GAWS
geelong animal welfare society
"because every life is precious"



# Annual Report 2023

*because every life is precious*



"6.9 million Australian households have pets"

– Animal Medicines Australia, 2022



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# Vision & Values

**Geelong Animal Welfare Society (GAWS) has been providing animal welfare services in the Geelong region for more than 65 years.**

GAWS cares for thousands of animals each year reuniting them with their owners or finding new forever homes. The GAWS animal shelter does not receive any government funding and relies one hundred percent on the community to support this important work.

We value this opportunity to reflect on our performance and share some highlights with the many stakeholders who support our work and share our vision to give animals a second chance '*because every life is precious.*'

## Vision

"Because every life is precious."

## Mission & Purpose

We promote the welfare and value of companion animals to improve the health and wellbeing of the wider community. We do this by:

- Caring for and rehoming lost and relinquished companion animals
- Engaging in research, advocacy and promotion of health and wellbeing through companion animals
- Providing education, services and products that enable responsible animal ownership and improves the wellbeing of both people and their companion animals.

## Values

### Respect & Integrity:

We treat our colleagues and customers with integrity, respect and care.

### Teamwork:

We are open, honest and transparent in our relationships and communications with our employees, volunteers, partnerships and community.

### Accountability:

We are accountable for our work and we measure and report regularly on our progress and achievements.

### Leadership:

We exercise leadership in our roles to do our best and set a positive example for others.

### Learning:

We embrace the need to grow and learn, focus on continuous improvement and evaluate the impact of our work.



GAWS relies

**100%**

on the community to support this important work.



GAWS Volunteer with handsome Harold waiting for his furever home.

# Our President

**The GAWS animal welfare outcomes again indicate our success in remaining focussed on our Mission and Purpose – to promote the welfare and value of companion animals to improve the health and wellbeing of the wider community.**

GAWS' responsibilities to our community extend well beyond the walls of the pound and the shelter. It's good to revisit these principles from time to time to remind us of why we do what we do. The CEO and the GAWS team passionately believe that in our world, *every life is precious*. The Board is very grateful for all that they do.

The Board's responsibilities and focus have been to ensure that our activities always advance our mission, we support the CEO and her team and that we help to steer the organisation towards sustainability.

**The financial year just completed yet again presented significant challenges combined with equally significant wins.**

A year ago the contract with the City of Greater Geelong was in the throes of renegotiation. The successful outcome of these negotiations was critical to our survival. A new contract is now in place. Fair compensation for the work that we undertake and the resources we provide is fundamental. There is a long history in Victoria of welfare organisations undertaking this work at rates below cost to ensure that animals were properly cared for and rehomed. The community now demands higher animal welfare standards from its local governments, and councils have begun to acknowledge a greater partnership relationship with animal welfare organisations – a win for animals and a much improved financial prospect for GAWS!

The two Board strategic Committees were suspended during the year as we focussed on these contract negotiations and keeping the organisation viable. The Council contract negotiations drew on suggested strategies from one Committee and the recommendations of the Land Committee will now be re-visited given a more assured financial future.

The Board have been mindful of the need for review of our cyber security systems as well as our cyber insurance policies and will work with the CEO to ensure the organisation is well positioned to meet these challenges. We continued to update other critical policies such as our Whistleblower Policy and regular Audit and Risk reviews with updates to the Risk Register. Work also continued on our major Fundraising strategy, which will come to fruition this coming year.

Our biggest win for the year was a significant bequest which GAWS received after the 2023 balance date. Although GAWS' entitlement was initially contested, it has now been settled, resulting in a payment to GAWS of over $2 million! The funds have been safely invested and will be earmarked for building strategic organisational capacity – and that is a significant Board responsibility. We have our work cut out for us, but it's work which hopefully will bear fruit for many years to come.

Maria Mercurio

*President*



Maria with
6 year old Scout.



GAWS CEO
Helen with 13 year
old Filbert.

# Our CEO

**This year we received 3,707 animals to our shelter, an increase of 279 on the previous year. Managing services over the past 12 months which have regularly been at capacity, within a post pandemic environment, the escalating cost of living and financial uncertainty created an extremely challenging year, but it made our achievements even more significant.**

Our foster program placed over 1,300 animals into foster care with over 1,160 cats and kittens and over 140 dogs and puppies cared for in volunteer homes taking the precious time needed to be ready for adoption.

While our surrender numbers increased from the previous year, they remain lower than surrender numbers some two to three years ago. We saw a significant spike in the number of kitten litters coming to us, likely influenced by the pandemic intensity of the previous year.

**Our live release rates remain high at 78% for cats and 88% for dogs. We know there is always more to strive for and we remain focused on tackling all future challenges.**

This year we participated in a joint advertising promotion 'Mission Adoptable' with other animal welfare agencies across Victoria to promote animals for adoption. Animal numbers in care remain high across the sector and collaborative initiatives like these generate strong adoption results. More collaborative work will be explored in the future.

The year included negotiation with Council on the pound contract extension. A review of the fee structure saw a level of reprieve for GAWS enabling us to continue our important work for the community.

**We participated in State Government initiatives including a new Data Set Trial and consultations on a Cat Management Strategy, both of which will progress into next year.**

Our committed staff and volunteers and the many volunteers we connect with from other organisations create a web of support for which we are very appreciative. We work alongside many rescue groups who have also supported us. The rescue network is an integral partner of modern day animal welfare and we share common goals.

Our teams of staff and volunteers have worked tirelessly this year, as they do every year. Challenges have been confronting with potential devastating consequences, such as the arrival of Feline Parvovirus into our shelter, along with other rescues and shelters across Victoria. It is the passion and commitment that is unwavering from the Board, staff, volunteers, donors, sponsors, and the community which fuels us to want to do more.

Thank you to everyone who has connected with GAWS over this past year and as we look forward to the coming year.

Helen Cocks

*Chief Executive Officer*

# Volunteer Program

In 2022-23, our team of 395 volunteers gave more than 82,160 hours to help make our services possible. This represents the donated labour equivalent of 45 full time jobs to GAWS, and a 28.9% increase in volunteers on the previous year.

**Our volunteer team includes 155 volunteers who assist in shifts on site caring for our animals and facilities, and supporting our events, and 240 foster carers who volunteer their time 24/7 caring for GAWS' kittens, puppies, dogs, and cats in their own homes.**

Our dedicated pool of existing and new volunteers continued to show their ongoing support over the past year, donating their valuable time supporting GAWS and taking care of the many animals that came through our gates.

Volunteers assisted us with many duties including the cleaning of animal enclosures, walking dogs, sitting with timid cats, and supporting our staff by attending events, stocking up, sorting donations, and endless hours of laundry in the shelter. While it was difficult to get extra help with our gardens and grounds maintenance, we managed to hold a highly effective weekend working-bee with some of our volunteers who spent the day weeding, hedge-trimming, and spreading mulch around our garden beds. We hope to plan more of these in the coming year.

We also held a very successful Corporate Volunteer day with the Transport Accident Commission (TAC) who took three hours out of their work day to volunteer with us on gardening duties. Twenty TAC employees helped weed, spread mulch, and tidy up the grounds around the front entry of GAWS, ensuring our site makes a professional impact on visiting community members.

Our volunteers at our GAWS Op Shop, in Hamlyn Heights, have continued to do a fantastic job and take a great deal of pride in their role. Monday to Saturday they serve our many customers and tirelessly sort through the donations we receive daily from the generous public.

**Over the Christmas New Year period with the help of some of these volunteers, our store also had a revamp which involved changing the store layout and a general tidy up. We have received consistent positive feedback from the public about this renovation to the Op Shop as a result.**

This year we also took on more Structured Workplace Learning students. This partnership works well between GAWS and the local high schools within Greater Geelong VCE/VM students from Geelong High School, Bellarine Secondary College, Geelong Lutheran College, Matthew Flinders Girls Secondary College, and Sacred Heart College.




Blood hounds Josh and Piper with Volunteer Geoff

It gives young people the opportunity to experience firsthand what a starting role in the animal care industry may be like in order to determine if it's the pathway they wish to follow for their future.

With a high turnover of volunteers over the past year, providing flexibility has become priority and is proving to be effective in retaining ongoing volunteers. The restrictions over COVID during the past few years have seen many people wishing to take up travelling again and spending more time with their family and friends.

The rise in cost of living expenses has also led to younger volunteers having to prioritise work when it's available to them.

As we move forward our volunteers remain passionate and dedicated to the task at hand, caring for the animals at GAWS on a daily basis and supporting our staff to have these animals placed in wonderful, loving homes as quickly as possible.

# Our Volunteers

## Ruth (volunteer) with Oreo (long-termer, available for adoption)

Ruth is a dynamo in the Cat Adoption section at GAWS. Along with her husband Paul (not pictured, that's Rupert the cat), Ruth has volunteered more than 1,000 hours of her time since 2018 helping to socialise cats, clean their pens and feed them, and observe their physical and behavioural health needs. She calls her dedication to animal welfare 'just getting my cat fix each week'. Ruth has a soft spot for the 'long-termers' in adoption, who can take a bit more time to find their forever home. Over the past year, Ruth developed a special relationship with long-termers Oreo (pictured) and Medusa (not pictured, adopted November 2023). She was over the moon when both were adopted. Between supporting the Cat Adoptions team and attending GAWS events like the Pets Day Out 2022, Warralily, Ruth spends time with her children and grandchildren. She says she'll still be here next year as a volunteer!







## Volunteer Eli with Harold (adopted)

As a new volunteer, Eli has been working with the Cat Adoptions team for several months. Each week, Eli cares for and socialises the cats, and says 'interacting with the cats is awesome – just being with them, helping them'. He admits he didn't know much about GAWS before applying to volunteer but says its a friendly place where he feels valued and enjoys helping out. Working with the Cat Adoptions team has been a fun experience in a relaxing environment. 'It's satisfying to see the animals go to their new homes where I know they'll be cared for. I love the fluffy cats and the black cats especially'. Black cats in particular are very loving and snuggly, giving non-stop smooches, according to Eli. Harold (pictured) and Eli get on quite well, although Harold is 'a pretty big boy who doesn't like doing much but is always up for a cuddle'.

# Foster Program

More than

**1,300**

animals entered our Foster Program in 2022-23, compared to 1246 in 2021-22.



Animals enter the Foster Program for many reasons. More than half are kittens and puppies from litters of surrendered or lost animals, while the rest are adult dogs, cats, and other animals requiring socialisation in a setting other than the shelter due to behavioural or dispositional concerns, respite from the shelter setting due to prolonged residence on site, or needing care for injury, disability, or illness.

**During 2022-23, 244 people volunteered as foster carers for GAWS' animals. Of these, there were 169 cat carers and 75 dog carers, with the need for the number of dog carers more than doubling since the year prior.**

While we reached our goal of at least 50 additional foster carers for 2023, foster carer numbers still haven't returned to that experienced during the pandemic when people spent more time at home.

Our foster carers are recruited through a variety of channels including the GAWS website, social media call-outs, letterbox drops, posters placed around the organization and community, at promotional events, and through word of mouth from staff members and volunteers.

**New foster carers have an interview and home visit to ensure they are matched with the most appropriate animal. These interviews and home visits are conducted by our Foster Care Supervisor and a small group of trained volunteers.**

Throughout the year we offer regular training and support to our carers through small group sessions and workshops. These sessions provide valuable information on a variety of topics such as timid cats, hyperthyroidism, managing ringworm (fungal skin infection), bottle feeding orphaned kittens, and caring for queens with new litters.

Apart from rearing orphaned or very young kittens and pups, there are a range of reasons for animals to be supported through our foster program including juveniles needing weight gain before desexing surgery, medical or disability reasons, post-operative care, behavioural training, respite from the shelter facility, building confidence around humans and other animals of their own or other species, and supporting vulnerable mothers with their offspring.

## Animals Entering Foster Program

| | | | |
|---|---|---|---|
| **Cats** | 494 | **Kittens** | 668 |
| **Dogs** | 82 | **Puppies** | 58 |



Lucy on her way to the exercise yard for a play.

To manage the treatment and return of cats and kittens from foster care to the shelter, we have an excellent system using our clinic team. Feedback from shelter and clinic staff suggests this arrangement works well all-around, and ensures foster cats and kittens stay up to date with their parasite control whilst in foster.

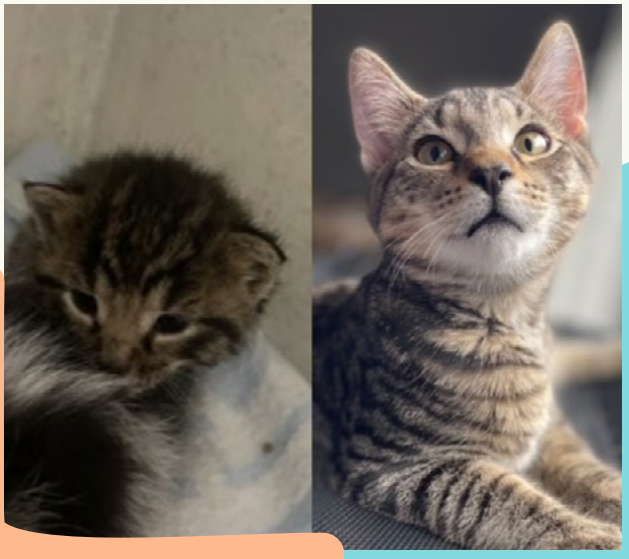
Our goal is to continue to expand our Foster Program into the future, building an extended team of educated and confident volunteer foster carers throughout the Greater Geelong community who help GAWS' animals flourish both in and out of the shelter environment. As the population of the region grows, so too does the demand for companion animal welfare services and opportunity for foster care support.



Charlotte (Foster Carer) with Karma (Bull Arab, in Foster) – visiting the GAWS Vet Clinic for a health check

**89%** of animals in foster care this year were cats and kittens.

Dogs only represented **11%**





## Mike & Sulley

Mike and Sulley's journey is an inspiration and shows the value of a supportive foster home in the rehabilitation of GAWS' animals.

Mike and Sulley arrived at GAWS on the 25th of October 2022 at 2 weeks of age, and Jenna took them into foster care soon after (28th of October 2022). They were in the shelter environment for less than four days. The kittens were in poor condition when they presented to GAWS – they had cat flu with severe ringworm (which can be fatal to young kittens with weakened immune systems) and required bottle feeding every 2-3 hours at their young age.

Caring for Mike and Sulley entailed keeping them isolated (due to the contagious ringworm), bottle feeding them during the night, and taking them with her to and from work. They were her little sidekicks – wherever she went Mike and Sulley went too. Once they were a little older, they were weaned from bottle feeding and started on solid food. While in Jenna's care the pair received treatment for their flu and ringworm. This entailed oral medicating, topical ointment, and weekly bathing. Sulley also had an eye concern from day one requiring several eye treatments until he was healthy.

**The boys were in foster care together with Jenna for a total of 116 days, where they were adopted together into their forever home.**

# Dogs

## This past year we cared for over 1,180 dogs at GAWS, with 52% reclaimed and 33% adopted.

We've been busy in the dogs department with an increase of 191 incoming dogs compared to the previous year. We saw a shift in staffing, welcoming new staff on board with varied experience in the animal industry, and have built a team with a large knowledge base and skill level for the increasing behavioural cases arriving at GAWS.

**The increase in incoming dogs hasn't matched an increase in adoption speed and rates, so we've struggled since March 2023 with capacity issues both on site, and with available foster carers supporting young dogs and dogs requiring respite from the shelter or behavioural support.**

The dogs team has done an amazing job of keeping up with the unprecedented number of dogs in our care and tending to their needs. Both on site and in foster, these dogs have varied backgrounds, stories, health and behavioural needs.

**Our regular volunteer inductions have added much needed assistance to our daily care of the dogs, providing them enrichment and out-of-pen socialising and walking. Our volunteer base really is the backbone of the GAWS community, and gives meaning to the phrase 'it takes a village'.**

Given the increase in dogs this past year and our capacity limits, we have been working on a different approach with our adoptions and how we can better support our dogs in their new homes.

A new strategy implemented this year is our "foster to adopt" program. This program has only recently begun, but has already yielded some excellent results. This program takes a layer of stress away from the adopter and gives them time to process the presence and needs of the dog and confidence in their decision before making a final commitment to the adoption of the dog. It has worked well so far with some of our more complex cases that people would generally not be as eager to take on.

**Owners report they are reassured by the ongoing support provided by GAWS during the foster period and follow-up.**

Capacity limits cannot be understated as an ongoing issue that will need to be addressed. We have consistently had on average 100 dogs on site and in foster for most of the year. During this past year we have introduced a surrender wait list for dogs, where details of the reason for surrender and basic details of the dog are recorded and they are placed on a waitlist. Surrenders are triaged on urgency and staff call when we have space to take on the next dog on the list. This has been a juggling act for various reasons and we are grateful for the community's patience.

However, this is not a solution to our capacity problems – infrastructure extensions are required to address increased population in the Greater Geelong and surrounding regions, as well as the impact of several years of socioeconomic crisis on housing and associated pet ownership.



Dogs staff offer support to owners while they are on the waitlist by providing necessary essentials such as food, bedding or training advice for behavioural cases.

We are looking forward to broadening our horizons with what we can offer the community and refining our rehabilitation program for our behavioural cases.

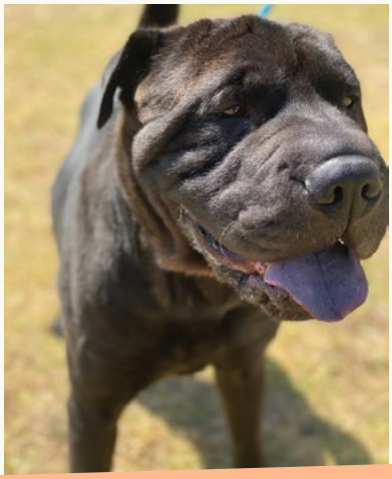
**Our dedicated team have learnt a lot over the past year and are ready for what the next one brings.**



"We can judge the heart of a man by his treatment of animals."

– Immanuel Kant





## Good News Story – Tripp

Eight year old Tripp the Shar Pei was surrendered to us with limited information supplied. He was shut down and had never left his yard, only having known the confines of his pen. Tripp was still trusting of his handlers and passed his assessment with flying colours. He made it to adoptions and was in a home shortly after. It wasn't until he was in a home environment that Tripp really showed his anxiety. He could not be left alone, even briefly, without becoming anxious and destructive and was a much more complex case than we initially anticipated. Tripp returned to the shelter and became a 'long-termer' as he had very specific needs for a new home and was going to take a lot of work to settle him in.

We were also reaching out to rescues in the background, which is where he had his lucky break. A breed-knowledgeable rescue based in Queensland saw Tripp's plight for a home and worked their magic to help him find his happy ever after. Tripp now lives a happy life with a Shar Pei sister and has settled in beautifully! Spanning across Australia, the rescue world really dug deep to help a dog in need.

**"Love of animals is a universal impulse, a common ground on which all of us may meet. By loving and understanding animals, perhaps we humans shall come to understand each other."**

**– Louis J. Camuti**

# Cats

**In spite of trying times and financial stress people are still willing to give a cat a home. During 2022-23 we had 2258 cats and kittens come into GAWS, and adopted nearly 1500 of them out!**

Of greater concern is that hundreds of cats are coming into the shelter without owners, or without identification so that we are unable to return them home. Of the 2258 cats that we cared for in 2022-23, only 216 were reclaimed in this time period.

Given the high number of cats that arrive at GAWS unsocialised, we are developing a new program of behavioural assessment, including use of an assessment matrix by animal care staff to determine the best chance of a positive outcome for our feline friends. We aim to determine triggers for behaviours and work towards solutions to combat these and allow the animal a pathway forward to rehabilitation and adoption. Our foster care program will then play a vital role in helping these animals on their way to finding a home. A second approach to rehabilitation includes pairing an unsocialised cat with a socialised cat (in either the foster or shelter setting), allowing the unsocialised cat to learn from a socialised cat and feel more comfortable around people. The latter process has been successful and will be continued moving forward.

**During 2022-23, more than 600 cats and kittens were surrendered. 'Unwanted litter' was the main reason kittens were surrendered, indicating the continued need for desexing campaigns to reduce the cat population.**

We are helping stop this trend by desexing the mother cats from unwanted litters at our Community Vet Clinic, to help stop this cycle. We place the mother cat back with the family desexed and microchipped and register their cat with Council. This approach has been well-received by participating community members. As in past years, during 2022-23 we utilised numerous rescue agencies to ensure our cats and kittens received the best possible outcomes, no matter their needs.

**Support from rescue groups includes assisting with complex medical cases and caring for unweaned kittens. One challenging medical case involved a kitten experiencing distress in both the shelter and foster environment.**

This kitten was confirmed as having a serious food allergy, and was transferred to a suitable rescue organisation and from there adopted to a supportive, knowledgeable home. Unweaned kittens may be litters or single kittens that enter the shelter without a mother and are unable to eat without assistance. While rescue agencies usually respond quickly with offers of help and transport for these kittens, our staff often take these animals home for short term care. Without the dedication of rescues and staff offering continued support our survival rates for unweaned kittens would be compromised.



"One small cat changes coming home to an empty house to coming home."

– Pam Brown

While we experinced many positive outcomes, there were some difficult times too. Unfortunately, the shelter was affected by Feline Parvovirus twice, a deadly virus which can be catastrophic among kittens and older, frail cats with weak immune systems. During both contagions, staff worked long, hard, emotionally draining hours to get the best outcomes for our cats and kittens.



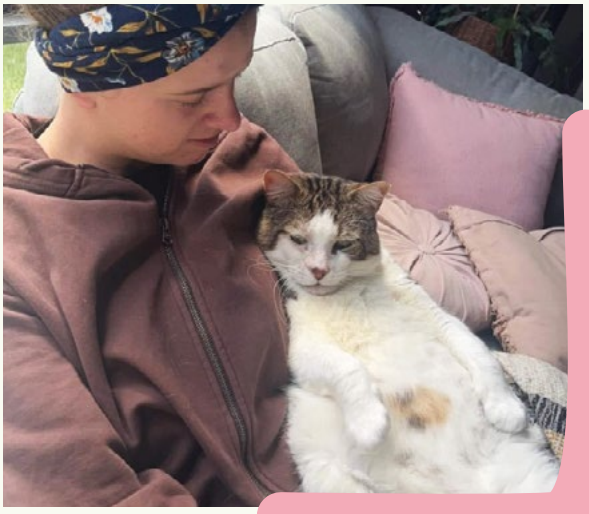
**Adoptee Cecil now lives the life of Majesty, Mischief, and Endearing Charm.**

## Cover girl - Cecil

Meet Cecil, the regal feline monarch adopted in 2016 as a spirited kitten. With an insatiable love for food and exploration, she's earned the title of the neighborhood's queen, fearlessly guarding the house from all furry intruders, dogs included.

Cecil, a selective snuggler, reserves her affection for her best human friend, 15-year-old Jezza. Her presence has brought joy and laughter to the family, and they are grateful to GAWS for connecting them with this extraordinary feline sovereign.

## Grizzle



Grizzle arrived in March 2022 after being trapped in the suburb of Highton. Unmicrochipped and unclaimed by the end of his stay in Lost Cats, he was an unsocialised boy who preferred to be left alone and took some weeks to come to terms with his confinement at GAWS. Once he was reasonably comfortable with us we were able to handle and neuter him. He also underwent extensive dental work to extract some broken teeth, which would have felt amazing for him once he was recovered enough to appreciate it! Grizzle then entered our foster program to enjoy some rest and rehabilitation with a patient carer.

Once recovered, Grizzle returned to the shelter to try his luck at finding a home. He was still quite shy and didn't move around much, and his face was still healing from some wounds he'd gained prior to coming into care. Overall he wasn't a very attractive boy compared to the other cats available for adoption. He tried his hardest to meet a family while he was in the shelter, but was overlooked time and time again.

In August 2022 staff noticed him limping, and x-rays at the GAWS vet clinic determined he had an old broken hip that had healed without medical intervention while he was living as a street cat. The poorly healed hip had resulted in arthritis, to be managed now with monthly injections. Once this pain was managed, Grizzle improved immeasurably and was happy, running and jumping like a kitten.

Finally in January of 2023 'his person' found him, adopted him, and he is living his best life after nearly an entire year (319 days) in the shelter.

## Zeik

While on a bushwalk with his dog Saluki, Brett heard a little 'meow'. They were deep in Stieglitz between Geelong and Ballarat, far off the beaten track on the Beards Gully and Deadman's Loop Track. There they found Zeik, an 18 year old cat, alone, starving and shivering in the wilderness. Zeik immediately climbed into Brett's arms, and for two hours Brett carried Zeik back to civilization through the bush and over a river to the safety of his car before taking him to his home. During this time Brett, Zeik, and Saluki all developed a strong bond. After a health check and eight day stay in Lost Cats at GAWS to see if anyone would claim Zeik, Brett returned to adopt him.



**"We're grateful to be able to take him on and give him a comfortable home"**



Animal care attendant Melissa tempting a fussy feline with roast chicken.



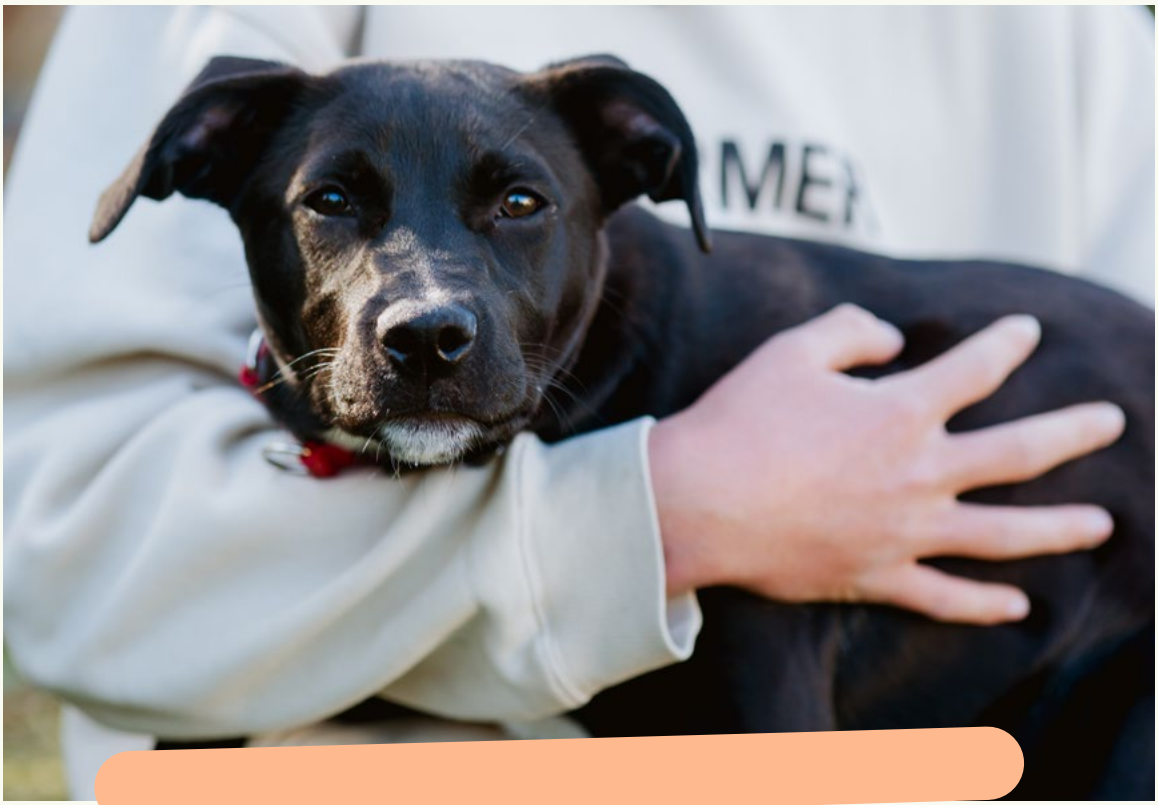


## Gerald and Violet Loving Family Life

Gerald and Violet are the luckiest cats! Both adopted as kittens, Gerald and Violet, each received all the love and attention an orphan could want from their human family of four. Gerald has always been a handsome, shy boy, enjoying smooches, shadows, and curling up on cupboards, while Violet is a large, loud queen who'll take pats off whoever is offering. Cat mum Michelle met Gerald on site at GAWS and immediately connected with his desperate squeaks; Violet was being fostered by a friend, and she fell in love with Violet's friendliness and rumbling purrs. When Clara and Giles entered the family several years later as their human siblings, the cats loved the extra attention and the children have formed incredible bonds with them. At only two years old, Giles calls for 'My Violet' and shows her to his visitors proudly.

**GAWS consistently cares for over 500 animals at a time, both on site at the shelter and via its foster care network throughout Greater Geelong.**

# Ginny
# finds her forever home



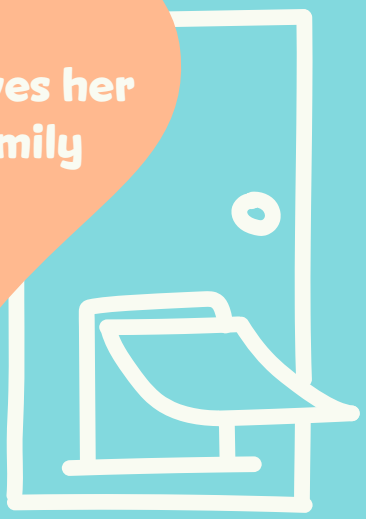
**Kris and Paul of Geelong business Paul Kelly Creative are GAWS Corporate Sponsors and long-time supporters. In June 2023, they adopted Ginny, a Staffy X pup from GAWS needing a forever home.**

Meet Ginny, a resilient soul who, as a six-week-old puppy, faced a tough start in life—alone, sick, and found at the You Yangs. Fortunately, thanks to GAWS and under the care of a loving foster carer, Ginny thrived.

After overcoming her early challenges, Ginny found her forever home with a family utterly besotted by her. Her days are now filled with morning beach swims, a unique role as the “office boss dog,” and cozy couch cuddles with her GAWS feline bestie.



Ginny loves her new family



# Pocket Pets

## During 2022-23, there was a decrease in the number of incoming pocket pets compared to the prior year.

The rabbits, Guinea Pigs and ferrets coming into care reinforced that shelter facilities for the housing of these animals requires upgrading to keep them comfortable and secure, and to ensure ease of access and cleaning by shelter staff. This may be the focus of a future fundraising campaign.

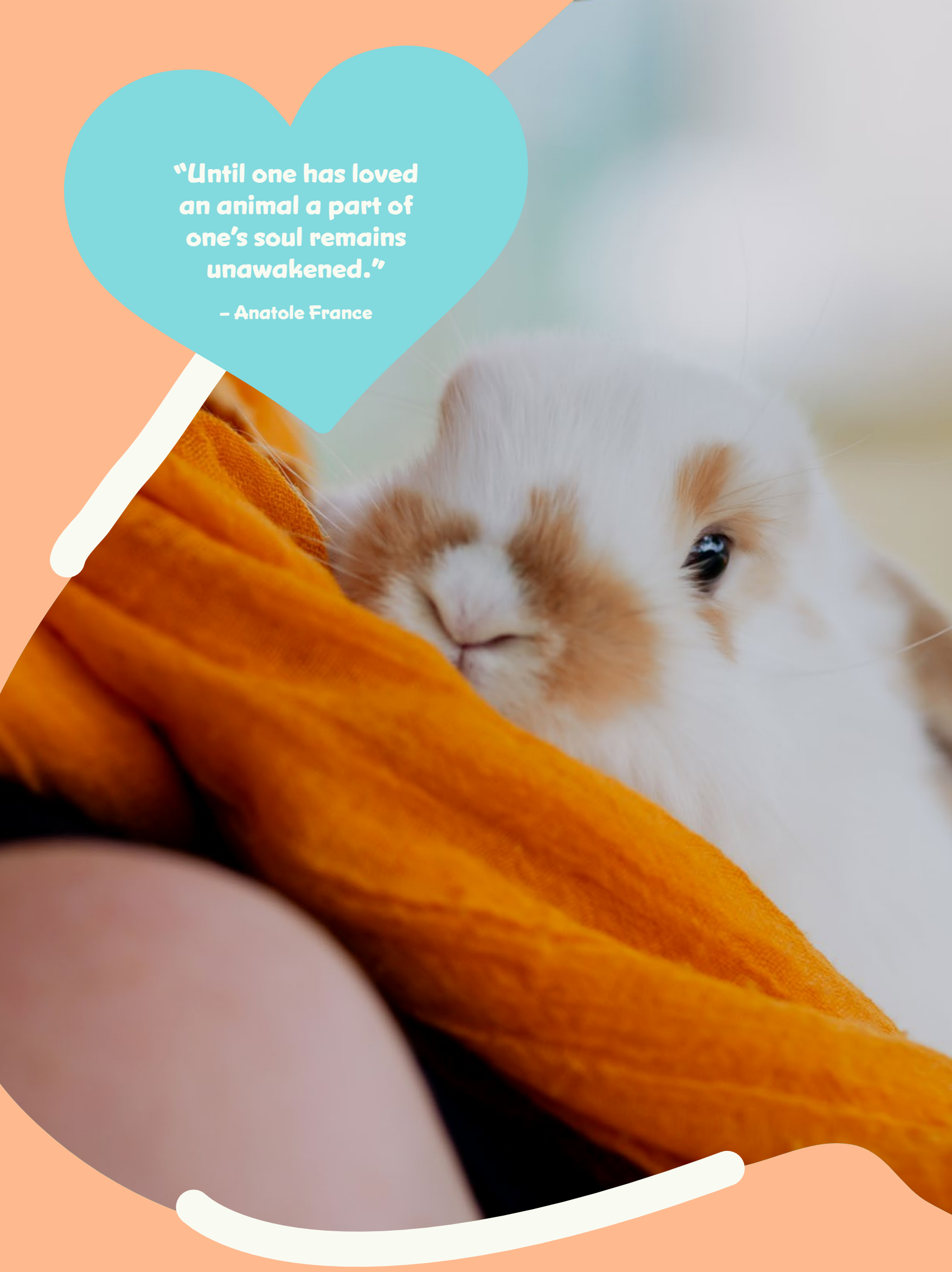
While pocket pets come to GAWS as surrenders and unwanted litters, they also arrive as strays. Sadly, rabbits and ferrets that have obviously been beloved pets and gone missing are rarely reclaimed, with stray rabbits even less likely to be looked for than lost cats.

**Only 7 of 83 incoming rabbits during 2022-23 were collected after entering the shelter as strays.**

**All of our rabbits and ferrets for adoption are desexed and microchipped. Whilst these animals are not considered under the Domestic Animals Act, at GAWS we take care of them and respect their right to find a forever home.**

Our success caring for and rehoming pocket pets is dependent on partnering with rescue groups with specialist skills and interests in these animals. For example, when we had Guinea Pigs surrendered in poor health, these were transferred to a dedicated Guinea Pig rescue for specialised care. Similarly when we had a rabbit in need of specialist surgery, it was transferred to a dedicated rabbit rescue to receive specific care from a specialised veterinary practitioner.



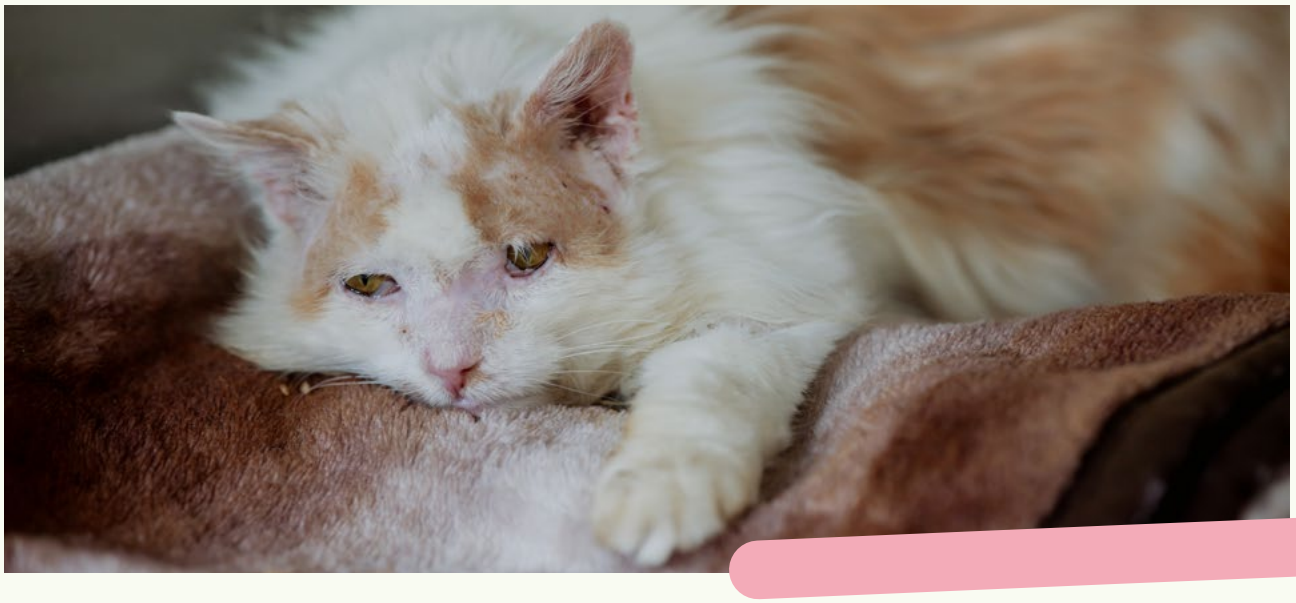

"Until one has loved an animal a part of one's soul remains unawakened."
– Anatole France

# Rehabilitation Case Studies

**GAWS is an organisation of goodwill and celebration of life. Underlying this celebration of life, however, is the recognition that we are ultimately an organisation that exists as a last stop for animals in need – we are a welfare organisation providing a social service to the community of companion animals and people in Greater Geelong and surrounds.**

Animals come to us by a variety of paths – some have wandered too far from home and remain unclaimed, some have become strays and lived on the streets until caught by Animal Management, and some are surrendered by community members unable to care for them any longer, for many reasons. Animals are also delivered as 'rescue' cases who have been confiscated by police or other emergency or community services and surrendered to GAWS' care, are brought in by concerned community members when found 'dumped' or injured, or with newborn litters.

For every animal that arrives, we assess and address the animal's immediate health and behavioural status, check whether it is microchipped/registered and desexed, provide it a secure, clean, comfortable place to rest, and begin the process of reclaiming, rehoming, or rehabilitation and rehoming. Sometimes rehabilitation required intensive health and behavioural intervention and support by our shelter vet clinic, shelter staff, foster carers, and supporting rescue groups.



# Astrid's story



Astrid came to GAWS as a sickly kitten in awful condition in February 2023. Severely undernourished with cat flu and other illnesses, she looked as bad as we can only assume she felt. As part of its stray/lost policy, GAWS is required to seek out owners of all incoming animals, even if ill – but when community members saw little Astrid on GAWS' Lost & Strays Facebook page, they assumed GAWS was only trying to find her owner. We realised community doesn't always understand how things work behind the scenes here at GAWS!

We decided that while we rehabilitated Astrid, we'd also educate community about GAWS' good work rehabilitating and rehoming lost and stray animals. After explaining our policy to try to reunite all stray/lost animals with their owner within 8 days as per Council of Greater Geelong pound policy, for which GAWS provides the Greater Geelong and surrounding shires pound tender, we shared Astrid's journey through assessment, rehabilitation, foster care, and adoption – similar to the process that most homeless animals experience at GAWS. Little did the shocked community members know, but by the time they saw that first 'mug shot' of kitten Astrid with her swollen eyelids and skinny body, she had already been vet checked, treated for parasites and other infections, vaccinated, and was being skilfully rehabilitated by vet care nurses and dedicated foster carers alongside her littermates. Surviving severe diarrhea and dehydration, treated with antibiotics, and navigating an outbreak of parvo in the shelter, Astrid thrived under care of the shelter vet clinic and staff, and went into foster care three weeks later. She was then desexed and microchipped, and following another brief stay in foster care with carer Grace, was greatly improved both physically and socially, and adopted by an adoring couple by May 2023.

# Lottie's Story

Lottie (previously called Jinx) is a young whippet who came to GAWS as an injured pup in poor health during May 2023 (image 1.). While still living with her owner, her broken leg had been treated and set in a cast at GAWS community clinic, but the leg had since deteriorated, and the owner chose to surrender her to the GAWS shelter. Jinx' leg was so badly damaged, clinic staff could not save it, and it was amputated above the knee (image 2.). A bubbly and outgoing pup, Jinx quickly recovered from her surgery, and adapted to her three-legged situation quickly. Fostered first by vet nurse Marnie, and then by Whippet-loving Volunteer Coordinator Kim, Jinx quickly learned she was both loved and highly capable. My July 2023, Lottie was adopted by new dad Kevin and spends her days enjoying a life of luxury (image 3.).

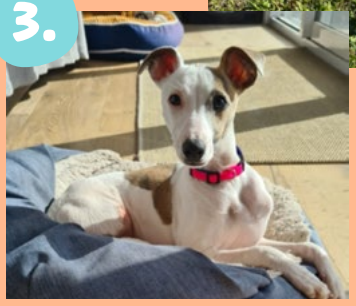
1.



2.

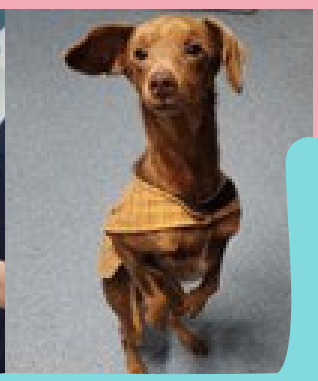


3.



# Dobby's story





Dobby is a dachshund-whippet cross who came to GAWS via City of Greater Geelong Council's Animal Management services end of June 2023. He had been chronically malnourished and was in lost, emaciated, and disease-ridden. His appearance and disposition gave him an innocent, timid, puppy-like appearance – however our shelter vet clinic team assessed him as being approximately two years old. It was hard to see such a little dog, so unwell and so cowed. But he blossomed under the care of GAWS' staff and foster carers. For the first few weeks he stayed in vet care while clinic staff treated and watched over him, helping him put on weight and recover from his poor condition.

He was soon able to go home with vet nurse and all-rounder Marnie, where he flourished alongside her tribe of animals and slowly gained confidence around people on site at the shelter during the day, spending time in the administration office with staff and following Marnie around. By the end of July, Dobby was placed into foster care with carer Johanna. Given Dobby's assumed history of neglect, GAWS thought it best to place Lottie with a specialist Victorian rescue group for such dogs before he be adopted into a long-term home to ensure he was properly rehabilitated. GAWS regularly works with rescue groups throughout Victoria to ensure the dogs, cats, and other animals (rabbits, guinea pigs, ferrets, birds, etc) that find their way to us all have the best support possible. Some animals breeds or species, or some problem types (e.g. health conditions, disabilities, behavioural problems) require tailored intervention and resources that us best delivered outside the shelter environment, so GAWS liaises with rescues specialising in these to ensure that every individual animal gets the best chance to not only survive but flourish, so it can be rehomed one day. After transfer to the appropriate rescue in Altona and some time being further rehabilitated, Dobby was successfully adopted into a new forever home.

**"Compassion, in which all ethics must take root, can only attain its full breadth and depth if it embraces all living creatures and does not limit itself to mankind."**

**– Albert Schweitzer**



# Our Shelter

**In 2022-2023, a total of 3,565 animals came into our care at GAWS, 142 less animals than the previous year.**



**91%**

of all dogs were reunited with their owners, adopted into new homes or transferred to a rescue organisation.



**84%**

of cats were reunited with owners, adopted into new homes or transferred to a rescue organisation.



**91%**

of rabbits and guinea pigs were reunited with owners, adopted into new homes or transferred to a rescue organisation.



GAWS relies

**100%**

on the community to support this important work.

## Animal Attendant Melissa is based in Cat Adoptions and is dedicated to rehabilitating and finding loving families for GAWS' homeless cats. She has this to say about her time at GAWS:

I've always loved animals, and when COVID hit I had the chance to follow this passion and volunteer to do my bit to help animals in need. This lead to my role at GAWS in Cat Adoptions. I welcomed, supported, and constantly learning and enjoying it. I also developed a huge respect for how hard everyone works in animal welfare, and how dedicated and caring they are to animals in need. I absolutely LOVE my job! I have made lifelong friendships with staff and volunteers and am proud to provide care, love, and homes for our amazing animals.



"The greatest pleasure of a dog is that you may make a fool of yourself with him and not only will he not scold you, but he will make a fool of himself, too."

– Samuel Butler

# Animal Statistics 2022 - 2023

## Dogs & Puppies

91% of all dogs were reunited with their owners, adopted into new homes or transferred to a rescue organisation (1043). The 'one day stay' dogs returned to owners on the same day are not included in this data.

| | 2021/22 | % | 2022/23 | % |
|---|---|---|---|---|
| **Dogs Admitted** | **993** | | **1184** | |
| **Reclaimed** | 483 | 49% | 618 | 52% |
| **Adopted** | 345 | 35% | 389 | 33% |
| **Euthanised** | 94 | 9% | 107 | 9% |
| **Other** (inc transfer) | 62 | 7% | 36 | 3% |

## Cats & Kittens

84% of all cats were reunited with their owners, adopted into new homes or transferred to a rescue organisation (1,772).

| | 2021/22 | % | 2022/23 | % |
|---|---|---|---|---|
| **Cats Admitted** | **2136** | | **2258** | |
| **Reclaimed** | 207 | 10% | 218 | 10% |
| **Adopted** | 1575 | 74% | 1474 | 65% |
| **Euthanised** | 256 | 12% | 288 | 13% |
| **Other** (inc transfer) | 139 | 7% | 138 | 6% |

## Rabbits & Guinea Pigs

91% of all rabbits and guinea pigs were reunited with their owners, adopted into new homes or transferred to a rescue organisation (117).

| | 2021/22 | % | 2022/23 | % |
|---|---|---|---|---|
| **Rabbits/Guinea Pigs Admitted** | **139** | | **123** | |
| **Reclaimed** | 13 | 9% | 8 | 7% |
| **Adopted** | 84 | 60% | 85 | 69% |
| **Euthanised** | 4 | 3% | 6 | 5% |
| **Other** (inc transfer) | 38 | 28% | 29 | 24% |

Statistical Note: Incoming animal totals may appear less or greater than outgoing totals due to animals already in care at the beginning or end of the financial year.

# Community Vet Clinic

**Throughout 2022-23, the GAWS vet clinic conducted 11,068 consultations. The vet clinic team desexed 2,865 animals and microchipped 1,835 animals. They conducted 492 dental checks and 3,960 vaccinations.**

The veterinary staff at GAWS are some of the most experienced and generous veterinary members in society. Our staff work at the shelter in order to give back to the community, often after long careers in veterinary medicine which makes them highly skilled and sought after in the industry. Their dedication and willingness to work in what can be a challenging environment at times is nothing less than extraordinary. We take on many veterinary students to pay it forward, who leave their placements here with a sound background on what shelter medicine is about.

This year we worked with three new groups, two of which help both animals and humans in need. These people are often homeless or living in vulnerable conditions but are still valuable pet owning members of the community requiring health care and intervention for their animal companions.

Working with these groups enabled us to increase our capacity to target and deliver more desexing surgeries into the general population. We are more effective when joining forces with other organisations who cannot necessarily perform the surgery component but have access to clients in need.

The skilled surgeries the vet team delivers along with a competitive price has helped us service the general community and raise vital funds for the shelter. Our increasing level of skill and adaptation to dealing with high numbers of medical cases keeps us at the forefront of medicine.

The ability to quickly read the emerging patterns of companion animal disease in the general community during the past year has helped us keep a step ahead of major disease outbreaks. Our goal each day is to return animals quickly to a good state of health to get them into warm and loving homes as quickly as possible with limited impact to wellbeing.

We will be conducting further discounted and free desexing opportunities next year.





Olivia (vet nurse) with Pearl the rabbit

"85% of pet owners say their pet has a positive impact on their life, noting mental and physical health as key positives"

– Animal Medicines Australia, 2022



Space for additional recovery cages and access to specialised medical equipment is an ongoing need at GAWS, and in early 2023 the need became even more apparent. We had our first major outbreak of a highly contagious disease – Feline Parvovirus. Despite limited resources we successfully trained staff and collaborated with Foster Carers to provide makeshift isolation wards and rapidly provided the extremely high levels of isolation and quarantine necessary to treat these cases. We were able to save over 100 animals due to new procedures and the wonderful staff and foster families, who rolled up their sleeves and worked tirelessly to help.

This success over the treatment of Feline Parvovirus in the GAWS shelter setting shows the vet clinic and shelter team's dedication to care, and our organisation's ability to contain and treat disease.

We would one day hope for the opportunity to set up a state-of-the-art isolation ward to make containment and treatment easier, and manage larger numbers of infection if necessary.

At odds with private vet clinics in the community, our community vet clinic keeps dentistry prices low to encourage animal health and welfare for those who cannot afford this surgery elsewhere. The dentistry space has grown rapidly in the last few years. More modern dental equipment including specialised equipment such as a dental x-ray machine would enable the clinic to complete dental surgeries more quickly and therefore treat more animals.

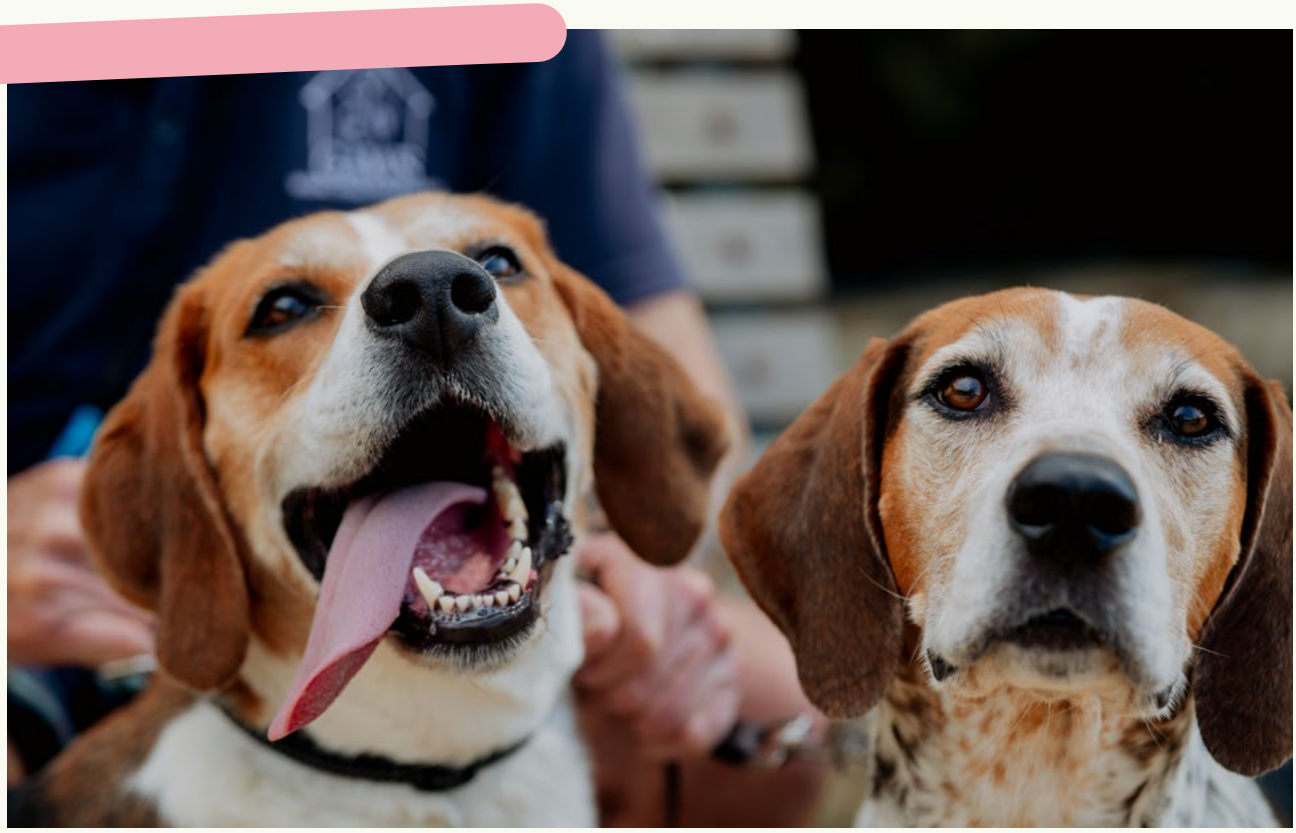
# Research and Education Partnerships

This past year we have developed a Research Partnership with Deakin University's School of Psychology, evaluating the effects of shelter organization factors on animal care worker professional quality of life, as well as community members' perceptions and use of animal shelters. This partnership will continue into 2024.

High interest from school groups keen to learn about animal welfare and the role of GAWS in the community led to regular education tours of the GAWS shelter site for groups of primary and secondary school children.

During 2022-23, an estimated 25 tours were conducted, educating both students and teachers about the human-animal bond, animal sentience, the Five Domains of animal welfare, and the role of GAWS in community as a welfare organisation.

Groups regularly brought 'in-kind' donations or initiated community-based fundraisers, in return for tours. These tours will continue, with the development of more formalised educational resources for primary and secondary school children interested in companion animal welfare at GAWS.



# Fundraising & Community Engagement



## GAWS wouldn't succeed without the goodwill and generous donations of its supporting community members.

Whether donations are financial or material (such as blankets, towels, enrichments items, food, cosy beds) or labour (such as assistance with on site maintenance), these donations ensure that when each animal arrives at GAWS, they will have a safe and secure stay until they find their forever home.

Avenues of financial donation include on site donations at GAWS, online donations (once-off or regular), donation boxes and digital donation tap-points hosted by local organisations, GAWS initiated fundraising appeals and events, community facilitated fundraising events and strategies, individual and corporate sponsorships (including our Pen Pal sponsors), and our Op Shop. We are especially humbled by the generous and thoughtful 'donations in memory' and bequests made by those community members who valued GAWS and animal welfare so dearly.

We are further supported by our local business community, who assist us through financial donations, 'in-kind' or heavily reduced service rates, and support of our appeal campaigns and events. Many of these businesses and their owners deeply value animal welfare and/or have a personal connection to GAWS, and it is always a pleasure to discover new supporters and partnerships on this front within our community.

We are also thankful to the many schools, students, teachers, and parents of Geelong and surrounds who contribute to both curriculum-based and spontaneous, student-driven community fundraising initiatives supporting GAWS.

Combined, these student fundraisers make a substantial contribution to our organisation, and most importantly reassure the GAWS organisation that the community is invested in the care and wellbeing of its animals in need and will continue to be for generations.

During 2022-23, GAWS relied on social and print media, as well as word of mouth and community outreach, to communicate GAWS' needs and good work. Throughout the year, the following key message were communicated at all events and in media: "During the past year [2022], GAWS cared for nearly 3,500 animals and reunited, rehabilitated, and rehomed 90% of these." This powerful message was communicated during school visits and tours on site, at community events, during phone calls to new and existing donors, and to local business owners and community members. It surprised and inspired everyone who heard it, and led to spontaneous giving (including high-value PenPal sponsorships) and group-based fundraising activities within the community. Best of all, this message communicated in clear, simple terms the high skill, dedication, and care provided by GAWS staff and volunteers to supporting GAWS' animals. This message was always reinforced by the reminder that this incredible outcome for GAWS' animals is only possible with the ongoing support of community members goodwill and giving.



Lisa (Administration Officer & General GAWS Hero) & June (Staffordshire Bull terrier, adopted November 2023)

## Lisa's Story

While Lisa's official title at GAWS is 'Administration Officer', she wears many hats at GAWS. The complexity and necessity of her role becomes most obvious when she has a rare day of leave. "Where's Lisa?" echoes around the grounds.

We asked Lisa to share her experiences and insights about GAWS.

"I've been with GAWS since 2019 and have seen some very happy times, as well as some very sad times. It's been so satisfying watching staff achieve amazing outcomes with such limited funds and resources. Their extreme dedication and commitment is admirable – both staff and our army of volunteers.  The generosity of community members and businesses is inspirational and never ceases to amaze me.

While at times it can be challenging to work in such an emotional and stressful environment, there are other times when the rewards and outcomes are off the charts. To see some animals at the start of their journey at GAWS is truly heartbreaking; but then they begin their recovery under the skilled care of staff and volunteers, and eventually find their forever homes, it's a time of happy tears and celebration.

There have been some trying times – the COVID pandemic, tough financial times, and disease outbreaks. Wonderful staff and volunteers have come and gone, each of them committing what they can during these times.

When it's all said and done, the common thread that runs through the GAWS' team of staff and volunteers is the love, care, and commitment for the animals that come through the GAWS' gates. They really do believe that every life is precious.

# Op Shop

**Our Hamlyn Heights Op Shop continued to perform well throughout the year, despite economic pressures in the community and increase in prices, including for items at the shop. We are grateful to the volunteers who provide ongoing support and high-quality service and raise funds for GAWS' animals.**




# Marketing & Media

**GAWS' use of social media and professional marketing and advertising expertise has proved vital to achieving effective fundraising campaigns, and communicating organisation needs quickly to community members.**

During 2022-23 we continued training in and use of an email marketing platform (Ortto, previously Autopilot) using customer data from Salesforce with the support of PIXO, an organic content marketing service. Use of this system allows automated communication with donors and customers, ensuring those community members connected to GAWS stay up to date with the latest highlight about the organisation, and any current campaigns we are engaged in. This move to regular digital content to explain GAWS' great work, and request community good will in return, means that GAWS is now regularly in the minds of supporters.

While we have been successful in fundraising using merchandise such as the GAWS Graduate Calendar 2023 and the Project Ten carry bag range, our merchandise range is limited and will be the target of refurbishment in the coming financial year.

Allowing purchase using PayPal, as well as ApplePay or GooglePay, will also be pursued to ensure donations and merchandise sales aren't 'lost' at the final step due to payment preferences not being supported by the GAWS site.

Along with successful use of digital media and advertisements, we continued our relationships with local print and broadcast media outlets, and are grateful for the opportunities they afford to connect with our community and present GAWS' great work. Our ongoing relationships with News Corp Australia (Geelong Advertiser) and Times News Group (specifically newspapers Geelong Times and Surf Coast Times) are highly valued, and we appreciate the sincere passion journalists and photographers show in creating stories about GAWS.

Popular Bay FM presenter Roxie Bennett retired during the past year, unfortunately limiting radio promotion opportunities for GAWS. She has thankfully chosen to stay on as a GAWS Ambassador, given her high-profile local personality, and will continue to provide public support for GAWS at events upon request.

# Campaigns & Promotions

**Attendance at community fundraising and engagement events was helpful to our brand and profile. Community engagement events were attended at settings including Leopold Bunnings, Market Square Geelong, Pet's Day Out 2022, and Geelong Pet Expo 2023.**

These events were great opportunities for visibility and communication with community members about the organisation in a broad sense. However, GAWS' principle fundraising campaigns were conducted online.

**In December 2022, we launched the Annual GAWS Graduates Calendar.** In the lead up, we invited community members to submit images of their furry friends adopted from GAWS for selection for the calendar months. Twelve local businesses sponsored the costs of production for the calendar, with over $5,000 raised through sales. We also ran the Christmas Appeal, raising $15,211 in online donations alone.

**In April/May 2023, we ran the Purr it Forward campaign.** This cat focused campaign raised nearly $25, 000 through peer-to-peer fundraising, targeting past GAWS Graduates to help raise funds for their feline friends still at the shelter looking for their forever home. This campaign followed the journey of Astrid, a stray kitten with a bad case of cat flu, and her journey at GAWS from vet care, to foster, to adoption, during the course of the appeal. Individual stories were posted and emailed weekly, building Astrid's story through to her final adoption, and written from Astrid's perspective. This is the second 'journey' appeal we have provided (using a similar approach for the 2022 Winter Tax Appeal) and it received similarly strong results.

**In June 2023, we launched the 'Feel Good Adoption Fee' promotion.** With the shelter near capacity for both dogs and cats (550 animals in care), this 9 day promotion applied to adult dogs and cats, and required a minimum fee of $20 per animal. Using digital and traditional news media to advertise the promotion, an incredible 112 animals were adopted and raising over $5,000.

**Our Winter Tax Appeal campaign was launched in June 2023** and was incredibly successful, raising more than $50,000. The Appeal remained open until the end of July to accommodate potential donations from tax refunds.

# Social Media Engagement

Our use of digital marketing has become a regular feature, with a steady increase in number of social media followers on Meta (Facebook) and Instagram year to year. This has been achieved with limited use of paid advertising by Meta or other platforms. In 2022-23 there was a 3.6% increase in Meta (Facebook) followers, and 7.3% increase in Instagram followers.

| Followers | 2021 | 2022 | 2023 |
|---|---|---|---|
| **Meta (Facebook)** | 34,308 | 36,863 | 38,220 |
| **Instagram** | 5,059 | 5,547 | 5,987 |

# Our Partners & Supporters

**Our shelter relies 100% on corporate and community support. Without this support our shelter would be unable to operate.**

We are proud to be in partnership with many businesses throughout the region who support the shelter through our corporate programs, fundraising initiatives and seasonal campaigns.

## Major Supporters

## Small Business Supporters

**Babel Surfboards**
**BC Bowcon**
**Boehringer Ingelheim Animal Health Australia**
**DKT Building Solutions**
**Eclectica on Pako**
**Geelong's Local Handyman Service**
**James Walsh Photography**
**Jeff Redman Contractors**
**KJ Contractors**
**Paul Kelly Creative**
**Rockin' Donuts & Coffee**
**Rosewood Farm Group**
**SC Technology Group**
**The Book Bird**

## Members

Thank you to our Lifetime and Annual Members for their continued support of GAWS and its values.

## Regular Donors

During 2022-2023, GAWS was very lucky to have 121 generous regular donors to help support our operations and ability to care for animals that arrived at GAWS, a 25% increase in regular donors since 2021-22. The regular and predictable contribution of these donors helps provide stable income and enables us to plan services with confidence. We thank them for their continued support.

**We thank everyone for their generosity and continued support.**

## Major Donors

**Anonymous**
**Adrian Blades**
**Anita Thomas**
**Ben Williams**
**Claire Cattigan**
**Elizabeth Whitmore**
**Ellie Visser**
**Melanie Bond**
**Melissa Koniaris**
**Catherine Gray**
**Davidsons Trust and Financial**
**Felicity Moran**
**Helen Cocks**
**Jacquie McLean**
**Kaye Drew**
**Kim Pinney**
**Liah Stewart**
**Maria Mercurio**
**Margaret Kilby**
**MH Car and Bike Club**
**Susan Dean**
**Tina Fouracre**
**Pauline Cline**
**Pauline Carnovale**
**Rebecca Coomes**
**Rosemary Saunders**
**Tim Simpson**
**The Lin Huddleston Charitable Foundation**
**Pauline Carnovale**

In addition to the above named Major Donors (individuals or groups who have donated $1000 or more at once), we received numerous anonymous donations and continued support from local organisations hosting GAWS donation collection boxes. The Community Fundraising program has also continued to grow with the help of our dedicated volunteers and the continued support of the local community, with individuals, community groups, and schools raising funds and resources to donate.

## Donations in Memory

Throughout the year we receive generous donations in memory of lost loved ones, both human and animal. These donations are often informal and come by way of mail, once-off donations or fundraisers, or requests for donations in lieu of flowers at funeral services. Thank you to those members of the community who have loved their companion animals well and sought to carry this value with you always.

## Ambassadors

Roxie Bennett, retired radio co-host of The Catch Up and Bay Lifestyle on Bay 93.9. Local Geelong personality.

## Pen Pals

**Alison Bird**
**Angelo Kakouros**
**Aravinda Vemulapalli**
**Banks Kleehammer**
**Barbara Twentyman**
**Barbara Twentyman**
**Bronwen Pizzey**
**Candice Morris**
**Charley Lanning**
**Christine & Mateusz Zemietro**
**Colin White**
**Doug Tozer**
**Ebony Brook**
**Emma O'Dwyer**
**Erina Higgins**
**Eve Gu**
**Georgina Fuller**
**Helen Cocks**
**Hilary Lovibond**
**Jane Meier**
**Jean McGowan**
**Joe Thurrowgood**
**Joel Karpin**
**John McOuat**
**Julia Sleeth**
**Julie & Terence Sleeth**
**Kaye Drew**
**Kira Harris**
**Lauren Solomonson**
**Leah Palmer**
**Leesy Caldwell (Kyle Dhont)**
**Lesa Herring**
**Maria Mercurio**
**Melissa Young (Geelong Candle Co.)**
**Michael Menchise – Access Your Supports**
**Michelle Teoh**
**Nelson Park School**
**Nutrition Warehouse (Cole Lindley)**
**Qiongyu Zhao**
**Rod Kerger (The Kerger Family)**
**Sema and Can Tuncer**
**Sheryn Stephenson**
**Shirley Lanning**
**Siti Samat**
**Solveig Ober**
**Suzanne (Sue) Blair**
**Tayla Winiecki & Mia Wilde (Year 9 Sacred Heart)**
**The Lewna Benevolent Society (Kayne Naughton)**
**Thomas Scott**

## Bequests

We would like to thank and acknowledge all those who have left a lasting imprint on animal welfare by leaving a gift in their Will. This generous support enables us to continue to deliver our vital work.

**Cecily Maginnis**
**Margaret Henderson**
**Suzanne Angell**
**Rainer Naeher**

## Grants

- **2023 People of Post Grant ($996) from Australia Post.** Used to purchase enrichment equipment for feeding shelter dogs and cats, improving animal wellbeing.
- **Animal Welfare Victoria – Individual Pet Re-homing Grant.**

# Financial Statements

For the Year Ended 30 June 2023

## Geelong Animal Welfare Society

**67 005 093 756**

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## For the Year Ended 30 June 2023


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# Geelong Animal Welfare Society
**Directors Report**
**30 June 2023**

The Directors of Geelong Animal Welfare Society present their report for the year ended 30 June 2023.

## Directors

The following persons were Directors of the Company during the whole of the financial year and up to the date of this report:

- Maria Mercurio, President
- Jane Meier, Secretary
- Sue Robinson, Treasurer
- Emma Einsiedel, Director (resigned)
- Heather Disher, Director
- Anne Marie Ryan, Director
- Lauren Solomonson, Director

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

## Operating Result

The net loss of the Company for the financial year after providing for income tax amounted to:

| Year ended 30 June 2023 | Year ended 30 June 2022 |
|---|---|
| $ | $ |
| 586,558 | (844,132) |

## Principal Activities and Objectives

The principal activities of the Company during the course of the year were the provision of animal welfare.

No significant change in the nature of these activities occurred during the year.

## Review of Operations

A review of operations of the Company during the financial year and the result of those operations identified no significant changes in the society's state of affairs.

## After Balance Date Events

No matters or circumstances have arisen since the end of the financial year which may significantly affect the operations of the company, the results of those operations, or the state of affairs of the Company.

## Future Developments

The Board is currently involved in a review of the company’s operations and fundraising capacity to create greater opportunities to educate the community and ensure financial sustainability.

The Board will continue to monitor and assess the impacts of COVID-19.

## Environmental Issues

The Company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

### Objectives and Strategies

The Company's short-term objectives are to:

- Serve Geelong and the surrounding areas by upholding and promoting the welfare and rights of companion animals by caring for and rehoming lost and relinquished animals, providing support services to the community and education in responsible pet ownership.
- Be recognised by its peers and the community in general as a leader in compassionate animal care and animal rehoming.
- Retain and attract outstanding staff and volunteers, building an enthusiastic and motivated workforce where everyone is encouraged to become leaders.
- Educate the Community on responsible animal ownership and the welfare and rights of animals.
- Effectively manage the pound and shelter operations.

The Company's long-term objectives are to:

- Educate the community on responsible animal ownership and the welfare and rights of companion animals.
- Become a leader in exploring new ways to educate the community in responsible pet ownership and continue to promote the welfare and the rights of companion animals in our community.
- Focus on quality improvement of the current offerings and develop and implement strategies to best position the organisation for a healthy, long-term future.

To achieve its stated objectives, the Company has adopted the following strategies:

- Significant inclusion of professional advice from external parties.

### Key Performance Measures

The Company measures its own performance through the use of both quantitative and qualitative benchmarks. The benchmarks are used by the directors to assess the financial sustainability of the Company and whether the Company's short-term and long-term objectives are being achieved.

Collaborative information sharing between and comparison with other similar Animal shelters and pound operators.

The continual measurement of statistics and information gathering/storage software that enables comparison from previous years. While there are benchmarks available from the entity's historical data, benchmarks of the industry are not available in a manner that reflects the size and demographics of the entity.

Performance measures in both the qualitative and quantitative areas are obtained via internal reports and the use of external professional advice.

## Information on the Directors

**Maria Mercurio**
*Experience* – Maria was CEO of the RSPCA for 12 years (retired) and prior to that CEO of Moreland City Council.

*Special Responsibilities* – President/Chair, Maria is responsible for leading the Board, chairing scheduled Board meetings and ensuring that the organisation and the Board are operating within the context of the Mission, Vision, Values and governance of the organisation

**Jane Meier**
*Experience* - Jane has 30 years of experience in management. Her skills include administration, liaison, word processing and minute taking. Jane has previous committee experience as a Secretary to the board of the Warringal Obedience Dog Club.

*Special Responsibilities* - As Secretary of the Board, Jane is responsible for preparing and distributing Board minutes, maintaining the charitable status of the organisation as well as the external communication of the Board.

**Sue Robinson**
*Experience* – Sue was chief examiner and head of subject in Taxation Law at LaTrobe University, has taught financial analysis at MBA level at Deakin University and is currently studying for her Juris Doctor. Sue has also held the position of Treasurer including oversight of risk and compliance for other not for profit organisations.

*Special Responsibilities* - *Special Responsibilities* - Sue is currently the Treasurer. As such, she is responsible for overseeing the financial movements of the society.

**Emma Einsiedel**
*Experience* – Emma is a lawyer practicing in commercial and property law.

*Special Responsibilities* – Director (resigned)

**Heather Disher**
*Experience* – Heather has a combination of Business and Operational senior management expertise coupled with governance, risk management, competitive and business intelligence and strategic thinking and planning. She is Chair of the Board of Pony Clubs Australia.

*Special Responsibilities* **–** Director and Chair of Risk Committee

**Anne Marie Ryan**
*Experience* – Anne Marie is a Company Director and former CEO, and currently works pro bono with a range of organisations in the not for profit sector.

*Special Responsibilities* - Director

**Lauren Solomonson**
*Experience* – Lauren holds a Bachelor of Laws, Bachelor of Arts (Media Communications) as well as a Graduate Diploma in Legal Practice and is currently employed at a local legal firm as a Wills, Estates & Succession Planning solicitor. Lauren also has experience in marketing and social media strategy.

*Special Responsibilities* **–** Director

### Meetings of Directors

The number of Directors meetings held during the year ended 30 June 2023 and the number of meetings attended by each Director were:

| | Meetings Held | Meetings Attended |
|---|---|---|
| Maria Mercurio, President | 10 | 9 |
| Jane Meier, Secretary | 10 | 9 |
| Sue Robinson, Treasurer | 10 | 9 |
| Emma Einsiedel, Director | 10 | 1 |
| Heather Disher, Director | 10 | 9 |
| Anne Marie Ryan, Director | 10 | 9 |
| Lauren Solomonson, Director | 10 | 6 |

### Directors Benefits

No director has received or has become entitled to receive, during or since the financial year, a benefit because of a contract made by the company or related body corporate with a director, a firm which a director is a member or an entity in which a director has a substantial financial interest.

### Indemnifying Officer or Auditor

No indemnities have been given or agreed to be given or insurance premiums paid or agreed to be paid, during or since the end of the financial year, to any person who is or has been an officer or auditor of the company.

### Auditors Independence

The auditors' declaration of independence is enclosed and forms part of the Directors report for the year ended 30 June 2023.

This report is signed and in accordance with a resolution of Directors made pursuant to s. 298(2) of the Corporations Act 2001.

Signed:-



Director- President: Maria Mercurio
Dated this 20th day of October, 2023

## Geelong Animal Welfare Society

**67 005 093 756**

# Statement of Profit or Loss and Other Comprehensive Income

## For the Year Ended 30 June 2023

| | Note | 2023 $ | 2022 $ |
|---|---|---|---|
| Revenue | 4 | **3,926,602** | 2,375,094 |
| **Total Income From Operations** | | **3,926,602** | 2,375,094 |
| Administration Expenses | 5 | **(3,283,477)** | (3,143,456) |
| Computer expenses | | **(10,676)** | (19,010) |
| Marketing | | **(20,621)** | (22,525) |
| Lease expenses | | **(25,270)** | (34,235) |
| **Operating profit (loss) before income tax** | | **586,558** | (844,132) |
| Income tax expense | | **-** | - |
| **Operating profit (loss) after income tax** | | **586,558** | (844,132) |
| **Other comprehensive income** | | | |
| Items that will not be reclassified subsequently to profit or loss | | **-** | - |
| Net gain on revaluation of Land | | **-** | 340,744 |
| Items that will be reclassified subsequently to profit or loss | | **-** | - |
| **Other comprehensive income for the year, net of tax** | | **-** | 340,744 |
| **Total comprehensive income for the year** | | **586,558** | (503,388) |

The accompanying notes form part of these financial statements.

## Geelong Animal Welfare Society

**67 005 093 756**

# Statement of Financial Position

## As At 30 June 2023

| | Note | 2023 $ | 2022 $ |
|---|---|---|---|
| **ASSETS** | | | |
| CURRENT ASSETS | | | |
| Cash and cash equivalents | 6 | **1,177,215** | 842,729 |
| Trade and other receivables | 7 | **358,906** | 101,310 |
| Inventories | 8 | **42,500** | 25,978 |
| TOTAL CURRENT ASSETS | | **1,578,621** | 970,017 |
| NON-CURRENT ASSETS | | | |
| Financial assets | 9 | **8,600** | 7,700 |
| Property, plant and equipment | 10 | **1,201,174** | 1,261,269 |
| Intangibles | 11 | **4,620** | 4,620 |
| Right-of-use assets | 12 | **30,422** | 60,845 |
| TOTAL NON-CURRENT ASSETS | | **1,244,816** | 1,334,434 |
| TOTAL ASSETS | | **2,823,437** | 2,304,451 |
| **LIABILITIES** | | | |
| CURRENT LIABILITIES | | | |
| Trade and other payables | 13 | **315,938** | 380,140 |
| Short-term provisions | 14 | **168,978** | 136,342 |
| Lease Liabilities | 15 | **31,303** | 29,774 |
| Deferred income - grants | | **29,042** | 41,042 |
| TOTAL CURRENT LIABILITIES | | **545,261** | 587,298 |
| NON-CURRENT LIABILITIES | | | |
| Employee benefits | 14 | **37,036** | 31,268 |
| Lease Liabilities | 15 | **-** | 31,303 |
| TOTAL NON-CURRENT LIABILITIES | | **37,036** | 62,571 |
| TOTAL LIABILITIES | | **582,297** | 649,869 |
| NET ASSETS | | **2,241,140** | 1,654,582 |
| **EQUITY** | | | |
| Capital Fund Reserve | 16 | **1,429,409** | 842,851 |
| Asset Revaluation Reserve | 16 | **340,744** | 340,744 |
| Retained Earnings | 16 | **470,987** | 470,987 |
| | | **2,241,140** | 1,654,582 |
| TOTAL EQUITY | | **2,241,140** | 1,654,582 |

The accompanying notes form part of these financial statements.

**Geelong Animal Welfare Society**

**67 005 093 756**

# Statement of Financial Position

## As At 30 June 2023

| | Note | 2023 $ | 2022 $ |
|---|---|---|---|
| **ASSETS** | | | |
| CURRENT ASSETS | | | |
| Cash and cash equivalents | 6 | **1,177,215** | 842,729 |
| Trade and other receivables | 7 | **358,906** | 101,310 |
| Inventories | 8 | **42,500** | 25,978 |
| TOTAL CURRENT ASSETS | | **1,578,621** | 970,017 |
| NON-CURRENT ASSETS | | | |
| Financial assets | 9 | **8,600** | 7,700 |
| Property, plant and equipment | 10 | **1,201,174** | 1,261,269 |
| Intangibles | 11 | **4,620** | 4,620 |
| Right-of-use assets | 12 | **30,422** | 60,845 |
| TOTAL NON-CURRENT ASSETS | | **1,244,816** | 1,334,434 |
| TOTAL ASSETS | | **2,823,437** | 2,304,451 |
| **LIABILITIES** | | | |
| CURRENT LIABILITIES | | | |
| Trade and other payables | 13 | **315,938** | 380,140 |
| Short-term provisions | 14 | **168,978** | 136,342 |
| Lease Liabilities | 15 | **31,303** | 29,774 |
| Deferred income - grants | | **29,042** | 41,042 |
| TOTAL CURRENT LIABILITIES | | **545,261** | 587,298 |
| NON-CURRENT LIABILITIES | | | |
| Employee benefits | 14 | **37,036** | 31,268 |
| Lease Liabilities | 15 | **-** | 31,303 |
| TOTAL NON-CURRENT LIABILITIES | | **37,036** | 62,571 |
| TOTAL LIABILITIES | | **582,297** | 649,869 |
| NET ASSETS | | **2,241,140** | 1,654,582 |
| **EQUITY** | | | |
| Capital Fund Reserve | 16 | **1,429,409** | 842,851 |
| Asset Revaluation Reserve | 16 | **340,744** | 340,744 |
| Retained Earnings | 16 | **470,987** | 470,987 |
| | | **2,241,140** | 1,654,582 |
| TOTAL EQUITY | | **2,241,140** | 1,654,582 |

The accompanying notes form part of these financial statements.

## Geelong Animal Welfare Society

**67 005 093 756**

# Statement of Changes in Equity

## For the Year Ended 30 June 2023

**2023**

| | Retained Earnings | Asset Revaluation Reserve | Capital Profits Reserve | Total |
|---|---|---|---|---|
| | $ | $ | $ | $ |
| **Balance at 1 July 2022** | **470,987** | **340,744** | **842,851** | **1,654,582** |
| Total comprehensive income for the year | **586,558** | **-** | **-** | **586,558** |
| Transfers from retained earnings to capital reserve | **(586,558)** | **-** | **586,558** | **-** |
| **Balance at 30 June 2023** | **470,987** | **340,744** | **1,429,409** | **2,241,140** |

**2022**

| | Retained Earnings | Asset Revaluation Surplus | Capital Profits Reserve | Total |
|---|---|---|---|---|
| | $ | $ | $ | $ |
| **Balance at 1 July 2021** | 470,987 | - | 1,686,983 | 2,157,970 |
| Total comprehensive income for the year | (844,132) | - | - | (844,132) |
| Transfers from retained earnings to capital reserve | 844,132 | - | (844,132) | - |
| Gain on revaluation of assets | - | 340,744 | - | 340,744 |
| **Balance at 30 June 2022** | 470,987 | 340,744 | 842,851 | 1,654,582 |

The accompanying notes form part of these financial statements.

**Geelong Animal Welfare Society**

**67 005 093 756**

# Statement of Cash Flows

## For the Year Ended 30 June 2023

| | Note | 2023 $ | 2022 $ |
|---|---|---|---|
| **CASH FLOWS FROM OPERATING ACTIVITIES:** | | | |
| Receipts from customers, donors and grants | | **4,021,156** | 2,728,388 |
| Payments to suppliers and employees | | **(3,639,237)** | (3,163,928) |
| Dividends received | | **477** | 457 |
| Interest paid | | **33** | 34 |
| Finance costs | | **(14,538)** | (14,396) |
| Net cash provided by/(used in) operating activities | 17 | **367,891** | (449,445) |
| **CASH FLOWS FROM INVESTING ACTIVITIES:** | | | |
| Proceeds from sale of investment | | **-** | 663,795 |
| Purchase of property, plant and equipment | | **(1,405)** | (39,713) |
| Net cash provided by/(used in) investing activities | | **(1,405)** | 624,082 |
| **CASH FLOWS FROM FINANCING ACTIVITIES:** | | | |
| Payment of finance lease liabilities | | **(32,000)** | (21,411) |
| Net cash provided by/(used in) financing activities | | **(32,000)** | (21,411) |
| Net increase/(decrease) in cash and cash equivalents held | | **334,486** | 153,226 |
| Cash and cash equivalents at beginning of year | | **842,729** | 689,503 |
| Cash and cash equivalents at end of financial year | 6 | **1,177,215** | 842,729 |

The accompanying notes form part of these financial statements.

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

The financial report covers Geelong Animal Welfare Society as an individual entity. Geelong Animal Welfare Society is a not- for-profit proprietary Company, incorporated and domiciled in Australia.

The functional and presentation currency of Geelong Animal Welfare Society is Australian dollars.

Comparatives are consistent with prior years, unless otherwise stated.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar.

### 1 Basis of Preparation

The financial statements are general purpose financial statements that have been prepared in accordance with the Australian Accounting Standards - Simplified Disclosures and the *Corporations Act 2001.*

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Significant accounting policies adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

### 2 Summary of Significant Accounting Policies

#### (a) Revenue and other income

**Revenue from contracts with customers**

The Company adopts AASB 15 Revenue from Contracts with Customers and AASB 1058 Income of Not-for-Profit-Entities.

Non-reciprocal grants are recognised in profit or loss when the entity obtains control of the grant, and it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

If conditions are attached to the grant which must be satisfied before it is eligible to receive the contribution, the recognition of the grant as revenue will be deferred until those conditions are satisfied.

When grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor this is considered a reciprocal transaction and the grant revenue is recognised in the state of financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Non-reciprocal contributions of assets from the government and other parties for zero or a nominal value. These assets are recognised at fair value on the date of acquisition in the statement of financial position, with a corresponding amount of income recognised in profit or loss.

Donations and bequests are recognised as revenue when received.

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

### 2 Summary of Significant Accounting Policies

#### (b) Goods and services tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

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 ATO is included with other receivables or payables in the statement of financial position.

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 ATO are presented as operating cash flows included in receipts from customers or payments to suppliers.

#### (c) Inventories

Inventories are measured at the lower of cost and net realisable value.

Inventories acquired at no cost, or for nominal consideration are valued at the current replacement cost as at the date of acquisition, which is the deemed cost.

#### (d) Property, plant and equipment

Each class of plant and equipment is carried at cost or fair value as indicated, less, where applicable, accumulated depreciation and any impairment losses.

Plant and equipment are measured on the cost basis and are therefore carried at cost less accumulated depreciation and any accumulated impairment losses. In the event the carrying amount of plant and equipment is greater than its estimated recoverable amount, the carrying amount is written down immediately to its estimate recoverable amount and impairment losses are recognised either in profit or loss or as a revaluation decrease if the impairment losses relate to revalued asset.

A formal assessment of recoverable amount is made when impairment indicators are present for details of impairment.

Plant and equipment that have been contributed at no cost, or for nominal cost, are valued and recognised at the fair value of the asset at the date it is acquired..

**Depreciation**

The depreciable amount of all fixed assets, including buildings and capitalised lease assets, but excluding freehold land, is depreciated on a straight-line basis over the asset's useful life to the entity commencing from the time the asset is held ready for use.

A summary of the depreciation method and depreciation rates for each class of assets is as follows:

| Class of Fixed Asset | Depreciation Rate | Method |
|---|---|---|
| Plant & Equipment | 7.5% - 40% | Diminishing Value |
| Motor Vehicles | 22.50% | Diminishing Value |
| Leasehold Improvements | 4% | Straight-Line. |

# Notes to the Financial Statements
## For the Year Ended 30 June 2023

### 2 Summary of Significant Accounting Policies

#### (e) Financial instruments

**Initial recognition and measurement**

Financial assets and financial liabilities are recognised when the entity becomes a party to the contractual provisions to the instrument. For financial assets, this is equivalent to the date that the company commits itself to either purchase or sell the asset (i.e., trade date accounting is adopted). Financial instruments are initially measured at fair value plus transactions costs except where the instrument is classified “at fair value through profit or loss” in which case transaction costs are expensed to profit or loss immediately.

**Classification and subsequent measurement**

All recognised financial assets are subsequently measured in their entirety at either amortised cost or fair value, depending on the classification of the financial assets.

*Classification*

On initial recognition, the Company classifies its financial assets into the following categories, those measured at:

- amortised cost
- fair value through profit or loss - FVTPL
- fair value through profit or loss - equity instrument (FVTPL - equity)
- fair value through other comprehensive income - debt investments (FVOCI - debt)

Financial assets are not reclassified subsequent to their initial recognition unless the Company changes its business model for managing financial assets.

*Amortised cost*

The Company's financial assets measured at amortised cost comprise trade and other receivables and cash and cash equivalents in the statement of financial position.

Subsequent to initial recognition, these assets are carried at amortised cost using the effective interest rate method less provision for impairment.

Interest income, foreign exchange gains or losses and impairment are recognised in profit or loss. Gain or loss on derecognition is recognised in profit or loss.

*Fair value through other comprehensive income*

Equity instruments

The Company has a number of strategic investments in listed and unlisted entities over which are they do not have significant influence nor control. The Company has made an irrevocable election to classify these equity investments as fair value through profit or loss.

### 2 Summary of Significant Accounting Policies

#### (e) Financial instruments

**Classification and subsequent measurement**

These investments are carried at fair value with changes in fair value recognised in profit or loss. Dividends are recognised as income in profit or loss. Other net gains and losses are recognised in profit or loss.

*Financial assets through profit or loss*

All financial assets not classified as measured at amortised cost or fair value through other comprehensive income as described above are measured at FVTPL.

Net gains or losses, including any interest or dividend income are recognised in profit or loss (refer to hedging accounting policy for derivatives designated as hedging instruments.)

*Impairment of financial assets*

Impairment of financial assets is recognised on an expected credit loss (ECL) basis for the following assets:

- financial assets measured at amortised cost
- debt investments measured at FVOCI

When determining whether the credit risk of a financial assets has increased significantly since initial recognition and when estimating ECL, the Company considers reasonable and supportable information that is relevant and available without undue cost or effort. This includes both quantitative and qualitative information and analysis based on the Company's historical experience and informed credit assessment and including forward looking information.

The Company uses the presumption that an asset which is more than 30 days past due has seen a significant increase in credit risk.

The Company uses the presumption that a financial asset is in default when:

- the other party is unlikely to pay its credit obligations to the Company in full, without recourse to the Company to actions such as realising security (if any is held); or
- the financial assets is more than 90 days past due.

Credit losses are measured as the present value of the difference between the cash flows due to the Company in accordance with the contract and the cash flows expected to be received. This is applied using a probability weighted approach.

*Trade receivables and contract assets*

Impairment of trade receivables and contract assets have been determined using the simplified approach in AASB 9 which uses an estimation of lifetime expected credit losses. The Company has determined the

### 2 Summary of Significant Accounting Policies

#### (e) Financial instruments

**Classification and subsequent measurement**
probability of non-payment of the receivable and multiplied this by the amount of the expected loss arising from default.

The amount of the impairment is recorded in a separate allowance account with the loss being recognised in finance expense. Once the receivable is determined to be uncollectable then the gross carrying amount is written off against the associated allowance.

Where the Company renegotiates the terms of trade receivables due from certain customers, the new expected cash flows are discounted at the original effective interest rate and any resulting difference to the carrying value is recognised in profit or loss.

*Other financial assets measured at amortised cost*

Impairment of other financial assets measured at amortised cost are determined using the expected credit loss model in AASB 9. On initial recognition of the asset, an estimate of the expected credit losses for the next 12 months is recognised. Where the asset has experienced significant increase in credit risk then the lifetime losses are estimated and recognised.

**Financial Liabilities**

The Company measures all financial liabilities initially at fair value less transaction costs, subsequently financial liabilities are measured at amortised cost using the effective interest rate method.

The financial liabilities of the Company comprise trade payables, bank and other loans and lease liabilities.

**Derecognition**

Financial assets are derecognised where the contractual rights to receipt of cash flows expire or the asset is transferred to another party whereby the entity no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised where the related obligations are discharged, cancelled or expired. The difference between the carrying value of the financial liability, which is extinguished or transferred to another party, and the fair value of consideration paid, including the transfer of non-cash assets or liabilities assumed, is recognised in profit or loss.

#### (f) Impairment of non-financial assets

At the end of each reporting period the Company determines whether there is evidence of an impairment indicator for non-financial assets.

Where an indicator exists and regardless for indefinite life intangible assets and intangible assets not yet available for use, the recoverable amount of the asset is estimated.

Where assets do not operate independently of other assets, the recoverable amount of the relevant cash-generating unit (CGU) is estimated.

The recoverable amount of an asset or CGU is the higher of the fair value less costs of disposal and the value in use. Value in use is the present value of the future cash flows expected to be derived from an asset or cash-generating unit.

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

### 2 Summary of Significant Accounting Policies

#### (f) Impairment of non-financial assets

Where the recoverable amount is less than the carrying amount, an impairment loss is recognised in profit or loss.

Reversal indicators are considered in subsequent periods for all assets which have suffered an impairment loss.

#### (g) Intangible assets

**Patents and trademarks**

Patents and trademarks are recognised at cost of acquisition. Patents and trademarks have a finite life and are carried at cost less any accumulated amortisation and any impairment losses. Patents and trademarks are amortised over their useful life

**Software**

Software has a finite life and is carried at cost less any accumulated amortisation and impairment losses. It has an estimated useful life of between one and three years.

**Amortisation**

Amortisation is recognised in profit or loss on a straight-line basis over the estimated useful lives of intangible assets, from the date that they are available for use.

Amortisation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

#### (h) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, deposits held at call and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

#### (i) Leases

At inception of a contract, the Company assesses whether a lease exists.

**Lessee accounting**

The non-lease components included in the lease agreement have been separated and are recognised as an expense as incurred.

The Company has chosen not to apply AASB 16 to leases of intangible assets.

At the lease commencement, the Company recognises a right-of-use asset and associated lease liability for the lease term. The lease term includes extension periods where the Company believes it is reasonably certain that the option will be exercised.

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

### 2 Summary of Significant Accounting Policies

#### (i) Leases

The right-of-use asset is measured using the cost model where cost on initial recognition comprises of the lease liability, initial direct costs, prepaid lease payments, estimated cost of removal and restoration less any lease incentives received.

The right-of-use asset is depreciated over the lease term on a straight line basis and assessed for impairment in accordance with the impairment of assets accounting policy.

The lease liability is initially measured at the present value of the remaining lease payments at the commencement of the lease. The discount rate is the rate implicit in the lease, however where this cannot be readily determined then the Company's incremental borrowing rate is used.

Subsequent to initial recognition, the lease liability is measured at amortised cost using the effective interest rate method. The lease liability is remeasured whether there is a lease modification, change in estimate of the lease term or index upon which the lease payments are based (e.g. CPI) or a change in the Company's assessment of lease term.

Where the lease liability is remeasured, the right-of-use asset is adjusted to reflect the remeasurement or is recorded in profit or loss if the carrying amount of the right-of-use asset has been reduced to zero.

*Exceptions to lease accounting*

The Company has elected to apply the exceptions to lease accounting for both short-term leases (i.e. leases with a term of less than or equal to 12 months) and leases of low-value assets. The Company recognises the payments associated with these leases as an expense on a straight-line basis over the lease term.

#### (j) Employee benefits

Provision is made for the Company's liability for employee benefits, those benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Cashflows are discounted using market yields on national government bond terms to maturity that match the expected timing of cash flows. Changes in the measurement of the liability are recognised in profit or loss.

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

### 2 Summary of Significant Accounting Policies

#### (k) Provisions

Provisions are recognised when the Company has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

Provisions are measured at the present value of management's best estimate of the outflow required to settle the obligation at the end of the reporting period. The discount rate used is a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the liability. The increase in the provision due to the unwinding of the discount is taken to finance costs in the statement of profit or loss and other comprehensive income.

Provisions recognised represent the best estimate of the amounts required to settle the obligation at the end of the reporting period.

#### (l) Trade and Other Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period, which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

# Notes to the Financial Statements
## For the Year Ended 30 June 2023

### 3 Critical Accounting Estimates and Judgments

The director evaluates estimates and judgments incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the company.

**Key estimates - impairment of property, plant and equipment**

The Company assesses impairment at the end of each reporting period by evaluating conditions specific to the Company that may be indicative of impairment triggers. Recoverable amounts of relevant assets are reassessed using value-in-use calculations which incorporate various key assumptions.

**Key estimates - fair value of financial instruments**

The Company has certain financial assets and liabilities which are measured at fair value. Where fair value has not been able to be determined based on quoted price, a valuation model has been used. The inputs to these models are observable, where possible, however these techniques involve significant estimates and therefore fair value of the instruments could be affected by changes in these assumptions and inputs.

**Key estimates - revenue recognition - long term contracts**

The Company undertakes long term contracts which span a number of reporting periods. Recognition of revenue in relation to these contracts involves estimation of future costs of completing the contract and the expected outcome of the contract. The assumptions are based on the information available to management at the reporting date, however future changes or additional information may mean the expected revenue recognition pattern has to be amended.

**Key estimates - provisions**

As described in the accounting policies, provisions are measured at management’s best estimate of the expenditure required to settle the obligation at the end of the reporting period. These estimates are made taking into account a range of possible outcomes and will vary as further information is obtained.

**Key estimates - receivables**

The receivables at reporting date have been reviewed to determine whether there is any objective evidence that any of the receivables are impaired. An impairment provision is included for any receivable where the entire balance is not considered collectible. The impairment provision is based on the best information at the reporting date.

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

### 4 Revenue and Other Income

| | 2023 | 2022 |
|---|---|---|
| | $ | $ |
| Interest Revenue | **33** | 34 |
| Dividend Revenue | **477** | 457 |
| Shelter | **366,905** | 356,097 |
| Council | **2,170,091** | 953,367 |
| Donation / Fundraising | **468,240** | 389,019 |
| Rebates | **18,250** | 16,054 |
| Other Income | **233,123** | 20,976 |
| Vet Clinic and Op Shop Revenue | **669,483** | 639,090 |
| | **3,926,602** | 2,375,094 |

### 5 Expenses

| | | |
|---|---|---|
| **Administration Expenses** | | |
| Accountancy | **90,238** | 83,759 |
| Bad debts | **-** | 1,644 |
| Bank fees and charges | **10,198** | 9,913 |
| Cleaning/rubbish removal | **68,466** | 65,096 |
| Consulting and professional fees | **23,669** | 16,019 |
| Depreciation expense | **91,922** | 100,664 |
| Fundraising Expenses | **63,030** | 60,256 |
| General expenses | **7,212** | 7,584 |
| Insurance | **16,610** | 16,394 |
| Interest expense | **4,340** | 4,483 |
| Leave - Annual | **11,656** | 26,121 |
| Leave - Long Service | **26,478** | (1,555) |
| Legal Fees | **(17,000)** | 27,000 |
| Light & power | **25,231** | 25,163 |
| Loss on Disposal of Fixed Asset | **-** | 3,022 |
| M/V car - other | **948** | 1,178 |
| Postage, printing & stationery | **11,162** | 9,867 |
| Rates & land taxes | **12,111** | 18,594 |
| Repairs and maintenance | **15,745** | 17,579 |
| Security | **1,631** | 1,028 |
| Shelter Expenses | **60,709** | 90,979 |
| Staff amenities | **6,702** | 11,571 |
| Subscriptions | **38,544** | 31,263 |
| Superannuation | **203,754** | 184,248 |
| Telephone | **12,758** | 13,079 |
| Vet fees/supplies | **627,462** | 508,354 |
| Wages | **1,839,045** | 1,791,806 |
| Workers compensation | **30,856** | 18,347 |
| **Total Administration Expenses** | **3,283,477** | 3,143,456 |

# Notes to the Financial Statements
## For the Year Ended 30 June 2023

### 6 Cash and Cash Equivalents

| | 2023 | 2022 |
|---|---|---|
| | $ | $ |
| Cash at bank and in hand | **1,177,215** | 842,729 |
| | **1,177,215** | 842,729 |

**Reconciliation of cash**

Cash and Cash equivalents reported in the statement of cash flows are reconciled to the equivalent items in the statement of financial position as follows:

| | | |
|---|---|---|
| Cash at bank | **1,177,215** | 842,729 |

### 7 Trade and Other Receivables

| | | |
|---|---|---|
| CURRENT | | |
| Trade receivables | **358,906** | 101,310 |
| **Total current trade and other receivables** | **358,906** | 101,310 |

### 8 Inventories

| | | |
|---|---|---|
| CURRENT | | |
| At cost: | | |
| Inventory on Hand | **42,500** | 25,978 |
| | **42,500** | 25,978 |

### 9 Financial Assets

| | | |
|---|---|---|
| **Non Current** | | |
| Listed Equity - Telstra Shares at Cost | **8,600** | 7,700 |

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

### 10 Property, plant and equipment

| | 2023 | 2022 |
|---|---|---|
| | $ | $ |
| Land | | |
| At valuation | **800,000** | 800,000 |
| Total Land | **800,000** | 800,000 |
| Plant and equipment | | |
| At cost | **364,995** | 363,590 |
| Accumulated depreciation | **(272,420)** | (248,599) |
| Total plant and equipment | **92,575** | 114,991 |
| Motor vehicles | | |
| At cost | **47,715** | 47,715 |
| Accumulated depreciation | **(47,087)** | (46,905) |
| Total motor vehicles | **628** | 810 |
| Leasehold Improvement | | |
| At cost | **1,274,775** | 1,274,775 |
| Accumulated amortisation | **(966,804)** | (929,307) |
| Total leasehold improvements | **307,971** | 345,468 |
| **Total property, plant and equipment** | **1,201,174** | 1,261,269 |

### (a) Movements in Carrying Amounts

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year:

| | Land | Plant and Equipment | Motor Vehicles | Leasehold Improvement | Total |
|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ |
| **Year ended 30 June 2023** | | | | | |
| Balance at the beginning of year | **800,000** | **114,991** | **810** | **345,468** | **1,261,269** |
| Additions | **-** | **1,405** | **-** | **-** | **1,405** |
| Depreciation Expense | **-** | **(23,821)** | **(182)** | **(37,497)** | **(61,500)** |
| **Balance at the end of the year** | **800,000** | **92,575** | **628** | **307,971** | **1,201,174** |
| **Year ended 30 June 2022** | | | | | |
| Balance at the beginning of year | **459,256** | **103,302** | **1,045** | **384,303** | **947,906** |
| Additions | **-** | **42,166** | **-** | **1,140** | **43,306** |
| Disposals | **-** | **(1,280)** | **-** | **(2,313)** | **(3,593)** |
| Depreciation expense | **-** | **(29,197)** | **(235)** | **(37,662)** | **(67,094)** |
| Revaluation increase | **340,744** | **-** | **-** | **-** | **340,744** |
| **Balance at the end of the year** | **800,000** | **114,991** | **810** | **345,468** | **1,261,269** |

# Notes to the Financial Statements
## For the Year Ended 30 June 2023

### 11 Intangible Assets

| | 2023 | 2022 |
|---|---|---|
| | $ | $ |
| Trademarks | | |
| At Cost | **4,620** | 4,620 |
| Computer software | | |
| At Cost | **8,680** | 8,680 |
| Accumulated amortisation and impairment | **(8,680)** | (8,680) |
| Total Intangible assets | **4,620** | 4,620 |
| **Total Intangible assets** | **4,620** | 4,620 |

### 12 Leases

| | | |
|---|---|---|
| **Right-of-use assets** | | |
| At Cost | **247,267** | **247,267** |
| Less: Accumulated Depreciation | **(216,845)** | **(186,422)** |
| **Total Right of Use Asset** | **30,422** | **60,845** |

The Organisation's lease portfolio relates to Land and buildings only. Lease terms are for 2 years. Options to extend or terminate are contained in the property leases of the Company. These clauses provide the Company opportunities to manage leases in order to align with its strategies.
All of the extension or termination options are only exercisable by the Company. The extension or termination options which were probable to be exercised have been included in the calculation of the Right of Use Asset.

### 13 Trade and Other Payables

| | | |
|---|---|---|
| CURRENT | | |
| Trade payables | **100,605** | 98,826 |
| Other payables | **215,333** | 281,314 |
| | **315,938** | 380,140 |

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

### 14 Employee Benefits

| | 2023 | 2022 |
|---|---|---|
| | $ | $ |
| **Current liabilities** | | |
| **Employee Entitlements** | | |
| Annual Leave | **121,977** | 110,321 |
| Long Service Leave | **41,484** | 20,774 |
| **Make Good Provisions** | | |
| Vines Road | **5,517** | 5,247 |
| | **168,978** | 136,342 |
| **Non-current liabilities** | | |
| **Employee Entitlements** | | |
| Long service leave | **37,036** | 31,268 |
| | **37,036** | 31,268 |

Provision for employee benefits represents amounts accrued for annual leave and long service leave.

The current portion for employee entitlements provision includes the total amount accrued for annual leave entitlements and the amounts accrued for long service leave entitlements that have vested due to employees having completed the required period of service. Based on past experience, the Company does not expect the full amount of annual leave or long service leave balances classified as current liabilities to be settled within the next 12 months. However, these amounts must be classified as current liabilities since the Company does not have an unconditional right to defer the settlement of these amounts in the event employees wish to use their leave entitlement.

The non-current portion for this provision includes amounts accrued for long service leave entitlements that have not yet vested in relation to those employees who have not yet completed the required period of service. In calculating the present value of future cash flows in respect of long service leave, the probability of long service leave being taken is based upon historical data. The measurement and recognition criteria for employee benefits have been discussed in Note 1.

### 15 Lease Liabilities

| | | |
|---|---|---|
| Current | **31,303** | 29,774 |
| Non-Current | **-** | 31,303 |
| **Total** | **31,303** | 61,077 |

# Notes to the Financial Statements

## For the Year Ended 30 June 2023

### 16 Equity & Reserves

| | 2023 | 2022 |
|---|---|---|
| | $ | $ |
| **(a) Capital Fund Reserve** | | |
| Balance at Beginning of Reporting Period | **842,851** | 1,686,983 |
| Transfers from Retained Earnings | **586,558** | (844,132) |
| | **1,429,409** | 842,851 |
| The Capital Fund Reserve is used to accumulate all profits and gains, less any losses, to be held in perpetuity by the Company in the pursuit of its objectives | | |
| **(b) Asset Revaluation Reserve** | | |
| Balance at Beginning of Reporting Period | **340,744** | - |
| Net gain on revaluation of Land asset | **-** | 340,744 |
| | **340,744** | 340,744 |
| **(c) Retained Earnings** | | |
| Balance at begining of reporting period | **470,987** | 470,987 |
| Net Result for year | **586,558** | (503,388) |
| Transfer to Capital Fund Reserve | **(586,558)** | 844,132 |
| Transfer to Asset Revaluation Reserve | **-** | (340,744) |
| **Retained Earnings at the end of the reporting period** | **470,987** | 470,987 |

# Notes to the Financial Statements
## For the Year Ended 30 June 2023

### 17 Cash Flow Information

#### (a) Reconciliation of result for the year to cashflows from operating activities

Reconciliation of net income to net cash provided by operating activities:

| | 2023 | 2022 |
|---|---|---|
| | $ | $ |
| Profit for the year | **586,558** | (503,388) |
| Cash flows excluded from profit attributable to operating activities | | |
| Non-cash flows in profit: | | |
| - depreciation | **94,149** | 91,791 |
| - revaluation of property, plant and equipment | **-** | (340,744) |
| - net (gain)/loss on disposal of investments | **-** | 4,333 |
| - (gain)/loss on revaluation of financial assets | **(900)** | (180) |
| Changes in assets and liabilities: | | |
| - (increase)/decrease in trade and other receivables | **(257,596)** | 86,381 |
| - (increase)/decrease in inventories | **(16,522)** | 13,784 |
| - increase/(decrease) in income in advance | **(12,000)** | 15,216 |
| - increase/(decrease) in trade and other payables | **(64,202)** | 158,539 |
| - increase/(decrease) in employee benefits | **38,404** | 24,823 |
| Cashflows from operations | **367,891** | (449,445) |

### 18 Capital and Lease Commitments

#### (a) Capital Commitments

There are no known capital commitments for the company.

#### (b) Finance Lease Commitments

There are no know financial lease commitments for the company

#### (c) Operating Lease Commitments

Operating lease commitments are recorded under AASB16 Leases and Right of Use Assets.

### 19 Contingent Assets and Contingent Liabilities

There are no known contingent assets or contingent liabilities for the Company.

As at 30 June 2023 there were two bequests to GAWS that were under dispute. One of these was resolved shortly

# Notes to the Financial Statements
## For the Year Ended 30 June 2023

**19 Contingent Assets and Contingent Liabilities**

after year end and GAWS as a result has received a significant benefit. The other bequest is currently ongoing and due to the length it has gone for it is unlikely that the decision will be in favour of GAWS. GAWS has sought legal guidance and assistance.

**20 Key Management Personnel Disclosures**

Any person(s) having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including any director (whether executive or otherwise) of that entity is considered key management personnel.

The remuneration paid to key management personnel of the Company is $ 344,254 (2022: $ 347,633).

**21 Related Parties**

**(a) The Company's main related parties are as follows:**

*Key management personnel*

Disclosures relating to key management personnel are set out in Note 20.

*Transactions with related parties*

The Directors confirm that there have been no related party transactions during the year.

*Receivable from and payable to related parties*

There were no trade receivables from related parties at the current and previous reporting date. There were no trade payables to related parties at the current and previous reporting date.

*Loans to/from related parties*

There were no loans to or from related parties at the current and previous reporting date.

**22 Events Occurring After the Reporting Date**

The directors are not aware of any significant events since the end of the reporting period.

**23 Organisational Details**

The registered office and principal place of business of the company is:

Geelong Animal Welfare Society
325 Portarlington Road
MOOLAP VIC 3221

# Geelong Animal Welfare Society

**Directors Declaration**

**For the Year Ended 30 June 2023**

## Directors Declaration

In the opinion of the Directors of Geelong Animal Welfare Society:

a) The financial statements and notes comply with accounting standards

b) The financial statements and notes give a true and fair view of the financial position and performance of the company.

c) The financial statements and notes are in accordance with the requirements of the Australian Charities and Not-for-profits Act 2012.

d) At the date of this statement, there are reasonable grounds to believe that Geelong Animal Welfare Society will be able to pay its debts as and when they fall due.

Signed in accordance with a resolution of the Board of Management made pursuant with subsection 60.15 (2) of the Australian Charities and Not-for-profits Commission Regulations 2013.

On behalf of the directors:



Director - President

## INDEPENDENT AUDITOR'S REPORT

## TO THE MEMBERS OF GEELONG ANIMAL WELFARE SOCIETY

### Opinion

We have audited the financial report of Geelong Animal Welfare Society (the company), which comprises the statement of financial position as at 30 June 2023, and the statement of comprehensive income, statement of changes in equity and cash flow statement for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the declaration by those charged with governance.

In our opinion, the accompanying financial report of the company is prepared, in all material respects, in accordance with the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act), including:

(i) Giving a true and fair view of the company's financial position as at 30 June 2023 and of its performance for the year then ended; and

(ii) That the financial records kept by the company are such as to enable financial statements to be prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements.

### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of Management and Those Charged with Governance for the Financial Report

Management is responsible for the preparation of the financial report in accordance with the ACNC Act 2012, and for such internal control as management determines is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, management is responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the company's financial reporting process.

**Auditor's Responsibilities for the Audit of the Financial Report**

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: http://www.auasb.gov.au/Home.aspx. This description forms part of our auditor's report.



Stephen Kirtley
*Director*

Dated this 27th day of October, 2023

*Davidsons Assurance Services Pty Ltd*
*101 West Fyans Street*
*Geelong, Victoria 3220*



# Changing Lives, One Paw at a Time.

GAWS

geelong animal welfare society

"because every life is precious"