



The
Animal
Welfare
Collaborative

STRATEGIC PLAN

| 2020-2025 |

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The Need

Australia is known worldwide for its animals, and their welfare is paramount to the nation. Although Australia has made great strides in many aspects of animal welfare, the goal is for animal welfare to be improving each day. To achieve this continuous improvement, greater collaboration across society is needed. Collaboration among multiple, diverse stakeholders in animal welfare, including the public, is essential for advancing animal welfare standards and creating pragmatic solutions that make tangible improvements to animal welfare with the support of society.

The former Australian Animal Welfare Strategy (AAWS), which was administered by the Australian Government, enabled collaboration among more than 400 organisations with an interest in animal welfare in Australia. After the AAWS was de-funded in 2013, there was a need for a new mechanism for societal collaboration in animal welfare.

The Proposed Model

Since **The Animal Welfare Collaborative (TAWC)** was first created by key Australian universities in 2018, it has gradually taken on the role of facilitating collaboration among the multiple parties who have an interest in the welfare of animals. Today TAWC is a broad network of individuals, companies, and organisations, who choose to work together, exchange ideas and information, and support each other in taking practical actions that improve animal welfare. Within the network, independent views are acknowledged, but the primary driver of action is the collective support for TAWC's goal of improving the welfare of animals.

TAWC exists to improve the welfare of all animals under the care of our society, including livestock and production animals; animals used in research and teaching; animals used for work, recreation, sport, entertainment, and display; pets and companion animals; and wild animals.

TAWC is open to everyone in society, including members of the public with an interest in animal welfare, businesses and industries that depend on animals, organisations that advocate for, protect, and rescue animals, government bodies that are responsible for animal welfare, and providers of animal welfare education and research. In this document, these groups are referred to as 'sectors' of society. Where 'stakeholders' are mentioned in the document, this refers to individuals from any sector with an interest in animal welfare.



OUR VISION

Continuous improvement in the
welfare of animals
as a result of collective action

OUR MISSION

We facilitate positive change in the welfare of animals.

We do this by providing

- 1 *A safe forum* for diverse groups to engage constructively around ways to improve animal welfare
- 2 *A swift vehicle* for different sectors to exchange critical information on animal welfare and coordinate action
- 3 *A clear process* for those with animals under their care to make tangible and ongoing improvements in animal welfare



OUR PLAN

Effective Engagement



Information Exchange



Targeted Action



Goals

Engage an inclusive and diverse network around improving animal welfare

Transform the societal exchange of information on animal welfare

Empower people to improve the practices that affect the welfare of the animals under their care

Key Activities

- Recruit people to TAWC's network and provide opportunities for them to get to know each other
- Host a biennial forum that acts as a safe space for constructive dialogue and progress on various aspects of animal welfare
- Develop a searchable register of expertise present within TAWC's network so that people can find expert assistance when they need it
- Listen to and support people across TAWC's network through regular phone calls, webinars, meetings, and visits

- Maintain an up-to-date web dashboard of animal welfare information so that people know what is going on around the nation and the world
- Facilitate a multisectoral communications network so that sectors can share updates, ask questions, and learn about what other sectors are doing
- Maintain channels via which sectors can connect in times of crisis or uncertainty and coordinate responses if needed
- Enable anyone in society to ask questions and provide ideas for improving animal welfare through an online 'open innovation' forum
- Work with existing information providers to improve our societal understanding of evidence-based best practices in animal welfare

- Work across TAWC's network and with other organisations to advance strategic initiatives that result in evidence-based improvements in animal welfare
- Provide a mechanism by which working groups on specific animal welfare topics can ensure continuous progress
- Facilitate and report on Collaborative Projects addressing specific topics in animal welfare, which anyone in TAWC's network can initiate or join
- Draw upon expertise across TAWC's network to provide tailored guidance and support to those who want to improve the welfare of the animals under their care
- Connect those facing specific animal welfare challenges with relevant partners and resource providers so that they can take timely action

OUR IMPACT

Effective Engagement



- ✓ There is an engaged network for improving animal welfare in Australia, and it includes the majority of animal industry sectors, animal protection organisations, relevant government departments, research and education providers, and the broader public
- ✓ Cross-sectoral initiatives have been undertaken to improve animal welfare in Australia
- ✓ A contemporary understanding of animal welfare that is inclusive of multiple stakeholder perspectives has been developed

Information Exchange



- ✓ Sectors readily share information about animal welfare with other sectors
- ✓ The public has access to current and peer-reviewed information on best practices in animal welfare that pertain to animals in Australia
- ✓ The public can engage in constructive discussions and provide their ideas on topics in animal welfare

Targeted Action



- ✓ Those with animals under their care have implemented changes in practices guided by scientific evidence and expertise across the network
- ✓ Adoption of the best practices in animal welfare that are recommended in the national guidelines has increased
- ✓ Progress in improving animal welfare across Australia has been defined using objective measures and is being tracked

Key Results by 2025



**Together
we can improve
animal welfare.**

Get involved!
www.theanimalwelfarecollaborative.org