

Community Cat Coalition

Strategic Plan: 2018 - 2022

Vision 2022

Aucklanders are aware of and positive about the value of animals, particularly companion animals, within an urban environment. Kindness and compassion towards all animals is an important part of our civic identity. Auckland is recognized as a leader in its enlightened, humane and successful management of cats, and works to preserve that position.

Mission

Our roles are to strengthen our capacity to support Auckland's community cats (including stray, abandoned and homeless cats) and those who care for them, and to influence the thinking of the public and relevant civic authorities in the direction of the CCC vision. These two mission components are integrally linked.

Values

Respect, Kindness, Fairness, Professionalism – CCC believes that the management or treatment of any species should be based on these principles.

Evidence-based – CCC believes that all its decisions and actions should be defensible on the basis of sound ecological, veterinary, animal wellbeing, and best-practice operational evidence and understandings. CCC seeks to contribute to the national and international data base on the humane management of cats by continually reviewing the effectiveness of our efforts.

Collaboration – CCC believes that effective and sustainable humane cat management requires that a high level of collaboration and mutual support is established and maintained between all stakeholders.

Goals

To achieve the vision and our mission, CCC has identified the following separate but inter-related strategic goals. For each, CCC has further identified a number of high-level strategic initiatives and expected outcomes.

Goal No 1: To grow the capacity of CCC to help the stray, abandoned and homeless community cats of Auckland

We want to ensure that all concerned individuals are able to access meaningful and sustained assistance for any stray or marginally 'owned' cat 'in trouble' in the Auckland region. To achieve this we need to increase our numbers, differentiated skill levels, organizational capabilities, profile, and relevance to a wider range of demographic groups.

Strategic Initiatives:

- to attract more members, new volunteers to actively engage in on-going colony care. This would free up our very experienced existing membership to respond immediately to spontaneous TNR and essential welfare work, as well as facilitating some planned T-TNR (Targeted) and other pro-active initiatives.
- to access increased financial support, or support in kind, in order to ease the financial pressure experienced by our care-givers and members, and, again, to facilitate planned, targeted TNR and care programs and other initiatives aligned with our vision, mission and values.
- to increase our profile and credibility. Integral to this is the need to appeal to and engage a younger demographic. There is some evidence of an age-based divide in attitudes to cats which needs to be addressed, and we could utilise some of the attributes of the young, such as boldness in action and social networking skills.
- to continually review our organizational structure and practices, and to seek out learning opportunities in this area, with the goal of ongoing improvement in outcomes for cats. This will include continued review of the CCC handbook and our operating standards.

Strategic Outcomes (or how will we know we are meeting this goal). In 2022:

- Our membership has grown and is continuing to grow. Our membership is now more cohesive, achieved with the help of social media and events. The age demographic of our membership has changed as more young volunteers have stepped up.
- Some members are primarily engaged in addressing under-controlled cat breeding and welfare issues, at a range of levels, rather than just colony care work.
- CCC is experiencing success in securing grant money and other funding, and has established and bedded in partnerships which afford us financial support, goods in kind, and/or other logistical support.

Goal No 2: To establish and maintain working relationships with the civic authorities of Auckland in humanely addressing stray/colony cat management.

Cats are increasingly being viewed as incompatible with NZ's native fauna. CCC believes that this attitudinal shift is largely unsupported by scientific evidence or analysis, but is nevertheless acutely aware of the future threat that it represents to cats on a number of levels. Because we are experienced practitioners of T-TNR we know empirically, as well as from the literature, that this management strategy works to reduce the number of cats of concern - to CCC, primarily on humanitarian grounds, and to conservationists and their agents, primarily on grounds of mitigating predation. We believe that if we are able to establish synergistic partnerships with local authorities (who at this time are at the forefront of efforts to control domestic cats) that the potential benefits for community cats, both direct and indirect, are immense.

Strategic Initiatives

- to continue to approach elected representatives and officers of Auckland Council (AC) with a view to addressing (with support) and assisting in the resolution of 'cat problems' reported to or identified by AC. We will build on this strengthening

relationship to influence future decisions in the management of cats, and to achieve involvement in humane management practices in the future.

- to input into the cat-related planning processes of AC, presenting TNR proposals (geographically or socio-economically targeted) to AC seeking support (both logistical and funding).
- to build public support for T-TNR, and for compassionate cat management and compassionate conservation, enlisting AC's assistance to achieve this.

Strategic Outcomes (or how will we know we are meeting this goal). In 2022:

- CCC has a relationship with AC which is advancing the objectives of both partners through mutual respect and understanding.
- The growth of CCC capacity and our profile has been enhanced by this association.
- AC policy and actions increasingly reflect CCC's vision and values, and there has been a measurable shift in public attitudes towards cats in the direction of greater empathy and both individual and collective responsibility.
- CCC is gathering scientifically valid information, and is increasingly well regarded as a reliable information source, on community cat management techniques.

Annual/Operational Planning

These Strategic Goals will be realized by establishing a set of smaller, more specific, measurable objectives, which will translate into annual or operational planning objectives. Responsibilities, resources, timelines and measures or indicators of success will also be detailed in our Annual/Operational Plans.