



MADI

Microchipping, Adoption, Desexing, Information

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The Lost Dogs' Home currently provides pound services to 17 metropolitan councils, across two shelters.

2015/16 Cat Admissions

Total Incoming	10685	
Rehomed	3134	29.33%
Reclaim	988	9.25%
Euthanasia	6015	56.29%
Other	517	4.84%

In 1999/2000 total cat admissions were 8,020.



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Initiatives employed by the Home since 1999/2000

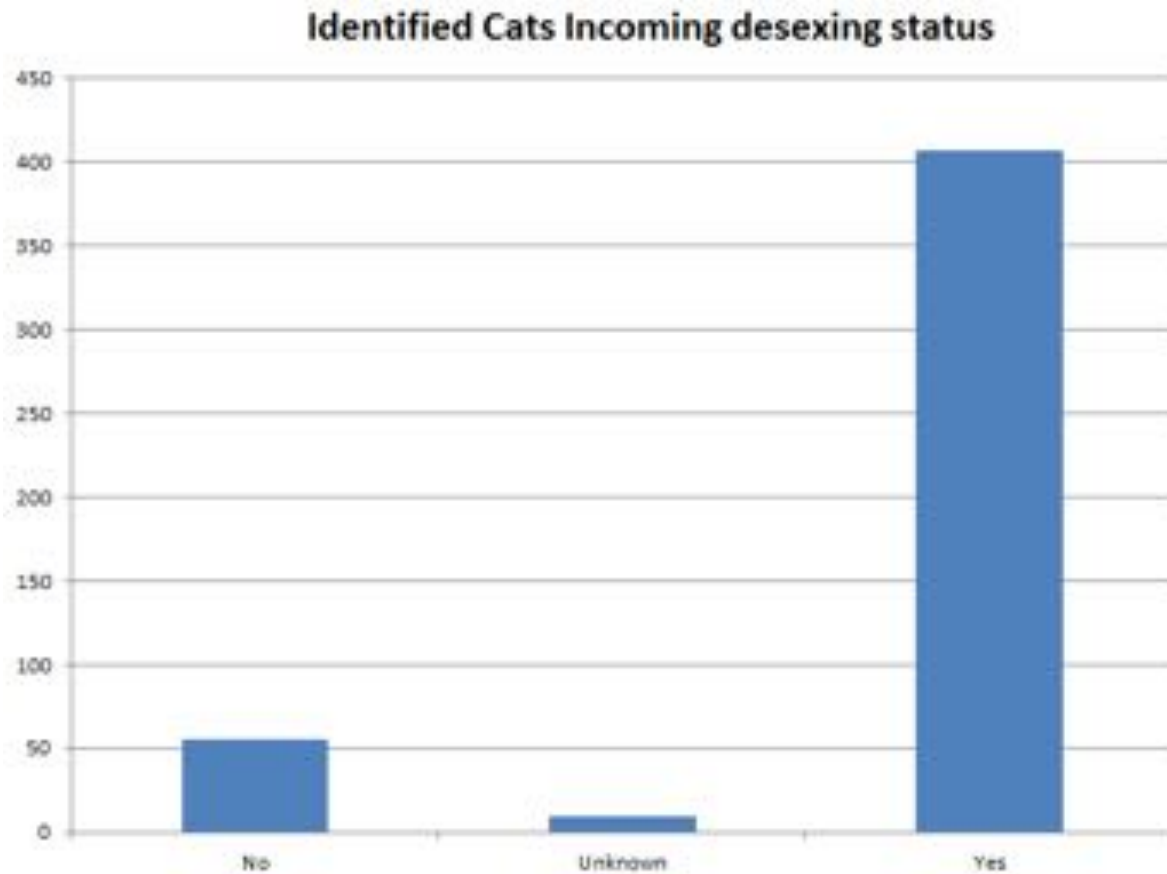
- Free pet ID tags
- Low cost microchipping
- Increased and upgraded cat shelter
- Adoption campaigns
- Working with rescue
- Social media campaigns
- Increase in costs to councils and reduction in cat trapping services



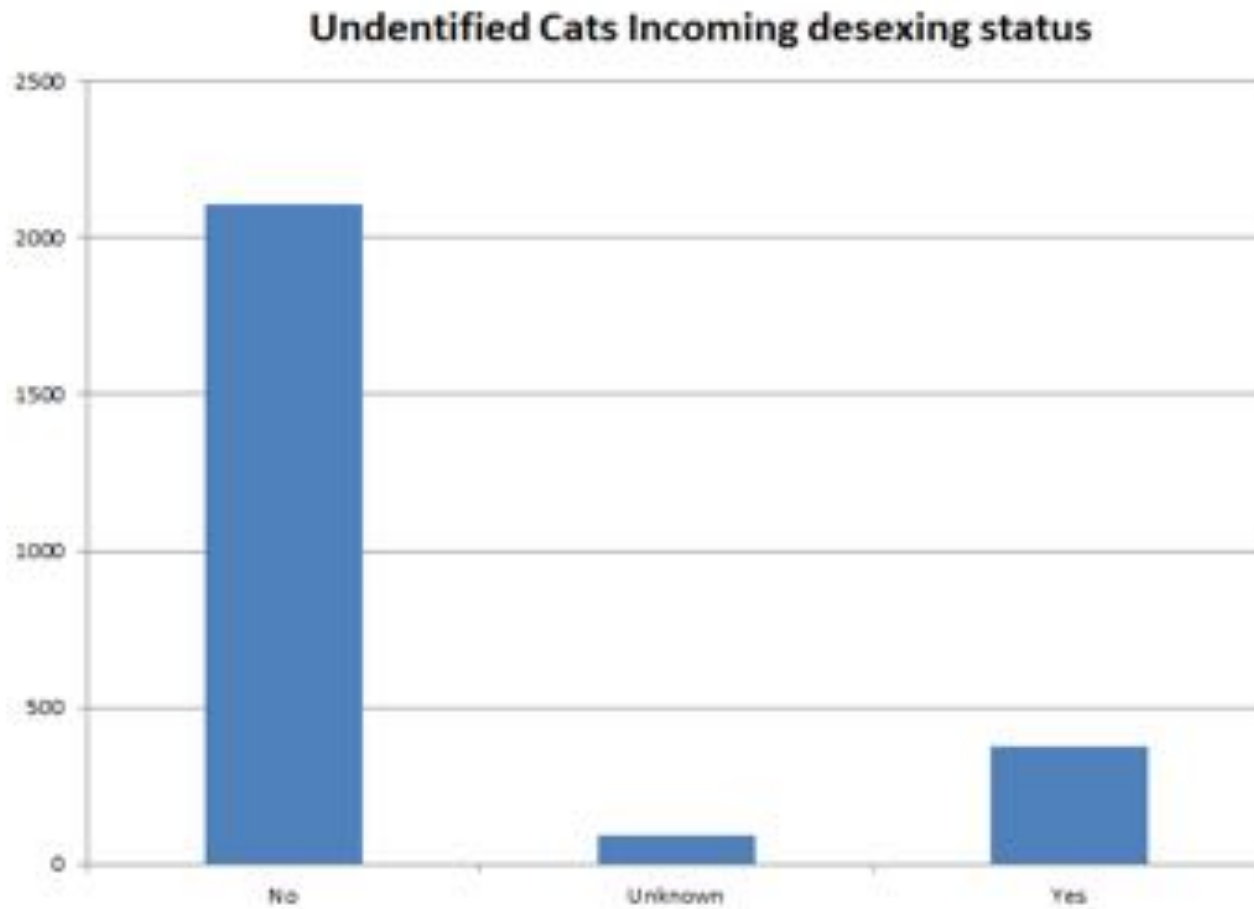


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A six month snapshot of which cats are desexed.



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What does this all suggest?

- We cannot identify, register, reclaim and adopt our way out of the volume of unwanted cats.
- Traditional population control approaches have not had the long term desired effect.
- Traditional animal management and sheltering approaches are not in the best interests of cat welfare.

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The affect on staff

- Many long-term employees in shelters
- On a daily basis must make life and death decisions about animals they have a high level of empathy for
- It's dangerous and difficult dealing with semi-wild cats
- But it's the volume of in-between, healthy, shy and semi-owned cats that are the most troubling
- Community expect council and shelters to be proactive.



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Desexing is key to reducing shelter admissions and community cat populations.

The ASPCA have been running mobile-low cost desexing units from 2002 for cats and dogs. Between 2002 and 2007, the euthanasia rate at NYC Animal Care and Control dropped from 74% to 43%. Other factors also contributed to this drop, but acknowledge 'common sense would indicate that Mobile Spay/Neuter Clinics have played an important role by removing from the breeding pool over 54,000 animals...'*

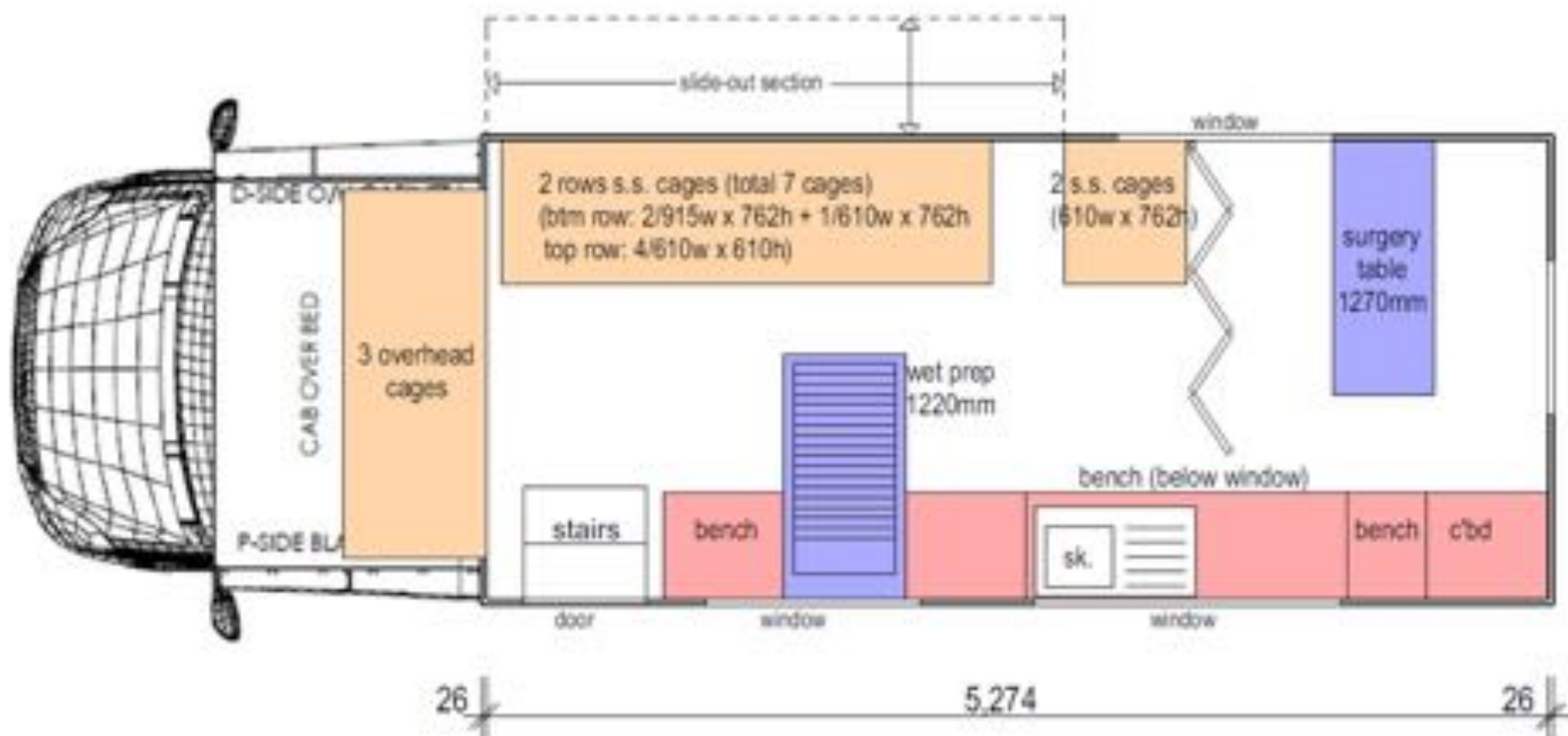
**ASPCA: Mobile Spay/Neuter Clinics, January 2010*



But equally key is identifying;

- What group of owners are not desexing their cats and,
- What is preventing them from desexing their cats?





Our assumption was this was primarily;

- Cost
- Accessibility
- Education in part – but more around benefits of early desexing

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With the barriers in mind we thought about how we could reach more cat owners.

- Applied to the Victorian Animal Welfare Fund – Grants Program for a grant of \$50,000
- Refurbished an under-utilised Winnebago we had for microchipping
- Established a costing model that could appeal to owners and councils





Costing model

	Desexing event partnership cost model		
	Cost per cat	25 cats per event	Total Cost
LDH*			
Council	\$50	per cat	\$1,250
Pet Owner	\$50	per cat	\$1,250
Total Cost per day			\$2,500





What does the Home contribute;

- Online booking system and phone bookings/support for cat owners.
- Appointment reminder via text, email or phone call.
- Waitlist to maximise the number of cats desexed.
- Onsite desexing service in your municipality.
- If required, volunteers to target specific area through door knocking and letterbox drops.
- Desexing and microchip certificates and post-surgery information the same day.
- Option to return to local area 14 days later to remove stitches and provide other advice and ad hoc support.
- Microchipping services for desexed pets



What do the Councils contribute

- Flat well serviced area in their municipality – usually Council offices
- Power and town water
- Support with promotion – social media, website, flyers/posters
- Identifying specific owners in need



What do the owners and their cats receive

- Highly experienced vets and vet nurses
- Same medical protocols used in our shelter or public vet clinics
- Juvenile surgeries on kittens from 8 weeks
- Maximum age 8 years
- A team that values the opportunity to support pet owners with services, advice and information
- Can do attitude!





Achievements to date

- Desexed 470 cats (249 Females, 217 Males)
- 10 events across 23 days
- 9 in 10 received free microchip
- Worked with 4 Council partners
- Appear to be hitting our target owner



Most importantly we estimate

4,080 less kittens will be born in the next 12 months





What's the impact of less kittens born?

- Less wild and semi-wild cats living on the streets and suffering
- Improved cat welfare over all in the community
- Reduced threat to wildlife
- Perhaps improved value of cats
- Help carers of semi-owned cats take proper ownership



What's the impact on owners?

- Desexed cats are happier and healthier
- Less likely to exhibit unsocial behaviours such as spraying and roaming
- Make better pets, facilitating stronger bonds with their owners
- Therefore less likely to be abandoned
- Value in the companionship of pets for individual and community well being.





What's the value for our council partners?

- Less complaints
- Reduction in cats impounded
- Reduction in animal management costs to council
- Opportunity to incorporate other messages such as registration
- Enhanced relationships with residents
- In line with community expectations of a more proactive approach and less euthanasia



Learnings and Feedback

- \$50 per cat – seems the right price point
- Over half of the cats desexed were over 6 months old.
- Female spots book out first, often reduce males to fit more females
- These owners unlikely to go to a private vet clinic – two thirds have not vaccinated their cat



Learnings and feedback continued;

- A council reported a greater take up of the low-cost desexing event than low-cost vouchers for vet clinics
- Open and positive mind dealing with owners, try to reduce their barriers to desexing and offer them solutions – or the cat will not be desexed
- Our staff really motivated to do the events, positive solutions have meant a lot
- Choosing the right vehicle is important





Learnings and feedback continued;

- Keep the service model simple, desexing only works best – no upselling
- Cats need to be healthy, under 8 years of age and over 8 weeks
- Focus on cats



Feedback from surveys



"Thank you for the
very discounted"

"Great work guys!"

I for the discount as have been
off for a while as it was far too

"Great"

"Thank you so much to The Lost Dogs' Home for the reduced costs in desexing cats program this week. Even though Peppa is well looked after and vaccinations etc are kept up to date, having him desexed and microchipped was out of our financial means. So to pay only \$50 for that was such a relief to us and greatly appreciated. The staff were so friendly and caring and took great care of our Peppa."





Questions?

