

#1 Operation Wanted 2020 Desexing Campaign Results



Dear Sheryl, Darren and Brad,

The year 2020 has presented many obstacles and setbacks for us all. Despite this, we were all determined to see the Operation Wanted Desexing Campaign go ahead and continue delivering great results.

Operation Wanted 2020 did go ahead, and continued to deliver excellent desexing outcomes because of your ongoing support and for this, your community and animals, thank you.

A total of 155 veterinary clinics at 24 Queensland Regions participated in the 2020 desexing campaign.

The campaign saw a small decline in participating clinics and some Council regions due to the Covid-19 pandemic.

Despite this, a higher volume of animals were registered and desexed compared to previous years. Animal registrations for desexing in 2020 were 16,740 compared to the previous year (2019) registrations of 12,063. This represents a massive increase of 39%.

For the three months of the 2020 program, RSPCA and our participating veterinary clinic partners estimate that of the 2020 program over 21,200 animals were desexed as a result of the Operation Wanted initiative.

The following information provides the results from the 2020 campaign and includes results specific to your Council and Queensland wide results.

More than ever, thank you for your support in 2020 and we look forward to working toward even better results in 2021.

The Operation Wanted Team

OPERATION WANTED 2020 DESEXING RESULTS

JUNE 1 TO AUGUST 31, 2020

MORETON BAY REGIONAL COUNCIL

Number of Participating Vet Clinics
17

Number of Dogs Registered for
Desexing
1,575

Number of Cats Registered for
Desexing
893

Total Number Registered for
Desexing
2,468

Average animal desexing cost for
your financial contribution
= \$7.58 per desexing

ALL QLD COUNCIL RESULTS

Number of Participating Vet Clinics
155

Number of Dogs Registered for
Desexing
10,261 (*13,000)

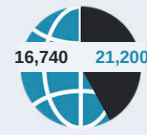
Number of Cats Registered for
Desexing
6,479 (*8,200)

Total Number Registered for
Desexing
16,740 (*21,200)

* Estimated total desexing for the campaign. Participating veterinary clinics reported they did not insist on prior registration and offered the discounts to all clients. We estimate this increased the actual numbers desexed.



155 participating
vet clinics

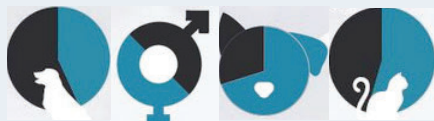


16,740 registered online
Estimated 21,200 desexed



Of 16,740
10,261 were dogs
6,479 were cats

Average animal
desexing cost
collectively for all
regions
= \$10.75 per desexing



2020 STATISTICS

Operation Wanted (OW) is RSPCA Qld's major annual desexing program run in collaboration with participating veterinary clinics and Qld councils. It runs from June 1 to August 31.

It involves participating veterinary clinics offering a 20% discount on desexing dogs and cats for the three months, and has run for the past six years resulting in many tens of thousands of animals being desexed. Because of the Operation Wanted program, these animals are not producing litters of pups or kittens that end up unwanted and in shelters or pounds.

In 2020, 155 veterinary clinics signed up to participate in 24 council areas. The results indicate that even in districts where no veterinary clinic had signed up, people registered their animals and transported them to a participating veterinary clinic in a neighbouring council.

- Despite efforts to increase the percentage of cats desexed during Operation Wanted, the percentage of dogs remained higher than cats at 61% overall
- 24 Councils supported this initiative in 2020
- 16,740 people registered to have an animal desexed



The Operation Wanted 2020 campaign resulted in a 39% increase of people registering to desex their pet in comparison to the 2019 campaign and despite the challenges arising from the global pandemic.

Operation Wanted 2020 Online Registrations and Marketing

Once again this year, people interested in having an animal desexed as part of Operation Wanted were asked to register online (at www.operationwanted.com.au).

The majority of veterinary clinics participating in the promotion did not insist on prior registration and offered the discount to all clients having an animal desexed during the three months.

The Marketing strategy for Operation Wanted 2020 was designed to drive mass awareness throughout Queensland, educating our audience on the importance of desexing before nurturing them towards registration. The campaign resulted in 16,740 registrations.

For more information:
operationwanted.com.au

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