

Operations Manual

2026-2027





This manual sets out basic information on Animal Care Australia Incorporated, including association matters, organisational structure and guidance policies. It is intended to operate as a living document and to be improved as policies are updated.

We encourage all stakeholders (applicants, associations, and members) to feel comfortable in raising issues regarding this manual, with a view to clarifying policy to improve the administration of the organisation.

Document development:

Version 1 approved by the ACA Committee: 14th August 2023

Version 6 updated: 8th October 2026

Review approach:

Living document — updated when organisational, policy or legislative changes require it.

Contact us:

Email at: aca@animalcareaustralia.org.au

Website at: animalcareaustralia.org.au

PO Box 314, Macarthur Square Post Office, NSW 2570

INC: 1801209 ABN: 36 438 686 995 Tax File No: 508 268 553

Facebook page: <https://www.facebook.com/animalcareaustralia/>

Cover image: wallpaperflare.com



Contents

Mission.....	4
Objects	4
Advocacy Policy.....	6
Structure	7
Executive / office-bearers	7
Animal Species Representatives 2026-2027	7
Team and specialist contributors	8
Contacts	9
Constitution	9
Organisational Procedures.....	10
Strategic Plan	10
Policy Revision	11
Expenses Reimbursement	11
Submission protocol.....	11
Policies	13
Animal Welfare Policies and position statements	13
Animal Care Australia Meeting Code of Practice	14
Organisational Code of Ethics	15
Responsible Breeders Policy.....	17
Brachycephalic breeds in dogs and cats.....	18
Anti-discrimination Policy	19
Communications Policy.....	20
Social Media Policy.....	23
Marketing and Media Strategy	27
Privacy Policy	32
Conflicts of Interest Policy	34

Mission

As a national animal welfare body for pet and companion animals, Animal Care Australia unites and represents the Australian pet and companion animal keeping community to prevent and relieve the suffering of animals with the vision of securing and maintaining society's need for a human-animal bond.

To achieve our mission Animal Care Australia strives to:

- a. Engage with and advise government and legislators on animal welfare issues relating to pets and companion animals
- b. Promote welfare education over regulation
- c. Educate to create, uphold and encourage the highest standards of care, health and welfare for pets in our community
- d. Promote and encourage responsible pet ownership through national campaigns, partnerships and initiatives
- e. Support member organisations to promote and operate at high welfare standards to ensure that ethical animal keeping and breeding practices contribute positively to animal welfare outcomes.
- f. Collaborate with our members and other stakeholders to identify and communicate best welfare practice
- g. Distinguish evidence-based animal welfare from ideological positions, ensuring that policies and practices supported by the Association lead to genuine improvements in animal welfare

Objects

(1) The Association will prevent and relieve the suffering of animals by:

- a. educating pet owners and society about the importance of treating animals with kindness and respect for their needs, and
- b. supporting and representing the interests of animals in rescue, rehabilitation and rehoming situations by advocating for welfare-improving policies and practices affecting animals whose owners are unable to care for them.

(2) The Association will promote public awareness and informed debate regarding animal welfare legislation and policy at all levels of government to maximise positive welfare outcomes for all pets. This is achieved by:

- a. undertaking and researching the most effective models for improvements to animal welfare outcomes and their delivery;

- b. promoting public discussion on proposed or existing legislative or policy changes affecting animal welfare; and
 - c. developing and recommending improved approaches that enhance the welfare of pets and companion animals.
- (3) The Association will advocate for change in how Australia's national animal welfare laws are structured and delivered by:
 - a. undertaking wide consultation on the most effective models of animal welfare legislative and policy regimes; and
 - b. promoting responsible pet ownership as a foundation for improved animal welfare; and
 - c. advocating for government funding to be directed towards programs that prevent or relieve the suffering of animals, including through education on responsible pet ownership.

(4) Sub-purpose:

The Association is established to be a charity with a sub-purpose of enhancing the natural environment by promoting through education and advocacy the conservation benefits of maintaining sustainable, genetically diverse populations of endangered and vulnerable species in captivity, whether to support potential future recovery in the wild or to prevent the complete extinction of species whose natural habitats are no longer viable.

and any such other activities, as from time to time, may be agreed upon by the Association and which are in keeping with the primary charitable purpose of these objects

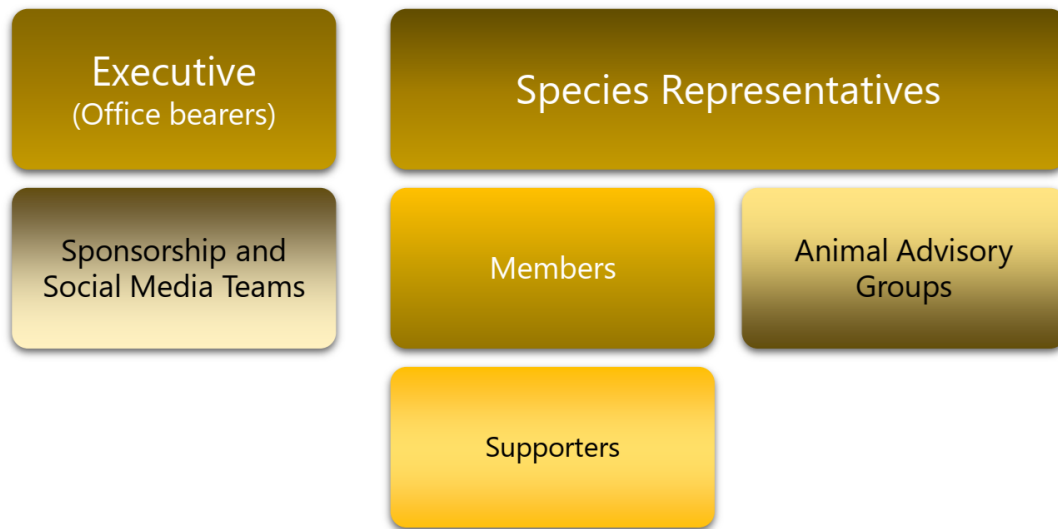
Advocacy Policy

Animal Care Australia's advocacy work is to include, but is not limited to:

- ❖ making submissions or giving evidence in relation to existing or proposed laws, government policies or practices
- ❖ generating public debate about or seeking explanation of current or proposed laws, government policies or practices
- ❖ distributing information on, analysing, or comparing party policies as they relate to Animal Care Australia's mission and objectives
- ❖ publishing research on current or proposed laws, government policies or practices
- ❖ directly promoting Animal Care Australia's mission and objectives, or the interests of their beneficiaries and members, to elected representatives and public officials
- ❖ hosting, promoting, or participating in public debates on law or policy matters

Structure

Animal Care Australia is governed by a committee comprised of the Executive and Representatives from all pet & companion animal species. Species Representatives are appointed by Member Species Organisations. (Note: Appointment period is November to October the following year)



Executive / office-bearers

Role	Name
President and Treasurer	Michael Donnelly
Vice-President	Sam Davis
Secretary and Public Officer	Michelle Grayson

* Nominated and elected by Species Representatives

Animal Species Representatives 2026-2027

Species	Representative	Term / status shown online
Birds	Sam Davis	Until 2029 AGM
Cats	Michelle Grayson	Until 2028 AGM

Species	Representative	Term / status shown online
Dogs	Kylie Gilbert	Until 2028 AGM
Exhibited Animals	Tracey Dierikx	Until 2029 AGM
Fish	Vacant	Vacant
Horses & Farm Pets	Karri Nadazdy	Until 2027 AGM
Insects & Arachnids	Michaela Storen	Until 2027 AGM
Native Mammals	Michael Donnelly	Until 2027 AGM
Reptiles & Frogs	Joanne Payne	Until 2028 AGM
Small Mammals	Rachel Sydenham	Until 2029 AGM

** Representatives are appointed by Member Species Organisations*

Team and specialist contributors

Contribution	Name / status
Veterinary Representative	Dr Tanya Phillips BVSc
Sponsorship & Media Coordinator	Amanda Webb
Social Media Team*	Vacant
Research Assistant*	Vacant

** Denotes all volunteers during reporting period.*

All Animal Species Representatives must sign and agree to the conditions outlined in the Animal Care Australia [Statement of Responsibility](#) document.

Animal Advisory Groups are comprised of the Species Representative, at least one other Animal Care Australia Committee member, and our members. Upon approval of membership members are invited to participate in an Animal Advisory Group, providing our members with a voice. Members and Supporters can also join our closed Facebook Members & Supporters Discussion Group.

Contacts

To contact particular representatives please use email addresses as listed:

Role / contact	Email
President/Treasurer	president@animalcareaustralia.org.au
Vice President	vicepresident@animalcareaustralia.org.au
Secretary/Public Officer	secretary@animalcareaustralia.org.au
Bird Representative	birds@animalcareaustralia.org.au
Cat Representative	cats@animalcareaustralia.org.au
Dog Representative	dogs@animalcareaustralia.org.au
Exhibited Rep.	exhibited@animalcareaustralia.org.au
Horse Representative	horses@animalcareaustralia.org.au
Insect Representative	insects@animalcareaustralia.org.au
Reptile Representative	reptiles@animalcareaustralia.org.au
Small Mammal Rep.	smmammals@animalcareaustralia.org.au
Native Mammal Rep.	nativemammals@animalcareaustralia.org.au
Veterinary Rep.	veterinary@animalcareaustralia.org.au
Media & Sponsorship	media@animalcareaustralia.org.au

Constitution

The current Animal Care Australia Constitution is available by request from the Secretary: secretary@animalcareaustralia.org.au

Organisational Procedures

Strategic Plan

This Plan sets out basic information on Animal Care Australia Incorporated. It provides information on the direction, objectives and business of the organisation.

It is intended that this Plan will operate as a living document, which will be improved upon as needs or responding strategies arise.

Plan overview:

Business Plan Element	Overview
Mission / Vision	Animal welfare organisation representing pet owners, caretakers & breeders; promoting responsible care, improving animal welfare to reduce or prevent the suffering of animals.
Strategic Goals	Education, advocacy, consultation with government, achieve higher welfare standards.
Target Audience	General public, animal clubs, hobbyists, carers, breeders, and other persons who keep animals in captive care.
Funding Sources	Membership fees, donations, sponsors.
Activities	Public campaigns, member engagement, policy reviews, educational resources.
Operational Model	Volunteer-led committee with species representatives.

Policy Revision

Animal Care Australia Policies are to be reviewed within a period of no greater than five years. Ideally, policies should be reviewed and updated at the earliest sign of political or legislative change to ensure Animal Care Australia Policies are aligned with current legislation and accepted practice.

Reviews are conducted by the Animal Care Australia Committee and may, but are not required to be, referred for further 'public' consultation (with members) should the Committee unanimously agree it is a requirement for that particular policy. Consultation must be completed within an agreed time, providing at least 14 days' consultation period by the 'public' and/or completed by a Special Resolution at a General Meeting.

Expenses Reimbursement

Animal Care Australia will reimburse expenses incurred by Committee members when attending a conference or function as a representative for the organisation, or in order to complete an official task required by the organisation.

The Expenses Reimbursement Form must be completed and emailed along with appropriate receipts, to either the President or Secretary for approval. The Treasurer will then process the approved Form. Forms can be found by searching 'Reimbursement' in the FILES section of the Animal Care Australia Facebook Group.

Submission protocol

The diagram on next page outlines the protocol to be followed by the Animal Care Australia Committee when responding in written submission/correspondence to any Parliamentary Inquiry, government department review or consultation, legislative amendment, or Local Council Animal Management Plan or Local Law revision.

The content provided by Species Reps and verified content by members is to be included in the submission as the intellectual property of Animal Care Australia, unless quoting from another source.

1. NEW SUBMISSION

- Share with Committee
- Committee to determine author
- When is it due?
- Divide the days until deadline into 4
- Identify the species groups it affects
- Committee members opt out from responding at this point

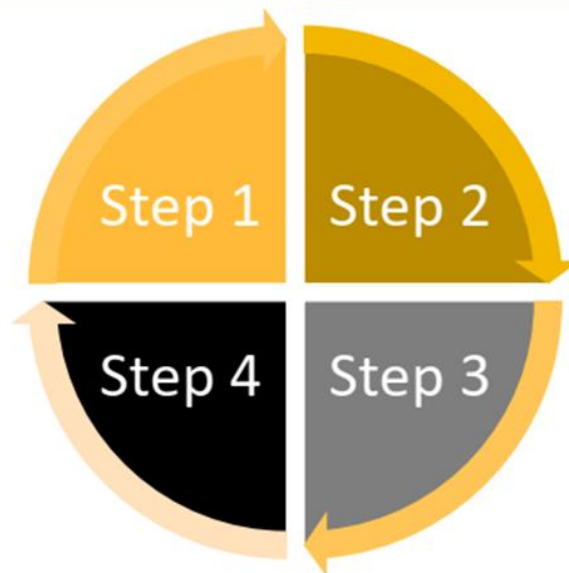
... time is ticking – stick to the deadlines:

- 1) Members Input 2) First Draft Due
3) Committee Review 4) Final Draft ready 48 hrs prior to official deadline

2. MEMBERS INPUT

- Redraft Terms of reference or the issues into simple survey questions, and include relevant references/ source links
- Share survey in all relevant Species Advisory Groups and Members & Supporters Discussion Group
- Emphasise the 1st deadline including email address & name of the ACA author

... don't wait for promised feedback



4. FINAL DRAFT

- To be completed by President or Secretary mindful of 4th deadline
- Complete Final draft resolving any potential issues and share with Committee – allowing 48 hours for approval – 4th deadline
- Tidy up any final feedback and formatting and submit submission on official deadline
- Create memes and draft newsletter article
- Seek approval of memes

... don't wait to submit beyond official deadline

3. FIRST DRAFT

- Author to create First draft collating all relevant feedback
- Fact check any points or references and any legal points of concern
- Content provided by Species Reps to be included as contribution for that species on behalf of ACA
- Identify conflicts or contradictions of feedback and resolve with necessary parties
- At 2nd deadline share completed First draft with ACA Committee advising 3rd deadline

... ask for help if behind schedule – don't wait!

Policies

In addition to being governed by an approved Department of Fair Trading Constitution, Animal Care Australia has adopted additional policies that all volunteers and members abide by.

The policies listed below are considered to be 'living documents' (dates of approvals are for Version 1 of all policies) all growing and adapting to our ever-changing societal environment:

- Code of Ethics – approved and adopted 11th November 2019
- Anti-discrimination & Harassment Policy – approved and adopted 12th September 2019
- Communications Policy – approved & adopted 11th November 2019
- Social Media Policy – approved
- Privacy Policy – approved & adopted January 2020
- Responsible Breeders Policy – approved and adopted 11th November 2019
- Conflicts of Interest Policy – approved 8th February 2020
- Animal Welfare Policy & Position Statement - approved 10th August 2020
- Meeting Code of Practice — approved 14th August 2023
- Media & Marketing Strategy – approved 10th February 2024

Animal Welfare Policies and position statements

Version 1 of this policy was approved: 10th August 2020

This sets out the policies and position statements of Animal Care Australia Incorporated.

We encourage all members to suggest edits and additions, with a view to clarifying policy and improving the administration of the organisation.

This Policy can be found here:

<https://www.animalcareaustralia.org.au/aca-welfare-policies/>

Animal Care Australia Meeting Code of Practice

Version 1 of this policy was approved: 14th August 2023

This Code sets the formality and procedures for Committee, General and Annual General Meetings of Animal Care Australia Incorporated.

This Policy can be found here: https://www.animalcareaustralia.org.au/wp-content/uploads/2025/03/ACA_Meeting-Code-of-Practice.pdf

Organisational Code of Ethics

This Code of Conduct was developed by the Committee of Animal Care Australia in October 2019 and approved by Committee on the 11th of November 2019.

The Code applies to all Animal Care Australia Member Organisations, Animal Care Australia Supporters (individual members), Honorary Members, Volunteers and Guests (hereafter collectively referred to as Animal Care Australia 's Community).

Animal Care Australia 's Community are expected to comply with the letter, spirit, and intent of the Animal Care Australia Constitution, By Laws, Code of Ethics, Policies, and relevant State legislation.

Those who are unsure of their obligations should contact a member of the Animal Care Australia Committee for clarification.

Breaches of this code may result in disciplinary action, up to and including cancellation of membership.

Animal Welfare

- ❖ Animal welfare must always be paramount
- ❖ Animal Care Australia's Community agree to abide by all relevant Welfare Codes Of Practice and related legislation within their State or Territory
- ❖ At all stages, during handling, preparation, training, breeding, competition and demonstration of animals, welfare must take precedence over all other demands
- ❖ Animal Care Australia 's Community will treat their animals with respect and dignity at all times, and be positive examples to the animal hobbyist community at large
- ❖ Animals must be healthy, fit, and emotionally sound to a sufficient standard to participate in the activities expected of them
- ❖ Animals should be properly prepared and educated to a sufficient standard, for the specific demands of the activities they are participating in
- ❖ Every effort must be made to ensure animals receive proper and humane treatment throughout their lives, beyond the limits of their working life or 'usefulness'
- ❖ All animals under care by Animal Care Australia 's Community will enjoy the five freedoms of animal welfare:
 - Freedom from hunger and thirst
 - Freedom from discomfort
 - Freedom from pain, injury, and disease
 - Freedom to express normal behaviours

○ Freedom from fear and distress

Integrity

- ❖ Always act with honesty, objectivity, openness, and courage of conviction
- ❖ Act ethically and avoid actions that bring Animal Care Australia into disrepute
- ❖ Respect the privacy of Animal Care Australia 's Community where it is appropriate to do so
- ❖ Do not participate in fraudulent, or corrupt conduct
- ❖ Do not engage in slander, bullying, prejudice, or harassment in any form, including the use of social media
- ❖ Do not make decisions for personal or commercial gain at the expense of Animal Care Australia or its Community or participate in activities where there is a conflict of interest
- ❖ Promote and encourage Animal Care Australia's 'Responsible Breeders Policy' within Animal Care Australia's Community and the broader community
- ❖ Take personal responsibility for your actions and conduct
- ❖ Take personal responsibility for the actions and conduct of the animals within your care
- ❖ Report any incidents or concerns to any member of the Animal Care Australia Committee

Respect Diversity

- ❖ Help contribute to an association that actively encourages and promotes co-operation, trust, and support amongst its Community free from prejudice, victimisation, harassment, and bullying
- ❖ Respect the rich diversity available within the animal hobbyist community and embrace the differing levels of ideology, focus and approach on offer
- ❖ Understand and agree to Animal Care Australia's Anti-Discrimination Policy by treating Animal Care Australia's Community equally, fair, and courteously, regardless of their Race, Colour, Gender, Religion, Disability, Sexual Orientation, Pregnancy or Age

Celebrate Success

- ❖ Actively work with Animal Care Australia's Community towards our shared goals and pursuits
- ❖ Celebrate the successes and achievements of Animal Care Australia's Community
- ❖ Focus on the recreational enjoyment and fun we all gain from our animals, our chosen sports, hobbies, and pursuits

The Animal Care Australia Committee is dedicated to this Code of Ethics and undertakes to lead by example.

Responsible Breeders Policy

This Policy was approved & adopted on: 11th November 2019

A Responsible Breeder is responsible for the healthy wellbeing & upbringing of their pets by following best practices, animal welfare standards and providing a healthy diet.

Animal Care Australia believes that non-pedigree breeders should follow the same level of care and consideration, as those of pedigree breeders. Animal Care Australia supports a positive approach to all hybrid & genetically diverse and purebred pets.

Dedicated breeders should become relative experts in many areas if they wish to produce sound and healthy pets. These areas include:

- Feeding and nutrition
- Housing and enclosure requirements
- Husbandry and cleanliness
- Breeding requirements of their species
- Basic genetics
- Disease control and understanding of health requirements, including hereditary problems within the breed/species.

Responsible Breeders:

- Generally, plan ahead and aim to find good homes for the animals they breed
- Provide a high standard of care and living conditions for all of their animals
- Are genuinely concerned about the welfare of their animals for their entire lives
- Are open to questions and are willing to provide some background or history of the animals, including support and information about the upkeep to potential new owners
- Make sure the buyer will suit the animal and the animal will suit the buyer
- Breed to produce happy and healthy pets
- Meet all necessary legislations and guidelines within their State/Territory.
- Healthy animals that are sound in temperament and body are the aim of all responsible breeders. The more we know of all the factors affecting our breeding stock before breeding, the better equipped we will be to find solutions to potential problems. Responsible owners and breeder will make honest attempts to decrease the incidence of any problems.

What is a sound temperament and body?

For physical soundness, is the animal able to cope with the demands of ordinary life? Does it have a good temperament or mental soundness? Different temperaments are required for different animals and areas of activity. Some pets are more suited in larger families with children whilst others are more suited to owners living alone. Some animals require a high exercise regime while others are more suited to quieter living.

Before considering breeding, you should always:

- Assess the strength of the animal, its genetic make-up, etc
- Check your capacity to look-after and house any young until new and suitable homes can be found
- Check if there is actually a need for those animals (a shortage of that species or an over-abundance)
- Ensure the animals involved are of an appropriate age and have not been over-breeding in the one season Females of every species should only produce a certain number of young per season. It is vital that females be allowed to recover and have breaks from pregnancy. Check Codes of Practice or best practice with Societies & Clubs. This will help maintain a healthy animal that will then produce healthy young

Brachycephalic breeds in dogs and cats

With the recent rise in other countries of banning the breeding of certain brachycephalic breeds of dogs and cats, Animal Care Australia strongly encourages all breeders and breeding associations to improve their breeds by utilising up to date advances in technology to health check their breed through regular relevant health testing to improve the welfare, health and well-being of your dogs and cats.

There is scientific and veterinary research supporting the fact SOME brachycephalic breeds do suffer more from unnecessary breathing, brain-related and some spinal (vertebrae) medical conditions. These CAN BE reduced and potentially eradicated through responsible breeding. All breeders are responsible for the health and well-being of their animals – regardless of any standards that may be suggested, or lack of standards.

For the continuation of these breeds in Australia, higher welfare outcomes must always be paramount.

Anti-discrimination Policy

Approved and adopted 12th September 2019

Animal Care Australia is committed to ensuring that our environment is free from discrimination and harassment.

Discrimination and harassment will not be tolerated under any circumstances and disciplinary action will be taken against any member or supporter who breaches this policy under the governance of the Animal Care Australia Constitution.

Discrimination and harassment occurs when a person is victimised on the basis of, but not limited to, the following criteria: Race, Colour, Gender, Religion, Disability, Sexual Orientation, Pregnancy or Age and shall include exposure to racial or ethnic jokes, offensive profanity, intimidating behaviour and exposure to unwanted sexual flirtations.

Animal Care Australia strives to achieve an environment where all members and visitors are treated with dignity, courtesy, and respect.

Complaints may be lodged with any standing Committee member and will be investigated based on the principles of natural justice. All complaints shall be treated in a sensitive, fair, timely and confidential manner and complainants shall be guaranteed protection from any victimisation or reprisals. It is an important fundamental aspect of this policy that the reporting of behaviour in breach of policy is encouraged in order to correct and promote appropriate standards of conduct at all times.

Communications Policy

This Policy was approved and adopted on: 11th November 2019; updated 21st November 2019; and updated 14th August 2023.

The Animal Care Australia Communications Policy is to be utilised as a guide for volunteers and Committee to effectively communicate with all necessary parties.

General Communications:

Regular in-house communications are to be carried out via the Facebook (FB) Group.

Any long lasting or final outcomes & decisions are to be announced to the Committee via email or minutes - for permanent record.

All Animal Care Australia email correspondence be carried out via the allocated Animal Care Australia email addresses and not by personal email address (unless specifically requested to do so by the recipient) so as to remove confusion and duplication.

Any and all other decisions required are allocated a time frame of 48 hours for non-urgent matters and 24 hours for urgent matters - after which if no objections are received the matter is deemed to be approved and actioned. This policy has to be applied to both email & FB communications. This clause is in addition to processes outlined in the Social Media Policy.

Organisation-centric communications:

Each animal representative may carry out communications on behalf of Animal Care Australia without the need to be ratified by the Secretary – however the Committee should be advised that such a communication is/has occurred.

Communications to outside organisations may be written by or approved by the Secretary, Vice-President, and President – keeping the Committee informed of the communication.

Requests and Invitations to attend a General Meeting or meeting with the Committee as a special Guest/Guest Speaker are to be communicated by the Secretary.

Communications received via the general Animal Care Australia email address and/or social media messaging are to be responded to by an approved representative in the first instance, and forwarded to the appropriate animal representative, the Committee, or the Secretary, as necessary.

General Social Media Communications:

General posts:

Any posts, articles, media releases or other announcements to be shared on behalf of

Animal Care Australia via the Animal Care Australia's social media platforms are to be approved via the Animal Care Australia Social Media Approval group on Facebook.

If bullying or offensive comments are posted by respondents, please TAG the organisation or Admins as a reply to the bullying comment and then private message the appropriate Animal Care Australia representative to let them know.

Delegates wanting to have Facebook (social media) posts (from others) shared must first share that post in the Facebook Committee Group or the Animal Care Australia Social Media Approval Group accompanied by the statement "Public Page?" If no objections are received after 24 hours the post will be shared on Animal Care Australia social media platforms.

Political/Election posts:

All posts are to be approved by the Committee within no greater than 48 hours of the time shared with the Committee.

Animal Care Australia should at all times strive to promote a 'balanced political' approach to posts.

Animal Care Australia should at all times take sound, responsible and fact-based steps to promote and advocate for:

- the keeping (ownership) of pets & animals
- the improvement of animal welfare
- review, reform and implementation of legislation, regulations, or government (federal, state & local) policy, and in doing so will promote or oppose a change to any matter of law, policy, or practice
- the understanding of the differences between animal rights, animal protection and animal welfare
- the education and awareness of political party policies
- the education of a clear and apparent outcome of a policy linked to a political party, politician, or political candidate

In alignment with requirements by charitable organisations (and certain not-for profits) Animal Care Australia will not create social media posts that:

- directly mislead the public
- aggressively malign a political party, politician, or political candidate
- dictate how the public should vote for a political party, politician, or political candidate, either in favour or against
- imply an outcome that is not clear by the viewing of a position of a political party, politician, or political candidate

- breach or contradict Animal Care Australia's Mission Statement, Objects and Advocacy Policy.

Species specific Issues:

All community-based Species-specific issues should in the first instance be managed by the necessary animal representative.

If not directly associated to an animal species, then refer directly to the President/Secretary for further action.

Representing Animal Care Australia's public positions

When commenting on topics in an online forum, Animal Care Australia Committee members and volunteers should:

- Ensure alignment with Animal Care Australia's official position as outlined in our submissions, media releases, and policy statements.
- Avoid sharing personal views that conflict with Animal Care Australia's stance where those views may be interpreted as representing Animal Care Australia.
- Consult the Animal Care Australia President if unsure about the organisation's position or whether your comments might be viewed as conflicting.

These actions will help Animal Care Australia to maintain a consistent and credible voice in public forums.

Emergency Issues:

Utilise the established Messenger Group chats and commence processing the issue.

The Secretary or President will advise of the recommended further actions to be taken.

Social Media Policy

This Policy was approved by the President as an extension to the Communications Policy on: 17th June 2025

This Policy sets the formality and guidance to the Animal Care Australia (ACA) Committee, Team members and volunteers on appropriate and responsible use of social media and other online platforms.

Platforms

Facebook: <https://www.facebook.com/animalcareaustralia/>

Instagram: <https://www.instagram.com/animalcareaustralia/>

Tiktok: https://www.tiktok.com/@aca_cares?

Threads: <https://www.threads.com/@animalcareaustralia>

LinkedIn: <https://www.linkedin.com/company/animal-care-australia-inc/>

1. Purpose

This policy provides guidance to the Animal Care Australia Committee, Team members and volunteers on appropriate and responsible use of social media and other online platforms. It aims to ensure Animal Care Australia's reputation is managed in public forums and that all communications reflect our commitment to promoting and encouraging respectful advocacy. It also aims to ensure that risks that may arise are monitored and managed accordingly.

To this end, the policy provides guidelines for the Animal Care Australia Committee, Team members and volunteers to ensure communications in social media are appropriate in tone and content.

2. Scope

This policy applies to:

- Animal Care Australia Committee members, Team members and volunteers
- All official Animal Care Australia social media platforms (eg Facebook, Instagram, YouTube, TikTok, & LinkedIn) including use via Buffer.
- Participation in external online forums, comment sections and discussions where the individual may be perceived as representing Animal Care Australia.

This policy is not restricted to the platforms mentioned above but encompasses social media in its broadest sense.

3. Animal Care Australia principles guiding social media

All social media activity by Animal Care Australia representatives must reflect the

organisation's values and code of ethics. The following principles should guide social media use:

- Animal welfare must always be paramount
- Integrity – always act with honesty, objectivity, openness and courage of conviction
- Respect diversity
- contribute to an Association which actively encourages and promotes cooperation, trust and support among its community: free from prejudice, victimisation, harassment and bullying
- respect the rich diversity available within the animal hobbyist community and embrace the differing levels of ideology, focus and approach
- Celebrate success – actively work with Animal Care Australia's community towards our shared goals and pursuits.

4. Official Animal Care Australia social media content

Any posts, articles, media releases or other announcements to be shared on behalf of Animal Care Australia via the official Animal Care Australia social media platforms are to be approved via the Social Media Approval Group on Facebook.

- Authorised posting: only those authorised by the Animal Care Australia Executive can publish posts
- Authorised spokesperson: only those authorised by the Animal Care Australia Executive can respond to posts/comments on Animal Care Australia's behalf or speak as official representatives.
- Tone, language and style: all content should be constructive, respectful, professional and aligned with Animal Care Australia's advocacy approach.
- Design: all social media posts must be accompanied by:
 - the organisations logo and where possible the tagline: 'Animal welfare is animal care'
 - colour themes of black, white, grey, and;
 - orange: R:243 G: 124 B: 0
 - gold: R 192 G 145 B: 0
 - dark gold: R 128 G:96 B: 0

5. Representing Animal Care Australia's public positions

Only an authorised spokesperson can speak to or comment relating to the position or policy of Animal Care Australia. When commenting, the spokesperson must:

- Ensure alignment with Animal Care Australia's official position as outlined in our submissions, media releases, and policy statements.

- Avoid sharing personal views that conflict with Animal Care Australia's stance where those views may be interpreted as representing Animal Care Australia.
- Consult the Animal Care Australia President if unsure about the organisation's position or whether any comments might be viewed as conflicting.

These actions will help Animal Care Australia to maintain a consistent and credible voice in public forums.

6. Personal use of social media

- You must not share confidential information or views on issues where Animal Care Australia's position has not yet been formally determined
- You must not publicly criticise Animal Care Australia, its members and supporters in a way that could harm Animal Care Australia's reputation or relationships.
- Your posts should always remain respectful, even when disagreeing with others, particularly if participating as from your personal account on an Animal Care Australia post.

7. Responding to comments and messages

- Do not engage in online arguments on behalf of Animal Care Australia.
- Refer any controversial, negative, bullying, hostile or offensive comments received on Animal Care Australia's platforms to the Animal Care Australia President.
- Do not respond publicly to misinformation about Animal Care Australia — report it to Animal Care Australia's President immediately for coordinated follow-up.
- Inappropriate content or comments on Animal Care Australia's social media pages, such as threatening, insulting and illegal comments or swear words should be removed, where you can. If you cannot remove it, report it to the platform and to the Animal Care Australia President for follow-up with the media platform.

8. Content development and posting process

The following process should be followed when producing and posting Animal Care Australia social media content:

1. Identify or receive topics suitable for social media
2. Create draft content
3. Submit proposed content, including any photos, images, graphics or videos, for review to the Social Media Approval Group. This should include the specific social media platforms where the content is intended to be posted.

3. Once approved seek permission to schedule or post from Animal Care Australia's President.
4. Schedule or publish
5. Monitor and track post metrics and moderate for comments
6. Refer any comments requiring reply or removal to Animal Care Australia's President.

Note: Delegates wishing to have posts shared in Animal Care Australia social media platforms must first share that post in the Facebook Committee Group or the Social Media Approval Group, accompanied by the question: "Public Page?". If no objections are received after 24 hours, the post will be shared.

9. Non-compliance with this policy

Animal Care Australia may request the Committee member, volunteer or delegate to remove the content

A formal discussion may be required.

10. Support and questions

For clarification on any part of this policy, or to check Animal Care Australia's public position on a topic before commenting, please contact, Michael Donnelly on:

president@animalcareaustralia.org.au

Marketing and Media Strategy

This Strategy was approved and adopted on: 10th February 2025

The Animal Care Australia Media & Marketing Strategy is to be utilised as a guide for volunteers and Committee to effectively promote the organisation.

Background

Animal Care Australia was formed in 2018 and has since been very active in contributing to government policies and direction on animal welfare. Having had much success in advocacy and government lobbying on key issues, Animal Care Australia is interested in increasing its presence in both traditional and social media forums, in order to raise awareness, motivate and engage the general public on key animal welfare issues. The organisation is also interested in increasing awareness of animal welfare versus animal rights.

Objectives

1. Bolster Animal Care Australia's public policy and government relations efforts by influencing opinion and gaining public support for Animal Care Australia's positions on a range of animal welfare positions through a program of targeted traditional and social media communications.
2. Increase public awareness of Animal Care Australia, its key positions and activities through scheduling a dedicated series of regular media releases and social media posts on topics of interest that resonate broadly with the general public (eg responsible pet buying, ownership, care, current government reviews of pet cat laws, effective management of wild brumbies in Kosciuszko National Park, horse safety on roads).
3. Reinforce Animal Care Australia's position on animal welfare versus animal rights as a secondary message within media communications, to help improve general understanding on the issue.
4. Identify and target key media and journalists who can be approached on various animal welfare issues and further develop relationships with them to improve overall media coverage of key Animal Care Australia positions/actions.
5. Improve Animal Care Australia's speed in commenting in the media on key policies and issues by using media briefings or interview opportunities (once Animal Care Australia's position statement has been approved).
6. Use social media and tailored Animal Care Australia communications to engage and influence members and supporters of Animal Care Australia's member

organisations (approximately 250,000+ people).

Target Audiences

1. General public, pet owners and prospective pet buyers across Australia
2. Animal Care Australia's member associations and supporters (and their own networks)
3. Journalists Australia-wide, including:
 - major metro and national publications/TV with an interest in animal welfare
 - trade magazines and speciality publications
 - regional and metro newspapers
 - those known to Animal Care Australia including: The Weekly Times, Kirrily Carberry (Fairfax), Peter Hunt (News Ltd).
4. Social media influencers with an interest in animal welfare.

Key Messages

General and ongoing (proactive messaging):

- The importance of proper care, commitment to safety and understanding of pets' needs, while treating animals with kindness and respect
- Provide tips and resources to ensure animal safety and welfare across a wide range of industries and practices.
- Promote ethical breeding, keeping, and purchasing practices.
- Animal rights versus animal welfare: Animal Care Australia collectively offers an experienced, sensible approach to animal welfare, representing those who keep, breed and care for animals.
- Animal Care Australia's approach is to educate, not regulate for better animal welfare outcomes. As opposed to animal rights and liberationists, we advocate for positive physical and social experiences in animals' lives, without restricting animal keeping, breeding or ownership.

Specific issues (reactive messaging):

Commentary on a range of government inquiries, policies, and other animal welfare issues as they arise.

Media channels

Traditional Media

- Media releases: responses on key issues and policies, events, or initiatives (review language to make media communications more compelling e.g., catchy headlines).
- Offer media interviews on specific topics (once Animal Care Australia's position has been agreed and signed off) to reach the media in a timely manner.
- Launch a new media campaign related to special days or events, where regular human interest stories on a broad range of pet/animal care and welfare topics are communicated (print, radio, online, TV) to increase awareness and education.
- Radio interviews: approach national and local radio stations to discuss key topics, as well as pet information and tips to coincide with special days or weather/holiday periods.
- TV interviews: approach Morning Shows and other soft news programs to discuss campaigns and educate viewers.
- Independent online news sites
- Consider targeting other online pet/animal blogs (pet tips, stories, and general advice).

Social media

Facebook: share articles, videos, and infographics on issues as well as regular human interest content, such as responsible pet ownership, buying and emergency care. Encourage discussion and conversations by posing questions and use thought leadership to build awareness of Animal Care Australia.

Share Animal Care Australia newsletter/communications via social media (invite member organisations who are not already following Animal Care Australia to do so) to ensure cascade down of messaging.

Instagram and Threads: Post engaging images and stories featuring pets, infographics, and short videos explaining key issues.

YouTube and Tiktok: Create and share educational videos and tutorials on caring for and safety for pets, understanding animal welfare versus animal rights.

LinkedIn: Publish articles/posts targeting professionals and organisations in the animal welfare sector. Share updates on Animal Care Australia campaigns, government relations engagement and inquiries.

Social media influencers (e.g., petfluencers) targeted to help communicate softer messages such as pet safety tips.

Animal Care Australia newsletter, website, and other communications

- Produce 'content-in-content' – short piece and photo on key issues for Animal Care Australia members' regular supporter email updates.
- Where Animal Care Australia's website supports it, use video content on the site to attract interest/bring stories to life.

Measurement

Analyse the impact of media and social media coverage:

- Social media engagement: Track likes, shares, comments and increase in followers.
- Media coverage: monitor number and reach of articles, interviews, TV segments.
- Pet owners and general public: record reach of ACE newsletter and website metrics. Track reach of Animal Care Australia member associations' communications via sharing Animal Care Australia articles.

Partnerships and sponsorships

- Local businesses: considering partnering with pet stores, vets, and breeders to promote pet safety and care messages, responsible buying etc
- Other sponsorship: determine promotion through their communications and digital assets.

Communications - special days and events

Prepare tailored communications around animal welfare and pet care and safety to tie in with special events and days throughout the year, to increase awareness of Animal Care Australia and key issues of importance. Some of these could include:

- Pet Adoption Month – March
- National campaign dedicated to giving homeless pets their best chance at finding a loving family.
- National Pet Day - 11 April
- A day to celebrate pets and promote responsible pet ownership.
- National Volunteer Week – May. Celebrates the contributions of volunteers across various sectors (celebrate volunteers working with animal welfare organisations – share individual stories and their contributions).
- International Homeless Animals Day – August. Raises awareness about the plight of homeless/stray animals and encourages adoption.
- World Animal Day – 4 October. An international day dedicated to raising the status of animals and improving welfare standards.

- Christmas Day and summer holiday period – December. Issue pet safety tips (hot weather, emergencies, travelling with pets, fireworks).

Also consider special days relating to specific animal species, e.g., International Assistance Dogs Week in August and National Kitten Day in July.

Media with an interest in animal welfare/pets

Regular review of the outlets which currently receive Animal Care Australia media releases is recommended, but additionally, there are opportunities to target other publications, online platforms, and journalists with key outlets such as the Weekly Times, rather than issuing media releases. Additionally, target:

Major metropolitan papers

News Corp (news.com.au) and their major metro papers run regular columns and articles about pets and animal welfare written by various journalists.

<https://www.news.com.au/lifestyle/home/pets>

TV & Radio

Approach with news stories of topical interest and spokesperson interview opportunities, e.g., government cat laws, wild brumbies, horse rider road safety.

- Channel 9 – Today
- Channel 7 – Sunrise and The Morning Show
- Channel 10 – The Project
- ABC Radio National and ABC radio: harder edge issues and stories of interest
- FM radio stations: pet tips and resources timed to coincide with holiday periods

Online websites/platforms

- Mamamia – online hub for women’s news and opinion.
- Alex Anastassiou reports on pet adoption,
- The Conversation,
- <https://www.crikey.com.au/>
- Michael West Media, for animal welfare issues and content and pet hints and tips.

Trade Magazines and Specialty Publications:

- Vet Practice Magazine
- Pet Industry News
- Farm Weekly
- Australian Birdlife magazine.

Privacy Policy

Animal Care Australia takes the privacy of its members and supporters extremely seriously. Use of this website implies consent of the terms and conditions outlined in this privacy policy.

What personal data we collect and why we collect it

Cookies

If you have an account and you log into this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days. If you select “Remember Me,” your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

Personally identifiable information

We only collect personally identifiable information for the purposes of fulfilling an order you have placed with us. This information includes your full name, phone number, email address, mailing address, and payment information.

Embedded content from other websites

Pages on this site may include embedded content (e.g., videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Consent

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery, or return a purchase, you implicitly consent to our collection of your data and its use for the purpose of processing your order.

You may opt out of any data collection or data re-purposing for marketing-related activities.

Who we share your data with

Your data may be shared with third-party companies to the extent necessary to allow them to perform the services they provide to us. We use CloudFlare to monitor website performance, SparkPost to deliver email, and Stripe to process transactions. We will not share your data with third-party organisations except those which are materially necessary to the operation of www.animalcareaustralia.org.au.

All of the third-party organisations mentioned have their own privacy policies in respect to the information provided to them. We recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

How long we retain your data

Information you provide to Animal Care Australia during typical usage of this website shall be stored indefinitely.

What rights you have over your data

If you have an account on this site, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

Data Security**How we protect your data**

Personal data shall be subject to additional safeguards to ensure this data is processed securely. For example, we work hard to ensure data is encrypted when in transit and storage, and access to this data is strictly restricted to those who must access it to undertake the tasks defined in Animal Australia's mission statement.

We do not store credit card information on www.animalcareaustralia.org.au. If you choose to save your payment details to simplify future transactions, this information will be stored by our credit card processor (Stripe) and not by us.

What data breach procedures we have in place

You will be notified of any data breaches. Furthermore, any unauthorised access or transmission of personally identifiable information will be reported to the Office of the Australian Information Commissioner in accordance with the prevailing mandatory data breach notification legislation.

Conflicts of Interest Policy

1. Purpose

The purpose of this policy is to help board members of Animal Care Australia to effectively identify, disclose and manage any actual, potential, or perceived conflicts of interest in order to protect the integrity of Animal Care Australia and manage risk.

2. Objective

The Animal Care Australia Committee aims to ensure that Committee members are aware of their obligation to disclose any conflicts of interest that they may have, and to comply with this policy to ensure they effectively manage those conflicts of interest as representatives of Animal Care Australia.

3. Scope

This policy applies to the Committee members of Animal Care Australia

4. Definition of conflicts of interests

A conflict of interest occurs when a person's personal interests conflict with their responsibility to act in the best interests of the charity.

Personal interests include direct interests, as well as those of family, friends, or other organisations a person may be involved with or have an interest in (for example, as a shareholder).

It also includes a conflict between a Committee member's duty to Animal Care Australia and another duty that the member has (for example, to another charity). A conflict of interest may be actual, potential, or perceived and may be financial or non-financial.

These situations present the risk that a person will decide based on, or affected by, these influences, rather than in the best interests of the charity.

Therefore, these situations must be managed accordingly.

5. Policy

This policy has been developed to address conflicts of interest affecting Animal Care Australia.

Conflicts of interest are common, and they do not need to present a problem to the charity as long as they are openly and effectively managed.

It is the policy of Animal Care Australia as well as a responsibility of the Committee,

that ethical, legal, financial, or other conflicts of interest be avoided and that any such conflicts (where they do arise) do not conflict with the obligations to Animal Care Australia.

Animal Care Australia will manage conflicts of interest by requiring board members to:

- avoid conflicts of interest where possible
- identify and disclose any conflicts of interest
- carefully manage any conflicts of interest, and
- follow this policy and respond to any breaches.

5.1. Responsibility of the Committee

The Committee is responsible for:

- establishing a system for identifying, disclosing, and managing conflicts of interest across the charity
- monitoring compliance with this policy, and
- reviewing this policy on an annual basis to ensure that the policy is operating effectively.

The charity must ensure that its Committee members are aware of the ACNC governance standards, particularly governance standard 5, and that they disclose any actual or perceived material conflicts of interests as required by governance standard.

5.2. Identification and disclosure of conflicts of interest

Once an actual, potential, or perceived conflict of interest is identified, it must be entered into Animal Care Australia's Register of Interests, as well as being raised with the Committee.

Where every other Committee member shares a conflict, the board should refer to ACNC Governance Standard 5 to ensure that proper disclosure occurs.

The register of interests must be maintained by the Secretary. The register must record information related to a conflict of interest (including the nature and extent of the conflict of interest and any steps taken to address it).

5.3 Confidentiality of disclosures

The protection of confidentiality and disclosure will be maintained by the Executive (Office-bearers) of the Animal Care Australia Committee.

6. Action required to manage conflicts of interest

6.1. Conflicts of interest of Committee members

Once the conflict of interest has been appropriately disclosed, the Committee (excluding the member who has made the disclosure, as well as any other conflicted Committee member) must decide whether or not those conflicted Committee members should:

- vote on the matter (this is a minimum),
- participate in any debate, or
- be present in the room during the debate and the voting.

In exceptional circumstances, such as where a conflict is incredibly significant or likely to prevent a Committee member from regularly participating in discussions, it may be worth the Committee considering if it is appropriate for the person conflicted to resign from that position.

6.2. What should be considered when deciding what action to take

In deciding what approach to take, the Committee will consider:

- whether the conflict needs to be avoided or simply documented
- whether the conflict will realistically impair the disclosing person's capacity to impartially participate in decision-making
- alternative options to avoid the conflict
- the charity's objects and resources, and
- the possibility of creating an appearance of improper conduct that might impair confidence in, or the reputation of, the charity.

The approval of any action requires the agreement of at least a majority of the Committee (excluding any conflicted Committee member/s) who are present and voting at the meeting.

The action and result of the voting will be recorded in the minutes of the meeting and in the register of interests.

7. Compliance with this policy

If the Committee has a reason to believe that a person subject to the policy has failed to comply with it, it will investigate the circumstances.

If it is found that this person has failed to disclose a conflict of interest, the Committee may act against them. This may include seeking to terminate their relationship with the charity.

If a person suspects that a Committee member has failed to disclose a conflict of interest, they must report their suspicions along with any supporting evidence to the

Secretary of Animal Care Australia immediately. Where this is not possible due to potential involvement of conflict by the Secretary then the matter must be reported to the President of Animal Care Australia.

Reports must be made in writing accompanied by the supporting evidence.

Contacts

For questions about this policy, contact the Secretary of Animal Care Australia – secretary@animalcareaustralia.org.au