

cat 
protection
society OF NSW

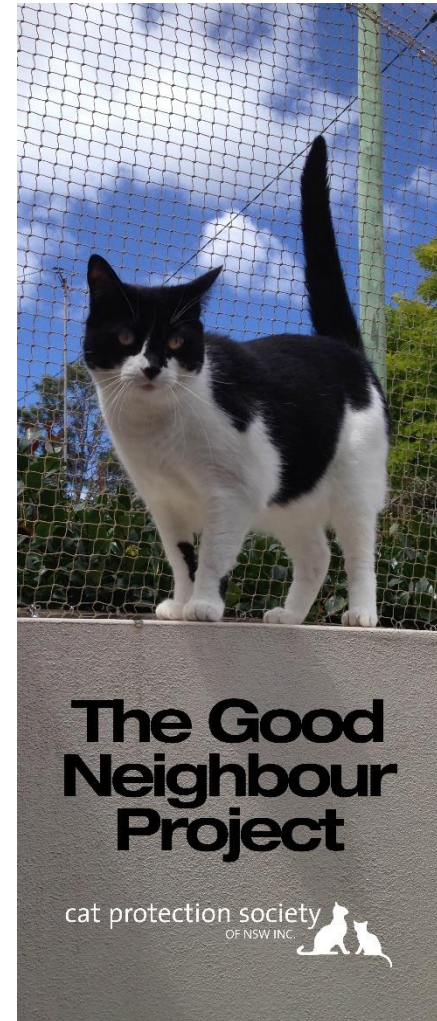
About Cat Protection

- Registered charity, not government-funded
- Limited admission, no-kill shelter in Newtown for cats needing new homes: receive about 1,000 cats and kittens each year
- Best-practice feline shelter health & medicine
- Affordable desexing, chipping & vaccination programs for cats in the community
- Education & information
- Research & policy

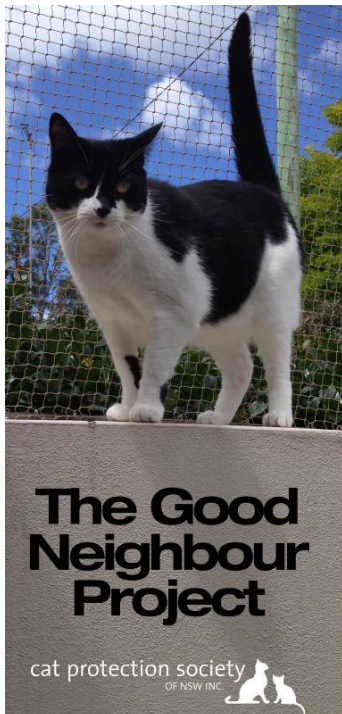


The Good Neighbour Project

- A positive, multi-media, multi-audience, continually evolving campaign to help cat owners provide the best possible care for their cats while minimising the impact of cats on the natural and social environments
- Developed by Cat Protection in consultation with members of the NSW Minister for Local Government's advisory body, the Responsible Pet Ownership Reference Group (PIAA, councils, AVA, VPB, RSPCA, Dogs NSW & government officers)



Accessible



Cat Protection is honoured to receive the award, but more importantly, we believe it will assist in promoting the message of responsible cat ownership, and making the resources we have invested in available to a wider audience.

- Access the information via the 'cat care & health' tab on the 'responsible cat ownership' page at our website
- A key feature of Good Neighbour is that anyone can use the resources:
 - Shelters/animal welfare organisations
 - Councils
 - Individuals
 - Pet shops
 - Vets
 - Conservation groups
- There are factsheets in community languages, videos in Auslan + soon to be released short videos in community languages. While we note it's not perfect, Google Translate is installed on our website

Website for people who work with cats

- Links to all the community resources plus additional items like DIY Good Neighbour event ideas; useful contacts; research
- Infection control/shelter health information
- Links to videos that can be shown at information sessions: environmental enrichment; benefits of early-age desexing; and wildlife protection



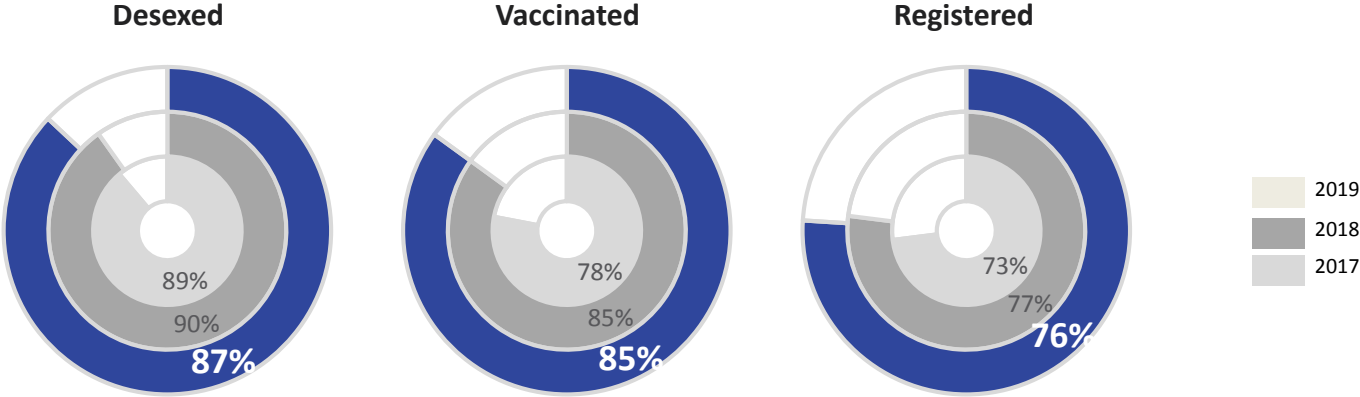
Early-age desexing is critical

- EAD MUST be embraced by vets, pounds, shelters, rescue, breeders, pet shops , welfare – everyone in the animal care sector
- It is safe, effective and we have more than 2 decades of research proving that (see our website for more information; we DX at 1kg)
- Our catcare.org.au site includes a free CPD-points accredited online education package in EAD for vets; also a video for vet nurses
- IPSOS data showing 10% of pet cats still not desexed with cost, age & ‘cat is male’ most nominated reasons



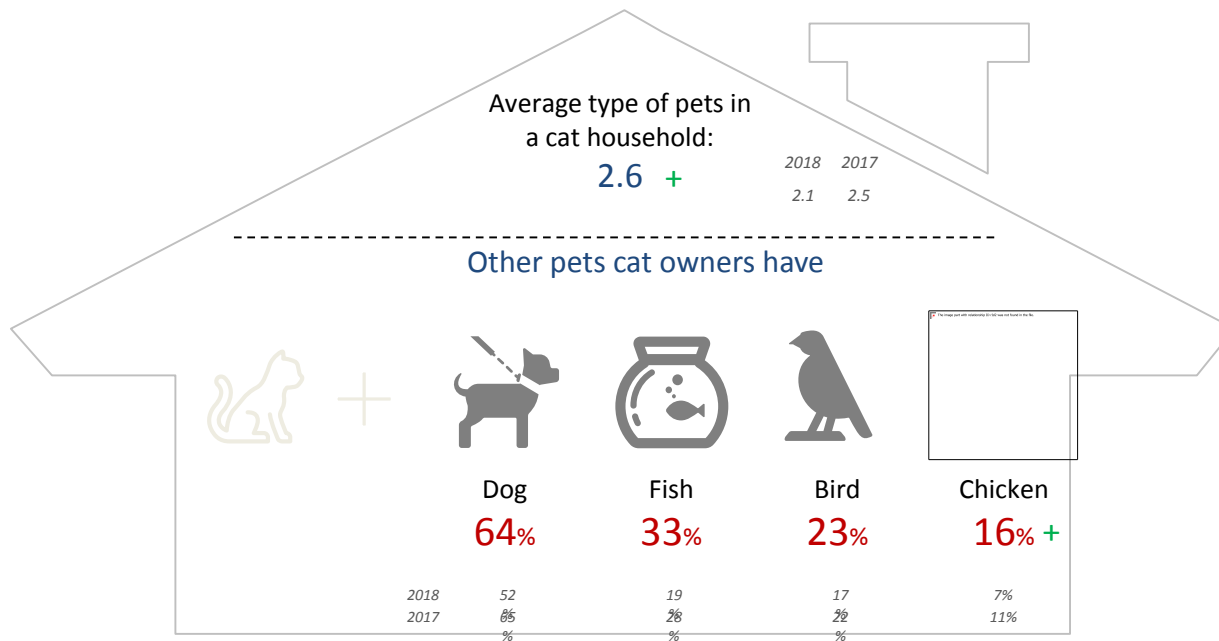
The incidences of desexing, vaccinating and registering cats remain high. No significant changes from previous years.

Incidences of cats which have been...



• Base: All cats, 2017 n=554, 2018 n=542, 2019 n=582
• Q9 (desexed), Q7 (vaccinated), Q8 (registered)

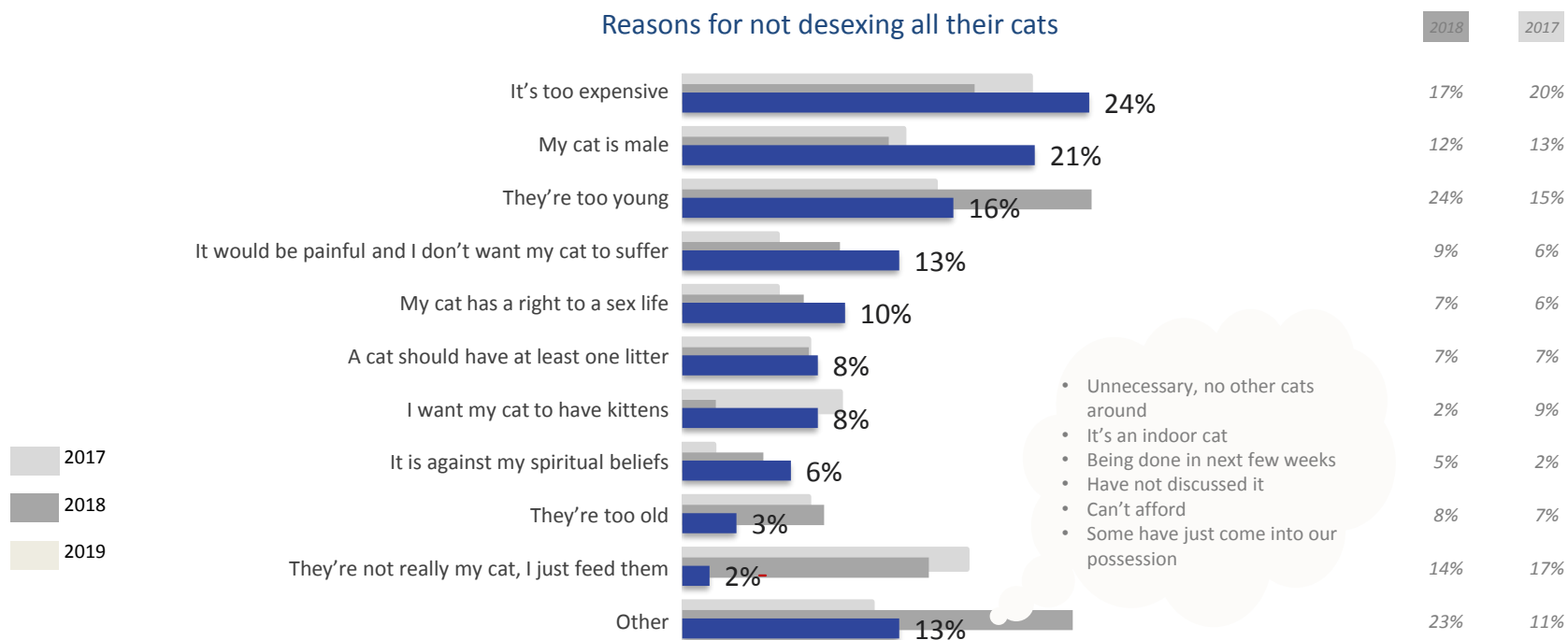
The households of cats that have not all been desexed own more pets than the average cat household in NSW, with two thirds of them owning dogs while one third have fish.



Base: Owners who have not desexed all their cats, 2017 n=46, 2018 n=39, 2019 n=49
 Q1. Can you please tell us which of the following type of pets, if any, do you own?

+/- significantly higher/lower than previous year @ 95% confidence level

Cost concerns and having a male cat are top reasons for not desexing cats. Cat's age (too young) is no longer the main reason, as it was in 2018.

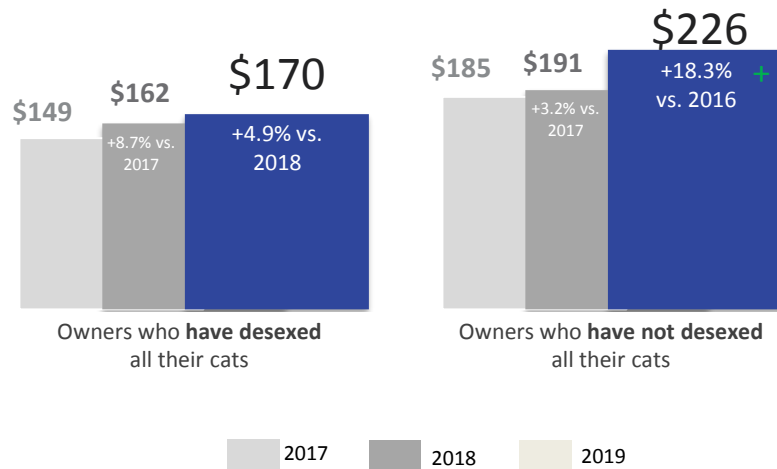


Base: Cats which have not been desexed, 2017 n=54, 2018 n=50, 2019 n=63
 Q10. You mentioned that your cat/cats is/are not desexed, could you please state the main reason(s) why not?
 Q16. Do you feed or care for a stray cat or cats?

+/- significantly higher/lower than previous year @ 95% confidence level

Amongst owners who have not desexed their cats, their perceptions on the cost of desexing has increased by nearly 20% in a year. Whereas, amongst owners who have desexed their cats, cost perceptions increased by a smaller 5%.

Cost to have a cat / kitten desexed



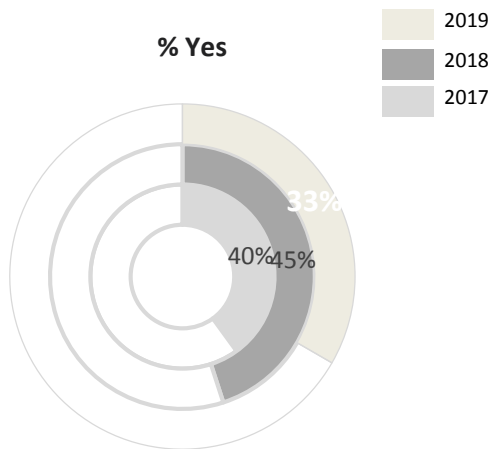
“It’s too expensive”
24%
2018: 17%

Base: Cat owners who have desexed all their cats (n=267-325); cat owners who have not desexed all their cats (n=39-49)
Q20. What do you think it would cost to have a cat or kitten desexed?

+/- significantly higher/lower than previous year @ 95% confidence level

One in three of these cats will be desexed in the future, citing age and cost as main reasons for delaying the process.

Do they plan to desex their cats?
(among those who haven't)



(54% + of these cats will never get desexed and 13% the owners are not sure)

Vs. 2018: 32% will never and 24% not sure

+/- significantly higher/lower than previous year @ 95% confidence level

Base: Cats which have not been desexed, 2017 n=54, 2018 n=50, 2019 n=63

Q11. Do you plan to desex your cat/cats?

Q12. Given that you plan to desex your cat/cats, what is the main reason you have delayed desexing them?

Reasons for the delay in desexing their cats

Base: 21 cats



7 mentions relate to the cat's age

Cat is too young (4 months)

Waiting till 6 months of age / Still only a kitten will be waiting till she is at least 6 months

Cost and age / His age

7 mentions relate to cost

Expensive

Cost and age

Money I've just had a baby so all the extra animals are just money I don't have at the moment

4 of the cat owners want to have a litter first

A litter first / Perhaps a litter

Perhaps have a litter haven't decided

3 of the cats' owners are time challenged, or not a priority

I just didn't have time to be honest

Have not had time to go to the vet

we have not made it a priority

1 of the cats have health problems

Not my cat, its my mothers. But she has had some recent health problems that has delayed her from getting the cat desexed.

3 'other reasons' or not sure

I don't want them to suffer but now have some other cats around in surroundings and its better to get them save being pregnant

Lazy

Not sure

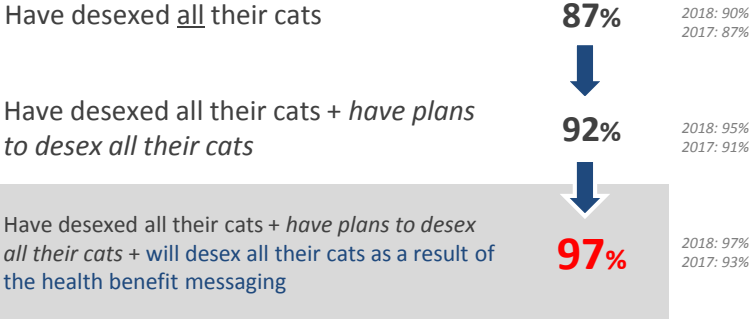


Education/exposing owners to the benefits of desexing would increase the likelihood of cats being desexed

Effects of exposure to benefits of desexing

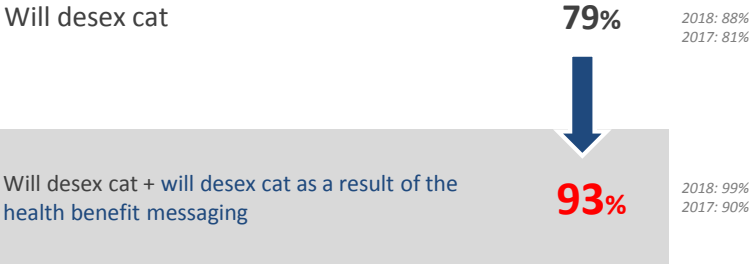
“Early age desexing provides health benefits such as reducing the risk of various feline cancers, and behavioural benefits such as less wandering, fewer cat fights and also cats are less likely to ‘spray’ (urine)”

% of Owners



Amongst future cat owners

(n=81)



Q19_Post./Q19_PostB. Now that you've had the opportunity to learn about some of the health benefits described above: if you decide to get a cat/for your cat(s) that is not desexed, would you now make the decision to have them desexed?

What does this tell us about encouraging “Good Neighbours”?



- Learning the health benefits of EAD *to their cat* changes peoples’ minds, so advise:
 - **Protect your cat:** from cruelty, misadventure, disease, fights
 - **Protect yourself:** from bigger vet bills and unwanted behaviours like spraying and fighting
- Owners of undesexed cats have significantly overestimated the cost of desexing; many will still need subsidised services but some will just need to know the real prices available

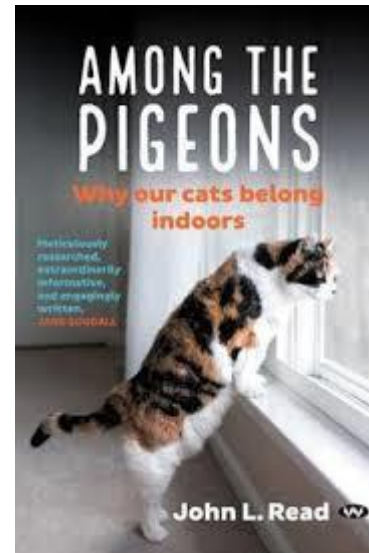
Don't forget dog owners!

- People whose cats are not desexed are more likely to have other pets: two thirds have dogs. Target dog owners with 'cat' messages
- Always include information/discount vouchers and other incentives for responsible cat ownership at your 'dog day out' events & use dog parks to promote messages



Wildlife protection

- Most pet owners love all animals but typically underestimate their own pet's impact on the environment
- Habitat loss is bringing wildlife desperately closer to developed areas and pets: dogs and cats threaten wildlife
- Ideally, cats should be kept indoors with outdoor access restricted to their own property, with no capacity for hunting (eg cat enclosures)
- Dogs in backyards also present a threat to travelling wildlife; messages ought not target only cats
- Cats can live happy, healthy lives indoors. GNP includes resources on indoor living, cat-proof fencing and enclosures and wildlife protection strategies



Owners of pet cats keep them ...



Nationally:

- Indoors-only 31.4%
- In/out but confined to property 18%
- Night curfew 31.6%

Sydney:

- Indoors-only 41.6%
- In/out but confined to property 20.8%
- Night curfew 18.5%

Ipsos Omnibus survey 2 October 2019

Wildlife in the suburbs



- The data tells us that about 20% of cat owners don't put any restrictions on their cats' outdoor access
- Still, curfews won't protect this daylight-feeding Little Corella
- We need all cat owners to be like the 60% of Sydneysiders confining their cats (noting this result is probably partly due to high-density housing in Sydney)
- **We need to change human behaviour so we can channel cats' natural behaviours into enriching indoor activities like climbers, toys, perches and food puzzles**

What you can do to promote Good Neighbours

- Rehome **only** desexed, microchipped, registered and vaccinated kittens & cats
- Offer subsidies for desexing especially for people on low-incomes
- Promote the message of responsible cat ownership to **all** pet owners
- Provide information sessions on how to keep cats happy indoors and protect wildlife
- Use the Good Neighbour resources!



Trust matters

“Challenges to poliomyelitis (polio) eradication efforts in Afghanistan and Pakistan and those experienced while containing the tenth Ebola outbreak in the DRC vividly demonstrate the impact that a breakdown in citizens’ trust and social cohesion can have on health emergency response. Consequences include attacks on both national and international health-care workers and delays or stoppages in response efforts. In some countries, waning trust in public health and government officials together with cultural and religious beliefs lead to decreasing vaccination rates and leading to the re-emergence of measles and other vaccine-preventable diseases, a phenomenon found in communities at all economic and educational levels.”

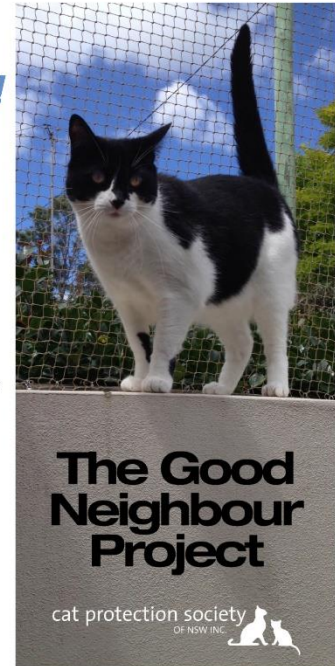
Global Preparedness Monitoring Board 2019 annual report on global preparedness for health emergencies

How do you build trust?

- Build partnerships with the sector in your community – vets, dog groomers, pet shops, rescue groups (pets and wildlife) – and more broadly, eg Rotary, Lions, schools and libraries. They're great partners for information and education events
- Engage: maybe do a demonstration project with the local Men's Shed and build a cat-run for a deserving citizen? Ask your local hardware store for sponsorship and turn it into a community event for a local hero
- Be friendly 😊

HEY, HEY IT'S CAT-URDAY!

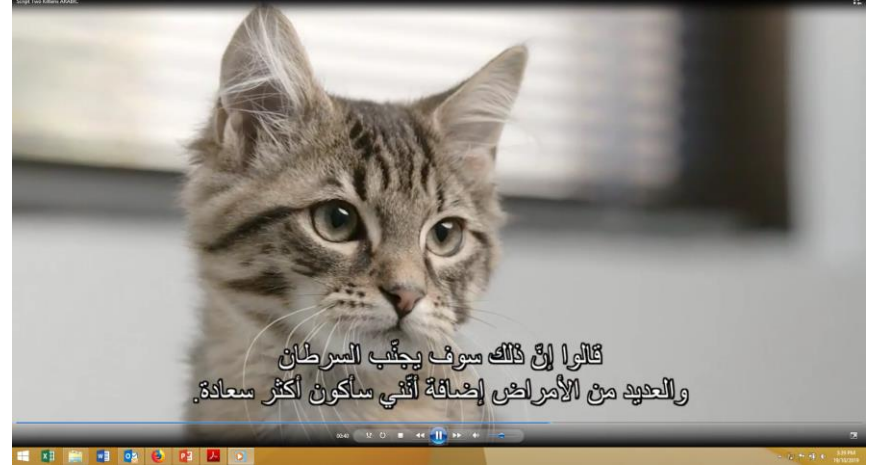
-  FREE Vet health checks & F3 Vaccinations
-  FREE Microchipping
-  Discount desexing vouchers
-  Information from WIRES
-  Cat-friendly plant display from Bunnings
-  Sausage sizzle by Rotary Gosford
-  For the kids - Christmas Kitty and the Christmas Fairy
-  Plus lucky door prizes



Everything you need to know and do to keep your cat healthy and happy while protecting wildlife and being a good neighbour!

SATURDAY 9 DECEMBER
11AM - 1PM
CENTRAL COAST ANIMAL CARE FACILITY
Pateman Road Erina

Speak cat?





Because every cat deserves a loving
and responsible home ♥

