



THE  
LOST DOGS  
HOME

# Annual Report

2011 / 2012



### Introducing our new logo

In this Annual Report we are excited to introduce The Lost Dogs' Home's new logo. 2013 is the Home's centenary year and we felt it the right occasion to refresh our logo as we embark on our celebrations and the future. We consider our logo to be an important reflection of what we stand for and feel this new image signifies our core mission to provide compassion and care to dogs and cats in need.



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## Vision, Mission and Core Values

Since 1910 The Lost Dogs' Home has provided care and been a voice for animals without owners. We've been pioneers for fair animal laws and continue to work at the front line to reduce the numbers of lost, abandoned and stray cats and dogs.

The Home relies on public support to provide our services and programs Australia-wide. These include: National Pet Register, The Lost Cats' Home, shelter services, adoptions and responsible pet ownership education.

Our expertise also extends to veterinary and animal management services.

The Lost Dogs' Home is one of the country's largest animal welfare organisations, caring for more than 31,000 cats and dogs each year. We pride ourselves on employing qualified individuals who demonstrate a strong personal connection to animals, the community and the cause.

## Vision Statement

To be the pre eminent animal welfare organisation in caring for lost and unwanted dogs and cats and to enhance the responsible ownership of these animals in the community.

## Mission Statement

To work with the community to promote the welfare of companion animals by reducing the number of lost cats and dogs, alleviating their pain and suffering and enhancing the responsible ownership and enjoyment of pets.

We will fulfill this mission by performing the following functions:

- Providing optimal animal shelter services to:
  - facilitate the reunion of lost pets with their owners;
  - maximise pet adoptions;
  - provide animal management services for local and state government authorities;
  - offer quality veterinary services for stray animals and the pets of private clients
- manage National Pet Register to maximise reunions between lost pets and their owners and
- manage our financial resources effectively and with transparency so that we continue to be financially viable.
- Fostering a safe, healthy and environmentally sustainable workplace for the public, our staff, volunteers and the animals in our care.
- Employing skilled staff and providing them with training opportunities and professional development to advance their skills and careers in an equal opportunity work environment.
- Promoting public awareness for The Lost Dogs' Home, our Vision, Mission and Core Values.
- Providing a quality and professional service to all clients, customers and requests for services from the public.
- Educating the public in all aspects of responsible pet ownership.
- Providing strong advocacy for animal welfare policies, procedures, legislation and education in the community, at all levels of government and in the media.
- Actively supporting campaigns and strategies for the humane management and welfare of the national pet population including compulsory desexing and microchipping for all pet cats and dogs.
- Cooperating and liaising with like-minded animal welfare organisations.
- Fostering research into, and/or gathering information relating to, matters affecting animal welfare, pet ownership, the efficacy of animal-related legislation and animal behaviour.
- Referring any cases of alleged cruelty (reported to The Lost Dogs' Home) to the appropriate authority or organisation for evaluation and further action.

## Core Values

- To fight for the rights, value and welfare of animals.
- To promote responsible pet ownership and maintain a continuous campaign to educate the general public about their responsibilities towards the welfare of dogs and cats.
- To employ staff who:
  - have a strong animal welfare ethic;
  - exhibit empathy to the animals in their care; and
  - have an active desire to fulfill the Home's Vision and Mission.
- To be fair and ethical in all our dealings.

Compassion and  
care since 1910

## About us



# The Lost Dogs' Home

The Lost Dogs' Home was founded in 1910, and officially opened in 1913. Since that time the Home has provided care and compassion to animals without owners. We are strong lobbyists for fair animal laws, responsible pet ownership education and for proactive initiatives that will help reduce the number of lost, abandoned and stray cats and dogs in Australia.

The Lost Dogs' Home is one of Australia's oldest not-for-profit animal welfare organisations. Our main purpose is to reunite lost cats and dogs with their owners and rehome unclaimed and abandoned companion animals.

Each year, the Home cares for over 31,000 lost and abandoned cats and dogs in our six shelters across Victoria, New South Wales and Queensland.

The Home provides a wide range of services for animals and the community, including:

Shelter and adoption services for cats and dogs;

National Pet Register – free pet ID tags;

Discounted microchipping;

24/7 pet recovery call centre;

Foster care program;

Volunteer program;

Behaviour rehabilitation program;

Public veterinary clinic;

Shelter veterinary clinic;

Responsible pet ownership education;

24/7 animal ambulances; and

Animal management and pound services for councils.

One of our most important services is our adoption program. We strive to place as many unwanted animals into a loving home with well-prepared and informed owners. The Home is also committed to investing in pro-active initiatives such as free pet ID tags, reduced cost microchipping, online Pet Licence that will help reduce the number of neglected, lost and abandoned dogs and cats.

Over the past 99 years, the Home has faced many challenges. Our passion, perseverance, dedication and expertise has seen us surmount these, whilst we continue to fight for a better deal for companion animals. We are confident that this same determination will see us remain a leading advocate for animal welfare and responsible pet ownership for the next century.

As a proud, not-for-profit organisation, we rely on the generosity of the public to fund our essential work for cats and dogs in need.

# Managing Director's Report

Twenty-seven years as Managing Director at The Lost Dogs' Home can seem like a long time, and at other times seem to be the blink of an eye. In this annual report, which touches upon some truly milestone accomplishments in our 100 year history, we also have our gaze fixed clearly on the road ahead. Our resolve on this, the eve of our centenary year, is to move forward with more vitality than ever.

As I take stock of the year that has almost passed here at The Lost Dogs' Home, I have much to be grateful for – not least for the unwavering backing of our loyal and devoted donors and supporters.

On July 31 this year, a day on which the weather truly smiled on us, we reached a tremendous milestone with the official opening of The Lost Cats' Home, the Stan and Helen Moore Sick and Injured Shelter and the Thelma Hoult Training and Education Centre at Gracie Street.

These facilities and what they stand for in themselves take me back, as I have often told the story of Stan Moore's contribution to the Home.

I was a man in my early thirties, taking on the role of CEO and General Manager of the Home in 1986, and a feasibility study we had commissioned pointed to a dire outcome if we were not able to lift our profile.

Stan Moore came forward, suggesting his experience working on presidential campaigns in the US and working for the Dairy Board was suited to helping us flourish.

Having a building now bear his name is a lovely reminder of the uphill battle we have had, to the prosperity we now enjoy which directly impacts the animals in our care.

For me, the launch officially recognising these substantial achievements was enhanced by the opportunity it gave us to do something special for those who have stuck by us for so many years.

I feel it was a highlight of our relationship with the Home's donors and supporters, as we presented life memberships to those who have been donating to the shelter for 20 years or more. Big or small, their contributions show an amazing dedication to the work we do here, and the kind of dedication which is signatory to all our work.

The atmosphere on the day was buoyant, and we once more had the warm and charming Daryl Somers as our host. I cannot thank Daryl and his wife Julie enough for their continued support of the Home – always making themselves available to help make these special occasions so memorable.

Daryl's support of the Home stretches back over 40 years, from the time when Hey Hey It's Saturday was a morning program, and he would invite pups from The Lost Dogs' Home onto the show.

For the staff, too, I have immense gratitude. It has struck me often that when most people think of an animal shelter, they may imagine that there would be a huge staff turn-over; workers worn down by the harder, sadder parts of the job.

But our people have stayed the journey, and that speaks volumes for the good we are privileged to be able to do for the cats and dogs we shelter each year, and the victories which make us all smile.

Looking to what lies ahead, it is important to acknowledge that we can always do more.

We are already making plans for the opening of our Frank Samways Veterinary Clinic, with a public opening set for early December and the official launch for 28 February, 2013.

Our expansion into Brisbane continues to progress well, both rewarding us and reminding us of the development still to take place. We have invested heavily in improving facilities for cats and dogs at both our Warra and Willawong shelters, and our efforts to broadly improve the culture continues.

We are not resting here at the Home; indeed it does not seem to be in our vocabulary. What I am passionate about is the role we can play in pushing for the licensing of owners prior to the privilege of owning a dog or a cat.

The success of our free online Pet Licence test, which helps to interactively teach people about responsible pet ownership, leads me to believe that this goal has strong merit. It is all a part of our vision to highlight the privilege that pet ownership is, and the necessity of taking every opportunity to minimise the stories of sadness, tragedy and neglect which we unfortunately still witness every year.

Additionally, we are also striving for a measure which has the potential to crucially reduce the number of lost and abandoned cats and dogs throughout Australia, and that is making the desexing of our pets a national, mandatory requirement.

This will be a major focus for us in our continued work, as a clear way to limit the scores of animals which suffer without proper care each year, and it is a well overdue measure.

We successfully reunite around 53,000 dogs and cats with their owners each year, and this is through the growing role our National Pet Register is playing in keeping our animals identifiable.

The National Pet Register offers an Australia-wide pet identification and recovery service, and this achievement always reminds me of how far we and technology have come since I first became involved with the Home, and how unimaginably far we can still strive to go.

I will be 60 next year, and sometimes it seems that I have accumulated a lifetime of experiences here. Being with the Home for over a quarter of its own life span is an honour.

No longer am I that 30-something of my earlier days here, but I am just as passionate as ever about my role as Managing Director.

I am as committed as ever to the Home, our causes and a future in which we continue to make a difference. We need to work harder to achieve mandatory desexing of cats and dogs throughout Australia. We need to improve the culture of pet ownership in Australia. We need to have more animals owned by responsible people and we need to continue to remind people that 'Pets are for Life...not just for Christmas.'

With the support of our dedicated and equally committed board members we are well equipped to meet what lies ahead. And, with a base of devoted staff and the most loyal of donors and supporters, it is with huge optimism that I see our next century unfurling.

Just as our founders did in 1913, so are we still responsible for laying the foundations for our future success. I always look at each year as a new challenge.

And this is not such a difficult resolve, as the motivation for doing so is all around us, in a normal working day. It is the cats and dogs, young and old; the animals who need us; those which come to our care to find someone who is going to love and nurture them for the rest of their lives – which inspire us.

So, while the turning of 2013 will mark a significant time span for us, we will ultimately treat it as not just a moment for taking stock of our past, but an opportunity to meet our future with enthusiasm and energy.

**Dr Graeme Smith OAM**  
Managing Director



*Dr Graeme Smith OAM with Victorian Premier Ted Baillieu.*

# Chair's Report

As I reflect on the past year at The Lost Dogs' Home I am reminded yet again of the reasons why I am both proud and happy serving as the Chair of the Board – it is immensely rewarding to be part of an organisation which is always on the move, always changing, and always seeking to improve the ways in which it fulfils its mission: "To work with the community to promote the welfare of companion animals by reducing the number of lost cats and dogs."

All our activities and developments can be seen as contributing to this mission, and it is hard to reflect upon the past year without immediately turning to the completion of the three wonderful and major building projects which were opened by our Patron Mr Daryl Somers OAM at our North Melbourne headquarters – The Lost Cats' Home, the Stan and Helen Moore Sick and Injured Shelter and the Thelma Hoult Training and Education Centre. These three, in a very real sense, reflect what the Home is doing to fulfil its mission:

- Rescuing, saving and treating lost and stray cats and dogs
- Reuniting and rehoming as many of these animals as possible
- Promoting our message of responsible pet ownership to proactively improve the welfare of cats and dogs in our community.

We have invested \$6 million into these new facilities and their completion is the result of 25 years of hard work and phenomenal community support. To our donors and benefactors, we thank you for supporting us with such dedication and such generosity. Without you, such projects would not be possible.

Yet even with such major improvements the Home has not stood still. The construction of our state-of-the art veterinary clinic is already well under way and this major project will be ready for opening early in 2013 – our centenary year.

In addition, in October 2011 we were awarded the contract to run the animal management services for the largest council in Australia – Brisbane City Council. Such expansion indicates two things about the Home; our staff and our activities. Firstly, we are recognised Australia-wide as the leading organisation in providing effective, responsible care for lost, stray and abandoned cats and dogs, and secondly, we have the confidence and capability to expand our services and our message across the nation. The importance of this animal management work is, I think, often overlooked by some in the community, and yet it is a vital part of our mission to both care for all cats and dogs while, at the same time, enhancing the ownership and enjoyment of owners for their pets.

From the Home's staff to my fellow board members, I feel we are all very conscious of thinking laterally to develop new strategies and approaches which will make our work even more effective. In this way the Home continues to provide leadership in the rescue, care and management of our cats and dogs. Some examples include our advocacy through Oscar's Law to eliminate the scourge of puppy factories in Victoria; our National Pet Register which was established in 1989 and which now has over one million pets registered; and of course our constant search for new ways of increasing our adoption rates for dogs and cats. In this regard I am particularly pleased with our continuing relationship with Best Friends Pet SuperCentres. These stores act as satellite adoption centres for kittens sourced from the Home, and have allowed us to rehome over one thousand kittens in the last four years.

Such initiatives are, of course, due to the continued hard work, determination and inspiration of our Managing Director and his leadership team. My thanks go to Graeme for continuing to guide the organisation through another successful year of change, of large-scale projects, and for continuing to expand our activities and to get the most out of the new facilities we are now so fortunate to have at our disposal.

Finally, I would like to thank my fellow directors for their unwavering support and hard work. They all give generously of their time and skills, and their help and guidance is greatly appreciated. In particular I would like to thank Mr Brian Walsh, who left the Board this year after 10 years of valuable service. His experience and advice will be sorely missed.

The Home is well positioned for another successful year to come, and I think I speak for the whole board when I say we are all eagerly anticipating the opportunities which lie ahead as we build even further upon our achievements as we strive to fulfill our mission.



**Dr Andrew Tribe**  
Chair



*Dr Andrew Tribe addressing the donors and members of the Home*

# Highlights



# The year in highlights

Every day at The Lost Dogs' Home brings with it new challenges and rewards. Here we commemorate some of the triumphs of 2011/12.

## A day of celebration and reprieve – and lots of walkies!

The removal of the 28 day rule, from the Code of Practice for the Management of Dogs and Cats in Shelters and Pounds in Victoria, has given the Home the freedom and flexibility to keep unclaimed dogs and cats for as long as needed to successfully rehome them. This has had a significant impact to our behaviour rehabilitation program. We are now able to work with dogs with behavioural challenges for as long as it takes to train them and/or build their confidence, getting them ready for adoption.

The change to the Code of Practice for the Management of Dogs and Cats in Shelters and Pounds also allowed for certain dogs to be exercised off-site.

"Taking dogs on interesting walks stimulates their minds and makes them more alert, enriching their days, whilst walking past other people and dogs gives them the opportunity to develop basic socialisation skills," commented Planet K9 Director, Nicole Beasley.

## 1,000 kittens rehomed through Best Friends

Mille, a silver tabby kitten, became the one thousandth kitten adopted from our adoptions partner, Best Friends Pet SuperCentre. With stores across greater Melbourne acting as satellite adoption centres for the Home, we were able to reach people who may not consider adopting a pet from a shelter and importantly increase the numbers of unwanted kittens who found new homes.

## Historic reforms to puppy farm laws announced at the Home

On Sunday 23 October 2011 we welcomed Ted Baillieu to the Home. After many years of campaigning by animal welfare organisations in Victoria – most notably Debra Tranter who heads the Oscar's Law campaign – the government announced a crackdown on illegal puppy factories, introducing tough new penalties to all operators practising cruel breeding of dogs.

The new legislation includes a change to the definition of puppy factories; an increase in the maximum penalties for those operating illegally; penalties for rogue operators that breach the Code of Practice; and a ban on owning animals to those found guilty of operating unregistered puppy factories or breaching the Code. New measures included will assist the community in making ethical decisions regarding the purchase of puppies.

The legislation will also make it illegal to sell or advertise the sale of puppies without a microchip identification number or notice, giving the community confidence that puppies sold are only from legitimate breeders.

The amendments to the Domestic Animals Act were introduced to Parliament on 26 October.

## 12 Strays of Christmas

Twelve strays graced a double-page spread in the Herald Sun in early December. The feature, which included cats for the first time, raised awareness for shelter pet adoption and guaranteed homes for the featured pets along with many others in time for Christmas.

## Reggie's magical microchipping tour

Reggie, the National Pet Register's mobile microchipping service, departed North Melbourne to much staff fanfare mid-May as she embarked on a chipping tour that would take her all the way to Cairns and back!

Her first stop was our Wingecarribee shelter for a microchipping day, she then pushed on to Brisbane, before driving on to Rockhampton and travelling west to Woorabinda and Mt Isa.

The microchipping tour took in Cairns, Cloncurry, Quilpie and many townships in between, before winding up back at the Gold Coast in September 2012.



Reggie heads north for her first microchipping tour of Queensland



Mille, the 1000th kitten adopted through Best Friends Pet SuperCentre



The Home's animal management staff after successfully rescuing Calamity Jane to safety

### Wayward goat rescued and rehomed

Dubbed Calamity Jane, the defiant goat spent two weeks on the run in Melbourne's north, was chased for hours by red-faced animal rangers and dodged cars on a busy freeway, before being caught by a TV camera assistant and brought into our North Melbourne shelter where her neighbour was a poodle.

All of which made international news.

The young goat was rehomed to our friends at Edgar's Mission, and will live out her days with 20 other goats at the refuge.

### Don't Blame the Dog

The premise of BBC reality show 'Don't Blame the Dog' was to demonstrate why there has been a rise in dogs behaving badly and a marked increase in the number of dog bites in Britain – and, as it turned out, it is mostly due to poor ownership.

The second episode of the six-part series was filmed at the Home, where we deal with the results of irresponsible pet ownership on a daily basis. And we know it is not just a problem unique to the UK or Australia.

The Home's dog experts, Sue, Nicole and Jodie, were inspiring as they helped educate the two young pet owners. Under their leadership, Mishak and Amy grew into responsible pet owners and advocates for good training.

Aired across the UK in April, we were overwhelmed with feedback and messages of support from Britons. We sincerely hope the program will help in some way to break the cycle of irresponsibly owned dogs admitted daily to shelters.



Mishak had a special bond with his assigned dog, King



*Glamour Model Amy learnt the realities of responsible pet ownership during her week at the Home*

### Half Price Adoptions

Holidays present the perfect opportunity for families to welcome a new pet into their home. At our North Melbourne, Echuca and Wingecarribee shelters adopters scoring 100 per cent on our Pet Licence test were able to adopt a pet for half price during school holidays.

Brisbane adopters didn't miss out either – from June this year (and running until September), cats and kittens from the Warra shelter were 50 per cent off, again dependent upon the successful completion of our online Pet Licence test.

*"We hope these promotions give those who have been considering adoption for a while the incentive to take the step,"* General Manager of Shelter Operations, Sue Conroy said. *"School holidays are ideal, as the kids are home from school and we have so many amazing cats and dogs available; our shelters are practically overflowing with different breeds and personalities."*



Edgar's Mission's director, Pam Ahern, gives Molly Brown a new home

### Molly Brown: a true survivor

A truck with 400 sheep on board, bound for an abattoir, crashed on Melbourne's Western Ring Road, causing the sheep to fall into the path of traffic on the freeway below.

Sadly, those that didn't die when the truck overturned were so badly injured there was no choice for the council rangers but to humanely euthanise them – all but one, who we named Molly Brown, after the woman who survived the sinking of the Titanic.

Molly was treated for minor head injuries, then transported to the Home, where she was closely monitored.

Having narrowly escaped with her life on two separate occasions, we were thrilled to accept the offer from Edgar's Mission to give Molly a home.

*“Now Molly Brown, the gentle Merino ewe, will live out her days surrounded by equally lucky sheep who have also found solace at Edgar's Mission Farm Sanctuary.”*

Pam Ahern, Edgar's Mission Director

SUCCESS  
STORY1

# The Home helps Junior conquer his fears

Do you remember when you were young and thought that if you just covered your eyes and hid, nothing scary would ever be able to hurt you? Well that's how Junior, an 11-month-old Siberian Husky cross, felt for most of his young life.

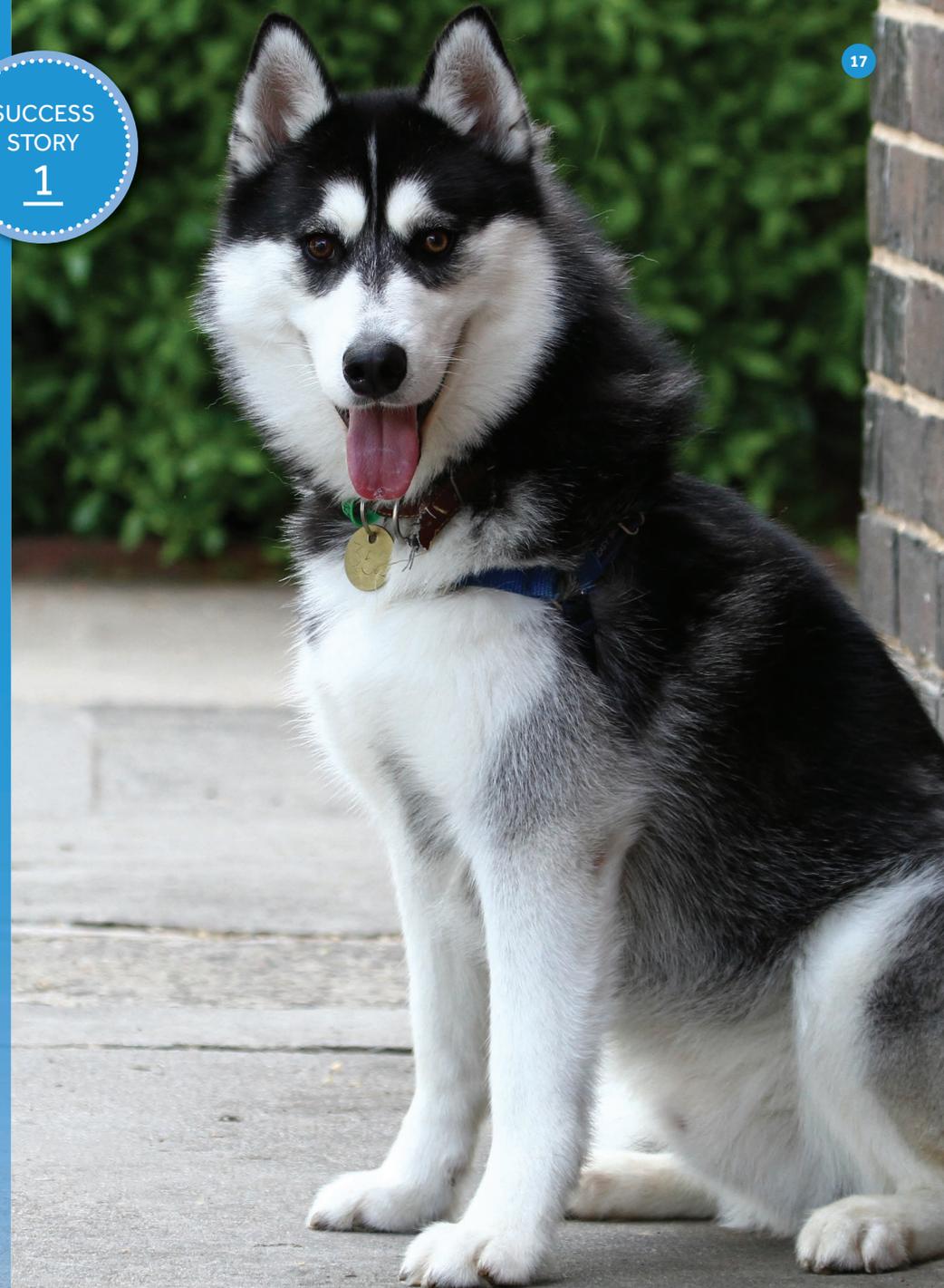
Our behaviour rehabilitation specialist Nicole Beasley said it is almost like Junior suffered from agoraphobia (a fear of open spaces) as he loved his enclosure at the Home and was often reluctant to move from the safety of its walls.

*"One of the biggest problems with Junior is that being so gorgeous, people are very drawn to him and always want to pat him," Nicole said. "He'd get a big fright whenever someone reached for him so I started working with him after hours, when no-one was around. I'd put him on a long leash and run around the shelter grounds with him. The change in him was enormous as soon as that pressure was taken off."*

Once Nicole felt confident that Junior was making progress, she started bringing him out more during work hours and getting staff members to take turns giving him food. He was especially reluctant around men, so Nicole decided that teaching by example was the best way to overcome this problem.

*"Junior absolutely adores other dogs so we decided to try building his confidence by surrounding him with good pooch role models," Nicole said. "We put him in Basic Obedience classes, where he was so distracted by playing with the other dogs that he didn't even notice that there were men in the class too."*

After several months, Nicole's hard work and dedication to Junior paid off; he was adopted into a loving home and is reported to be the bold, brave and happy dog we always knew he'd be.



## Our People



# Working for the animals

It is fair to say working at The Lost Dogs' Home is a calling. Our staff's devotion to animal care and welfare is what brought them here. The difference they are able to make in the lives of cats and dogs is why they remain – with 15 per cent of our people here for five years or more.

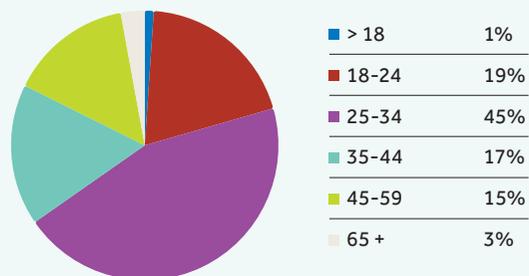
This commitment towards animals applies across the board – whether staff work directly with animals like our veterinary team, animal ambulance drivers, animal attendants and animal management officers; or if they're instead employed in administration-based roles: IT, fundraising, National Pet Register, communications, shelter and human resources.

Expansion of our services in a number of service areas – most notably the management of the shelters at Bracken Ridge and Willawong in Brisbane – saw staff numbers swell by 26 per cent in 2011/12.

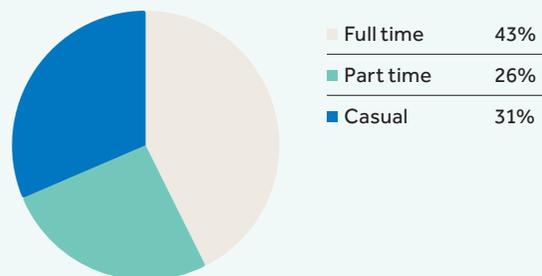
A formal staff induction program across all shelter sites was rolled out after the appointment of an Occupational Health and Safety officer with 71 new staff members already undertaking the program.

Staff inductions cover The Lost Dogs' Home policies and procedures; employee policies and procedures; first aid; fire and evacuation policy; and veterinary clinic and shelter workplace health and safety.

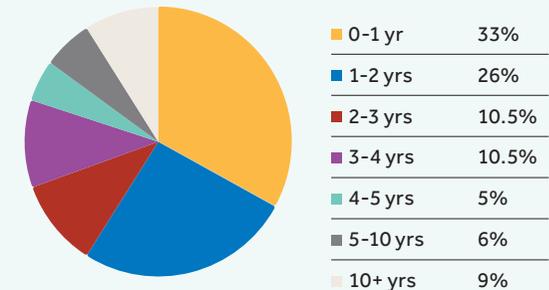
## Staff by age



## Staff by status



## Staff by tenure



## Employees by Department

Department	No of Employees
Corporate	1
Administration	13
Finance	4
Fundraising	13
HR	4
IT	8
National Pet Register	34
Wingecarribee	10
Brisbane (Warra and Willawong)	17
Bendigo	8
Cranbourne	21
Echuca	8
North Melbourne	92
Whittlesea	7
Vet clinic - North Melbourne & Cranbourne	37
<b>Total</b>	<b>277</b>



Managing Director Dr Graeme Smith OAM and the Home's Chair Dr Andrew Tribe

## Our Board of Directors

Dr Andrew Tribe – Chair	18 years
Dr Graeme Smith OAM – Managing Director	12 years
Mr John Allen	11 years
Ms Jenny Scovell	22 years
Mrs Dorothy McGuinness	8 years
Mr Brian Walsh (resigned 1 May 2012)	10 years
Mrs Prue Gillies AM (appointed 1 May 2012)	-
Mrs Margaret Crossley	31 years
Dr Keith Farfor (resigned 30 August 2011)	10 years

## Our Governance and Ethics Committee

Dr Andrew Tribe – Chair
Mr John Allen
Mrs Prue Gillies AM
Dr Graeme Smith OAM – Managing Director
Mr Brian Walsh (until May 2012)
Ms Leanne Mansfield – Company Secretary and Human Resources Manager

## Our Finance and Risk Committee

Mrs Margaret Crossley
Mrs Dorothy McGuinness
Dr Graeme Smith OAM – Managing Director
Mr Paul Trounce – CFO
Ms Leanne Mansfield – Company Secretary and Human Resources Manager
Dr Keith Farfor (until August 2011)

SUCCESS  
STORY  
2

# The kitten who kicked it all off!

Chinese Philosopher Lao Tzu once said, 'A journey of a thousand miles must begin with a single step'. For The Lost Dogs' Home's Warra shelter, finding a home for Narla the kitten represented that first step – and the start of an incredible journey for thousands more like her.

When the Home took over management services for Brisbane City Council's two shelters last October, we knew the first cat and dog we adopted out would always be special to us. However, while several dogs were adopted within the first few days of operations, it took around a week before our first feline found a home.

At the shelter, she was known as Shelly and she was a three-month-old kitten in a black tuxedo. Her future owner, Samara, had been on an internet hunt for a new addition to her family for quite a while when she spotted her one day on The Lost Dogs' Home website. Knowing the value of adopting from a shelter, Samara was convinced this was the best way to scout out her ideal kitten.

*"Apart from one cat we took in from the street, we've always had cats from shelters,"* recalled Samara.

When she arrived with her sister the next day, they were both smitten with Narla at first sight! Samara warmly remembered the first time they met: *"The staff took her out to let us meet her. She just kind of snuggled into my sister's arms and fell asleep."*

At the time, the sisters didn't realise that by adopting Narla, their family would make history as the first to adopt a kitten from The Lost Dogs' Home in Queensland, at the Warra Shelter in Bracken Ridge.

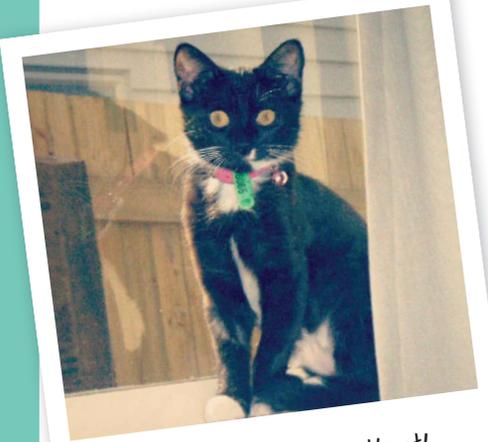
*"Narla spent ages pushing this huge ball around the house, trying to find a place to hide it. It was so funny!"*

Samara was inspired by the film *The Lion King* when renaming her new furry friend, however after misspelling it 'Narla' they were surprised to find it was an Aboriginal name meaning 'lookout'.

*"The name suits her,"* said Samara. *"Narla sits on the table and window sill looking over us and the rest of the world. It's like she is keeping an eye on everything."*

Now completely settled into her new home and life, Narla provides hours of entertainment to her new family by playing fetch and hide-and-seek. She also plays with anyone and anything — including an exercise ball! Samara laughs recalling the event: *"Narla spent ages pushing this huge ball around the house, trying to find a place to hide it. It was so funny!"*

What a fantastic new beginning for Brisbane's first adopted feline.



*Narla sitting in her 'look out' spot!*



*Relaxing with some DVDs*

# Staff profiles



**Jodie Addamo**  
Operations Manager

Jodie manages the daily operations of the North Melbourne and Brisbane shelters, ensuring all areas work like clockwork; from providing care for lost and abandoned animals that make their way to the Home, to adoptions, foster care, volunteers and overseeing staff.

Three years ago Jodie looked after the unique operational transition and contracts of the Campaspe shelter and is continuing to provide change management expertise to our Bracken Ridge and Willawong shelters.

*"Taking staff on an important journey within animal welfare and seeing transformations that directly impact animals is so rewarding."*



**Alison Ward**  
Echuca Team Leader

Alison loves the challenges her role presents. From helping free a dog from constricting hair matts, burrs, and painful grass seeds to simply giving a cat the love and attention she deserves.

*"The transformation you can make to an animals life during their stay with us is the key reason that I love my job."*

**Tanya Venturini**

Customer Service Support, National Pet Register

Assisting with National Pet Register's recover service keeps Tanya on her toes!

One day she is on the road assisting at a microchipping event and the next she's re-uniting a family with their beloved pet in our call centre.

*"I love meeting customers and their gorgeous animals."*



**Elena Calodoucas**

Volunteer and Work Experience Coordinator

Elena manages all the volunteers within the Home, including work experience students, corporate volunteers and community groups.

*"Seeing the great love, support and dedication all our volunteers have for both the animals and The Lost Dogs' Home is truly rewarding."*



**Tahnee Hillas**

Cattery Attendant

Tahnee has been with the Home since 2008.

As one of our frontline staff she helps everyone from first time adopters to distressed pet owners who have lost their beloved friends.

*"When animals are reunited with their owners it can be such an emotional experience - it's very rewarding."*



**Amanda Huggins**

Foster Care Coordinator

As the Home's foster care coordinator, Amanda ensures animals are placed in suitable temporary homes for the type of care they need.

*"Watching the development of our animals in need is incredibly rewarding, whether it be weight gain, behavioural improvement or recovery from a surgical procedure."*



**Krystal Herbert**

*Customer Service Officer, Warra Shelter*

Krystal began her journey with the Home working in the National Pet Register's Queensland office.

Now working in the Home's first shelter in Brisbane, she helps reunite lost pets with their owners and find homes for lost and abandoned pets.

*"I work with a great team which helps give each animal the best life possible. I feel so proud for each animal adopted into a loving family."*



**Alicia Kaylock**

*Wingecarribee Team Leader*

Alicia has been working at the Wingecarribee shelter in Moss Vale since 2009.

She provides support and leadership to the fabulous team of animal attendants.

*"I love working with the dogs that haven't had the best start in life. It's amazing how they blossom with a bit of love, training and care."*

**Sharon Gilbert**

*Cranbourne Team Leader*

Sharon has worked at the Home's Cranbourne shelter for almost four years. Day to day she deals with a wide variety of lost and abandoned animals, from cats and dogs to ferrets, rabbits and even livestock!

*"I love seeing the expressions of both the animals and owners when they are reunited, especially if it has been a long time."*



**Jennie Leech**

*Willawong Animal Attendant*

Jennie enriches the environments of the animals at the Willawong shelter. She'll plant a garden full of catnip, catmint and pet grass for the cats to exercise in. Then train, cuddle and play with the dogs.

*"From teaching pigs to sit or horses to stamp their feet on command, I've learnt just how important positive reinforcement is for all animals."*

**Dr Alan Bolton**

*Veterinary Shelter Manager*

Alan joined the Home's veterinary clinic team in 2005 after emigrating from the UK.

*"My favourite part of my job is getting animals ready for adoption, especially animals with problems which we need to treat before adoption."*

Previously, Alan worked as a vet in the UK, both in private practice and at a large welfare organisation.

*"My main motivation at the Home is to increase the number of animals we put up for adoption."*



**Bethan Hazell**

*Direct Mail Coordinator and Fundraising Team Leader*

Bethan has worked at The Lost Dogs' Home for 11 years. Beginning as an intern, she now manages the Home's appeals program, which enables us to continue our work to care for over 31,000 cats and dogs each year.

*"Our donors and supporters are wonderful. I'm often overwhelmed by their generosity, belief in and enthusiasm for the Home's work."*



# Our Services



# Shelters

The Lost Dogs' Home cared for over 31,000 dogs and cats across our six national shelters in 2011/12 – a jump of 24 per cent on last year. Happily, 13,876 dogs and 2,674 cats found new homes or were reunited with their owners, thanks to the efforts of our devoted staff, volunteers and our proactive programs and initiatives.

Adoption rates increased overall in 2011/12, with 3,046 dogs and 1,852 cats successfully rehomed. The Home adopts more animals nationally than any other animal welfare organisation and we are committed to seeing our adoption rates continue to grow through programs such as behaviour rehabilitation, veterinary care, foster care and post-adoption training sessions (PATS).

The Lost Dogs' Home operates under The Code of Practice for Management of Dogs and Cats in Pounds and Shelters in Victoria and we welcomed the removal of the 28 day rule in July 2011. We are now able to devote as much time as needed to treat and rehabilitate animals before their adoption.

We are dedicated to giving as many unclaimed and surrendered dogs and cats as possible the opportunity to have a second chance in a loving new home. During the veterinary and behaviour assessment the decision is made as to whether an animal is ready for adoption or whether it would benefit from time in foster care or behaviour rehabilitation.

These programs are tailored to an animal's individual needs and are generating brilliant results, with more animals who may previously not have been found suitable for rehoming now enjoying happy, loving lives with new owners. For more information, see pages 28 and 29.

Open-door shelters, like the Home, have become the last piece of a puzzle that must make, at times, the most difficult decisions. The reality of running an open shelter means that all animals that are presented, are accepted. To us, compassionate care means giving those animals a safe place to be and we remain committed to achieving the very best outcomes for each individual animal.

The removal of the 28 day rule in Victoria has provided more flexibility and allowed dogs and cats the time they need to recuperate, rehabilitate and find new homes. We expect that this, together with the further development of our behaviour rehabilitation and foster care programs, will continue to have a positive impact on adoptions. Looking to the future, the Home is focused on continuing public education of responsible pet ownership and promoting adoption as the only option and we would like to see mandatory desexing introduced in Australia.

Every dog and pup adopted from our North Melbourne and Echuca shelters is eligible for a free post-adoption training session (PATS). Funded solely through donations from kind supporters, PATS is run in conjunction with Planet K9 at our North Melbourne shelter and offers new adopters the opportunity to discuss any training or behavioural concerns with an experienced trainer and one familiar with the dog's background and needs.

These sessions also act to support the bond between owner and dog, leading to better educated and equipped owners facilitating their long term success in new homes.

For many years the Home has worked hard to lift the profile and improve the public perception of cats. Utilising traditional and new media, we persisted with this during 2011/12 and were thrilled with the increase in adult and kitten adoptions; a direct result of heightened exposure for our feline friends.

Kitten adoption rates were bolstered by our partnership with Best Friends Pet SuperCentre, whose stores across greater Melbourne act as satellite adoption sites for kittens sourced from the Home.

In July, tabby kitten Mille became the one thousandth kitten adopted via Best Friends and her photo and story appeared in local print media, further raising awareness about pet adoption and our relationship with Best Friends.

The installation of cat condos has played a significant role in improving the level of care we are now able to provide stray cats and kittens, while drastically limiting the incidence of cat flu.

Up to four kittens or one adult cat can be housed within each purpose-built condo. The condos feature in-built temperature controls, an en suite bathroom and – most importantly – individual air-space, which limits the spread of cat flu.

Based on the overwhelmingly positive difference the condos make to caring for cats in North Melbourne and Cranbourne, and needing to upgrade the facilities in Brisbane, the Home replaced the outdated and cramped cages at Bracken Ridge with new cat condos.

Since moving into their new housing, cats and kittens are noticeably more relaxed, happier and now have adequate protection from contagious, life-threatening diseases such as cat flu.

#### Admissions to The Lost Dogs' Home Shelters 2010/11 to 2011/12

	Campaspe 10/11		Campaspe 11/12		North Melbourne + Cranbourne 10/11		North Melbourne + Cranbourne 11/12		Warra + Willawong 10/11		Warra + Willawong 11/12		Wingecarribee 10/11		Wingecarribee 11/12	
<b>Dogs Admitted</b>	<b>1009</b>	<b>%</b>	<b>972</b>	<b>%</b>	<b>12066</b>	<b>%</b>	<b>13972</b>	<b>%</b>	<b>-</b>	<b>%</b>	<b>2510</b>	<b>%</b>	<b>473</b>	<b>%</b>	<b>445</b>	<b>%</b>
Reclaimed	443	43.9	437	45	6857	56.8	8485	60.7	-	-	1624	64.7	294	62.2	284	63.8
Adopted	182	18	245	25.2	2168	18	2420	17.3	-	-	284	11.3	124	26.2	97	21.8
Euthanised	331	32.8	286	29.4	2879	23.9	2984	21.4	-	-	560	22.3	50	10.6	63	14.2
Other **	53	5.3	4	0.4	162	1.3	83	0.6	-	-	42	1.7	5	1	1	0.2
<b>Cats Admitted *</b>	<b>726</b>	<b>%</b>	<b>933</b>	<b>%</b>	<b>10995</b>	<b>%</b>	<b>10969</b>	<b>%</b>	<b>-</b>	<b>%</b>	<b>1626</b>	<b>%</b>	<b>282</b>	<b>%</b>	<b>274</b>	<b>%</b>
Reclaimed	36	5	45	4.8	550	5	710	6.5	-	-	57	3.5	10	3.5	10	3.6
Adopted	187	25.7	181	19.4	985	8.9	1311	12	-	-	199	12.2	168	59.6	161	58.8
Euthanised	363	50	695	74.5	8993	81.8	8248	75.2	-	-	1307	80.4	104	36.9	97	35.4
Best Friends Adoptions			-	-	372	3.4	564	5.1								
Other **	140	19.3	12	1.3	95	0.9	136	1.2	-	-	63	3.9	-	-	6	2.2

\*\* Denotes animals returned to council, surrendered animals returned to owners, animals transferred out to other welfare organisations or animals pronounced dead on arrival.

The living quarters of the Home's dogs were also upgraded, with 39 new individual pens installed at the Bracken Ridge shelter. Improvements were also made at the Willawong shelter.

The dogs are now housed individually, minimising stress and the spread of disease, and removing any incidences of anti-social behaviour between them. The kennels' removable partitions mean we can easily cater to the needs of larger dogs or litters of puppies and they are far more comfortable for them.

The state-of-the-art kennels also help provide a more positive experience for people visiting the shelter to adopt or reclaim their pet.

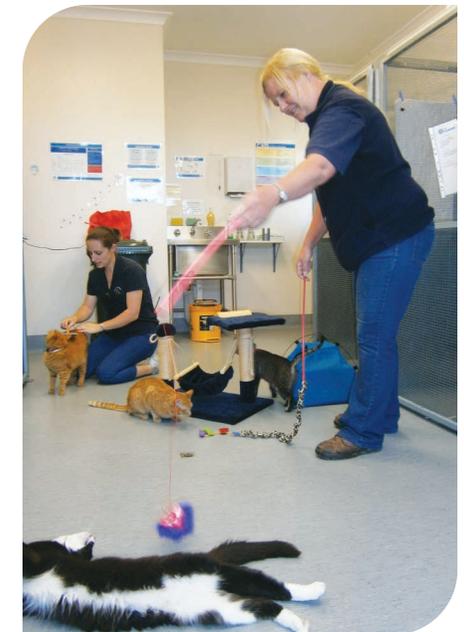
We would like to acknowledge the generous support of our donors and the Brisbane community whose gifts made the upgrade to the Warra and Willawong Shelters possible.

Further improvements are planned for an Adoption Centre at our North Melbourne headquarters, which will occupy the old vet clinic, and help us in our mission to raise the profile of pet adoption.

The Centre will provide adopters with a more positive, quieter and more welcoming area and we strongly believe this will lead to more adoptions.



The Home's Campaspe shelter in Echuca



Fun and games with the cats of Campaspe

## Foster Care Program

Our foster carers are amongst our greatest assets. These very special individuals donate their time and homes to convalescing cats or dogs, giving them round-the-clock care and attention in a home environment.

It's an enriching experience, allowing carers to make a life-changing difference to an animal from the comfort of their own home.

Dogs and cats recuperating after surgery; cats recovering from cat flu; and underweight or very young pups or kittens are all typical candidates for foster care. The program also helps overweight animals and dogs undergoing the behaviour rehabilitation program.

Although the numbers of animals needing foster care after recovering from surgery, or as part of the behaviour rehabilitation program tends to remain constant across the year, during kitten season the numbers of felines needing care swell. Winter also sees greater numbers of cats being moved into foster care to help them recover from cat flu.

Our foster carers work closely with the behaviour rehabilitation team, assisting dogs in their journey to find loving, new homes. After successful completion of the behaviour rehabilitation program some of these dogs go on to a foster home for a short-term stay, allowing them the perfect opportunity to socialise and live in a secure home environment. Giving animals the chance to experience home life pre-adoption goes a long way in achieving success with their new family.

Well-equipped and trained carers can then give our adoption team in-depth information regarding each dog and cat, so they can then be found the best home for their needs.

The need for dedicated foster carers is ever increasing and the Home will continue to develop the program, engaging more of these very special volunteers and expanding the program to our other shelters.



There's no stopping these six playful pups and mum together with their foster carers



Underweight kittens; Wilbur and Tinks growing strong in foster care

# Behaviour Rehabilitation Program

The behaviour rehabilitation program, run in partnership with Planet K9's Nicole Beasley, continues to flourish.

With a high number of unclaimed dogs needing additional training and socialisation before going up for adoption, the behaviour rehabilitation program is vital for giving these animals the best chance of finding a new home. Every dog is different and the program is tailored to suit their individual needs.

A percentage of lost dogs at the Home will never be claimed. Their owners know where they are but consider them a nuisance and have no interest in taking them back.

Sadly, the Home also sees a number of abused or neglected dogs suffering from crippling timidity towards people or other dogs. Many dogs enter the Home exhibiting overly exuberant behaviour such as jumping, pulling, mouthing and barking. With the efforts of experienced trainers and staff these dogs are given the necessary time, confidence and boundaries, transforming them into well-adjusted, happy pets. Rebuilding trust in humans is key to helping many of these dogs and Planet K9's reward-based training program sees these dogs blossom.

Since the withdrawal of the '28 day rule' which required the removal or euthanasia of any unclaimed animal after that time, the behaviour rehabilitation program has grown dramatically.

Group training classes are run up to six times a week and additional staff and volunteers have joined the team, including specially trained animal attendants.

Maintaining familiarity is vital to achieving success with these dogs, so for that reason the Home provides dedicated animal attendants whose primary role is to work with the dogs undergoing behaviour rehabilitation. The dogs learn to know and trust the person caring for, feeding, cleaning and interacting with it daily. The attendants work with special dogs requiring extra training under the guidance of senior behaviourists.



Behavioural rehabilitation head trainer Nicole Beasley with one of her many students

# Animal Management

For 16 years The Lost Dogs' Home has proudly provided councils with quality and expert animal management services. In 2011/12 the Home worked with 22 councils nationally, providing animal management and pound services.

The Lost Dogs' Home cares for abandoned and stray dogs and cats in Victoria, New South Wales and Queensland, and provides to each contracted council either or both of the following services:

- Animal pound services, including after-hours animal ambulances;
- Animal management services.

The functions of the Home's animal management services extends to, yet is not limited to:

- Reuniting lost pets with their owners;
- Adoption services for unclaimed dogs and cats;
- Providing veterinary treatment for stray, sick or injured animals;
- Providing foster care to dogs and cats recovering from surgery, illness or that are underweight;
- Providing behaviour rehabilitation for dogs with additional training and socialisation needs.

In October the Home took on the contract for Brisbane City Council, which involves managing the city's two pounds in Willawong and Bracken Ridge and providing animal management services. In Victoria, City of Moreland and City of Whittlesea renewed their contracts with the Home.



# The independence of Archie

SUCCESS  
STORY  
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Exactly 235 years after the United States declared independence from Great Britain, a little Maltese cross named Archie celebrated his own Independence Day.

Adopted from The Lost Dogs' Home on the fourth of July 2010, Archie was a nervous, underweight and neglected little dog who desperately needed some TLC. Fast forward a year and a very happy, very healthy and much loved Archie welcomed his one year anniversary as a beloved pet in sunny Queensland, surrounded by his devoted owners and his best poochy pals.

*"We adopted him on the fourth of July and since we didn't know his real birthday, we decided to throw him his own Independence Day party," Archie's owner Suzanna said.*

Suzanna and her husband wanted to celebrate how far Archie had come from the scared little dog he once was. While she admits it wasn't always easy, Suzanna said she would do it all again to see Archie as happy as he is today.

*"When we first got him, he was so nervous and shaky that we couldn't even pat him on the back without him trembling," she said. "He was really scared of children and other dogs too."*

Committed to helping their beloved dog overcome his difficult past, Suzanna and her partner worked with Archie every day, socialising him with other dogs and giving him as much affection as he needed. Over time, they started to see results and one year later, you would hardly believe it was the same dog running around the backyard with his canine mates.

*"After seeing the transformation in Archie, I could never buy from a breeder," Suzanna said. "There have definitely been a few issues but they are nothing when you see what a beautiful little boy Archie is today. We are just so grateful to have him in our lives."*



*Archie's Independence Day*



*Archie celebrating with friends*

# Veterinary Clinic

For 99 years the Home's veterinary clinic has provided unparalleled medical attention and care to Melbourne's strays. In 1935 veterinary services expanded to include private patients. In that time treatments have advanced, the scope of our work has grown, and we remain utterly committed to providing both stray and privately owned dogs and cats with the highest level of care.

In a typical day, our team of vets and nurses undertake consultations, prescribe and administer medicine, perform imaging, ultrasounds, and any number of general surgeries.

The team also treats up to 30 stray animals a day. These treatments may be for chronic conditions such as arthritis, skin diseases and growths, or for life-threatening injuries sustained when an animal has been hit by a car or involved in a dog attack.

In 2011/12 the veterinary team performed surgery on 3,715 stray dogs and cats (representing a 12.5 per cent increase on last year) and 1,310 privately owned pets (a 20 per cent increase on 2010/11).

Stray surgeries included:

- Desexing
- Orthopaedic (including patella)
- Gut resections
- Splenectomies
- Hernia and tumour removal
- Major and minor dental treatment
- Excision arthroplasty

With the Stan and Helen Moore Sick and Injured Shelter now fully operational, sick, elderly and injured stray dogs receive vet care and treatment within the indoor shelter's veterinary suite. This negates the need for them to be moved back and forth between their pen and the hospital, minimising their stress and discomfort and making treatment a lot more efficient for the busy vet team.

The veterinary team collaborates closely with our foster care network and adoption team: many dogs and cats awaiting orthopaedic or other non-urgent surgeries prior to adoption are placed in foster care. Those recovering after their operation also enjoy the one-to-one attention and quieter environment found in a foster home.

During the adoption process, adoption nurses ensure potential owners understand the individual needs and extra care a particular pet may require. We know matching a dog or cat with an owner who completely appreciates their needs helps achieve a successful adoption.

## Veterinary Clinic Activities

	2011/12	2010/11	2009/10
Stray surgery	3,715	3,301	3,245
Private desexing	790	549	563
Private other surgery	520	539	528



Dr Larry Colson with a patient



Dr Joanna Chan performs desexing surgery at the clinic

Veterinary services at the Home's satellite shelters continue to grow, with a permanent vet appointed at Cranbourne and senior vets travelling to Echuca weekly.

The Lost Dogs' Home in Brisbane has a fully operational vet clinic that looks after lost and abandoned animals, providing them with the care and treatment they need. General surgeries are performed at the clinic such as desexing and helping to prepare dogs and cats for adoption. Recently generous donations from our supporters helped purchase much needed new equipment used to treat the animals in our care.

Training and development is key to remaining at the forefront of treatment and patient care. Staff participated in the following training courses during 2011/12: advanced ultrasound and cardiac ultrasound courses, veterinary acupuncture and feline medicine, and public education courses on animal handling were also held.

The clinic's 10 year partnership with Melbourne University also takes a step forward with the School of Veterinary Science electing the Home's new Frank Samways Veterinary Clinic as the base for its practical teaching program.



One of the Home's veterinary clinic staff greets a patient

# A house is not a home without a cat... or two!

Jill and her family have always loved cats. So it was no surprise when after adopting their cat Samantha, her son announced, *"She needs a companion!"*

Immediately, Jill began an online search for a potential friend for Samantha. She saw The Lost Dogs' Home website and came across Elmo, a black eight-week-old male kitten at the Campaspe shelter in Echuca.

The long trip up to Echuca proved to be worth it when Jill fell in love with Elmo at first sight, *"I knelt down, held out my hand and said, 'Come on'. Elmo darted out and rushed up to me and was really responsive... I picked him up and there was this throaty purr that was about ten times bigger than he was. He was just gorgeous!"*

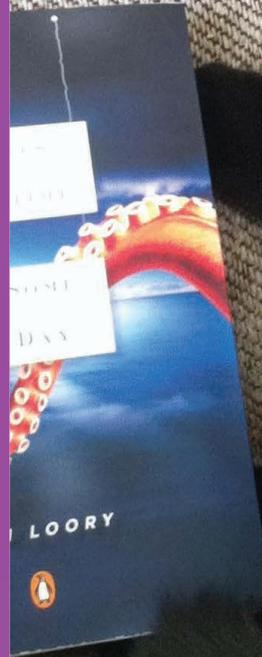
The three hour drive was not a problem for Elmo, as Jill and her husband brought along suitable cat transport and kept an eye on him to make sure he was ok.

Introducing Samantha to her new companion was not so easy, but once she realised Elmo was not going anywhere, she began to tolerate him. Twelve months on, Samantha maintains her 'superior way' but allows for play time with Elmo who enjoys jumping on her furry tail that resembles a feather duster.

It is fair to say the whole family is taken with little Elmo. Jill's son dotes on him and her husband has even been spotted rubbing his belly.

With a long history of adopting animals from shelters, Jill's family could not imagine getting a cat from anywhere else.

*"They need homes... Elmo's an incredibly friendly cat, he's very amiable and no claws ever come out. He's just beautiful,"* Jill said.



Elmo helps his family out with the shopping!

# National Pet Register

For the past twenty three years National Pet Register has been helping turn lost pets into found. Beginning as a free pet identification tag service in 1989, National Pet Register has grown significantly and now provides a comprehensive catalogue of pet identification services.



A cat is fitted with her free National Pet Register ID tag

National Pet Register plays an important role in helping the Home achieve its mission to reduce the number of lost dogs and cats. Its free pet ID tags make identification easy and accessible to more pet owners Australia-wide. National Pet Register attends a variety of events throughout the year issuing ID tags, however the majority of pets are registered online at [petregister.com.au](http://petregister.com.au)

The bulk of National Pet Register's resources and time is dedicated to providing microchip services. We offer competitively-priced microchip and/or registration services to veterinary clinics, councils and animal businesses, as well as professional, reduced-cost microchipping for council - and community-run events.

Our recovery call centre operates 24/7 and is staffed by a team of dedicated individuals who truly understand the importance of pet identification. As well as helping reunite lost pets with their owners, they are responsible for entering new microchip and tag records

onto the database, helping owners keep their contact information up to date and providing advice on pet identification.

It has been a landmark year for National Pet Register, as 'Reggie' our mobile microchipping Winnebago embarked on our first ever major regional microchipping tour in Queensland. 'Reggie' set off from North Melbourne in May and was on the road for a total of five months, travelling off the beaten track to some of the most remote communities in Queensland.

The trip was a resounding success and, with many of the more isolated townships not having had a vet visit for up to two years, residents were extremely grateful for the opportunity to microchip their pets.

The National Pet Register team also visited Aboriginal communities and our vet took the opportunity to provide owners with veterinary advice and was able to worm the community dogs.

**National Pet Register's annual figures**

	2010/11	2011/12
Total number of microchips added	81,639	90,288
Total number of free pet ID tags provided*	13,033	24,622
Total number of pet recoveries	23,303	53,111

\*plus 90,288 tags sent to all microchip registrations in 2011/12

'Reggie' began her trip in Brisbane and made her way as far north as Cairns, after heading west to Mt Isa they spent time down in the south-west corner of the state at places like Thargomindah, and finished the trip at the Gold Coast Expo, with many places visited in between.

In all we visited 25 different towns and cities and held or attended 31 events. The National Pet Register team microchipped 1,549 dogs and cats and gave out 2,707 free ID tags.

At our National Pet Register headquarters in North Melbourne our microchip and registration package continued to sell well and we have seen an increase in sales this year. Purchase of our microchip registration only service remains steady.

It has been a busy year for the National Pet Register team for data entry, and overall we experienced a 10 per cent growth in the number of microchip records added to our database and an increase of 21 per cent of free pet ID tags distributed.

We are very grateful for the support of our volunteers who help us with mailing out the free pet ID tags. Their efforts in 2011/12 meant thousands of pet owners received their tags as quickly as possible, ensuring their pet was wearing current ID. Put simply, we would struggle to provide this service without our volunteers' help.

A vital role of National Pet Register is to educate and raise awareness on the importance of pet identification. 'Reggie' acts as a travelling billboard, but it is through our national campaign, '12|12 – Pet ID Day', that we are able reach many more people Australia-wide.

The '12|12 – Pet ID Day' campaign aims to increase awareness on the importance of pet identification and, just as essential, keeping contact details up to date.

The date (12 December) was chosen because many people choose to go on holiday at that time of year and it's when we see an increase in the number of lost pets admitted to the Home.



A beloved pet is microchipped at a National Pet Register event

To mark '12|12 – Pet ID Day', microchipping events at the Home's North Melbourne and Brisbane shelters were held, whilst 'Reggie' appeared at Melbourne's Queensbridge Square. There we were able to reach the busy and vibrant crowd in the CBD; talk to many about pet identification and issue our signature free pet ID tags.

'12|12 – Pet ID Day' was publicised in mainstream media, including radio interviews and a segment on Network Ten's 'The Project'.

Throughout 2011/12 National Pet Register staff and volunteers attended events in Victoria, New South Wales and Queensland. In total we participated in 57 events, either offering discounted \$25 microchipping or distributing free pet ID tags.

Attending and running events helps fulfill National Pet Register's aim to see more dogs and cats permanently identified with a microchip, and/or wearing one of our free pet ID tags. It is also an important opportunity to chat with pet owners and answer any questions they may have about their pet's identification, while reminding them to keep their contact information up to date.

Among the many successful events we attended were:

- Woorabinda Aboriginal Community – National Pet Register appreciated the opportunity to microchip 150 dogs and cats and supply worming treatment;

- Oscar's Law Rally – once again National Pet Register and Lost Dogs' Home volunteers enjoyed taking part in this important event to raise awareness to abolish puppy factories. It is always a busy day, but wonderful to meet and talk to thousands of like-minded people;
- Midsumma Festival – the colour and movement of Midsumma makes this an entertaining event. Having taken part in this festival for many years, we were thrilled to issue 315 free pet ID tags – a record-breaking effort;

- Gold Coast Show and Gold Coast Expo – Describing these events as 'busy' doesn't even come close! Over five days, the team issued 732 free pet ID tags.

Once again we would like to thank our volunteers for their support and help at many of our events.

In the coming financial year National Pet Register will expand its regional Mobile Microchipping Services. Plans are already underway for a tour of Tasmania and, due to the overwhelming response from Queensland councils and residents to this year's visit, we hope to travel back to some of the communities again.

We would like to build the customer base of veterinary practices and microchip implanters using National Pet Register as their chosen microchip database. This will involve further marketing of National Pet Register's services.

'12|12 – Pet ID Day' is a fantastic initiative and has great potential to increase awareness of the importance of pet identification. We will continue to focus on improving and building this campaign so it's on the calendar of every Australian pet owner.



- 1 The National Pet Register Team meeting and greeting pooches and their owners at our 12|12 - Pet ID Day event at Queensbridge Square
- 2 Reggie's tour of Queensland took the National Pet Register team off the beaten track and saw 1,549 dogs and cats microchipped and 2,707 given free ID tags

## Double the trouble but twice as nice

SUCCESS  
STORY  
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Angela with her two precious pooches!



Jasmine crashes on the couch...



...while Jasper is ready to play

Her friends call them 'the luckiest dogs in the world' but Angela said it feels like she's the lucky one every time she looks at her two dogs, Jasmine and Jasper. Adopted from the Home over five years ago, the seven-year-olds couldn't be more different, in personality nor in looks; however the bond they share is great and only surpassed by their love for Angela.

*"They are always so happy to see me, they make me laugh every single day and are just the best companions," she said.*

It was in 2006 that Angela and her family made the decision to visit The Lost Dogs' Home. Having seen the wonderful friendship her friend's two dogs had together, Angela decided to look at the possibility of adopting a pair. Jasmine the Kelpie quickly caught their eye and not long after, they spotted Jasper the Pomeranian looking at them with hopeful eyes.

*"As soon as we got him out, he and Jasmine instantly started playing together and that sealed the deal for us."*

Angela wondered on the way home whether it would be difficult to introduce two new dogs into her household. However as they pulled into the driveway, the pooches acted as if they were simply returning home after a long trip.

*"They both settled in so quickly and I think it was to do with them being together; they gave each other support," Angela said.*

*"They seemed really happy to be in a new home and with a new friend."*

Angela said her life was changed for the better that day she visited The Lost Dogs' Home.

*"I can't imagine not having them now," she said. "I just love them to bits... and would recommend adopting two dogs to people if they've got the space and the time to make sure it works.*

*It can be expensive... we do the vaccinations each year, plus we buy double the food. But I think the benefits outweigh the costs and if you can afford to do it, then I certainly think it's worth it."*

# Community Engagement

Educating members of the public on responsible pet ownership is key to reducing the number of lost, abandoned and neglected animals in Australia.

Use of traditional means of education, through school and community presentations, are now coupled with increased social media engagement to further spread our message to care for companion animals responsibly.

## Social Media

The Lost Dogs' Home utilises numerous social networking sites to promote its message of adoption and responsible pet ownership. Over the last six months, the Home has significantly increased its online video and social media content to reach a broad audience with the adoption message.

This content includes:

- Behaviour rehabilitation videos;
- Adoption stories;
- Shelter showcases of animals available for adoption;
- Pet Superstars (acknowledging past residents of the Home);
- Cat of the Day videos and online posts; and
- Q&A sessions with behaviour and pet care specialists.

Since April, the Home has increased its reach on social media site Facebook six-fold.

Social media continues to increase in importance for the promotion of adoption of cats and dogs, as well as providing a forum for the wider community to engage in the conversation and learn about responsible pet ownership.

## Work Experience

Between the months of April and November, the Home hosts approximately two year 10 students per week. Each student's time is divided up between cleaning duties, administration tasks, dog-walking, accompanying staff on ambulance jobs and watching our vet nurses give one-on-one advice to people who are adopting an animal. They even get to observe a surgery if they can stomach it!

## School Tours and Talks

Throughout 2011/12 senior staff members and veterinarians travelled off-site to speak at local schools and community groups.

Presentations focus on the promotion of adoption of shelter pets; the importance of responsible pet ownership; and the day to day operations and challenges of the Home. Talks are always well-received, with primary school children especially enjoying dog training demonstrations.



*Work experience student Kathryn cuddles up with a resident*



Dr Caroline Cook presents an animal handling workshop in the Thelma Hoult Training and Education Centre

### Staff and External Programs Training

Our commitment to education is not only focused on members of the public, but on our own staff as well. By regularly updating our own knowledge we can help improve the well-being of the animals we care for on a daily basis.

Throughout 2011/12, the Thelma Hoult Training and Education Centre has been invaluable to the many staff training and development seminars, as well as information sessions for our foster care and volunteer programs.

### Animal Handling Workshops

Senior veterinarian, Dr Caroline Cook, held multiple training workshops throughout the year, educating staff members on the correct handling of cats and dogs in shelters.

These workshops incorporated practical demonstrations and theory-based learning to educate staff on various topics, including identifying and reacting to cat and dog behaviour and body language. By understanding the motive behind the action, we are able to better meet the needs of our animals, as well as keeping our staff safe and prepared in the workplace.

### Pet Licence

The promotion of adoption is one of the Home's key objectives. This however must be accompanied with educating the community on responsible pet ownership to avoid instances of impulse buying.

Some potential adopters become so excited about the prospect of a new pet they forget about the responsibilities that pet ownership entails. This is the main reason why the Home has developed Pet Licence. This free test helps prospective owners gain a basic understanding of the responsibilities of owning a pet.

The Pet Licence is currently in its third year of operation and in 2011/12 over 4,000 people completed the test.

### Radio and Online

Over the coming year we will widen our community reach through a weekly radio program. It will not only focus on responsible pet ownership and animal welfare, but also celebrate the value of human relationships with animals.

As 2013 is the Home's centenary year, we aim to engage with a broad section of the community, in particularly through online avenues. The expansion of our online presence will help us to widely promote the benefits of adopting and further educate the public on responsible pet ownership.

# The wonderful life of Emma the globe trotter

Whenever the time comes for one of our residents to leave the Home, we keep our fingers crossed that someday their new owners will take the time to let us know how they're doing.

Our shelter attendants spend so much time caring for these animals, they almost feel like parents and like any proud mum or dad, nothing pleases them more than to hear about our graduates' many achievements and adventures.

So our staff were thrilled when, 14 years after adopting the beautiful Emma, Tony and Sarah thoughtfully wrote to us and let us know of the exciting life she has led. This is their story, as told by Sarah:

*"It was a hot Saturday afternoon in late November 1997 and I had just started dating a man living in Flemington, Melbourne. On our first date at the Melbourne Grammar School Fair, he told me that he was planning to adopt a cat! I have a huge soft spot for cats and so our second date was set – a trip to The Lost Dogs' Home.*

*One particular cat stood out to my boyfriend – she was quite a slight tortoiseshell and had a bushy tail. Before long, she was chosen as his future cat and packaged up into a little crate for us to take her home.*

*Fourteen years later, that boyfriend is now my husband and Emma is still our favourite fur-kid. She has travelled all over the world with us – first from Melbourne to the Pilbara region in northwest Western Australia, then to Perth before making her first overseas posting to Salt Lake City, USA and returning back to Perth in 2009. We often joke that she has more frequent flyer points than the average human!*

*She is still in good health 14 years after we adopted her and she is very glad we picked her out all that time ago. Thank you for the opportunity to adopt a wonderful cat."*

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STORY

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Emma: 14 years young



Fundraising



# Fundraising

The Home would not exist without the support of our wonderful donors. It is through their ongoing generosity that we are able to continue providing essential services for unowned dogs and cats, and the community, while remaining a leader in animal welfare.

## Overview

Despite battling the economic downturn, the Home retained positive fundraising results overall. This can be attributed to our loyal supporters and our resilient fundraising program.

We invested in recruiting new donors – both cash and regular givers – via direct mail and face to face. These two channels prove to be the most cost-effective method in acquiring supporters to help fund our vital work.

## Friends of PAWs (regular giving program)

Our Friends of PAWs are very special to the Home. Their regular gifts support day to day programs and services, including:

- Veterinary care and treatment for dogs and cats in our care;
- Training and socialisation of dogs undergoing Behaviour Rehabilitation;
- Adoption program;
- National Pet Register's free pet ID tag initiative and 24/7 recovery call centre.

Their dedicated support provides reliable, long-term funding, allowing us to deliver animal welfare services and confidently plan for the future.

In 2011/12 we were grateful to welcome 3,582 new PAWs supporters to the Home.

We sincerely want to thank each and every person who gave to the Home in 2011/12 to help us care for dogs and cats in need.

## Direct Mail

Donations received throughout the year, but particularly during crucial periods – namely Christmas and winter, when the influx of abandoned and lost animals is at its peak – allow us to carry out our essential work for cats and dogs.

As such, the Christmas and Winter Appeals remained the two most important mail appeals in 2011/12.

We experienced a drop in donations towards the Christmas Appeal, with a 15 per cent decline when compared to 2010. However, the Winter Appeal had a 22 per cent increase on 2011's result, making it the most successful Winter Appeal to date.

Our Hospital Appeal in February raised funds to purchase desperately needed equipment for the vet hospitals in North Melbourne and Bracken Ridge.

We again embarked on direct mail campaigns to find new donors during the year. These appeals proved a successful, cost-effective way to reach many people and discover more like-minded individuals passionate about animal welfare and eager to support the Home's work.

In December we mailed an appeal in Brisbane to announce our new management of the two animal shelters in Bracken Ridge and Willawong and introduce ourselves and our work. We sought donations in order to update the animal facilities at the Bracken Ridge and Willawong shelters. The terrific response from these new supporters ensured the purchase of individual dog pens and cat condos – improving the welfare of lost and stray animals in our care.

## Bequests

No matter how big or small, yet vital to the Home's future, bequests allow us to upgrade current facilities or build new ones so the Home can provide the very best care to unowned dogs and cats. We are sincerely grateful to those who generously included the Home in their will.

## Grants

We were honoured to receive a \$5,000 grant from Australian Communities Foundation for our Sick and Injured Surgery Fund, which covers the cost of non-routine surgery for stray cats and dogs, giving them the best chance of a fresh start.

We gratefully acknowledge the outstanding grant of \$25,000 from The Helen Macpherson Smith Trust to purchase 44 Apple iPads for our responsible pet ownership program, allowing adopters to complete our online Pet Licence test on-site during peak adoption periods and half price adoption times.



## Corporate Support

Our corporate friends make so much of what we do possible and we sincerely thank them for their continued support.

### Woolworths

Since 1986 selected Woolworths stores across greater Melbourne have joined with us for our Christmas Pet Food Appeal. Shoppers purchase pet food, dropping the donations into our distinctive kennel-shaped bins at the store entrance.

This food helps feed the tens of thousands of cats and dogs the following year at our shelters. In December 2011, shoppers at 62 stores filled 211 donation bins with pet food.

In the latter part of the year, a food bin was placed in the Woolies store in Kyabram, which resulted in much-needed pet food donated to our Echuca shelter.

The donation bins also act to raise awareness – their colourful, engaging design stands out, and features stories and photos of some of the animals recently helped by the Home.



## Best Friends Pet SuperCentre

Our corporate partners, Best Friends Pet SuperCentre, continued their valuable sponsorship of our 24/7 animal ambulances. Throughout the year they kindly supported animals at the Home with donations of food and also promoted our work via in-store advertising.



## Patrons and Ambassadors

Our Patrons Daryl Somers OAM, Julie Somers OAM, Marty Fields and the late Darryl Cotton, along with Ambassadors Mike Larkan and Claire Hooper provided outstanding support during the year. We thank them for their ongoing devotion and generosity to the Home.

We would like to make special mention of Mike Larkan, who every Friday evening features a dog of the week from the Home. His support has been invaluable for promoting adoption.

# Missing Lily found 700km from home

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In May 2011, four-year-old German shepherd Lily went missing from her home in Goulburn, NSW. Seven months later, her owners drove 700 kilometres in seven hours to find her again.

Owners Theresa and Tracker were absolutely devastated by the loss of their beloved pooch and said they were gobsmacked to find out she was at The Lost Dogs' Home in North Melbourne.

*"We were at a wedding over the weekend and came home to a message from The Lost Dogs' Home saying that Lily was in Melbourne," Theresa said. "I was completely dumbfounded that she had somehow gone interstate."*

The couple suspect Lily was taken from their yard, as the heavy front gate – which had been locked the night previous – was unhinged when Tracker set off to work in the morning.

*"She's an incredibly friendly dog but she normally barks at strangers who drive up to our house," Tracker said. "Because we didn't hear anything that morning, we suspect the person who took her was familiar to her."*

After receiving the astonishing call, Theresa and Tracker jumped in their car and drove over seven hours to North Melbourne. The reunion between the exuberant dog and her loving owners was certainly a joyful one – although it came with a surprise.

*"It looks like she has had pups in the time she's been away," Theresa noted. "She wasn't pregnant when she went missing so maybe that was the intent of whoever took her – to use her as a breeder."*

National Pet Register spokesperson Kate Hoelter said this family's story really highlights the importance of microchipping your pet and keeping the contact details up-to-date.

*"As soon as Lily was brought into the Home, we immediately scanned her for a chip and found Theresa and Tracker's details," Kate said. "If they hadn't taken that measure in the past, I don't think Lily would ever have found her way home."*



## Gifts in Kind

We consider ourselves very fortunate for the network of individuals and groups who provide tangible gifts to the animals in our care – bedding, food and toys – that are received at our shelters every day, and we delight in the knitted rugs and jumpers that people lovingly hand-craft. It's because of this kindness that animals are kept warm, fed and enriched while in our care.

Our thanks extend to those who through their schools, community groups and workplaces run donation drives. These drives result in much-needed goods and increase community awareness of the Home, its work and the importance of responsible pet ownership.

The veterinary clinic benefited from the generosity of pharmaceutical companies and wholesalers who donated short-dated goods.

Australian Customs and Border Protection Service donated excess equipment, including an ultrasound machine.

Fort Dodge/Boehringer subsidised a survey of Canine Cough incidence and causative agents within the North Melbourne shelter.

On behalf of our Echuca shelter we would like to thank the following businesses and groups for their support and involvement with the Echuca-Moama Celtic Festival Dog Walk on 18 March: Echuca Veterinary Clinic; Pampered Paws Grooming Salon; PETstock Echuca; Bow Wow Dog Biscuits; Rose's Veterinary Practice and Echuca-Moama & District Dog Obedience Club Inc.; Coffee Addiction Mobile Coffee; Lion's Club Echuca and most importantly; Barbara Rowland and the Celtic Festival Committee.

A special mention must go out to Friends of the Wingecarribee Animal Shelter (FOWAS): the group ran numerous fundraising drives to raise money to help with the cost of special dietary pet food and surgeries at the shelter. We also thank Dr James Blackshaw of Moss Vale Veterinary Hospital and Susie Embleton Real Estate for their continued support of the Wingecarribee shelter.

## The Future

Every aspect of the Home's work – be it veterinary care and support for stray animals; foster care; behaviour rehabilitation; National Pet Register or adoption program – is dependent on the viability of our fundraising programs and generosity of our donors.

With demand for our services on the rise it is our aim to be in the best financial position possible to allow us to provide every animal with the very best care for their needs.

Regular giving and direct mail programs have proven over time to be our most reliable income streams, so we will continue investing in these areas.

There is also huge scope for online fundraising campaigns, and this is certainly something we plan to explore.



A kind donation from Best Friends Pet SuperCentre



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## The nine lives of Floyd the explorer

When both of Anne's parents sadly passed away within weeks of each other earlier this year, she and her husband Doug felt the need to bring some life back into their house. Being cat lovers, they had been continually checking The Lost Dogs' Home adoption page, watching the kitties come and go as they all went on to find loving new homes.

All, that is, except one.

*"We monitored the website for about three months," Anne said, "and every time we went online, we noticed a ginger cat named Floyd kept popping up! He had been looking for a home for so long and he was so adorable, we couldn't believe no one had taken him."*

Anne said she and Doug became very familiar with Floyd over the months and at long last, decided to call the Wingecarribee shelter in New South Wales to enquire about him.

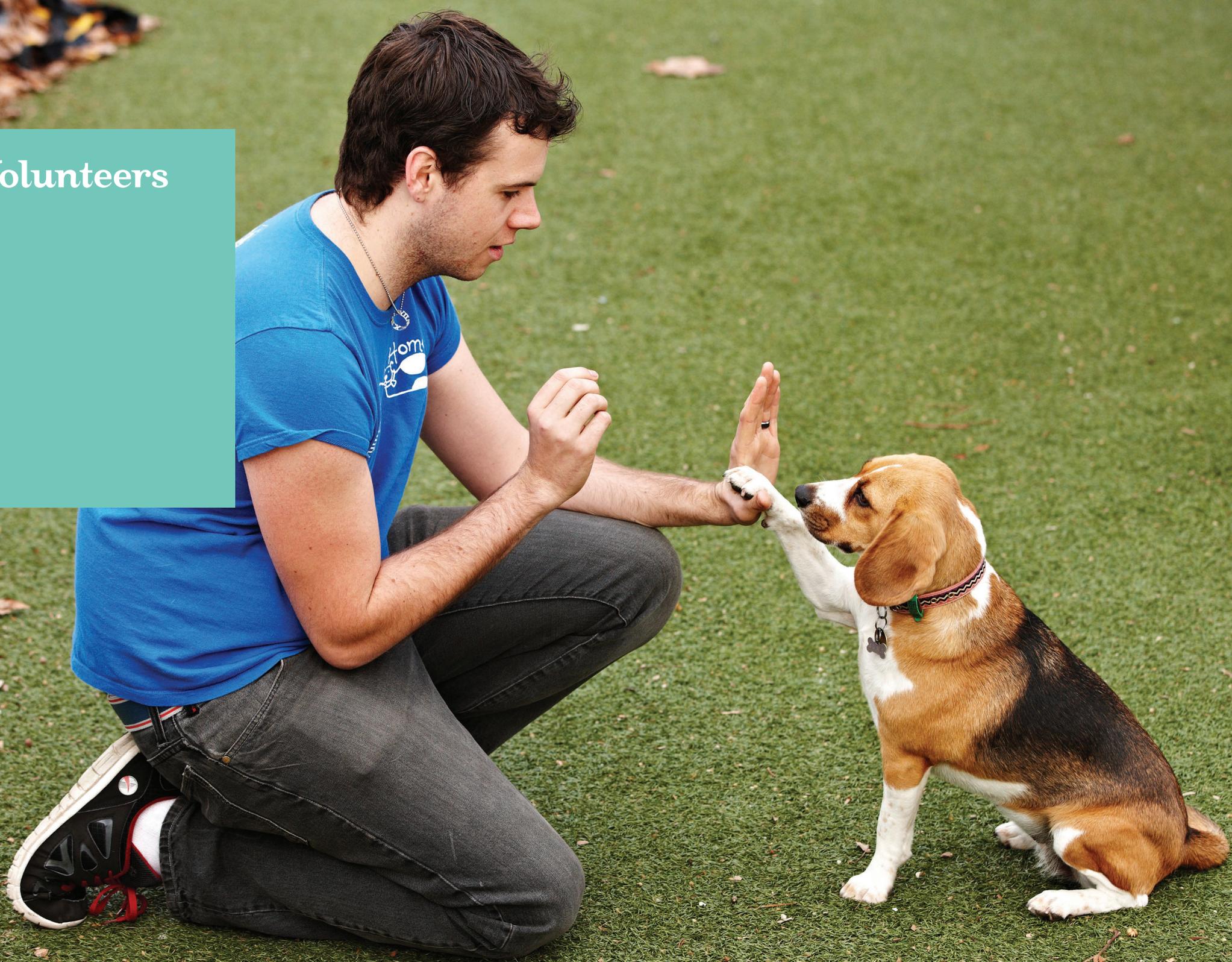
*"I had never envisaged getting a cat without at least meeting him first!" Melbourne-based Anne laughed. "It was a big gamble but I spoke to the girls at the shelter and they said he was such a beautiful cat. We just thought, 'Well, hopefully he likes us!'*

Like them, he did. In the time since Floyd came to live with the couple, he has proven to be a remarkably adventurous, affectionate and funny companion. Anne describes him as 'dog-like' in the way he follows her around and chews on their thongs.

*"He's so active too; when we let him inside at night, he just collapses, from exhaustion," she laughed. "He stays inside at night and is very affectionate in the morning. I'm normally woken up by a little paw on the face and a smooch."*

*"There are certainly worse ways to wake up!"*

# Volunteers



# Volunteers

Our volunteers come from different backgrounds but they all share the same drive; to make a difference in the lives of lost, abandoned, injured and sick animals.

## Dog Walking Volunteers

Our merry band of dog walkers give those up for adoption exercise, basic training and enrichment. We welcomed 20 new walkers to the ranks in 2011/12, making it one of the fastest growing volunteer streams.

There are three formal activities available for dog walkers:

**Behaviour Class:** volunteers train dogs for adoption in a formal class, held weekly under the guidance of Planet K9.

In particular we acknowledge the efforts of Peter, Jan and Rosalie who attend Behaviour Class each week.

**Off premises dog walking:** twice a week, volunteers take dogs on a 20 minute walk around the streets, following an allocated route. This gives dogs the chance to socialise with other dogs and people, giving them a change of scenery, which is important for their enrichment.

**On premises dog walking:** every day, rain or shine, volunteers walk the grounds of the Home with dogs. Not only important for exercise and enrichment, this presents the ideal opportunity for dogs to receive some basic training.

Their contribution of time – whether directly working with the animals, based in one of our administration departments, or at events – provides great support to our paid staff and

## Administration Volunteers

We are thankful to our devoted team of administration volunteers who, every week without fail, assist in National Pet Register and fundraising.

Their efforts with opening and sorting mail; sending donation receipts and free pet ID tags – amongst other tasks – is of enormous help to the departments, particularly during peak times.

We gratefully acknowledge the dedication and efforts of Wendy, Peter, Julie and Sue.

helps the Home achieve its core mission. We thank everyone who generously volunteered during 2011/12.

## Corporate Volunteers

Amongst old favourites ANZ, NAB, The Body Shop, Suncorp and Sales Force, in 2011/12 our corporate volunteer program was bolstered with the addition of employees from Sensis, GIO Computershare, Connective, Levis Group, Jana Investment and Carlton United Breweries.

Starting the day with an introduction and a behind-the-scenes tour of our North Melbourne shelter, groups typically help with administration tasks in the morning and end their day spending time exercising and playing with dogs for adoption. And their efforts on the day aren't the only plus – volunteers often return to their workplace and organise fundraising drives, further helping the animals in our care and raising awareness of our work.

Thank you to the participating companies, and of course the individuals who, gave their time to help at the Home as part of this program.



## Event Volunteers

Our event volunteers gave up their time (often weekends) to help at 20 National Pet Register events during 2011/12, including Brisbane's EKKA, Melbourne's Midsumma Festival, Oscar's Law Rally, in-store promotions at BestFriends Pet SuperCentres and Bunnings, council microchipping days, pet expos and a dog walk.

Their tasks included:

- Helping people complete National Pet Register free ID tag forms;
- Providing information on the Home and National Pet Register;
- Setting up and packing up gear and marquees;
- Selling merchandise;
- Engraving pet tags;
- Taking photos.

One particularly eager volunteer even dressed up as Monty, our doggy mascot, as part of '12|12 Pet ID Day'!



Volunteers on an off-premises dog-walk expedition

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# Bowie: the unconventional cat

Kitty and Alex came to The Lost Dogs' Home to adopt a cat with two requirements in mind: it needed to be older and black. Much to their surprise, their destined cat didn't quite fit what they originally had in mind.

*"There were so many other amazing cats there, but it's true what they say – the cat picks you,"* Kitty said.

The pair cuddled many of the cats up for adoption however it was Bowie - a four-month-old white kitten with two different coloured eyes - that stood out from the crowd.

Second guessing themselves, they decided to think about Bowie overnight but made it only as far as their car. Kitty recalled Alex saying, *"Let's go get her and save ourselves the trip tomorrow."*

Aptly named after the influential glam-rock legend David Bowie (who also has two unique coloured eyes), little Bowie channels the superstar's unconventional attitude by challenging 'kitty social norms' and embracing her inner diamond dog!

It all started when Bowie took an artificial flower from Kitty's craft box and brought it to her. Confused, Kitty threw it away. To her surprise, Bowie brought it straight back, dropping it into her hands. *"Bowie waited there, expecting me to throw it again. I've never seen that from a cat – it was incredible!"* Kitty recalled.

Bowie also likes to dig and bury things, *"I'm looking outside now and I can see the little holes she has dug,"* Kitty laughed and added, *"She gets completely filthy doing so!"*

Thrilled with her new furry friend, Kitty said that adopting Bowie was the best decision her and Alex had made.

*"I was always going to adopt... and Bowie is completely perfect for us. She's sweet, funny and really quirky, she loves being around us,"* she said.



*Bowie's favourite sitting spot*



*Glam rock kitty Bowie's signature eyes!*



## Why did the Rottie cross the road?

Not everyone would approach an unknown, fully-grown Rottweiler. However, out one morning walking her dogs, Melburnian Alexandra saw an obviously distressed dog darting between busy traffic and being beeped at by drivers. She knew she had to help him.

*"It was a bit nerve-wracking," Alex admitted. "It wasn't just that he was a Rottie; I think with any dog you need to be careful, because you don't know the temperament or anything about it."*

Luckily a woman driving past stopped to assist Alex and together they were able to coax the frightened dog off the road. Once she had calmed the big boofy boy down, Alex called her husband to collect their dogs, while she took the Rottie back to their house. After feeding him and giving him some water, Alex did the right thing by taking him to the vet to be scanned for a microchip. However, once it became clear he had no identification, The Lost Dogs' Home was called.

Dubbed 'Carl' at the shelter, the friendly dog was put into our Behaviour Rehabilitation Program to correct his walking techniques and to learn how to use his manners around other dogs. Being highly intelligent, Carl passed within a week and was put up for adoption, where a new owner quickly snapped him up. Alex said she was thrilled to hear the news and said she wasn't surprised he found a home so quickly.

*"He was the most lovely, gentle dog," she said. "I was so impressed by his nature. I fell in love with him and I only had him for an hour! I would've loved to have adopted him myself, but unfortunately it wouldn't have worked with our two little Jack Russells."*

So why did the Rottie cross the road? It seems so he could find a new home!

## Community Groups

Seven community groups regularly visited the Home to walk or simply enjoy the company of the dogs during the year.

Supervised dog walking became a popular program for some of these groups, including Northern Support Services, who attended the Home each Friday to spend the afternoon with dogs, giving them exercise or time to just stretch out on the grass.

Planet K9 hosted informal gatherings for many. These sessions benefit the dogs – who thrive with the attention – but also provide people from disadvantaged backgrounds, or those with disabilities, the chance to interact with each other and a small, select number of dogs in a safe, non-threatening environment.

We look forward to welcoming these groups back in the future: Northern Support Services, Milparinka Services, McCauley Community Services, Carinya Society, Mental Illness Fellowship, Footscray Community Arts and Norwood Association.

## Friends of Wingecarribee Animal Shelter (FOWAS)

Our Wingecarribee shelter is fortunate to have the support of FOWAS, who organise and run fundraising drives.

With the expansion of certain programs and services planned for the coming year, the recruitment and training of more volunteers will be a focus, and we will offer additional training and support to our current team.



Peter, one of our longest serving and valued volunteers

# Media



# Coverage Highlights

The Lost Dogs' Home has a successful relationship with the media, with some form of press occurring most weeks. 2011/12 was no different, with the Home receiving local, national and international media coverage.

2011/12 was an especially big year for media coverage for the Home. As well as raising awareness for dogs and cats available for adoption and reporting those special cases whose lives we turned around alongside publicising our many events – the Home was also involved in some significant stories.

In October 2011, Victorian State Premier Ted Baillieu announced tough new laws to crack down on illegal puppy factories, introducing strict new penalties for all breeders practising the cruel breeding of dogs. The announcement was warmly welcomed by the Home as we care for large numbers of abandoned dogs who originate from backyard breeders and puppy factories.

We received international coverage in April when the BBC aired the second episode of 'Don't Blame the Dog' in the UK, which was filmed at The Lost Dogs' Home. The show gave the Home the opportunity to reach a huge audience - both in the UK and later in Australia to raise awareness about being a committed and responsible pet owner. We received a lot of positive feedback from the program and are very grateful to the BBC for giving us this opportunity.

At the end of 2011 Melbourne was shocked when two four-week-old kittens were packed in a sealed cardboard box to be sent via courier across Melbourne.

Fortunately for the two kittens dubbed Wilbur and Tinks, this terrible act of cruelty had a happy ending. Though underweight, they were unharmed and went into foster care before being adopted into their new home.

As Australia's largest shelter, we utilise the media to fight for the rights, value and welfare of animals and deliver a message of responsible pet ownership to the wider community.

The coverage of Wibur and Tink's story helped raise awareness about responsible pet ownership, valuing our companion animals and the Home's Foster Care Program.

National Pet Register's microchipping tour of regional Queensland received fabulous coverage in local papers throughout the state. The many articles helped raise awareness for our discounted microchipping events as well as spreading the message of the importance of pet identification and keeping contact details up to date.

Also throughout 2011/12 the Home published approximately 200 stories on our website; dogshome.com as well as social media. The stories ranged from updates on our adopted graduates with their new families, dogs and cats awaiting new homes, responsible pet ownership and our many proactive services such as National Pet Register, Behaviour Modification and Foster Care programs.

In 2011/12 we have increased our following on Facebook and Twitter significantly, and we know that our important messages are reaching more and more people in the community – helping to improve outcomes for dogs and cats.

## Special thanks to the press

Mike Larkan's weekly Give-A-Dog-A-Home segment on Network Ten has been invaluable in helping the Home promote individual dogs up for adoption as well as helping to reach a wide audience to promote the value of shelter pets. The Home thanks Mike Larkan and Network Ten for their ongoing and generous support with Give-A-Dog-A-Home.

- The Project on Network Ten
- The Herald Sun, in particular; photographer Craig Borrow and journalist Kelly Ryan
- The Age
- The Daily Telegraph
- Central Queensland News
- North West Star
- The Heidelberg Leader
- The Moonee Valley Leader for their 'Pet of the Week' feature
- The Riverine Herald
- Bayside Star
- Northern Suburbs Star
- The Southern Highland News Television
- BBC's 'Don't Blame The Dog' on the BBC Radio
- Plenty Valley FM Online
- www.heraldsun.com.au



**THE LOST DOGS' HOME**  
2 Grace Street  
North Melbourne  
9324 2755  
www.dogshome.com

# 12 strays of Christmas



**PAIGE**  
(CKC 828)  
Female  
Jack Russell terrier  
mix, 8  
At her age, Paige has lost voice at many a party and wants the good times again. She's hoping this Christmas finds her a forever home.



**BINGO**  
(NFW 393)  
Male,  
pomeranian  
mix, 2  
This foxy-looking little show pony is handsome beyond belief. And who could resist brushing his beautiful coat each day to keep it looking as lustrous as this.



**ACE**  
(NFW 316)  
Male,  
staffordshire  
bull terrier mix  
A marshmallow type of mutt who looks like a tough guy, but is really a big softie. Struts about but this compact canine is the first to struggle for a cuddle when the offer is made.



The Christmas countdown is on for the 12 Strays of Christmas. This year's Dirty Dozen from The Lost Dogs' Home has just 11 sleeps to find the family of their dreams to wake up with on Christmas morning.

Ten handsome hounds and two cuddly cats are hoping the spirit of And as a special incentive, The Lost Dogs' Home and Cat Shelter is offering early Christmas sale with all animals available for adoption at half price for December. Prospective owners are strongly urged to complete the Home's Pet License to prove they will make a responsible owner.

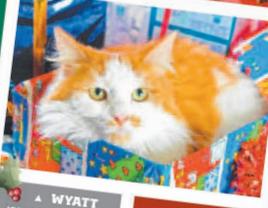
Picture: CRAIG BORROW



**HARRIETT**  
(NFW 423)  
Female, sheltie mix, 6  
Here is a hassle free and easy-going hound looking for someone to spoil her for all her Christmas to come.



**CRUNCH**  
(NFW 143)  
Male german shorthaired pointer, 7  
Sprightly and spirited Crunch has many more Happy New Years to offer his new owner.



**BONITA**  
(NFW 387)  
Female, staffordshire bull terrier mix, 1  
Sensitive Bonita would suit a home with a confident dog. Smaller than she might initially appear, her compact size guarantees a big dog presence in a smaller package.

**HUDSON**  
(CKC 653)  
Male, bulldog mix, 10 months  
Still growing into his pyjamas, Hudson is a gentle adolescent who will thrive on pet training and a steady role model.



**SOPHIE**  
(NFW 362)  
Female, Jack Russell terrier mix, 2  
Who could resist this little beauty?



**MOO**  
(NFW 300)  
Male, mix, 10  
A handsome fellow who would make a great companion.

**WYATT**  
(884998)  
Male, domestic longhair, 4  
Relaxed but curious enough to check out your Christmas tree. Wyatt is happy to be part of the celebrations of a big family each and every year.



**GRACIE**  
(NFW 243)  
Female, longhair chihuahua mix, 7  
Gracie has super style but is a little shy and wishes for a quiet home for Christmas. Young children and loud parties are not her thing.



**MEG**  
(NFW 394)  
Female, terrier mix, 8  
Young at heart Meg enjoys a brisk walk every day. Her wavy hair is wash-and-wear and her cheery personality will suit most homes on offer.



DOG-GONE IT: The Central Highlands Regional Council is offering discounted microchipping for pets in Blackwater and Emerald. Photo: Contributed

## Chip cheap as chips

THE National Pet Register is hitting the road on a five-month tour, offering discounted microchipping and free ID tags to pet owners in regional Queensland including Blackwater and Emerald.

"Together with the National Pet Register team, the council is spreading the word on responsible pet ownership by bringing discounted microchipping services to the area," Central Highlands Mayor Peter Maguire said.

"There are far too many dogs in our region which end up in the pound, and need to be re-homed. Microchipped animals are more likely to be reunited with their owners if they become lost."

Central Highlands residents can get their pets microchipped for \$25. Bookings and pre-payment are essential and can be made by either phoning the National Pet Register on 1300 794 738, or booking online at petregister.com.au/events.

The service will be in Emerald on Sunday, June 10, at the council park on the corner of Eger-ton and Borilla Sts from 9am-2pm, and in Blackwater on Saturday, June 9, at the council car park in Mackenzie St from 9am-2pm.

The microchipping van provides a secure and comfortable area to conduct the microchipping services, as well as a data entry station where all details can be added immediately to the register. Pet owners will also receive a free collar ID tag and microchip certificate on the day.



Promise: Premier Ted Baillieu with friends at the Lost Dogs' Home.

## Dogs lap up puppy farms crackdown

THE Lost Dogs' Home has welcomed plans by the Baillieu Government to crack down on rogue puppy farms.

Tough new laws could see them fined up to \$30,000 and banned from owning animals for up to 10 years.

Lost Dogs' Home managing director Graeme Smith said the changes were welcome.

"It will make it very difficult for puppy farmers to operate in this state," Dr Smith said. "We welcome the changes that the new government has brought in."

"The problem with puppy farms is that there's thousands of animals being born. Sure, there might be homes for puppies, but then owners will discard them at six months of age."

Dr Smith said about 10,000 dogs came to the Lost Dogs' Home every year.

"Most of them have been discarded as young adults. People get them as young puppies and discard them," Dr Smith said.

"The laws apply only to the breeders of dogs, not people who purchase them and discard them. The changes were an election promise by Premier Ted Baillieu.

"We are not going to tolerate cruelty to animals and these are some of the strongest laws ever introduced to protect animals from abuse and neglect," Mr Baillieu said.

"The Victorian Government has strongly opposed illegal puppy farm practices."

Ashley Gardiner  
State politics reporter

# Financials



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## Directors' Report

Your directors present their report together with the financial report of The Lost Dogs' Home ("the Home") for the financial year ended 30 June 2012.

### Directors

The following persons were directors of The Lost Dogs' Home during the whole of the financial year and up to the date of this report:

Name	Position	Service as Director (years)	Meetings held while director	Meetings attended
Mr J. Allen	Director	11	6	5
Mrs M. Crossley	Director	31	6	5
Dr K. Farfor*	Director	10		
Mrs P. Gillies#	Director		2	2
Mrs D. McGuinness	Director	8	6	6
Ms J. Scovell	Director	22	6	5
Dr G. Smith	Director	12	6	6
Dr A. Tribe	Chair Person	18	6	6
Mr B. Walsh^	Director	10	4	3

\* Resigned 30 August, 2011. # Appointed 1 May, 2012. ^ Resigned 1 May, 2012.

No director has an interest in shares or contracts with the Home.

The directors all have the necessary experience and knowledge to carry out their duties.

### Short and long term objectives

The short and long term objectives of the Home are:

- To serve the community and enhance the welfare of dogs and cats by alleviating animal suffering and minimising the number of lost, injured and unwanted animals.
- Provide shelter, animal management and veterinary services in a quality environment.
- To educate the public on responsible pet ownership and to provide programs that will enhance the objectives of the Home.
- To advocate animal management and welfare policies at all levels of government so that all objectives above will be enhanced.
- The Home has a strategic plan that documents how these objectives will be achieved.

### Principal activities

The principal activities of the Home in the course of the financial year were devoted to the service of stray, sick, injured and abandoned dogs and cats.

### Results of operations

The profit of the Home for the financial year ended 30 June 2012 was \$211,340 (2011: \$978,823).

### Review of operations

Comparative figures on the operations of the Home are as follows:

	2012 \$	2011 \$
Revenue from continuing operations	14,248,378	12,375,271
Operating activities expenses	(17,578,353)	(14,162,092)
Profit from operating activities	(3,329,975)	(1,786,821)
Revenue from non-operating activities	3,541,315	2,765,644
Expenses from non-operating activities	-	-
Profit for the year	211,340	978,823

During the current year, the Home had a decrease in the surplus for the year, due to an increase in expenses. Legacies are up compared to the previous year.

### Significant Changes in the State of Affairs

There have been no significant changes in the state of the Home's affairs during the financial year.

### Matters subsequent to the end of the financial year

No matter or circumstance other than the above has arisen since 30 June 2012 that has significantly affected, or may significantly affect:

- the Home's operations in future financial years, or
- the results of those operations in future financial years, or
- the Home's state of affairs in future financial years.

### Likely developments and expected results of operations

The Directors foresee that the Home will continue to provide immediate first aid and shelter for un-owned animals. Un-claimed animals will be re housed where ever possible. There will be a greater emphasis placed on community education for responsible pet ownership and compulsory de sexing and micro chipping.

## Members' guarantee

In accordance with the Home's constitution, each member is liable to contribute up to \$20 in the event that the company is wound up. The amount to be contributed will not exceed \$3,640.

## Environmental Regulation and Performance

The Home is not subject to any particular or significant environmental regulation.

## Indemnification and Insurance of Directors

During or since the financial year, the Home has paid premiums of \$8,987 in respect of a contract insuring all of the directors of The Lost Dogs' Home against costs incurred in defending proceedings for conduct involving wrongful acts by the directors of the Home.

## Indemnity of Auditors

During or since the financial year, the Home has paid no premiums in respect of a contract insuring the auditors.

## Non-audit Services

During the year the following fees were paid or payable for non-audit services provided by the auditor of The Lost Dog's Home, its related practices and non-related firms:

Taxation Services	2012 \$	2011 \$
PricewaterhouseCoopers Australian Firm	3,600	3,000
Tax compliance services	3,600	3,000

## Auditor's Independence Declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out on page 63.

## Auditor

PricewaterhouseCoopers continues in office in accordance with section 327 of the Corporations Act 2001.

This report is made in accordance with a resolution of directors.



**Ms Jenny Scovell**  
Director



**Dr Graeme Smith OAM**  
Managing Director

Melbourne  
30 October 2012



### Auditor's Independence Declaration

As lead auditor for the audit of The Lost Dogs' Home year ended 30 June 2012, I declare that to the best of my knowledge and belief, there have been:

- a) no contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and
- b) no contraventions of any applicable code of professional conduct in relation to the audit.

This declaration is in respect of The Lost Dogs Home during the period.

Michael Shewan  
Partner  
PricewaterhouseCoopers

Melbourne  
8 November 2012

PricewaterhouseCoopers, ABN 52 780 433 757  
Freshwater Place, 2 Southbank Boulevard, SOUTHBANK VIC 3006, GPO Box 1331, MELBOURNE VIC 3001  
T: 61 3 8603 1000, F: 61 3 8603 1999, www.pwc.com.au

Liability limited by a scheme approved under Professional Standards Legislation.

## Auditor's Independence Declaration

The financial statements are presented in the Australian currency.

The Lost Dogs' Home is a company limited by guarantee that is incorporated and domiciled in Australia.

The registered office and principal place of business is:

The Lost Dogs' Home  
2 Gracie Street  
North Melbourne Vic 3051

The Lost Dogs' Home is incorporated under the Corporations Law as a company limited by guarantee not having a share capital. The liability of each member is generally limited to \$20.

The financial statements were authorised for issue by the directors on 30 October 2012. The directors have the power to amend and reissue the financial statements.

## Statement of comprehensive income

30 June 2012

	Notes	2012 \$	2011 \$
Revenue from continuing operations	3	14,248,378	12,375,271
Other Income	4	3,541,315	2,765,644
Council and Contract expenses		(5,265,196)	(3,575,907)
Veterinary Clinic expenses		(1,785,716)	(1,481,953)
Fundraising expenses		(2,499,055)	(2,225,881)
Shelter expenses		(4,422,755)	(3,221,422)
Administration expenses		(3,605,631)	(3,656,929)
Profit for the year	5	211,340	978,823
Other comprehensive income			
Changes in Fair Value of available-for-sale financial assets	14 (a)	(1,217,645)	418,887
<b>Total comprehensive income for the year</b>		<b>(1,006,305)</b>	<b>1,397,710</b>

The above statement of comprehensive income should be read in conjunction with the accompanying notes.

## Balance Sheet

As at 30 June 2012

	Notes	2012 \$	2011 \$
<b>ASSETS</b>			
Current assets			
Cash and cash equivalents	6	1,748,237	5,463,669
Trade and other receivables	7	1,131,052	750,793
Inventories	8	16,328	70,724
Total current assets		2,895,617	6,285,186
Non-current assets			
Financial assets	9	6,438,311	7,166,152
Property, plant and equipment	10	15,331,264	11,743,338
Total non-current assets		21,769,575	18,909,490
Total assets		24,665,192	25,194,676
<b>LIABILITIES</b>			
Current liabilities			
Trade and other payables	11	1,275,847	772,901
Provisions	12	887,487	1,098,923
Total current liabilities		2,163,334	1,871,824
Non-current liabilities			
Provisions	13	317,934	132,623
Total non-current liabilities		317,934	132,623
Total liabilities		2,481,268	2,004,447
Net Assets		22,183,924	23,190,229
<b>EQUITY</b>			
Reserves	14 (a)	36,829	1,254,474
Retained earnings	14 (b)	22,147,095	21,935,755
Total equity		22,183,924	23,190,229

The above balance sheet should be read in conjunction with the accompanying notes.

## Statement of changes in equity

For the year ended 30 June 2012

	Contributed equity \$	Reserves \$	Retained earnings \$	Total equity
Balance at 1 July 2010	-	835,587	20,956,932	21,792,519
Total comprehensive income for the year as reported in the 2011 financial statements	-	418,887	978,823	1,397,710
Balance as at 30 June 2011	-	1,254,474	21,935,755	23,190,229
Total comprehensive income for the year	-	(1,217,645)	211,340	(1,006,305)
Balance as at 30 June 2012	-	36,829	22,147,095	22,183,924

The above statements of changes in equity should be read in conjunction with the accompanying notes.

## Statement of cash flows

For the year ended 30 June 2012

	Notes	2012 \$	2011 \$
Cash flows from operating activities			
Receipts from customers (inclusive of GST)		8,411,351	7,377,606
Payments to suppliers and employees (inclusive of GST)		(16,957,894)	(13,612,357)
Fundraising proceeds		5,536,856	4,931,510
Legacies received		2,792,772	2,665,955
Interest received		206,990	522,561
Net cash (outflow) from operating activities		(9,925)	1,906,275
Cash flows from investing activities			
Payments for property, plant and equipment		(4,567,402)	(6,011,256)
Proceeds from sale of property, plant and equipment		61,240	135,900
Payments for available-for-sale financial assets		(5,734,309)	(1,333,248)
Proceeds from sale of available-for-sale financial assets		5,936,026	1,071,308
Dividends received		598,938	320,225
Net cash (outflow) from investing activities		(3,705,507)	(5,838,072)
Cash flows from financing activities			
		-	-
Net (decrease) in cash and cash equivalents			
		(3,715,432)	(3,931,797)
Cash and cash equivalents at the beginning of the year			
		5,463,669	9,395,466
Cash and cash equivalents at end of the year	6	1,748,237	5,463,669

The above statement of cash flows should be read in conjunction with the accompanying notes.

## 1) Summary of significant accounting policies

The principal accounting policies adopted in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated. The financial statements are for The Lost Dogs' Home which is a not-for-profit organisation.

### a) Basis of Preparation

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements, other authoritative pronouncements of the Australian Accounting Standards Board, Urgent Issues Group Interpretations and the Corporations Act 2001.

#### Compliance with Australian Accounting Standards – Reduced Disclosure Requirements

The consolidated financial statements of The Lost Dogs' Home comply with Australian Accounting Standards – Reduced Disclosure Requirements as issued by the Australian Accounting Standards Board (AASB).

#### New and amended standards adopted by the Home

None of the new standards and amendments to standards that are mandatory for the first time for the financial year beginning 1 July 2011 affected any of the amounts recognised in the current period and is likely to affect future periods.

#### Early adoption of standards

The Home has not elected to apply any pronouncements before their operative date in the annual reporting period beginning 1 July 2011.

#### Historical cost convention

These financial statements have been prepared under the historical cost convention, as modified by the revaluation of available-for-sale financial assets, financial assets and liabilities (including derivative instruments) at fair value through profit or loss, certain classes of property, plant and equipment and investment property.

#### Critical accounting estimates

The preparation of financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgment in the process of applying The Lost Dogs' Home accounting policies. The areas involving a higher degree of judgment or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in note 2.

#### Financial statement presentation

The Lost Dogs' Home has applied the revised AASB 101 Presentation of Financial Statements which became effective on 1 January 2009. The revised standard requires the separate presentation of a statement of comprehensive income and a statement of changes in equity. All non-owner changes in equity must now be presented in the statement of comprehensive income. As a consequence, The Lost Dogs' Home had to

change the presentation of its financial statements. Comparative information has been re-presented so that it is also in conformity with the revised standard.

### b) Revenue recognition

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the entity and the revenue can be reliably measured. Revenue is measured at the fair value of the consideration received or receivable. The following specific recognition criteria must also be met before revenue is recognised:

- Charitable income, including donations and bequests are brought to account on a cash basis. Shares in the form of bequest are brought to account when transferred to the portfolio.
- Vet and council fees and NPR income is brought to account when the service is rendered, usually by credit card or cash.
- Shelter income is brought to account at point of sale, usually by credit card or cash.
- Interest income is recognised on a time proportion basis using the effective interest method.
- Dividends are recognised as revenue when the right to receive payment is established.

### c) Operating Leases

Operating lease payments are recognised as an expense in the statement of comprehensive income on a straight-line-basis over the lease term. Operating lease incentives are recognised as a liability when received and subsequently reduced by allocating lease payments between rental expense and reduction of the liability.

### d) Impairment

The Home assesses at each balance date whether there is objective evidence that a financial asset or group of financial assets is impaired. In the case of equity securities classified as available-for-sale, a significant or prolonged decline in the fair value of a security below its cost is considered as an indicator that the securities are impaired. If any such evidence exists for available-for-sale financial assets, the cumulative loss - measured as the difference between the acquisition cost and the current fair value, less any impairment loss on that financial asset previously recognised in profit or loss - is removed from equity and recognised in the statement of comprehensive income. Impairment losses recognised in the statement of comprehensive income on equity instruments classified as available-for-sale are not reversed through the statement of comprehensive income.

### e) Cash and cash equivalents

For the purpose of presentation in the statements of cash flows, cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities in the balance sheet.

### f) Trade and other receivables

Trade receivables are recognised and carried at original invoice amount less a provision for any uncollectible debts. An estimate for doubtful debts is made when collection of the full amount is no longer probable. Bad debts are written-off as incurred. Trade receivables are generally due for settlement within 30 days.

### g) Inventories

Inventories include microchips on hand and are stated at the lower of cost and net realisable value.

### h) Investments and Other Financial Assets

#### Classification

The Home classifies its financial assets in the following categories: financial assets at fair value through profit or loss, loans and receivables, held-to-maturity investments and available-for-sale financial assets. The classification depends on the purpose for which the investments were acquired. Management determines the classification of its investments at initial recognition and, in the case of assets classified as held-to-maturity, re-evaluates this designation at each reporting date.

#### (i) Financial assets at fair value through profit or loss

Financial assets at fair value through profit or loss are financial assets held for trading. A financial asset is classified in this category if acquired principally for the purpose of selling in the short term. Derivatives are classified as held for trading unless they are designated as hedges. Assets in this category are classified as current assets. The Home does not have any financial assets held at fair value through the statement of comprehensive income for 30 June 2012.

#### (ii) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They are included in current assets, except for those with maturities greater than 12 months after the reporting date which are classified as non-current assets. Loans and receivables are included in trade and other receivables (note 7) in the balance sheet.

#### (iii) Held-to-maturity investments

Held-to-maturity investments are non-derivative financial assets with fixed or determinable payments and fixed maturities that the Home's management has the positive intention and ability to hold to maturity. The Home does not have any held-to-maturity investments as at 30 June 2012.

#### (iv) Available-for-sale financial assets

Available-for-sale financial assets, comprising principally marketable equity securities, are non-derivatives that are either designated in this category or not classified in any of the other categories. They are included in non-current assets unless management intends to dispose of the investment within 12 months of the reporting date. Investments are designated as available-for-sale if they do not have fixed maturities and fixed or determinable payments and management intends to hold them for the medium to long term.

#### Financial assets – reclassification

The Home may choose to reclassify a non-derivative trading financial asset out of the held-for-trading category if the financial asset is no longer held for the purpose of selling it in the near term. Financial assets other than loans and receivables are permitted to be reclassified out of the held-for-trading category only in rare circumstances arising from a single event that is unusual and highly unlikely to recur in the near term.

In addition, the Home may choose to reclassify financial assets that would meet the definition of loans and receivables out of the held-for-trading or available-for-sale categories if the Home has the intention and ability to hold these financial assets for the foreseeable future or until maturity at the date of reclassification.

Reclassifications are made at fair value as of the reclassification date. Fair value becomes the new cost or amortised cost as applicable, and no reversals of fair value gains or losses recorded before reclassification date are subsequently made. Effective interest rates for financial assets reclassified to loans and receivables and held-to-maturity categories are determined at the reclassification date. Further increases in estimates of cash flows adjust effective interest rates prospectively.

#### Recognition and derecognition

Regular purchases and sales of financial assets are recognised on trade-date - the date on which the Home commits to purchase or sell the asset. Investments are initially recognised at fair value plus transaction costs for all financial assets not carried at fair value through profit or loss. Financial assets carried at fair value through profit or loss are initially recognised at fair value and transaction costs are expensed in the statement of comprehensive income. Financial assets are derecognised when the rights to receive cash flows from the financial assets have expired or have been transferred and the Home has transferred substantially all the risks and rewards of ownership.

When securities classified as available-for-sale are sold, the accumulated fair value adjustments recognised in equity are included in the statement of comprehensive income as gains and losses from investment securities.

#### Subsequent measurement

Loans and receivables and held-to-maturity investments are carried at amortised cost using the effective interest method.

Available-for-sale financial assets and financial assets at fair value through profit and loss are subsequently carried at fair value. Gains or losses arising from changes in the fair value of the 'financial assets at fair value through profit or loss' category are presented in the statement of comprehensive income within other income or other expenses in the period in which they arise. Dividend income from financial assets at fair value through profit and loss is recognised in the statement of comprehensive income as part of revenue from continuing operations when the Home's right to receive payments is established. Changes in the fair value of investments classified as available-for-sale are recognised in equity.

#### Impairment

The Home assesses at the end of each reporting period whether there is objective evidence that a financial asset or group of financial assets is impaired. In the case of equity securities classified as available-for-sale, a significant or prolonged decline in the fair value of a security below its cost is considered as an indicator that the securities are impaired. If any such evidence exists for available-for-sale financial assets, the cumulative loss measured as the difference between the acquisition cost and the current fair value, less any impairment loss on that financial asset previously recognised in profit or loss is reclassified from equity and recognised in the profit or loss as a reclassification adjustment. Impairment losses recognised in profit or loss on equity instruments classified as available-for-sale are not reversed through profit or loss.

If there is evidence of impairment for any of the Home's financial assets carried at amortised cost, the loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows, excluding future credit losses that have not been incurred. The cash flows are discounted at the financial asset's original effective interest rate. The loss is recognised in profit or loss.

### i) Property, plant and equipment

#### Cost and Valuation

All classes of property, plant and equipment (freehold land, buildings and plant and equipment) are measured at cost.

#### Depreciation

All property, plant and equipment, other than freehold land is depreciated over its estimated useful life commencing from the time the asset is held ready for use. Depreciation is provided on a straight-line or diminishing value basis.

#### Major depreciation rates are:

	Years	Years
Buildings (straight line):	3-5	3-5
Plant and equipment, furniture, fixtures and fittings (straight line):	20	20
Motor vehicles (straight line):	20	20
Office and computer equipment: (straight line):	2-4	2-4

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each reporting date. An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount. Gains and losses on disposals are determined by comparing proceeds with carrying amount. These are included in the statement of comprehensive income

#### **j) Trade and other payables**

Liabilities for trade creditors and other amounts are carried at cost which is the fair value of the consideration to be paid in the future for goods and services received, whether or not billed to The Lost Dogs' Home. The amounts are unsecured and are usually paid within 30 days of recognition.

#### **k) Employee benefits**

Provision is made for employee benefits accumulated as a result of employees rendering services up to the reporting date. These benefits include wages and salaries, annual leave, sick leave and long service leave.

Employee benefit expenses and revenues arising in respect of the following categories:

- wages and salaries, non-monetary benefits, annual leave, long service leave, sick leave and other leave benefits; and
- other types of employee benefits are recognised against profits on a net basis in their respective categories.

#### **i) Wages and salaries, annual leave and sick leave**

Liabilities for wages and salaries, including non-monetary benefits, annual leave and accumulating sick leave expected to be settled within 12 months of the reporting date are recognised in other payables in respect of employees' services up to the reporting date and are measured at the amounts expected to be paid when the liabilities are settled.

#### **ii) Long service leave**

The liability for long service leave is recognised in the provision for employee benefits and measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

#### **l) Legacies and donations**

As a non-profit organisation the Home receives donations and legacies. These amounts are brought to account as income only when received. In all other respects, the financial statements are prepared using the accrual basis of accounting.

#### **m) Food donations**

Food donated to the Home is not brought to account.

#### **n) Taxes**

##### **Income Taxes**

No provision for income tax has been raised as the Home is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

##### **o) Goods and Services Tax**

Revenues, expenses and assets are recognised net of the amount of associated GST, unless the GST incurred is not recoverable from the taxation authority. In this case it is recognised as part of the cost of acquisition of the asset or as part of the expense.

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the taxation authority is included with other receivables or payables in the balance sheet.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities which are recoverable from, or payable to the taxation authority, are presented as operating cash flows.

## 2) Critical accounting estimates and judgements

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that may have a financial impact on the entity and that are believed to be reasonable under the circumstances.

### a) Critical judgements in applying the entity's accounting policies

#### (i) Impairment of available-for-sale financial assets

The Home makes significant judgements about the impairment of a number of its available-for-sale financial assets.

The Home follows the guidance of AASB 139 Financial Instruments: Recognition and Measurement to determine when an available-for-sale financial asset is impaired. This determination requires significant judgement. In making this judgement, the Home evaluates, among other factors, the duration and extent to which the fair value of an investment is less than its cost and the financial health of and short term business outlook for the investee, including factors such as industry and sector performance, changes in technology and operational and financing cash flows.

## 3) Revenue

	2012 \$	2011 \$
<b>From continuing operations</b>		
<b>Sales revenue</b>		
Sale of goods	1,693,658	551,162
Services	6,211,936	6,139,023
	7,905,594	6,690,185
<b>Other revenue</b>		
Dividends	598,938	320,225
Bank interest	206,990	433,351
Grants	25,000	30,000
Donations	5,511,856	4,901,510
	6,342,784	5,685,086
<b>Total</b>	<b>14,248,378</b>	<b>12,375,271</b>

## 4) Other Income

	2012 \$	2011 \$
Realised gains on sale of available-for-sale financial assets	305,641	55,244
Profit on sale of fixed assets	11,663	23,445
Legacies	3,224,011	2,686,955
	3,541,315	2,765,644

## 5) Expenses

	Notes	2012 \$	2011 \$
Profit includes the following specific expenses:			
Depreciation of non-current assets	10	929,899	682,644
Rental expense relating to operating leases		38,509	66,901
Employee Benefits Expenses including Superannuation		9,446,843	7,310,159
The Home employed 273 employees at 30 June 2012 (2011 : 204 employees)			
Net Loss on disposal of property, plant and equipment		4,513	4,683

## 6) Current assets: Cash and cash equivalents

	2012 \$	2011 \$
Cash at bank and in hand	343,689	516,803
Deposits at call	1,404,548	4,946,866
	1,748,237	5,463,669

### (a) Reconciliation to cash at the end of the year

The above figures are reconciled to cash at the end of the financial year as shown in the statement of cash flows as follows:

	2012 \$	2011 \$
Balances as above	1,748,237	5,463,669
Bank overdrafts	-	-
Balances per statement of cash flows	1,748,237	5,463,669

## 7) Current assets: Trade and other receivables

	2012 \$	2011 \$
Trade receivables	954,750	541,361
Prepayments	170,630	100,502
Interest accrued	5,672	108,930
	1,131,052	750,793

## 8) Current assets: Inventories

	2012 \$	2011 \$
Stock on hand - Microchips at cost	16,328	70,724
	16,328	70,724

## 9) Non-current assets: Available-for-sale financial assets

	2012 \$	2011 \$
Available-for-sale financial assets include the following cases of financial assets:		
Listed securities		
Shares in public companies	6,028,801	7,009,711
Units in investment trusts	409,510	156,441
	6,438,311	7,166,152

The above listed securities are financial instruments that are traded in an active market (such as publicly traded derivatives, and trading and available-for-sale securities) and are held at their fair value. This value is based on quoted market prices at the end of the financial year. The quoted market price used for financial assets held by the Home is the current bid price.

## 10) Non-current assets: Property, plant and equipment

	Freehold Buildings \$	Furniture and Fittings \$	Plant and Equipment \$	Vehicles \$	Office and Computer \$	Work in Progress \$	Total \$
<b>AT 1 JULY 2011</b>							
Cost or fair value	9,636,861	235,416	1,494,634	1,549,237	1,356,914	2,155,817	16,428,879
Accumulated depreciation	(1,855,787)	(95,430)	(982,062)	(624,710)	(1,127,552)	-	(4,685,541)
Net book amount	7,781,074	139,986	512,572	924,527	229,362	2,155,817	11,743,338
<b>YEAR ENDED 30 JUNE 2012</b>							
Opening net book amount	7,781,074	139,986	512,572	924,527	229,362	2,155,817	11,743,338
Additions	3,309,932	21,573	88,712	197,092	187,797	741,246	4,567,402
Disposals	-	-	-	(49,577)	-	-	(49,577)
Transfers	2,155,817	-	-	-	-	(2,155,817)	-
Depreciation charge	(365,039)	(35,057)	(168,458)	(163,365)	(197,980)	-	(929,899)
Closing net book amount	12,903,562	126,502	432,826	908,677	219,179	741,246	15,331,264
<b>AT JUNE 30 2012</b>							
Cost or fair value	15,618,675	167,170	724,950	1,643,209	438,092	-	18,552,096
Accumulated depreciation	(1,974,596)	(40,668)	(292,124)	(694,532)	(218,912)	-	(3,220,832)
Net book amount	13,644,079	126,502	512,572	908,677	219,180	2,155,817	15,331,264

## 11) Current liabilities: Trade and other payables

	2012 \$	2011 \$
Trade creditors	542,809	142,191
Accruals	733,038	630,710
	1,275,847	772,901

## 12) Current liabilities: Provisions

	2012 \$	2011 \$
Employee entitlements		
Provision for annual leave	403,772	661,309
Provision for long service leave	483,715	437,614
	887,487	1,098,923

The current provision for employee benefits includes accrued annual leave and long service leave. For long service leave it covers all unconditional entitlements where employees have completed the required period of service and also those where employees are entitled to pro rata payments in certain circumstances. The entire amount of the provision is presented as current, since the group does not have an unconditional right to defer settlement for any of these obligations. Note 13 reflects leave that is not to be expected to be taken or paid within the next 12 months.

## 13) Non-current liabilities: Provisions

	2012 \$	2011 \$
Employee entitlements		
Provision for annual leave	237,572	-
Provision for long service leave	80,362	132,623
	317,935	132,623

The Home employed 273 employees at 30 June 2012 (2011: 204 employees)

## 14) Reserves and retained earnings

	2012 \$	2011 \$
(a) Reserves		
Available-for-sale financial assets	36,829	1,254,474
Movements: Available-for-sale financial assets		
Balance 1 July	1,254,474	835,587
Revaluation - gross	(1,217,645)	418,887
Balance 30 June	36,829	1,254,474
(b) Retained earnings		
Movement in retained earnings were as follows:		
Balance 1 July	21,935,755	20,956,932
Net profit for the year	211,340	978,823
Balance 30 June	22,147,095	21,935,755

### c) Nature and purpose of reserves

#### (i) Available-for-sale financial assets

Changes in the fair value and exchange differences arising on translation of investments, such as equities classified as available-for-sale financial assets, are recognised in other comprehensive income, as described in note 1(h) and accumulated in a separate reserve within equity. Amounts are reclassified to profit or loss when the associated assets are sold or impaired.

## 15) Related party transactions

### (a) Key management personnel

The directors of The Lost Dogs' Home during the financial year were:

Mr J. Allen	Mrs M. Crossley
Dr K. Farfor	Mrs P. Gillies
Mrs D. McGuinness	Ms J. Scovell
Dr G. Smith	Dr A. Tribe
Mr B. Walsh	

	2012 \$	2011 \$
<b>Key management personnel compensation:</b>		
Short-term employee benefits	214,203	207,780
Post-employment benefits	27,119	24,406
	241,322	232,186

During the financial year there were no additional related party transactions (2012 - \$Nil) paid in the ordinary course of business.

## 16) Commitments

### a) Capital commitments

Capital expenditure contracted for at the reporting date but not recognised as liabilities is as follows:

	2012 \$	2011 \$
<b>Property, plant and equipment Payable:</b>		
Within one year	1,903,209	3,012,047
Later than one year but not later than five years	-	-
Later than five years	-	-
	1,903,209	3,012,047
<b>Capital commitments are in respect of the following project:</b>		
Development of 1 Boundary Road, North Melbourne	1,903,209	-

### b) Lease commitments

#### (I) Operating lease

The Home leases premises for the NSW shelter at Wingecarribee. Term of the lease is for 3 years from September 2010. Option to renew is for a further two one year periods from 1st September 2013 to 31st August 2014 & 1st September 2014 to 31st August 2015. There is no escalation clause. The Home also leased premises at South Morang until 6th October 2011.

	2012 \$	2011 \$
<b>Commitments for minimum lease payments in relation to operating leases are payable as follows:</b>		
Within one year	8,197	11,541
Later than one year but not later than five years	1,366	8,400
Later than five years	-	-
	9,563	19,941

## 17) Events occurring after the reporting period

i) There are no significant events occurring after the reporting period.

## Directors' Declaration

In the directors' opinion:

- a) the financial statements and notes set out on pages 60 to 77 are in accordance with the Corporations Act 2001, including:
  - (i) complying with Accounting Standards, the Corporations Regulations 2001 and other mandatory professional reporting requirements, and
  - (ii) giving a true and fair view of the company's and consolidated entity's financial position as at 30 June 2012 and of their performance for the financial year ended on that date; and
- b) there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the directors.



Ms Jenny Scovell  
Director

Dr Graeme Smith OAM  
Managing Director

Melbourne  
8 November 2012

**Independent auditor's report  
(following page)**



## Independent auditor's report to the members of The Lost Dogs Home

### Report on the financial report

We have audited the accompanying financial report of The Lost Dogs' Home, which comprises the balance sheet as at 30 June 2012, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory notes and the directors' declaration.

### Directors' responsibility for the financial report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards - Reduced Disclosure Requirements and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

### Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

Our procedures include reading the other information in the Annual Report to determine whether it contains any material inconsistencies with the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Independence

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*.

PricewaterhouseCoopers, ABN 52 780 433 757  
Freshwater Place, 2 Southbank Boulevard, SOUTHBANK VIC 3006, GPO Box 1331, MELBOURNE VIC 3001  
T: 61 3 8603 1000, F: 61 3 8603 1999, www.pwc.com.au

Liability limited by a scheme approved under Professional Standards Legislation.



### Auditor's opinion

In our opinion the financial report of The Lost Dogs' Home is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the company's financial position as at 30 June 2012 and of its performance for the year ended on that date; and
- (b) complying with Australian Accounting Standards – Reduced Disclosure Requirements and the *Corporations Regulations 2001*.

*PricewaterhouseCoopers*

PricewaterhouseCoopers

*Michael Shewan*

Michael Shewan  
Partner

Melbourne  
8 November 2012

The Lost Dogs' Home would like to thank the following people for their generous contribution to this Annual Report:

Kate Hoelter

Bethan Hazell

Martha Coro

Suzanne Kundevska

Melissa Spurgin

Claire Delahunty

Cas Beaty Photography

Mike Baker Photography



#### VICTORIA

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Victoria 3051  
T 03 9329 2755 F 03 9326 5293

##### **The Lost Dogs' Home Veterinary Clinic**

T 03 9329 2755

##### **South Eastern Pound Services**

920 Thompsons Road,  
Cranbourne West  
Victoria 3977  
T 03 9702 8055

##### **Campaspe Regional Animal Pound**

520 McKenzie Road, Echuca  
Victoria 3564  
T 03 5480 3005 F 03 5480 1116

#### NEW SOUTH WALES

##### **Wingecarribee Animal Shelter**

Resource Recovery Centre  
Bowman Road, Moss Vale  
New South Wales 2577  
T 02 4868 1520 F 02 4868 1534

#### QUEENSLAND

##### **Warra Animal Shelter**

523 Telegraph Road, Bracken Ridge  
Queensland 4017  
T 07 3631 6800

##### **Willawong Animal Shelter**

501 Gooderham Road, Willawong  
Queensland 4110  
T 07 3714 2800

#### NATIONAL

##### **National Pet Register**

T 1300 734 738 F 1300 2 734 738

#### CONNECT WITH US

##### **The Lost Dogs' Home**

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[www.twitter.com/lostdogshome](https://www.twitter.com/lostdogshome)

##### **National Pet Register**

E [info@petregister.com.au](mailto:info@petregister.com.au)  
[www.petregister.com.au](http://www.petregister.com.au)  
[www.facebook.com/petregister](https://www.facebook.com/petregister)  
[www.twitter.com/nationalpetreg](https://www.twitter.com/nationalpetreg)

##### **The Lost Dogs' Home incorporating;**

The Lost Cats' Home  
The Lost Dogs' Home Veterinary Clinic  
National Pet Register and  
Animal Management Services