



8 - 11 August 2022 • Melbourne Zoo
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HYBRID CONFERENCE & WORKSHOPS



POSTER
SAFE CAT, SAFE WILDLIFE - EVIDENCE-BASED ENGAGEMENT OF COUNCILS AND VETS AS TRUSTED VEHICLES FOR CAT OWNERS.

By

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ABSTRACT

Pet cats allowed to roam are estimated to kill over 70 animals a year, even when well fed. This results in approximately 14 million wildlife deaths each year in Victoria alone, presenting a significant conservation impact. Roaming cats also face a number of welfare and safety risks themselves, many unknown to cat owners. Zoos Victoria and RSPCA Victoria's *Safe Cat, Safe Wildlife* campaign launched in 2018 to provide cat owners with the tools and knowledge they need to keep their cat contained at home, giving their pets the safest and happiest lives possible while ensuring they don't impact Australia's unique wildlife. Whilst cat owners are our primary audience, engaging with vet clinics and councils (who were identified as trusted and sought out sources of information for cat owners) is an integral part of the campaign, but have we been doing it effectively? With 150 vet clinics and councils across Victoria signing up to actively support *Safe Cat, Safe Wildlife*, we engaged Melbourne-based agency BrandHook to conduct research into how the campaign is perceived to be performing and to find out how it can be more helpful for these important secondary audiences. Quantitative and qualitative surveys and deep-dive interviews were undertaken with key team members at both vet clinics and councils to gather information about current engagement with the campaign, identify key barriers to interacting with cat owners and help inform opportunities and next steps to optimise the success and impact of the campaign. Details about methodology and the evidence-based findings that came out of this engagement research will be included in the presentation.

BIOGRAPHY

Pete Lancaster, Community Conservation Campaigner at Zoos Victoria

Pete has spent 15 years connecting a range of audiences with nature, as well as helping to develop and facilitate opportunities for people to take conservation action. After obtaining a BSc (Hons) in Animal Behaviour, Pete spent almost a year in South Africa and worked with the National Parks' People and Conservation Department. Realising just how crucial an engaged and active human community is to success in conservation, he changed focus and began his career in behaviour change. He has been involved in the development and front-

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facing delivery of community conservation programs both locally and internationally and loves seeing the light-bulb moment people have when they realise they can make a difference to the world around them.