



Domestic Animal Management Plan

2008 - 2011

*"Promotion of responsible pet ownership
through education, encouragement and
enforcement"*



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Executive Summary

"Promotion of responsible pet ownership through education, encouragement and enforcement"

Recent amendments to the *Domestic (Feral and Nuisance) Animals Act 1994* has legislated all Victorian Councils develop and prepare a Domestic Animal Management Plan.

During the development of this plan, Frankston City Council embraced the opportunity to engage with stakeholder groups, the broader community, and Council's Animal Management Team. Feedback and suggestions obtained have been integrated into the Plan's strategic directions.

Strategies developed have been thoughtfully considered to ensure:

- They are realistic and achievable
- A balance is achieved between needs of pet owners and the needs of the community in general
- Council's overarching plan and vision is taken into consideration and incorporated where appropriate
- Legislative requirements of the Act are met



1.0 Introduction and Context

1.1 PURPOSE

The Domestic Animal Management Plan sets the strategic direction in terms of animal management within Frankston City for the next three years, allowing for review on an annual basis. It will reflect what Council does in relation to animal management and will develop ways to improve current practices and set future directions and action plans.

The Domestic Animal Management Plan is a State Government requirement under the *Domestic (Feral and Nuisance) Animals Act 1994*. The development of the Domestic Animal Management Plan was guided by the Department of Primary Industries – Bureau of Animal Welfare, across all Victorian municipalities. The Plan aims to increase the relative profile and importance of the domestic animal management function in the local government sector.

1.2 PROCESS APPLIED IN DEVELOPING THIS PLAN

Frankston City Council's Domestic Animal Management Plan has been developed in consultation with:

- Frankston City Council's Animal Management Team
- A stakeholder reference group - (including *Lost Dogs Home and Cat Shelters, Dogs Victoria, Cat Protection Society, local veterinarians, local pet shop owners*)
- Broad community consultation with both pet and non-pet owners

Existing domestic animal management services were reviewed against both community needs and the requirements of the *Domestic (Feral and Nuisance) Animals Act 1994*.

1.3 FRANKSTON CITY COUNCIL – DEMOGRAPHIC PROFILE

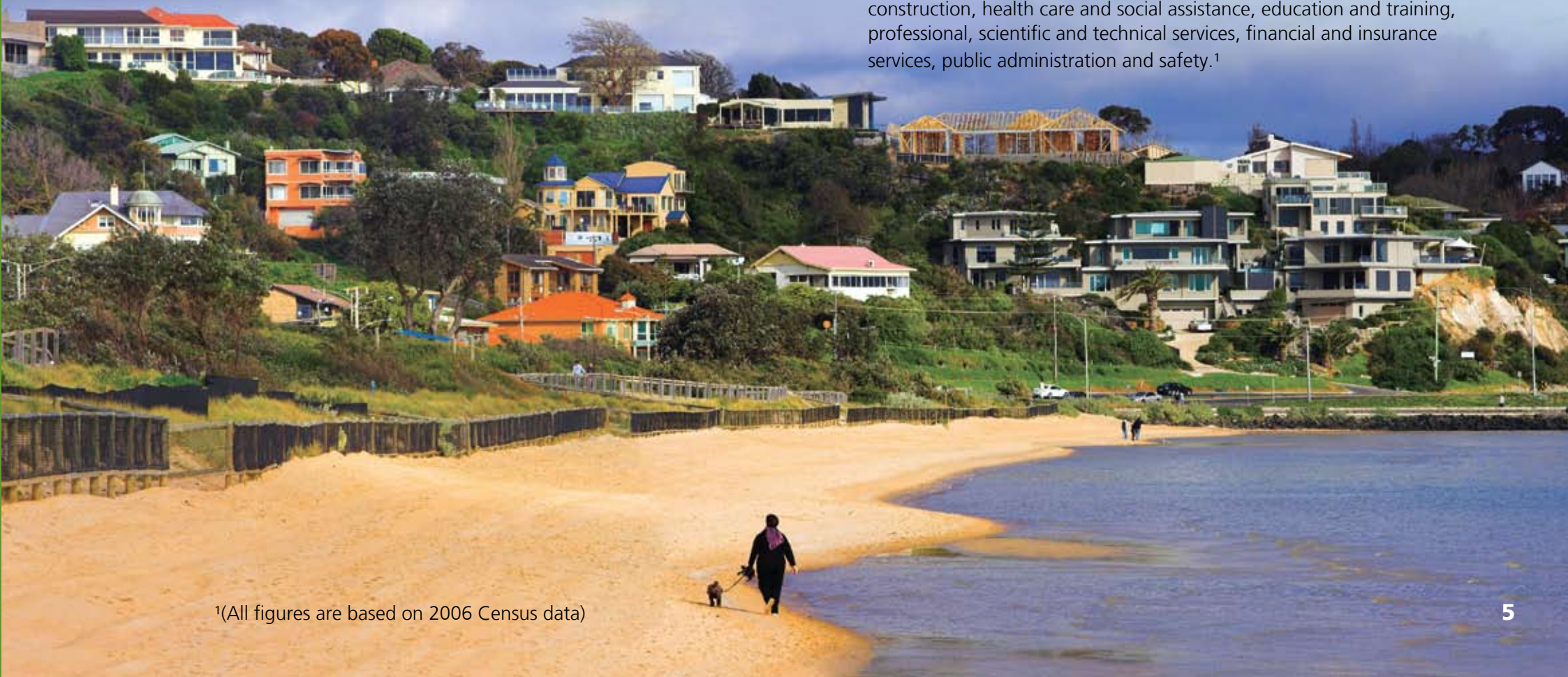
Frankston City is a regional capital located approximately an hour's drive from Melbourne on Port Phillip Bay. Frankston City is bordered by the Cities of Kingston and Greater Dandenong in the north, the City of Casey in the east, Mornington Peninsula Shire in the south and Port Phillip Bay in the west.

Frankston City is a predominantly residential area, with some industrial, commercial and rural areas. The City encompasses a total land area of 129.6 square kilometres. Central Frankston functions as the major regional retail and commercial centre, servicing outer southern Melbourne and the Mornington Peninsula.

Frankston City has a largely suburban population comprising approximately 121,587 residents and approximately 48,948 dwellings with the average household size being 2.51 persons.

The community comprises largely Australian born (83,608) or Australian citizens (98,805), with the majority of the population being in the 18-64 year age bracket (72,413).

Frankston City has a strong employment base with an estimated labour force of 56,989, of which 18,066 were employed part-time (31.7%) and 33,966 were full time workers (59.6%). The most frequented industries in which residents work are: wholesale and retail trade, manufacturing, construction, health care and social assistance, education and training, professional, scientific and technical services, financial and insurance services, public administration and safety.¹



¹(All figures are based on 2006 Census data)

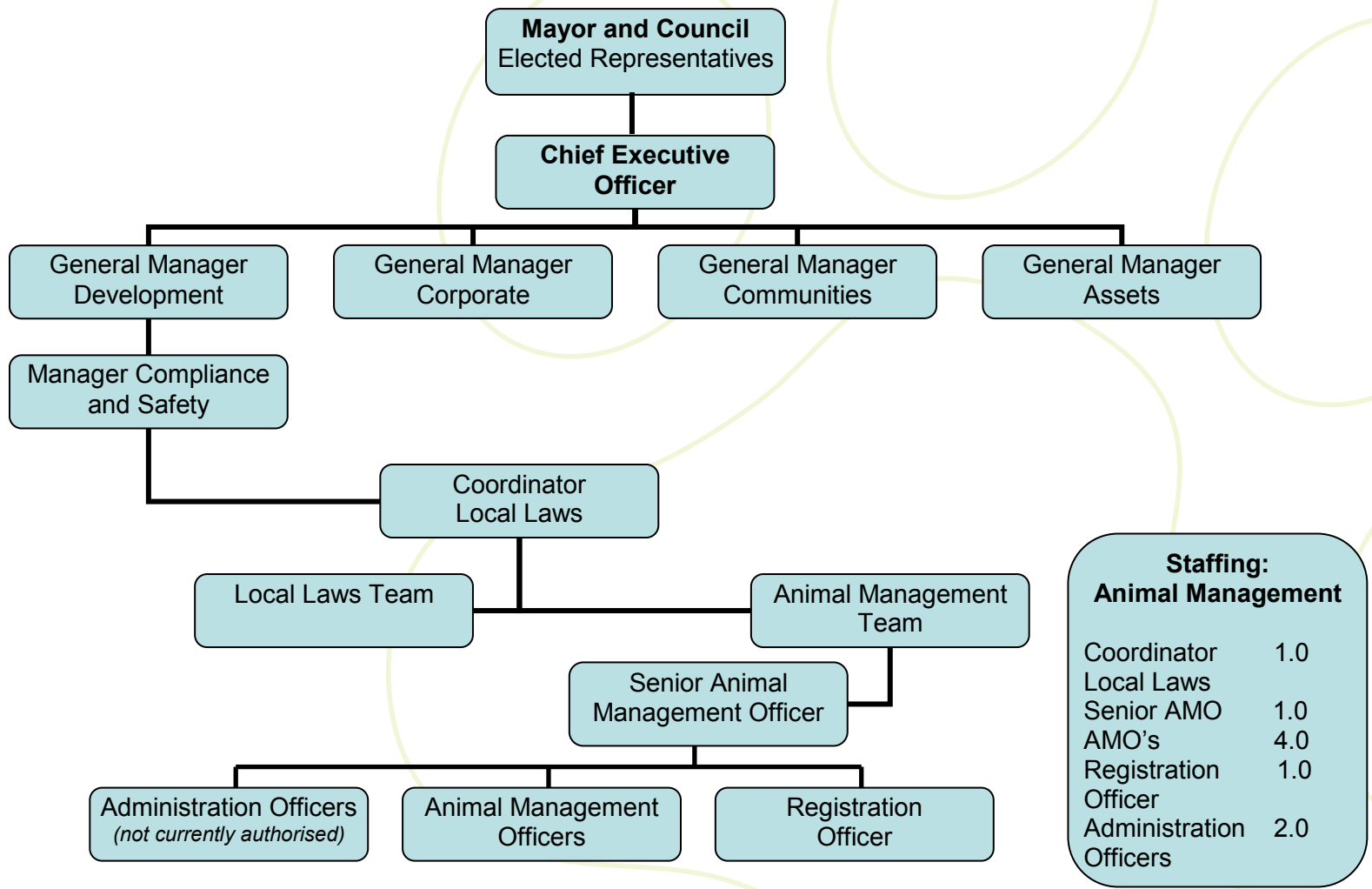
1.4 DOMESTIC ANIMAL STATISTICS AND DATA

<i>Frankston City Council Key Statistics</i>	<i>Frankston City (base data)</i>	<i>Frankston City¹</i>	<i>Other Outer Metropolitan Councils²</i>	<i>State Average</i>
Population	121,587			
Households	48,948			
Area	129.6 km ₂			
Number of EFT authorised Animal Management Officers	7	0.143 per 1000 households	0.125 per 1000 households	0.182 per 1000 households
Hours of training per officer annually	24 hours minimum		42 hours	25 hours
Number of Registered Dogs	21,000	429 per 1000 households	348 per 1000 households	381 per 1000 households
Estimated Dog (owned) Population	31,500			
Number of Registered Cats	8,000	163 per 1000 households	131 per 1000 households	148 per 1000 households
Estimated Cat (owned) Population	24,000			
Number of Registered Declared Dogs	52			
Number of Prosecutions Completed	35	35	30	12
Number of Successful Prosecutions	100%	100%	98%	67%
Number of Impoundments (dogs)	1,561	32 per 1000 households	17 per 1000 households	11 per 1000 households
Number of Dogs Returned to Owner	1,148	73.5% of impoundments	53.1% of impoundments	53.1% of impoundments
Number of Dogs Rehoused	178	11.4% of impoundments	20.6% of impoundments	13.3% of impoundments
Number of Dogs Euthanased	235	15.1% of impoundments	22.7% of impoundments	32.4% of impoundments
Number of Impoundments (Cats)	657	13 per 1000 households	6 per 1000 households	6 per 1000 households
Number of Cats Returned to owner	102	15.5% of impoundments	8.9% of impoundments	11.5% of impoundments
Number of Cats Rehoused	100	15.2% of impoundments	21.3% of impoundments	15.6% of impoundments
Number of Cats Euthanased	455	69.3% of impoundments	62.0% of impoundments	75.8% of impoundments

¹ Frankston City Council Data recalculated to reflect Bureau Animal Welfare benchmarking format

² Data provided by Bureau Animal Welfare 2001- 02

1.5 FRANKSTON CITY COUNCIL – ANIMAL MANAGEMENT STAFFING AND OPERATIONAL STRUCTURE



1.6 CURRENT ANIMAL MANAGEMENT PROGRAMS AND SERVICES - SUMMARY

<i>Program</i>	<i>Service Level to Community</i>
Identification and Registration	Annual Pets Day Out event Website, media releases and articles Active enforcement
Identification and Registration – doorknock campaigns	Ongoing – municipality swept over 5 year period
Domestic Animal Complaints	Response immediately, based on priority, within one week
Dangerous Dog Complaints	Response immediately
Routine Patrols	Response or proactive – in parks and reserves, waterfront, Frankston’s Central Activities District (ie. main shopping area)
Pound Open Hours	10:00am to 1:00pm and 3:00pm to 6:00pm – Monday to Friday 9:00am to 1:00pm – Saturday and Sunday
Microchipping – discounted	Available at annual Pets Day Out event
School Information Sessions (responsible pet ownership)	Refer to Pet Ownership Program for Schools
Desexing Voucher Program	Ongoing – for concession card holders
Communication and Education	Annual Pets Day Out event Website / media releases and articles / brochures Range of educational materials available
Wandering cat complaints	Cat cage system (free to residents)
Domestic Animal Business Inspections	Periodically, as required
Declared Dog Inspections	Annually – as part of registration process (and additionally if required)
Dogs on / off Leash	Order in place restricting dogs off leash to designated free-roam areas
Prohibited Areas	Order in place allowing designation of prohibited areas for dogs and cats Order in place allowing schools to nominate as a prohibited area Order in place nominating Frankston Magistrates’ Court as a prohibited area

1.7 IDENTIFICATION OF KEY ISSUES FOR FRANKSTON CITY - COMMUNITY AND STAKEHOLDER CONSULTATION

A widely inclusive consultation process was undertaken to obtain feedback and suggestions in regard to responsible animal management across the municipality. Feedback and suggestions obtained have been integrated into the Plan's strategic directions.

Community Survey – Responsible Pet Ownership

Council consulted the community about issues regarding responsible pet ownership – and how these issues affect individuals and neighbourhoods. Council also asked residents to provide suggestions for measures which may be implemented to address any issues.

Council's Domestic Animal Management Reference Group developed a questionnaire, which was distributed to the community. 3352 written questionnaires were mailed out to a random selection of dog owners, cat owners and non-pet owners from Council's databases. Additionally, a further 330 questionnaires were e-mailed to members of Council's community consultation database in an online format.

The survey was also available to the community on Council's Web site, in libraries, customer service centres and local veterinary clinics.

1156 responses were received and processed, which is a very good response rate and is indicative of the high level of community interest in this issue.

The survey identified the following issues as the key matters of concern to the community:

- Roaming dogs and cats
- Dogs barking
- Dog droppings
- Dogs walked off lead

Other issues more specific to cat owners were:

- > Cats not allowed off properties at night – and the perceived difficulty in confining cats
- > The possibility of a 24 hour cat curfew
- > Other cats roaming

Other issues more specific to dog owners were:

- > Perceived lack of free roam / free leash areas
- > Dog on dog attacks



Community Workshop Evening – 15 July 2008

The purpose of this discussion was to workshop ideas and strategies which may assist in addressing the key issues identified as part of the responsible pet ownership community survey.

A common theme arose from this discussion for each of the issues discussed:

- Improved community education
- Improved communication across the spectrum of responsible pet ownership issues

Animal Management Officer Workshop – 17 July 2008

Frankston City Council's Animal Management Team also workshopped ideas and strategies, based on the feedback received from the responsible pet ownership community survey.

The Animal Management Team was specific with their feedback, and able to offer detailed suggestions based on their industry experience:

- Improved level of community education and communication, for example:
 - > New pet owners checklist (DL brochure) – to be distributed via pet shops, breeders and veterinarians
 - > Introduce an eight-week subsidised basic dog training course via Dogs Victoria
 - > Continue to promote responsible pet ownership to children and continue support of Department of Primary Industries (DPI) schools program
 - > Education regarding securing dogs – show what happens when dogs attack
 - > Education regarding cats – breeding patterns, trapping programs, containment requirements and methods, fines
 - > Introduce a dog / cat hotline for residents
 - > Information stalls – shops and hotspots
 - > Information stalls at Council events (eg. Waterfront Festival, Seniors' Fair)
 - > Talking to groups
 - > Introduce a community education officer
- Further encourage registration, microchipping and desexing of dogs and cats, for example:
 - > Promote merits of microchipping and desexing of dogs and cats (e.g. keeping pets safe, 99% of pets are returned if they are microchipped)
 - > Utilise media better including Council's Web site and Pet Talk pages in local newspapers
 - > Better promote Council's subsidised desexing program for concession card holders
 - > Door knocks
 - > Monthly prize draw of new registrations

- Review free roam areas in Frankston City, for example:
 - > Review possibility of additional free roam areas in the municipality
- Dog waste, for example:
 - > Educate the community further regarding fines and enforcement
 - > Continue with A-frame signage and patrols

Domestic Animal Management Plan Reference Group

This group was created to enable Council to consult specifically with a spectrum of industry stakeholders, and included members from the Lost Dogs Home, Cat Shelters, Dogs Victoria, Cat Protection Society, local veterinarians and local pet shop owners.

The group initially worked together to formulate the responsible pet ownership community survey, and then again to workshop key issues identified as part of the survey.

Suggestion themes from this discussion:

- Community education
 - > Implementation of an education officer
 - > Take education programs to the community/neighbourhood areas (e.g. community houses)
 - > Breed suitability for lifestyle education
 - > Education for children
 - > Cat containment education – reasons for keeping cats safe, and cost effective confinement methods
- Communication
 - > Improve communication with industry stakeholders – working together
 - > Improve awareness of services and programs available (e.g. desexing program)
 - > Improve signage (e.g. maps in parks indicating locations of dog waste bins)
 - > Implementation of a new dog and cat hotline for residents
- Need to understand and address, the underlying cultural issues affecting the community's attitude and response towards responsible pet ownership in the municipality in the long term.

2.0 Statement of Purpose

THE COMMUNITY AND COUNCIL VISION

Council's Vision

**“An outstanding regional capital
on the bay – vibrant, friendly and a natural
lifestyle choice”**

Through an extensive consultation process as part of the Frankston 2025 Community Visioning initiative, Council believes this vision now reflects our community's wishes.

Council's Mission

**“Provide the services and infrastructure
which promote the quality of life for current
and future generations”**

The vision for our community's future has been incorporated into six overarching Council Plan Strategic Objectives.

1. Well Governed
2. Connected Community in a Proud and Safe City
3. Active and Healthy Community with a Vibrant Culture
4. Well Planned, Well Built and Well Maintained
5. Clean and Green for our Future
6. A Place of Business Prosperity that Values Learning Communities

THE DOMESTIC ANIMAL MANAGEMENT PLAN

The Domestic Animal Management Plan is part of achieving the Frankston 2025 Community Vision, and has particular links to the first two Council Plan Strategic Objectives.

<i>Council Plan Strategic Objectives</i>	<i>Animal Management Objectives</i>
1. Well Governed	<ul style="list-style-type: none"> • Strive for organisational excellence by building capability of staff across Council
2. Connected Community in a Proud and Safe City	<ul style="list-style-type: none"> • Review and implement Domestic Animal Management Plan • Continue to provide opportunities for people to connect and celebrate life - including Pets Day Out event • Promotion of responsible pet ownership through education, encouragement and enforcement • Enhance the amenity, health and safety of the community through the provision of a range of services • Strive to achieve high standards of safety and compliance to minimise risks and enhance community confidence

COUNCIL'S ANIMAL MANAGEMENT TEAM

Frankston City Council's Animal Management Team is situated within the Compliance and Safety Department. The purpose of this department is to contribute to the Council Plan Strategic Objectives by:

Protecting and promoting:

- *The safety, health and well being of residents*
- *The amenity and environment of Frankston*

Through the provision of a range of innovative customer focussed services and programs in a cost effective manner.

The main focus of the Domestic Animal Management Plan is to achieve a balance in meeting the needs of the community – including both pet owners and non pet owners.

3.0 Strategic Directions for Domestic Animal Management

3.1 AMO TRAINING AND DEVELOPMENT

Objective:

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

Current/Ongoing Activities:

- All staff are required to undertake a minimum of 24 hours learning and development, per officer, annually – as part of individual personal development programs
- On the job training, plus ongoing coaching
- It is desirable, but not essential, for new staff to hold minimum Certificate IV in Animal Control and Regulation – or have appropriate industry experience/other relevant qualifications
- Staff representative on relevant industry bodies and committees

Planned Initiatives:

- Conduct Animal Management Officer skills audit to determine training gaps
- Apply for DPI scholarships for Animal Management Officers (Certificate IV in Animal Control and Regulation)

3.2 ENCOURAGING RESPONSIBLE PET OWNERSHIP – COMMUNITY EDUCATION

Objective:

To encourage people to manage pets in a way which 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:

- Conduct annual Pets Day Out event
- Actively promote DPI's Responsible Pet Ownership Program to local schools
- Provide a range of educational materials for the community
- Regular media releases/articles in local newspapers/articles in Council's community newsletter, Frankston City News regarding responsible pet ownership issues
- Use of Council Web site as promotional tool, including links to other relevant industry Web sites
- Utilisation of Council's on-hold message facility as a promotional tool
- Participation with pet group activities (e.g. Dogs Victoria)

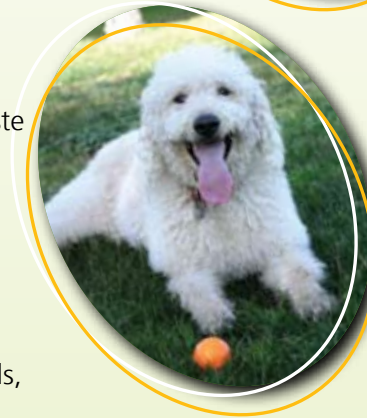
Planned Activities:

- Consider engagement of an Education Officer to:
 - > Promote the benefits of responsible pet ownership
 - > Promote the benefits of suitable breeds chosen for lifestyle
 - > Promote resident reporting of incidents, by utilising proposed 'dog and cat hotline'
 - > Improve awareness of current night time cat curfew requirements, and containment methods available for the community
 - > Manage effective media campaigns in the future to improve community awareness of services, programs and regulations in relation to all aspects of responsible pet ownership
 - > Actively participate in the Victorian State Government's 'Who's for Cats' program, which seeks to address issues around semi-owned cats
 - > Develop education programs which can easily be 'taken to the community'
 - > Conduct information programs, including stalls at shops, hotspots, and Council events (e.g. Waterfront Festival, Seniors' Fair)
 - > Build on relationships with industry stakeholders
- Creation of a New Pet Owner Checklist – DL sized brochure – outlining requirements when new pets are obtained – to be distributed via Council, pet shops, breeders and veterinarians
- Introduce an eight-week subsidised basic dog training course through Dogs Victoria and/or Frankston Dog Obedience Club
- Review signage in reserves regarding the location of dog waste bins and bags

3.3 IDENTIFICATION AND REGISTRATION

Objective:

To maximise the number of registered and identifiable domestic animals, in order to aid compliance activities and to help reunite lost pets with their owners.



Current/Ongoing Activities:

- Doorknock campaigns
- Use of local media and Web site to promote registration requirements
- Desexing voucher program for concession card holders
- Discounted microchipping at annual Pets Day Out event

Planned Activities:

- Reward responsible pet owners by conducting monthly prize draws for new dog and cat registrations
- As it is compulsory to desex and microchip all newly registered dogs and cats in Frankston City, (some exceptions are allowed under the Domestic (Federal Nuisance) Animals Act 1994), undertake further promotion of the regulations, but also ways in which Council may provide assistance with:
 - > Desexing voucher program
 - > Discounted microchipping at annual Pets Day Out event
- Consider conducting discounted microchipping at targeted local neighbourhood areas
- Introduce mobile computing facilities in Animal Management vehicles to enhance access to information such as the pet registration database

3.4 COMPLIANCE AND ENFORCEMENT – LOCAL LAWS AND ORDERS

Objective:

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

Current/Ongoing Activities:

- Issue cautions and infringement notices
- Investigate complaints
- Routine patrols conducted regularly
- Cat cage system

Orders currently in place:

- Designated dog off leash areas
- Designated 'No dogs and cats allowed' areas
- Dog must be under effective control in a public place
- Pet owners to remove faeces from public places and carry a means to collect faeces
- No more than two dogs or cats to be kept on a residential property without a permit
- Night time (dusk until dawn) cat curfew
- Mandatory registration of dogs and cats at age of three months
- Mandatory microchipping of all newly registered dogs and cats
- Mandatory desexing of all newly registered dogs and cats, excluding animals exempted under the Domestic (Feral and Nuisance) Animals Act 1994.

Planned activities:

- Investigate the option of establishing a 24 hour cat containment program in the Frankston City municipality
- Investigate the possible establishment of additional free roam areas in the municipality, including the foreshore area

- Explore the possibility of introducing a dog and cat 'hotline' for residents
- Conduct patrols of hotspots identified through the dog and cat 'hotline'
- Review local laws and orders to ensure Domestic Animal Management Plan objectives are met
- Review number and distribution of dog waste bins / dog waste bags and amend or increase as required (currently 54)

3.5 DOMESTIC ANIMAL BUSINESSES

Objective:

To work in partnership with Domestic Animal Businesses to achieve Council's domestic animal management goals.

Current / Ongoing Activities:

- Domestic Animal Businesses actively monitored for compliance periodically as required
- Investigation of complaints/enforcement action for non-compliance
- Supply and distribution of information regarding Domestic Animal Management Businesses and relevant codes of practice

Planned Activities:

- Implement agreements with Domestic Animal Businesses regarding providing the proposed New Pet Owner Checklist to people who purchase pets
- Provide annual Council/Domestic Animal Business Workshops for sharing information

3.6 DECLARED DOGS

Objective:

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

Current/Ongoing Activities:

- Annual inspections of dangerous/restricted dogs for compliance
- Prosecute non-compliant owners
- Investigation of complaints
- Ensure all dogs declared by Council are recorded on the Victorian Declared Dog Registry
- Supply and distribution of literature and pamphlets regarding the regulations for keeping dangerous dogs

Planned Activities:

- Actively patrol commercial and industrial areas to identify dogs on premises



4.0 Performance Monitoring and Evaluation

4.1 OUR PERFORMANCE MONITORING AND EVALUATIONS PROCESS

Frankston City Council will monitor performance of the animal management services detailed in this Plan by reporting annually through Council's established reporting systems.

4.2 KEY PERFORMANCE INDICATORS

<i>KPI Description</i>	<i>Target</i>	<i>Current</i>
Increase in number of animal registrations	5% from previous year	29,000
Attendance at Pets Day Out	15,000 people	12,000
Satisfaction with Pets Day Out event – exit surveys	80% satisfaction	>80%
Media articles prepared for publication	24	24
Percentage of staff receiving 24 hours of learning and development	100%	90%
Dog barking complaints (number of complaints as % of dogs registered)	1.2%	1.4%
Dog wandering complaints (number of complaints as % of dogs registered)	10.0%	10.5%
Dog attack / rush complaints (as % of dogs registered)	1.5%	1.9%
Nuisance cat complaints (number of complaints as % of cats registered)	10.9%	11.9%
Dog rehousing rate (% total dogs rehoused / total dogs impounded)	11.4%	11.4%
Cat rehousing rate (% total cats rehoused / total cats impounded)	15.2%	15.2%
Dog reclaim rate (% total dogs reclaimed / total dogs impounded)	76.5%	73.5%
Cat reclaim rate (% total cats reclaimed / total cats impounded)	18.5%	15.5%
Dog euthanasia rate (% dogs euthanased / total dogs impounded)	12.1%	15.1%
Cat euthanasia rate (% cats euthanased / total cats impounded)	66.3%	69.3%
Declared dog compliance rates (number declared / number complaint / number of audits)	100%	100%
Domestic Animal Business Compliance Rates (number declared / number compliant / number of audits)	100%	100%

4.3 REVIEW CYCLE/DATE FOR THIS PLAN

Frankston City Council has a comprehensive business planning and monitoring system in place. Any new initiatives or ongoing programs identified in this Plan will be recorded in that system and reported against in accordance with the KPI's shown in Section 4.2.

This system will also feed outcomes into Council's annual report with recommendations.

This Plan will be reviewed on an annual basis by the Manager Compliance and Safety in consultation with the Animal Management Team. A report will be presented to Council.

The Plan will be reviewed and a new Domestic Animal Management Plan will be completed on or before 30 June 2011.



Appendix A - Action Plans

AMO TRAINING AND DEVELOPMENT

OBJECTIVE 3.1:

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

<i>Program / Service Objective</i>	<i>Actions</i>	<i>Officer Responsible</i>	<i>Due Date</i>
1.11 Initiative 1: Conduct an AMO skills audit to determine training gaps	Consult with Organisation Development Department Document training gap analysis Complete performance management plans	Senior Animal Management Officer	January 2009
1.12 Initiative 2: Apply for DPI scholarships for AMO's (Certificate IV Animal Control & Regulation)	Determine application process and, if appropriate, apply	AMOs	July 2009



ENCOURAGING RESPONSIBLE PET OWNERSHIP – COMMUNITY EDUCATION

OBJECTIVE 3.2:

To encourage people to manage their 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.

<i>Program / Service Objective</i>	<i>Actions</i>	<i>Officer Responsible</i>	<i>Due Date</i>
3.2.1 Initiative 1: Consider engagement of an Education Officer	Develop business case in order to prepare for additional staff bid in business planning / budgetary process.	Manager Compliance and Safety	March 2009
3.2.2 Initiative 2: Create a New Pet Owner Checklist DL sized brochure	Determine information to be included on brochure. Liaise with Marketing Services for design and development. Liaise with industry stakeholders to develop distribution system.	Senior Animal Management Officer	March 2009
3.2.3 Initiative 3: Introduce an eight-week subsidised basic dog training course through Dogs Victoria and / or Frankston Dog Obedience Club	Liaise with Dogs Victoria and / or Frankston Dog Obedience Club to determine course composition and cost. Determine level of Council subsidy. Promote course to the community.	Senior Animal Management Officer / Manager Compliance and Safety	March 2009
3.2.4 Initiative 4: Review signage in reserves regarding the location of dog waste bins and bags	Liaise with Council's Parks Department to determine adequacy of current signage levels. Create plan to implement improved/new signage including cost and timelines. Implement new signage – within parameters of Council's new Corporate Signage Strategy.	Senior Animal Management Officer / Manager Compliance and Safety	March 2010

IDENTIFICATION AND REGISTRATION

OBJECTIVE 3.3:

To maximise the number of registered and identifiable domestic animals, in order to aid compliance activities and to help reunite lost pets with their owners.

<i>Program / Service Objective</i>	<i>Actions</i>	<i>Officer Responsible</i>	<i>Due Date</i>
3.3.1 Initiative 1: Monthly prize draws for new dog and cat registrations	Conduct monthly prize draws from new registrations. Promote winners in local media (e.g. photos)	Senior Animal Management Officer	November 2008, and then ongoing
3.3.2 Initiative 2: Promote the ways in which Council may assist the community with desexing and microchipping	Liaise with Council's Marketing Services Department to develop a promotion program to increase awareness of: Desexing voucher program Discounted microchipping at Pets Day Out event	Senior Animal Management Officer / Manager Compliance and Safety	September 2008
3.3.3 Initiative 3: Consider conducting discounted microchipping at targeted local neighbourhood areas	Plan and conduct a trial series of local neighbourhood area discounted microchipping sessions and assess for future feasibility	Senior Animal Management Officer	June 2010
3.3.4 Initiative 4: Introduce mobile computing facilities in Animal Management vehicles to enhance access to information such as the pet registration database	Implement as part of Council's broader mobile computing strategy	Manager Compliance and Safety	December 2010

COMPLIANCE AND ENFORCEMENT – LOCAL LAWS AND ORDERS

OBJECTIVE 3.4:

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

<i>Program / Service Objective</i>	<i>Actions</i>	<i>Officer Responsible</i>	<i>Due Date</i>
3.4.1 Initiative 1: Investigate the option of establishing a 24 hour cat containment program in the municipality	Undertake benchmarking/research to determine need. Prepare business case/Council report in order to gain approval of new order. Promote new cat containment regulations to the community.	Manager Compliance and Safety	May 2009
3.4.2 Initiative 2: Investigate the possible establishment of additional free roam areas in the municipality, including the foreshore area	Review reserves / parks in the area for suitability. Select areas if deemed appropriate. Promote these areas to the community.	Senior Animal Management Officer / Manager Compliance and Safety	September 2008
3.4.3 Initiative 3: Explore the possibility of introducing a 'dog and cat hotline' for residents	Liaise with Council's Community Safety Team to determine effectiveness, cost, etc of current Hoon Hotline service. Undertake scoping research and prepare report for Corporate Management Team.	Manager Compliance and Safety	March 2010
3.4.4 Initiative 4: Conduct patrols of hotspots identified through the 'dog and cat hotline'	Obtain regular reports from hotline provider and analyse to determine hotspots. Review patrols undertaken on a regular basis	Senior Animal Management Officer	From March 2010 Ongoing – (refer 3.4.3)
3.4.5 Initiative 5: Review local laws and orders to ensure the Domestic Animal Management Plan objectives are met.	Conduct review.	Senior Animal Management Officer / Manager Compliance and Safety	Ongoing
3.4.6 Initiative 6: Review number of dog waste bins / dog waste bags and amend / increase where required (currently 54).	Conduct review.	Senior Animal Management Officer	Ongoing

DOMESTIC ANIMAL BUSINESSES

OBJECTIVE 3.5:

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

<i>Program / Service Objective</i>	<i>Actions</i>	<i>Officer Responsible</i>	<i>Due Date</i>
3.5.1 Initiative 1: Implement agreements with Domestic Animal Businesses regarding providing the proposed New Pet Owner Checklist to people who purchase pets.	Liaison with Domestic Animal Businesses	Senior Animal Management Officer	From March 2009 Ongoing – once checklist developed (refer initiative 3.2.2).
3.5.2 Initiative 2: Provide annual Council/ Domestic Animal Business Workshops for sharing of information	Organise and promote annual workshop with Domestic Animal Businesses, if appropriate (NB: nine businesses in municipality)	Senior Animal Management Officer / Manager Compliance and Safety	Ongoing

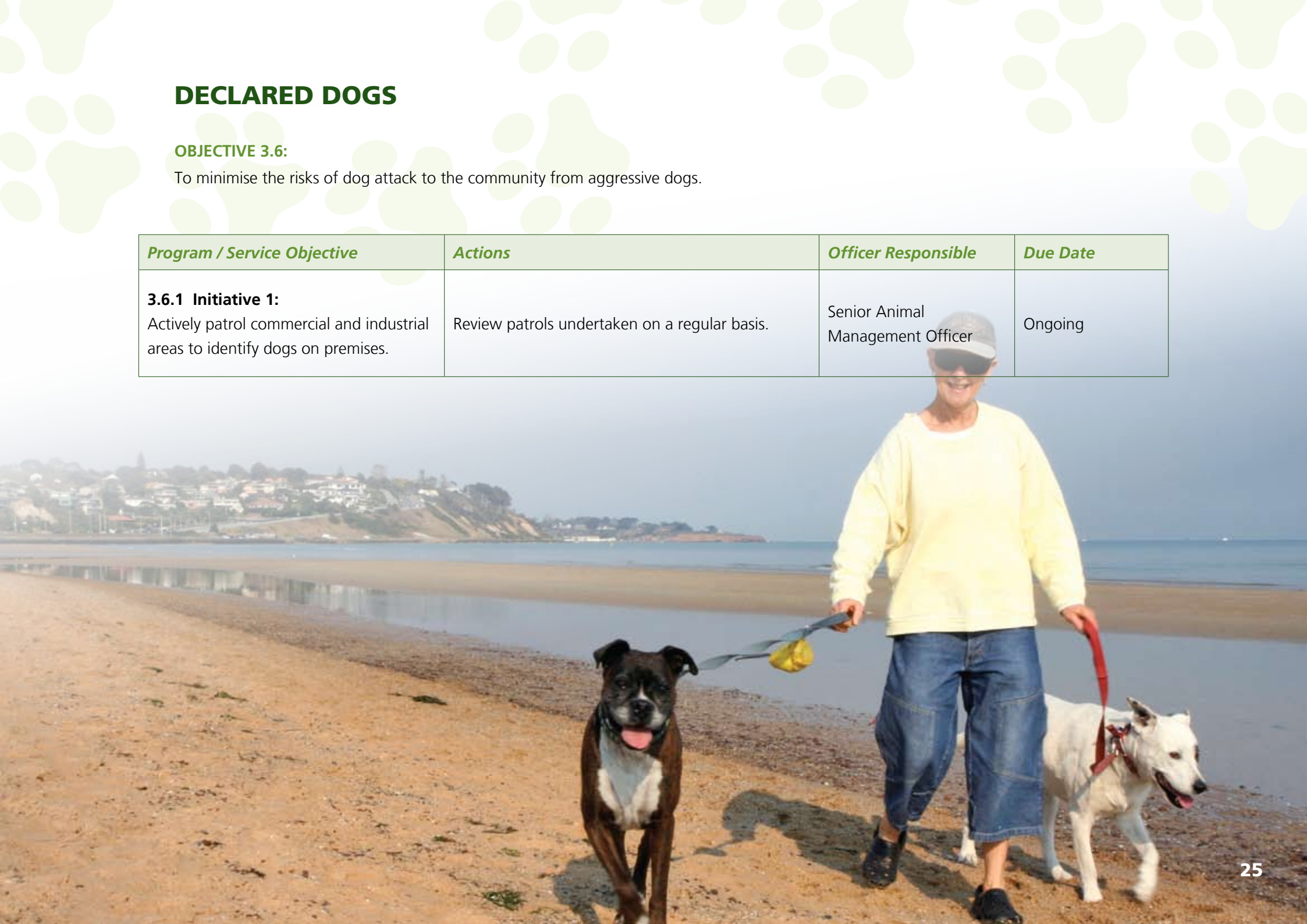


DECLARED DOGS

OBJECTIVE 3.6:

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

<i>Program / Service Objective</i>	<i>Actions</i>	<i>Officer Responsible</i>	<i>Due Date</i>
3.6.1 Initiative 1: Actively patrol commercial and industrial areas to identify dogs on premises.	Review patrols undertaken on a regular basis.	Senior Animal Management Officer	Ongoing





Frankston City Council

Animal Management Team

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