



Project partnerships -
initiatives, benefits and support
for domestic animal planning

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RSPCA 
for all creatures **great & small**

What is domestic animal planning?

Section 68 of the *Domestic Animals Act 1994 (Vic)*, states that Councils must develop and submit a four-year Domestic Animal Management (DAM) plan to the Minister for Agriculture with the next cycle of plans due in November 2017.

These plans must support responsible ownership and animal welfare, and reduce dog and cat nuisance in communities.

All DAM plans are required to include information about how each council will:

- promote and encourage the responsible ownership of dogs and cats;
 - ensure that people comply with the *Domestic Animals Act*, the regulations and any related legislation; and
 - encourage the registration and identification of dogs and cats.
- Other requirements include addressing officer training, dealing with declared dogs and other matters such as planning for animals in an emergency

Project driver

2015/16 data

- Contracts: 18
- Admissions: 7,281 (dogs) and 7,891 (cats)
- Length of stay : 10.2 days (dogs) and 27.6 days (cats)
- Reclaimed: 63.3% (dogs) and 7.8% (cats)
- Adopted: 30.8% (dogs) and 56.8% (cats)
- Euthanased: 5.9% (dogs) and 35.4% (cats)

- Our shared aim is to encourage and support every Victorian council to introduce at least one initiative to improve animal welfare, reduce the local cost of animal management and/or increase revenue over the next four years.
- Support will be provided by the project partners to all councils that adopt and implement at least one of these initiatives in the 2017-21 DAM plan cycle.

DAM Planning Workshop

- Friday 16th June 2017 at RSPCA Burwood
- Over 100 representatives from over 30 Councils
- Positive feedback
- Request for more workshops
- Results to date where Councils have included these initiatives in their new DAM Plan;

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84Y agreements with local veterinary practices

Description

- 84Y agreements enable councils to work more closely with local vet practices to provide a community-based network of options for receiving and reuniting stray animals. These agreements can also enable local practices to act as agents of the council, registering animals and receiving payment for registration, often for a fee.

Benefits

- Reduce cost and resources involved in reuniting owners with registered, microchipped stray animals.
- Increase registrations and registration revenue by incentivising vet practices to register their client's unregistered animals as an agent of council.

Support provided

- Introductions to local vets
- Template 84Y agreements (stray only, stray & registration) and stray release forms, which can be adapted for local use.
- Advice and support that takes account of local context and community needs.
- Template communications materials to inform the community of the initiative, which can be adapted for local use.

Suggested wording to include in DAM plan

- Explore the feasibility of partnering with local vets to accept dogs and cats found at large in the community and/or accept dog and cat registrations on behalf of council.

Return animals home

Description

- Registered, microchipped cats and dogs found at large by Council officers are returned home. In some cases, animals will only be returned home once, and subsequently be impounded. Some councils may still elect to charge a release fee even if returning animals home.

Benefits

- Reduce impoundment/accommodation costs for councils.
- Reduce impoundment costs for responsible pet owners whose animals are registered with council.
- Increase opportunities for councils to provide education and guidance on responsible pet ownership.
- Improve local satisfaction with council services.

Support provided

- Advice and support that takes account of local context and community needs.
- Template draft policies and procedures to guide implementation, which can be adapted for local use.
- Template communications materials to inform the community of the initiative, which can be adapted for local use.

Suggested wording to include in DAM plan

- Investigate the benefits and costs of returning registered, microchipped animals home, rather than impounding pets the first time they are found at large.

Communicating the benefits of registration

Description

- Regular communication with the community about animal management activities can include local online 'lost and found' updates, information about upgrades to dog parks and other facilities, responsible pet ownership messages and other 'good news' stories.

Benefits

- Improve understanding of how registration fees are used in the community.
- Increase local support for (and compliance with) registration requirements.
- Improve local satisfaction with council services.

Support provided

- Advice and support that takes account of local context and community needs.
- Template draft policies and procedures to guide implementation.
- Template communications materials to inform the community of the initiative.

Suggested wording to include in DAM plan

- Identify opportunities to communicate with the community about animal management activities, including the benefits of registration.

Increasing registrations and renewals

Description

- Registration and renewal can be increased by simplifying, automating or improving access to registration and renewal, incentivising first registrations and renewals, or conducting blitzes or amnesties on registrations or renewals.

Benefits

- Increase registration and renewal rates.
- Boost revenue and reduce costs associated with registration and renewal.
- Reduce the number of identified dogs and cats entering pounds.

Support provided

- Advice and support that takes account of local context – including current processes – and community needs.
- Multiple models, with associated implementation materials, which can be applied individually or together, and can be adapted for local use.

Suggested wording to include in DAM plan

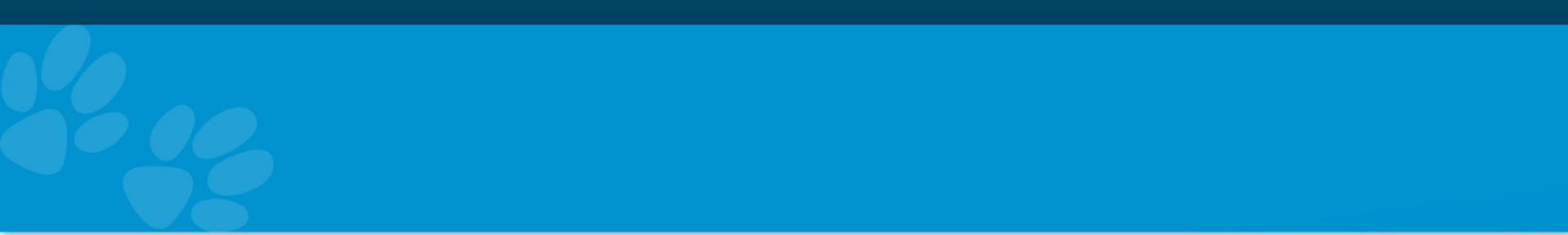
- Research approaches to improving registration and renewal levels, and implement appropriate initiatives.

Videos

- [Purpose of the workshop](#) (Claire Dunn – Municipal Association of Victoria - Environment & Regulatory Services Manager)
- [Local vet partnerships](#) (Dr. Paul Martin –Australian Veterinary Association (Victoria) – President)
- [Context for Change](#) (Sophie Buchanan – RSPCA Victoria– Head of Prevention)
- [84Y agreements](#) (Rod Bezanovic – City of Casey – Team Leader, Local Laws)
- [Ease of registration](#) (Peter Wright – Yarra Ranges Council – Executive Officer, Health and Local Laws)
- [Communicating the benefits of registration](#) (Elke Tapley – Mitchell Shire – Coordinator, Local Laws)
- [Returning animals home](#) (Bruce Allen – Glen Eira Council - Coordinator, Civic Compliance)
- [Wrap up and next steps](#) (Sophie Buchanan, RSPCA Victoria)


PowerPoint presentations:

- [Council and Vet Partnerships - AVA Victoria](#) [*DEDJTR update Introduction - RSCPA Victoria](#)
- [Overview - RSCPA Victoria](#) [*Section 84Y Agreements - City of Casey](#)
- [Increasing rates of registration - Yarra Ranges Shire Council](#)
- [Community Information - Mitchell Shire Council](#) [*Return Home - City of Glen Eira](#)



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Links

Victoria - Project partners the Australian Institute of Animal Management, Australian Veterinary Association Victoria and RSPCA Victoria proudly hosted a *Domestic Animal Management (DAM) Planning Workshop* on 16 June 2017.

Video and PowerPoint presentations are available below.

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Thank you

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