



**GETTING 2 ZERO**

# A COMMUNITY CHANGE MODEL

*Developed by*  
ANIMAL WELFARE LEAGUE OF QLD



# KEY GOALS

## **GOAL 1: TO ACHIEVE ZERO “EUTHANASIA” OF ALL STRAY AND SURRENDERED HEALTHY AND TREATABLE CATS AND DOGS IN A WHOLE CITY**

For example:

All strays from the Gold Coast City Council and all the surrenders from the public come directly to AWL QLD, which makes this region ideal for analysis of the issues and development of whole city solutions.

Other cities/towns may have a range of Councils and animal welfare shelter and rescue groups which need to work cooperatively to achieve a whole of city approach, or for very large cities, work in logical sub-divisions e.g. Sydney . Many are already working cooperatively but not necessarily combining data to work on whole of city progress.





# KEY GOALS

## **GOAL 2: DEVELOP AND OFFER A STRATEGIC MODEL APPLICABLE TO ALL CITIES AND SHIRES IN AUSTRALIA**

A Community Change model demands:

- whole community solutions
- a sustainable ethical approach



# THIS PRESENTATION COVERS:

- **THE SUCCESS OF THE MODEL IN GOLD COAST CITY**
- **AN EXPLANATION OF THE MODEL FOR OTHER SHIRES AND CITIES TO USE**





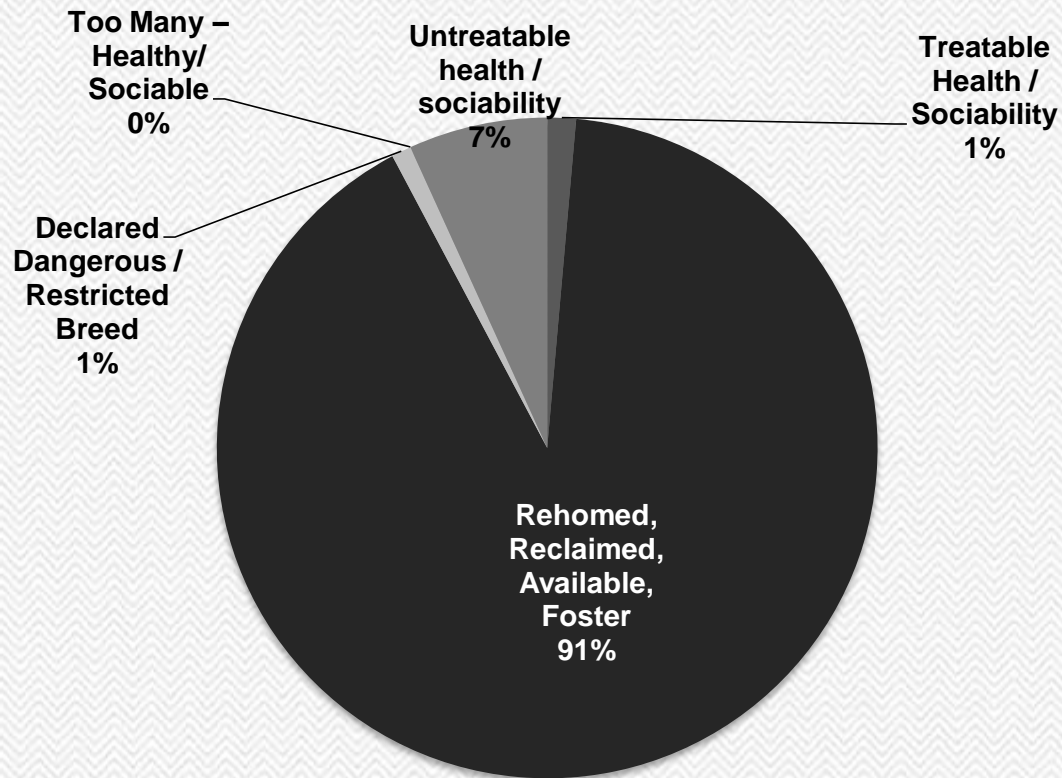
# SUCCESS

- **ZERO EUTHANASIA OF ALL HEALTHY & SOCIABLE DOGS AND PUPS SINCE JULY 2008**
- **ZERO EUTHANASIA OF ALL HEALTHY & SOCIABLE CATS AND KITTENS SINCE MAY 2009**
- **85% OF ALL ABANDONED CATS AND DOGS WERE RECLAIMED OR REHOMED IN GOLD COAST CITY IN 2009/10**



# REASONS FOR DOG EUTHANASIA

JUL 09 - JUN 10  
PERCENTAGE OF INCOMING -  
GOLD COAST ONLY





# AWL QLD CATEGORIES

## **HEALTHY**

All healthy and sociable animals, including kittens under 8 weeks, unweaned kittens – they are fostered and well-socialised with people and other cats.

## **TREATABLE**

e.g. flu, kennel cough, old age conditions such as arthritis, and timid, anxious, undersocialised cats and dogs.

## **UNTREATABLE**

irremediably suffering cats or dogs or vicious cats & dogs with a poor or grave prognosis for rehabilitation.



# COMPARISONS

## **% OF DOGS EUTHANASED**

### **NATIONAL AVERAGE**

Approximately 30 – 40%

### **GOLD COAST CITY**

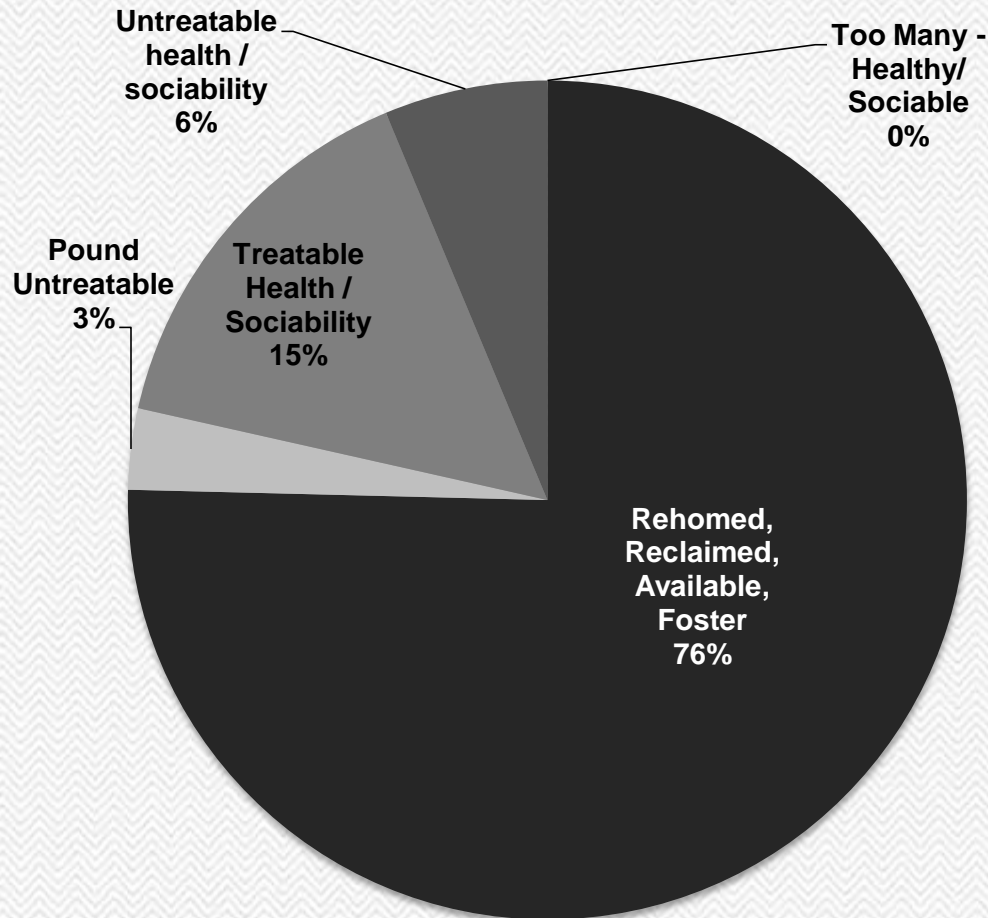
9% in 2009-10





# REASONS FOR CAT EUTHANASIA

## JUL 09 - JUN 10 PERCENTAGE OF INCOMING - GOLD COAST ONLY



# COMPARISONS

## **% OF CATS EUTHANASED**

### **NATIONAL AVERAGE**

Approximately 60 – 70%

### **GOLD COAST CITY**

24% in 2009-10





# IT'S NOT ALWAYS SMOOTH SAILING



# GOLD COAST CITY

Summary Euthanasia Rates	2008/09 Gold Coast Whole of city	2009/10 Gold Coast Whole of city	2010/11 Gold Coast Whole of city	2011/12 Gold Coast Whole of city
Dogs	13%	9%	14%	15.5%
Cats	35%	24%	32%	27%
Total Dogs and Cats	20%	15%	20%	20%





# AWL QLD % EUTHANASED HALVED

Euthanasia Rates	2001	2011/12
Dogs	32%	15.5%
Cats	57%	27%
Total Animals	41%	20%



# % CATS EUTH/KILLED PER 1000 HEAD OF POPULATION.

CATS	Gold Coast City			NSW Pound/RSPCA/AWL		
	Euth	Pop	Euth per 1000 pop.#	Euth	Pop	Euth per 1000 pop.
2000/01	-	-	-			
2001/02	1930	405 832	4.7			
2005/6	1534	469 729	3.2			
2009/10	857	527 828	1.6	32 475	7 272 200	4.5
2010/11	644	536 500	1.2			
2011/12	468	546 000	0.9			

# Whole of City

\* Incomplete data-excludes shelters





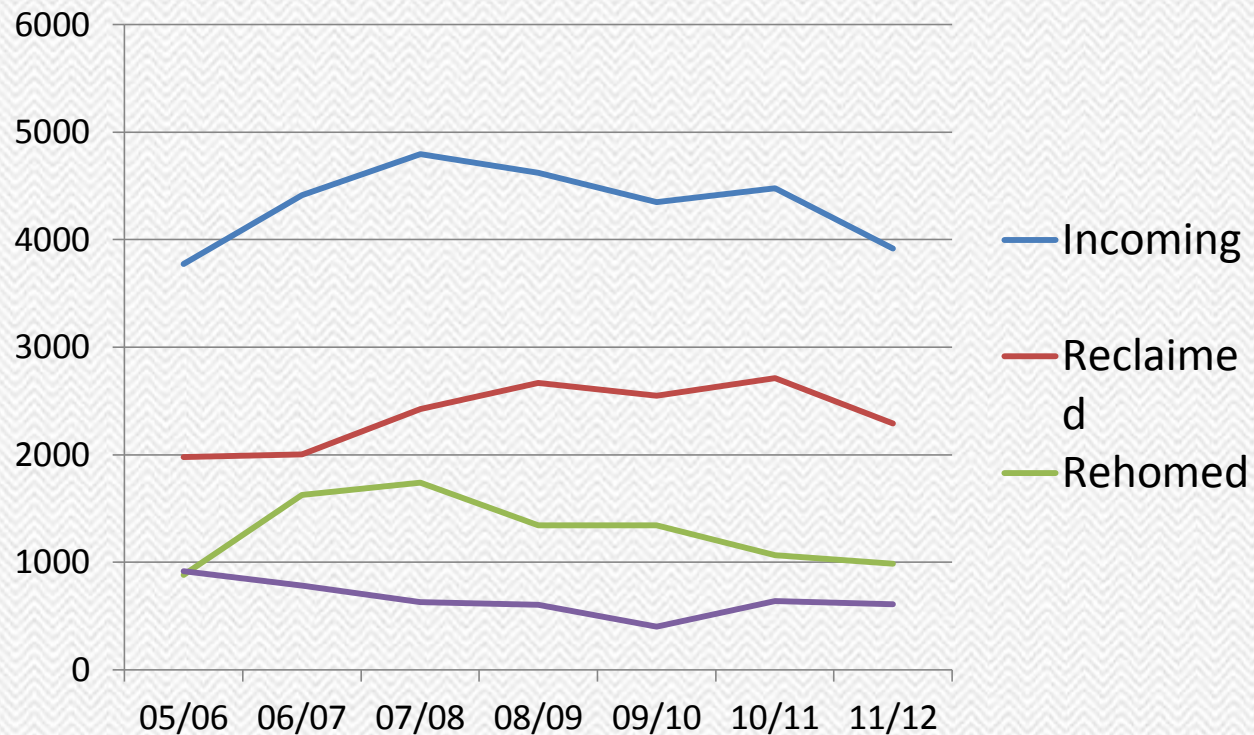
# % DOGS EUTH/KILLED PER 1000 HEAD OF POPULATION.

	Gold Coast City			NSW Pound/RSPCA/AWL		
	Euth	Pop	Euth per 1000 pop.#	Euth	Pop	Euth per 1000 pop.
2000/01	-					
2001/02	1670	405 832	4.1			
2005/6	880	469 729	1.8			
2009/10	578	527 828	1.1	24 709	7 272 000	3.4
2010/11	599	536 500	1.1			
2011/12	606	546 000	1.1			



# GOLD COAST CANINES

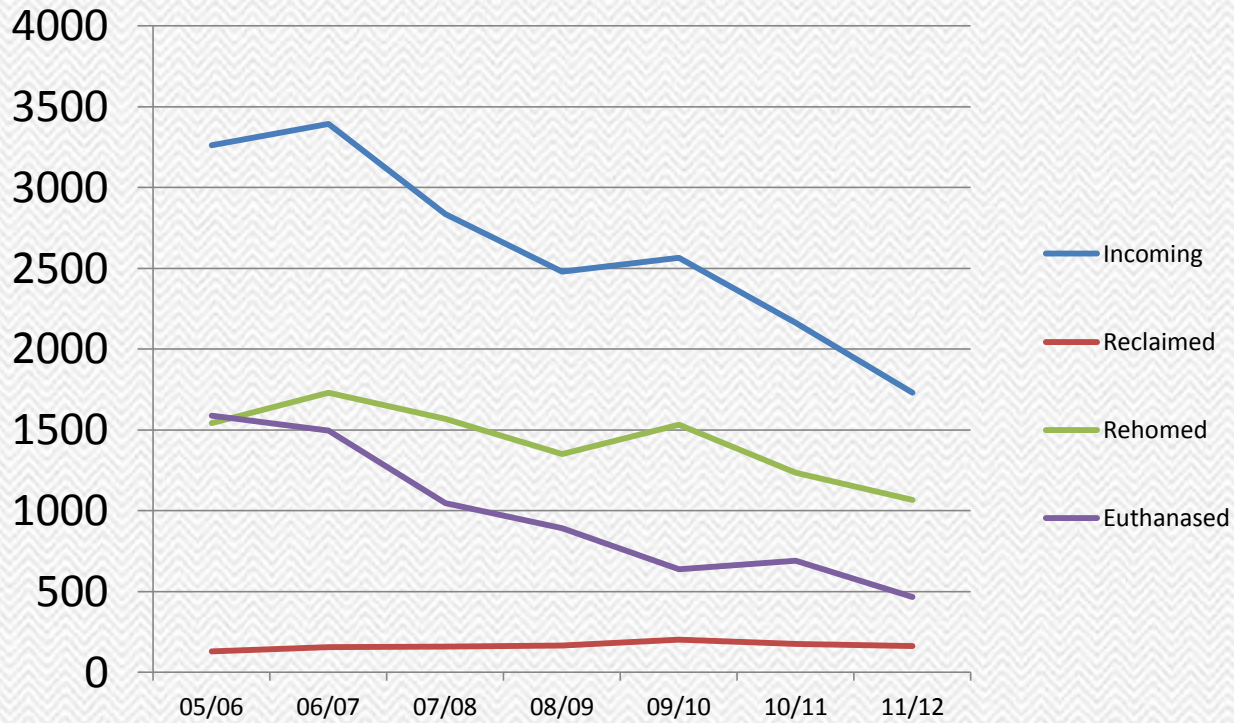
## Gold Coast Canines





# GOLD COAST FELINES

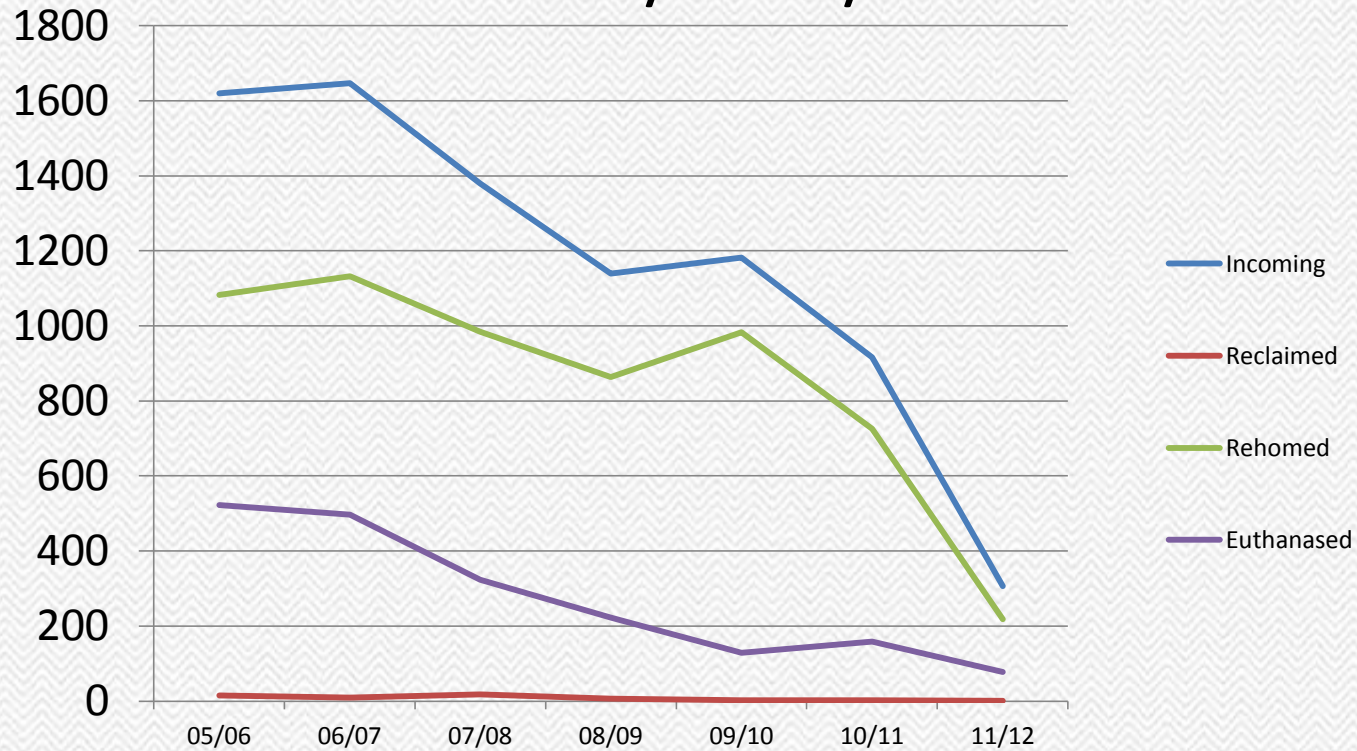
Gold Coast City Felines  
2005/6 - 2011/12





# GOLD COAST KITTENS

Gold Coast City  
Stray and Surrendered Kittens  
2005/6 - 2011/12





# BENEFITS OF G2Z MODEL

- **A SUSTAINABLE REDUCTION IN ABANDONED AND EUTHANASED ANIMALS**
- **REDUCTION IN THE OVERSUPPLY OF KITTENS**
- **HIGHER PROPORTION OF DESEXED & IDENTIFIED ANIMALS MEANS FEWER NUISANCE ISSUES CAUSED BY UNDESEXED, ABANDONED ANIMALS**
- **COMMUNITY MORE AWARE OF OVERPOPULATION & HOW TO PREVENT THE PROBLEM**
- **INCREASED COMMUNITY SUPPORT**
- **MORE JOB SATISFACTION AND LESS EMOTIONAL TRAUMA FOR STAFF IN POUNDS AND SHELTERS**





# 3 PRINCIPLES OF G2Z

## **1<sup>ST</sup> PRINCIPLE: EACH COMMUNITY TAKES RESPONSIBILITY FOR SAVING ITS OWN ABANDONED ANIMALS.**

Pounds and shelters address the abandonment of cats and dogs as a community issue and involve all stakeholders in the solutions.

Everyone needs to be informed and contributing to the solution - animal owners, breeders, pet shops, vets, dog trainers, governments, animal shelters, rescue groups, wildlife groups, teachers, students and the general public.

Disclosing numbers euthanized encourages people to act i.e. desex, identify, train and keep their animals safe and happy.





# 3 PRINCIPLES OF G2Z

**2<sup>ND</sup> PRINCIPLE: ZERO EUTHANASIA OF AT LEAST 90% OF ALL INCOMING ANIMALS IN A GIVEN COMMUNITY (I.E. ALL HEALTHY AND TREATABLE CATS AND DOGS) IS ACHIEVABLE.**

The managers and staff need to believe it and want to achieve it. It is important to focus on continually adding & improving strategies to get closer to zero euthanasia every year.



# MADDIES FUND

## E.G. WASHOE COUNTY

- POPULATION 422, 528
- CAT & DOG INTAKE 22,530
- RECLAIMED 10,889
- ADOPTED 10,402
- EUTHANIZED 1,239
- LIVE RELEASE RATE 95%
- DEATHS PER 1000 3





# MADDIES FUND

[http://www.maddiesfund.org/No Kill Progress/Searchable Database/Community  
\\_Statistics.html](http://www.maddiesfund.org/No_Kill_Progress/Searchable_Database/Community_Statistics.html)



# 3 PRINCIPLES OF G2Z

**3<sup>RD</sup> PRINCIPLE: ALL CATS AND DOGS ARE EQUALLY DESERVING OF OUR UTMOST EFFORTS TO PRESERVE AND ENHANCE THEIR LIVES.**

This includes stray and unowned animals, cross-breeds, boisterous untrained adolescent dogs, timid cats, sick, very young, old, and those lacking the “cute” factor.







## UNWEANED KITTENS

*Unweaned kittens that are perfectly healthy.*





## **CROSS BREED PUPPIES**

*Just as much to offer in terms of companionship and loyalty*







## **CATS WITH FLU**

*Many cats succumb to flu when stressed in a pound/shelter environment.  
Fostered into a caring home environment they can recover more quickly.*





## **BOISTEROUS UNTRAINED ADOLESCENT DOGS**

*Adolescent dogs can be well-exercised and trained through volunteer programs.*







## **SHY CATS**

*Cats need to be assessed and monitored for their emotional well-being. They may need boxes in their cages to hide in, fostering and rehoming to quiet households.*





## **AGGRESSIVE CATS**

*Some cats are frustrated and frightened in a refuge environment, and may strike out at strangers as a defence. In the appropriate home, where they can feel comfortable and protected, this behaviour is not shown.*





# THE 4 ELEMENTS OF G2Z

1. COMMUNITY VET  
CLINIC

**PREVENT  
ABANDONMENT**

4. COMMUNITY  
EDUCATION  
LEGISLATION &  
SUPPORT



**GETTING 2 ZERO**

2. SHELTER VET  
CLINIC

**SAVE EXISTING  
LIVES**

3. REHOMING  
CENTRE





# COMMUNITY VET CLINIC

**PURPOSE: REDUCING BIRTH RATES, INCREASING IDENTIFICATION, PROVIDING TREATMENT TO PREVENT EUTHANASIA DUE TO LACK OF FINANCIAL RESOURCES FOR ALL OWNED ANIMALS IN NEED.**

Owned/managed by groups with a strong commitment to the 3 Principles

High volume low cost desexing and microchipping

Early age desexing (from 8 weeks of age and 1 kilo in weight for kittens; puppies approx 2 kg for average size breeds) to prevent accidental litters

Other veterinary services so that no animal has to lose his/her life because of owner's financial disadvantage or mismanagement.

Access to services to make it easy to comply with legislation e.g. compulsory microchipping, breeder permits, subsidized registration.





# COMMUNITY VET CLINIC

Set veterinary charges for clients, but allow payment plans, negotiated prices for owners in need

Ongoing subsidies/free services to end the cycle of unwanted litters e.g. Last Litter Program, Pound Release Desexing Program, Cooperative Community Desexing Programs

Desexing campaigns and regular promotion e.g. National Desexing Month

Wholesale desexing prices prior to sale or transfer for pet shops, collection/return of animals in volunteer Pet Taxi

Assist breeders & rescue groups with wholesale desexing





Table 1 COSTS & SAVINGS BY FUNDING DESEXING SUBSIDIES

# COST SAVINGS OF COOPERATIVE DESEXING PROGRAMS

**COUNCIL + SOME LOCAL VETS + AN WELFARE  
GROUP + OWNER**

Cat management :	Collect/ Hold/ Euthanase One cat	Council Desexing Subsidy One cat	Savings by preventing one unwanted kitten / or one litter	Savings in 1 year if 250 cats desexed, preventing one litter each	Savings in one year by preventing 3 potential unwanted litters from one cat	Savings in one year if 250 cats desexed preventing 3 potential unwanted litters from each cat
COSTS/SAVINGS held 4 days (on average)	<b>\$220</b>	<b>\$40</b>	<b>\$180 /\$220</b>	<b>\$55 000</b>	<b>\$720</b>	<b>\$180 000</b>





# SHARING THE COSTS

	<b>OWNER</b>	<b>COUNCIL</b>	<b>ANIMAL WELFARE GROUP</b>	<b>VET RECEIVES</b>	<b>APPROX. VET COSTS</b> including wages (2011)	<b>VET CONTRIBUTION THROUGH PRICE REDUCTION</b> (Approx.)
<b>Female Cat Spey*</b>	\$40 - \$60	\$40 - \$60	\$40 - \$60	\$80 - \$180	\$92	\$0 - \$50
<b>Male Cat Castration</b>	\$25 - \$30	\$40 - \$50	\$25 - \$30	\$65 - \$110	\$72	\$0 - \$35





# POUND/SHELTER VET CLINIC

**REDUCE BIRTH RATES, INCREASE IDENTIFICATION, PROVIDE VETERINARY TREATMENT FOR ALL **ABANDONED** ANIMALS TO HELP REDUCE EUTHANASIA**

Preferably on-site veterinary services for all pound/shelter animals for large establishments (or part of the Community Vet Clinic services on a privately-owned site near the pound/shelter for small establishments)

- Desex and microchip, health check, worm, flea treat all animals prior to adoption
- Early age desexing at 8 weeks and 1 kg in weight for kittens, 2 kg for puppies prior to adoption
- Daily health checks of all animals
- Timely treatment of sick and injured animals





# EARLY AGE DESEXING

<http://www.g2z.org.au/>

<http://www.g2z.org.au/early-age-desexing.html>

Rand, Jacqui; Hanlon, Corinne. Report on the Validity and Usefulness of Early Age Desexing in Dogs and Cats.

<http://www.uq.edu.au/ccah/docs/15309finalreport.pdf>



# POUND/SHELTER VET CLINIC

- Free veterinary support for foster carers
- Health guarantees for rehomed animals
- Training of vet students in early age desexing
- Veterinary support for Trap Neuter Release programs in appropriate environments





# REHOMING CENTRE

**PURPOSE: SAVING ALL HEALTHY AND TREATABLE  
ABANDONED ANIMALS IN EACH COMMUNITY  
I.E. AT LEAST 90% OF THE **WHOLE COMMUNITY'S** ANIMALS.**

## **PART A: CARE OF POUND/SHELTER ANIMALS**

Rehoming section separate from impounded animals

Capacity of rehoming pens sufficient in relation to numbers of incoming stray  
and abandoned animals

Efficient movement through the system for animals to be desexed,  
microchipped and rehomed as quickly as possible





# REHOMING CENTRE

## **PART A: CARE OF POUND/SHELTER ANIMALS (CONTINUED)**

Substantial fostering program i.e. for all kittens under 8 weeks; sick, injured, timid animals and animals for whom there is temporarily no space. AWL Qld has had on average 350 animals on foster during peak kitten breeding season.

Community volunteers to walk, socialise, massage, drive to beach/external rehoming centres

Size and structure of pens allows animals comfort and ability to express normal behaviour

Reduce stress (Hiding places, Enrichment, appropriate positioning of food bowls and litter trays)

Increase rehomingability of each animal i.e. train, socialise, rehabilitate





# REHOMING CENTRE

## **PART B: FINDING RESPONSIBLE HOMES**

Preferably pound and animal welfare groups working together on same site.

Focus on increasing reclaim rates each year

Focus on increasing rehoming rates each year

Accessible location

Open when public are available to come ie. weekends, public holidays, after school





# REHOMING CENTRE

## **PART B: FINDING RESPONSIBLE HOMES (CONTINUED)**

- Positive communication and promotion of animals on websites, newspapers, magazines, social media
- Bright inviting environment
- Pre-adoption interviews to find the best match
- Offsite adoptions at pet shops and shopping centres
- Involve the community in the Getting 2 Zero goal
- Involve community networks to help with rehoming animals e.g. schools, businesses, special purpose groups e.g. Rotary
- Data gathering to assess progress toward zero euthanasia, using Healthy Treatable and Untreatable categories.





# POSITIVE COMMUNICATION

<https://www.youtube.com/watch?v=YACIELjHxl>





# COMMUNITY EDUCATION, LEGISLATION & SUPPORT

## PART A. WHOLE COMMUNITY INVOLVEMENT

**A coalition of stakeholders** including state and local governments, breeders, vets, pet shops, wildlife groups, and shelter & rescue groups to develop cooperative involvement in solutions

**Education of the whole community on euthanasia rates** in your own community **and how each person can help get to zero** –

**REHOME ABANDONED ANIMALS**

**DESEX IDENTIFY TRAIN KEEP SAFE & HAPPY**

Invite EVERYONE to HELP through:

- TV, Newspaper, radio
- Events
- Presentations to clubs & businesses









# COMMUNITY EDUCATION, LEGISLATION & SUPPORT

## PART B. PROACTIVE LEGISLATION

### a. **Responsible breeding legislation** to include:

- A user-pays government **breeder permit system** with pre-inspections based on a code of practice for the well-being of breeding animals and their litters.
- Desexing of kittens** by breeders prior to sale or transfer (unless being sold to another person with a breeder permit)
- Requirement to publish breeder permit numbers** for consumers to recognize responsible breeders
- Microchipping of all cats and dogs linked to breeder**, including all kittens and pups prior to sale or transfer with the microchip of the breeding animal, breeder and breeding address on the microchip details of all kittens and puppies.





# BREEDER PERMITS

<http://www.goldcoast.qld.gov.au/community/breeder-code-of-practice-3486.html>



# COMMUNITY EDUCATION, LEGISLATION & SUPPORT

## PART B. PROACTIVE POLICIES

b. Support and encourage rehoming i.e.

- Use **foster carers** and **rescue groups**
- **Allow excess animals for responsible owners of desexed rehomed cats and dogs**

c. **Research and development** to implement **best solutions** for the care of **responsibly managed cat colonies** e.g. Trap Neuter Return in appropriate environments e.g. industrial sites, universities; & rehoming of kittens





# COMMUNITY EDUCATION, LEGISLATION & SUPPORT

## PART C. PROACTIVE COUNCIL POLICIES TO SUPPORT OWNERS TO KEEP THEIR ANIMALS RESPONSIBLY

- Animal management officers **return animals home rather than impounding**, and **provide advice/support** to owners to prevent straying
- Efficient and thorough systems for **matching lost and found animals**
- **Special incentives/discounts/payment plans** to help owners **retrieve and desex** their animals **if impounded**
- **Pre-surrender interviews** to educate and offer alternatives to surrender e.g. training courses, advice





# COMMUNITY EDUCATION, LEGISLATION & SUPPORT

## **PART C: OWNER EDUCATION AND SUPPORT (CONTINUED)**

Providing advice/support to new and inexperienced owners to prevent behaviour problems, straying and unwanted kittens e.g.

- Free/Low Cost Friends for Life Owner Training Program to provide solutions to problems owners may have with managing their dog
- “Caring Responsibly for Your Dog & Cat” DVD (online)
- specific help booklets e.g. Digging Dogs, Barking Dogs etc

Post adoption support - phone calls, emails, training programs, on-line resources





# EDUCATION

<http://www.awlqld.com.au/new-owners/cat-enclosures/>

<http://www.awlqld.com.au/new-owners/dog-pet-care-dvd/>



# COMMUNITY EDUCATION. LEGISLATION & SUPPORT

## **PART C: OWNER EDUCATION AND SUPPORT (CONTINUED)**

Pet Friendly accommodation information/support

Cat safe fencing information/displays /promotion

Early Age Desexing information - safety and benefits, particularly because cats can be pregnant from 4 months of age and continue to get pregnant before kittens are fully weaned





# COMMUNITY EDUCATION, LEGISLATION & SUPPORT

## **PART D: PRE-SCHOOL TO UNIVERSITY EDUCATION**

**All programs must focus on the numbers of abandoned animals in your community and how to prevent this happening**

1. School education visits, P-10 Curriculum units (online) and teacher support.
2. On-site hands-on education programs working with shelter animals e.g. secondary students (Companion Animal Course)
  - Tour of shelter to see numbers needing rehoming and causes of abandoned animals
  - Training dogs
  - Hydrobathing dogs
  - How to keep cats safe and grooming, enrichment and socialisation for cats
  - Understanding Local Laws
  - Choosing the right breed of dog for your lifestyle
  - Caring for animals from puppies to Golden Oldies
  - Basic veterinary health care including early age desexing





# COMMUNITY EDUCATION, LEGISLATION & SUPPORT

## **PART D: PRE-SCHOOL TO UNIVERSITY EDUCATION**

**All programs must focus on the numbers of abandoned animals in your community and how to prevent this happening**

3. Trainee teachers presentations, tours of shelters and how to access to teaching resources

4. Vet student work experience – particularly exposure to early age desexing





# THE 4 ELEMENTS OF G2Z

1. COMMUNITY VET  
CLINIC

**PREVENT  
ABANDONMENT**

4. COMMUNITY  
EDUCATION  
LEGISLATION &  
SUPPORT



**GETTING 2 ZERO**

2. SHELTER VET  
CLINIC

**SAVE EXISTING  
LIVES**

3. REHOMING  
CENTRE





# IN SUMMARY

The G2Z Community Change Model creates a steady sustainable reduction in overpopulation and euthanasia .

AWL Qld, working closely with Gold Coast City Council and other stakeholders has reduced euthanasia rates substantially, achieved zero euthanasia of healthy sociable cats and dogs and is getting closer to zero euthanasia of all treatable animals.

This is for a city of half a million people.





# EXPANDING G2Z

There are many other pounds/shelters/rescue groups and individuals working successfully towards zero in Australia.

It is hoped that these groups will contribute to G2Z as a nationally shared goal.

**G2Z BELONGS TO EVERY ORGANIZATION (GOVERNMENT AND NON-GOVERNMENT) WHO SHARES A COMMON BELIEF THAT WE CAN GET TO ZERO KILLING OF HEALTHY AND TREATABLE STRAY AND SURRENDERED CATS AND DOGS (AT LEAST 90% SAVED IN EACH COMMUNITY) BY WORKING ON PROVEN STRATEGIES, SHARING OUR PROGRESS, AND SUPPORTING AND INSPIRING EACH OTHER TO KEEP ON TRACK!**

**In the US it has been labelled the No Kill Movement  
We hope that Getting 2 Zero (G2Z) can be used in Australia instead.**

No Kill is used extensively to describe a policy by individual shelters/rescue groups of only taking in those animals they can care for and rehome.

Getting 2 Zero is about sustained ongoing improvement **in a whole city/shire** through all stakeholders working together in each community, introducing the G2Z elements to reduce the oversupply, prevent abandonment and increase rehoming of healthy and treatable cats and dogs.





# WORKING LOCALLY

## WHAT NEXT?

Complete the checklist to track your community's progress

Talk to your organisation about making a commitment to Getting 2 Zero in your city

Prioritize elements of the checklist that are missing in your community - What can be done immediately? Who can help? What can go into the budget plan for next year?

Form a coalition of key stakeholders in your community (In cities of over a million people you may need to create sub-communities based on areas that are can be travelled in an acceptable time frame for adoption, desexing, education programs i.e. in 30- 40 minutes)

Avoid negative attitudes – work constructively, progressing solutions with the 99% of the population who believe killing homeless cats and dogs is unacceptable and who wouldn't want to do it themselves.

Involve your community . Share, as a community issue, the numbers of animals currently abandoned and killed, and what is needed for the whole community to help solve it. No individual pound or shelter can do it alone!

Be patient – it will require sustained effort





# WORKING STATEWIDE

- Groups involved in the National Summits from each state/territory over the past few years have agreed to be part of a G2Z Steering Committee.
- This group is helping progress G2Z in their respective states.
- G2Z meetings are being held in each state to explain the model, progress the elements of G2Z and develop community-based collaboration.





# WORKING NATIONALLY

## SHARE YOUR PROGRESS AND GATHER SUPPORT

### 1. G2Z WEBSITE

Once committed to G2Z and implementing strategies, share your progress on the G2Z website map, so people can find out what you are doing and what help you need. You can also share successful programs and resources in the Resources Section; and have access to others.

### 2. NATIONAL G2Z SUMMITS EVERY 2 YEARS

4<sup>th</sup> Summit 7-9<sup>th</sup> September 2011. National and International Speakers share their progress and strategies. Program and Registration Forms coming soon to the G2Z website.

### 3. THE NATIONAL DESEXING NETWORK

Encourage local vet clinics to offer reduced prices to desex cats and dogs of pension/concession card holders, and help them with funding for desexing subsidy programs and desexing promotions. Register these vets and desexing subsidy programs and promotions on the NDN site, to help the public find help in their area.







THANK YOU FOR YOUR  
INTEREST IN  
GETTING TO ZERO

WE LOOK FORWARD  
TO YOUR INPUT

IT IS A SHARED JOURNEY  
OF LEARNING & SUPPORTING EACH OTHER TO  
SAVE MORE LIVES

QUESTIONS?

