



# Why do we need a DAM Plan?

Development of Domestic Animal Management (DAM) Plans in legislation for Victorian Councils



**Steven Moore**

**Bureau of Animal Welfare  
Department of Primary**

# Why do we need a DAM Plan?

- **What language are you speaking when talking to management?**

# Why do we need a DAM Plan?

## AMO says

## Translation

## CEO hears

AMO

Animal Management Officer

Staff

BAW

Bureau of Animal Welfare

Organisation

Dog

Dog (*Canis familiaris*)

Animal

ATV

Animal Transport Vehicle

Asset

Pound

Animal Pound

Capital Works

Crap

Not operational

Blah, blah

Stuffed

Needs work

More \$ (repairs)

I don't get what I want

# Why do we need a DAM Plan?

## AMO says

## Translation

## CEO hears

AMO

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Dog

Dog (*Canis familiaris*)

Animal

ATV

Animal Transport Vehicle

Asset

Pound

Animal Pound

Capital Works

Risk to safety

Not operational

Liability

Liability

Needs work

Less \$ (premium)

# Why do we need a DAM Plan?

- **What language are you speaking when talking to management?**
- **Management can be different creatures**
- **Good manager won't say "no", but "why?"**
- **They want justification for what you want**
- **Our image**

# Why do we need a DAM Plan?





# Why do we need a DAM Plan?

- **What language are you speaking when talking to management?**
- **Management can be different creatures**
- **Good manager won't say "no", but "why?"**
- **Our image**
- **How to you want to be perceived by**
  - **Your Councillors**
  - **Your Management**
  - **Your Residents**



# Why do we need a DAM Plan?

- **Victorian Council Animal Control Benchmarking Exercise (UAM Adelaide 2004)**
- **“Line in the sand”**
- **Outcome produced valuable statistics**
- **Five key findings**





# Why do we need a DAM Plan?

- **Low registration rates of dogs (64%) and cats (41%) across the State**
- **Lack of services for cats, mainly in Rural areas**
- **High incidents of dogs and cats wandering at large in our communities**
- **Major difficulties faced by Rural Councils in providing animal management services**
- **Low levels of training provided to Authorised Officers (25.22 hours annually)**

# Why do we need a DAM Plan?

- **Victorian Council Animal Control Benchmarking Exercise (UAM Adelaide 2004)**
- **Developed the “line in the sand”**
- **Outcome produced valuable statistics**
- **Five key findings**
- **Domestic Animal Management Plans**
- **Council to develop and adopt**
- **Review annually**

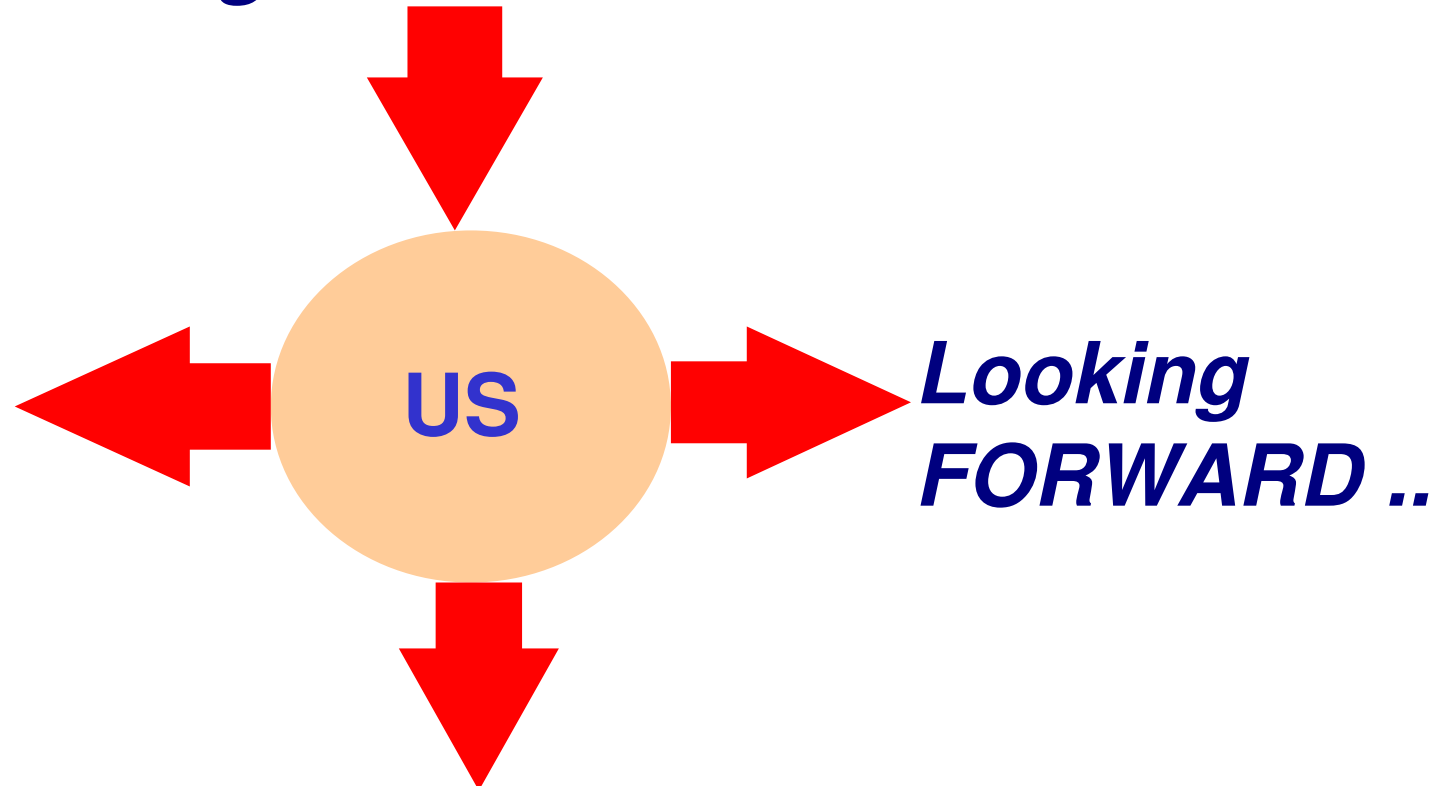


# Why do we need a DAM Plan?

## Sound Strategic Planning - four views

*Looking IN ..*

*Looking  
BACK ..*



*Looking  
FORWARD ..*

*Looking OUT ...*

# Why do we need a DAM Plan?

## Generic Planning Process

**Step 1:  
Preparation**

**Step 2:  
Consultation,  
Research  
& Data Analysis**

**Step 3:  
Set Strategic  
Directions**

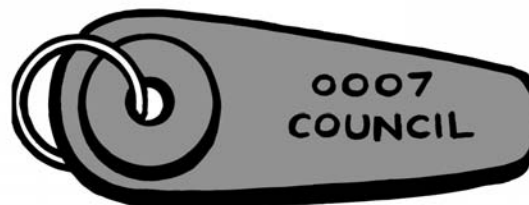
**Step 4:  
Documentation /  
Communication**

**Step 5:  
Performance  
Monitoring &  
Evaluation**

# Why do we need a DAM Plan?

- **DAM Plans require:**

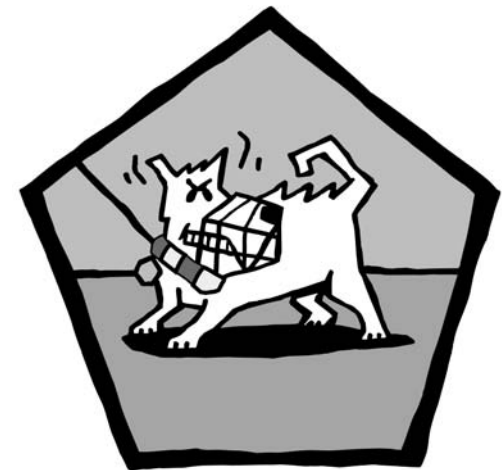
- Evaluating animal management services
- Training programs Authorised Officers
- Promote responsible pet ownership
- Improved compliance with the Act
- Minimise risk of attacks by dogs
- Address overpopulation and high euthanasia rates
- Encourage registration and identification



# Why do we need a DAM Plan?

- **DAM Plans require:**
  - Minimise dogs and cats creating a nuisance
  - Identify declared dogs and ensure compliance
  - Review existing Orders and Local Laws

- **Every Council must:**
  - Review DAM Plan annually
  - Provide a copy to DPI Secretary
  - Publish evaluation DAM Plan implementation



# Why do we need a DAM Plan?

- Formalised process
- Community consultation
- Community awareness
- Management awareness
- Management support
- Address training needs
- Improved animal management
- Improved animal welfare





# Why do we need a DAM Plan?

- ***Domestic (Feral and Nuisance) Animal Act 1994***
- **Bureau of Animal Welfare support Councils**
- **Established a DAM Plan working group**
- **Development of DAM Plan Manual & Template**
  - minimum standard
  - best practice
- **Hard copy and electronically available**
- **Road show workshops (Metro and regional)**

# Why do we need a DAM Plan?

## What language are you speaking?



Vs.



# Why do we need a DAM Plan?

- **For further information on DAM Plans contact:**

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**Thank you!!**

