



Animal Care Australia
2025



Sponsorship Proposal

August, 2025



Introduction

Animal Care Australia's position is to promote welfare education over regulation.

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.

We support and consult in the continued development of animal welfare law at all levels of government, including federal, state, and local government.

As a society we have a responsibility to provide 'whole of life' welfare and protection for all animals living within our care.

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About Us

Animal Care Australia was established as an organisation where the real animal welfare experts, those who keep, care for and breed animals would advocate for real and improved animal welfare. With extreme animal rights and animal liberationist ideologies influencing government legislation, regulation, and policy at our expense and to the detriment of our animals and pets, 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.

Animal Care Australia 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), fish, insects, small mammals, native mammals and mobile and wildlife educators.

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.

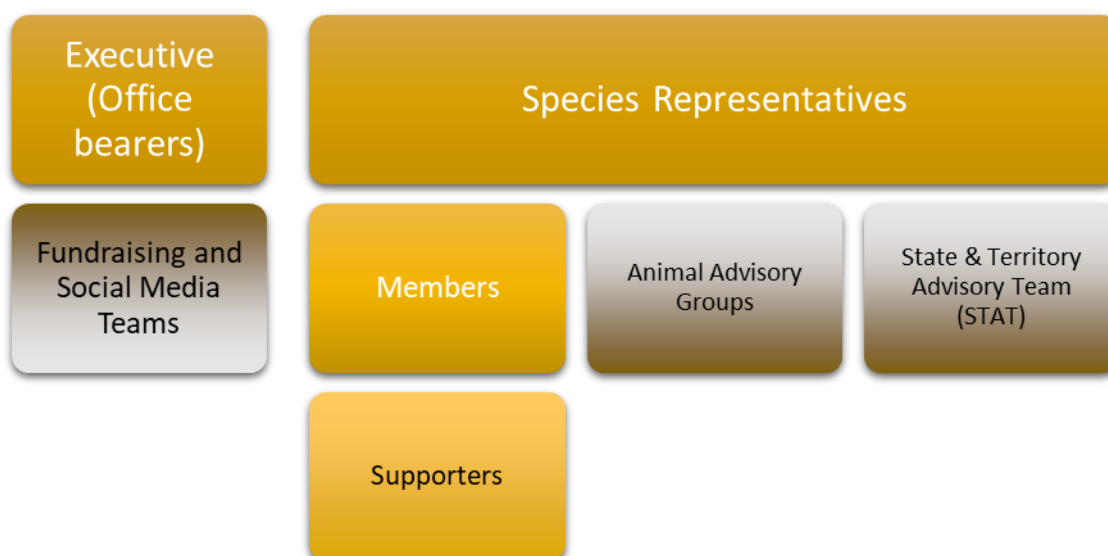
Objects

- ❖ 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

Structure

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

Animal Care Australia's Animal Advisory Groups discuss and draft proposals and submissions under the guidance of their Species Representatives, on behalf of the Animal Care Australia 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.



Animal Care Australia's core demographic

Animal Care Australia has two tiers of membership, which comprises more than 465 member organisations, pet-based services and individuals .

Members : animal advisory groups, hobbyist/animal keeper associations, breeder keeper associations and exhibitors.

Supporters: pet owners, animal agility, boarding, carers and rescue, training and assistance animals, specialist organisations and veterinary industry professionals.

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



Member Associations

- Hobbyist Keeper Associations
 - Birds
 - Farm Animals (as pets)
 - Horses
 - Native Mammals
 - Rabbits
 - Reptiles
 - Rodents
- Breeder Keeper Associations
 - Birds
 - Cats
 - Dogs
- Exhibitors
 - Circus
 - Mobile Educators
 - Mobile Zoos



Supporters

- Animal Agility
 - Dogs
 - Horses
 - Farm Animals (as pets)
- Animal Boarding
 - Cats
 - Dogs
 - Small Mammals
- Animal Carers & Rescue
 - Companion Animals
 - Native wildlife
- Animal Training
 - Dogs
 - Farm Animals
 - Horses
- Assistance Animals
 - Dogs
 - Horses



Supporters - cont'd:

- Pet Owners:
 - Amphibians
 - Birds
 - Cats
 - Dogs
 - Farm Animals (as pets)
 - Fish
 - Horses
 - Insects
 - Native mammals
 - Rabbits
 - Reptiles
 - Rodents
- Specialist Orgs:
 - Animal-assisted therapies
 - Animal First Aid
 - Educators
 - Environmental Consultants
 - Product retailers & manufacturers
- Veterinary Industry Professionals

Our Reach

With a total membership representation of 200,000+ people, we can reach a wide audience.

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 **AnimalCare Expert**, a quarterly newsletter.

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

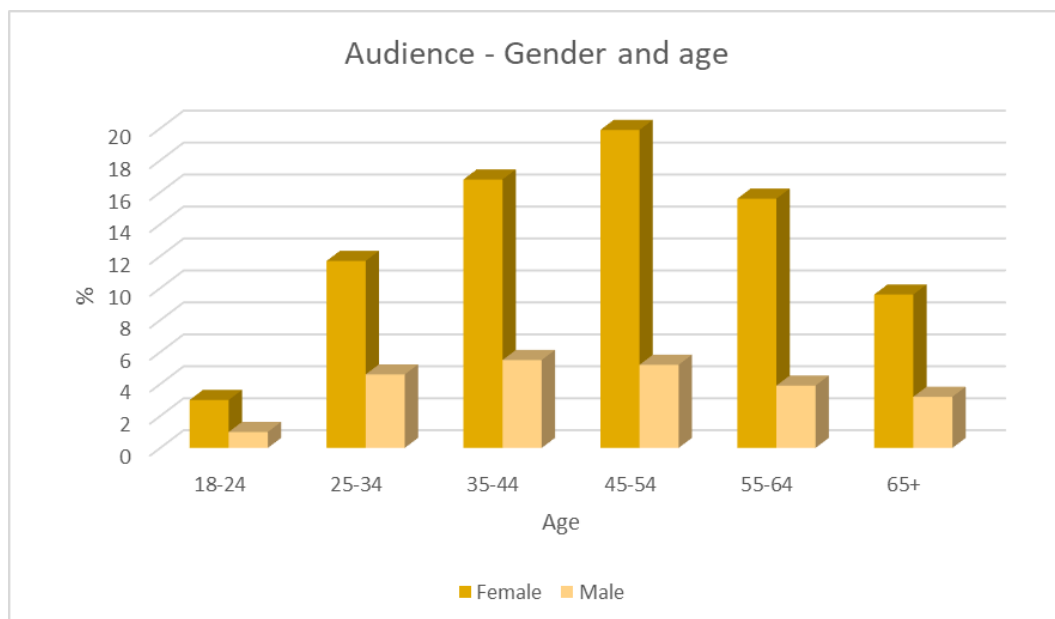
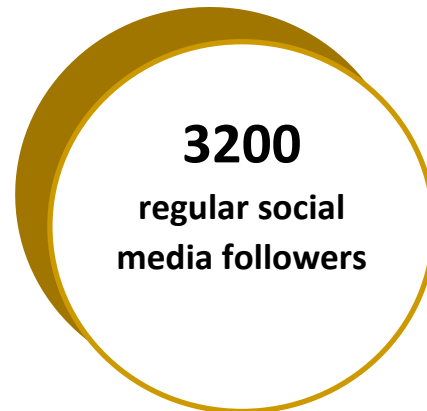
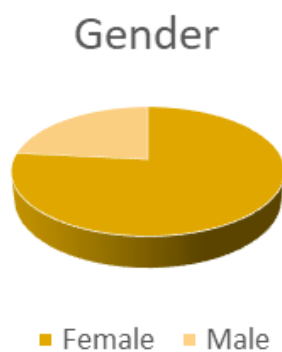
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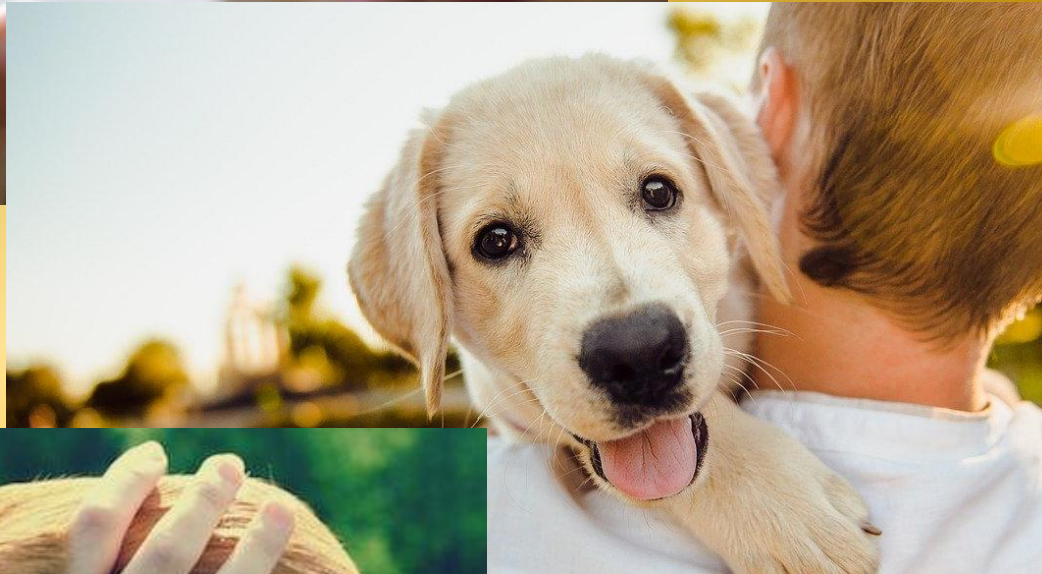
Social media



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





Sponsorships

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 to work with you to develop mutually-beneficial sponsorship agreements.

Animal Care Australia can assist you in achieving your marketing and corporate reputation objectives in promoting your organisation and brand to a wide range of stakeholders and individuals across Australia, who have a commercial/personal interest in animal welfare. Through publicity, promotion and networking, we can assist you in supporting animal welfare in a more visible way, while raising awareness of your brand, organisation and products

Sponsorship Benefits

Placement on our website

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

This placement on our 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 - viewed by more than 30,000 visitors per month.

Advertisements 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 e-deposit service (NED).

Social media promotion: regular social media posts to promote your organisation and products to a broader audience.

Reputation and brand: Remember, you are 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 are investing in our future, a future where children know how to love and respect animals, and you are investing in the animals' future.

You will be aligning your organisation with a respected organisation, which is active in the media and government discussions and forums .

We invite you to speak with us now about how we can work collaboratively to meet your strategic marketing and corporate social responsibility objectives.

Call Animal Care Australia's Media & Sponsorship Coordinator, **Amanda**, on **0410 069 140** or email: media@animalcareaustralia.org.au

Thank you!

**We hope you are interested in
supporting us!**



Contact information

General Email: aca@animalcareaustralia.org.au

Sponsorship Enquiries: media@animalcareaustralia.org.au

Other details:

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