Further information

> For more information, consult the following on the RSPCA Knowledgebase:

RSPCA key links

- Purpose, vision, mission and values
- What is good animal welfare?

RSPCA policies

- GP - General policies
- A - Companion animals
- B - Farm animals
- C - Animals in sport, entertainment, performance, recreation and work
- D - Animals in research and teaching
- E - Wild animals
- F - Transportation of animals
- G - Humane killing

Knowledgebase articles

- What are the effects of drones on wildlife and domestic pets?
- What is virtual fencing (and virtual herding) and does it impact animal welfare?
- Is the use of electronic dog collars legal?
- What are the animal welfare issues with electric shock collars on dogs?
- Will the welfare of farm animals improve with the use of CCTV?
- What are the animal welfare benefits of an electronic identification (NLIS) tag for farm animals?
- RSPCA Policy C07 Training behaviour modification and invasive procedures
- Animal-welfare-in-slaughtering-establishments-regulatory-scorecard.pdf
- How is animal welfare regulated at Australian abattoirs and poultry processors?
- How is animal welfare regulated at Australian knackeries?
- How can I be a responsible cat owner?

- I think my cat has arthritis, what should I do?
- What do I need to know about gum and mouth inflammation (gingivostomatitis) in cats?
- Why is anaesthesia important for dog and cat dentistry?
- How can pain be recognised and monitored in cats?
- I think my dog has arthritis, what can I do?
- RSPCA Policy E5 Public exhibition of and interaction with wild animals
- The-welfare-of-dolphins-in-captivity.pdf
- What is the RSPCA's view on petting zoos and other types of animal encounters?
- RSPCA Policy A8 Housing and environmental needs of companion animals
- Why is enrichment important for dogs?
- How can I use environmental enrichment to provide opportunities for my chickens to experience good welfare?
- How can I keep my rabbit entertained, alert, and interested in their surroundings?
- Why is environmental enrichment important for pig welfare?
- Why is environmental enrichment important for meat chicken welfare?
- How can I use environmental enrichment to provide opportunities for my rats to experience good welfare?
- What are the welfare issues with animals used in research?
- How is animal research regulated in Australia?
- How many animals are used in research in Australia?
- What are the 3Rs in animal research?
- What is the RSPCA's view of the use of animals in research?
- Why are animals used in research?
- RSPCA Policy D8 Animals in teaching
- What are the animal welfare issues with chick hatching in schools?
- RSPCA-Guidelines-for-the-Online-Advertising-of-Pets.pdf
- Is there a safe way to look for a new companion animal online?
- Where should I get my reptile?
- What can I do if I'm concerned about the treatment of animals in a film, television or theatrical performance?
- What are the penalties for animal cruelty offences?
- Is there a link between domestic violence and animal abuse?
- What are the welfare risks of animal tourist attractions and selfies with animals?
- What is the illegal wildlife trade and why is it inhumane?

- RSPCA Policy C02 Performing Animals
- What is the RSPCA's view on pet shops?
- How will I keep my bird safe against household hazards?
- What is the RSPCA's view on keeping native animals as pets?
- Can native animals be kept as pets?
- What are the animal welfare issues with pets wearing costumes?
- How can our animal welfare laws be improved?
- PP-GP1-Animal-welfare-legislation.pdf

Further reading and external references

- Acarcinom Cancer Data Portal: https://www.acarcinom.org.au
- Animal Management in Rural and Remote Indigenous Communities. https://www.amrric.org
- Animal welfare incident reporting for Department of Agriculture, Fisheries and Forestry. Animal welfare incident reporting - DAFF
- Animal Welfare Indicators at the Slaughterhouse - aWISH
- Social Media Animal Cruelty Coaltion: https://www.endcrueltyonline.com
- Brereton JE, Tuke J, Fernandez EJ. Incorporating the enclosure MonitoR use (EMU) app to ZooMonitor observations technical report. Zoo Biology. 2025;44:383–90. https://doi.org/10.1002/zoo.21909
- Campbell D, Erasmus M. Poultry welfare monitoring: wearable technologies. Understanding the behaviour and improving the welfare of chickens [Internet]. 1st edition. Burleigh Dodds Science Publishing; 2020. https://www.taylorfrancis.com/chapters/edit/10.1201/9781003048039-6/poultry-welfare-monitoring-wearable-technologies-dana-campbell-marisa-erasmus
- Carvalho AF, De Morais IOB, Souza TB. Profiting from cruelty: Digital content creators abuse animals worldwide to incur profit. Biol Cons. 2023;287:110321. https://doi.org/10.1016/j.biocon.2023.110321
- Cave, N (2025) Beef on the brink of a tech revolutions: Wearables on NZ Hill Country. Natasha-Cave_K-54-Kellogg-Report.pdf
- Coghlan S, Parker C. Harm to nonhuman animals from AI: a systematic account and framework. Philos Technol. 2023;36:25. https://doi.org/10.1007/s13347-023-00627-6
- Coghlan S, Parker C. Helping and not harming animals with AI. Philos Technol. 2024;37:20. https://doi.org/10.1007/s13347-024-00712-4
- Dawkins MS. Smart farming and Artificial Intelligence (AI): How can we ensure that animal welfare is a priority? Appl Anim Behav Sci. 2025;283:106519. https://doi.org/10.1016/j.applanim.2025.106519

- Englefield B, Starling M, Wilson B, Roder C, McGreevy P. The australian roadkill reporting project—applying integrated professional research and citizen science to monitor and mitigate roadkill in australia. Animals. 2020;10:1112. https://doi.org/10.3390/ani10071112
- Feighelstein M, Riccie-Bonot C, Hasan H, Weinberg H, Rettig T, Segal M, et al. Automated recognition of emotional states of horses from facial expressions. PLoS ONE. 2024;19:e0302893. https://doi.org/10.1371/journal.pone.0302893
- Fisher A, Cornish A. 2022. Independent scientific literature review on animal welfare considerations for virtual fencing. Report for Department of Agriculture, Fisheries and Forestry.
- Fogarty E, Swain D, Cronin G, Trotter M. A systematic review of the potential uses of on-animal sensors to monitor the welfare of sheep evaluated using the Five Domains Model as a framework. Anim Welf. 2019;28:407–20. https://doi.org/10.7120/09627286.28.4.407
- Geoghegan JL, Pirotta V, Harvey E, Smith A, Buchmann JP, Ostrowski M, et al. Virological sampling of inaccessible wildlife with drones. Viruses. 2018;10:300. https://doi.org/10.3390/v10060300
- Guzhva O, Siegford JM, Lunner Kolstrup C. The hitchhiker's guide to integration of social and ethical awareness in precision livestock farming research. Front Anim Sci. 2021;2:725710. https://doi.org/10.3389/fanim.2021.725710
- Harrington LA, Elwin A, Paterson S, D'Cruze N. The viewer doesn't always seem to care—response to fake animal rescues on YouTube and implications for social media self-policing policies. People Nat. 2023;5:103–18. https://doi.org/10.1002/pan3.10416
- Herlin A, Brunberg E, Hultgren J, Högberg N, Rydberg A, Skarin A. Animal welfare implications of digital tools for monitoring and management of cattle and sheep on pasture. Animals. 2021;11:829. https://doi.org/10.3390/ani11030829
- Hryhorenko L, McWhorter T, Whittaker A, Fernandez EJ. The use of technology as environmental enrichment in zoos: A scoping review. Anim Welf. 2025;34:e73. https://doi.org/10.1017/awf.2025.10038
- Lee C, Campbell DLM. A multi-disciplinary approach to assess the welfare impacts of a new virtual fencing technology. Front Vet Sci. 2021;8:637709. https://doi.org/10.3389/fvets.2021.637709
- Lucas, M. Digital innovations to improve animal welfare in education. https://padlet.com/meganlucas1/digital-innovations-to-improve-animal-welfare-in-education-vin2gvkpnbsk9np8
- Mahato S, Neethirajan S. Integrating Artificial Intelligence in dairy farm management − biometric facial recognition for cows. Inf. Process. Agric. 2025;12:312–25. https://doi.org/10.1016/j.inpa.2024.10.001
- March, D. (2025) Collars, costs and returns: Assessing the value of cow wearables in the NZ pasture systems Kellogg_Rural_Leadership_Programme_NZ_David_March_2025.pdf
- Martvel G, Lazebnik T, Feighelstein M, Henze L, Meller S, Shimshoni I, et al. Automated video-based pain recognition in cats using facial landmarks. Sci Rep. 2024;14:28006.

https://doi.org/10.1038/s41598-024-78406-2
- Mota-Rojas D, Whittaker AL, Coria-Avila GA, Martínez-Burnes J, Mora-Medina P, Domínguez-Oliva A, et al. How facial expressions reveal acute pain in domestic animals with facial pain scales as a diagnostic tool. Front Vet Sci. 2025;12:1546719. https://doi.org/10.3389/fvets.2025.1546719
- Neethirajan S, Scott S, Mancini C, Boivin X, Strand E. Human-computer interactions with farm animals—enhancing welfare through precision livestock farming and artificial intelligence. Front Vet Sci. 2024;11:1490851. https://doi.org/10.3389/fvets.2024.1490851
- Park S. Digital inequalities in rural Australia: A double jeopardy of remoteness and social exclusion. J. Rural Stud. 2017;54:399–407. https://doi.org/10.1016/j.jrurstud.2015.12.018
- Pirotta V, Hocking DP, Iggleden J, Harcourt R. Drone observations of marine life and human–wildlife interactions off Sydney, Australia. Drones. 2022;6:75. https://doi.org/10.3390/drones6030075
- Raoult V, Colefax AP, Allan BM, Cagnazzi D, Castelblanco-Martínez N, Ierodiaconou D, et al. Operational protocols for the use of drones in marine animal research. Drones. 2020;4:64. https://doi.org/10.3390/drones4040064
- Rayner K, Wilson M. Distance examination of livestock with drones - an effective method for assessing health and welfare. Aust Vet J. 2024;102:293–5. https://doi.org/10.1111/avj.13326
- Schork IG, Manzo IA, Oliveira MRBD, Costa FV, Young RJ, De Azevedo CS. Testing the accuracy of wearable technology to assess sleep behaviour in domestic dogs: a prospective tool for animal welfare assessment in kennels. Animals. 2023;13:1467. https://doi.org/10.3390/ani13091467
- Siegford JM, Steibel JP, Han J, Benjamin M, Brown-Brandl T, Dórea JRR, et al. The quest to develop automated systems for monitoring animal behavior. Appl Anim Behav Sci. 2023;265:106000. https://doi.org/10.1016/j.applanim.2023.106000
- Stumpf A, Herbrandt S, Betting L, Kemper N, Fels M. Societal perception of animal videos on social media—funny content or animal suffering? A survey. Animals. 2024;14:2234. https://doi.org/10.3390/ani14152234
- Walter M, Lovett R, Maher B, Williamson B, Prehn J, Bodkin-Andrews G, et al. Indigenous data sovereignty in the era of big data and open data. Aust J Social Issues. 2021;56:143–56. https://doi.org/10.1002/ajs4.141
- Webber S, Cobb ML, Coe J. Welfare through competence: a framework for animal-centric technology design. Front Vet Sci. 2022;9:885973. https://doi.org/10.3389/fvets.2022.885973
- Wilkins CL, McGreevy PD, Cosh SM, Henshall C, Jones B, Lykins AD, et al. Introducing the Mellorater—the Five domains Model in a welfare monitoring app for animal guardians. Animals. 2024;14:2172. https://doi.org/10.3390/ani14152172
- Wurtz K, Camerlink I, D'Eath RB, Fernández AP, Norton T, Steibel J, et al. Recording behaviour of indoor-housed farm animals automatically using machine vision technology: A systematic review. Raboisson D, editor. PLoS ONE. 2019;14:e0226669.

https://doi.org/10.1371/journal.pone.0226669

Science Update

- More information about RSPCA Australia's quarterly Animal Welfare Science Update
- Sign up to RSPCA Australia's Science Update, eNews, and more

---

Revision #10
Created 2026-02-13 00:48:25 UTC by Admin
Updated 2026-02-20 00:20:03 UTC by Admin