

## MISSION:

To encourage the humane treatment of all animals and to prevent cruelty which may be inflicted upon them.

## VALUES:

- Compassion • Trust • Integrity • Courage • Responsibility

KEY  
STRATEGIES

MEASURE  
OF SUCCESS

### ADVOCATE AND INFLUENCE

- Be recognised as the leading authority on animal welfare
- Improve animal welfare legislation and standards
- Develop education initiatives to improve animal welfare
- Positively influence attitudes and behaviour towards animals
- Advocate and influence through collaboration with key stakeholders

- Animal Welfare curriculum adopted by MOE and available for schools to utilise
- Actively engaged in all matters associated with Animal Welfare legislation

### POSITIVE ANIMAL OUTCOMES

- The right outcome is achieved for every animal
- Implement evidence based models of care
- Fit for purpose and accessible facilities
- Reduce number of unwanted animals through de-sexing initiatives

- Regional wide de-sexing programmes implemented
- Reduced number of incoming animals to SPCA
- Compliance with evidence based models of care and NZ recognised standards

### CREATE AWARENESS AND DRIVE ENGAGEMENT

- Maintain a strong and valued presence in our community, actively engaged in animal welfare issues
- Be recognised by the community as the authority on animal welfare and a key source of information
- SPCA is the preferred source of the family pet

- Growth in total donor numbers
- Regular active representation across all media channels
- Increased average donor contribution

### DELIVER AN EFFECTIVE ENFORCEMENT SERVICE

- Provide an effective Inspectorate service
- Prosecute animal offenders
- Educate the community on animal welfare responsibilities

- % of successful prosecutions
- Fit for purpose inspectorate team

### ENSURE FINANCIAL AND ORGANISATIONAL SUSTAINABILITY

- Be financially sustainable through diversification of our funding streams
- Protect and grow legacy income streams
- Explore and build alternative funding strategies

### MEASURES OF SUCCESS

- SPCA Auckland Trust at \$25million by 2020
- Achievement of 'non-legacy' revenue targets
- Policy framework implemented

### PEOPLE

- Be a great place to work
- A skilled workforce that treats animals with compassion
- A valued and supported community of volunteers and fosterers
- Fit for purpose organisation

### MEASURES OF SUCCESS

- Regular volunteer surveys demonstrate high levels of satisfaction
- Achievement of targets from staff attitudinal surveys