

Expectations of the Community and Council – Compliance Moving Forward

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If we always do what we've always done, we'll always get what we've always got

- ***Need for Change***
 - ***Continuing Trends***
 - ***Impact on Pounds***
 - ***Effect of Conventional Methods***
 - ***Community Attitude to Compliance***
 - ***Adaptable Officer Skills***

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- *City of Greater Geelong in a ‘Snapshot’*
 - *46,000 registered domestic animals*
 - *Between 5000-6000 domestic animals impoundments/annum*
 - *Own our own Animal Pound- under contract to the Geelong Animal Welfare Society*
 - *1250 square kilometres; several hundred klm’s tracks, pathways, beaches*
 - *Reserves – 20 off leash, 39 on leash, 56 off leash when no sport*
 - *600 dogs at large*
 - *Approx 200 dog attacks and 300 menacing dogs/annum*
 - *500 barking dogs reports*
 - *Significant costs to Council with an operating budget of \$2.7M Expenditure and \$2.7M Income*

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- *Typical Scenarios*

- *‘After the event’ practice and law*
- *Preventative work and educational programs*
- *The ‘compliance chase’ – costly, non representative*
- *Can’t be in all places – a reality*
- *Compliance fatigue*



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- *So where to from here - Digital Technology*
 - *Mobile Business Phenomenon*
 - *The Community may be our best asset*
 - *Compliance ‘fatigue’ – must be a better way*
 - *City of Greater Geelong ‘Bounce Project’ – ICT Cluster*
 - *Development of the ‘Park Your Pet’ App*
 - *Our needs match the community needs*

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- *Our Aim – The customer will become part of our business*
 - *Easy access to compliance information*
 - *Live time data about dog control orders*
 - *Connecting our customers – with council and between themselves*
 - *Connection with Pound, lost dog page, surrenders*
 - *Regular posting of information – notices, alerts, events etc*
 - *Capturing the data*

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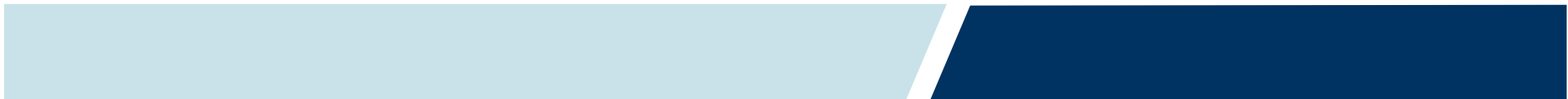
- *Key Business Considerations*

- *Revised (fair) Compliance Strategy*
- *Maximise registration strategies – remove the fear*
- *Maximise opportunities to reunite dog with owners on the day*
- *Effective micro-chipping services*
- *Decrease ‘Fines’ and increase ‘User Fees’*
- *Data cleansing with Central Records*
- *Reduce impoundment rates*
- *Improved reputation, image and relationship with the community through the ‘Park Your Pet App*

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- *'Park Your Pet' App*

- *Alex Kutschukian and Jaspal Sarai – Park Your Pet*





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