

Learn more about
Catfish - the hero of
our 2023 tax appeal

PAGE 14

NINE LIVES

An update from The Cat Protection Society of Victoria including our 2022 Annual Report



The Cat Protection Society of Victoria

Annual General Meeting

The 2023 Annual General Meeting of the Society will be held on Wednesday 24th May 2023 commencing at 7.30pm in the Delphine McCormack Meeting Room at the Society, 200 Elder St Greensborough 3088. We encourage as many of our valued Members to attend as possible.

To confirm your attendance, please email support@catprotection.com.au or phone 03 8457 6500 before 4pm Friday 12th May 2023.

If you are unable to attend and would like to nominate a proxy to vote on your behalf, please complete and return the below proxy notification form to our Society prior to Friday 12th May 2023.

Form of Proxy Issued by The Cat Protection Society of Victoria

I _____

of _____

Being a Member of The Cat Protection Society of Victoria hereby appoint _____

of _____

Who is an eligible Cat Protection Society of Victoria Member as my proxy to vote on my behalf at the Annual General Meeting on Wednesday 24th May 2023 and at any adjournment thereafter.

The proxy is hereby authorized to vote ☐ in favour / ☐ against the following resolutions: _____

Dated _____ Signature of Member _____

*Note: In the event of a Member desiring to vote for or against any resolution, they must instruct their proxy accordingly. Unless otherwise instructed, the proxy may vote as they see fit. *strike out which is not desired.*

Please cut out and return your completed proxy form to:

Ian Crook
CEO The Cat Protection Society
PO Box 257
Greensborough, VIC 3088

Or send to
ceo@catprotection.com.au
Before Friday 12th May 2023

The Cat Protection Society of Victoria

2023 Annual General Meeting Agenda

The 2023 Annual General Meeting of the Society will be held on Wednesday 24th May 2023 commencing at 7.30pm at The Society, 200 Elder St Greensborough. Members can participate online. A Zoom link invitation will be sent out on Monday the 22nd of May.

1. PRESENT

2. APOLOGIES

3. MINUTES OF THE PREVIOUS AGM HELD ON 25TH MAY, 2022

4. PRESIDENT'S REPORT

5. CEO'S REPORT

6. 2022 ANNUAL BALANCE SHEET & ACCOUNTS FOR CONSIDERATION & ADOPTION

7. ELECTION OF DIRECTORS

- a. Dr Maria Nteris and Dr Donald Ward offer themselves for re-election to the Board in accordance with Clause 15.3.1a
- b. Mr Ronen Atzmon has indicated that he will retire from the Board at the AGM and is not seeking re-election.
- c. Ms Tanya Fryc and Ms Kaylene O'Shea have been nominated to fill the two vacant Board positions and their being only one nomination for each position the candidates will be deemed to be elected in accordance with Clause 17.2.1

8. SPECIAL BUSINESS

9. APPOINTMENT OF AUDITORS

Appointment of the Society's auditors for the 2023 financial year

Please RSVP to the Society – PO Box 257, Greensborough
or email: support@catprotection.com.au – to advise attendance by
4pm Friday 12th May 2023.



2022 in a nutshell

With the impact of COVID almost a distant memory, 2022 was the first year that we were able to operate our upgraded Adoption Shelter and Veterinary Clinic Facility without restriction and welcome in the public at large.

For the first time since our move to the bigger Facility, potential adopters were able to “walk-in” to our Shelter and meet the cats and kittens available for adoption rather than needing to make an appointment. Members of the public who simply wanted to “browse” the Shelter and sneak in a quick cuddle here and there were encouraged to return and we welcomed cat-lovers from right across Victoria for a private shelter tour and cat cuddling experience with our incredibly popular Cat Cuddling VIP program.

To the delight of the entire CPSV team, we were also able to not only welcome back but expand the number of Volunteers we had working across the Society and providing invaluable assistance in our efforts to care for and rehome Victorian cats in need. At year end, we had 65 Volunteers working across 7 different area of the Society.

Awareness of our public veterinary clinic continued to grow, and we proudly promoted the fact that our clinic was recognized as a “cat friendly clinic” by the International Society of Feline Medicine.

Our Foster Care Program and an army of wonderful foster carers continued to play a pivotal role in the number of cats our Society was able to care for and eventually rehome, with over 400 cats and kittens spending time in foster care prior to being adopted.

In the later part of 2022, we were able to officially celebrate the Society’s 75th Birthday with a community birthday party hosted at the Facility. We also continued in our efforts to position our Society as the “go-to” destination for all things cats and throughout the year received wonderful media support that helped to build our brand awareness. The Bondi Vet team filmed a story at our Shelter working alongside our Shelter Vet team, Channel 9 News visited for a feature on our Volunteer Program, and we had regular photos and stories in the Herald Sun and online publications.

As a Society, we have absolutely no doubt that 2022 allowed us to establish a strong foundation for future growth and we are hopeful that in the year ahead, we will be able to care for and rehome even more Victorian cats in need and welcome more clients (and their humans) to our public veterinary clinic.

We are so incredibly excited about what the future holds for The Cat Protection Society and what we will be able to continue to achieve together. Thank you for your continued support; we are so very grateful.

***The team at
The Cat Protection Society of Victoria***



Adoption Shelter



Veterinary Clinic



Retail Store

An update from our CEO Ian Crook

2022 - A year of consolidation and success

INTRODUCTION

I welcome you to this year's AGM and the Annual Report for the 2022 Financial Year. 2022 was a more "normal" year, however unpredictable absences of staff due to Covid continued to be an issue. The demand for cats and kittens for adoption was in line with previous years and fortunately the return of cats and kittens adopted during the high demand years of 2020 and 2021 was very low.

2022 was our second full operational year in our new facilities. We were able to make significant use of volunteers to assist with many functions within the shelter, retail sales, gardening and participating in outreach programs involving schools, retirement villages and aged care homes. The new facility has allowed many more people to visit resulting in increased retail sales, public clinic consultations and an increase in donations.

In 2022 we celebrated the 75th Anniversary of the establishment of the Society with an Open Day that attracted many visitors improving awareness of the complete range of services offered to feline owners by The Society.

OUR VISION

The staff at the Cat Protection Society of Victoria continues to uphold the Society's Vision of a community in which all cats are valued and respected and have a high standard of welfare and wellbeing.

OUR PURPOSE

To actively promote, protect and improve the welfare and wellbeing of cats through shelter and clinical services and public awareness and education. The Society is working towards increasing awareness of the problems and causes of stray cat populations in communities, and the importance of de-sexing and confinement as a solution.

STRATEGIC OBJECTIVES

Our 2022-2024 Strategic Plan contains the following principal objectives:

- Grow our existing services
- Becoming a "Voice for Cats"
- Continuing to improve a culture of excellence and support for Our People including staff development and training, team development, performance appraisal, succession planning, and effective communication
- Maintaining financial sustainability
- Ensuring high standards of governance

EXISTING SERVICES

In 2022, the number of cat and kitten adoptions continued in line with previous years. The rehoming rate remained high and the euthanasia rate increased marginally. Overall operational revenue (adoptions, retail sales, council services) increased significantly in 2022.

The number of cats and kittens who spent time in foster care also grew substantially, wonderfully managed by our new foster care coordinators. Foster care is very beneficial for cats and kittens in preparing them for successful adoption

Public clinic consultations steadily increased in response to promotion and branding of the public clinic as a standalone facility offering services to all feline owners in our surrounding communities.

Consideration is being given to establishing a longer-term care facility at CPS to provide specific treatment for cats with behavioural issues and treatable chronic illnesses. The possibility of providing cattery services is also being evaluated.

VOICE FOR CATS

During 2022 the Society made continued use of PR and publicity, derived from the 75th Birthday Celebration, the filming of an episode of Bondi Vet and the Chanel 9 Breakfast Show, as well as 7 pictorial features in the Sun Herald.

In 2023 The Society will direct increased effort at engaging with administrators and legislators regarding cat management in the community.

STAFF

- 2022 – Volunteer and Community Outreach Manager appointed
- Two Foster Care Coordinators (Job Share) appointed
- Fundraising and Marketing functions combined
- A staff climate survey was conducted in 2022 and this will be repeated in April 2023

FINANCIAL PERFORMANCE

Key results from the 2022 financial year include:

- Positive cash flow of \$213K
- A decline in the market value of the equities portfolio of (-\$860K). Only \$16K of this devaluation was realised.
- at the end of 2021, the decline attributable to market value of the equities portfolio during the year (-\$860K) and depreciation. Only \$16K of this equity's devaluation was realized.
- A 16% increase in operational revenue.
- A 9% increase in total costs, largely due to staff costs which included a 5% increase to all Award paid staff over and above that granted by FairWork.

- Dividend income of \$590K and bequests of \$2.4M resulting in Other Income from 2022 totaling \$3.3M
- EBITDA (excluding unrealized equities portfolio losses) of \$256K

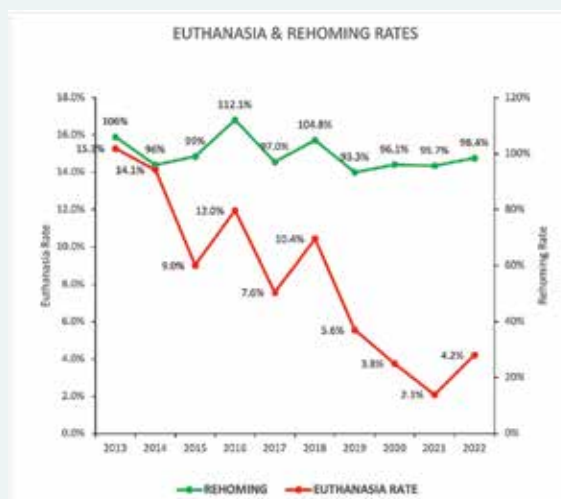
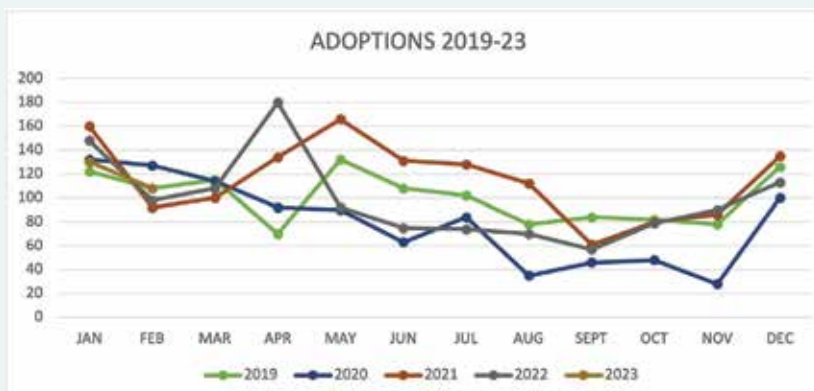
GOVERNANCE

- Throughout 2022 appropriate resources continued to be allocated to ensure proper financial and risk management. The Risk Register was reviewed and updated as required.
- The Staff Procedures Manual was updated to reflect workplace and legislative requirements.
- The audit for 2022 was unqualified.
- Perpetual Ltd continued to provide financial advice to the Society in regard to its investment portfolio The return (dividends) was 8.0% in 2022.

CONCLUSION

In 2022 we continued to build on the strong base established with the move to our new home, the experience and capabilities of our dedicated staff and volunteers, our increased social media presence and expanded marketing program.

I would like to thank all staff and volunteers for their dedication and commitment throughout the year. I would also like to thank the Board for their continuing advice and support during 2022.



An update from Ronen Atzmon

Our Cat Protection Society Board President

Welcome to the 2023 AGM for the Cat Protection Society of Victoria. Throughout 2022 the Society continued to operate successfully from its new premises. The support from our clients, our adopters and the hard work of our staff were keys to this success.

In 2021 the Society adopted its Strategic Plan for 2022-24. The Society has broadened its Vision and Purpose of ensuring the welfare and wellbeing of cats beyond that of companion animals.

Consequently, The Society is now devoting more resources towards the causes and regulation of the stray cat population, in addition to continuing to provide shelter and clinical services whilst reinforcing the benefits of companion animals.

The strategic objectives of The Society are as follows:

- Growth of existing services.
- Becoming a “Voice for Cats”
- Continued improvement and development of a culture of excellence and support for our people including staff development and training, team development, performance appraisal, succession planning and effective communication.
- Financial sustainability.
- Organisational governance.

These priorities, in part, reflect the need for The Society to become more visible in the community and an agent for change particularly in the eyes of legislators and administrators.

The Society is hoping to be able to partner with other animal welfare organisations to work with cats with behavioral issues to improve their chances of rehoming.

Financially, the Society remains in a strong position and has adequate reserves to meet the impact of unexpected events.

That being said, the Board recognises the need for The Society to have a long term plan which results in offsetting reliance on bequests. Initiatives include expansion of online retail sales, expanded public clinic hours and the possibility of operating a cattery. These initiatives have the sole purpose of contributing to shelter funding.

The Society's decision to revise its investment by increasing the growth component of its investment portfolio by 10 percentage points to 65% has been beneficial with a dividend yield of 8% in 2022. There was a substantial reduction in the value of the Society's equity portfolio in 2022 reflecting market conditions, but fortunately The Society did not need to realise any of this loss because adequate cashflow was available from operational activities. Particular effort will be made to contain operational expenses in a relatively high inflation environment and associated wage demands.

The Society has combined its marketing and fundraising activity to more effectively seek donations and bequests.

The purpose of Jarrah's Circle is to keep those involved aware of the Society's work and needs and provide them with the opportunity to be involved in Society events. Members continue to be important stakeholders of the Society. Membership remains open to all who have association with the Society either as a customer, client or donor.

2022 saw a successful Open Day and associated media exposure. The new shelter opens up vast opportunities for the Society and we will ensure we take advantage of each of these.

I remain confident that The Society's dedicated staff will continue to achieve The Society's strategic objectives set out in the three- year plan. I am also confident that the Society's awareness will be increased within the cat community and its reputation protected. The Society's influence with legislators and administrators will increase in regard to responsible and appropriate cat care and management within communities.

I would like to thank all those who have involved themselves with the Society during another successful year. Your hard work, professionalism, teamwork, dedication, volunteer support and generosity have been absolutely critical to the Society's success.

I particularly wish to acknowledge the efforts of Board Members who have contributed their skills, experience and wisdom to the Board over the past year.

On a personal Note

This AGM will be my last AGM with the The Society as I am stepping down as director .

My involvement with The Society started in 2016 by invitation from Sue and David Pacey. At that time, a dream had formed, being the creation of a model shelter and clinic that would serve the Society for years to come and ensure not only its survival, but its continued development, growth and success.

That dream became a reality after much drama with a builder who took the Society for granted and exploited the Board's trust in him. However this difficulty was overcome resulting in the grand opening of a state of the art shelter and clinic in November 2020.

The staff of the Society has been nothing short of exceptional. Working from temporary accommodation under difficult conditions but still with the love and determination that the Society has grown accustomed to from its highly professional staff.

Like any business, the success is not always about the product, but about the people who produce, sell and service the product, and most importantly our customers and clients who avail themselves of the Society's services.

Additionally the generosity of our donors is remarkable and plays a vital role in the Society's financial sustainability. The Society is very grateful for their support.

The success of the Society is due to, and is a demonstration of the dedication, devotion, diligence and professionalism of the staff and I cannot thank them enough and praise their significant contribution to the Society's success.

However, every ship needs its captain and the captain of this ship has been Ian Crook. Ian has been the CEO of the Society since January 2014. He demonstrated his professionalism and leadership skill through the highs and the lows the Society experienced and has been the leader who guided the Board and the staff through

the difficult times such as the drama with the builder, and who can forget COVID and lockdown, as well as the successful times such as the completion of the Shelter and Clinic and the outstanding performance of the Society to date. Ian, I want to personally thank you for making my life as a director that much easier and guiding and reshaping the Society into what it is today.

A critical assisting function for the Society is of course the volunteers who devote so much of their time for various activities of the Society and by so doing assist the staff, promote the cause, benefit the community and critically contribute to the success of the Society. Their integral part in the success of the Society must be acknowledged.

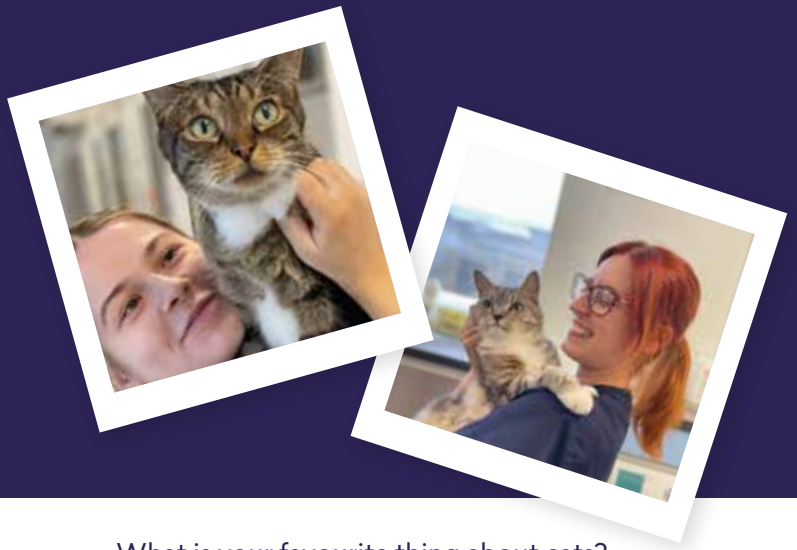
In 2018, the Board requested that I become the chairman of the Board or President as it is called. I have had the privilege and pleasure of working with an incredible and professionally dedicated Board of Directors whose sole intent is to advance the Society's success and cement its position within the Melbourne animal welfare community. Each member of the Board devotes a significant amount of time to the Society through various activities and all of this by volunteering their time. This dedication and personal sacrifice each of the directors makes must not be underestimated. I want to thank each and every Board member for being who you are and working with me and enabling me to perform the function of director and President always with a smile and professional support.

I am extremely comforted when I look back at 2016 and compare where the Society was then and where it is now. The prospects of success and unlimited possibilities are here solely because of the people who devote their time to the Society.

This AGM concludes 7 years of my involvement with the Society with 5 years as President. It has been a pleasure. The fact that the Society is where it is today having launched the new shelter and clinic, its community programs, retail arm and successfully navigating through the COVID challenges is evidence to the strength this Society has and the potential for even a greater future.

I wish all involved all the very best and thank you for your support.

Q & A with the CPSV Team



Chanelle: Animal Attendant

What is your favourite memory from 2022?

Amongst all the amazing memories I have at CPS, one of my most memorable is when one of our long-term resident cats, named Bobby, was adopted! He was at our shelter for such a long time, so it was a very exciting day when we could all finally say he found a loving home!!!

What are you most looking forward to in 2023

I look forward to further educating people on cats and how important desexing and microchipping your pets are! I'm also excited to build more connections with the many cats that come through the shelter-we all love them so much and are always so happy when they find a home.

What is your favourite thing about cats?

My favourite thing about cats is their curiosity (even though it can get them into trouble), their resilience and their ability to love people whole-heartedly. They all have such different and amazing personalities, of which I adore so much!

Emily: Marketing and Fundraising Coordinator

What is your favourite memory from 2022?

Meeting Subhi the community cat and fostering him. Which ended up with the whole family falling in love with him and we ended up adopting him after he finished his community contract.

What are you most looking forward to in 2023

Learning more about the Society and helping to improve more cats lives through fundraising initiatives.

What is your favourite thing about cats?

Their ability to warm your heart with a simple purr, chirp, head bob or body rub!

Chloe: Foster Care Coordinator

What is your favourite memory from 2022?

My favourite memory from 2022 was when Ginger finally went to his forever home! It was such a relief to see him go to the perfect home.

What are you most looking forward to in 2023?

This year I am most looking forward to the training and information sessions Kate and I have lined up to be able to train our foster carers in different areas.

What is your favourite thing about cats?

My favourite thing about cat is that they do absolutely anything they like without any care in the world about what others think!

Georgie: Volunteer and Community Outreach Manager

What is your favourite memory from 2022?

My favourite memory from 2022 (well, it's a group of very similar memories really) is getting to know each one of the 65 volunteers we currently have at CPSV. They are all so selfless, hardworking and a pleasure to work alongside. We now have volunteers in seven areas of the business including the Adoption Shelter, Reception, Café, Community Outreach, Events, Marketing and Gardening. We are very lucky to have such an amazing team of volunteers that help us every day to ensure every cat that comes through our doors is given every possible chance to find their forever home.

What are you most looking forward to in 2023?

In my role, as well as managing the Volunteer Program, I also manage the Community Outreach Program. The aim of the Community Outreach program is for CPSV to give back to the community that supports us as well as increase the awareness of the important work of our Society and depending on the audience possibly also to educate the community about responsible pet ownership. Each community visit we do is slightly different, depending on what is needed. We visit and host kindergartens, schools, community groups, disability groups and aged care groups. Sometimes there is a casual presentation involved and sometimes some of our cats/kittens are able to help us on these visits. This year I am looking forwarding to strengthening this program even further and working with the team to develop a formal Responsible Cat Ownership program that we can take into schools to help educate students on the amazingness of cats and what it means to be a responsible cat owner.

What is your favourite thing about cats?

Oooooohhh, this is a hard one – there are so many things I love about cats from their cheeky, quirky or gentle personalities to their fluffy head bumps and playful or aloof natures. If I had to choose just one thing as my ultimate favourite thing though it would be that every cat is unashamedly themselves. They live their lives on their terms and if they happen to choose to share their life with a human than that human is very lucky.

Michele: Bookkeeper

What is your favourite memory from 2022?

Celebrating that we have been around for 75years and all the cats we have found homes for.

What are you most looking forward to in 2023?

Continuing our good work and looking forward to beating our record of adoptions

What is your favourite thing about cats?

Everything, what's not to love!

Betty Petidis- Barista and Cat Cuddling Coordinator

What is your favourite memory from 2023?

The day I walked into CPS with my daughter to adopt a kitten for her, I fell in love with the way the centre was run. Everyone that worked there was friendly, and you could feel the devotion they all shared for the cats. That was when I decided I needed to work here.

What are you most looking forward to in 2023?

I'm one of the baristas and I've been privileged to also be involved in the cat-cuddling program. I love sharing our cats with families and seeing their reactions. I look forward to facilitating more cat cuddles in the future and seeing more cats find loving homes.

What is your favourite thing about cats?

I grew up with a lot of pets, but I've also been more drawn to cats. I just love everything about them; their independence, vulnerabilities, their cuteness and their intuition to know when and who to invite into their lives.



Introducing our CPSV Ambassadors

Our Society is incredibly fortunate to have some generous Ambassadors who donate their time to support the work of our Society in caring for and rehoming cats and kittens in need. Our ambassadors are self-identified crazy-cat people and passionate about animal welfare and raising the profile of cats as companion animals. **We are so very grateful for their commitment.** In early 2023, we were thrilled to welcome Comedian Cal Wilson and Radio Personality Belle Jackson to the team as CPSV Ambassadors.

Cal Wilson

Cal Wilson came across the Tasman in 2003 and has gone on to become one of Australia's most popular comedians.

She is a favourite on television shows such as ABC's Spicks and Specks and Good News Week, as well as Thank God You're Here, Hughesy, We Have A Problem, Have You Been Paying Attention? and the 2022 premiere series of Would I Lie To You? Australia, all on Network Ten.

A gifted storyteller & writer, Cal is a children's author, penning two books called "George and the Great Bum Stampede," and "George and the Great Brain Swappery."

Despite an aversion to the great outdoors, Cal bravely joined the cast of I'm A Celebrity...Get Me Out Of Here! in 2022 which saw her take on all the usual hair-raising challenges and biblical amount of bugs the series has to offer. Taking a swift move away from creepy crawlies and into all things cake – Cal has just been announced as a brand new host of The Great Australian Bake Off which will air on Foxtel in 2023.

Cal makes no secret about being a crazy cat lover. She regularly shares the antics of her three mischievous cats on social media and weaves their stories into her comedy routines.

"I'm so excited to be an ambassador for The Cat Protection Victoria, especially now I've sampled their merchandise (Welcome home, Kipper). There are so many cats that deserve a loving home, and so many homes that deserve a loving companion that will demand pats, and possibly ham. While I'm absolutely not allowed to bring home another cat, I am absolutely allowed to convince other people to bring home a cat, a role which I will be flinging myself into, wholeheartedly. Cats are hilarious weirdos, full of unconditional love and strong opinions about whether it's your bed or theirs. There's nothing more soothing than a cat's purr, and nothing more gratifying than one running to greet you when you come from work.

Also, there's The Law of the Cat which means you legally can't be asked to do something if there's a cat sitting on you. Now we've got three, I never have to do ANYTHING"



Cal Wilson

Belle Jackson

Belle Jackson can be heard alongside Ben Harvey and Liam Stapleton as Nova 100's Ben, Liam & Belle Melbourne breakfast show, weekdays from 6am.

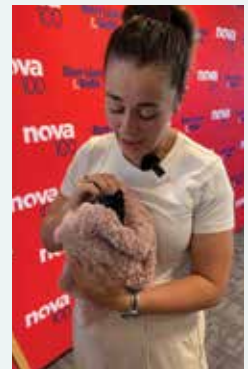
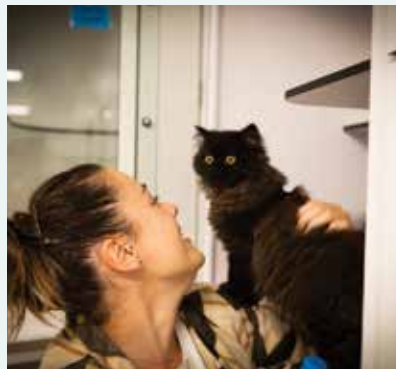
Belle's commercial radio career began at SCA in 2014 as a Producer on Fox FM's Fifi & Dave then Triple M from 2016. She joined Ben & Liam in Sydney as their Producer in 2018 at triple j, then in 2020 Belle moved to Adelaide with Ben & Liam when they became Nova 919's breakfast show. After three successful years on air in SA, in December 2022 Melbournian Belle returned home and took on an on-air role as co-host of Nova 100's new breakfast show – Ben, Liam & Belle – alongside Ben Harvey and Liam Stapleton. The trio continue to retain a local early breakfast show on Nova 919 in Adelaide.

Belle is passionate about animal welfare and lives by the motto 'adopt don't shop'. A passionate vegetarian, animal rights are at the forefront of everything Belle believes in.

"As an ambassador for CPSV, I'll be able to show just how purrfect cats can be as the ultimate companion for anyone – the REAL man's best friend in my eyes! I want to change people's perception on adopting older cats like I did with Gary and show how underrated their loyalty is"



Belle Jackson hosting an event for Victoria's biggest cat lovers at our Shelter in March 22



Our vision for Catfish was clear.

Can you help our Society care for more cats like Catfish this tax time?

Imagine living a life of neglect. Cuddles and love are non-existent.

Finding food is tough, keeping safe is tough, and caring for multiple litters of kittens is tough. Now imagine navigating this world in darkness. This was the devastating reality for 8-year-old Catfish. Not only was she poorly cared for she was blind.

Even though the odds were stacked against her, when The Cat Protection Society of Victoria's (CPSV) Shelter Manager, Emilea Mcleod learned about Catfish in October last year she didn't hesitate to welcome her.

"From the moment I heard about her, I knew there was something special about this vulnerable senior. I believed the Shelter could help her. We were told by the regional pound that she was previously at that she had completely shut down and that they thought she was blind."

"Catfish may not have had vision but from the moment we heard about her our vision for her was clear," Emilea said.

"We were aware that it could be a slow process to nurse Catfish to good health. As a special need senior cat we also understood that it could be challenging to eventually find a forever home for her. However, we knew with hope, love, and support both would be possible. It never entered our minds not to have her join us. I knew she would thrive at our Shelter under the compassionate care of our staff," she said.

"When Catfish arrived, she was a trembling ball of grey and white fur. She was extremely agitated, hated human touch and didn't know who to trust."

"Adapting to a new environment, even if it is a happy and safe one, is already frightening,

especially for a senior cat who has known no other life. However, not being able to see your new surroundings and the trustworthy and kind faces welcoming you would be terrifying, Emilea said.

Without sight, the Shelter found that Catfish was acutely aware of the foreign smells, strange surfaces, and unfamiliar sounds and lived with heightened vigilance until she felt settled and safe.

The CPSV's veterinary team found Catfish was suffering from flu and required dental treatment. The team gave her multiple blood tests to ascertain exactly what support she needed. She also required the basics needing to be desexed, vaccinated and microchipped.

After two months of being carefully supported and monitored by the CPSV's staff Catfish was eventually moved to the Adoption Shelter and made available for adoption in December.

"When we moved Catfish into the Shelter we quickly realised she was struggling with the traditional cat condos we have. Being unable to see, she was confused by the condos muffling external sound and kept bumping her head on the glass. She was also terrified if approached by a member of the public," Emilea said.

"For this reason we set her up in a large, open wire condo which is still within our Adoption Shelter but somewhere that was much more



comfortable for her. If the sounds and smells of the Shelter ever got too much for her she was moved into my office,” she said.

The Shelter is still looking for the perfect forever home for Catfish. To provide her with a break from the Shelter she has temporarily been moved into foster care while the team continue to search for a very special human for her.

“Just like her name Catfish was not what we were expecting. She was so much more. Despite her challenging upbringing and sight limitations she is the most delightful cat who now loves being around people. She is affectionate and

sweet and is just beautiful with her stunning green eyes and white and grey coat.”

“Taking in cats like Catfish is no easy feat for the Shelter and the reality is that her veterinary care and day-to-day expenses are expensive. However, we would do it all again in a heartbeat. Giving cats like Catfish a second chance and enabling them to live out their senior years in a loving and comfortable home is what it is all about.”

“We can’t wait to see our vision for her play out. The future finally looks bright for this very special lady,” Emilea said.

If you would like to donate to our 2023 tax appeal and ensure that special needs cats like Catfish get the support to find their happily furever after, visit

www.catprotection.com.au/taxappeal

Volunteer and Community Outreach Programs



VOLUNTEER PROGRAM

Our volunteers are the best! They play such a vital role in supporting our Society with the day-to-day care of the cats and kittens who seek refuge at our shelter.

Over the past year we have increased the number of volunteers we have and there are now 65 very enthusiastic and hardworking volunteers supporting our work in a range of areas including the Adoption Shelter, The Purrfect Paw Cafe, CPSV run events such as the 75th Birthday Party, marketing, community outreach, reception and gardening.

From washing the towels, blankets, cat carriers and litter trays used within the shelter, to coming to visit aged care homes and schools with me to promote CPSV, to keeping the extensive garden we have here at CPSV looking lovely, you would be sure to bump into at least a few volunteers every time you visit.

People volunteer at CPSV for all sorts of reasons, and we value the diversity we have in our volunteer team. One volunteer recently said *"CPSV has been a part of my and my family's life for as long as I can remember. We have always adopted our cats from CPSV. I used to spend a lot of time just coming and patting the cats. I wanted to volunteer and spend my time giving back to my community and CPSV was my first choice due to my love for cats"*.

A big thank you to all of our amazing volunteers! We are so lucky to have such positive, caring, and passionate people as part of our CPSV team!

COMMUNITY OUTREACH PROGRAM

The CPSV Community Outreach Program is just one of the ways that we like to give back to the local community that support us so generously.

Over the past year, the team have visited or hosted over 40 community groups ranging from kindergartens to schools to aged care facilities. In total, over 1,100 people have benefited from cat enrichment sessions and/or education about responsible cat ownership.

These visits/tours help to increase the brand awareness of CPSV in the local community and at the same time allow us to give back to the community for their support and to also increase their understanding on what it takes to be a

responsible cat owner. It is amazing the amount of people we meet that have adopted their cat/s from CPSV over the years or because of our visits now know where they will go when they want to adopt a cat, need some cat supplies or take their cat to the vet!





Are you searching for the very best care for your *Furry Family member?*

As a cat exclusive Veterinary Clinic, we have always considered ourselves to be for cats, but thanks to the official stamp of approval by the International Society of Feline Medicine, we are now globally recognized as a **Cat Friendly Clinic**. Our team are proudly cat obsessed and the experts when it comes to understanding, caring for and treating your furry family member. Located within our Adoption Shelter, our Vet Clinic provides cat doctors, surgeons, nurses and behaviourists as well as specific veterinary equipment to cater for your cat's (or cats!) needs across their lifetime.

OUR SERVICES INCLUDE:

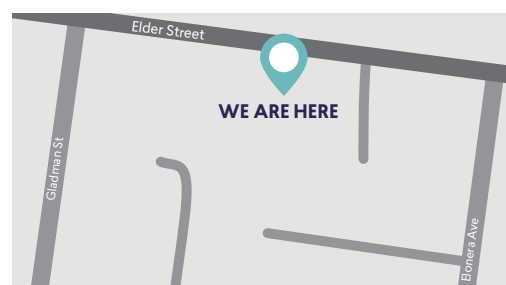
- Vaccinations
- Dental Procedures
- Desexing Procedures
- Health and Behavioral Consultations
- Microchipping
- Grooming under sedation
- X-rays, soft tissue surgery and blood tests

All of which are offered in an environment designed to minimise your cat's (and your) stress when visiting the Vet.

If you are looking for well-priced, compassionate, and expert care for your furry family member, there really is no better choice.

OPENING HOURS

Monday - Wednesday 9am-4pm
Thursday 9am-6pm
Friday 9am-4pm
Saturday 9am-1pm



WHERE CAN YOU FIND US?

200 Elder Street, Greensborough
For bookings, call us on 8457 6504

Introducing our new range for **CAT-LOVING** humans

We are excited to be expanding the range on our Cat Protection Society Website Online Store to include products for cat-loving humans with products from cute and comfy cat-branded leggings, cat earrings that are all the bling, cat-friendly candles to homewares like doormats, diffusers, and front door mats. This range will continue to expand throughout the year.

TO VIEW OUR NEW PRODUCTS AVAILABLE, VISIT:

CATPROTECTION.COM.AU/SHOP



With delivery and click and collect options available!



And whilst your browsing, check out our range of cat-care essentials that are also available.

20% OFF*

FIND SOMETHING THAT CATCHES YOUR EYE?

Add it to your cart and to say thank you for being a valued CPSV Supporter, receive 20% off. Simply add the code "CPSVSUPPORTER2023" at checkout for the 20% discount to be applied.

*20% discount is available from 1/5/23 until the 30/6/23 for products purchased via The Cat Protection Society Online Store. No further discounts apply. Discount applied to the retail price of the product and not the shipping costs when shipping is selected.



Glitzy/ Glitter Cat head studs



Cat head and bell key ring



Printed cat face mini studs



Mr Meoww Studs



Caticorn/ Purmaid enamel badges



Caticorn/ Mr Meoww enamel keyrings



Love Cats Statement earring

Adult Leggings



Kids Leggings

Tea Towel



All you need is love canister



Home is where my cat is Mug



Meow badges



Colourful cat dish



Second Chance candle 300grams



Cat person welcome mat



Stemless wine glasses



Single frame - Cats



Planters Small + Large

Where are they now? Some of our favourite updates on our adopted cats



Ginger

Ginger has made himself so at home and I feel like I've had him forever. He's very sweet and affectionate, he loves face and neck scratches especially, and sitting beside me on the couch. He spends the days snoozing on the bed, in a patch of sunlight or on the windowsill, and having bursts of energy where he runs up and down the living room playing with his toys. At night he curls up next to me in bed and wakes me up with headbutts when he's hungry in the morning. He doesn't like being given his medication but always forgives me within a few hours. I am so grateful to the Cat Protection Society for trusting me with Ginger, he has already become my best friend.



Davies and Mr Kitty (formerly Toothpick)

Today is our one-year adoption anniversary with these two beautiful souls! We have loved every moment and are so grateful that it was these two we ended up with! Davies talks and wants snuggles all day and Mr. kitty (formerly toothpick) loves a good belly rub and has turned into a lap cat. In this year we have celebrated their 12th birthdays (hopefully many more to come) and moved houses, they are resilient and loving no matter the situation and just absolutely wonderful cats, we love them to the moon and back so thank you CPS for showing me these two adorable babies! We celebrated their one year with a kitty cake.



Elsa (formerly Sheila)

Elsa was a shy girl who took some time to settle and come out of her shell.

She is now a very settled and enjoys sleeping in her many favourite spots in the house and enjoys playtime. She can be very talkative and lets us know when she needs attention.



Rani (formerly Rosie)

Just wanting to share an update on Rosie (now known as 'Ranni' in her new home) where she is settling in alright nowadays! She was quite skittish for the first few weeks, as expected, but has now been more open to loafing in her favourite 'sun spot' in the bathroom and in her cat cave and mat. Ranni *really* enjoys her brushing and has slowly accepted petting in gentle strokes now.



Oscar

He is doing so well and I am so glad I found him. He's the most beautiful yet determined cat I've ever met and we have certainly found our space living together. Thank you for all the hard work you do, it is truly appreciated!



George (formerly Ash)

Adopted our little kitten last Friday as a surprise for our son's birthday. His name was ASH, and he is now living his best life with our family as George. Seems to be fitting in just fine and is being totally spoilt. Many toys bought and taken over the house! Thanks to your team once again.



Tweedle Dee and Tweedle Dum

They are the best cats ever!!!! We love them so much! They have settled in very well with us! They follow us around the house everywhere! They love to take over the bed when we sleep very night in such that my fiancée and I are pretty much sleeping on the edges of the bed each night! Thank you for choosing us to be their forever parents!



Gizmo (formerly Lizzo)

Just some photos to update you on how Lizzo (now renamed Gizmo) is going. She's settling in very well and seems quite social. Eating well, sleeping well, though disturbed last night by the hailstorm. She is cheeky when up and about and very interested in being on the kitchen bench. We love her! Thanks so much for adopting her out to us. We hope Calypso and Mango are getting on well to.



Ochre (formerly Sissy)

We thought we'd give you an update on our little girl Ochre (previously Sissy), who we adopted in July. After a few days of constant hiding, she built up the courage to begin to slowly interact with us and start exploring her new home. Since then, she's come out of her shell so much and her loving personality has become clear. She enjoys watching the world go by from the windowsills, losing her mouse toys all around the house, chasing string or birds on the tv and snuggling up for a nap on the couch, and of course, lots of pats, but her favourite time is when the automatic feeder goes off, when she'll stop whatever she's doing to sprint to her feast. Although we're working on getting her more comfortable with being picked up and when guests are over, she's come leaps and bounds from the shy cat we met at the rescue - she's now our little shadow and wants to be involved in everything we do. Ochre brings so much joy into our home and we couldn't be more grateful. Thanks so much for all the amazing work you each do, and for connecting us with our fluffy girl.



Miss Cessy / Jelly

I've had the lovely Miss Cessy with me now for one week and thought you would enjoy an update. Cessy has been going by Jelly in this new phase of her life, a name to suit her personality in her forever home. I called her Jelly as a term of endearment when she came home and it just stuck! On the car ride home, she fell asleep almost immediately and was purring the whole trip. When I brought her home, she spent all of ten minutes sniffing around and exploring before plonking herself on my lap and falling asleep. Since night one, she has been such a lovely, snugly, cuddlebug. She will weasel her way under the blankets and spoon with me right up by my face all night. Jelly is constantly purring like a little motor, even when she's eating and sleeping. I've only heard her meow once which was in the car on the way home when I asked her how she was doing and she replied, "meow". Other than purring, the only noises she makes is when she burps and farts, but she only does this when she's aiming directly into my face. She is also very funny and playful, and loves to play with a little toy on a string. When I'm home from work, she will stick to me like a little shadow, following me around everywhere. Even when I'm in the shower she has to sit right outside the shower until I'm done. I could not be more in love with her and I'm so grateful to you all for taking such good care of her until we could find each other.

Can you open your heart and home to a cat in need?



To learn more about any of the cats pictured, please visit our website at www.catprotection.com.au/adoption or contact our Adoption team on 8457 6500



Princess Laia

ID: SUA011015

Gender: Female

Breed: Domestic Short Hair

Age: 2 Years

Source No: BR100404

Microchip No: 956000014820557

Princess Laia is a stunning young lady who loves to play, climb, and investigate. She does need to get to know new people and new environments before she will show her gorgeous personality. Once comfortable you will find she loves a good chat at the end of the day, and a nice warm spot by the window for her afternoon snooze or watching the world go by. Princess Laia must be your one and only "Princess", she has zero tolerance with canines and would rather not share with another feline.



Max

ID: SUA010112

Gender: Male

Breed: Domestic Short Hair

Age: 10 Years

Source No: BR100404

Microchip No: 956000008856556

Max is a quiet senior gentleman who is looking for a peaceful and tranquil retirement home. A home where he can snooze the days away and, in the evenings, curl up with his people to enjoy a quiet night in. Max does not enjoy change and will need time to settle in and get to know his human family. Max must be an only child as he has zero tolerance with children and other felines. He will need an indoor only home to protect his ears and nose from any potential sun damage.



Kate

ID: SUA010492

Gender: Female

Breed: Domestic Short Hair

Age: 2 Years

Source No: BR100404

Microchip No: 956000015785070

Kate is a stunning lady who is also a lady who knows her mind. Kate is your typical Redhead, if she doesn't want to do something don't bother arguing with her. Kate's perfect home is very cat savvy and willing to work with her (attitude), a home without other pets and no children.



Coco

ID: STA010849

Gender: Female

Breed: Domestic Short Hair

Age: 1 Year

Source No: BR100404

Microchip No: 956000013350334

Coco is a very shy but sweet young lady, who needs a home that is quiet and calm for her to feel comfortable in her own time. Once settled you will find she is and loving and affectionate.



Husk

ID: STA010833

Gender: Male

Breed: Domestic Short Hair

Age: 2 Years

Source No: BR100404

Microchip No: 956000013335246

Husk is a handsome guy who is also incredibly shy and timid. He needs time to get to know new people and environments. Once settled he warms up and seeks out attention and affection. Husk will take some work but he is well worth the effort. Husk's perfect home is quiet and calm without children or other pets, a home with plenty of love and patience. Husk is FIV+ so he must be indoor only for his own safety and the safety of other cats in the area.



Steve

ID: STA010604

Gender: Male

Breed: Domestic Short Hair

Age: 1 Year

Source No: BR100404

Microchip No: 956000015777203

Steve is a ruggedly handsome guy who has been living it tough on the streets for a while. He is now enjoying having a warm bed, a full food bowl and knowing he is safe and warm. Steve is a very cheeky but nice guy, he would love a home where he is not going to be smothered with love, a home where he can sit back and watch his new family and the world outside by a nice position near a window. Steve will need to be indoor only to protect his pink nose and ears from any potential sun damage. He has not been taught good manners and does play bite a bit so he would not be suitable in a home with children.

Ham

ID: STA010390

Gender: Male

Breed: Domestic Short Hair

Age: 1 Year

Source No: BR100404

Microchip No: 956000015777266

Ham came to us terrified of everyone and everything, so he was placed with an experienced and calm foster carer away from the hustle and bustle of the shelter. With plenty of love and patience Ham has shown his beautiful personality. *From his foster home* –Ham is a sweet young man who loves his treats, being so food motivated he will build up trust with his new people quickly. He can be shy at first so needs someone with the patience to give him time to build that trust up first. He loves to follow his foster carer around the house and give smooches, he has really grown to enjoy the company of people. Ham's perfect home is calm, quiet, and very patient, an indoor only home without children or other pets.

Jeffrey- Permanent Foster

ID: RSTA003102

Gender: Male

Breed: Domestic Medium Hair

Age: 8 Years

Source No: BR100404

Microchip No: 956000006455038

Jeffrey is a friendly senior who is easy going and somewhat independent. He loves being with people, but not smothered with affection. To Jeffrey a great day is chilling with you on the couch watching a bit of TV or reading a good book. He would love a home with quiet and easy going adults, no children as they stress him. Jeffrey does need time to get to know new people and new environments, once everything gets his tick of approval he will make himself right at home on the couch, bed or anywhere that takes his fancy. Why a Permanent Foster home for this sweetheart? Jeffrey has some dietary requirements and does tend to pick up bugs easily (medical not crawling), he is also FIV+. CPSV will provide for all of Jeffrey's needs, this includes his food, medication, bedding, litter needs and toys. All you need to supply is plenty of love and a safe indoor only home.

Dusty- Permanent Foster

ID: STA010005

Gender: Male

Breed: Domestic Short Hair

Age: 8 Years

Source No: BR100404

Microchip No: 956000014664064

Dusty is not only handsome he is resilient with an incredible determination to make every day a good day. Dusty came to us in a poor state, he had ringworm, severe dermatitis and required urgent dental work, just to name a few of his issues. Dusty has been with us for over 6 months and has had to endure being constantly bathed, medicated, blood tests etc. Through it all he has been extremely tolerant and accepting, of course there have been some days he was a bit grumpy, but can you blame him! Dusty now has good healthy teeth, he's ringworm free and his dermatitis is under control. Due to his ongoing medication and special diet required to keep the dermatitis under control he is not a candidate for adoption, but he is perfect for a foster home. CPS will provide all of Dusty's needs, including his food, medication, bedding, litter needs and toys. All you need to supply is plenty of love and a safe indoor only home.

THE CAT PROTECTION SOCIETY SOURCE NUMBER: BR100404

All of the cats featured were available for adoption at the time of printing. To confirm if they are still available, please contact our Adoptions team on 8457 6500 or email info@catprotection.com.au and quote the ID number.

Sleeves Story

Every year, The Cat Protection Society of Victoria plays an integral role in reuniting lost cats with their relieved owners and this is all thanks to microchipping. Microchipping your cat is not only a legal requirement in Victoria, but it also greatly improves the chances of your cat being reunited with you should they become lost. A microchip is a very small chip that is implanted under the skin of a cat by a vet.

Sarah Gibbons from North Melbourne knows all too well the importance of microchipping and is so grateful it is what enabled her to find her beloved cat Sleeves after two years. The CPSV reunited her with Sleeves in 2019 after he went missing in Swan Hill in 2017. Read their remarkable story below:

Along with his four sisters, Sleeves was born on the 27 December 2014 in our house in North Melbourne. Only weeks before, I had found a stray female cat near our home that I took home and cared for. She had started putting on weight and after taking her to the vets, it was revealed that she was pregnant with five kittens.

We couldn't bring ourselves to give any of the kittens away, so we adopted them all. The male one was called Sleeves aptly named because of his grey legs and white paws that look like sleeves. Unfortunately, not long after their birth their mother passed away, but our five little kittens lived a happy life between our homes in North Melbourne and the Swan Hill region.

Sleeves was always the most personable and affectionate of the five. He was always so cuddly and had to sleep as close to me as possible every single night. When he was two, we were at our home in Swan Hill (a place the cats loved as they had plenty of room) and devastatingly he went missing. I was heartbroken, we couldn't leave the house for three weeks as we tried to find him but unfortunately, he was nowhere to be found. After

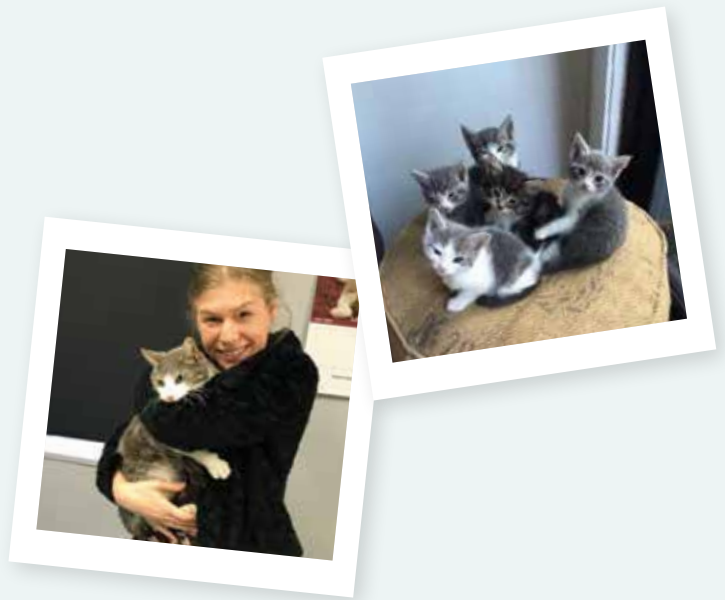
three weeks we had to return to Melbourne so we left food with the neighbours and didn't lose hope that he may return.

Over two and a half years passed and we didn't see or hear any word about Sleeves. We never took his sisters back to Swan Hill as it felt traumatic taking them there. Fast forward to July 2019, and one day out of the blue my husband received a call from the Cat Protection Society asking if our cat was missing. He was confused at first as so much time had passed, he didn't register it could be Sleeves. When we called back and realised it was Sleeves, I was beside myself. At first, we thought the Cat Protection Society must have been based in the Swan Hill region but when we realised it was in Greensborough, we couldn't believe it. How had Sleeves made it all the way down to Melbourne? What adventures had he been up to over the last two years?

Getting that call was one of the best days of my life. My pets are my other babies, to lose one and especially when you don't know what has happened; the not knowing where they are is so hard, so getting the call to find out he was safe and well was incredible.

We have video footage of me being reunited with Sleeves who recognised us straight away. He couldn't stop meowing. As soon as I lay him in the blanket his sisters sleep on he snuggled right into it. I couldn't be happier to have him back, I always had such a soft spot for him.

I was surprised that Sleeves was in such good condition. He was a little thinner than he is now



but not too skinny and he had no bites, he was also in good spirits.

As soon as we brought him home, he integrated back in seamlessly and his sisters didn't seem all that bothered or excited by his homecoming, he just slotted straight back in.

My understanding is that Sleeves would have travelled around 30 kilometres to Swan Hill from our property. It astounds me to this day that he survived as there are so many goannas and snakes around on the surrounding farms and some of the farms aren't the most cat loving of communities. I feel like he may have become a farm cat for a while and was fed that way.

It was Sleeves microchip which enabled the Cat Protection Society to track him back to us.

Losing Sleeves was like losing a family member, we just wanted him back. Obviously, cats can't talk the way people can. They can't tell you their

address or that they are lost. This is why it is so important that cats are microchipped.

Since his return thankfully Sleeves' personality is the same. He continues to be completely cuddly and affectionate and sleeps in the bed as close as he can to me, I can't sit down without him jumping on top of me and he is a heavy boy now!

I feel like due to the fact he wasn't around people for so long he hasn't grown out of the kitten stage. He is still very, very playful.

I entered Sleeves in the Famous Felines competition because I think he is amazing! Based on his personality, the whole street knows him, and he gets pats from everyone as they walk past the house. He is famous in our immediate area, why couldn't he be famous a bit more?

He really is the most gorgeous of little things and I'm very appreciative to have him back.



TUNE INTO

The Purrfect Podcast

Presented by The Cat Protection Society of Victoria



Developed for cat-loving humans who want to ensure their cat has a happy, healthy, safe, and enriched 9 Lives and to celebrate just how amazing cats are as companion animals.

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all your favourite Podcasts**





THE CAT PROTECTION SOCIETY OF VICTORIA

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info@catprotection.com.au - www.catprotection.com.au