to run our National Inspectorate and this, as with all SPCA services, is primarily funded by donors, supporters, grants and our SPCA Op Shops. The SPCA does continue to receive a small amount of government funding mostly to support investigating complaints on farms. Much of our funding is raised at a local level, with the money going to support the local SPCA Centre. It is truly thanks to the generosity of New Zealanders that

we are able to help animals in need – so thank you to all those who have supported us.

The strategic review of the SPCA was undertaken in 2015 following an overwhelming mandate at the 2015 Conference and AGM. The aim of the review, which has improving the welfare of animals at its core, was to consider a new strategic framework and structure that would strengthen the SPCA. It also aims to position the organisation to better meet the needs of the animals of New Zealand and further develop and support the more than 400 staff and more than 4,000 volunteers who deliver the SPCA mission. That review resulted in a proposal that will be delivered to the branches and member societies of the SPCA throughout New Zealand in 2016 for consultation and feedback. If the proposal receives majority support, it will be further developed into a detailed plan to be voted on later at a Special General Meeting.

In 2015 we piloted ‘Shelter Buddy’: a tailor-made, centralised animal management database. The software was acquired from RSPCA Queensland and has been modified and tested to meet our unique

requirements. Regional staff will be given training on Shelter Buddy and its implementation before the general roll out of the software in the first part of 2016. While a number of Centres have freely given of their staff time to ensure that Shelter Buddy is configured correctly, the cost of acquiring and implementing it will be at no cost to Centres.

Health and Safety has always been a high priority for the SPCA and with new legislation and regulations coming into force early in 2016, ensuring compliance with these new regulations is a significant undertaking. The National Support Office has been providing significant support to Centres to help them become fully compliant.

In 2015 we also reviewed the training requirements for our Animal Welfare Inspectors and the specific health and safety issues that face them. An important and useful result of the Shelter Buddy, Health and Safety, and Inspectorate projects is the development of a growing set of common policies and procedures that can be adopted by all Centres to ensure they are better aligned.

Another project from 2015 is a review of our information technology requirements, which has seen the introduction of a new telephony solution. The solution has been configured so that any of our existing Centres can move to the new system which, being a digital system, will allow us to make much better and more effective use of technology while also reducing overall costs. Early 2016 will see the implementation of an updated website, intranet, online training platform and more. Again, this will be made available to Centres at no or minimal cost. Improving our procurement process to benefit Centres was another project initiated in 2015 and through a number of agreements, Centres are able to access significant discounts on a wide range of purchases from vehicles to office products.

Large efforts to increase advocacy and improve relationships with other community organisations and with government were made in 2015. The SPCA has continued to press for changes relating to the use of 1080, to ban the private sale of fireworks and to ban rodeos. Strengthening relations with the Ministry for Primary Industries (MPI) has seen regular and ongoing consultation occur. SPCA input is routinely sought on animal welfare issues and the SPCA is represented on MPI committees that are drafting new regulations stemming from the various Codes of Animal Welfare. An updated draft national advocacy strategy will be developed early in 2016. At the same time, a solid relationship with the Department of Conservation has been established with regular discussions held on issues of mutual interest (such as the use of 1080).

As a result of collaboration between the National Support Office and SPCA Auckland, a national Marketing and Fundraising team has been created. Nationally facilitated fundraising campaigns such as our Annual Appeal and Cupcake Day have resulted in most Centres seeing increased donations and a national donor acquisition and regular giving programme will be initiated at the beginning of 2016. The aim of the latter initiative is to provide increased support for Centres in their local fundraising efforts but also to develop a long-term plan to increase funds for Centres to use in their work to deliver the SPCA mission. The Marketing and Fundraising team is jointly funded by the National Support Office and SPCA Auckland and the start-up costs for the donor acquisition programme will be met by the National Support Office.

A second collaboration between the National Support Office and SPCA Auckland has seen the appointment of a Chief Scientific Officer and the establishment of an Animal Welfare Science and Education team. This will not only strengthen the SPCA's ability to speak with authority but also signals a move to recognise the importance of increasing our advocacy and education role. SPCA Auckland has developed a curriculum-based education programme that was very well received in the pilot programme (the demand for it exceeded SPCA Auckland's ability to deliver it in 2015). We expect to begin rolling this programme out to schools throughout New Zealand in 2016.

Our SPCA Blue Tick Accreditation Scheme continued to grow in 2015 with more than 13 million animals on

SPCA Blue Tick approved farms now benefitting from the scheme. A larger number of producers and distributors are showing their commitment to high animal welfare by being part of the scheme. While we recognise there is still a long way to go in raising animal welfare standards in the production sector, more consumer demand for SPCA Blue Tick approved eggs, chicken, pork and turkey will help ensure that increasing animal welfare becomes part of every farmer's mission.

Regrettably, two of our long standing programmes came to an end in 2015. Our mobile de-sexing caravan service which has been operating for 10 years finished in December. Run by veterinarian Alistar McKellow and his wife Sue, this caravan travelled throughout New Zealand offering free or low cost de-sexing for dogs, puppies, cats and kittens. I'd like to thank Alistar and Sue for their selfless dedication to this programme. While the mobile de-sexing programme has finished, the SPCA is still committed to encouraging and facilitating de-sexing pets in New Zealand. We believe de-sexing your pet is one of the most important things a responsible pet owner can do because it not only reduces the number of unwanted animals, but prevents the often adverse animal welfare outcomes that result. We will continue to promote that message and seek to find ways to ensure that the number of unwanted young animals is reduced.

Also coming to an end after 10 years is the SPCA's One of the Family programme, delivered by ex-All Black Norm Hewitt. Norm has visited hundreds of schools and presented to





thousands of young New Zealanders on the value of owning a pet and how to respect all animals. Norm remains a staunch supporter of the SPCA and we are grateful to him for his work and dedication.

This year we bid farewell to one of the RNZSPCA's longest serving staff members. Barbara Daw has dedicated almost 30 years of service to the SPCA and we wish her well in her retirement.

In the 2014 Annual Report, I reported that the SPCA had delivered its best financial result in 10 years. I am pleased to report that the 2015 result is even better with a year-end surplus of \$1.6m compared to a surplus of \$611,000 in 2014. This means that we can provide even greater support to animals in need, our Centres and to continue to centrally fund the major projects that are under way.

The work of the SPCA could not be done without our sponsors and supporters. We are particularly grateful to Hill's Science Diet which has provided SPCA Centres with food for the

animals in the shelters and for those animals that are being fostered by our volunteers. I would like to thank all the team at Hill's for their support. Simpson Grierson has been the RNZSPCA law firm in 2015 and they have given a significant amount of work pro bono. I would like to thank them for their support and for their valuable advice. Ben Vanderkolk and Associates has been providing advice to and running many of the prosecutions undertaken by the SPCA. Together, we have raised awareness of some of the worst animal cruelty incidences in New Zealand and have sent a clear message that abusing or neglecting animals will not be tolerated.

To the many New Zealanders who have donated money and to the families of those who have left us a bequest, I would like to sincerely thank you for your generosity. We simply couldn't do the work that we do without your support.

To the wonderful staff and volunteers of the SPCA – thank you. Yours is never an easy task, whether you

work in the public eye as an Animal Welfare Inspector or customer services member or fulfil vital roles behind-the-scenes looking after our animals in shelters, fostering animals in your homes, in administration, as a board or committee member or fundraiser. Each and every role is important and each and every one of you makes a difference for the animals.

2016 is shaping up to be a challenging yet exciting year for the SPCA but one thing will remain constant – our commitment to improving the life of all animals by speaking for them as they cannot speak for themselves.

## **Ric Odom**

**National Chief Executive Officer**

# Inspectorate and Centre Support

**“In 2015 our Inspectorate received and investigated 15,219 complaints and undertook 61 successful prosecutions.”**

With some elements of déjà vu from 2014, this was yet another fast paced and challenging year for the Inspectorate and Centre Support Team. We continue to work under tight fiscal controls to improve engagement and levels of service in the provision of timely, tangible support to our Inspectors and Centres across the country.

Once again a number of Centres required a large amount of our team’s assistance, and there was the need for some to be passed into the management of the RNZSPCA. In 2015, Centres in North Otago, Gore, Central King Country, Hokitika and Wanganui came out of national management either to local governance or by assimilating with a neighbouring SPCA. In early 2016, Marlborough SPCA will similarly move out of administration.

There are currently 75 warranted SPCA Animal Welfare Inspectors nationally, including five graduates from the 2015 Unitec Certificate in Animal Welfare Investigations course, and 11 SPCA students are enrolled in the training course for 2016. The 50 Auxiliary Officers will be joined by a further 18 trainees who will be completing the Auxiliary Officer online training course for the first intake of 2016.

In 2015 our Inspectorate received and investigated 15,219 complaints and undertook 61 successful prosecutions. Our on-going focus for 2016 will be to continue to develop ways we can better support our Inspectors and create capacity for them to undertake more prosecutions. Further Inspectorate support resources were published this year in the form of the Disposal Order resource suite of documents, with more currently in development. The RNZSPCA retains a fund that is available to members who may require additional financial support for investigation and prosecution costs.

The on-going partnership with Ben Vanderkolk and Associates (BVA), the Crown Prosecutor in Palmerston North, is going extremely well with a 100% success rate.

Since it began in 2011, 25 Centres have joined this partnership and collectively we have successfully prosecuted over 40 cases, with an additional 13 cases currently before the courts. This growth has enabled us to develop some real consistency around sentencing submissions, file quality and our overall credibility with the courts. The file review process enables us to support the individual

Inspector and also feeds in to the training packages we are developing.

## A Notable Case

2015 saw a number of notable cases successfully progressing through the courts, one being the case of Richard McKee and James Manukau. This case was heavily defended and has set a number of legal precedents around the protection afforded by the Animal Welfare Act 1999 to wild animals, particularly in the hunting context.

The SPCA began investigations in August 2013 when Richard McKee posted videos on Facebook showing him restraining a goat while laughing and encouraging two dogs to violently attack it. The goat suffered bites for several minutes before McKee cuts its throat.

The following month, James Manukau, a Facebook friend of McKee, posted three videos on Facebook showing McKee dragging a goat by its hind leg, which appeared to have an open fracture, while three dogs attack it. The goat’s screams can be clearly heard throughout, while both men can be heard enthusiastically encouraging the dogs. The footage showed the goat trying to flee but collapsing on its fractured leg.

The attack continued for several minutes until the goat went into shock and eventually died.

A team of six Inspectors, Animal Control Officers and NZ Police executed search warrants simultaneously at both of the suspects' properties.

Both McKee and Manukau were charged with wilful ill treatment of an animal, McKee in relation to both goats, and Manukau in relation to the second goat.

They both ran a defence that having a dog or dogs attack an animal for the purpose of 'training' was a legitimate part of hunting, and therefore the statutory hunting exemption should apply.

Two members of the Game Animal Council (GAC) gave evidence as expert witnesses for the prosecution.

Both Manukau and McKee were found guilty of wilful ill-treatment of an animal. McKee was sentenced to 100 hours' community work, three months' community detention, and ordered to pay reparations of \$1000. Manukau was sentenced to 100 hours' community work and ordered to pay reparations of \$500.

The primary focus and success factors for the SPCA in this case was the conviction, the operational teamwork of the Inspectors involved, the willingness of GAC to give expert evidence and importantly the legal precedents that have been set in relation to hunting and the denunciation and deterrence of this type of conduct.

### Changes to the Animal Welfare Act

2015 saw the enactment of the Animal Welfare Act Amendment Bill. This provided for amendments to the



existing Animal Welfare Act 1999 and was primarily focused on improving the tools and options for Inspectors rather than fundamental reform. A key aspect is the addition of new regulations (some from current minimum standards contained in Codes of Welfare) and an associated infringement notice regime.

These developments have added to the changing landscape for our Inspectors that started with the Search and Surveillance and Criminal Procedure Acts and training is being developed and delivered.

This year the RNZSPCA:

- Accepted an invitation to be part of the National Animal Welfare Advisory Committee and Ministry for Primary Industries (NAWAC/ MPI) Regulations Development Programme in 2015 and this work will continue in 2016.
- Facilitated Compliance Officer training, a two-day course delivered by CERT Systems Ltd

in three venues across the country. We are grateful to the Centres that hosted these training courses as without their contribution, it may not have been possible.

- Developed Policy and facilitated training on Body Worn Video Cameras.

It is important to recognise that none of the positive animal welfare outcomes we achieve as an organisation could be achieved without the passionate and dedicated people within it, particularly our volunteers.

Your efforts on behalf of the animals every day are truly inspirational. Thank you so much and let's remember that "working together improves every game".

**Alan Wilson**  
National Manager  
Inspectorate and Centre Support



# Animal Welfare Science and Education

The Animal Welfare Science and Education Department is a new joint advocacy initiative of the National Support Office and SPCA Auckland. This was established in September 2015 in recognition of the importance of underpinning everything that the SPCA does and says in objective, evidence-based empirical science. We are the first animal welfare organisation in New Zealand to appoint a Chief Scientific Officer role and establish an Animal Welfare Science and Education Department.

Animal welfare science is about using scientific principles and research to determine the impact of our actions on animals, be they companion animals, farm animals, animals used in research, testing and teaching, entertainment or sport, or wildlife. The importance of science in influencing Government decisions and policies has increased, and so must the SPCA's role in this process. Industry often claims that arguments for animal welfare are emotive and without hard evidence. This is a defence that must, and can, be made redundant.

The Animal Welfare Science and Education Department's role is to utilise objective, empirical science to

underpin the SPCA's advocacy. This is done by collating, critically evaluating, undertaking, managing and presenting scientific and technical information regarding the health and welfare of animals to ensure that the SPCA's projects, policies, position statements, communications and information resources are supported by up-to-date and authoritative science. In addition, representing the SPCA's policies, aims and objectives through presentation of scientifically robust argument to the general public and outside bodies, including government, industry, and the media (where appropriate).

While having a Chief Scientific Officer and an Animal Welfare Science and Education Department is a first for the SPCA in New Zealand, this is common practice in many other countries including Australia, England, America and Canada. This is due to the importance of robust objective scientific evidence and having an 'evidence before opinion' approach so that we are able to have effective and credible animal welfare advocacy and lobbying.

The key portfolios of this Department are: Science, Research and Policy, Education and Community Outreach.

Our three current key initiatives are:

1. The nationwide rollout of a curriculum-based education programme in mid-2016 including a teacher's portal, a student portal and reading books aimed at the 7-12 year old age group.
2. Scientific support to the SPCA Blue Tick programme in particular leading the review of the Blue Tick animal welfare standards.
3. The writing of comprehensive SPCA animal welfare policies and position statements.

We look forward to working with you all in the near future.

**Dr Arnja Dale**  
Chief Scientific Officer

# A Programme for Change

**As part of the strategic plan, several initiatives were identified to help move the SPCA forward – collectively, these became known as the Programme for Change.**

As many of the projects are inter-related, a Programme Coordinator was appointed to ensure that all the projects remain on track, duplication is avoided and the programme delivers the overall outcomes required.

There are eight projects in the Programme for Change.

These projects have been funded by the RNZSPCA for the benefit of all SPCA Centres.

## Review Project

The Review Project was established at the request of members at the 2015 annual conference. The Board was asked to consider options that would improve the way the SPCA operates in the future and especially to provide a proposal that will assist the 46 SPCA branches and member societies in working together to achieve the SPCA mission. The Board established a Steering Committee and a Project Team which has conducted significant research into various structural and

governance models. A proposal has been developed which will be communicated to all our branches and member societies in early 2016 with a view to seeking approval in principle at the 2016 annual conference.

## Inspectorate Project

The SPCA is an 'Approved Organisation' under the Animal Welfare Act and our warranted Animal Welfare Inspectors are given certain powers under the Act. The Inspectorate Project is examining the training requirements and ongoing career development requirements of our Inspectors.

## Shelter Buddy Project

We have been piloting our new animal management software in a number of Centres and it will roll out nationwide in 2016. Adopting a 'train the trainers' approach will allow us to give local champions advanced training on the software and these champions can then pass on their knowledge to local staff and volunteers.

Once it is adopted, Shelter Buddy will allow Centres to be connected, will standardise animal management practices, allow Inspectors to operate remotely and provide real time and accurate data on animals the SPCA helps.

## Information, Communications and Technology (ICT) Project

The ICT project is about providing a suite of online tools for the SPCA to use to enable us to work more effectively. This includes an intranet, an online training facility and training database, and customer relations management (CRM) software. Planned to be completed in the second or third quarter of 2016, these new tools will be available to staff and volunteers as required. For example, the intranet will be a key portal for staff and volunteers to access a wide range of information such as policies, standards, procedures, guidelines and templates. The new tools, along with Shelter Buddy, will also improve reporting accuracy and reduce the burden on Centres as the information will be able to be accessed remotely (with appropriate controls in place where necessary).

### Health and Safety

The health and safety of our staff and volunteers remains a priority for the SPCA. New legislation, to come into effect in 2016, outlines the responsibilities of those in management and governance positions and allows for significantly increased penalties to be applied. The National Support Office has this year developed and delivered training and tools to assist Centres in becoming compliant with the new regulations and further support, training and monitoring will occur in 2016.

### Procurement

This year, the National Support Office was able to secure an arrangement whereby all our Centres could access a wide range of goods and services at reduced prices. The items that can be purchased via this arrangement range from large items such as vehicles to fuel, office supplies and cleaning products. The discounts vary from product to product but overall, Centres can make considerable savings by purchasing in this way.

### Training

Providing our staff and volunteers with the training they need is an essential

task for all our Centres and this project is about determining the training needs across the SPCA. Some of these needs will be addressed in other projects as there is considerable overlap so it is anticipated that the Training Project will commence fully in the second half of 2016.

### Standardisation

This project aims to identify what processes could or should be standardised across SPCA Centres to ensure that our systems are robust

and that our customers receive a similar experience irrespective of which Centre they contact. Many of these processes have already been identified as part of the Shelter Buddy and Health and Safety projects. This project will also commence in the second half of 2016.

### Keith Robinson Programme Coordinator





## SPCA Blue Tick

### Making further inroads

2015 has been a good year of consolidation for the SPCA Blue Tick with growth of just over 25% compared to 2014. We have had more than 13 million animals going through the SPCA Blue Tick Accreditation Scheme in 2015, compared to just over 12 million in 2013.

By bringing the Blue Tick closer to the SPCA brand as part of the SPCA Blue Tick Certification logo, we have started seeing an indicative increase in the last six months in terms of awareness and engagement.

### Key SPCA Blue Tick members

We have consolidated our working relationships with our SPCA Blue Tick members giving them the recognition they deserve for farming the 'right way' and getting return on investment (ROI) through their increased sales.

There has been a steady growth this year for the majority of our established household brand core members of the SPCA Blue Tick Accreditation Scheme including Waitoa, Brinks, Freedom Farms, Countdown, Kiwi Bacon and Wholesome. Growing interest from producers and also consumer brands

will see more members joining the scheme in 2016.

### Improved animal welfare

Our priorities have been to refresh our SPCA Blue Tick Standards to ensure that our Accreditation Scheme is aligned with best international practice and also adapts to latest farming trends. This is timely with the appointment of Dr Arnja Dale as our Chief Scientific Officer in 2015. Arnja will contribute to the scientific-based development and implementation of the scheme's high standards, whilst continuously benchmarking it against international best practice. Setting the benchmark based on scientific evidence and other best practice policies and working with partners across farming and food systems will ensure standards are translated into high welfare outcomes.

We have continued our yearly independent audit process and have increased the number of unannounced audits. We audit SPCA Blue Tick approved farms and also the overall process from farm to retailer ensuring there is a clear separation, segregation and traceability between their different systems. The consumer can be assured that the products they



are buying have been farmed to high animal welfare standards.

We have progressed with piloting a scientific audit based on Verification of Origin. If conclusive, this will be launched in 2016 aligning with consumers growing expectations to know where the meat and eggs they buy come from.

In 2015, we implemented our marketing communications plan with some targeted PR activities, the launch of a new website fully dedicated to SPCA Blue Tick as well as going to market with a 'Feel Good' digital campaign at the end of the year which was very well received.

We have also had the chance to start working successfully with some of the SPCA Centres interested in promoting and articulating the high animal welfare SPCA Blue Tick proposition to their supporters, donors and local communities.

### Our focus for 2016

- Improving the welfare of more animals by introducing possible new product categories such as lamb, beef, dairy and salmon.
- Further educating New Zealanders



of all ages about the importance of SPCA Blue Tick and particularly in schools where it is greatly needed. The accreditation gives New Zealanders the assurance that the products they are choosing have been farmed to high animal welfare standards; the same simply cannot be said for products that merely claim to be 'free range'. That term is no assurance of good animal welfare but is largely a marketing term describing the style of farming.

- We will also continue to grow SPCA Blue Tick penetration not only through the retail sector but also extending to the hospitality sector and other food delivery services.
- We will keep implementing our marketing communications plan while looking forward to working closely with more SPCA Centres.

More than ever, our goal is to improve farm animal welfare in a commercially sustainable way by helping farmers to come on a transitional journey with us. We provide practical solutions that make the change affordable for them, and their produce affordable for consumers. We help farmers become SPCA Blue Tick accredited across their entire product range. This is a costly exercise so we work together with the farmers to transition the overall business to 'farm the right way'. By the same token, we are also taking the consumers on a journey towards high animal welfare.

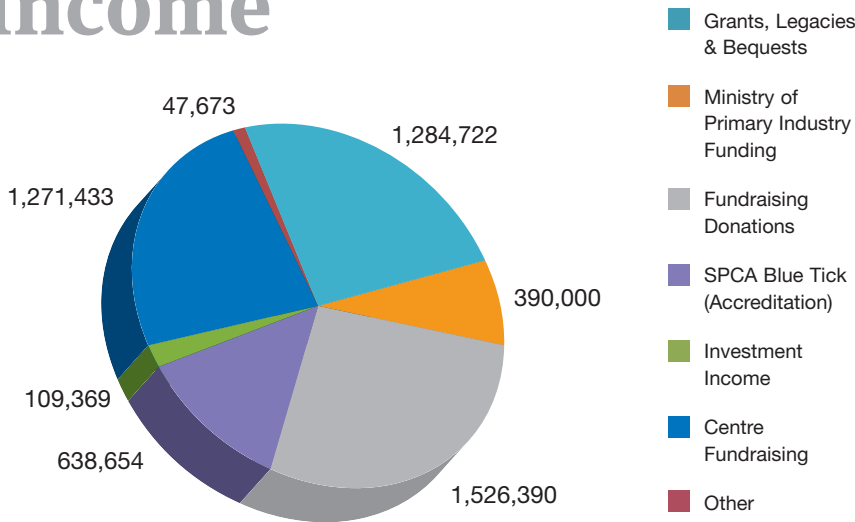
## Ségolène de Fontenay

Business Unit Manager  
SPCA Blue Tick



# Finance Report

## Income



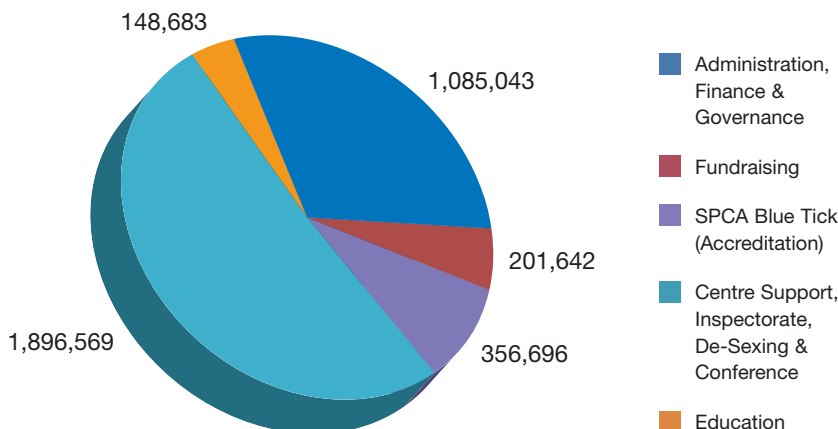
**In 2014 we reported that the RNZSPCA had the best surplus in 10 years. Building on last year's good result, I am pleased to report that we close the year with an increase in net surplus of 166%.**

This has been brought about by an increase in revenue of 38%, resulting from a review of our fundraising efforts, growth of the SPCA Blue Tick Accreditation Scheme, generous donors and sponsors and an increase in bequests. The RNZSPCA was also successful in securing \$54,999 in grant funding.

Expenditure has been tightly controlled to ensure that we have the resources available to meet the challenges in the changing environment and economy.

The RNZSPCA National Support Office has initiated and funded a number of projects as outlined earlier in the report. A generous donation of \$360,000 has been received from Progressive Ltd (Countdown) to help

## Expenditure





us fund the Shelter Buddy animal shelter management system project. This will be rolled out to the Centres across the country in 2016.

2016 looks to be another promising year with new initiatives planned which will provide greater sustainability so that we can provide more resources to our Centres and the animals.

The year ended 31 December 2015 discloses a net surplus of \$1,623,138 after provisions (2014: \$611,209).

Accumulated funds as at 31 December 2015 were \$4,079,996.

The RNZSPCA's financial information for the year ended 31 December 2015:

	\$
Current Assets	4,328,428
Current Liabilities	474,204
Fixed Assets	225,772
Total Income	5,268,241
Total Expenditure	3,697,522
Net Surplus	1,623,138

We wish to take this opportunity to thank these estates for their kind donation:

	\$
Estate of Dianne Elizabeth Streeter	697,000
Estate of Gloria J Pelin	100,000
Estate of Gwen Ager	98,343
Estate of Denis Earle Cavaye	63,372
Estate of Betty Lorraine Cummerfield	54,106
Estate of Dorothy Brand	50,000
Norah Hamblin Memorial Trust	50,000
Estate of Geoffrey William Noke	42,501
Estate of Desmond Graeme Withy	22,000
Estate of Ailsa Elizabeth Gibson	10,488
Estate of James Armstead Pollok	8,000
Estate of Joanne Clare Turner	8,000
Estate of Maxine Jenner	7,760
Estate of Vera Bright	5,000
Estate of McEwan	5,000
Estate of Robert Douglas McLean	5,000
Others	3,152
	1,229,723

The Financial Statements have been audited by BDO auditors. The audited financial statements for the RNZSPCA are available on request.

**Heather Wallace**  
Financial Controller



# National Board and National Support Office Staff

## SPCA National Board

### President

Clive Poles Smith

### Vice-President

Emanuel Kalafatelis

### Board Members

Vicki Barnard *(to May 2015)*

Sean Cooney

Sara Elliott-Warren

Marie Hall *(from May 2015)*

Rachel Hucklebridge

Carol Martin

Bobbie O'Fee *(from May 2015)*

Francine Shields

Fiona Sucich *(to May 2015)*

Gordon Trainer *(co-opted Sept 2015)*

### Adviser to the Board

Murray Chandler *(to May 2015)*

## National Support Office Staff 2015

### National Chief Executive

Ric Odom

### Executive Officer

Barbara Daw *(to June 2015)*

### Executive Assistant/Board Secretary

Rosemary Geard *(from July 2015)*

### National Education Ambassador

Norm Hewitt

### Mobile Clinic Veterinarian

Alistar McKellow

### Mobile Clinic Veterinary Nurse

Sue McKellow

## National Inspectorate & Centre Support

### National Inspectorate & Centre Support Manager

Alan Wilson

### Regional Managers

Sue Baudet

Greg Brown *(from Nov 2015)*

Matt Franklin  
*(to March 2015 & from July 2015)*

Geoff Sutton

### Animal Welfare Coordinators

Monique Hagedoorn *(to Aug 2015)*

Sheree Pell *(from Dec 2015)*

Sarah Salter *(to Oct 2015)*

Tristin Wilcox *(from Oct 2015)*

### Projects (part-time)

Roz Kennedy

## Service Support

### Financial Controller

Heather Wallace

### Accountant

Ken Jack  
*(Maternity Leave Cover July to Nov 2015)*

Alisha Townsend  
*(Maternity Leave July to Nov 2015)*  
*(Management Accountant from Nov 2015)*

### Accounts Assistant (fixed-term)

Stephanie Goh *(from July to Nov 2015)*

### Administration Manager

Melissa Giles *(to April 2015)*

## Receptionist/Customer Service

Sheree Pell *(from Aug to Dec 2015)*

Claire Perrin *(from Dec 2015)*

### Project Administrator (fixed-term)

Yvonne Kelly *(from Dec 2015)*

## SPCA Blue Tick

### Business Unit Manager – SPCA Blue Tick

Sécolène de Fontenay

### SPCA Blue Tick Coordinator

Mia Cetina *(from May to Oct 2015)*

## Marketing & Fundraising

### National Marketing & Fundraising Manager \*

Rona Booth *(from April 2015)*

### National Fundraising Manager

Malcolm Sproull *(to Feb 2015)*

### Fundraising Assistant (part-time)

Rachel Schuurman *(to April 2015)*

## Animal Welfare Science & Education

### Chief Scientific Officer \*

Dr Arnja Dale *(from Sept 2015)*

*\*The Marketing & Fundraising and Animal Welfare Science & Education departments are shared services with SPCA Auckland and are based at SPCA Auckland.*

# Committees

## Animal Welfare Committee

*(disestablished Sept 2015)*

Sara Elliott-Warren  
Francine Shields  
Fiona Sucich

## Finance Committee

Murray Chandler  
Rachel Hucklebridge  
Emanuel Kalafatelis  
Ric Odom  
Bobbie O'Fee  
Clive Poles Smith  
Heather Wallace

## Investigations Committee

Sean Cooney  
Emanuel Kalafatelis  
Clive Poles Smith  
Francine Shields  
Fiona Sucich

## Executive Committee

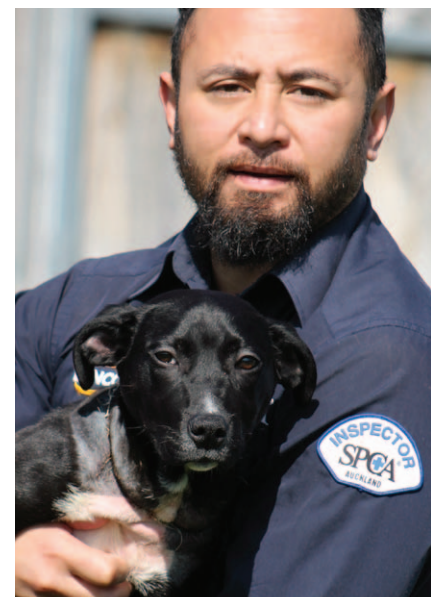
Emanuel Kalafatelis  
Clive Poles Smith  
Ric Odom

## Review Project Steering Committee

Vicky Barnard  
David Broderick  
Sean Cooney  
Sara Elliott-Warren  
Theresa Gattung  
Marie Hall  
Emanuel Kalafatelis  
Bobbie O'Fee  
Clive Poles Smith  
Gordon Trainer

## Risk & Governance Committee

Clive Poles Smith  
Gordon Trainer



# A big thank you to...

## Representation on External Committees in 2015:

### Animal Behaviour and Welfare Consultative Committee (ABWCC)

Ric Odom, Alan Wilson

### Australian and New Zealand Council for the Care of Animals in Research and Teaching (ANZCCART)

Jeanette Crosado *(board member)*

### MPI, SPCA Senior Management Liaison

Ric Odom, Alan Wilson

### National Animal Ethics Advisory Committee

Graeme Nind

### National Animal Welfare Emergency Management Group (NAWEM)

Ritchie Dawson

### New Zealand Companion Animal Council (NZCAC)

Ric Odom

### Animal Welfare Bill: Joint NAWAC/MPI Regulatory Work Programme

Alan Wilson

## Principal Sponsors

Hill's Pet Nutrition

Southern Cross Pet Insurance



## Supporters

Mainfreight

Scotwork

Animates

Bean Supreme

EZE CO



## Legal

Simpson Grierson

Tomkins Wake

Ben Vanderkolk & Associates

*(supporting the Inspectorate)*

Brookfields *(supporting Blue Tick)*



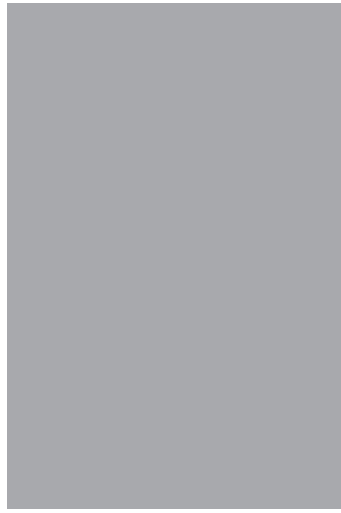
## Bank

ASB

## Auditors

BDO New Zealand





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 New Lynn  
 Auckland 0640

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