



Introducing...

Luis Marquez is managing director of Bocalan Australia and founder of The Animate Project. Previously he worked as an Operations Manager at the Animal Aid East Gippsland, and 2IC –acting shelter manager- for the RSPCA QLD in Townsville.

Originally from Colombia, Luis obtained a Bachelor of Business at the University of Externado de Colombia and is an Internationally Accredited Professional Assistance Dog Trainer and Animal Handler after training at the Bocalán Academy in Bocalán, Spain. In 2012 Luis was nominated as an Australian of the year in regional Victoria.

Throughout his career, Luis has believed in the strong bond between animals and humans and how this bond can encourage better health and recovery outcomes for people with diverse needs and animals in shelters.



Animate

‘Animate’ is one of the most creative animal welfare projects for schools and community education and awareness in Australia. The objective of this project is to find the stories behind shelter animals and people and them bring to life.

To successfully match animals with people, a powerful imprinting process is necessary. The theory of this abstract is that this task could be completed in more creative ways. Every animal and person comes to an animal shelter with a story behind them. This information is a way of understanding their past and building a better future.

The joyousness of storytelling, the amazing animated characters, the inventive narratives and the emotional authenticity are an important recipe in designing the programs necessary to increase the chances for both animals and people.

The inspiration to create this program began in 1995 after reading the story about Jaime Jaramillo, a geophysicist and petroleum engineer who founded the ‘Children of the Andes’ Foundation. The objective of this foundation was to rescue children from the subterranean drainage in Bogota Colombia.

During the following years, Luis’ professional interests focused on Animal Assisted Therapy and Assistance Dogs. This drove him to create the ‘Caniños’ program for child victims of land mines with the support of dogs as therapy.