



# SPCA Strategy 2019-29

**OUR PURPOSE:** advance animal welfare and prevent cruelty

**Halve the number of animals needing help** from centres through National desexing programme



Through education and compliance work, **reduce the number of animal welfare complaints by 20%**



**ALL NZ children are taught about responsible pet ownership** through schools

What we aim to achieve

**Launch SPCA Certified** and increase the animals under this humane farming scheme

Advocate for legislative change to achieve **compulsory desexing of companion animals**



## OUR VISION:

All animal lives matter in our communities

**Recruit and retain more volunteers** to help animals across New Zealand



### Engage and Educate:

to improve animal welfare through science advocacy and education to change the hearts and minds of New Zealanders and break cycles of cruelty



### Advocate and Influence:

be the leading authority on animal welfare and improve animal welfare standards



### Reduce and Support:

the number of unwanted animals through Snip 'n' Chip and ensure every companion animal has a responsible owner



### Protect and Seek Justice:

through our inspectorate service to achieve the right outcome for the animals



We are One



We are Kind



We are Brave



We Thrive



We Serve

## OUR PRINCIPLES:

- › All animals are sentient and should be treated humanely regardless of species.
- › Animal welfare incorporates what the animal needs and wants and directly relates to the experience of the animal.
- › Society should act with compassion and empathy towards all animals
- › Society has an obligation to ensure that all animal have a good life.
- › Continued improvements are key to sustainable, meaningful and positive animal welfare outcomes.
- › Where people use, interact or manage animals, these animals deserve a good quality of life and a humane death.
- › Where human actions, or inactions, breach their duty to meet the physical (health), environmental and behavioural needs of animals, we will seek redress.

## Animals we protect:



- 160,000,000 farmed animals
- 150,000,000 animals in the wild
- 4,656,000 companion animals
- 451,000 animals in entertainment
- 300,000 animals in research, testing & teaching