



STRATEGIC PLAN - 2010-2015

VISION – To promote and achieve the very best for animals and their welfare

KEY GOALS	EDUCATION	ENFORCEMENT	SUSTAINABLE INCOME	BRAND	OUR PEOPLE	WELFARE FACILITIES
	<p>A Society educated in and aware of the importance of animal welfare.</p>	<p>Effective legislation and enforcement supported by appropriate resources.</p>	<p>Creating sustainable income streams to fund SPCA Auckland activities in perpetuity.</p>	<p>The SPCA Auckland brand is clearly recognised and differentiated to all stakeholders in everything we do.</p>	<p>Staff and volunteers dedicated to achieving results, and enjoying an environment that supports them.</p>	<p>Facilities and services supporting high quality animal care in a welcoming environment.</p>
OBJECTIVES	<p>Within five years 33% of our resources are allocated to education.</p>	<p>Actively engaging in all matters associated with animal welfare legislation, and achieving a 90% success rate in all prosecutions undertaken.</p>	<p>Increase annual income to \$10 million with SPCA Auckland Trust fund at \$25 million within 10 years.</p>	<p>75% of Aucklanders have SPCA Auckland in their top three charities to which they would donate.</p>	<p>Develop a high performing team who achieve a rating of 4 in all categories of staff feedback services and 90% of volunteers/ supporters having a term of 3+ years.</p>	<p>In five years we will be successfully rehoming 75%+ of incoming animals, create and achieve a measurable gold standard of animal care and customer satisfaction.</p>
STRATEGY						