



Domestic Animal Management Plan 2017 – 2021



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1. Executive Summary

The Domestic Animal Management Plan 2017-2021 (Plan) is a four-year plan that provides a strategic approach to the delivery of animal management services across the City of Port Phillip. It builds on the achievements of the previous Plan.

The Plan was developed in consultation with Council's Animal Management Team, and informed by research, benchmarking and consultation activities.

The Plan is embedded in the City of Port Phillip Council Plan, Direction 4.1 Liveability in a High-Density City, and Council's budget activities and aligns with the broader strategic directions for the municipality. It provides a sound basis and direction from which Council can plan and make future decisions over the next four years, and relates back to the wider Council policy context.

The Plan delivers on our obligations under Section 68A of the Domestic Animals Act 1994, and has the following objectives:

- Sets out a method for evaluating whether animal control services provided by Council are adequate to give effect to the requirements of the Act and regulations.
- Outlines programs for the training of authorised officers to ensure they can properly administer the requirements of the Act.
- Outlines programs, services and strategies to:
 - o Promote and encourage responsible ownership of dogs and cats;
 - o Ensure that people comply with the Act, regulations and any related legislation;
 - o Minimise risk of attacks by dogs on people and animals;
 - o Address over-population and euthanasia rates for dogs and cats;
 - o Encourage registration and identification of dogs and cats;
 - o Minimise potential for dogs and cats to create a nuisance; and
 - o Effectively record all declared dangerous, menacing and restricted breed dogs ensuring that these dogs are kept in compliance with the Act and regulations.
- Provides for review of existing orders and Local Laws made under the Act.
- Provides for review of any other matters related to management of dogs and cats.
- Provides for periodic evaluation of any program, service, strategy or review outlined in the Plan.

This Plan contains a range of actions to be undertaken by Council to address these objectives.

2. Our Focus

Council is committed to promoting and enforcing responsible pet ownership and pet welfare. We encourage responsible pet ownership practices and recognise the positive health and wellbeing benefits associated with having pets.

The Plan focuses on education and awareness raising for pet owners, pet registration, managing nuisance and dangerous dogs, keeping dogs under control in shared public spaces, the management of pets so as not to adversely impact others, microchipping, desexing and encouraging people to pick up after their dogs.

Council strives to maintain community safety and amenity by seeking to balance the needs of both pet and non-pet owners. Council undertakes educative initiatives with the community on responsible pet ownership, whilst also performing an enforcement role.

3. Key Actions for 2017- 2021

A summary of the key actions we will undertake over the next four years to address the state government requirements and to meet community needs are included in Table 1 below:

No.	Action	Priority
1.	Continue to implement programs that make it easier for residents to register their pets.	Medium - High
2.	Undertake activities to better identify registration non-compliance.	Medium - High
3.	Explore the opportunity to provide dog off leash area in the South West section of St Kilda Botanical Gardens	Low-Medium
4.	Explore options to provide dog off leash areas along the beaches from 5.30-9.30 am where is it currently prohibited including Sandridge Beach (Sandridge), Middle Park Beach (Middle Park), New Beach (Beacon Cove), West Beach (St Kilda), Port Melbourne Beach (Port Melbourne), St Kilda Beach (St Kilda), South Melbourne Beach (South Melbourne), Elwood Beach (Elwood)	Medium
5.	Investigate fencing on Council owned and managed reserves as part of Council's Public Space Strategy	Medium
6.	Develop strategies to provide new residents (particularly those in apartment developments) animal registration and responsible pet ownership information.	High
7.	Develop a pet registration kit for use by vets, domestic animal businesses, body corporate associations, real estate agents and the public housing sector.	Medium
8.	Develop information and advice for body corporate associations and developers to provide guidance to assist them in dealing with nuisance animal issues.	Medium
9.	Partner with Council's Recreation teams to explore the enhancement of effective responsible pet ownership features at parks and beach areas, including environmentally friendly options for dog waste disposal.	Medium - High
10.	Utilise the Summer Amenity Program as an opportunity to enhance how we provide education and advice regarding dog on / off leash requirements, identify unregistered pets and enforce compliance with regulations.	Medium - High
11.	Utilise the 'Who's for Cats' Department of Economic Development, Jobs, Transport and Resource (DEDJTR) campaign to raise community awareness about feral / semi-owned cat population, and expand our cat cage program.	Medium
12.	Partner with domestic animal businesses to promote the benefits of dog training initiatives to the community.	Medium
13.	Investigate the development and introduction of an interactive 'app' for dog on and off leash areas in the municipality.	Low - Medium
14.	Educate the community about the environmental impacts of dog poo.	High
15.	Explore option to provide consistent zones from 1 November to 31 March at the South Melbourne and Middle Park Beach	Medium
16.	Explore option to extend dog off leash area from the rock groyne south of Point Ormond to the rock groyne at Elwood Sailing Club to avoid confusion for dog owners	Medium
17.	Explore opportunity to provide a dog off leash area in Fisherman's Bend	Medium
18.	Continue partnership with Australia Post to report dog issues.	Low - Medium

19.	Enhance services to help owners reunite with their pets, including website and social media.	High
20.	Promote the benefits of adopting animals to the community.	Medium
21.	Foster relationships with other Councils and government departments to share ideas, data and information.	Medium - High
22.	Support Animal Management Officers to further develop their suite of skills, and undertake detailed workforce planning to ensure effective animal management resourcing into the future.	Medium - High
23.	Review the media and communication plan to ensure its effectiveness and continue to include key messages for the community on animal management issues. Include development of a pet e-newsletter.	Medium - High
24.	Review Council's Local Laws, Orders and Processes. This may include: <ul style="list-style-type: none"> • Review multiple pet permit conditions and processes. • Review barking dog protocols and processes. 	Medium

4. Domestic Animal Management Plan

Under Section 68A of the Domestic Animals Act 1994 (The Act), every Council must prepare a domestic animal management plan, as follows:

68A Councils to prepare domestic animal management plans

- (1) Every Council must, in consultation with the Secretary (*of the Department of Economic Development, Jobs, Transport and Resources*) DEDJTR, prepare at 4 year intervals a domestic animal management plan.
- (2) A domestic animal management plan prepared by a Council must—
 - (a) set out a method for evaluating whether the animal control services provided by the Council in its municipal district are adequate to give effect to the requirements of this Act and the regulations; and
 - (b) outline programs for the training of authorised officers to ensure that they can properly administer and enforce the requirements of this Act in the Council's municipal district; and
 - (c) outline programs, services and strategies which the Council intends to pursue in its municipal district—
 - (i) to promote and encourage the responsible ownership of dogs and cats; and
 - (ii) to ensure that people comply with this Act, the regulations and any related legislation; and
 - (iii) to minimise the risk of attacks by dogs on people and animals; and
 - (iv) to address any over-population and high euthanasia rates for dogs and cats; and

- (v) to encourage the registration and identification of dogs and cats; and
 - (vi) to minimise the potential for dogs and cats to create a nuisance; and
 - (vii) to effectively identify all dangerous dogs, menacing dogs and restricted breed dogs in that district and to ensure that those dogs are kept in compliance with this Act and the regulations; and
- (d) provide for the review of existing orders made under this Act and local laws that relate to the Council's municipal district with a view to determining whether further orders or local laws dealing with the management of dogs and cats in the municipal district are desirable;
- (e) provide for the review of any other matters related to the management of dogs and cats in the Council's municipal district that it thinks necessary; and
- (f) provide for the periodic evaluation of any program, service, strategy or review outlined under the plan.
- (3) Every Council must—
- (a) review its domestic animal management plan annually and, if appropriate, amend the plan; and
 - (b) provide the Secretary with a copy of the plan and any amendments to the plan; and
 - (c) publish an evaluation of its implementation of the plan in its annual report.

5. Background and Context

5.1 Current Port Phillip Profile

Port Phillip is one of the smallest municipalities in Victoria, only 21 square kilometres, and the most densely populated with more than twice the population density of the metropolitan Melbourne average. It is comprised of nine neighbourhoods: Sandridge / Wirraway, St Kilda Road, South Melbourne, Balaclava / East St Kilda, Elwood / Ripponlea, St Kilda / St Kilda West, Albert Park / Middle Park, Montague, Port Melbourne.



Port Phillip has a culturally and economically diverse population with a resident population of 100,863, with 57,867 dwellings. Port Phillip has a relatively young population with 48 per cent of the population aged 20 to 34 years and a median age of 36 years. 90 per cent of residents living in medium and high-density housing, the community are also on the move with 49 per cent of residents renting (the Greater Melbourne average is 33 per cent).

Port Phillip is a popular inner-city area of Melbourne, attracting more than 2.8 million visitors each year, making it one of the most visited places in metropolitan Melbourne, second only to the central business district. The foreshore that stretches over 11 kilometres, and vast public open spaces, make the City highly desirable to residents and visitors.

5.2 Port Phillip and Domestic Animals in the Future

It is estimated that the population in Port Phillip will grow to 167,876 by 2041. This represents a population increase across the municipality of 51 per cent over the next 24 years. Significant population growth is expected particularly in the Fishermans Bend renewal area on the northern edge of the City, and in established neighbourhoods like St Kilda Road and South Melbourne.

Residential development forecasts assume the number of dwellings in Port Phillip will increase correspondingly to 91,974 in 2041. There will be more demand for use of facilities in open space areas by user groups, including residents who wish to walk their dogs. Council needs to be aware of and mitigate the potential of increased nuisance complaints, attacks and dog waste with the population increases of both people and animals.

Local government plays a key role in protecting and enhancing liveability and the wellbeing of our current and future communities, and managing the issue of potential conflict between user groups



as competition for use of facilities increases. This is particularly relevant for Port Phillip parks and beach areas, which are highly utilised by both local residents and visitors to the municipality.

A very high proportion of the community currently lives in medium to high density housing developments. This will continue to grow as the population increases and traditional homes are replaced with high density living options. Council is seeking to partner with developers and body corporate associations to reduce pet nuisance issues and increase registration compliance in apartment complexes.

We can expect increasing demand for council services to be delivered online, and for engagement through social media and other digital means. We will need to respond to this demand and think about how we operate and support people to connect with Council, particularly those who have limited online access and/or digital literacy. The digital shift will reshape how we deliver services.

5.3 Domestic Animals Profile

A total of 9,678 dogs and cats are registered with the City of Port Phillip. The percentage of pets registered has increased by 14 per cent since 2008 and 8 per cent since 2012. This increase can be attributed to increased dog registrations (+30 per cent) as the number of cat registrations has declined (-10 per cent).





City of Port Phillip Key Statistics	2016-17
Population	100,863
Number of households	57,867
Geographic area of municipality	21 km ₂
EFT Authorised Animal Management Officers (AMO)	2.8
EFT Authorised AMO's per 1000 households	0.05
Number of complaints or requests annually	2,413
Number of registration requests by CRM	1,137
Number of complaints and requests per AMO annually	861
Hours of animal management related training per AMO annually	33
Number of registered dogs	6,772
Number of registered declared dogs	0
Number of registered cats	2,906
Number of registered Domestic Animal Businesses	12
Number of Domestic Animal Business inspections (no animals are sold via DAB's in the municipality)	0 (none sell pets)
Keeping of animals / excess animals permits issued	86
Number of successful prosecutions	2
Dogs impounded	120
Dogs impounded and reclaimed by owner	106
Dogs rehoused	5
Dogs euthanased	2
Cats impounded	159
Cats impounded and reclaimed by owner	27
Cats rehoused	28
Cats euthanased (55 of which were feral)	77
Number of cat cages issued (10 cages available)	Not available

6. Consultation

This Plan was developed in consultation with:

- The Port Phillip community.
- Animal-related businesses or services.
- Council's Animal Management Team.
- Internal Council stakeholders.

6.1 Animal Management Team and Internal Council Stakeholders

The Animal Management Team participated in a series of workshops in relation to the key animal management issues in Port Phillip, to develop strategies to address these issues as part of this Plan.

An additional thirteen other Internal Council Stakeholders participated in a custom online survey to gain specific feedback on the strategic direction for the new DAMP. Follow up conversations and clarification was undertaken as required.

6.2 Animal-Related Businesses or Services

Twenty three Animal-Related Businesses or Services operating within the City of Port Phillip were invited via email to participate in a custom online survey, specifically designed to seek industry feedback on key issues to be addressed. A total of five valid responses were received and processed.

6.3 Community Survey Methodology

Feedback was sought from across the municipality so that Council could consult to better understand broader views in relation to issues that affect the community – with particular reference to dogs and cats.

A questionnaire was developed and made available via Council's online survey tool. Have Your Say from 17 July to 7 Aug 2017. A hard copy survey was also made available for completion via Council's ASSIST team.

Additionally, a survey link was emailed directly to animal-related businesses or services, and internal Council stakeholders to seek feedback and input from an industry perspective.

A total of 1,818 valid responses were received from the community and processed. A standard error of +/- 2.3 per cent with a confidence interval of with a confidence interval of 97 per cent was achieved (based on an approximate City of Port Phillip population of 110,967 a minimum of approximately 400 responses was required).

Outcomes of the survey responses were used to inform development of strategies for the draft Plan.

6.4 Community Survey – Summary of Key Results

We asked	Community response
Pet ownership	74.3% (1332) own a dog 29.4% (460) own a cat 7% (127) out of 1,818 respondents answered 'no' to both questions.
Pet registration process	94.2% (1650) have registered their cat or dog When registering: <ul style="list-style-type: none"> • 54.1% (887) utilised Council's website • 32.6% (535) attended Council in person • 13.2% (217) registered via mail Satisfaction with the registration process rated 4.4 out of 5.0.
Suggestions to make it easier for residents to register their pets	Top suggestions: <ul style="list-style-type: none"> • Happy - no comment (8.6%) (156) • Online services (4.1%) (75) • Reduce cost – general (2.5%) (46)
Ideas for caring for dogs and cats in apartments	34.9% (626) have an apartment in Port Phillip Top ideas: <ul style="list-style-type: none"> • Education / awareness initiatives – responsible ownership (7.4%) (135) • Promote social / exercise benefits of dog ownership / walking (5.4%) (99) • Animal welfare – encourage (5.4%) (66)
Visitation to parks and reserves, and beaches in the last 12 months	Most visited parks and reserves: <ul style="list-style-type: none"> • Gasworks Park, Albert Park (46.2%) (840) • Peanut Farm Reserve, St Kilda (26.7%) (486) • Alma Park East, St Kilda (24.7%) (448) Most visited beaches: <ul style="list-style-type: none"> • Port Melbourne Beach (50.5%) (97) • St Kilda Beach (48.8%) (887) • Middle Park Beach (44.7%) (812)

<p>Do dog off leash beach areas provide a good balance for all users?</p>	<p>84.7% (1489) reported 'yes' 15.3% (270) reported 'no'</p> <p>Upon cross tabulation by user type, there was not a great deal of difference of opinion evident between dog owners and non-dog owners.</p> <p>Respondents who reported 'no' were invited to provide further comment. Top comments:</p> <ul style="list-style-type: none"> • Reduce time / date restrictions for dogs on beaches (6.1%) (110) • More off leash beaches (2.4%) (44) • Enforcement – general (1.7%) (31) <p>Of all relevant comment themes (154), the large majority of these relate to the need to reduce the summer time / daylight savings restrictions on beach areas in general across the municipality.</p> <p>There were a small number of comments about specific beaches: Port Melbourne (11), St Kilda (8), South Melbourne (3), Elwood Beach (4), West Beach St Kilda (3), Middle Park (2), Albert Park (1), Lagoon Pier-Kerferd Rd Pier (1).</p>
<p>Do dog off leash park areas provide a good balance for all users</p>	<p>86.8% (1511) reported 'yes' 13.2% (230) reported 'no'</p> <p>Respondents who reported 'no' were invited to provide further comment. Top comments:</p> <ul style="list-style-type: none"> • More off leash areas – general (3.2%) (58) • More safe / appropriate / fenced off leash areas (2.8%) (50) • Dogs should be on lead at all times in public (1.5%) (28) <p>Of all relevant comments (108), the large majority of these relate to issues with mixed use parks and reserves in general (e.g. off leash / sports fields / playgrounds etc.), and the need to fence dog off leash areas.</p> <p>There were a small number of comments about increasing off leash parks in the following areas: Elwood (3), Gasworks (2), Albert Park (3), Middle Park (1), South Melbourne (1), Ripponlea (1), St Kilda (2).</p>

<p>Dog off leash areas – further comment</p>	<p>Top comments:</p> <ul style="list-style-type: none"> • More safe / appropriate / fenced off leash areas (9.5%) (173) • Poo bags / bins (9.1%) (165) • Enforcement – general (4.9%) (89) • Reduce dates / times / restrictions for dogs on beaches (4.3%) (79) • Maintain status quo (4.2%) (76)
<p>Dog issues noticed in Port Phillip in the last year (provided respondents with a checklist)</p>	<p>Top issues noted from checklist:</p> <ul style="list-style-type: none"> ○ Dog poo not being picked up by owners (71.3%) (1296) ○ Dog off leash when they shouldn't be (37.4%) (679) ○ Dogs in off leash areas who won't obey their owners commands (30.6%) (556) ○ Dogs annoying or intimidating other dogs (28.2%) (512)
<p>Other specific dog issues (other issues noted in addition to the checklist)</p>	<p>Top comments:</p> <ul style="list-style-type: none"> • Enforcement – general (10.5%) (190) • Poo bags / bins (7.6%) (138) • Education / awareness initiatives – responsible pet ownership (6.4%) (116)
<p>Have you notified Council about a concern with a dog's behaviour?</p>	<p>11.4% (172) reported 'yes' 88.6% (1332) reported 'no'</p>
<p>Dogs – other comments or ideas</p>	<p>Top comments:</p> <ul style="list-style-type: none"> • Maintain status quo (5.3%) (97) • Education / awareness initiatives – responsible pet ownership (4.8%) (88) • Poo bags / bins (4.1%) (75)
<p>Have you had any concerns about cats on your property?</p>	<p>13.7% (244) reported 'yes' 86.3% (1540) reported 'no' Details of concerns – top comments:</p> <ul style="list-style-type: none"> • Confine / contain cats 24 hours (7.1%) (129) • Cat curfew – night (3.1%) (57) • Wildlife – minimise impacts (3.0%) (54)

Cats – other comments or ideas	Top comments: <ol style="list-style-type: none"> 1. Cat curfew – night (4.5%) (82) 2. Confine / contain cats 24 hours (3.0% (79)) 3. Wildlife – minimise impacts (2.4%) (55)
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6.5 Community Feedback on Draft Plan

A questionnaire was made available via Council's online survey tool - Have Your Say from 25 September to 9 October 2017.

The Community was encouraged to view the draft Plan and provide feedback, including suggestions for anything else that they would like to see in the Plan.

The consultation was promoted via Council's website, media releases and social media posts on Council's Facebook page. 85 people provided their feedback. 81 via Have Your Say, 1 uploaded submission and 3 email submissions.

Outcomes of the feedback were used to inform refinement of strategies outlined in the draft Domestic Animal Management Plan. The following provides an overall snapshot of results through the analysis of community feedback responses received. Comments provided by the community have been individually categorised into comment themes, and presented as summary tables.

Some comments contained more than one theme, or topic – and have been categorised accordingly.

Comment categories arising from draft DAMP 2017-21 Have Your Say & Email submissions <i>85 people provided their feedback (81 via Have Your Say / 1 uploaded submission / 3 email submissions) Some respondents provided comment on multiple topics.</i>	Frequency (count)	Comment type (Positive, negative or suggestion)
Training of Authorised Officers		
Staffing - resourcing issues	1	negative
Total comments themes - Training of Authorised Officers	1	
Registration and Identification		
Dog tags - lifetime - improve quality / longevity	1	suggestion
New registrations - offer free 1 year membership Hobsons Bay Obedience Club	1	suggestion
Vets - provide registration forms	1	suggestion
Vets - report to Council unmicrochipped pets	1	suggestion
Reduce registration fees	1	suggestion
Interagency data sharing of pet information	1	suggestion
Total comment themes - Registration and Identification	6	

Nuisance		
Poo		
Facilities - poo bags needed	17	suggestion
Dog waste - increase priority of initiative in DAMP	3	suggestion
Dog waste - consider environmentally friendly options for collection	1	suggestion
Dog waste - increase penalties	1	suggestion
Dog waste - increase power to enforce	1	suggestion
Enforcement / Patrols / Reporting		
Increase patrols	4	suggestion
Non compliance regarding control of dogs in public places - increase priority of initiative in DAMP	1	suggestion
Summer Amenity Program - increase priority of initiative in DAMP	1	suggestion
Dogs off leash - more enforcement	1	suggestion
Enforcement - enhance by authorising parking inspectors also	1	suggestion
Enhance connection with Australia Post for residents to lodge feedback	1	suggestion
Dog leads - retractable - ban them	1	suggestion
Council responsiveness to enquiry re dogs in shops - slow	1	negative
Difficulty in reporting unidentified pets / owners	1	negative
Facilities and Features in Park Areas		
Facilities - fencing - general	2	suggestion
Facilities - fencing - Gasworks Park	2	suggestion
Facilities - fencing - Alma Park	1	suggestion
Facilities - fencing - Lagoon Reserve Port Melbourne	1	suggestion
Enhance features in Parks - increase priority of initiative in DAMP	1	suggestion
Facilities - dog hooks / dog parking	1	suggestion
Facilities - dog water bowls	1	suggestion
Signage		
Signage - improve - general	2	suggestion
Signage - alerting cyclists to slow down in parks	1	suggestion
Signage - clearly identify requirements	1	suggestion
Signage - state consequences / penalties for non compliance	1	suggestion
Signage - to enforce dogs under effective control	1	suggestion
Limiting Number of Dogs that Can Be Walked at Any One Time		
Limiting number of dogs to be walked at one time - disagree / have issues with this DAMP initiative	16	negative
Dog walkers - commercial - concerns - Albert Park	1	negative

Dogs in Shops / Café Areas		
Dogs - ban from restaurants and cafes	1	suggestion
Dogs - issues with dogs in shops	1	negative
Dogs Barking		
Review barking dogs protocols and procedures - increase priority of initiative in DAMP	1	suggestion
Dogs barking - concerns with fairness of evaluation process	1	negative
Dogs barking - nuisance - general	1	negative
Dog Off Leash Areas		
dog off leash areas - support additional / extended off leash areas	4	positive
Dog off leash areas - opposed to area in St Kilda Botanical Gardens	4	negative
Dog off leash areas - opposed to additional / extended off leash areas	1	negative
Dog off leash areas - confusion with maps	1	negative
Dogs off leash - issues with non compliance of dog owners	1	negative
Dogs off leash - Wimbledon Avenue - issues	1	negative
Dog off leash areas - creation of app - include facility for landowners to offer private gardens for dog play	1	suggestion
Dog off leash areas - need a separate area for small dogs only	1	suggestion
Dog off leash areas - Port Melbourne - Evans Street Park - make it a dog off leash area	1	suggestion
Dog off leash areas explore options for additional - increase priority of initiative in DAMP	1	suggestion
Dogs on Beaches		
Dogs on beaches - clarity and consistency in approach / times is required	2	negative
Dogs on beaches - opposed to additional / extended off leash beach areas	1	negative
Dogs on beaches - issues with non compliance of dog owners	1	negative
Dogs on beaches - opposed to dogs on Elwood Beach	1	negative
Dogs on beaches - opposed to extending area near Elwood Sailing Club	1	negative
Dogs on beaches - reduce restrictions - general	1	suggestion
Dogs on beaches - reduce restrictions to include early morning / late evening	1	suggestion
Dogs on beaches - St Kilda Beach - allow from 7.30pm to 10am	1	suggestion
Dogs on beaches - New Beach - reduce restrictions from 5.30am to 9.30am	1	suggestion

Cats		
Cats - confinement required	3	negative
Cats - wildlife issues	2	negative
Total comment themes - Nuisance		
	102	

Dog Attacks		
Dog attacks - enforce socialisation of all puppies	1	suggestion
Dog attacks - education not an appropriate response	1	negative
Dogs off leash - attacks on other dogs	1	negative
Total comment themes - Dog Attacks		
	2	

Overpopulation and Euthanasia		
Pound collection time extension beyond 8 days	1	suggestion
Housing type and suitability of pets - should be considered	1	suggestion
Total comment themes - Overpopulation and Euthanasia		
	2	

Domestic Animal Businesses		
Pet shops - no pets to be sold	1	suggestion
Total comment themes - Domestic Animal Businesses		
	1	

Community Education, Local Laws and Procedures		
Communications - dog waste campaign	1	suggestion
Communications - education with registration regarding compliance with leash requirements	1	suggestion
Communications - online - to reunite lost pets	1	suggestion
Communications - promote adoption - increase priority	1	suggestion
Media and Communications Plan - reduce priority of initiative in DAMP	1	suggestion
Education - provide map and rules to new registrations	1	suggestion
Dogs barking - flyer with rates outlining responsibilities	1	suggestion
Total comment themes - Community Education, Local Laws and Procedures		
	7	

General Positive Comments		
Positive comment - Council support with previous animal related issue	1	positive
Positive comment - DAMP initiatives	16	positive
Total comment themes - General Positive Comments		
	17	

General Negative Comments		
Consultation - ineffective / not related to DAMP	2	negative
DAMP - overall anti-animal and revenue raising	1	negative
Document layout - DAMP - improve appearance	1	negative

Priorities - switch up the low-medium with the high revenue raising priorities	1	negative
St Kilda beach - requires cleaning	1	negative
DAMP prioritises registration initiatives - revenue raising by Council	4	negative
Total comment themes - General Negative Comments	10	

General Non-Specific Comments		
Possums are a problem	1	suggestion
Funding - include information on how initiatives will be funded	1	suggestion
Total comment themes - General Non Specific	2	



7. Animal Management Staffing and Structure

The Animal Management Unit at City of Port Phillip forms part of the Safety & Amenity Department. The team is comprised of:

- Coordinator (0.5 FTE)
- Animal Management Officers (2.8 FTE)
- Business Support Officer (1.0 FTE)

Animal Management Services are primarily provided from 8.30am to 5.00pm Monday to Friday with additional on call services provided to respond to dog attacks or to assist the police with dog related issues. Animal Management Officers undertake proactive initiatives to minimise nuisance and risk to the safety of the community. This includes education and provision of advice, negotiation with residents, and proactive patrols of parks and beach areas outside of regular business hours.

During summer and other peak periods, Animal Management Officers partner with Council's Summer Amenity Team to provide extended patrols of beach areas from early morning until late evening.

An After Hours Service is provided by the Lost Dogs Home for the collection of lost cats and dogs. The Lost Dogs Home also collects injured animals that are in a public place and are not in the care of their owner, including coordination of emergency after-hours veterinary care as required.

Animal Management Officers have access to the registration database to assist with identifying and returning animals to their owners. Officers avoid taking animals to the Lost Dogs Home wherever possible, as the welfare of animals is of high priority. Enforcement actions against owners are undertaken where required, often after animals have been returned to their home environment.

8. Current Key Animal Management Initiatives

8.1 Lost Dogs Home – Working to Reunite Owners with their Pets

Council contracts its pound services to The Lost Dogs Home. Under this contract, The Lost Dogs Home provides Port Phillip's Pound facilities. The Lost Dogs Home is open to the public every day (except Christmas Day and Good Friday).

Council supports responsible animal ownership programs for the community by partnering with the Lost Dogs Home to strive towards improved rates of pet reunification and rehousing.

Council considers reunification of pets with their owners to be a high priority, and integral to the welfare of animals.

8.2 Summer Amenity Program

Port Phillip is a popular inner-city area of Melbourne, attracting more than 2.8 million visitors each year, making it one of the most visited places in metropolitan Melbourne, second only to the central business district. The foreshore that stretches over 11 kilometres, and vast public open spaces, make the City highly desirable to residents and visitors.

During the summer peak period, Council's Animal Management Team partners with the Summer Amenity Team to provide continuous presence on foreshore areas from early morning until late evening.

8.3 Free Initial Pet Registration Scheme

Council strives to increase registration compliance across the municipality. To this end, we provide a Free Initial Registration Scheme to residents. Residents that microchip and register their animals within four weeks of taking ownership are eligible for free initial registration. A receipt of purchase must be provided with registration applications.

8.4 Free Registration Transfer

Council provides free transfer of registration when moving registered animals from other Victorian municipalities. Proof of registration for the current year must be provided with registration applications.

8.5 Providing Affordable Pet Desexing Options

Council facilitates a discounted desexing voucher scheme to assist concession and pension card holders, and to reduce the number of unwanted animals in the community. We seek opportunities wherever possible to support positive community and animal welfare outcomes.

9. Current Programs and Services

A comprehensive list of our current domestic animal management programs and services are listed below:

Program	Service Level to Community
Identification and Registration	<ul style="list-style-type: none"> • Annual registration renewal notices, and follow up process, including the introduction of SMS reminders in 2018. • A free initial registration incentive program for owners who register their microchipped pets within 4 weeks of taking ownership. • Free transfer of registration when moving registered animals from other Victorian municipalities. • Lifetime registration tags. • Online registration forms and system for both renewals and new registrations. • Periodic cross referencing of CAR database with Council's animal registration database.
Animal Nuisance Complaints (including barking dogs)	<ul style="list-style-type: none"> • Response within 24 hours. • Online FAQ / help information. • Online system for lodging complaints.
Dog Complaints (dog wandering / attacks / rushes)	<ul style="list-style-type: none"> • Immediate response if situation is deemed as dangerous. • Otherwise, response within 24 hours. • Online system for lodging complaints.
Animal welfare / cruelty matters	<ul style="list-style-type: none"> • Immediate response if situation is deemed urgent. • Otherwise, response same day. • We liaise with and report animal welfare / cruelty matters to the RSPCA for action. • Online system for lodging complaints.
Park / Street / Beach Patrols	<ul style="list-style-type: none"> • Routine patrols of parks, reserves and beach areas. • Proactive patrols in focused areas as required. This includes early starts for identified hotspots or areas with emerging issues. • Extended patrols during peak / summer periods - with particular focus on foreshore areas. Partnership with Summer Amenity Team to provide presence from 6.30am to 9.00pm. Extends to 11pm on New Year's Eve.
Pound Facilities	<ul style="list-style-type: none"> • Lost Dogs Home is open to the public 10.00am to 6.00pm, Monday to Thursday; 10.00am to 4.45pm Friday; 9.00am to 3.30pm Saturday, 9.00am to 12.30pm Sunday and Public Holidays (closed Christmas Day and Good Friday) • Address is 2 Gracie Street, North Melbourne. • Online 'lost dog' and 'lost cat' search facility launched 22 August 2017

	<ul style="list-style-type: none"> Community and animal welfare based outcomes wherever possible – work hard to reunite animals with owners at first point, without taking to the Pound.
Education and Promotion	<ul style="list-style-type: none"> Education through schools' Responsible Pet Ownership program. Media and communications strategy in place, including but not limited to a range of activities across the year: <ul style="list-style-type: none"> Social media. Media releases. Advertorial. Council magazine. Brochures and fact sheets. Website information.
Desexing Voucher Scheme (MAV/AVA)	<ul style="list-style-type: none"> Discounted desexing vouchers provided for concession and pension card holders.
After Hours Services (Call 8290 1333)	<ul style="list-style-type: none"> The After Hours Service operates 365 days a year, utilising the services of the Lost Dogs Home for this function. The Lost Dogs Home collects contained animals. The Lost Dogs Home collects injured animals that are in a public place and are not in the care of their owner, including coordination of emergency after-hours veterinary care as required.
Trespassing Cat Complaints	<ul style="list-style-type: none"> Cat cages are available for the public to utilize, to confine nuisance, unowned or feral cats. Strict protocols are in place governing the use of these cages to ensure that the welfare of the confined cats is protected. Online system for lodging complaints.
Domestic Animal Business Inspections	<ul style="list-style-type: none"> Issue annual registration certificates. Respond to and investigate complaints.
Declared Dogs (Dangerous / Menacing or Restricted Breed)	<ul style="list-style-type: none"> City of Port Phillip currently has no registered declared dogs. Annual inspections to be undertaken in accordance with DAA legislation should residents apply to have such dogs registered in the future.
Dogs on / off leash	<ul style="list-style-type: none"> Orders are in place restricting dogs off leash to designated areas and times in certain reserves and beach areas. Orders are in place prohibiting dogs in certain reserves and beach areas.

10. Strategic Directions for Animal Management



The seven strategic objectives specified by the Department of Economic Development, Jobs, Transport and Resources to be included in the Plan include the following:

1. Training of Authorised officers;
2. Registration and Identification;
3. Nuisance;
4. Dog Attacks;
5. Dangerous, Menacing & Restricted Breed Dogs;
6. Population and Euthanasia; and
7. Domestic Animal Businesses.

The actions and activities to achieve the above strategic objectives are documented in this section.

10.1 Training of Authorised Officers

Strategic Objective -

To ensure that all staff involved in animal management have the knowledge and skills necessary to carry out their work

Actions in this section address Section 68(A)(2)(b) of the Domestic Animals Act by outlining programs for the training of authorised officers to ensure that they can properly administer and enforce the requirements of this Act.

10.1.1 Current Situation

The Animal Management Unit at City of Port Phillip forms part of the Safety & Amenity Department. Council employs the services of 2.8 FTE Animal Management Officers and 0.5 FTE Animal Management Coordinator and 1 FTE Business Support Officer.

The objective of training and development is to ensure that all staff involved in animal management have the knowledge and skills necessary to carry out their work. Animal management staff at Port Phillip are expected to hold a minimum Certificate 4 in Animal Control and Regulation. This qualification addresses the skills of communication, animal handling, report writing, investigation and time management.

An annual training program is developed with each staff member to ensure Officers receive appropriate skills maintenance and development throughout the year, including opportunities to attend industry-related training workshops and seminars.

The average amount of animal management training provided to Officers on an annual basis is currently 33 hours.

10.1.2 Current and Ongoing Training Activities

- Individual staff training and development programs developed and reviewed annually, in accordance with Port Phillip's organisational performance development program.

- Staff participate in on the job training, including ongoing coaching and mentoring opportunities.
- Staff represent the municipality on industry boards and committees.
- The Animal Management Unit works in accordance to the detailed guidelines provided in the Procedures and Protocols Manual (appendix to City of Port Phillip Local Law No. 1).

10.1.3 Summary

Council ensures that animal management officers are fully trained. Currently all officers possess Certificate 4 in Animal Control and Regulation, or equivalent. Future challenges involve developing a detailed response to the projected population increase, so that effective animal management service provision is continued to the community in the future.

10.1.4 Plans – Training of Authorised Officers

Please refer to tables below for actions and planned activities.

Action 1: Support Officers to undertake ongoing training and skill development.

#	Strategic Direction	Activity	When	Evaluation
1.1	Training of Authorised Officers	Continue to review and provide animal management training as part of annual performance development planning process for Officers. This may include, but is not limited to: <ul style="list-style-type: none"> • Animal handling • Dog training • Investigation & case management • OH&S • Occupational violence training 	Annually	Training register developed and incorporated into the Employee Plans.
1.2	Training of Authorised Officers	Animal Management Officers attendance at industry training and network sessions.	Ongoing	Number of sessions attended by Animal Management Officers
1.3	Training of Authorised Officers	Provide formal CRAF (Common Risk Assessment Framework) training, or similar, to any new Animal Management Officers. This training assists professionals who work with victims of family violence and play a role in initial risk assessment, but for whom responses to family violence are not their only core business.	Dec 2018	100% of Animal Management Officers having attended Domestic Violence Training

Action 2: Undertake detailed workforce planning to ensure animal management functions are effectively resourced both now and in the future.

#	Strategic Direction	Activity	When	Evaluation
2.1	Training of Authorised Officers	Review City of Port Phillip demographic profile and conduct workforce planning exercise. This is of particular relevance to the expected significant population growth the Fishermans Bend renewal area on the northern edge of the City, and in established neighbourhoods like St Kilda Road and South Melbourne.	By Dec 2018	Analysis and planning complete.

Action 3: Implement mobility in the field for Officers to improve efficiency and customer service.

#	Strategic Direction	Activity	When	Evaluation
3.1	Training of Authorised Officers	Implement mobility technology to enable officers to improve efficiency and provide timely, quality services in the field.	By Dec 2018	Mobility technology implemented and outcomes monitored

Action 4: To review and update Animal Management processes to achieve best practice standards.

#	Strategic Direction	Activity	When	Evaluation
4.1	Training of Authorised Officers	Continue to review and update Animal Management processes mapped on <i>Promapp</i> (i.e. continuous quality improvement).	Ongoing	Number of processes reviewed and updated each year. Dates and improvements recorded in <i>Promapp</i>

4.2	Training of Authorised Officers	To discuss legislative changes and review performance data at team meetings	Ongoing	Compliance with Domestic Animals Act and KPIs achieved.
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10.2 Registration and Identification

Strategic Objective -

To ensure all lost animals are safely and quickly returned to their owners

Actions in this section address Sections 68A(2)(c)(v) and 68A(2)(a),(c)(i),(c)(ii),(d),(f) - by outlining services and strategies to encourage the registration and identification of dogs and cats.

10.2.1 Current Situation

Port Phillip has implemented programs to encourage and make it easier for residents to register their pets. Streamlined online registration facilities are provided for both renewals and new registrations, thus expanding the accessibility of service channels available to the community.

A free initial registration program is available to owners who register their microchipped pets within four weeks of taking ownership; and registered pets from other municipalities are transferred free of charge when moving into the municipality.

The Animal Management Team seeks to encourage registration compliance, and undertakes periodic cross referencing of microchipping databases with Council's animal registration database. Outstanding items from the annual renewal process are also followed up. In 2018, SMS reminders will be introduced.

Council supports responsible animal ownership programs for the community by partnering with the Lost Dogs Home to strive towards improved rates of pet reunification and rehoming.

Year	Resident Population	Cat Registrations	Dog Registrations	Total Registered Cats and Dogs
2008	93,174	3,215	5,278	8,493
2012	99,902	2,934	6,013	8,947
2017	100,863	2,906	6,772	9,678
% change 2008 to 2017	+8%	-10%	+30%	+14%

A total of 9,678 dogs and cats are registered with the City of Port Phillip. The percentage of pets registered has increased by 14 per cent since 2008 and 8 per cent since 2012. This increase can be attributed to increased dog registrations (+30 per cent) as the number of cat registrations has declined (-10 per cent).

There are currently 71 greyhounds registered in the City of Port Phillip. Although not a great number, it is important to recognise the special needs and requirements associated with keeping greyhounds.

If the number of residents is considered proportionate to the number of pets in Port Phillip, it is estimated then that although registration compliance has increased across the municipality for dogs, it may be that there is an increased number of unregistered cats in the municipality.

A high proportion of residents live in medium to high density housing developments. This will continue to grow as the population increases. The City of Port Phillip Local Law No. 1 specifies the number of animals permitted on a property without a permit, depending on the dwelling type.

Type of animal	Houses Maximum Allowed	Units / Townhouses / Flats Maximum Allowed
Dogs (over 6 months old)	2	1
Dogs (under 6 months old)	4	1
Cats (over 3 months old)	2	1
Cats (under 3 months old)	4	1

Council experiences ongoing challenges in accessing apartment complexes and high-density developments to audit registration compliance at these residences. Council is considering new strategies for ensuring cats and dogs over three months are registered in accordance with the Domestic Animals Act.

10.2.2 Current and Ongoing Key Programs

- Free Initial Registration Scheme. Residents that microchip and register their animals within four weeks of taking ownership are eligible for free initial registration. A receipt of purchase must be provided with registration applications.
- Free transfer of registration when moving registered animals from other municipalities.
- Lifetime registration tags.
- Online registration forms and system for both renewals and new registrations.

10.2.3 Current and Ongoing Community Education / Promotion Activities

- Pet registration promoted in the City of Port Phillip 'Diversity' magazine and website.
- Use of A-frames in parks and beach areas to encourage registration compliance.
- Provide registration information to local vets and animal-related businesses and services.

10.2.4 Council Orders, Local Laws and Council Policies

- City of Port Phillip Local Law No. 1 specifies the number of animals permitted on a property without a permit, depending on the dwelling type.
- Permits for excess animals as per requirements of the City of Port Phillip Local Law No. 1.
- Council enforces the legislative requirements of the Domestic Animals Act 1994.
 - Legislative requirement for registration of dogs and cats at age of three months.
 - Legislative requirement for micro-chipping of all newly registered dogs and cats.

10.2.5 Compliance Activities

- Animal registration renewal notices and follow up processes, including the planned introduction of SMS reminders in 2018.
- Regular patrols of Council parks, beach areas and streets to monitor registration compliance – including increased presence during busy summer peak period. Officers are equipped with microchip scanners.
- Periodic cross referencing of CAR microchip database with Council’s animal registration database, with discrepancies investigated.
- Ensure all seized or impounded animals are registered or microchipped before being returned to the owner.
- Conduct investigations of complaints, and issue warnings and infringement notices, and prosecutions.

10.2.6 Summary

Council is aware of low animal registration rates particularly for cats. It is believed that this may be partially due to the unique nature of high density dwellings, a high turnover of residents and difficult to access apartments in the municipality. Additional strategies have been developed to enhance the current education and enforcement initiatives.

10.2.7 Plans – Registration and Identification

Please refer to tables below for actions and planned activities.

Action 4: Continue to make it easier for residents to register their pets.

#	Strategic Direction	Activity	When	Evaluation
4.1	Registration & Identification	Review pet registration online services to permit pet owners to amend existing registration details online.	2018 to 2019	Online services enhanced Satisfaction rates are high
4.2	Registration & Identification	Implement SMS reminders as part of the annual pet registration renewal process.	2018	SMS reminders implemented. Decreased 2 nd and 3 rd reminders required
4.3	Registration & Identification Domestic Animal Businesses	Work in partnership with vets and domestic animal businesses to assist pet owners to register pets online.	2018 to 2021	Domestic Animal Businesses Number of pets registered increases
4.4	Registration & Identification	Review new pet registration form and update renewal notice layout and information.	2018	Review complete and forms improved
4.5	Registration & Identification	Install temporary signs in reserves and along the foreshore to remind pet owners to register their pets.	Annually (Feb-April)	Increased animal registration by 10 April each year.

Action 5: Identify registration non-compliance.

#	Strategic Direction	Activity	When	Evaluation
5.1	Registration & Identification	Investigate opportunity (cost and feasibility) of a municipality-wide door knock audit to identify unregistered pets.	Annually	Door knock audit complete.
5.2	Registration & Identification	Cross reference the CAR microchip database with Council's pet registration database to identify and follow up unregistered cats and dogs.	Quarterly	Increased pet registration

Action 6: Develop a pet registration kit for use by vets, Domestic Animal Businesses, body corporate associations, real estate agents and the public housing sector.

#	Strategic Direction	Activity	When	Evaluation
6.1	Registration & Identification Domestic Animal Businesses	Development and distribution of pet registration kit.	2018 to 2019	Kit developed and distributed to veterinary clinics, body corporates, real estate agents and public housing sector.

Action 7: Partner with the Lost Dogs Home to increase access to affordable pet desexing and identification initiatives.

#	Strategic Direction	Activity	When	Evaluation
7.1	Registration & Identification Overpopulation & Euthanasia	Partner with Lost Dogs Home to conduct periodic discounted microchipping / desexing / registration days.	Annually	Community satisfaction. No of pets microchipped and desexed.

Action 8: Develop a greyhound strategy

#	Strategic Direction	Activity	When	Evaluation
8.1	Greyhound Ownership	Develop a strategy to address issues arising from increased greyhound ownership in the community. Address: 1. Generic community education 2. Personalised approach with owners 3. Database analysis to identify non-GAP program greyhounds 4. Enforcement of specific requirements for keeping greyhounds	2018 to 2021	Strategy developed and implemented.

10.3 Nuisance

Strategic Objective -

To minimise the potential for domestic animals to create a nuisance

Actions in this section address Sections 68A(2)(c)(vi) and 68A(2)(a),(c)(i),(c)(ii),(d),(f) – by outlining programs, services and strategies to minimise the potential for dogs and cats to create a nuisance.

10.3.1 Current Situation

One hundred and seventy-six hectares of public open space are available in the City of Port Phillip. This includes 11 kilometres of foreshore, 10 hectares of indigenous vegetation, 24 significant parks, 70 neighbourhood parks, 54 playgrounds and 15 sports grounds. Only a small percentage of these areas can be patrolled in any given period. Although proactive patrols are undertaken, including increased patrols during the busy peak summer period – Port Phillip relies on community education and voluntary observance to meet the expectations of the community for animal management compliance.

Council has a number of designated beach and park areas where dog owners are able to exercise their dogs off leash. Some of these areas are season and time dependant. There are also a number of dog prohibited areas. Please refer to maps in Appendices A and B for an overview of these areas.

The failure of owners to pick up after their dogs has proved quite difficult to enforce. Community feedback has also highlighted this as a concern. Council continues to review its approach to dog poo to incorporate strategies to educate, enforce and ultimately reduce the volume of dog litter left on the streets.

Demand for open space will increase with increasing housing density. Council is seeking to partner with dog obedience schools, developers and body corporate associations to reduce pet nuisance issues and increase registration of pets in apartment complexes.

Dog barking complaints are prominent. Port Phillip provides information to people dog barking noise nuisances and how to alleviate them. This generally resolves most enquiries, however for the more serious noise issues there is an escalated process to deal with these cases.

The Animal Management Unit responded to 2,413 animal related requests and enquiries in the 2016/17 financial year, including registration matters. The numbers of reports of dog waste, dog attacks, dogs barking and dogs off leash has increased since 2014/15. Frequent animal related request categories received in Port Phillip for the past three financial years are listed in the table below:

Frequent customer requests	2014/15	2015/16	2016/17	% change 2015-2017
Dog barking	286	279	317	+14%
Collection of found animals by LDH	239	185	196	+6%
After hours animal management (registration or nuisance behaviours)	82	212	181	-15%
Dog off leash/not under effective control	125	118	139	+17%
Dog lost or missing	140	131	128	-2%
Cat lost or missing	143	135	118	-12%
Stray cats – feral or trespassing	111	97	99	-2%
Dog attack	72	101	84	-16%
Dog waste – request enforcement	58	71	79	+11%
Dog wandering at large	88	73	77	+5%

10.3.2 Current and Ongoing Key Programs

- Council's Animal Management team creates a physical presence in Council parks and beach areas by undertaking both scheduled and proactive patrols of areas experiencing emerging issues as required.
- During the summer peak period, Council's Animal Management Team partners with the Summer Amenity Team to provide continuous presence on foreshore areas from early morning until late evening.
- Council provides advice to residents on the keeping of animals and responsible pet ownership.
- Council provides detailed 'barking dogs' guidelines and information for the community.
- Officers conduct investigations in response to customer requests regarding excessive barking and other problems associated with domestic animals.

10.3.3 Current and Ongoing Community Education / Promotion Activities

- Media and communications strategy in place, including but not limited to a range of activities across the year: social media, media releases and website information.
- Provision of information on minimising animal nuisance at Council Offices.
- Promotional information on dog off leash areas, including maps, times and dates applicable.

10.3.4 Council Orders, Local Laws and Council Policies

- City of Port Phillip Local Law No. 1 specifies the number of animals permitted on a property without a permit, depending on the dwelling type.
- Permits for excess animals as per requirements of the City of Port Phillip Local Law No. 1.
- Order No.3 of Port Phillip City Council Section 26/ (2) Domestic Animals Act 1994 is in place restricting dogs off leash to designated areas and times in certain parks and beach areas.

10.3.5 Compliance Activities

- Regular patrols of Council parks, beach areas and streets to monitor compliance with leash requirements – including increased presence during busy summer peak period.
- Signage in parks and beach areas detailing on / off leash requirements.
- Cat cages are available for the public to utilise to confine nuisance, unowned or feral cats.
- Provision of a timely and effective response to over 2,413 requests annually, including registration matters.
- Conduct investigations of complaints, and issue warnings and infringement notices, and prosecutions.
- Council enforces the legislative requirements of the Domestic Animals Act 1994.
 - Legislative requirement for dogs to be on leash unless the area is otherwise designated.
 - Pet owners are required to remove faeces from public places and carry a means to collect faeces.

10.3.6 Summary

Dog barking complaints continue to be an issue, as a result of increased animal ownership in high density areas. Living in apartments or small properties with dogs is challenging and a priority is to educate dog owners about training and responsible animal ownership.

Dog poo remains a problematic issue in terms of enforcement. Council is considering initiatives to reduce dog poo in public places as part of this Plan.

The Animal Management Team works to minimise animal nuisance in the community. Council continues to encourage residents to ensure the welfare of and responsibly manage their dogs and cats.

10.3.7 Plans – Nuisance

Please refer to tables below for actions and planned activities.

Action 9: Partner with Council’s Recreation teams to explore the enhancement of effective responsible pet ownership features at parks and beach areas.

#	Strategic Direction	Activity	When	Evaluation
9.1	Nuisance Dog Attacks	Investigate alternative effective signage options to assist with communicating key messages around responsible pet ownership. (E.g. stencilled messaging on foreshore footpaths, and signage on bins).	2019 to 2021	Signage review completed and signs upgraded.
9.2	Nuisance Dog Attacks	Partner with sport clubs to promote responsible pet ownership. Scope opportunity to develop portable A frames with dog on leash signs to be displayed by clubs during sporting events.	2017 to 2019	No of complaints about pet nuisances on sports grounds reduces. Sports Community satisfaction rating.
9.3	Nuisance Dog Attacks	Investigate fencing in Council owned and managed reserves as part of Council’s Public Space Strategy	2018 to 2020	No of complaints about pet nuisances on sports grounds reduces. Sports Community satisfaction rating.

Action 10: Partner with Council's Recreation teams to investigate environmentally friendly options for dog waste disposal.

#	Strategic Direction	Activity	When	Evaluation
10.1	Nuisance	Investigate environmentally friendly options including bio degradable containers for pick-up of waste, and options for disposal of waste.	2017 to 2021	Investigation complete and improvements implemented.

Action 11: Enhance the Summer Amenity Program.

#	Strategic Direction	Activity	When	Evaluation
11.1	Nuisance Dog Attacks	Utilise the Summer Amenity Program as an opportunity to enhance how Council provides education and advice regarding dog on / off leash requirements, identify unregistered pets and enforce compliance with regulations.	Annual	Program enhanced.

Action 12: Develop information and advice for body corporate associations and developers to mitigate nuisance animal issues.

#	Strategic Direction	Activity	When	Evaluation
12.1	Nuisance	Resource kit developed on caring for animals in apartments developed and distributed.	2018 to 2021	Resource kit developed. Feedback from Body Corporate, Developers and residents living in high density apartments.

Action 13: Raise community awareness about semi-owned cat population.

#	Strategic Direction	Activity	When	Evaluation
13.1	Nuisance Overpopulation & Euthanasia	Implement 'Who's for Cats?' DEDTJR education campaign. The campaign involves TV, radio and print advertisements, a dedicated website (www.whosforcats.com.au), posters, flyers, billboard advertising, promotion at events, information in the various magazines and newsletters produced by participating groups, education activities in primary schools etc. New ideas for promoting campaign messages will continue to be developed over time.	Ongoing	Type and number of education materials distributed. Survey to measure awareness about semi-owned cat population pre and post initiative.
13.2	Nuisance Overpopulation & Euthanasia	Provide education material about cat enclosures and nuisance issues with annual pet registration renewals each year.	Annually	Educations resource distributed. Reduced complaints recorded.

Action 14: Expand cat cage program.

#	Strategic Direction	Activity	When	Evaluation
14.1	Nuisance Overpopulation & Euthanasia	Purchase additional humane cat cages for provision to residents for trapping nuisance cats.	2018 to 2019	Cat cages purchased and provided for residents.

Action 15: Partner with Domestic Animal Businesses to promote dog training initiatives

#	Strategic Direction	Activity	When	Evaluation
15.1	Nuisance Dog Attacks Domestic Animal Businesses	Partner with Domestic Animal Businesses to better promote to the community the benefits of dog training initiatives.	Ongoing	Annually.

Action 16: Develop and interactive ‘app’ for dog on / off leash areas

#	Strategic Direction	Activity	When	Evaluation
16.1	Nuisance Dog Attacks	Investigate the feasibility of developing and introducing an interactive ‘app’ or online site with maps for dog on / off leash areas within the municipality.	2018 to 2019	Options explored and implemented (if budget available).

Action 17: Raise community awareness about environmental impacts of dog waste

#	Strategic Direction	Activity	When	Evaluation
17.1	Nuisance Dog Poo	Educate the community about the environmental impacts of dog poo.	Annually	Number of complaints monitored and reduced.

Action 18: To review and manage the provision of dog off leash along the foreshore and in Fisherman’s Place to protect and balance the needs of the whole community

#	Strategic Direction	Activity	When	Evaluation
18.1	Dog off leash	Explore option to provide consistent zones from 1 November to 31 March at the South Melbourne and Middle Park Beach	2018 to 2020	Opportunities explored, community consulted and recommendations implemented
18.2	Dog off leash	Explore option to extend dog off leash area from the rock groyne south of Point Ormond to the rock groyne at Elwood Sailing Club to avoid confusion for dog owners	2018 to 2020	Opportunities explored, community consulted and recommendations implemented
18.3	Dog off leash	Explore opportunity to provide a dog off leash area in Fisherman’s Bend	2019 to 2020	Opportunities explored, community consulted and recommendations implemented

18.4	Dog off leash	Explore the opportunity to provide dog off leash area in the South West section of St Kilda Botanical Gardens	2017 to 2019	Opportunities explored, community consulted and recommendations implemented
18.5	Dog off leash	Explore options to provide dog off leash areas along the beaches from 5.30-9.30 am where is it currently prohibited including Sandridge Beach (Sandridge), Middle Park Beach (Middle Park), New Beach (Beacon Cove), West Beach (St Kilda), Port Melbourne Beach (Port Melbourne), St Kilda Beach (St Kilda), South Melbourne Beach (South Melbourne), Elwood Beach (Elwood)	2018 to 2020	Opportunities explored, community consulted and recommendations implemented

10.4 Dangerous, Menacing and Restricted Breed Dogs

*Strategic Objective –
To minimise the risk of dog attacks to the community*

Actions in this section address Sections 68A(2)(c)(vi) and 68A(2)(a),(c)(i),(c)(ii),(d),(f) – by outlining programs, services and strategies to effectively identify all dangerous dogs, menacing dogs and restricted breed dogs in that district and to ensure that those dogs are kept in compliance with this Act and the regulations.

10.4.1 Current Situation

Council aims to minimise the risk to the broader community from declared dangerous, restricted or menacing dogs.

The *Domestic Animals Amendment (Restricted Breed Dogs) Act 2017* comes into effect on 30 September 2017, ahead of the conclusion of the moratorium on euthanasing restricted breed dogs.

This Amendment Act amends the Domestic Animals Act 1994 (DA Act), to:

- allow the registration of restricted breed dogs in Victoria
- clarify the dangerous dog status of guard dogs when retired to a residential premises
- increase the payments for registered dogs and cats made by Councils to the

Treasurer under section 69(1)(a) and (aa) of the DA Act.

These changes are designed to ensure that councils are aware of the location of restricted breed dogs, and are able to ensure appropriate control measures. While registration will be permitted with councils, none of the strict controls in place for restricted breed dogs have changed. Restricted breed dogs must still be de-sexed, microchipped, kept on a leash and muzzled at all times when in public, identified with a prescribed collar, and housed according to regulations. Bans on breeding, importing, selling or transferring ownership of restricted breed dogs remain in place.

Restricted breed dogs include the following breeds:

1. American Pitbull Terrier.
2. Pitbull Terrier.
3. Dogo Argentino.
4. Japanese Tosa.
5. Fila Brasileiro.
6. Perro De Canario.

In 2017, the City of Port Phillip does not have any registered restricted breed or declared dogs.

Officers respond promptly to investigate reports involving animals including menacing and/or restricted breed.

Council's Animal Registration Form (for new registrations) requires all owners of dogs to sign a declaration stating that the dog is not a restricted breed. Registrations can be refused if this declaration is not signed.

10.4.2 Current and Ongoing Key Programs

- Respond promptly to complaints of potential menacing and dangerous dog behaviour.
- Respond promptly to notifications of potential menacing or dangerous dogs.
- Enter into Animal Management Plans as appropriate.

10.4.3 Current and Ongoing Community Education / Promotion Activities

- Provision of educational materials and information on dangerous, menacing and restricted breed dogs on Council's website.
- Information for owners of declared dogs in terms of obligations under The Act.

10.4.4 Council Orders, Local Laws and Council Policies

- Ensure all dogs that meet the *Domestic Animals Act 1994* criteria are declared dangerous or menacing.
- Ensure all dogs that have been declared are housed in accordance with the requirements of The Act for housing and when in open spaces.
- Ensure all dogs declared by Council are recorded on the Victorian Declared Dog Registry.

10.4.5 Compliance Activities

- Provision of an expedited response to complaints regarding restricted breed or declared dogs. Active prosecution of owners where an attack has occurred.
- Annual letters to owners outlining responsibilities, and penalties for non-compliance.
- Annual inspections are undertaken in accordance with provisions of the Domestic Animals Act 1994.

10.4.6 Summary

Restricted breed, menacing and declared dogs are not a significant problem within the municipality. However, Council is committed to enforcing requirements under the *Domestic Animals Act 1994* as appropriate.

10.4.7 Plans – Dangerous, Menacing and Restricted Breed Dogs

Please refer to tables below for actions and planned activities.

Action 19: Regular communication with owners of declared dogs.

#	Strategic Direction	Activity	When	Evaluation
19.1	Dangerous, Menacing & Restricted Breed Dogs	Annual property inspections for compliance as per the <i>Domestic Animals Act 1994</i> .	Ongoing	Annually.

Action 20: Identify and register all declared dogs in the municipality.

#	Strategic Direction	Activity	When	Evaluation
20.1	Dangerous, Menacing & Restricted Breed Dogs	Develop a policy on declaring a dangerous dog, in line with requirements of the <i>Domestic Animals Act 1994</i> .	2017 to 2018	Policy developed.
20.2	Dangerous, Menacing & Restricted Breed Dogs	Flag certain breeds on Council's registration database for assessment under the approved standard.	Ongoing	Assessment undertaken.
20.3	Dangerous, Menacing & Restricted Breed Dogs	Periodic cross reference of CAR microchip database information with Council's registration database to identify potential restricted breed dogs.	Quarterly	Conduct periodic cross referencing.

10.5 Dog Attacks

*Strategic Objective –
To minimise the risk of dog attacks to the community*

Actions in this section address Sections 68A(2)(c)(iii) and 68A(2)(a),(c)(i),(c)(ii),(d),(f) - by outlining programs, services and strategies to minimise the risk of attacks by dogs on people and animals.

10.5.1 Current Situation

Historically spring and summer are considered as more high risk for serious dog attacks. This is due to the increased usage of public open space areas including parks and beaches by residents and visitors alike.

During summer and other peak periods, Animal Management Officers partner with Council's Summer Amenity Team to provide extended patrols of beach areas and identified 'hotspots' from early morning until late evening. Breaches of the Council Order in relation to dogs not being under effective control, are taken very seriously as this can identify behavioural issues before a serious dog attack occurs.

Restricted times apply to many dog off leash areas across the municipality during the warmer months, in an effort to reduce the risk of dog attack and minimise nuisance issues. Signage is in place outlining dog off leash 'rules' in these areas including specified dates and times.

The number of dog attacks reported for the past 3 financial years is detailed below:

Animal related request data - (relevant to dog attacks)	2014/15	2015/16	2016/17	% change 2014-2017
Dog attack	72	101	84	+17%

Anecdotally, schools in the municipality have not previously engaged highly with the Responsible Pet Owners program that is available via DEDTJR.

10.5.2 Current and Ongoing Key Programs

- Council's Animal Management team creates a physical presence in Council parks and beach areas by undertaking both scheduled and proactive patrols of areas experiencing emerging issues as required.
- During the summer peak period, Council's Animal Management Team partners with the Summer Amenity Team to provide continuous presence on foreshore areas from early morning until late evening.
- Council provides advice to residents on the keeping of animals and responsible pet ownership.

10.5.3 Current and Ongoing Community Education / Promotion Activities

- Articles are published on the website or in Council's *Diversity* publication.
- We promote desexing of dogs to reduce aggressive tendencies and wandering at large.
- We promote regular exercise of dogs and early socialisation of dogs to other dogs and humans.
- We promote the supervision of dogs near children through Council's Maternal and Child Health Service.
- We will promote the "We are Family" from pregnancy to preschool program through Council's children and family services.
- We will educate the public on what to when confronted by an aggressive dog.

10.5.4 Council Orders, Local Laws and Council Policies

- City of Port Phillip Local Law No. 1 specifies the number of animals permitted on a property without a permit, depending on the dwelling type.
- Permits for excess animals as per requirements of the City of Port Phillip Local Law No. 1.
- Orders are in place restricting dogs off leash to designated areas and times in certain parks and beach areas.
- Orders are in place prohibiting dogs in certain parks and beach areas.

10.5.5 Compliance Activities

- Provision of an expedited response to reports of dog attacks, rushes or aggression.
- Conduct investigations of complaints, and issue warnings and infringement notices, and prosecutions.
- Regular patrols of Council parks, beach areas and streets to monitor compliance – including increased presence during busy summer peak period. Enforcement of on leash requirements.
- Signage in parks and beach areas detailing on / off leash requirements.

10.5.6 Summary

Council provides and promotes a range of education programs throughout the municipality aimed at improving community awareness and reducing dog attacks.

Serious dog attacks remain a concern, and Council continuously strives to develop strategies aimed at reducing the risk of dog attacks on people and animals.

10.5.7 Plans – Dog Attacks

Please refer to tables below for actions and planned activities.

Action 21: Partner with Council’s Recreation teams to explore the enhancement of effective responsible pet ownership features at parks and beach areas.

#	Strategic Direction	Activity	When	Evaluation
21.1	Nuisance Dog Attacks	Investigate alternative effective signage options to assist with communicating key messages around responsible pet ownership. (E.g. stencilled messaging on foreshore footpaths, and signage on bins).	Annually	Investigation complete.
21.2	Nuisance Dog Attacks	Partner with sport clubs to promote responsible pet ownership. Scope opportunity to develop portable A frames with dog on leash signs to be displayed by clubs during sporting events.	2017 to 2019	Relationship established. A frame signs developed and used by clubs. Reduced complaints of dogs off leash during sporting events.

Action 22: Enhance the Summer Amenity Program.

#	Strategic Direction	Activity	When	Evaluation
22.1	Nuisance Dog Attacks	Utilise the Summer Amenity Program as an opportunity to enhance how Council provides education and advice regarding dog on / off leash requirements, identify unregistered pets and enforce compliance with regulations.	Annually	Summertime program of increased patrols implemented.

Action 23: Partner with Domestic Animal Businesses to promote dog training initiatives

#	Strategic Direction	Activity	When	Evaluation
23.1	Nuisance Dog Attacks Domestic Animal Businesses	Partner with DAB's to better promote to the community the benefits of dog training initiatives.	Ongoing	Promotion activities implemented

Action 24: Develop and interactive 'app' for dog on / off leash areas

#	Strategic Direction	Activity	When	Evaluation
24.1	Nuisance Dog Attacks	Investigate the feasibility of developing and introducing an interactive 'app' for residents and visitors that provides details and maps for dog on / off leash areas on the municipality	2018 to 2019	Options explored and implemented (if budget available).

Action 25: Continue partnership with Australia Post to report dog issues

#	Strategic Direction	Activity	When	Evaluation
25.1	Dog Attacks	Develop an MOU with Australia Post to report all dog attacks, rushes, wandering animals within an agreed timeframe. Australia Post is aware of and utilises our ASSIST program for reporting dog issues.	2019 to 2021	Annually.

10.6 Overpopulation and Euthanasia

Strategic Objectives –

To reduce the number of unwanted animals that are euthanased

To encourage people to manage pets in ways that protects the health and welfare of the animal and maximises the companion benefits of their pet

Actions in this section address Sections 68A(2)(c)(iv) and 68A(2)(a),(c)(i),(c)(ii),(d),(f)- by outlining programs, services and strategies to address any over-population and euthanasia rates for dogs and cats.

10.6.1 Current Situation

Council contracts its pound services to The Lost Dogs Home. Under this contract, The Lost Dogs Home provides Port Phillip's Pound facilities. The Lost Dogs Home is open to the public every day (except Christmas Day and Good Friday).

Council supports responsible animal ownership programs for the community by partnering with the Lost Dogs Home to strive towards improved rates of pet reunification and rehoming. The Lost Dogs Home additionally provides an online lost and found facility for City of Port Phillip residents.

The figures below provide a snapshot of City of Port Phillip impoundment statistics.

City of Port Phillip Impoundment Statistics #	2015-16	2016-17
Dogs impounded	130	111
Dogs returned to owner	123 (94.6%)	106 (95.5%)
Dogs rehoused	3 (2.3%)	3 (2.7%)
Dogs euthanased	4 (3.1%)	2 (1.8%)
Cats impounded	82	132
Cats returned to owner	33 (40.2%)	27 (20.5%)
Cats rehoused	7 (8.5%)	28 (21.2%)
Cats euthanased	42 (51.2%)	77 (58.3%)*

* Excludes animals considered as 'being processed'.

55 of these cats were classified as feral, with a large proportion of them collected during case management of 2 instances of hoarding.

More dogs and cats than ever are being successfully reunited with their owners. Cat euthanasia rates increased, however this was primarily due to an anomaly involving a high number of feral cats collected during two separate instances of hoarding in the municipality.

10.6.2 Current and Ongoing Key Programs

- City of Port Phillip partnership with the Lost Dogs Home to reunify and rehouse pets.
- Council facilitates a discounted desexing voucher scheme to assist concession and pension card holders, and to reduce the number of unwanted animals in the community. We seek opportunities wherever possible to support positive community and animal welfare outcomes.

10.6.3 Current and Ongoing Community Education / Promotion Activities

- Media released and articles published in Council’s *Diversity* magazine and website.
- Online ‘Lost and Found’ service via Lost Dogs Home.

10.6.4 Council Orders, Local Laws and Council Policies

- City of Port Phillip Local Law No. 1 specifies the number of animals permitted on a property without a permit, depending on the dwelling type.
- Permits for excess animals as per requirements of the City of Port Phillip Local Law No. 1.

10.6.5 Compliance Activities

- Regular patrols of Council parks, beach areas and streets to monitor compliance – including increased presence during busy summer peak period.
- Conduct investigation of complaints, issue cautions and infringement notices, prosecutions.
- Provision of a timely and effective response to over 2,413 requests annually, including registration matters.
- Cat cages are available for the public to utilize to confine nuisance, unowned or feral cats.

10.6.6 Summary

The City of Port Phillip is committed to striving towards continued improvement in the rehoming and reunification rates of animals. Our partnership with the Lost Dogs Home will also assist to increase the rates of animal reunification and rehoming.

10.6.7 Plans – Overpopulation and Euthanasia

Please refer to tables below for actions and planned activities.

Action 26: Partner with the Lost Dogs Home to increase access to affordable pet desexing and identification initiatives.

#	Strategic Direction	Activity	When	Evaluation
26.1	Registration & Identification Overpopulation & Euthanasia	Partner with Lost Dogs Home to conduct periodic discounted microchipping / desexing / registration days.	Annually	No of pets microchipped and desexed.

Action 27: Raise community awareness about semi-owned cat population.

#	Strategic Direction	Activity	When	Evaluation
27.1	Nuisance Overpopulation & Euthanasia	Implement 'Who's for Cats?' DEDTJR education campaign. The campaign involves TV, radio and print advertisements, a dedicated website (www.whosforcats.com.au), posters, flyers, billboard advertising, promotion at events, information in the various magazines and newsletters produced by participating groups, education activities in primary schools etc. New ideas for promoting campaign messages will continue to be developed over time.	Ongoing	Type and number of education materials distributed. Community survey to measure awareness about semi-owned cat population pre and post initiative.
27.2	Nuisance Overpopulation & Euthanasia	Provide education material about cat enclosures and nuisance issues to cat owners in registration information each year.	Annually	Information provided.

Action 28: Expand cat cage program.

#	Strategic Direction	Activity	When	Evaluation
28.1	Nuisance Overpopulation & Euthanasia	Purchase additional humane cat cages for provision to residents for trapping nuisance cats.	---	Cat cages purchased.

Action 29: Enhance services to help owners reunite with their pets.

#	Strategic Direction	Activity	When	Evaluation
29.1	Overpopulation & Euthanasia	Partner with the Lost Dogs Home to utilise their online Lost Pets Website functionality.	2017 to 2021	Lost Pets Website implemented. No of pets reunited with their owners increased and duration of stays at Lost Dogs Home reduced.

29.2	Overpopulation & Euthanasia	Utilise Council's social media platforms to help owners reunite with their pets quickly.	2017 to 2021	Implementation.
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Action 30: Promote adoption of animals.

#	Strategic Direction	Activity	When	Evaluation
30.1	Overpopulation & Euthanasia	Partner with Lost Dogs Home to promote the animals available for adoption.	Ongoing	No of pets adopted or rehomed
30.2	Overpopulation & Euthanasia	Increase community awareness and support for the value of adopting animals from shelters and rescue groups more broadly, including through media stories and events.	Ongoing	No of stories published or posted on line.

Action 40: Create partnerships to reduce euthanasia

#	Strategic Direction	Activity	When	Evaluation
40.1	Overpopulation & Euthanasia	Animal management officers will work in partnership with the Lost Dogs Home, veterinary clinics and animal rescue organisations to optimise the rehousing and adoption rates for dogs and cats and to reduce the incidence of euthanasia to the bare minimum, to animals with an untreatable medical or behavioural issue, or no prospect of re-homing.	Ongoing	The euthanasia rates will be monitored monthly as part of the contractual arrangements with the lost dogs home and opportunities to further reduce the euthanasia rates will be explored and implemented wherever possible.

10.7 Domestic Animal Businesses

Strategic Objective -

To ensure all domestic animal businesses maintain the highest standards of animal welfare

Actions in this section address Sections 68A(2)(c)(ii) and 68A(2)(a),(c)(i),(d),(f) – by outlining programs, services and strategies which the Council intends to pursue in its municipal district to ensure that people comply with this Act, the regulations and any related legislation.

10.7.1 Current Situation

The City of Port Phillip has 12 registered Domestic Animal Businesses, including one pet shop (sells pet accessories only), seven dog training establishments, and four boarding establishments.

Officers may inspect these facilities as required to ensure they are in full compliance with all relevant Acts and Codes of Practice prior to new registration being granted or renewal of existing registrations.

The Animal Management Team actively investigates and prosecutes any illegal Domestic Animal Businesses operating in the municipality.

10.7.2 Current and Ongoing Community Education / Promotion Activities

- Provide all Domestic Animal Businesses with relevant Code of Practice.
- Fact sheets on website and available at Council offices.
- Website listing of Domestic Animal Businesses.

10.7.3 Council Orders, Local Laws and Council Policies

- Enforcement of the legislative requirements of the Domestic Animals Act 1994 and relevant Codes of Practice.
- City of Port Phillip Local Law No. 1 specifies the number of animals permitted on a property without a permit, depending on the dwelling type.

10.7.4 Compliance Activities

- Inspection of domestic animal businesses for new registration / renewal of registration.
- Responding to any complaint lodged about a Domestic Animal Business and ensuring their compliance with the Codes of Practice.

10.7.5 Summary

Council seeks to partner with Domestic Animal Businesses more closely in the future to help continue to improve animal welfare and community outcomes.

10.7.6 Plans – Domestic Animal Businesses

Please refer to tables below for actions and planned activities.

Action 31: Continue to make it easier for residents to register their pets.

#	Strategic Direction	Activity	When	Evaluation
31.1	Registration & Identification	Review and develop the animal management online services to permit pet owners to amend existing registration details online.	2018	Online services enhanced
31.2	Registration & Identification	Implement SMS reminders as part of the annual pet registration renewal process.	2018	SMS reminders implemented No of 2 nd and 3 rd reminders reduced. No of pets registered increased
31.3	Registration & Identification Domestic Animal Businesses	Work in partnership with vets and domestic animal businesses to assist pet owners to register pets online.	Ongoing	Domestic Animal Businesses promote and assist pet owners to register their pets
31.4	Registration & Identification	Review new pet registration form and renewal notice layout and information.	2018	Review complete and forms improved

Action 32: Develop a pet registration kit for use by vets, Domestic Animal Businesses, body corporate associations, real estate agents and the public housing sector.

#	Strategic Direction	Activity	When	Evaluation
32.1	Registration & Identification Domestic Animal Businesses	Development and distribution of pet registration kit.	2018 to 2021	Kit developed and distributed.

Action 33: Partner with Domestic Animal Businesses (DAB) to promote dog training initiatives

#	Strategic Direction	Activity	When	Evaluation
33.1	Nuisance Dog Attacks Domestic Animal Businesses	Partner with DAB's to better promote to the community the benefits of dog training initiatives.	Ongoing	Dog training promoted to community members. Enrolment by residents in programs.

Action 34: Identify all operating Domestic Animal Businesses (DAB).

#	Strategic Direction	Activity	When	Evaluation
34.1	Overpopulation & Euthanasia Domestic Animal Businesses	Identify businesses within the municipality that should be registered DABs by reviewing advertisements - including pets advertised for sale (e.g. social media, local papers, notice boards). Follow up for registration compliance / or need to shut down.	Ongoing	Number of unauthorised businesses selling pets reduced.

10.8 Community Education, Local Laws and Procedures

Actions in this section address Section 68A(2)(e) by providing for the review of any other matters related to the management of dogs and cats in the Council's municipal district that it thinks necessary.

10.8.1 Council Local Laws, Orders and Processes

It is proposed that Council review its Local Laws, Orders and Processes in relation to animal management, to underpin the objective of achieving positive animal welfare and community outcomes into the future.

10.8.2 Communication and Education

Council applies a strategic approach to provide education and communication initiatives to the community on animal management and welfare issues. This approach touches on all aspects of responsible pet ownership and seeks to effectively target the varied demographic population of the community.

10.8.3 Plans – Community Education, Local Laws and Procedures

Please refer to tables below for actions and planned activities.

Action 35: Review Council's Local Laws and Orders.

#	Strategic Direction	Activity	When	Evaluation
35.1	Community Education, Local Laws & Procedures	Investigate the feasibility of limiting the number of dogs that may be walked by an individual.	2018 to 2019	Investigation complete and amendments to Local Law considered.

Action 36: Review Council Processes.

#	Strategic Direction	Activity	When	Evaluation
36.1	Community Education, Local Laws & Procedures	Review Multiple Pet Permit conditions and processes.	2018	Review complete and improvement implemented.
36.2	Community Education, Local Laws & Procedures	Review Barking Dog processes and protocols.	2017	Review complete and improvement implemented.

Action 37: Foster relationships with other Councils and government departments to share ideas, data and information.

#	Strategic Direction	Activity	When	Evaluation
37.1	Community Education, Local Laws & Procedures	Undertake activities to build relationships.	Ongoing	Annual report of outcomes.

Action 38: Review the media and communication plan to ensure its effectiveness and continue to include key messages for the community on animal management issues.

#	Strategic Direction	Activity	When	Evaluation
38.1	Community Education, Local Laws & Procedures	<p>Enhance our media and communication plan, with particular emphasis on:</p> <ul style="list-style-type: none"> •Role of Council's Animal Management Team. •Education initiatives regarding registration and desexing of cats and dogs. •Promote the value of pet registration. •Promote responsible management of cats and dogs as part of the community. •Promote benefits of dog obedience training. •Education to assist residents to understand dog behaviour. •Promote adoption of animals •Enhance awareness of semi-owned / unowned cat population. •Information relating to pets in apartments. •Information relating to managing dogs in cafes and outdoor eating areas. •Information on preventing and managing dog barking •Dog on / off leash parks and beach areas. •Picking up dog waste •Greyhounds in the community •Domestic Animal Businesses •Dog attack – awareness and how to report. •Promote use of seasonal social media 'alerts' to assist Council to reactively respond to 'hot topics'. •Provide A-Frames for use by sporting clubs during training or games to advise people of dog on leash requirements. •Cross-promotion of events and initiatives with neighbouring Councils. 	2017 to 2021	Communication strategy developed and implemented.

		<ul style="list-style-type: none"> •Work with other Council departments to provide a more coordinated approach to community education initiatives. •Use of freestanding flashing billboard during summer peak periods at foreshore areas. 		
38.2	Community Education, Local Laws & Procedures	Implement an SMS 'alert' system for pet owners – to utilise to communicate current important messages.	2017 to 2021	SMS alert system implemented.

Action 39: Use social media and Council publications to provide new residents with updates on animal registration, responsible pet ownership and animal welfare.

#	Strategic Direction	Activity	When	Evaluation
39.1	Community Education, Local Laws & Procedures	<p>Develop a communication calendar to promote responsible pet ownership, Council's services and pet welfare.</p> <p>Explore opportunity to develop an e-newsletter.</p>	<p>Annually</p> <p>2018 to 2021</p>	<p>Communication calendar developed.</p> <p>E-newsletter produced and distributed.</p>

11. Annual Review of Plan and Annual Reporting

*Strategic Objective –
To ensure that all programs and activities are monitored and evaluated*

68A (3) *Every Council must—*

- (a) *review its domestic animal management plan annually and, if appropriate, amend the plan*
- (b) *provide the Department of Primary Industries' Secretary with a copy of the plan and any amendments to the plan*
- (c) *publish an evaluation of its implementation of the plan in its annual report.*

11.1 Performance Monitoring and Evaluation Process

The monitoring of the performance of the Plan will be undertaken in accordance with the requirements of The Act. In addition, Council will continue to conduct its monthly monitoring of the performance of the Animal Management Unit. The results of this monthly monitoring will enable Council to adjust the Plan, ahead of the annual review.

11.2 Current and Future Reporting Activities

Developing and monitoring KPIs for the Animal Management Unit.

Reporting on KPIs to the Executive Management Team.

Annually reporting to the community through the Council Annual Report and Council Plan.

Identifying, monitoring and evaluating new programs through the Department's Business Plan.

Evaluating Animal Management programs and activities.

Annually reviewing Council Orders made under the Domestic Animals Act 1994 and Council's Local Laws relating to animals.

11.3 Key Performance Indicators

The Local Government Performance Reporting Framework (LGPRF) measures for Council's Animal Management Services are required to be reported to the state government annually. The measures and performance results within target and include: time taken to respond to customer requests (one day), cost per animal was \$61.36 (decreased from \$75.10 in 2015/16) and number of animal prosecutions has decreased (2). The number of registered animals (dogs and cats) reclaimed has dropped from 58.72% in 2015/16 to 47.67% in 2016/17, mainly due to increased numbers of feral cats, with 55 collected last year. (The reclaimed rate increases to 69% if animals registered upon release are included). Further information provided in the table below.

KPI Description	2014/15	2015/16	2016/17	Comment
Animals reclaimed from Council (number of animals reclaimed / number of animals collected) x 100	55%	59%	48%	Target is >60%. Compared to the previous years, a lower proportion of animals were reclaimed, however there was an increase in the number of feral animals collected.
Timeliness Time taken to action non-urgent animal management requests – first response	1.0 day	1.0 day	1.0 day	Target is <2.
Service Cost Cost of animal management service per registered animal (direct cost of animal management service / number of registered animals)	\$74.30	\$75.10	\$61.36	Target is <\$80. Compared to previous years, the service cost has decreased due to operational efficiencies and an increase in the number of registered animals.
Animal management prosecutions	4	5	2	Target is <10. One prosecution successful / one dismissed.

Animal nuisance / dog barking complaints (number of animal complaints per 1000 population)	---	---	---	New suggested measure
Domestic Animal Business Compliance Rates (number registered / number audits)	---	---	---	New suggested measure

11.4 Review Cycle / Date for this Plan

This Plan will be reviewed on an annual basis by the Manager Amenity Services.

The Plan will be reviewed and a new Plan will be completed on or before 30 June 2021.

12. Appendices



12.1 Appendix A: Dog Off Leash Areas – Parks and Reserves



www.portphilip.vic.gov.au

12.2 Appendix B: Dog Off Leash Areas - Beaches



www.portphillip.vic.gov.au
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