

Strategic Plan

2026-2029



RSPCA Tasmania Board Commitment to National Principles

Aligning Strategic Aims with Vision, Mission, and Values

The RSPCA Tasmania Board is dedicated to ensuring that its strategic aims, work plans, and organisational vision, mission, purpose, and values are harmonised with the broader national principles endorsed by the RSPCA Federation. This alignment reflects a unified effort to address animal welfare challenges with consistency and collaboration across the nation.

Strategic Alignment

The Board recognises the importance of aligning its strategic aims with the overarching goals of the RSPCA Federation. By doing so, RSPCA Tasmania can contribute effectively to the shared objectives of animal welfare, advocacy, and education. Strategic alignment ensures the organisation remains relevant and impactful in its operations while fostering a collaborative relationship with other RSPCA member societies across Australia.

Vision and Mission

The vision and mission of RSPCA Tasmania are at the heart of its operations. By integrating these core elements with national principles, the Board aims to ensure consistency in the interpretation and application of animal welfare standards. This shared vision helps build a strong foundation for cooperation and mutual support among the RSPCA member societies in achieving their collective goals.

Purpose and Values

RSPCA Tasmania's purpose and values are pivotal in guiding the organisation's decisions and actions. The Board's commitment to aligning these aspects with national principles emphasises the importance of unity, transparency, and integrity in the pursuit of animal welfare. By embracing common values, RSPCA Tasmania strengthens its position as a trusted advocate for animals and reinforces its role within the national framework.

RSPCA Tasmania Board Commitment to National Principles cont...

Work Plans and Implementation

The Board places significant emphasis on developing work plans that reflect both local priorities and national objectives. These plans serve as operational blueprints, ensuring that initiatives undertaken by RSPCA Tasmania are true to its purpose and aligned with the Federation's principles. This approach ensures consistency in service delivery locally and maximizes the impact of its campaigns and programs.

Commitment to Collaboration

The alignment with national principles is a testament to RSPCA Tasmania's commitment to collaboration. The Board believes that unity within the RSPCA Federation enhances its ability to address animal welfare challenges effectively.

By working together towards common objectives, the RSPCA member societies can pool resources, share knowledge, and amplify their collective impact.

Looking Ahead

The RSPCA Tasmania Board understands that alignment is an ongoing process requiring regular reviews and updates to ensure its strategies and values remain current and relevant to changing expectations of society; while, at all times, being tailored in our local context to embrace Tasmania's unique set of challenges and opportunities.

This commitment demonstrates the organisation's proactive approach to leadership and its determination to uphold the highest standards of animal welfare.

The RSPCA Tasmania Board's dedication to aligning its strategic aims, work plans, vision, mission, purpose, and values with the national principles of the RSPCA Federation underscores its commitment to fostering a cohesive and effective approach to animal welfare across Australia. This commitment to collaboration ensures that RSPCA Tasmania continues to make a meaningful difference in the lives of animals most in need in Tasmania while contributing to the unified mission of the Federation at a national level.

Purpose, Vision and Mission

Our Purpose

We exist for animals to live better lives.

Our Vision

A world where animals and people live together with dignity, respect, and compassion.

Our Mission

We improve the lives of animals through care and evidence-based welfare advancements that change attitudes, behaviours, practices, and laws.

We achieve our MISSION by operating in three distinct ways:

1. Protection

We ensure the safety and welfare of animals by protecting them from cruelty, mistreatment, and harm.

2. Prevention

We give animals a good life by proactively preventing abuse, suffering, and neglect while creating conditions that promote positive animal welfare.

3. Connection

We create a better world for animals by strengthening the human-animal connection through programs and activities that benefit everyone.

Strategic Goals 2026-2029

Caring for Tasmania's animals

Building a future for animals free from fear, cruelty and neglect.

Connecting with Community

Nurturing a strong community that understands, upholds and embraces animal welfare.

Protecting animals in need

Investigating, rescuing and protecting to prevent animal cruelty.

Advocating for a better world for all animals in Tasmania

Establishing RSPCA as the leading voice for animal welfare in Tasmania.

Being an effective organisation

Being a sustainable, efficient, effective and well-resourced organisation.

Living our Values

Support our valued team to live RSPCA values.

Caring for Tasmania's animals

Goal: Building a future for animals free from fear, cruelty and neglect.

Key Strategies

Embed nationally consistent animal care protocols that reflect the best available evidence and RSPCA expertise.

Invest in staff training and development to ensure animal care practices are expert, consistent, and compassionate.

Maintain and upgrade facilities to deliver best-practice animal accommodation and enrichment.

Measures of Success

Animal recovery, rehabilitation, and rehoming outcomes.

Compliance with national RSPCA animal care benchmarks.

Staff and volunteer satisfaction with resources and training.

Connecting with Community

Goal: Nurturing a strong community that understands, upholds and embraces animal welfare.

Key Strategies

Expand education programs that promote responsible animal care, targeting schools, community groups, and under-served areas.

Engage communities in meaningful conversations about animal welfare using accessible and respectful language.

Increase the visibility of our work through community events and partnerships.

Measures of Success

Reach and diversity of education initiatives.

Increased community awareness and engagement.

Growth in volunteer numbers and community-led initiatives.

Protecting animals most in need

Goal: Protect animals from cruelty and prosecute those who inflict cruelty or cause undue suffering.

Key Strategies

Strive to have the best functioning Inspectorate teams and deliver what they need to achieve this.

Equip our inspectors with the resources they need to do their jobs safely and efficiently. Evolve toward modern best practice to ensure continuous improvement in our operations.

Collaborate closely with state and local governments and other relevant agencies to improve overall animal welfare outcomes. Enabling our Inspectors to have an evidence-based approach to prosecutions.

Measures of Success

Inspectors with manageable workloads who feel supported. Enhanced safety training for all team members.

Contemporary oversight measures to ensure consistency. Effective prosecution of cruelty cases through enhanced evidence gathering processes.

Advocating for a better world for all animals in Tasmania

Goal: Courageously influence legislation, policy, and public attitudes in favour of animal welfare.

Key Strategies

Use data, evidence, and real stories to inform persuasive advocacy campaigns. Build strong relationships with decision-makers and other animal welfare organisations.

Amplify our voice through the media, digital channels, and public discourse.

Measures of Success

Legislative or regulatory improvements driven or influenced by RSPCA Tasmania.

Media reach and campaign visibility.

Stakeholder feedback and recognition of our thought leadership.

Being an effective organisation

Goal: Ensure our operations are financially and strategically sustainable, enabling us to deliver optimal outcomes for animals in need and communities across Tasmania into the future.

Ensure the long-term viability of RSPCA Tasmania through sound governance and strategic growth.

Key Strategies

Strengthen and diversify income streams including fundraising, retail, grants, and partnerships.

Embed robust risk management, compliance, and reporting systems.

Build a high-performing, values-led team culture.

Measures of Success

Financial performance and income diversification

Living our Brand and Values

Goal: Bring the RSPCA brand to life in every interaction with warmth, courage, expertise, and inclusiveness.

Key Strategies

Ensure all communications and interactions are consistent with our brand personality and values.

Create safe, inclusive spaces for staff, volunteers, and the public.

Celebrate and share our wins and learnings to build trust and transparency.

Measures of Success

Brand awareness and public trust levels.

Internal alignment with brand language and tone.

Positive feedback from stakeholders and partners.

Highlights of 2023/2024

Our Animal Care team cared for

**1813 cats,
122 dogs, and
335 other
animals**

across Tasmania.

141 animals

were cared for under our Microloan Program, aimed to help low-income earners with the cost of and reduced desexing fees.

137 animals

received emergency vet care

**3324 calls
and emails**

to our animal cruelty helpline resulting in investigations

One inspectorate case was in our care

1,182 days

before being adopted.

We celebrated

30 years

of the MILLION PAWS WALK

140 animals

slept safely thanks to our Safe Beds program.

Our Values

Warm

We treat every animal and person with kindness and empathy.

Expert

We lead with evidence, knowledge, and care.

Courageous

We speak up, take action, and challenge cruelty.

Inclusive

We welcome diverse voices, communities, and ideas.

Compassionate

We recognise the sentience of all animals and are committed to treating them with respect and compassion.



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