

#	Action	Timing	Measures	Responsible Areas	\$ cost / resourcing to implement	Comments
Theme 1: Responsible pet ownership through information, education and services						
1.1	Promote owner responsibility approach through increased education, awareness and enforcement of the requirement to carry waste bags and pick up after their dogs. -Increased patrols of parks including in peak times in hot spot areas. -Increased education and awareness campaigns directed towards dog owners and encouraging self-regulation.	2022	Reduced dog waste complaints	Animal Management, City Amenity, Comms	Within existing resources	Use of City Amenity officers for patrols of parks and beaches. Further investigation required to determine best contact for footpath stencils.
1.2	Explore the use of QR codes to provide ease of access to online maps, dog restrictions and other relevant locational information.	2022	Investigation complete 30 June 2022. Implementation subject to funding by end December 2022.	Animal Management, Comms, Parks, Foreshore	Within existing resources	Comms request to be submitted to create content on website to link from QR code. Further investigation required to determine best contact for QR code creation.
1.3	Consider installing footpath stencils in high traffic areas - parks and streets - to depict dog regulations.	2022	Investigation complete 30 June 2022. Implementation subject to funding by end December 2022.	Animal Management, Comms, Parks, Foreshore	\$16500 (100 x \$167)	Regulations for on lead on footpath, beach restrictions, park restrictions. Also include messaging to remind owners to pick up dog waste.
1.4	Conduct audit of existing signage and investigate improvement options to better communicate dog regulations.	2023	Audit complete by 30 June 2022	Animal Management, Comms, Parks	\$10,000	Refer to Charles Sturt Council signs on dog behaviour signage.
1.5	Engage with Lost Dogs Home to provide two "Dogs in the Park" training events per annum.	TBC - subject to COVID-19 restrictions	Number of events provided. Feedback from attendees	Animal Management, Comms, Lost Dogs Home (external)	\$5,000	LDH also run online sessions, however in-person is preferred. Dependent on COVID restrictions and LDH availability.
1.6	Provide a register of dog training providers on Council's website.	2022	Action implemented	Animal Management, Online Comms, Governance	Within existing resources	Consider also providing in registration packs for new dog owners. Governance required to ensure fairness.
1.7	Develop a dog attack kit, including clear outline of the investigation process and assurances of privacy.	2022-23	Action implemented	Animal Management, Comms, SHM Lawyers (external)	\$5,000	Would recommend check over by SHM prior to release.
1.8	Develop an info-graphic depicting how registration fee income is allocated and make this available to the community through: -Council website -Registration notices -Other Council publications as appropriate	2022 and ongoing	Information provided and updated regularly	Animal Management, Comms	Within existing resources	Consider also providing in registration packs for new dog owners.
1.9	Introduce SMS reminders for dog and cat registration renewals	2022-23	Action implemented	Animal Management, Data and/or DTS, Twilio (SMS company external)	\$2,000	Meeting September 2021 indicates SMS reminders could be ready for the 2022 renewal period. Pending testing.
1.10	Develop a targeted campaign to increase education and awareness amongst pet owners on the potential impacts their pets can have upon wildlife. Work with partners such as Park Victoria where required.	2023 and ongoing	Implemented - as part of annual Communications Plan	Animal Management, Online Comms, Comms, Sustainability, RSPCA (external), Parks Vic (external), Wildlife Vic (external), Zoos Vic (external)	\$5000 (graphic design, publishing)	Expand on Zoos Vic 'Who's for Cats' campaign. Extension to impact of dogs on wildlife. Can also tie in environmental considerations i.e. dog waste
1.11	Develop an annual Communications Plan to target messaging about key issues and services, including but not limited to: -Dedicated social media focus -Owner/community onus - what people can do -Positive values-based messaging -Promotion of dog friendly public spaces -Complaints processes -Investigations processes -Our role at Port Phillip -Impacts of not picking up dog waste -Impacts of dogs and cats upon native wildlife.	Ongoing	Communication Plan reviewed and implemented annually.	Animal Management, Comms, Online Comms, Zoos Vic (external)	Within existing resources	Schedule to be set up to ensure regular messaging.
Theme 2: Balancing the need for dog friendly areas with other open space uses						
2.1	Ensure the needs of dogs and their owners are incorporated into the draft City of Port Phillip Public Space Strategy (PSS) through delivery of: -MCO Moran Reserve Dog Park -Investigation of a fenced dog off leash area along the light rail trail in Port Melbourne and at Clarke Reserve in Elwood. -Develop criteria for dog off leash parks and investigating opportunities for new dog off leash areas using these When developing landscape master plans, consider: -Ways to provide separate fenced areas for small and large dogs; -Provision of lighting of popular dog walking areas. -Feasibility of incorporating dog agility equipment	Ongoing	Actions incorporated into final PSS.	Public Space	Actions covered in Public Space Strategy document.	
2.2	Introduce a Council Order requiring dogs within 20 metres of an organised sporting event or training to be on lead, and prohibited from entering the ground/playing surface/training space while the sporting event or training is taking place.	2022	Action implemented. Feedback from sporting clubs and oval users.	Animal Management, Parks, SHM Lawyers (external)	Within existing resources	Finalise wording to ensure clarity.
2.3	Introduce permit requirements for people/businesses wishing to walk more than 6 dogs at a time. The permit will contain conditions aimed at ensuring all dogs being walked are under effective control and the amenity impacts of a large number of dogs is managed.	2022/23	Reduction in complaints	Animal Management, SHM Lawyers (external), dog walking businesses (external)	Within existing resources	Review of community feedback prior to implementation
Theme 3: Partnerships						
3.1	Partner with vets, Domestic Animal Business, Owners Corps, Real Estate Agents, Public Housing providers etc to promote registration of dogs and cats and responsible pet ownership by providing: -Registration information -Pets of Port Phillip flyer -Barking Dog Kit -Pets in Apartments flyer	2022-23	Complaint numbers	Animal Management, Comms, external parties as listed	\$5,000	Creation of Pets in Apartments flyer
3.2	Partner with Australia Post on dog attacks and other concerns. -Sharing system to identify problem dogs. -Information card / education on postie safety.	Ongoing	tbc	Animal Management, Comms, Aus Post (external)	Within existing resources	Further investigation required to check current AusPost activities. Look in to creating a postcard or similar for distribution by posties.
3.3	Foster relationships with other Councils and government departments to share ideas, data and information.	Ongoing	tbc	Animal Management, Australian Institute of Animal Management AIAM (external), Animal Welfare Vic (external), neighbouring councils	Within existing resources	Includes attendance of AIAM sessions.
3.4	Investigate opportunities for: -non-food businesses to identify as dog friendly by providing a 'door sticker'. -ways in which footpath traders can indicate they are dog friendly.	2022	tbc	Animal Management, Health, Business, Comms	\$1000 (graphic design, stickers)	Work with Health to assist with awareness of regulations for dogs near food premises
Theme 4: Pet regulation and compliance						
4.1	Undertake activities to better identify pet registration non-compliances: -Continue registration checks in the field -Continue Central Animal Records (CAR) microchip audits. -Continue to encourage pet registration through proactive calls to new owners upon notification of a pet sale.	Ongoing	Pet registration levels	Animal Management, City Amenity, CAR (external), SHM Lawyers (external)	Within existing resources	Further work required for 84Y agreements. Registration checks in the field to be carried out by Animal Management and City Amenity officers.
4.2	Conduct increased Authorised Officer patrols to monitor / enforce dog restrictions and Local Laws in parks and open spaces.	2021	Number of patrols undertaken; data collated analysed and used to drive services. Enforcement actions taken	Animal Management, City Amenity	Within existing resources	Dependent on COVID restrictions.
4.3	Document clear processes, based on best practice and legal advice, for: -declaring a dangerous, menacing or restricted breed dog; and -any potential destruction of a dog.	2022	Processes developed and endorsed.	Animal Management, SHM Lawyers (external)	Within existing resources	SOPs in final stages of development. Review panel to be decided upon.
4.4	Conduct Central Animal Records microchip audits to identify potential restricted breed dogs.	Ongoing	Audit complete	Animal Management, CAR (external)	Within existing resources	Note: action item stated "Central Animal Registry" but should be "Central Animal Records" - to be checked in DAMP document
4.5	Conduct annual declared dog property inspections for compliance with the Domestic Animal Act	Ongoing	Inspections completed	Animal Management	Within existing resources	Review of inspection checklist required.
4.6	Introduce a 9pm to 6am cat curfew	2023-24	Action implemented	Animal Management, Comms	Within existing resources	Education campaign required.
4.7	Monitor for businesses that should be registered Domestic Animal Businesses by reviewing advertisements, social media etc and ensure they are compliant with legislation.	Ongoing	Regular monitoring Number of follow up actions taken	Animal Management, Animal Welfare Vic (external)	Within existing resources	Review of DAB inspection checklist required.
4.8	Conduct annual property inspections of registered Domestic Animal Businesses for compliance with legislation.	Ongoing	Inspections completed	Animal Management	Within existing resources	Review of DAB inspection checklist required.
Theme 5: Minimising over population and animal euthanasia						
5.1	Introduce mandatory desexing of newly registered cats, with exceptions for registered breeders.	2023-24	Action Implemented. Number of de-sexed cats found 'at large' reported at the LDH. Feedback from DHHS	Animal Management, Comms, SHM Lawyers (external), Lost Dogs Home (external)	Within existing resources	Track impound and euthanasia rates for reporting
5.2	Implement 'Pets of Port Phillip' Clinic offering free de-sexing in partnership with Port Phillip Animal Hospital and DHHS	2021	Action Implemented Number of pets de-sexed. Feedback from participants / delivery partners.	Animal Management, DHHS (external), Port Phillip Animal Hospital (external), Park Towers Tenant Association (external)	In kind support (within existing resources)	First clinic to be run November 2021 - 9 clinic proposed with a view of extending.
5.3	Partner with the Lost Dogs Home, veterinary clinics and animal rescue organisations to optimise rehoming and adoption of dogs and cats, in order to reduce the incidence of euthanasia.	Ongoing	Number of animals returned to owner. Number of animals re-homed.	Animal Management, Lost Dogs Home (external), SHM Lawyers (external)	Within existing resources	Further work required for 84Y agreements with assistance by SHM.
Theme 6: Staff training and support						
6.1	Support Animal Management Officers to further develop their suite of skills as part of the annual performance development planning process. Including: -Animal handling -Animal behaviour -Canine management -Restricted breed	Ongoing	Training incorporated into individual employee plans.	Animal Management, external training organisations	Within existing resources	Continue to track training of officers via training register.
6.2	Encourage Animal Management Officer attendance at conferences, industry training and networking.	Ongoing	Attendance / participation levels	Animal Management, AIAM (external)	Within existing resources	Annual AIAM conference and regular AIAM webinars
6.3	Continue to review and update Animal Management Processes	Annually	Processes reviewed and updated	Animal Management	Within existing resources	Set meetings in advance to ensure reviews occur.