



**DOMESTIC ANIMAL MANAGEMENT PLAN**

**DRAFT**

**MAY 2008**



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## **1.0 INTRODUCTION AND CONTEXT OF THIS PLAN**

### **1.1 PURPOSE OF THIS DOMESTIC ANIMAL MANAGEMENT PLAN**

The State Government amended the Domestic (Feral and Nuisance Animals) Act 1994, to improve animal management in Victoria, by requiring that all Councils have a Domestic Animal Management Plan (DAMP). The City of Port Phillip supports this strategic approach and has developed its DAMP using the guidelines provided by the Department of Agriculture Bureau of Animal Welfare.

The aims of the DAMP are to promote harmonious and responsible pet ownership.

In the City of Port Phillip responsible pet ownership will focus on:

- Registration of pets
- Keeping dogs under effective control and influencing compliance with restricted area requirements
- Managing pets to not adversely impact on residential amenity
- Micro-chipping and desexing of pets
- Encouraging picking up of dog poo.

These aims will be achieved through implementation of a range of initiatives including education and enforcement of non-compliance with legislative requirements, community consultation and interaction with key stakeholders.

### **1.2 PROCESS APPLIED IN DEVELOPING THIS PLAN**

The DAMP was prepared by the City of Port Phillip's Animal Management team, after consultation with key stakeholders in the region. Submissions were received from a variety of peak bodies, including the Cat Crisis Coalition, the Australian Veterinary Association and the RSPCA.

The Animal Management team conducted a forum with local vets during 2007, to gauge their views over numerous issues relating to the DAMP development. There have also been submissions from a number of individuals in relation to dog and cat related protocols within council, including suggestions in relation to changes to dog off-leash areas.

A municipality wide community survey was conducted in 2006 as part of the development of council's Open Space Strategy. The survey considered the use of public open space and use of mixed areas, such as beach areas.

There was considerable feedback from the community in relation to the use of public open space by dogs. Therefore a number of recommendations were made with respect to availability of space for use by dog owners. This is highly relevant, and has been considered in the development of this plan. .

Other relevant areas of council have also been consulted with respect to aspects of this plan.

### **1.3 THE CITY OF PORT PHILLIP – DEMOGRAPHIC AND COUNCIL PROFILE<sup>1</sup>**

The City of Port Phillip is located in Melbourne's inner southern suburbs, between two and eight kilometres from the Melbourne GPO. The City is bounded by the Cities of Melbourne, Stonnington, Glen Eira and Bayside, and Port Phillip Bay.

The City includes the suburbs of Albert Park, Balaclava, Elwood, Middle Park, Port Melbourne (part), Ripponlea, South Melbourne, St Kilda, St Kilda East (part), St Kilda West and part of the St Kilda Road area (Melbourne 3004). The original inhabitants of the Port Phillip area were the Bunurong or Kulin Aboriginal people. European settlement dates from the 1840s.

The City contains significant parks, gardens and foreshores, as well as a mix of residential and commercial areas. At the centre of the City of Port Phillip is Albert Park Lake, an area managed by Parks Victoria which also provides a significant area for dogs to be exercised on and off-leash.

The City of Port Phillip has a population of 85,000. There is an average of 1.88 persons per dwelling. 76.4% of dwellings are medium and high density. Only 12.4% of dwellings are separate houses. 47% of households are renting. 17% of households do not own cars, compared with the Melbourne Statistical Division of 9.4%.

Household incomes across the City of Port Phillip are mixed, with 21.5% earning between nil and \$29,747; 22.2% earning between \$29,748 and \$56,088; 21.5% earning between \$56,089 and \$94,621; and 34.7% of households earning over \$94,622.

The City has a higher level of people aged 25 to 49, then the Melbourne Statistical Division has (53.2% compared to 37.6%). The City also has a smaller proportion of people aged between 0 and 17 and also those aged 60 and over, compared to the Melbourne Statistical Division.

### **1.4 DOMESTIC ANIMAL STATISTICS AND DATA**

There were 5173 dogs and 3296 cats registered within the City of Port Phillip for the 2007/8 registration period. One of the interesting figures is the movement of animals into and out of the City (917 dogs and 641 cats left the City of Port Phillip and there were 468 new cat and 977 new dog registrations in the same period).

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<sup>1</sup> Statistical information in this section was obtained from the City of Port Phillip Community Profile, which is based on the 2006 Census of Population and Housing published by the Australian Bureau of Statistics.  
CoPP Draft DAMP

Given the high volume of rental accommodation, there is consequently a significant changeover of animals, as well as people. This brings with it significant challenges in terms of the ongoing education of the community.

**Table 1: Customer requests received, by category, for the calendar year 2007**

<b>Complaint type</b>	<b>No.</b>
Dog collections	286
Barking dogs	260
Dog off-leash/not under effective control	117
Cat collections	113
Trespassing cats	91
Dogs wandering at large	71
Dog attack	55**
Dog rush	15

\*\* attacks on cats (2); attacks on dogs (26); attacks on people (19)

**Table 2: Enforcement under DFNA 1 January 2007 to 31 Dec 2007**

Total dog attacks	55
Dog attacks resulting in prosecution action from offences in 2007 (**not all cases have been heard as yet)	9
Actual total prosecutions heard at court in 2007	23
Dogs destroyed after court cases	3
Seized dogs (as a result of attack)	6
Declared dangerous/restricted breed dogs	6
Infringement court prosecutions	13

**Table 3: RSPCA IMPOUND STATS 1/1/07 – 31/12/07**

<b>Species</b>	<b>Euthanised</b>	<b>Re Housed released or rehabilitated (if wildlife)</b>	<b>Reclaimed</b>	<b>Total</b>
Dog	16	14	127	157
Cat	55	52	21	130
Bird	1	8	0	9
Fowl	3	1	0	4
Rabbit	4	1	0	5
Reptile	0	1	0	1

**Declared dogs in Port Phillip 1/1/07 – 31/12/07**

	1/1/07	31/12/07
Restricted breed	6	2
Dangerous dogs	2	0
Menacing dogs	1	1

**Major service requests and complaints**

Dog collections:	286
Barking dogs:	260
Dog off leash/ not under effective control:	117
Cat collections:	113
Trespassing cats:	91
Dogs wandering at large:	71
Dog attack:	55
Dog Rush:	15
Other	1323
<b>Total complaints</b>	<b>2331</b>

\*\*note that many animal collections are finalised through the animal being reunited with their owners without council needing to collect them.

**Infringement information:**

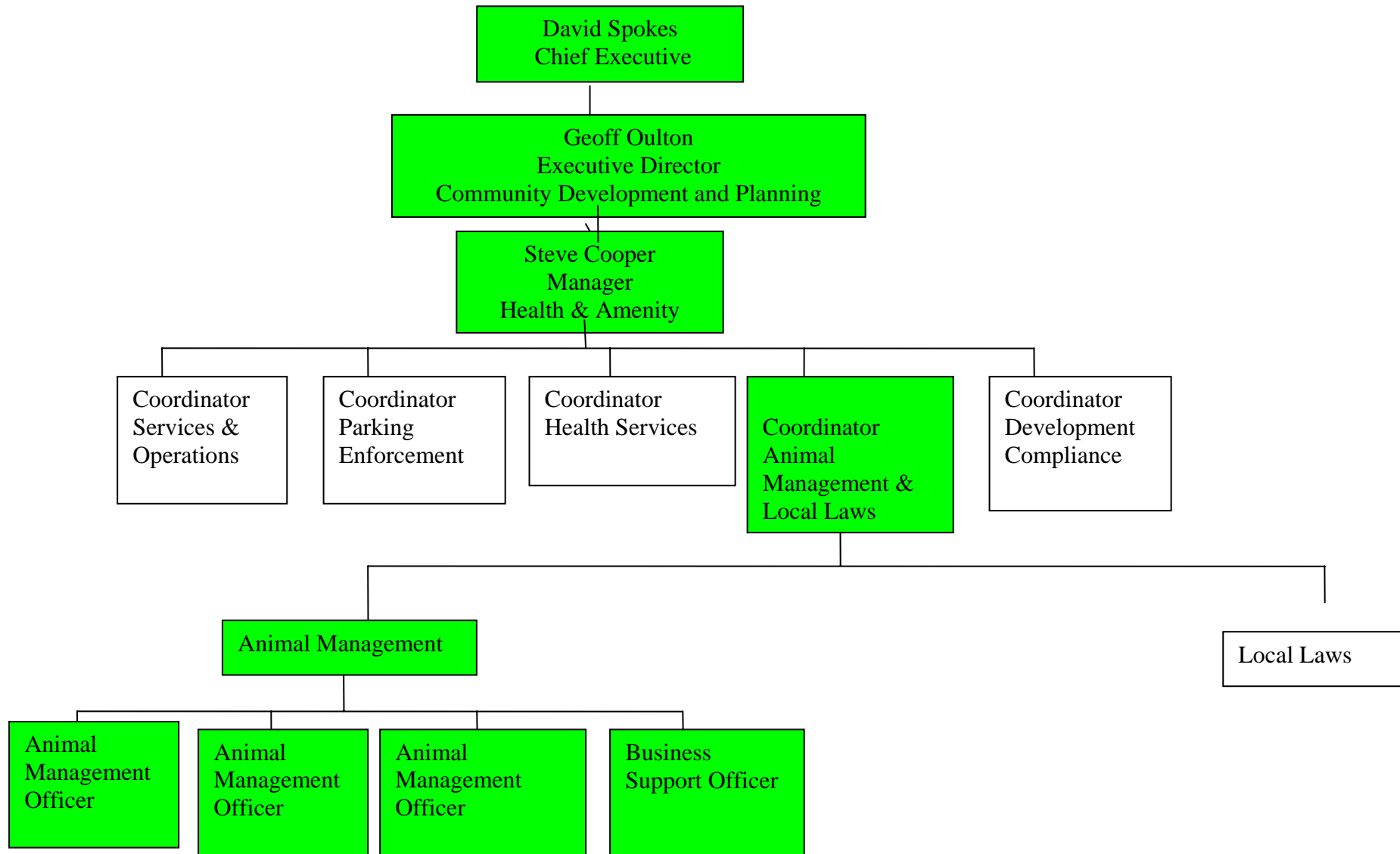
Registration offences:	222
Contravening council order*:	70
Dog at large daytime:	45
Dog/Cat causing a nuisance:	3
Failure to remove faeces:	1
Failure to comply with a notice:	1
<b>Total:</b>	<b>342</b>

\*Contravening council order includes charges for off-leash, effective control & prohibited areas.

From the above data the following conclusions are drawn:-

1. Community amenity and harmony can be increased through a reduction in the number of barking dogs, or more timely resolution of those issues.
2. The incidents of dogs off leash, not under effective control, rushing and attacking remains problematic.
3. Cat collections are material. However the most effective means of managing this issue is not clear.

1.5 ANIMAL MANAGEMENT – ORGANISATIONAL CHART





## **1.6 CURRENT PROGRAMS AND SERVICES – SERVICE LEVELS**

### **Discount micro-chipping events**

Council offers a number of discount microchipping events at various locations throughout the municipality throughout the year. These events are advertised in the local media and attract large numbers. The most recent event, held at St Kilda Town Hall in April 2008 had 181 animals microchipped. These events are run three or four times a year, either on weekends or after hours during the week.

### **Investigation of dog attacks and non compliance of DFNA**

Animal Management Officers attend dog attacks and conduct investigations into other non-compliances, such as dogs not under effective control or cats straying into neighbouring properties and causing nuisances. Dog collections and barking dog complaints remain the most significant problem.

Barking dogs are quite significant because of the time it can take to resolve a complaint. The majority of excessive barking complaints can be attributed to a poor choice of dog (ie keeping a working dog in a small area) or separation anxiety.

Port Phillip Council has pioneered the use of DNA technology to identify dogs involved in dog attacks.

### **Routine inspections for compliance and education of animal owners**

Officers conduct regular inspections at all parks and beaches throughout the council area. During summer inspections may be conducted from as early as 6am until nightfall, including weekends.

Many of the weekend patrols are conducted by two officers, as unfortunately there has been some hostility displayed towards officers. From time to time it is necessary to enlist the support of Victoria Police in attending to the responsibilities of council under the Domestic (Feral & Nuisance Animals) Act. Compliance checks during patrols include checking animal registrations, dog litter, dogs off lead in leash control areas, dogs at large, dogs not under effective control.

**Education** is a major focus of animal management within the municipality. Animal Management Officers conduct education programs with the School Care programs and also with interested groups, such as Police and Australia Post, to reduce the likelihood of people not knowing what to do if confronted with an aggressive animal.

**Enforcement** is a necessary part of education. Infringements are issued to offenders, according to protocols within the department. Penalty Infringement Notices may be issued for minor offences as a means of saving all parties the time and expense of dealing with the matters at court.

### **Annual door knock to check registrations**

Commencing in June, approximately a month after reminder letters have been sent for registration renewals, a door knock is conducted throughout the municipality to check animal registrations. This is an important task, given the considerable turnover in the residential population. Officers are now equipped with new technology in the form of hand held computers that enable immediate access to current registration information.

## **Restricted breed dogs**

There are six restricted breed dogs in the high risk dog category (American Pitbull Terrier, Pitbull Terrier, Dogo Argentino, Japanese Tosa, Fila Brasileiro, Perro De Presa Canario). They are a constant concern for Animal Management Officers, though the numbers within this municipality are much lower than faced by other councils. A number of restricted breed dogs have been destroyed in the past 12 months.

Officers are highly trained to identify restricted breed dogs. The only breed that is currently known to be housed within the municipality is the American Pitbull Terrier or Pitbull Terrier.

## **Park Towers pilot project**

One of the significant issues that Council has faced for a number of years has been the very low rates of registration of animals in State Government high rise housing facilities.

It was decided that a new and collaborative approach to this problem needed to occur and this has resulted in this project, which is discussed in a later section

There are significant benefits to animal ownership, and it is arguable that the benefit to people in high rise government housing may be even more beneficial. For the 2007/8 registration year, there were only 9 cats and 11 dogs registered within the Park Towers complex.

## **Domestic animal businesses**

There were nine domestic animal businesses operating within the municipality in 2007. Officers must inspect the facilities to ensure they are compliant with current regulations.

## **Animal collections**

There were 150 lost cats and 175 lost dogs notified to the Council in 2007. Some of these animals would be reunited with their owner, via their Council registration tags, without being impounded.

There are some areas within the municipality that have an issue with feral cats. Currently trapping is done on an ad hoc basis.

## Review of dog off-leash areas

Dogs are required to be on leash at all times within the CoPP, unless they are in a designated off-leash area. There are currently 25 designated off-leash areas throughout the City of Port Phillip, which include some early morning beach areas. A detailed map of off-leash areas is available in the appendix.

There are a range of benefits associated with the provision of off-leash areas. There is a strong link between the provision of off-leash spaces, with the attendant opportunities for dogs to socialise, and a reduced propensity for those dogs to adopt anti-social behaviour, including nuisance barking and biting. A secondary benefit is the opportunity provided for dog owners to meet and socialise.

In the 2006 Open Space Strategy it was identified that the South Melbourne area was lacking in off-leash parks, however that is indicative of the availability of open space generally. That said, in reasonable proximity to South Melbourne is the Albert Park Lake area, which is managed by Parks Victoria and includes off-leash areas.

There are a number of off-lead parks in adjoining municipalities that are used by Port Phillip residents, including Fawkner Park in South Yarra, and Dendy Park in Brighton.

As part of the review of the off-leash areas the following issues were considered:

- the increased use of Middle Park Beach by Kite Boarding and its ongoing use as an off-leash area
- an increase in reported incidents at Gasworks Park
- possibility of the use of Elwood Canal as an off-lead area.

1. Middle Park Beach (between Langridge St and 140m past Fraser St towards St Kilda) – this beach continues to be an excellent off-leash beach for dogs. It has also increased in popularity amongst kite boarders. Although there have been some incidents with dogs at this beach, at this stage an increase in patrols will hope to increase awareness of responsibilities for both kite boarders and dog owners.

2. Gasworks Park – this is a very popular off-leash park for dogs. In the past 12 months there have been a number of incidents as a result of dogs not being under effective control, resulting in injuries to other dogs and people. To remedy this situation, there has been an increase in animal management patrols in the area and it is considered that this combination of education and enforcement will result in a safer park for all users.

3. Elwood Canal – a request has been made to make Elwood Canal an off-leash area. This is not a viable solution, given a) the relatively 'narrow space available not being conducive to managing competing uses; and b) the risks to birdlife that resides along the canal.

It is therefore recommended that Council not amend off-leash areas at this stage. However the issues raised are significant and Council will be required to regularly review the provision of off-leash areas in the future.

It should also be noted that due to the prolonged drought some off-leash parks may have to be rested from time to time (ie become on leash) for short periods of time, to allow the grass to recover. If and when these rest periods are required, notification will be given to park users and temporary signage will be installed.

## **2.0 ANIMAL MANAGEMENT – OUR COMMITMENT TO THE COMMUNITY**

Our vision is to ensure that the City of Port Phillip continues to be a vibrant and diverse community, where people enjoy living and working and reap the benefits of responsible animal ownership. This will be achieved by having:

- a creative and innovative approach in all activities
- fairness, honesty and integrity within all our operations
- quality service and competence in Council's operations and achievement of our objectives
- effective communication and consultation

### **2.1 ANIMAL MANAGEMENT OFFICER TRAINING AND DEVELOPMENT**

#### **Objective**

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. A training program is developed with each staff member as part of their individual work plans for the year, to ensure they receive appropriate skills maintenance and development of new skills as required for the area.

#### **Current/Ongoing activities:**

Ensuring all Animal Management Officers have appropriate training and skills to enable them to perform their duties in a thoughtful, and skillful manner. The primary skills required by Animal Management Officers include communication, animal handling, report writing, investigation and time management.

#### **Planned programs and initiatives**

2.1.1 Skills audit to assess the training requirements and skill refreshment required for each staff member.

2.1.2 Participation in training in accordance with agreed training plans.

## **2.2 ENCOURAGING RESPONSIBLE PET OWNERSHIP – COMMUNITY EDUCATION**

### **Objective**

To encourage people to manage pets in a way that protects the health and welfare of the animal, maximises the companion benefits of their pet and minimises potential for nuisance or harm to others.

### **Current/Ongoing activities**

The City of Port Phillip's current education activities and programs are aimed at promoting responsible pet ownership include:

- talks at local schools/kinders by Animal Management Officers
- micro-chipping events
- participation at events such as the RSPCA Million Paws Walk

### **Planned programs and initiatives:**

2.2.1 An annual animal management forum, most likely to be held during Winter, to allow interested people and groups to comment or make suggestions for animal management services. This will enable a regular dialogue with interested groups and ensure that the Animal Management Unit is aware of concerns of the community. It would also be an opportunity to address any concerns that the community may have with respect to enforcement protocols.

2.2.2 An annual Pet Expo. Previous pet expos have been successful and it is intended to hold one annually, in either Spring or Autumn.

## **2.3 ANIMAL IDENTIFICATION AND REGISTRATION**

### **Objective**

To maximise the number of registered and identifiable domestic animals. A new incentive for new animal owners provides for free animal registration for animals less than six months of age that are both desexed and microchipped. This is a generous incentive to help identify the animals that are within the Council area.

### **Current/Ongoing activities:**

Current identification and registration activities include:

- maintenance of computerised database of registrations
- conduct of marketing campaign
- participate in the State Government's Pet Registration Incentive Scheme
- conduct pet micro-chipping days
- conduct of door knock program.

### **Planned programs and initiatives:**

2.3.1 The use of hand held computers in the field to assist in identifying unregistered animals, during

door knock campaign and other periods.

2.3.2 Increased advertising prior to animal registration renewals in local media, to increase awareness of registration requirements.

2.3.3 Increased routine trapping of feral cats, to ensure a decline in the feral cat population, which will make it a better environment for domestic cats.

2.3.4 Provide free initial registration for any animal that is less than six months of age, and is both desexed and microchipped (evidence must be provided) and free initial registration for any newly acquired animal that is both desexed and microchipped (providing this is done within 4 weeks of purchase).

2.3.5 – Park Towers Pilot Project (refer to section 3 for details)

## **2.4 COMPLIANCE AND ENFORCEMENT – LOCAL LAWS AND ORDERS**

### **Objective**

To maximise compliance with domestic animal laws, orders and regulations (State and Local).

### **Current/Ongoing activities:**

The City of Port Phillip current enforcement activities include:

- regular patrols
- enforcement under a framework of ask, tell, enforce
- prosecution for serious offences, which may include dog attacks, noise nuisances, or repeat offenders where the issuing of infringements has failed to stop the offending;

The City of Port Phillip has the following Orders currently in place:

- dog litter local law (Clause 50 of the Community Amenity Local Law No 3)
- off-leash Council Order No 2.

Submissions have asked Council to make Local Laws to do the following:

- provide a cat curfew
- compulsory microchipping for all animals (not just new registrations)
- compulsory cat desexing.

While there are good arguments put forward for these changes, it is Council's current view that the primary focus, at least for the next 12 months, should be on increasing the number of registered animals. Knowing where the animals are and the percentage of them that are desexed and microchipped, will assist Council in planning strategies to educate owners and prevent nuisance complaints occurring. Further consideration of these proposals should only be considered after the registration strategy has been fully implemented.

Other amendments that may be considered to the Local Law include the possibility of including a clause to restrict the number of dogs that a person can be deemed to be in control of (off-lead and on-lead) at a given time.

**Planned programs and initiatives:**

2.4.1 Annual review of dog off-leash areas

2.4.2 Annual review and consideration of any proposed amendments to the Local Law

**2.5 DOMESTIC ANIMAL BUSINESSES**

**Objective**

To work in partnership with domestic animal businesses to achieve Council's domestic animal management goals.

Current/Ongoing activities:

The City of Port Phillip currently has 15 registered Domestic Animal Businesses, which include vet clinics (only those that do animal boarding), dog training establishments and dog minding services.

The Council's programs/activities working with these businesses include:

- regular inspections;
- registration of domestic animal businesses; and
- encouraging responsible use of parks and reserves by dog walking businesses.

**Planned programs and initiatives:**

2.5.1 Twelve monthly audits of all domestic animal businesses.

2.5.2 Regular checks to ensure that dog training/walking groups that utilise facilities within CoPP are doing so in a responsible and sustainable manner.

## **2.6 DECLARED DOGS**

### **Objective**

To minimise the risks of dog attack to the community from dangerous, dogs.

### **Current/Ongoing activities**

The City of Port Phillip currently has two declared dogs. Some dogs have moved out of the municipality in recent months, or have been moved by their owners and are the subject of ongoing enquiries.

Programs/activities aimed at minimising the risk to the broader community from declared dangerous, restricted breed and menacing dogs include:

- routine inspections of declared dog premises.

### **Planned programs and initiatives:**

2.6.1 Minimum six monthly inspections for all declared dogs.

2.6.2 Regular updates of the declared dog registry

2.6.3 Continued lobbying for improvement to the workability of the declared dogs registry.

## **3.0 PARTNERSHIPS**

### **3.1 Parks Victoria**

At the centre of City of Port Phillip is the largest park area, Albert Park Lake, which is managed by Parks Victoria. Albert Park Lake has a number of off-leash areas for dogs and is also home to a considerable amount of bird life.

In 2007 meetings were held with Parks Victoria to establish a better relationship with the Park Rangers and to ensure appropriate patrolling of the Albert Park area. This has resulted in scheduled joint patrols between Parks Victoria rangers and CoPP Animal Management Officers.

Animal Management Officers do enforce the provisions of the Act within the Albert Park Lake precinct.

### **3.2 The Park Towers Project**

**Pets in the City – a pilot project to increase animal registration at Park Towers, the largest high rise community housing facility in Victoria.**

Park Towers is the largest high rise community housing facility in Victoria, with 299 apartments (a mix of one, two and three bedroom). Currently animal registration in this location is incredibly low, with only nine cats and 11 dogs registered in April 2008. Residents of the facility do not trust the enforcement unit, generally. The City of Port Phillip animal management unit has worked closely with Port Phillip Community Group, local vets, Petlinks, the Ministry of Housing and others to implement a range of activities that will provide a mechanism to improve relationships with the local community, increase animal registration and microchipping, increase desexing and promote responsible animal ownership within the area. A successful project will encourage the use of this collaborative strategy at other similar sites within the municipality, and could be used as a model for other councils with similar issues. This project will commence in Winter 2008. The program has three principal strategy components that will be engaged concurrently:

#### **Need**

CoPP's Animal Management department estimates that in excess of 250 animals are kept by residents of the Park Towers Community Housing estate. The true figures, breed types, and condition of these animals have gone largely unmonitored by Council authorities, due to an overall lack of pet registration. Although compulsory, according to State and Council regulations, pet registration entails a cost and process that many low-income and isolated residents are not able to comply with. Currently, the only means of compiling critical information about the animals kept in such housing estates are door-to-door surveys conducted by Animal Management workers. Surveys of this kind are unfeasibly time-consuming,

create suspicion/hostility among pet owners, and fail to encourage legislative compliance. Hence, a 'blind-eye' has been turned to Park Towers for many years. This is, by no means, a sustainable situation.

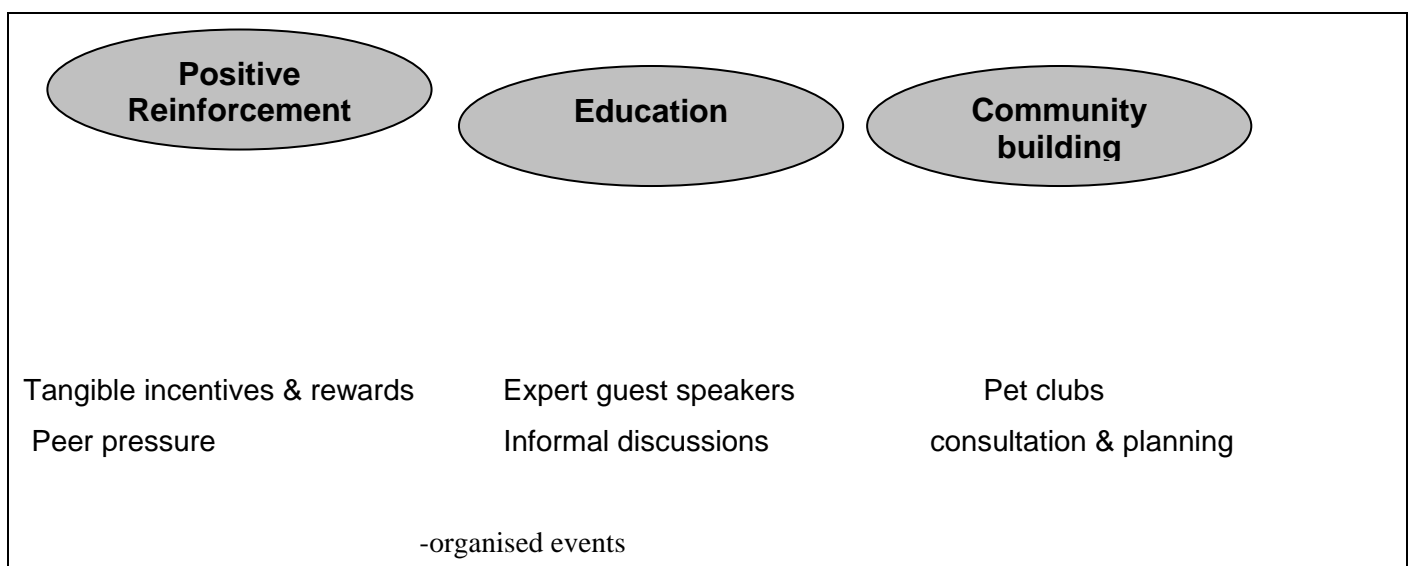
A series of meetings between CoPP, PetLinks, and Port Phillip Community Group representatives have identified several problem areas which require an innovative approach:

- large-scale failure to register/microchip pets
- instances of irresponsible or non-responsive pet ownership
- difficult relationship between Council & Park Towers residents
- lack of coordination among community service organisations
- sub-optimal emotional and physical wellbeing of some pets (and their owners)
- large number of lost or seized animals which are referred to the RSPCA
- lack of inclusive activities and consultative processes at the Towers
- weak community bonds among residents.

Based on the needs identified above, and the dialogues which have taken place thus far, it is believed that a broad holistic intervention is required in order to address these separate, yet related issues.

### How the project will work

Given the social complexity of the program aims, three principal strategy components will be engaged concurrently.



### Positive reinforcement

Taking a radical step away from Council's traditional *enforcement* policies, this component may very well mark a turning-point in the future of Animal Management strategy and procedure. *Positive reinforcement*, in the form of tangible incentives and rewards for desirable actions and behaviour, promises a more

productive and satisfying expenditure of Council's resources. At the same time, it will transform the 'pet police' image of department workers, as well as enhancing the broader community's health and safety. In order to motivate residents to have their pets registered, microchipped and/or desexed, various concessions, subsidies and gifts have been arranged. CoPP Animal Management will waive its 1<sup>st</sup> year Registration Fee (if pets are microchipped & desexed). For those who are yet to have their animals desexed and microchipped, the RSPCA has offered to provide the Municipal Association of Victoria desexing voucher scheme services at a heavily discounted rate (during winter months). Using a voucher system through the Animal Management unit the costs to residents will be approximately halved. The PetLinks program will provide free transportation for the animals between Park Towers and the RSPCA. For those who will struggle to pay upfront vet costs, PPCG will provide No Interest Loans (NILS) of approx. \$60 through its South Melbourne Information & Support team. As an additional incentive, PPCG will attempt to source product donations from pet food companies, so that we may offer each owner 5kg of pet food upon immediate receipt of registration paperwork. Ongoing Free Vet health checks will also be facilitated through CoPP contacts on event days.

### **Education**

This secondary component will serve to support the efforts of the first and third. It will be employed directly and indirectly; formally and informally to address matters of responsible pet ownership, dog obedience, civic obligations, children and animals, choosing the right pet, the importance of regular exercise etc. Guest speakers will be invited to share their knowledge at special events and club meetings. Local knowledge will be equally valued and encouraged within workshop environments, and club showcases.

### **Community building**

The development of community connections is vital to successful achievement of the project's longer term aims. However a relatively unstructured plan of engagement is required to ensure that advantage can be taken from opportunities as they arise. What is certain is that groups of interested residents will be asked to participate in the planning, implementation and evaluation of activities. These workshops will be facilitated by a community development expert, with the results largely driving the direction of the program. It is believed that such constructive, and no doubt empowering, communal processes will increase local ownership of the project, in turn, increasing individual commitment to the realisation of its goals. For those less inclined towards program design, there will be many other opportunities to socialise in a group setting. It is hoped, that a daily Dog Walkers Group will be formed, as well as a Pet Club. It is intended that the groups will play a large role in the organisation of special events (eg dog shows) which will attract a wider neighbourhood audience.

## **Participation & Inclusion**

Our tripartite strategy recognises and integrates the capacities of various stakeholders within the Park Towers setting. Participatory processes will seek to engage residents throughout the design, implementation and evaluation phases of the project. A number of engagement techniques, including fully facilitated workshops, will encourage those of all abilities and backgrounds to contribute. Where deemed necessary, print material shall be provided in languages relevant to participants. PetLinks will provide transportation for those who choose to take advantage of the subsidised veterinary services. The development of clubs and special events will serve the underlying purpose of establishing a culture of participation and inclusion across the program spectrum.

### **Outcomes**

<b>Outcomes</b>	<b>Beneficiaries</b>
1.1 more accurate data compilation possible 1.2 more relevant service provision possible 1.3 enable compliance with State legislation 1.4 enable the return of lost pets	-Animal Management dept. -Whole of Community -Pet Owners
2.1 safer environment for community 2.2 lessen enforcement role of Council 2.3 better health for domestic animals 2.4 less risk to native fauna	-Whole of Community -Animal Management dept. -Pets -Native Fauna
3.1 greater understanding of residents' needs & concerns 3.2 greater willingness to cooperate w. Council initiatives 3.3 decreased levels of frustration	-Residents -Council -Council & Residents
4.1 complementary organisations are more effectively networked 4.2 professional relationships are developed 4.3 better coordinated service provision 4.4 innovative & holistic solutions for community issues	-Whole of Community  -Community Service Workers
5.1 better physical & psychological health of residents (quality of life improved) 5.2 better physical health & temperament of pets (quality of life improved) 5.3 lessen resources expended on residents' ill-health	-Pet Owners -Pets -Whole of Community
6.1 lessen trauma for pet owners 6.2 lessen trauma for pets 6.3 lessen resources expended on the destroying of animals	-Pet Owners -Pets -Whole of Community -RSPCA
7.1 better understanding of residents needs & concerns 7.2 more relevant & sustainable program structure 7.3 empower marginalised residents	-Residents
8.1 greater capacity to withstand socioeconomic pressures 8.2 better quality of life for residents 8.3 greater self-esteem/communal pride derived from group identity	-Residents

### **Sustainability**

From the outset, this project has been conceived as a collaborative solution to a longstanding community problem. A mutual commitment from CoPP, PPCG, RSPCA and PetLinks cements a solid foundation for the continued growth of Pets in the City. A results-based long-term strategy is being designed to ensure that initial resources are utilised with overall sustainability in mind. Assurances have been made to the Park Towers community that any incentives and assistance offered in Phase 1 (year 1 of 8) can be maintained over a number of years.

## 4.0 PERFORMANCE MONITORING AND EVALUATION

### 4.1 Our performance monitoring and evaluations process

Key data that can illustrate and measure the effectiveness of the Animal Management unit will be collected and documented, as below. This data will be available on the City of Port Phillip ebsite and updated every six months.

### 4.2 KEY PERFORMANCE INDICATORS

NO.	MEASURE	ACTUAL	TARGET
1	Dog registration rate: (% Dogs registered/estimated dog population*) est dog pop = 25188	21%	20% increase
2	Cat registration rate: (% cats registered/estimated cat population**) est cat pop = 16713	20%	20% increase
3	Enforcement success rate: (% successful prosecutions/total prosecutions)	94% ****	100%
4	Dog rehousing rate: (% total dogs rehoused/total dogs impounded)	9%	10% increase
5	Cat rehousing rate: (% total cats rehoused/total cats impounded)	40%	10% increase
6	Dog attacks: (Number of dog attacks causing injury per 1,000 population)	0.65	% Reduction however – we want to encourage reporting which may increase the number of attacks reported.
7	Cat reclaim rate: (% total cats reclaimed/total cats impounded)	16%	10% increase
8	Cat euthanasia rate: (% total cats euthanised/total cats impounded)	42%	decrease
9	Declared dog compliance rates: (Number declared/number compliant/number of audits)	No data	100%
10	Domestic animal business compliance rates: (Number registered/Number compliant/Number of audits)	No data	100%

Example:

\* *Estimated dog population: 40% x 1.44 dogs/household [Source: BIS Shrapnel Report, 1999].*

\*\* *Estimated cat population: 26% x 1.47 cats/household [Source: BIS Shrapnel Report, 1999].*

\*\*\*No of Households = 43730 (= no. of occupied private dwellings in 2006 Census)

\*\*\*\* 1 x unsuccessful prosecution in 2007.

### 4.3 REVIEW CYCLE/DATE FOR THIS PLAN

This plan will be reviewed annually after an annual animal management forum is held.

## APPENDICES

### APPENDIX A: ACTION PLAN

PROGRAMS	ACTIONS RESOURCES	RESPONSIBLE OFFICER	DUE DATE
<b>2.1 Officer Training</b> 2.1.1 Skills Audit of animal management staff.  2.1.2 Updated Training as required.	Review training requirements  Implement Training Calendar for next 12 months	Coordinator/AMOs  Coordinator	Oct 08  Oct 08
<b>2.2 Community Education</b> 2.2.1 Annual animal management public forum  2.2.2 Annual Pet Expo	Publicise annual animal management forum to assist with review of DAMP  Coordinate event – arrange sponsors, displays etc	Coordinator/AMOs  Coordinator/AMOs	Winter 2009  Spring 2009
<b>2.3 Identification and Registration</b> 2.3.1 hand held computers  2.3.2 increased advertising  2.3.3 feral cat trapping program  2.3.4 Registration Incentives	Use of better technology in the field to assist accurate registration checks.  Increase advertising in local media and generally to increase awareness of registration requirements.  Develop routine trapping program to address feral cat population issues.  Provide free registration for new cats and dogs that are aged less than 6 months of age and are both desexed and microchipped. Include promotion and advertising of program.	AMOs  Coordinator  Coordinator/AMOs  Coordinator	Commenced  Trialed 2008 Ongoing  Commence Summer 2008/9  October 2008

2.3.5 Park Towers Pilot Project	A collaborative program to increase animal registrations, desexing and microchipping in Park Towers. This project is aimed at increasing responsible animal ownership.	Coordinator/AMO in conjunction with project partners	Commences Winter 2008
<b>2.4 Compliance and Enforcement</b>			
2.4.1 annual review of off leash areas	Request submissions re: off leash areas prior to animal management forum. Consult with other Council stakeholders. As part of annual review of DAMP.	Coordinator	Autumn 2009
2.4.2 local law amendments	Review need for any alteration to local laws affecting animal management (any proposals should be included in discussion at the annual forum).	Coordinator	Autumn 2009
<b>2.5 Domestic Animal Businesses</b>			
2.5.1 audits	Annual audits of domestic animal businesses, to ensure compliance with relevant Codes of Practice. Audits of all new domestic animal businesses prior to registration.	AMOs	Feb 2009 (or as required)
2.5.2 auditing dog trainers/professional walkers	Checking that professional dog trainers/walkers are using Council resources sustainably. Patrols.	AMOs	commenced
<b>2.6 Declared Dogs</b>			
2.6.1 audit	Inspection of all declared dog properties every six months.	AMOs	Commencing Spring 2008
2.6.2 declared dog registry	Update relevant information in declared dog registry.	AMOs	Ongoing
2.6.3 improving declared dog registry	Report all faults/issues with registry to Dept of Primary Industries.	AMOs/Coordinator	Ongoing

## APPENDIX B: Council Order No. 2

### PORT PHILLIP CITY COUNCIL

Notice is hereby given that Council at its meeting on 17<sup>th</sup> December 2001, resolved to make the following **Order** under section 26 of the **Domestic (Feral & Nuisance) Animals Act 1994 (the Act)**.

Amended in relation to 'Beach E' and 'Beach F' by Council at its meetings on the 23<sup>rd</sup> June 2003 and 24<sup>th</sup> November 2003 respectively.

Further amended in relation to 'Beach E' and 'Beach F', 'Prohibited Area', 'Sandridge Beach' and 'Clarke Reserve' by Council at its meeting on 28 June 2004.

Amended in relation to 'Beach G', 'Designated Reserves' and 'Prohibited Area' by Council at its meeting on 27 June 2005.

### ORDER NO.2 OF PORT PHILLIP CITY COUNCIL

#### Section 26

#### Domestic (Feral & Nuisance) Animals Act 1994

#### 1. Dogs must be under effective control

1) The owner of any dog must keep the dog under effective control by means of a chain, cord or leash held by the owner and attached to the dog while the dog is in:

- a reserve; or
- a public place

except where otherwise designated by signs as being a designated reserve available for unleashing of dogs.

2) Sub clause (1) does not apply where a chain, cord or leash attached to the dog is securely fastened to a post or other fixture and the dog remains under sight or voice control by the owner.

#### 2. Prohibited areas

- 1) Dogs are prohibited from entering or remaining in any **prohibited area** in the municipal district or in such an area at a time or date when dogs are prohibited from entering or remaining in such areas.
- 2) The prohibition under sub-clause (1) applies in such areas regardless of whether or not the dog is on chain, cord or leash or otherwise controlled or not controlled.

#### 3. Owner's obligations in a designated reserve

A dog may be exercised off a chain, cord or leash in a Designated Reserve, if the owner:

- carries a chain, cord or leash sufficient to bring the dog under control by placing the dog on a chain, cord or leash if the dog behaves in a manner which threatens any person or animal;
- remains in effective voice and or hand control of the dog and within constant sight of the dog so as to be able to promptly bring the dog under control by placing the dog on a chain, cord or leash if that becomes necessary or desirable to avoid any wandering out of effective control or to avoid any threatening behaviour or any attack; and
- does not allow the dog to worry or otherwise threaten any person or animal, and does not allow the dog to attack any person or animal.

#### **4. Non application to dangerous dogs or greyhounds**

Clause 3 of this Order does not apply to any dog which is declared a dangerous dog under section 34 of the Domestic (Feral & Nuisance) Animals Act 1994 or to a greyhound which must meet the restraint requirements in section 27 of that Act.

#### **5. Meaning of Words**

In this Order:

*Beach A* means the area of land and/or sand west of Pier Road extending to the low water mark between St Kilda Pier and an imaginary line 400 metres north west of the St Kilda Pier from the western boundary of Pier Road to the low water mark.

*Beach B* means the area of land and/or sand south west of Beaconsfield Parade between an imaginary line (extending in a south westerly direction from the north western boundary of Langridge Street to the low water mark) and another imaginary line 140 metres south east of Fraser Street (extending in a south westerly direction from a point on the south west boundary of Beaconsfield Parade to the low water mark).

*Beach C* means the area of land and/or sand south west of Beach Street between an imaginary line (extending in a north easterly direction from the low water mark at Lagoon Pier to Beach Street) and another imaginary line (extending in a south westerly direction from the north west boundary of Dow Street to the low water mark).

*Beach D* means the area of land and/or sand south of The Boulevard between an imaginary line (extending in a northerly direction from the rock groyne opposite Barak Road between the low water mark and The Boulevard) and another imaginary line (extending in a northerly direction from the rock groyne opposite Cumberland Road between the low water mark and The Boulevard).

*Beach E* means the area of land and/or sand south west of Beaconsfield Parade extending to the low water mark between Kerferd Road Pier and an imaginary line (extending in a south westerly direction from the north west boundary of Langridge Street to the low water mark).

*Beach F* means the area of land and/or sand south west of Ormond Esplanade extending from the sea wall to the low water mark between the rock groyne south of Point Ormond and an imaginary line at the beach access ramp, 35 metres south east of Normandy Road (extending in a south westerly direction to the low water mark).

*Beach G* means the area of land and/or sand west of Marine Parade extending from the sea wall to the low water mark between Brooks Jetty and the northern end of the car park toward St Kilda Marina.

*Designated Reserves* means the following reserves and beaches designated by signs as being available for unleashing of dogs:

	<b>Melway Ref:</b>
• Beach A (as defined)	57 / J8-9
• Beach B (as defined)	57 / H8
• Beach C (as defined)	57 / B4
• Beach D (as defined)	56 / H3
• Beach E (as defined), between 5:30am and 9:30am	57 / E6-H7
• Beach F (as defined). Between 5.30am and 9.30am	67 / A3
• Beach G (as defined).	57 / K11-12
• Beaches in the municipal district (other than Sandridge Beach, West Beach St Kilda, Beach A, Beach B, Beach C, Beach D, Beach E and Beach F) only between the 1 <sup>st</sup> April and 31 <sup>st</sup> October each year	
• Head Street Reserve, St Kilda	67 / D5
• Clarke Reserve, St Kilda	67 / C1
• M.O. Moran Reserve, St Kilda	67 / A1
• Marina Point Reserve, St Kilda	67 / A1-2
• Peanut Farm Reserve, St Kilda	58 / A11
• Alma Park East, St Kilda (north of oval – south of Dandenong Road)	58 / E8
• Alma Park West, St Kilda	58 / E8

- Gasworks Park, South Melbourne 57 / D4
- Lagoon Reserve, Port Melbourne 57 / C3
- Howe Reserve, Port Melbourne 57 / D1
- Page Reserve, Port Melbourne 57 / D1
- Smith Reserve, Port Melbourne 57 / C2
- Hester Reserve, Port Melbourne 57 / B2
- J.L. Murphy Reserve, Port Melbourne 56 / K1
- Garden City Reserve, Port Melbourne 56 / K2
- West Port Foreshore Reserve, Port Melbourne 56 / H3
- Julier Reserve, Port Melbourne 56 / H2

*Owner* has the same meaning as in the Domestic (Feral & Nuisance) Animals Act 1994

- Prohibited Area* (a) areas where dogs are not permitted at any time of the day throughout the whole of the year in every year being:
- Environmentally sensitive areas as designated by signs being Sandridge Beach and West Beach St Kilda;
  - Frank and Mary Crean Reserve (Richardson Street, Middle Park – being a fenced children’s playground reserve);
  - All areas within 5 metres of any children’s playground or within 5 metres of a public barbecue or within 5 metres of exercise equipment areas; and
- (b) areas (where dogs are not permitted at any time between 1 November and 31 March in any financial year) during the period 1 November and 31 March in any financial year being:
- All beaches in the municipal district other than Sandridge Beach, West Beach St Kilda and Beach A, Beach B, Beach C, Beach D, Beach E, Beach F (Beach E and Beach F between 5.30am and 9.30am) and Beach G.

*Public Place* has the meaning given to it in the Summary Offences Act 1966, which includes all streets, roads, footways, reserves, lanes, parks, schools, public halls, markets.

*Sandridge Beach* means the area of land and sand within the municipal district of the Port Phillip City Council from an imaginary line (being an extension to the low water mark of the easterly boundary of Todd Road) and extending between the north western boundary of the municipal district and the low water mark to the south western boundary of the municipal district beyond the Perce White Reserve. Excluding the sealed road reserve including car park and adjacent footpath from Todd Road

toward the south western boundary of the municipal district and the footpath between the end of the road reserve and that boundary.

*West Beach, St Kilda*

means the area of land and/or sand south west of Pier Road and Beaconsfield Parade from an imaginary line extending in a south westerly direction from a point on the south western boundary of Pier Road 400 metres north west of St Kilda Pier to the low water mark to another imaginary line from the south western boundary of Beaconsfield Parade running adjacent and parallel to the north western end of the foreshore pavilion between Cowderoy and Fraser Streets.

**David Spokes**  
**Chief Executive Officer**

**APPENDIX C: Clause 50 Community Amenity Local Laws No 3.**

**Clause 50: Animal Litter**

- (1) The owner or person in charge of an animal must immediately collect and remove all of the excrement left by the animal on a road or Council land or in a public place.
- (2) The owner or person in charge of an animal must carry a receptacle, dispenser, bag or other similar device in which to place the excrement of the animal when with the animal on a road, on Council land or in a public place.

**Penalty: \$200**