



supporting people
to support animals

Strategy 2030



Baby Tex on adoption day



Animal Welfare League of South Australia Inc. (AWL) acknowledges the Kaurna people as the traditional custodians of the greater Adelaide Region where our Head Office and Shelters are based. We acknowledge their connection and spiritual relationship with their country.

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Message from our Board Chair and CEO

As a Board, we are committed to supporting this work and ensuring AWL remains strong, stable and future-focused.

On behalf of the Board, I am proud to share this vision for the future of AWL.

This strategy represents an important and defining step forward, building on a long history of service to animals and the community while setting a clear and ambitious direction for the future of AWL in South Australia.

This is a strategy that asks us to think differently about impact. While our commitment to animals remains unwavering, we recognise that lasting change requires deeper engagement with people, systems and community partnerships.

As AWL moves towards this future, our role is to provide strong governance, oversight and stewardship. We will strengthen AWL's foundations - including our people, technology, data and infrastructure - so that we are equipped to continue delivering life-saving support effectively

and sustainably for years to come.

This Strategic Plan balances the strength of AWL's history of compassion with a commitment to delivering long-term, lasting impact.

We extend our sincere thanks to our CEO Jodi, Executive team, staff, volunteers, partners and supporters who have been instrumental in shaping this journey and whose dedication makes this work possible every day.



Katherine Bartolo FAPI CPV GAICD

Chair, AWL Board

A handwritten signature in black ink, reading 'K Bartolo'.



For more than 60 years, AWL has been a purpose-driven organisation and a place of care, compassion and action for animals and the people who love them.

This strategy reflects both continuity and change. It builds on the strength of our history, while recognising the evolving challenges facing animal welfare today and the growing importance of prevention, community connection and early intervention.

At its heart, this strategy is about people. Because when people are supported, informed and connected, animals experience better outcomes. Our focus on strengthening relationships across our organisation and with our community reflects this fundamental truth.

Together, we will continue to evolve AWL into a more connected, capable and sustainable organisation - one that can meet rising community need and deliver meaningful impact at every stage of an animal's journey.

Looking ahead, we see a future where AWL is even more deeply embedded in South Australian life - working alongside the community to improve education, strengthen bonds between people and pets, and support early action that keeps animals safe and cared for.

We believe South Australia can be one of the most animal-friendly places in the world - a place where pets and people live healthier, kinder and more connected lives.



Jodi Walton MAICD

Chief Executive Officer, AWL

Our vision and purpose

Our vision

A community where animals and their people are safe, supported and valued.

Our purpose

Supporting people to support animals.

Our founder Joy's vision

We are proud of the legacy we inherit - built by dedicated staff, volunteers, supporters and our founder, Joy Richardson. Her vision of care for animals continues to guide us today.



AWL Founder, Joy Richardson C. 1965

Our beliefs



Create opportunities

We strive to give every healthy animal a second chance.



Show compassion

We treat all animals and people with warmth, passion, dignity and respect.



Be optimistic

We focus on what's possible, staying positive, calm and realistic.



Share knowledge

We share with each other and the community everything we know about best practice animal care.



Walk the talk

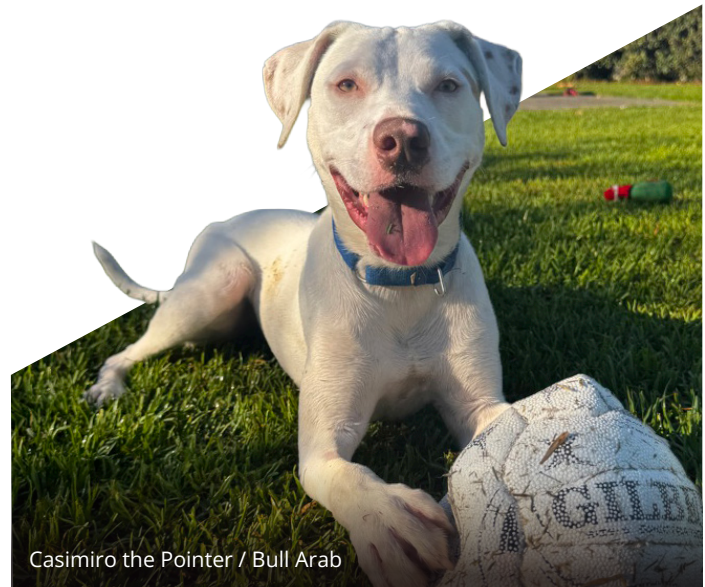
We're trustworthy, transparent, honest and work hard to put our beliefs into action.

Our vision for the future

Imagine a future where the vital bond between animals and people is celebrated and cherished. Where pets and owners have access to support and education.

We believe Adelaide and South Australia can lead the way in animal care, welfare and connection. We see a future where AWL is deeply embedded in South Australian life - working alongside communities to create better outcomes for animals and the people who care for them.

A future where prevention, education and early intervention sit alongside care and rehoming, creating lasting change before crisis occurs.



Casimiro the Pointer / Bull Arab

We see a future where AWL is deeply embedded in South Australian life.

Strategy on a page

We're proud to share our '**Strategy 2030**', guiding our direction and underlining our purpose 'Supporting people to support animals'.



Strategic Pillar



AWL employee Jwalin walking Calvin



Animal Care Excellence

Delivering high standard, evidence-based care that continuously improves welfare, safety and outcomes.

Measuring success

- Improved welfare and rehoming outcomes
- Reduced length of stay
- A strong and scalable foster and shelter model

Our must win battles

- Define and implement best-practice care standards
- Improve animal flow
- Strengthen foster and shelter models

Strategic Pillar



AWL Vet Nurse Abbey caring for chihuahua puppies



Welfare Through Prevention

Supporting people to keep animals safe, healthy and in homes through education and early intervention.

Measuring success

- Fewer animals entering the shelter system
- Increased access and referral options to early support services
- Greater community capability to keep animals with their people

Our must win battles

- Deliver scalable community desexing programs
- Build capability in behaviour support and early intervention
- Develop referral and collaboration opportunities with like-minded organisations

Strategic Pillar



AWL Cat Enrichment volunteer Connor and Kleo



Community Connection

Strengthening connection with the community to improve awareness, engagement and shared responsibility for animals and their people.

Measuring success

- Consistent, high-quality customer and community experience
- Increased engagement across volunteers, supporters and community groups
- Improved access to AWL services across the community

Our must win battles

- Deliver a consistent, end-to-end customer experience
- Improve access to services across the community
- Leverage community facing assets and programs

Strategic Pillar



Op Shop volunteer Karen arranging items



Financial Sustainability

Ensuring long-term financial strength through social enterprise, partnerships and diversified funding streams.

Measuring success

- Diversified and growing revenue streams
- High-performing social enterprises
- Strong corporate partnership and fundraising pipelines

Our must win battles

- Grow and optimise social enterprise and partnerships revenue
- Unlock funding and partnerships aligned to prevention and community impact
- Diversify and grow fundraising and funding streams

Strategic Pillar



AWL employee Jordan during 'Giving Day' with Maisy



Organisational Performance

Building organisational performance through engaged and empowered people, connected systems and optimal use of our resources.

Measuring success

- A capable, engaged and accountable workforce
- Connected systems and reliable, accessible data
- Efficient, consistent and well-governed operations

Our must win battles

- Build workforce capability, leadership and performance culture
- Deliver an integrated technology platform and data capability
- Optimise utilisation and performance of facilities and assets

Ways you can help



Enter lottery



Foster



Donate



Workplace giving



Volunteer



Gift in will



Sponsor a pet



Fundraise



Visit awl.org.au



Banjo the Staffy Cross

supporting people to support animals 🐾

Every decision we make moves us closer to our vision of a community where animals and their people are safe, supported and valued. Together, we'll continue building a future where people and animals can thrive side by side.

