



for all creatures **great & small**

# **RSPCA Qld's Portable Animal Welfare Service (PAWS)**

## **An Operational Overview**

# What is P.A.W.S?

## Portable Animal Welfare Service

- Completely independent, mobile Veterinary surgery
- Requires a Prime Mover to transport
- The Unit was specifically designed for de-sexing programs focused on cats and kittens
- Veterinary Surgeons Board approved



# Official Launch

## 29th October 2004

- Capital Cost - Circa \$350,000.00 with fit-out including:
  - Operating table, anesthetic machine, operating instruments, autoclave, stainless steel recovery cages
- Purchased with generous financial support of the Noosa Friends of the RSPCA Qld
- PAWS' first de-sexing campaign held on Sunshine Coast

# Why PAWS ?

- During 2003-2004 RSPCA Qld was presented with nearly 17 000 lost, abandoned or unwanted cats and kittens
- RSPCA Qld hoped to address this issue and prevent this massive waste of life by advertising and endorsing “De-sexing Months” in specific Queensland shires each month and concurrently run PAWS

# Why PAWS ?

## RSPCA Qld's Aims for PAWS

- To assist to reduce cat overpopulation in Qld
- To provide a high profile unit to spotlight the issue of pet over-population and the need for de-sexing
- To assist those members of the community who are experiencing reduced circumstances

# Current Operational Model

- Areas within Qld with a demonstrated need for assistance with de-sexing programs were targeted through negotiations with Councils and Shires, then via request for proposal
- Once a location has been selected, local Veterinarians are expected to be contacted and asked if interested in joining a de-sexing campaign for a specified month in their local area. Interested Veterinarians are requested to offer clients a 20% reduction in feline de-sexing for that month
- Members of the public are encouraged to de-sex their cats in the promotional period and benefit from a reduction in de-sexing fees.

# Criteria for PAWS Assistance

- People experiencing reduced circumstances are considered suitable candidates for directing to PAWS
- RSPCA Qld Policy regarding suitability for assistance through PAWS
  - The owner must qualify for a discount by being the holder of a
    - Centrelink Concession Card
    - Pensioner Concession Card (PCC)
    - Health Care Card (HCC)
    - Commonwealth Seniors Health Card (CSHC)
    - Dept. Veteran Affairs Concession Card
    - Display a demonstrated need for assistance

## PAWS - Site Check Form

Event: \_\_\_\_\_

Venue / Gate Address: \_\_\_\_\_

BUMP IN Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_ am / pm

BUMP Out Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_ am / pm

Contacts (Name & mobile number for after hours contact)

1.....  
2.....

Mud Map of PAWS location during the event:

Please draw a map  
of the site here, including  
PAWS Location

Gate width: \_\_\_\_\_ mtrs. Opening Times: \_\_\_\_\_ am / pm

Power: Mains (2 separate circuits are required) / Generator (please specify by circling)

Please check against PAWS Visit Information and tick off (explaining any possible issues)

- Low trees \_\_\_\_\_
- Low powerlines \_\_\_\_\_
- Sloping ground \_\_\_\_\_
- Surface stability \_\_\_\_\_
- Entry/Exit/ Path blocked \_\_\_\_\_
- No security / overnight \_\_\_\_\_
- Water \_\_\_\_\_
- Waste Management \_\_\_\_\_

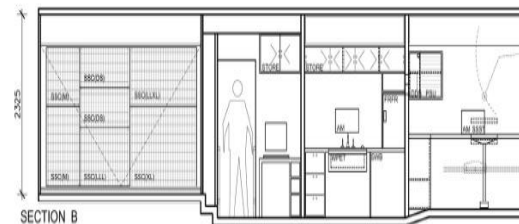
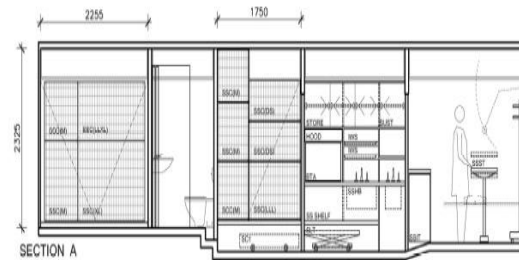
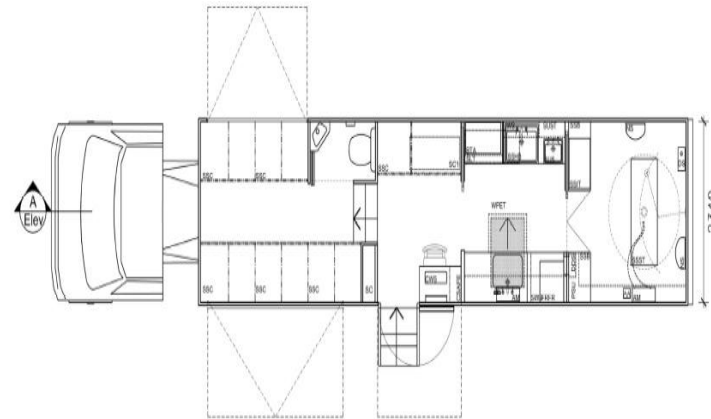
Name of Person Completing Site Check (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Return by fax or email to RSPCA Qld Veterinary Services on 07 3848 1178 / [paaws@rspcaqld.org.au](mailto:paaws@rspcaqld.org.au)

NE: Please fill in fully and if any questions or concerns please contact RSPCA Qld Veterinary Services on 07 3426 9099.

- If PAWS cannot access the event venue due to the client having provided insufficient detail or incorrect information on the site check form, the client will forfeit 50% of the total visit fee. Please refer to the Cancellation Policy on the PAWS Booking Confirmation Form for more information.
- We endeavour to attend all events; however the safety of patrons, staff and PAWS is our priority. All possible options available will be considered.







# Operational Challenges

- Reliant on strong Council and community support
- Requires local Veterinarians to support program
- High operational complexity
- Location of unit and site specifications critical to the success of the program
- Significant logistic and administrative load
- Requirement for highly adaptable and flexible team
- Small number of animals de-sexed by comparison to scope of issue

# Operational Challenges

- Operational continuity / staff recruitment and retention / off-site volunteers
- Mixed messaging in the community, with various models for administration and cost structure to date
- Price sensitivity / significant impact on number of animals admitted
- Variation in case load and level of post operative Veterinary support available or offered

# Operational Challenges

- PAWS is a one-off design, therefore subject to issues associated with custom build
- Remote operation - equipment failure / high cost to rectify / transport costs
- Laundry requirements
- Staff workload and issues of working remotely
- Security of unit

# Promotion and Messaging

- Some investment in a “one size fits all” promotional package / collateral for Council use
- ‘Born to Die’ or similar campaigns were considered inappropriate in some sectors
- Some recent investment in re-branding PAWS Unit

# Born To Die



In excess of 10,000 unwanted cats are euthanased in Queensland every year - more than one every hour! Please play your part in helping save the lives of thousands of innocent cats and kittens...desex your cat! He/she will love you for it. Desexed cats are usually:

- More affectionate
- Less likely to stray
- Less likely to spray
- Less likely to be territorial
- Less likely to catch a number of life-threatening diseases and conditions

**Desex - Don't Kill!**   
For all creatures great and small.

**November is Desexing Month. Desex your cat here - and save 20%:**

• Bruce Stevens Mobile Veterinary Services, Mudjimba tel. 0419 644 743 • Chancellor Park Veterinary Surgery, Tanawha tel. 5445 6288  
• Moffat Beach Veterinary Surgery, Moffat Beach tel. 5491 1066 • Mooloolaba Veterinary Surgery, Mooloolaba tel. 5444 1566  
• Mountain View Veterinary Surgery, Buderim tel. 5445 3123 • Noosa Veterinary Surgery, Noosaville tel. 5449 7622  
• Vicky Barker Veterinary Surgery, Nambour tel. 5441 9347

For a full list of participating vets - or if you still don't think you can afford to desex your cat - please call the RSPCA on 1300 337 3933 (1300 DESEXED) or visit [www.rspcaqld.org.au](http://www.rspcaqld.org.au)

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Desex your cat now and save 20% at participating vets. If you still don't think you can afford it please give the RSPCA a call on 1300 337 3933 (1300 DESEXED). We may be able to help.

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## **WEAPONS OF MASS PRODUCTION**

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**THOUSANDS OF KITTENS  
HOMELESS - AUSTRALIA  
LET'S FIX THIS.**



**RSPCA** 

## **WEAPONS OF MASS PRODUCTION**

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The homeless pet crisis is one of our community's biggest problems. However, it is also one of the simplest to prevent.

In an effort to reduce homelessness, RSPCA Qld has developed the Weapons of Mass Production Programme - this is designed to tour Queensland year-round in a bid to ebb the flow of overpopulation by working with progressive Councils in their local area.

Spaces are limited and registration is essential. For more information and to avoid disappointment please call:

**RSPCA** 

# Successes

- Opportunity to work with like-minded organisations and people to improve program and service delivery
- Team culture and development opportunity

YEAR	MONTH	VENUE	# DESEXED
2008	March	Townsville	117
2009	March	MBRC Deception Bay	135
	May	MBRC Wamuran	136
	September	Kallangur	105
	October	Tweed Byron	67
	November	Bribie	103
2010	March	MBRC Morayfield	136
	May	Rothwell	136
		Bray Park	107
	July	SCRC Noosa Week 1	49
	August	SCRC Noosa Week 2	58
		MBRC Arana Hills	111
	September	SCRC Noosa Week 3	53
	October	MBRC Beachmere	100
	November	Lismore	53
MBRC Caboolture		146	
2011	July	Tweed Heads	79
		Gympie	109
	August	Maryborough	174

GRAND TOTAL

1974

# The Future

- More strategic - informed with hard data
- Strong, coordinated partnerships with all stakeholders for efficiency and non duplication
- Pro-active and properly supported education and awareness campaigns
- Focused and appropriately targeted programs
- Measured and evaluated performance / cost benefit

# United We Stand ... Divided We Fall



# Acknowledgements

