



Strategic Plan 2025-2028

Our vision

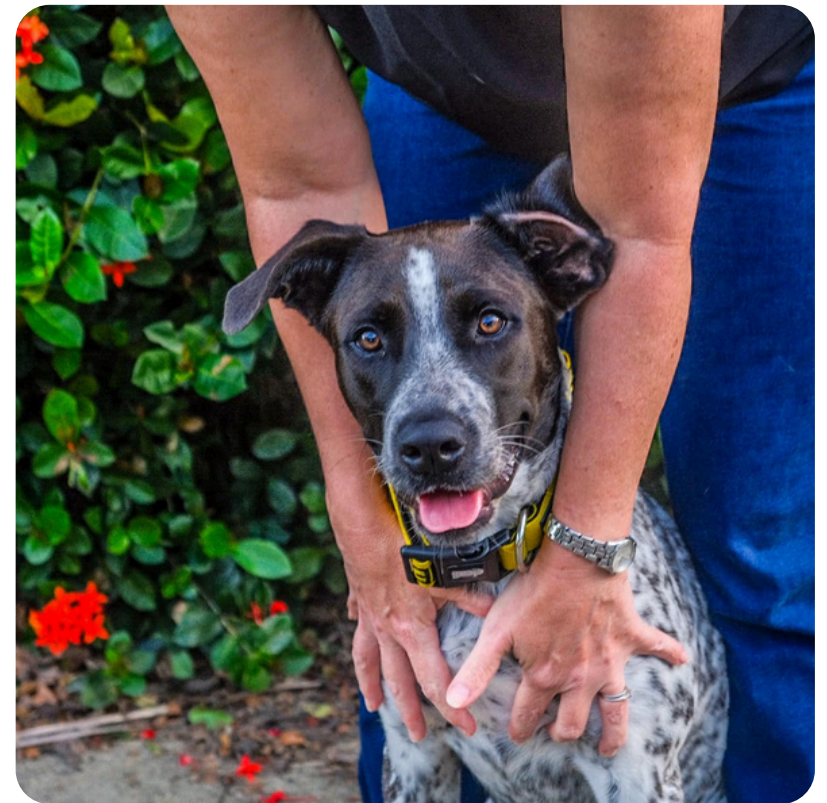
A community where all dogs have a loving home and are valued, respected and cared for.

Our mission

To transition dogs to forever homes, serve as a community resource and support and promote responsible dog ownership.

Our values

- We are compassionate, kind and respectful in all interactions with each other and the community.
- We are dedicated to the safety and wellbeing of dogs in our care.
- We support, care for and value our volunteers.
- We demonstrate integrity by being fair, ethical, open and consistent.



Our aims

- Rescue and successfully rehome dogs in the north Queensland region
- Support and promote responsible dog ownership in community
- Raise funds to support our mission
- Recruit and retain volunteers to support our mission

Priorities

Rescue and successfully rehome dogs in the north Queensland region

- Ensure foster carers have the resources and training to best prepare dogs for rehoming
- Maximise each dog's suitability for rehoming by meeting veterinary, mental wellbeing and behavioural support needs
- Promote education and support options for new adopters
- Gain better understanding of dog return reasons to guide future planning
- Provide ongoing care for dogs unsuitable for rehoming when a willing carer is available.

Support and promote responsible dog ownership in the community

- Explore opportunities for more desexing of dogs in the community
- Explore intervention opportunities to support dog welfare and retain ownership rather than surrendering
- Develop community education resources on responsible dog ownership

Raise funds to support our mission

- Share the responsibility for fundraising
- Implement a data driven approach to fundraising
- Ensure income streams are diverse
- Maintain financial stability/security

Recruit and retain volunteers to support our mission

- Promote volunteering with NQAR through diverse channels
- Ensure efficient onboarding and orientation for new volunteers
- Provide meaningful work and training opportunities
- Recognise and reward volunteers (internally & externally)
- Build community within NQAR

Scorecards

- Number of dogs rehomed annually (aim to increase in line with foster carer numbers)
- Adopter survey scores (satisfaction with processes, information, support etc)
- Dog return rates (during adoption trial and longer term)
- Forever home program implemented
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- Number of dogs in community supported by NQAR to be desexed
- Number of owners supported to retain dog ownership

- Functioning fundraising committee
- Annual events calendar
- Annual fundraising plan
- Annual budget
- Annual fundraising revenue results

- Annual recruitment and retention numbers
- Annual survey scores (engagement, satisfaction, intent to continue volunteering, financial impact etc)
- Annual volunteer recognition event