

Restricted Companion Animal Breeds for Promotional Purposes

RSPCA NSW have been provided with a list of companion animal breeds to refrain from using in promotional materials due to a higher risk of suffering from serious welfare issues. Please note, exceptions apply for certain crossbreeds. If you are unsure, please contact your manager.

What breeds are on the list?

The RSPCA should avoid promoting the following companion animal breeds:

- Basset Hound
- Bloodhound
- Boston Terrier
- British or English Bulldog
- Dachshund
- Dogue de Bordeaux
- Exotic Shorthair Cat
- French Bulldog
- Munchkin Cat
- Neapolitan Mastiff
- Pekingese
- Pitbull Terrier
- Pug
- Shar Pei

These breeds have been selected because of the influence of pedigree breeding that has resulted in these animals having visibly exaggerated features. For example, the Shar Pei has been specifically bred to have markedly deep wrinkles. Please note that this list may be subject to change.

What welfare issues do these breeds face?

Health and welfare problems in pedigree companion animals can arise as a result of the deliberate selection for exaggerated physical features or as a result of inherited diseases. Some of the following problems can occur in any breed, crossbreed or mixed breed dogs. However, purebred pedigree companion animals are at greater risk and appear to be overrepresented clinically. This is mainly due to traditional breeding practices.

The pedigree companion animal breeds listed are at a greater risk of:

- chronic back and hip problems
- difficulty breathing
- difficulty giving birth without veterinary intervention
- difficulty walking
- serious problems with their eyes
- serious problems with their skin

These issues can impact seriously on their wellbeing e.g., approximately 80 per cent of Bulldogs litters have to be delivered by caesarean. In addition, due to their popularity, many of these companion animals are bred in puppy factories or by backyard breeders.

Because of this, the RSPCA would prefer not to create or promote any material which could in any way generate demand for these breeds.

What material does this cover?

Whenever possible, it is recommended the RSPCA chooses breeds not on this list when creating, endorsing, promoting or using material for:

- advertisements
- campaigns
- events e.g., Cupcake Day, Million Paws Walk, Team RSPCA, etc.
- fundraising
- petitions e.g., Dogs Die In Hot Cars
- promotions e.g., discounted adoptions

Can these breeds ever be promoted?

More than anything, the RSPCA wants every animal in its care to find his or her forever family! So if these breeds do come into our shelters, of course we can promote them to help them find their forever homes e.g., by creating a pet profile on Adoptapet. However, any material created or used should only promote the adoption that particular animal, not RSPCA animals, or an RSPCA cause in general.