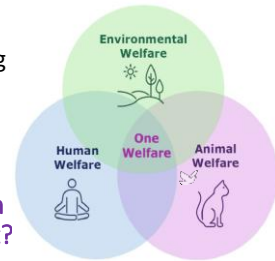
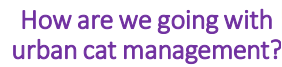




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One Welfare concept

Balancing and
optimising the wellbeing
of animals, people and
the environment



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What can we do?



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Strategy 1: Stop the kittens!

- >50% cats entering shelters and pounds were born in previous 6 mths

- Targeted (microtargeted) free desexing programs



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Target to areas of high impoundments or calls = disadvantaged areas

Ipswich 15 cats/1000; Qld 7 cats/1000;
>20 cats impounded/1000 residents

Rosewood, Goodna & Redbank Plains –
pop 38,000



Rosewood [43], Redbank Plains [44], Goodna [45], Queensland (QLD), and Australia.

Suburb	Unemployment Rate (%)	Higher Education Level (%)	Median Weekly Household Average No. People per Household	Median Weekly Household Income (\$)
Rosewood	10.8	6.1	2.4	1233
Redbank Plains	12.5	8	3.1	1365
Goodna	14.3	9.7	2.8	1179
QLD	7.6	18.3	2.5	1675
Australia	6.9	22	2.5	1746

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- **Annual family income** is the strongest **predictor** of whether cats in the household are **desexed** (Chua 2009)
- In disadvantaged suburbs, $\geq 30\%$ households on $< \$800/\text{wk}$
- **\$300-\$500+/ to desex & microchip female cat**
Own or care for average 1.5 cats



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FREE CAT DESEXING!
STRAY AND OWNED CATS!
ROSEWOOD, REDBANK PLAINS, GOODNA

Our Service

- Free Cat Desexing
- Free Microchipping
- Free Vaccination
- Free Wounding Treatment
- Free Flea and Tick Treatment

About Us
The Australian Pet Welfare Foundation has launched the Community Cat Program with support from our partners.

This project aims to reduce the number of healthy cats and kittens euthanased in pounds and shelters.

If you own a cat or are feeding a stray cat that needs desexing, contact us now!

Eligibility:
This service is open to owned adults and strays that are fit and sound enough to be desexed.

Contact us:
5 Independent program
R 07 3517 1516
For more information go to:

Use this QR code to reserve your spot!



FREE Cat Desexing
Rosewood Redbank Plains Goodna

Including:

- Microchipping
- Vaccination
- Flea, tick and worm treatment

WHY ARE WE FREE?
This is a research program to show councils all over Australia that desexing works to reduce the number of cats and kittens ending up in shelters and pounds, helping to stop the cycle of kittens.

For more information contact ccp@petwelfare.org.au

Flyers offering free sterilization

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Strategy 2: Stop the timid-shy cats!



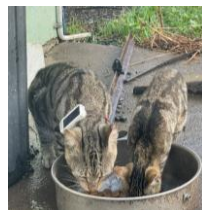
- Cat semi-owners caring for 1-3 cats represent a **significant avenue** to “rehome” timid and shy cats
- **High risk of complaints, impoundments, euthanasia**
- **Make it easy for semi-owners to adopt!**
- **Reduces unnecessary euthanasia & is lower cost**



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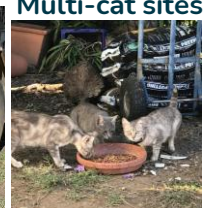
Strategy 3: Stop kittens from multicat sites and timid shy adults!

- Legislative changes to allow **cats to be desexed and returned to carer** with ear tip and microchip
- Business and organisations be also allowed to be owners



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Multi-cat sites



- Assist them to care for these cats – desexing, microchipping, health care, food, litter
- **Resolve complaints** – assist with cameras, fencing or deterrents, provide or move feeding stations, provide hiding places
- **Complaints cost money and kill cats!!**

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Strategy 4: Stop killing healthy but fearful, timid shy adults!



- Legislative changes to allow **impounded unidentified** "stray" cats if healthy but **would be euthanased** because of timid, shy, fearful behaviour to be **desexed and returned to home** location with ear tip and microchip
- Return to field** (shelter, neuter and return) and Working Cats (barn cats, factory cats etc)
- It is life-saving!!**
- For cats & shelter staff**

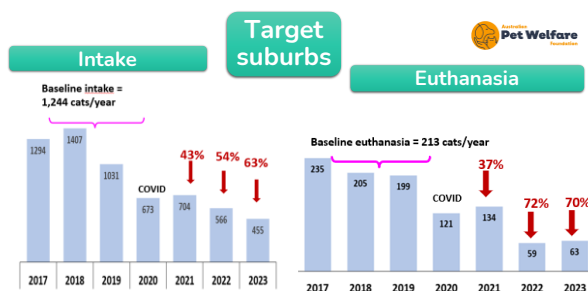


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Community Cat Programs: Aim: to reduce shelter intake & euthanasia & complaints

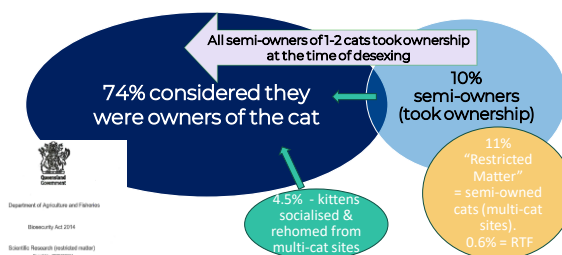
- Desexing owned cats** to stop kittens being born to become strays or surrendered to shelter
- Converting semi-owners to owners** to stop timid and shy cats and kittens coming into shelter
- Managing multi-cat sites (TNR)** Desexing & MC cats for cat caregivers (semi-owners) to stop timid and shy cats & kittens coming into shelter
- Protecting human & animal lives (Return to field – RTF and Barn/Working cats)** Desex, MC & return healthy cats that would not be adopted to where they were found – someone is caring for them – RTF
- Assisting and supporting cat owners and carers to care for their cats and resolve issues** – rather than enforcement & punishment approach 1st
- Resolving cat-related nuisance issues – complaints kill cats!**

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City of Ipswich - Community Cat Program >4500 cats desexed since Aug 2020



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Key factors for success: Community Cat Program



- Identify suburbs with highest cat admissions or complaint calls
- Targeted (not microtargeted):** Desex owned, semi-owned & unowned cats - **30 cats/1000/yr**
- Targeted & Microtargeted:** Engage with community and AMOs to facilitate desexing and microchipping of **cats most at risk of impoundment & euthanasia** - **Desex 10 cats per 1000 residents each year**
- Work with complainants** – cameras & flyers, water-deterrents, fencing, bed-time feeding and keeping cats off your property
- Councils - Assistive & supportive approach 1st**

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Guess what? It works!!

Number of cats observed per camera deployment (every 6 mths)



Overall/All suburbs	Number of cats
Deployment 3	3888
Deployment 4	2329
Deployment 5	2807
Deployment 6	1801 ↓ 54%



Goodna	Number of cats
Deployment 3	1831
Deployment 4	847
Deployment 5	1226
Deployment 6	510 ↓ 72%
Redbank Plains	
Deployment 3	948
Deployment 4	724
Deployment 5	865
Deployment 6	585 ↓ 38%
Rosewood	
Deployment 3	1109
Deployment 4	758
Deployment 5	716
Deployment 6	706 ↓ 36%

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Solving complaints: choosing community over killing:

Case study - Moira

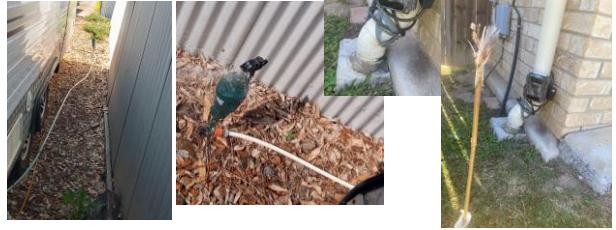
- Multiple cats coming on property
- Complaint to council – provided trap cages & trapped 4 cats but problem not resolved



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Solving complaints: Case study -

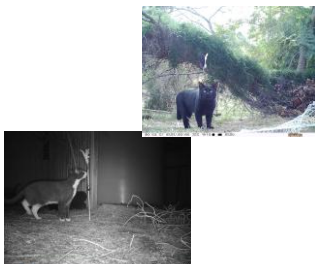
- Water deterrent provided
- Trail cameras installed



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Solving complaints: Case study -

- Trail cameras pictures used for flyer



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IS THIS YOUR CAT?

Solving complaints: choosing community over killing:

Case study - Marg

- "One cat sitting driveway"
- Cameras – cats traversing property through holes in fence
- "I'll fix my fence" = shared effort to solve issue



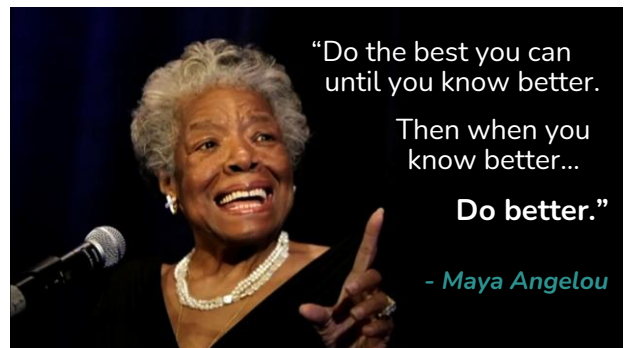
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Without Community Cat Programs

- Someone has to kill the kittens and cats
- Killing healthy animal's damages people's lives, and some cases, killing animals kills people too.
- Suicide rate for animal rescue sector in USA reached number 1 with police & firemen



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Diverse & highly respected partners

National & International funders: Brigitte Bardot Foundation, Pets Regardless Foundation, SPCA International

Major Australian Universities: Queensland and La Trobe

Australian Welfare and Rescue Groups: RSPCA Qld, AWL Queensland, Maneko Neki, Cheltenham Cat Rescue, PetRescue, Sydney Dogs' and Cats' Home, Cat Protection Society, NSW, Australian Pet Welfare Foundation

Local governments: Cities of Ipswich, Banyule

Veterinary care, diagnostics and pharmaceutical: Greencross, MSD Animal Health, PetStock, Rosewood Veterinary Service plus 10 veterinary clinics

International partners: Neighborhood Cats, Dr John Boone