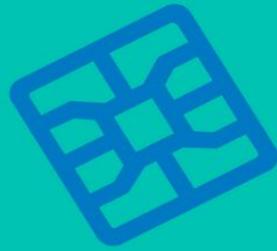


SPCA *snip'n'
chip*



PROMOTING DESEXING AND MICROCHIPPING IN YOUR COMMUNITY

Snip n Chip is a desexing and microchipping service aimed at reducing the number of unwanted and unowned cats — a humane solution for the feline population and welfare management.

Launched nationally in 2022, SPCA's Snip n Chip offers low-cost, accessible desexing and microchipping for cat owners who need it most.

SPCA values working with local councils to increase the number of desexed and microchipped animals in their area and promote responsible pet ownership.

What is Snip n Chip?

- Available through an online system where owners can obtain a voucher to desex and microchip their cat at a heavily discounted rate.
- Designed to educate and promote responsible companion animal ownership by encouraging owners to desex and microchip their animals.
- Encourages owners to develop positive relationships with their local veterinary clinics.

What are the benefits for Councils?

- Promote compliance with Councils cat bylaws
- Reduction in abandonment and euthanasia of cats
- Reduction of feline behaviour issues in the community – noise, fighting, breeding
- Ability to target specific suburbs within the Councils region
- Reduced complaints from residents
- Positive community relations
- Demonstration of commitment to humane reduction of stray, unowned, or unwanted cats and kittens.

What does the service cost for Councils?

- A set price for each surgery and microchip
- Run as many campaigns as your budget will allow
- Administration and marketing support included
- Regular reporting to allow for greater transparency and reporting back to constituents and councillors

What have been the results?

Since launching in February 2022

- We have desexed 14,608 cats across numerous campaigns
- Campaigns selling out in as little as one day
- Positive feedback from local communities for Councils participation
- 4 councils and 4 local board partners have supported Snip n Chip campaigns in their communities

What has been the feedback?

Dr Imogen Bassett, Principal Advisor Biosecurity, Auckland Council

“Desexing and microchipping are an important part of our responsible cat ownership work in Tāmaki Makaurau. As the fence at the top of the cliff, snip and chip is good for cats, wildlife, and people. Working together with the SPCA, we can share responsible pet ownership messages with more Aucklanders. The SPCA's online system and helpful staff have made it really easy for us to prioritise our support towards areas with threatened species in need of protection from cats.”

Waitaki District Council

Regulatory Manager Andrew Bardsley said, *“As well as the benefits for cat owners, Snip ‘n’ Chip will have an impact in the community in terms of a reduction in unwanted breeding and the number of orphaned or feral cats. Animal welfare is at the centre of this campaign, with the added benefits of a reduction in nuisance caused by cats and the ability for lost pets to be reunited with their owners through their microchips. The SPCA team’s work is extremely challenging and demanding, so it’s great that Waitaki District Council has been able to contribute towards this partnership and hopefully to reduce some of the cat welfare issues in Waitaki.”*

Communications Team member Sonia Martinez said, *“Our residents were really supportive of the campaign, and we had lots of positive feedback saying it made a big impact on their ability to get their pet spayed and microchipped. Lots of sharing and engagement on social media not only resulted in the vouchers selling out super quickly but also helped spread the message of responsible cat ownership throughout the district.”*

Cat owner feedback:

Waitaki resident, Helen, on Facebook said *“Thank you so much for this wonderful initiative. I live on a rural property and got a huge surprise when a little wildie/dumped kitten wandered into my kitchen in late January. S/he (I think he's a 'he') has settled into domestic life perfectly. He's staying in the house with another former wildie until I can build an outside house/enclosure for them. The subsidised spaying/neutering is greatly appreciated.”*

Duration:

- Studies have shown that to make effective change, desexing initiatives should be run regularly over a number of years.
- A Campaign funded at \$15k per year over 3 years (\$45k total), could desex 500 cats and prevent thousands of unwanted litters.

Reporting:

An example of the types of reporting available



SPCA Key Contact:

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