

DOMESTIC ANIMAL MANAGEMENT PLAN (DAMPLAN)

COMMUNITY ENGAGEMENT SUMMARY REPORT





PROJECT BACKGROUND

Council is required under state law to prepare and implement a Domestic Animal Management Plan. The plan outlines the services, programs and policies the Council has established, or plans to establish, to address the administration of the Domestic Animals Act 1994 (Vic), and the management of dog and cat issues in the municipal area.

Information, data and feedback gathered in this engagement will guide the future direction of Council's Animal Management service over the next four years. The consultation ran from 1 March - 23 April 2021.

The purpose of the engagement was to get information and data to meet the requirements of the DAMPlan on:

- Promotion of responsible pet ownership
- Minimise the risk of attack by dogs on people and animals
- Encourage the registration and identification of dogs and cats
- Minimise the potential for dogs and cats to create nuisance.

METHODOLOGY

The table below outlines the various methods and techniques used to engage with and promote the engagement to the community.

Community engagement activities / tools		
Method / technique	Stakeholders engaged	Dates
 Project page on The Loop	2,639 visited the site 891 comments were made on draft concept 66% respondents via social media 27% via direct access to website address 4% via a search engine 3% via website	01 March – 23 April 2021
 Online survey	891 contributions were given	01 March – 23 April 2021
 Flyer distribution	1,000 flyers were distributed to local community centres, library & learning centres, veterinary practices and animal businesses	01 March – 23 April 2021
 Flyer mailout	22,000 pet owners received a flyer in with their pet's registration encouraging participation in the engagement.	01 March – 23 April 2021
 Social media promotion	5 x social media promotions that achieved a reach of 23 100 people with 1 175 clicks through to The Loop project page. This is an engagement rate of 5.5%*	01 March – 23 April 2021

*The posts for the DAMPlan are all above 1% which indicates good engagement rate (between 1% and 3.5%). Between 3.5% and 6% = great engagement rate.



SUMMARY OF FEEDBACK

The feedback from this engagement is being considered and used to inform Wyndham’s next Domestic Animal Management Plan.

The key takeaways have resulted in the following themes being given priority for focus in Council’s delivery of the DAMPlan and Animal Management services to the Wyndham community over the next 4 years:

- Increased Ranger visibility in the community
- Education to dog owners letting their dogs off leash outside designated off leash areas
- Education on confinement of cats to properties
- Enrichment and behavioural education for cats and dogs
- Increased responsible pet ownership communications

Below outlines the summary of the feedback received and how it has been incorporated or will be into the Domestic Animal Plan 2021-2024. Detailed survey results are provided at the end of this document.

WE ASKED

HOW MANY DOGS AND CATS YOU HAVE IN YOUR HOMES

YOU TOLD US :

Cats		53% had one cat per household 33% had two per household 11% had three per household 3% had 4 or more
Dogs		63% responded with one 34% responded with two 3% responded with three 1% responded with four or more

This tells us that the number of pets per household has decreased since we last asked in 2017 and that the level of importance your pet has in your household has increased. We know this because there were multiple references to ‘fur babies’ in the engagement. This makes us at Council very happy because it means that emotional attachments to your pets has increased and this means there’s more responsible pet owners in Wyndham that are cared for and less incidences of neglect.

WE ASKED**WE ASKED ABOUT
MICROCHIPPING AND
REGISTRATION IN BOTH
CATS AND DOGS****YOU TOLD US :**

Cats

**96%** responded with yes**23%** responded with no

Dogs

**99%** responded with yes**1%** responded with no

This tells us that our education around responsible pet ownership and our reuniting programs are working and we should continue to promote registration and microchipping in our next DAMPlan.



WE ASKED**WHAT YOUR MAJOR CONCERNS ARE WITH REGARDS TO DOGS****YOU TOLD US**

that dogs off lead and community safety from wandering dogs were your main concerns.

We're including education campaigns aimed towards dog owners about letting their dogs off leash outside designated off leash areas and we'll make sure there's a focus on increased ranger visibility to help enforce this.

WE ASKED**WHAT YOUR MAJOR CONCERNS WERE SURROUNDING CATS****YOU TOLD US**

the impact on the environment and wildlife, enforcement of curfew and trapping was really important to you.

We're going to ensure that education surrounding responsible pet ownership and confinement of cats is a priority in the DAMPlan.



WHAT IS NEXT

Together with the outcomes of this engagement, further consultation with vets and pet services will be conducted and be considered as a part of the drafting of the Plan. This will take the form of phone calls, interviews and emails.

Data and outcomes from the upcoming Dog Off Lead Approach engagement will be consulted and included if appropriate. The animal management team will continue to share information with Climate futures Office to ensure themes and approaches are complementary and consistent.

A draft DAMPlan with the recommendations included from this engagement survey will be drafted for final public consultation prior to presenting to Councillors for endorsement. It will be made available via The Loop and feedback will be sought and further considered and incorporated if deemed necessary by the project team.



SURVEY RESULTS

We asked	You said
Do you own a cat?	34% answered yes 66% said no
How many cats are in the household?	53% had one cat per household 33% had two per household 11% had three per household 3% had 4 or more
Are your contact details up to date you and your cat/s up to date with council?	80% responded with yes 9% responded with no 10% responded with not sure
Are your cat/s microchipped	96% responded with yes 23% responded with no
Are your cats desexed?	97% responded with yes 2% responded with no
If your cat/s are not registered, why not?	Most owners responded with their cats were indoor cats. A small amount said it was in relation to cost
What would encourage you to register your cat/s?	Most responded with more incentives to register & more awareness of the benefits of registration.
Tell us about your cat related issues.	High impact - nuisance (killing wildlife, fighting etc). Medium impact - cats out after curfew. Low impact - cats trespassing on their property
What is your understanding of the cat curfew?	Most responded with the awareness of the curfew, however felt it was not followed by owners of cats.
How could the cat curfew be improved?	High response was education Medium response was increased trapping of stray cats Low response was confine cat 24/7

We asked	You said
Do you own a dog?	77% responded yes 23% responded no
How many dogs are in the household?	63% responded with one 34% responded with two 3% responded with three 1% responded with four or more
Are contact details for you and your dog/s up to date with Council?	93% responded with yes 3% responded with no
Are your dog/s microchipped?	99% responded with yes 1% responded with no – mainly indoor dogs
Are your dog/s desexed?	81% responded with yes 13 responded with no 6% responded with some are/some aren't
Why not?	Major factor – cost Minor factor – I am a dog breeder
If they are not registered with Council, why not	Major factor – education on awareness of benefits of registration Minor factor – cost to register entire dog
What would encourage you to register your dog/s	Major – awareness of benefits of registration Minor – more incentives to register
Dog related issues	High impact – owners not picking up their dogs' droppings. Medium impact – dogs being walked off lead Low impact – dog attack/aggressive dogs Minor impact – barking dogs
Would you encourage a report of dog attack or incident?	84% responded yes 12% responded not sure – due to lack of process information 4% responded with no – would rather owner and victim sort it out.

We asked	You said
Have you seen Rangers patrolling your local are or parks?	90% responded with no 10% responded with yes
What services would you like to see as part of the Animal Management service	• High – visual presence of more Rangers patrolling a wider range of hours to reduce dog attacks and dogs wandering off lead – Responsible pet ownership education – Education on impact of cats on wildlife • Medium – more responsible pet ownership education information – more dog parks • Low – more poo bins – Cat confinement 24/7

