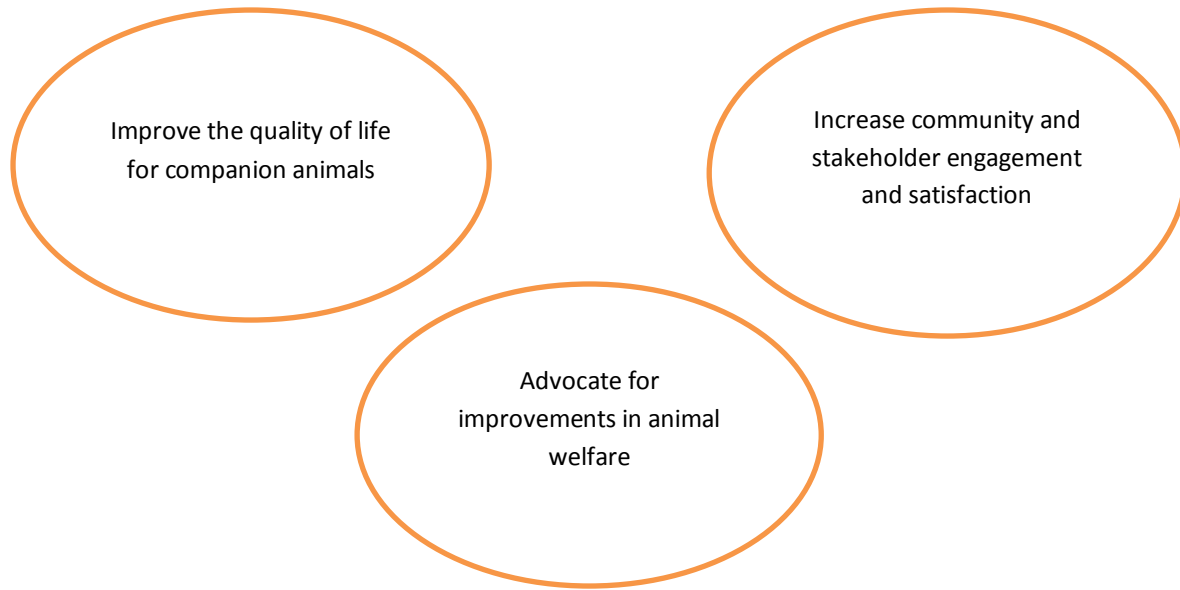




PAA Strategy Map 2013 - 2018

STRATEGIC THEMES: ANIMAL WELFARE COMMUNITY ENGAGEMENT OPERATIONAL EXCELLENCE VALUING OUR PEOPLE

Beneficiaries/ Clients



PAA's Mission

Peninsula Animal Aid serves the local community by providing a volunteer based Animal Welfare Resource Centre which;

- Provides high quality shelter and foster care services to;
- Facilitate the reunion of lost pets with their owners, and
- Maximise the numbers of dogs and cats adopted into their forever homes

Actively supports strategies for the humane management and welfare of the communities pet population including;

- Protecting animals from cruelty and relieving any suffering
- Compulsory de-sexing and micro-chipping of all dogs and cats
- Preventing abandonment of dogs and cats
- Reducing the numbers of healthy or treatable dogs and cats being euthanised each year

Advocates for animal welfare policies, legislation and education in the community at all levels of government and in the media

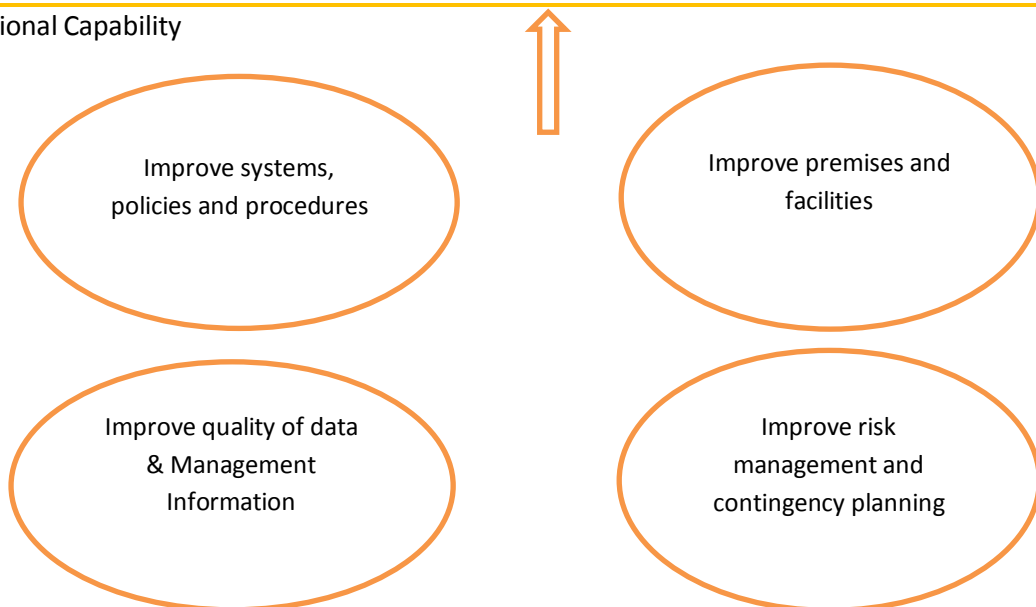
Financial Stewardship



PAA's Vision

Our vision is a community where all companion animals are owned by responsible, caring owners, who value their pets; owners who understand their lifelong commitment, and ensure they provide for the needs of their pets in a way which enhances and enriches the lives of both owner and animal.

Organisational Capability



PAA's Values

We promote responsible pet ownership through education, training, advice and support

We believe that no healthy or treatable abandoned dog or cat should be euthanised

We demonstrate our integrity by being fair, ethical, open and consistent in our dealings with others

We work collaboratively with like-minded individuals and groups to support the achievement of our long term goals

We engage volunteers who

- have a passion for animal welfare
- show compassion, empathy and commitment to the safety and well-being of animals in their care
- support and respect their colleagues and clients
- are committed to fulfilling PAA's Mission and Vision

People, Knowledge & Technology

