



Animal Care Australia

2023

SPONSORSHIP PACK



Version 1 — July 2023

Animal Welfare is Animal Care



Who is Animal Care Australia?

Animal Care Australia is here for animals and their keepers

Animal Care Australia (ACA) was founded in early 2018 as the Peak Animal Welfare Body representing the keepers and breeders of pet and companion animals in Australia.

With extreme animal rights activists and animal liberationists continually attempting to influence government legislation, regulation and policy, often to the detriment of our animals, it has become necessary to provide government with a balancing voice.

How do we do this?

By uniting the broad spectrum of animal groups, collectively we can offer an experienced, sensible approach to animal welfare.

We also provide practical, considered solutions to government and other agencies when required.

ACA is in the unique position of lobbying and advocating for all animals within our care. The association represents each of the following major animal groups – dogs, cats, birds, horses, reptiles, farm animals (hobby-farming), small mammals, native mammals and mobile and wildlife educators.

When lobbying government, ACA prioritises the following:

- ACA strives for implementation of stronger achievable animal welfare outcomes using and based upon the extensive expertise of our members.
- ACA prioritises education over regulation as the most effective and economical means of improving animal welfare outcomes nationally.



ACA opposes animal rights, an area of much confusion for the general public. We strive to highlight and educate the public on the differences between animal welfare and animal rights.

To this end, ACA has engaged with government on a range of issues throughout Australia. The Appendix that follows outlines some of these matters, including parliamentary inquiries, Ministerial, MP, Department Director meetings, appointments as major stakeholders, and numerous submissions in NSW and various other jurisdictions nationally.

Our goal is to promote and encourage high standards in all interactions with the animals in our care. To encourage responsible pet ownership and the respectful treatment of all animals in our community.

Structure

Animal Care Australia is governed by a committee comprised of the Executive and Species Representatives from all pet & companion animal species.

Species Representatives are appointed by Member groups at the Annual General Meeting upon expiry of their 'term of service' (every three years).

The Executive (Office bearers) are nominated and voted by the Species Representatives.

Animal Advisory Groups are comprised of the appropriate Species Representative, at least one other ACA Committee member, and our members (and supporters). Upon approval of membership members are invited to participate on an Animal Advisory Group, providing our members with a voice.

ACA's Animal Advisory Groups discuss and draft proposals and submissions under the guidance of their Species Representatives, on behalf of the ACA Committee. Approved members are invited to participate in an Animal Advisory Group, providing the opportunity to contribute to proposed legislative changes, local council reviews, the reviews of animal welfare Acts, and much more.

Executive
(Office
bearers)

Species Representatives

Members

Animal Advisory
Groups

State & Territory
Advisory Team (STAT)

Supporters

Mission Statement

Animal Care Australia (ACA) is the Peak Animal Welfare Body representing the keepers and breeders of animals in Australia as pets and companions.

Objects

- To represent Animal Care Groups as the peak animal welfare body
- To engage and advise Government and legislators on welfare issues relating to pets and companion animals.
- To protect the rights of ethical hobbyists & animal keepers to breed and keep pets and companion animals.
- To clarify the difference between animal rights and animal welfare
- To promote higher animal welfare outcomes

ACA Policies

All of our policies can be downloaded from our website:

<https://www.animalcareaustralia.org.au/policies/>



Animal Care Australia's core demographic

Animal Care Australia has two tiers of membership.

1. Members — these are animal keeping/breeding associations. Associations may be national, state or local area. Each association has its own membership base.

2. Supporters — these are individuals or animal-related businesses that are looking to show their support of ACA.

This demographic covers all of Australia as well as the broad spectrum of species of pets and companion animals kept, cared for or bred.

Members and Supporters agree to abide by the ACA Code of Ethics, ACA Mission Statement and Objects as a condition of membership.

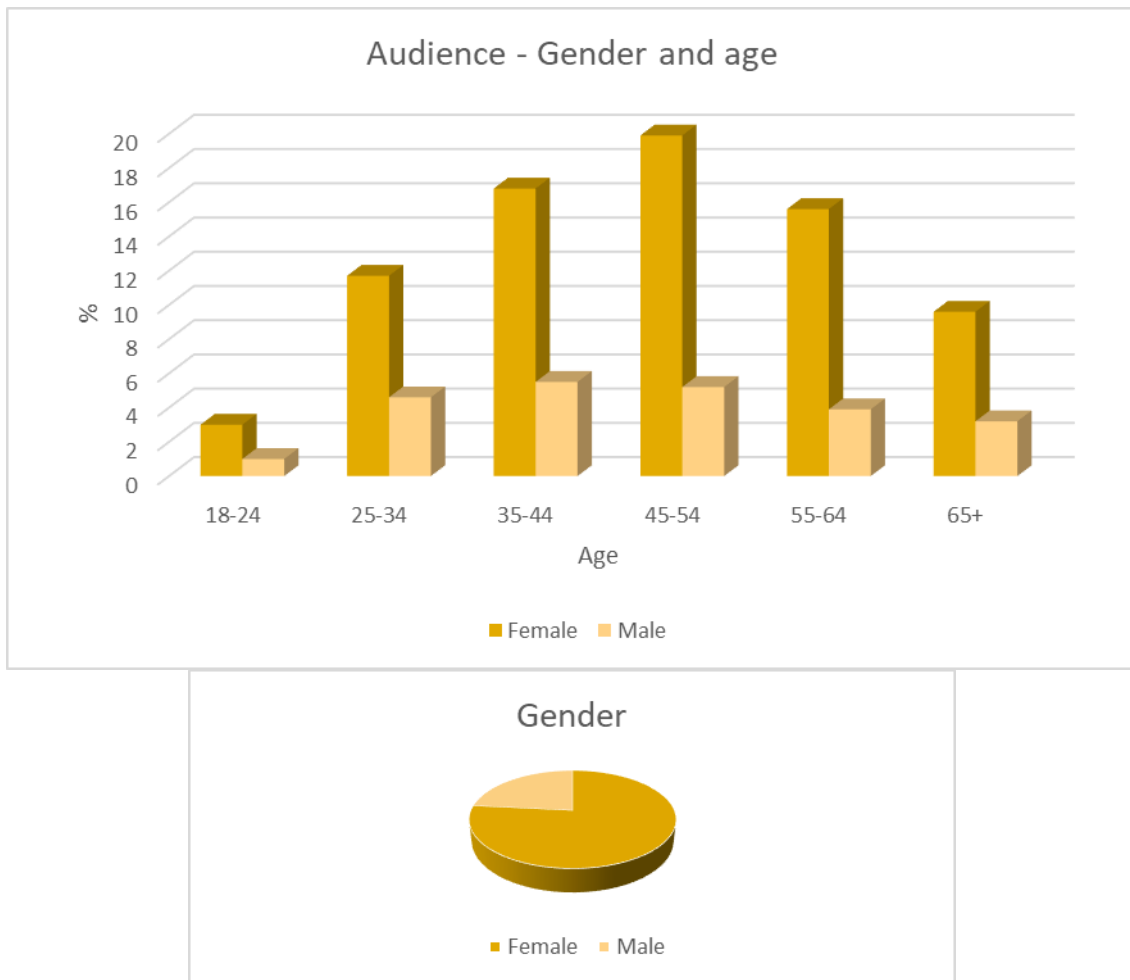
Our Reach

Animal Care Australia communicates via multiple sources. We reach out to our members and the broader community via our [website](#) and social media, primarily on [Facebook](#) and [Instagram](#), and we publish the [Animal Care Expert](#), a bi monthly newsletter.

In addition our members receive separate notification emails of events etc and participate in a closed Facebook chat group.

The member-specific emails and ACE newsletter have an unknown reach due to the unavailability of individual membership numbers of each of the current member organisations.

Social media demographic



Our audience on social media extends across a wide age range.

The Facebook page has over 3k recorded followers and their average sharing reach is around 8k people.



Sponsorship Levels

If you are a socially responsible organisation looking to show a genuine commitment to animal welfare in Australia, and you support the continued ability of our society to keep and breed pets and animals, then Animal Care Australia welcomes the opportunity of work with you to develop mutually-beneficial sponsorship agreements. To get us started, we won't suggest how much investment is required - that is up to you. Instead we have developed three tiers of sponsorship packages that together we can build on:

Gold Sponsor:

For amounts over \$1000 p/y

- ◆ Top placement on ACA Sponsors website page
- ◆ Full page ad in ACE Newsletter
- ◆ Banner on our Members Notification emails
- ◆ Quarterly 'Sponsors Thank You' post on social media
- ◆ Other 'negotiated' benefits

Silver Sponsor:

For amounts up to \$999 p/y

- ◆ Placement on ACA Sponsors website page
- ◆ Half page ad in ACE Newsletter
- ◆ Quarterly 'Sponsors Thank You' post on social media

Bronze Sponsor:

For amounts from \$200 up to \$400 p/y

- ◆ Listing on ACA Sponsors website page
- ◆ Banner ad in ACE Newsletter
- ◆ Quarterly 'Sponsors Thank You' post on social media



Sponsorship benefits

Top placement on our website (<https://www.animalcareaustralia.org.au/>)

This placement on our ACA website Sponsors Page will include your banner or logo, accompanied by a bio of your organisation and links to your social media and/or website.

Advertisement in the Animal Care Expert (ACE) Newsletter can provide you with promotional opportunities as the newsletter is shared to all of our member organisations, and on social media. ACE is also listed in the National edeposit service (NED).

Sponsors Thank You meme/post will appear quarterly on our Facebook and Instagram social media pages. This will be seen and shared by thousands of followers.

‘Negotiated benefits’: If you would like to have specific outcomes or targeted demographics we are happy to discuss these with you in order to create a meaningful and mutually beneficial agreement.

Clearly our Gold package will provide you with the greatest return on your investment, but whatever you decide, please do not hesitate to contact us.

Remember, you’re not just investing in Animal Care Australia — you are investing in maintaining **higher animal welfare standards, responsible pet ownership** and the continued **societal benefits of keeping pets**. You’re investing in our future, **a future where children know how to love and respect animals**, and you’re investing in the animals’ future.





Contact information

Email our President: president@animalcareaustralia.org.au
Michael Donnelly — mobile: 0400 323 843

Other details:

Animal Care Australia Inc.
PO Box 314 Macarthur Square Post Office NSW 2560
ABN 36 438 686 995
Tax File No 508 268 553
CFN 25599

<https://www.animalcareaustralia.org.au/>

