



The Trials and Tribulations of Cat Management

AUSTRALIAN INSTITUTE OF ANIMAL MANAGEMENT
17 -19 October 2018



An aerial photograph of Wyndham City, Victoria, Australia, showing a mix of residential housing, commercial areas, and green spaces. The city is situated near a body of water, with a coastline visible in the upper left. The text is overlaid on a semi-transparent white box.

The City of Wyndham

Located to Melbourne's West, Wyndham covers an area of 542km², with 27km of coastline.

Our estimated resident population of 241,902 in 2017. Between 2012 and 2017, Wyndham experienced some of the greatest population growth across Australia.

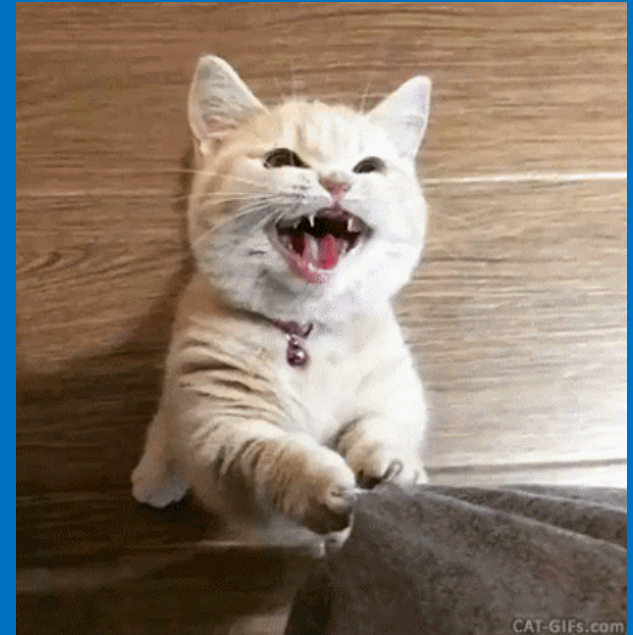
In Victoria, Wyndham had the second largest percentage increase in population of all Local Government Areas and the largest volume of change, adding over 62,500 people in 5 years.

Domestic Animal Management Plan 2009

Rise in cat related complaints:

- Road accident
- Fighting
- Pregnancy
- Disease

We identified a need to
apply a greater focus on cat
management.



Domestic Animal Management Plan 2009

Efforts were made to increase cat registrations, reduce complaints and address euthanasia rates. Realising this vision would require a strong partnership with the community, a dedicated resource was engaged to do 'all things cats'; education, engagement and enforcement. This included the development of a cat trapping and awareness program.



Domestic Animal Management Plan 2009

We've seen great success!

Prior to 2009 we had less than 300
cats registered.

Today we have more than 7,000.



The journey so far...



2009/10

- 57 cat related complaints, including cat curfew.
- 311 new cat registrations
- Community consultation to gauge what the community thought of cats.
- Initiated a program to see how the Industrial and Commercial areas were storing their rubbish and waste.
 - This lead to an education program on how they were storing their waste and how it attracted cats to their bins.
- Commenced a cat trapping program of Industrial and Commercial areas including the main street of Werribee that backed on to the Werribee River.



2010/11

- 20 cat related complaints, including cat curfew.
- We noticed a decrease in complaints which we attributed to the trapping program
- 320 new cat registrations
- This was the first signs of our success.



2011/12

- 32 cat related complaints with no cat curfew complaints.
- The complaints were around wandering cats, so we rolled out more education aimed at cat owners that let their cats wander.
- We continued with our programs and education.
- Near to 1000 new cat regos for this year





2013/14

- We created an Animal Management Support Officer position to deal with all things cat related.
- Educated owners, educated business owners on storing rubbish and how open bins can attract stray and wandering cats.
- Dropped off traps and set them for residents and then returned to collect them.
- Worked with business more intensely
- We applied for an inclusion to the Local Law to make it an offence to feed an unowned animal.
 - This was turned down, so back to the drawing board.
- New cat registrations still increasing





2014/15

- Initiation of our Desexing incentive for residents to use at local Vets.
 - The Animal Team was granted \$17,000 (\$8,500.00 for each) towards cat and dog desexing.
- Continued with our animal education programs around feeding un-owned or stray cats.
- 78 requests for assistance with cat trapping.
- New cat regos still increasing





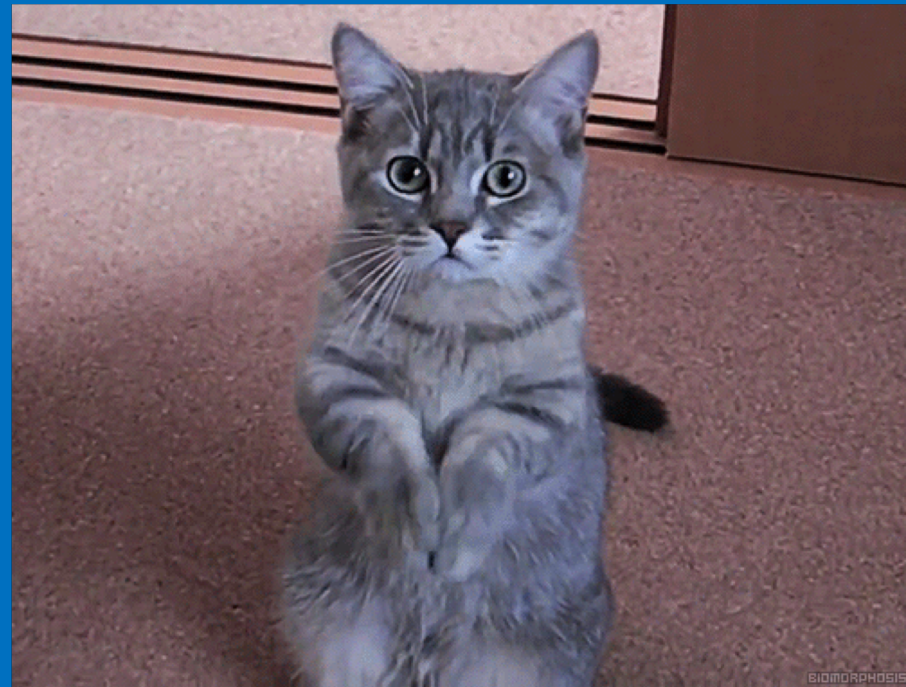
2015/16

- 2015 Community Amenity Local Law – passed:
- A person must not feed an *animal* which he or she does not own unless the owner of the *animal* has consented to the animal being so fed.
Maximum Penalty: 5 Penalty Units
Fixed Infringement Notice Penalty: 1 Penalty Unit
- This took two attempts to get it passed by the Councillors with a lot of education of the Councillors and the community in between. The first time was a flat no! This time around they could see the benefits.
- We were able to show a reasonable need to stop residents feeding the neighbourhood stray and to take ownership by handing it in or taking it on. This campaign was in line with the Whos' for Cats campaign run by DEDJTR.
- 76 requests for assistance with cat trapping
- Wyndham City Council was the first Council to utilise the MADI (Mobile desexing) van from Lost Dogs Home. Since this time, we have had them attend at Wyndham for 8 events desexing an average of 48 cats per visit.
- Introduction of free registration for the first period till 10th April
- We were heading into the 1000s mark for new cat registrations each year.



2016/17

- 105 requests for assistance with cat trapping
- Cat registrations increasing
- Free registration for the first period till 10th April
- Instigated 84Y agreements with our Vets
- Community consultation for our DAMPlan draft. Our responses from our community went from 72 responses to a whopping 891 responses.
 - This clearly tells us our community wants to engage with us and the responses were honest and positive.
 - Met with stakeholders and asked what the animal trends are they are witnessing



2017/18

- 104 Requests for assistance with cat trap
- 1306 new cat registrations
- DAMPlan 2017-2021 was passed at Council.



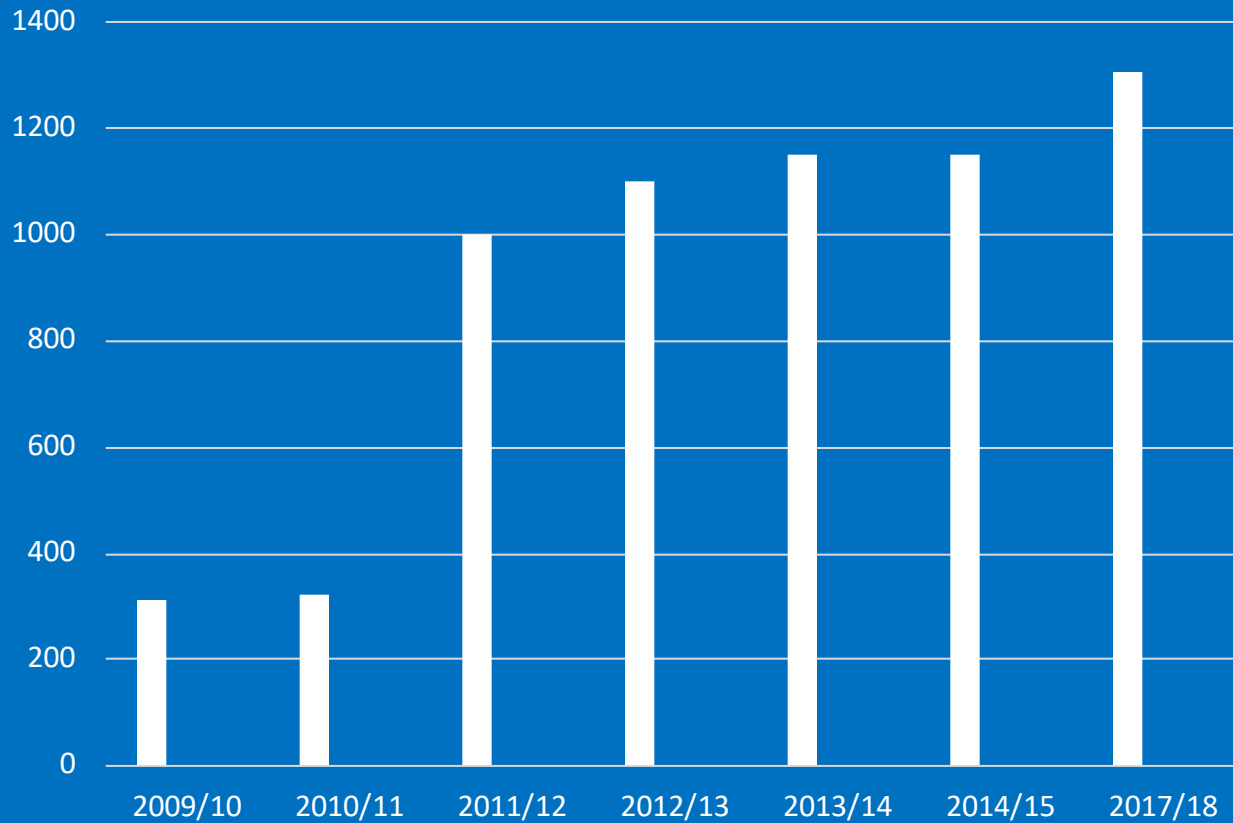
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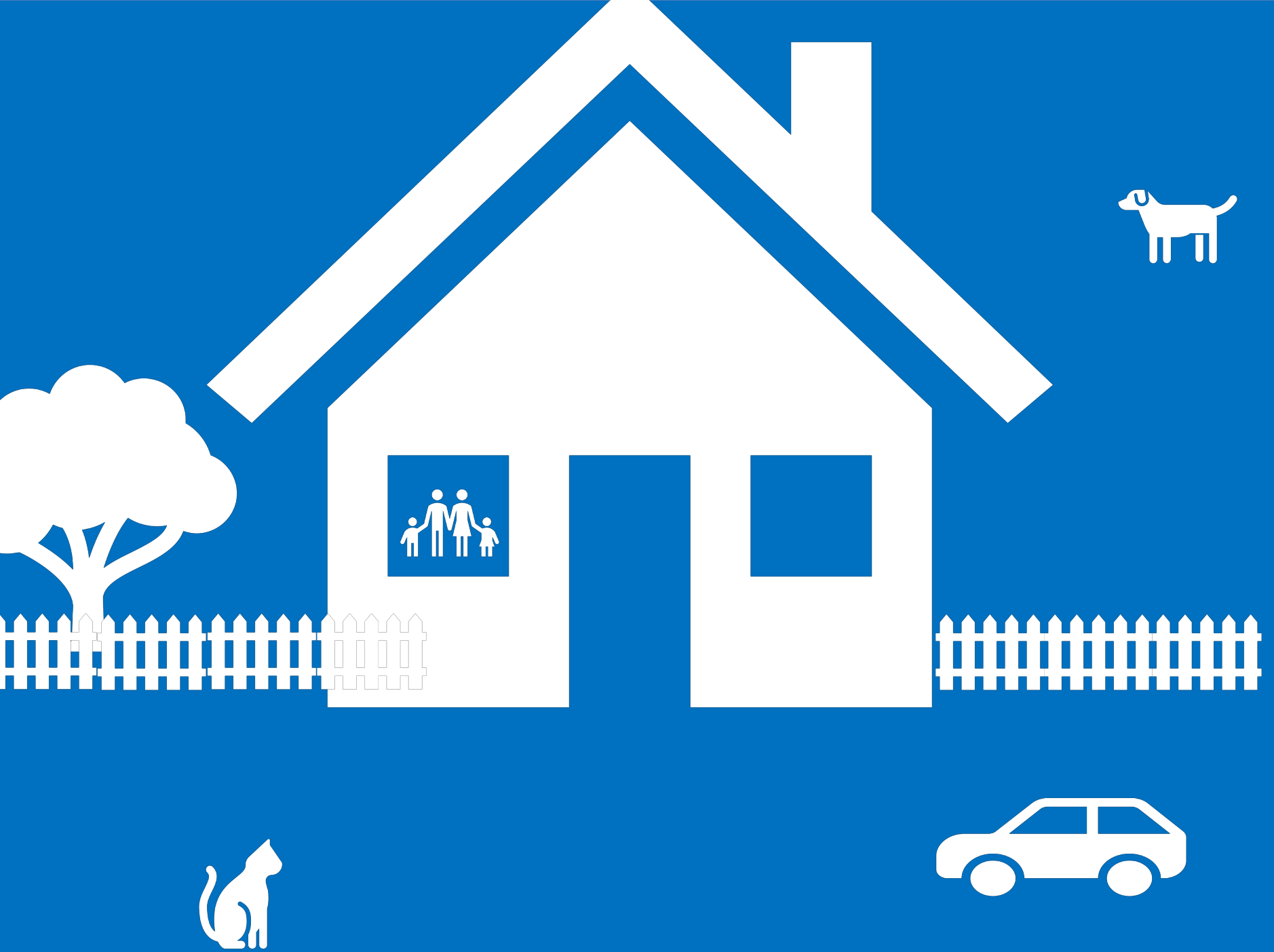


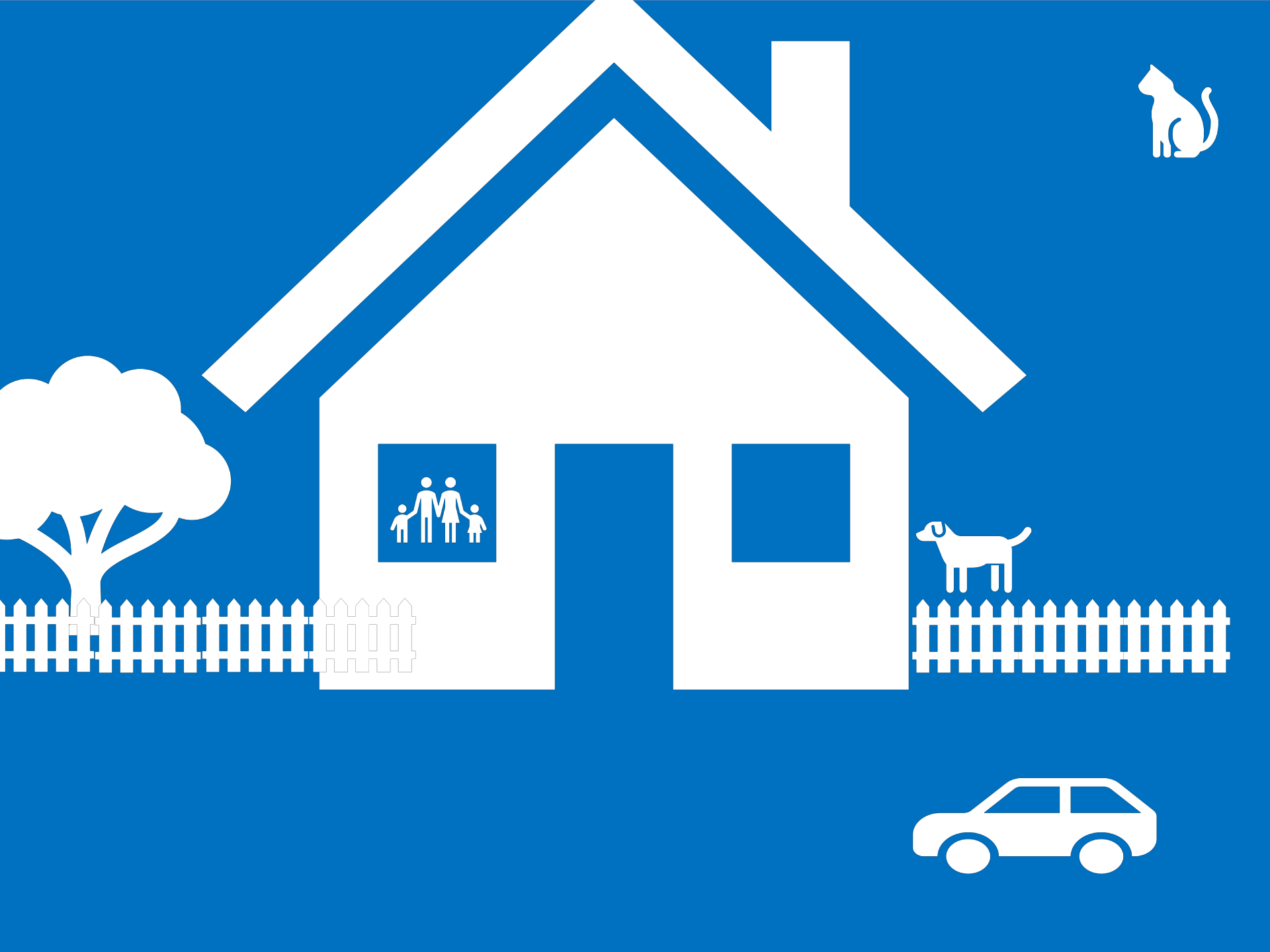
Additional cat registrations

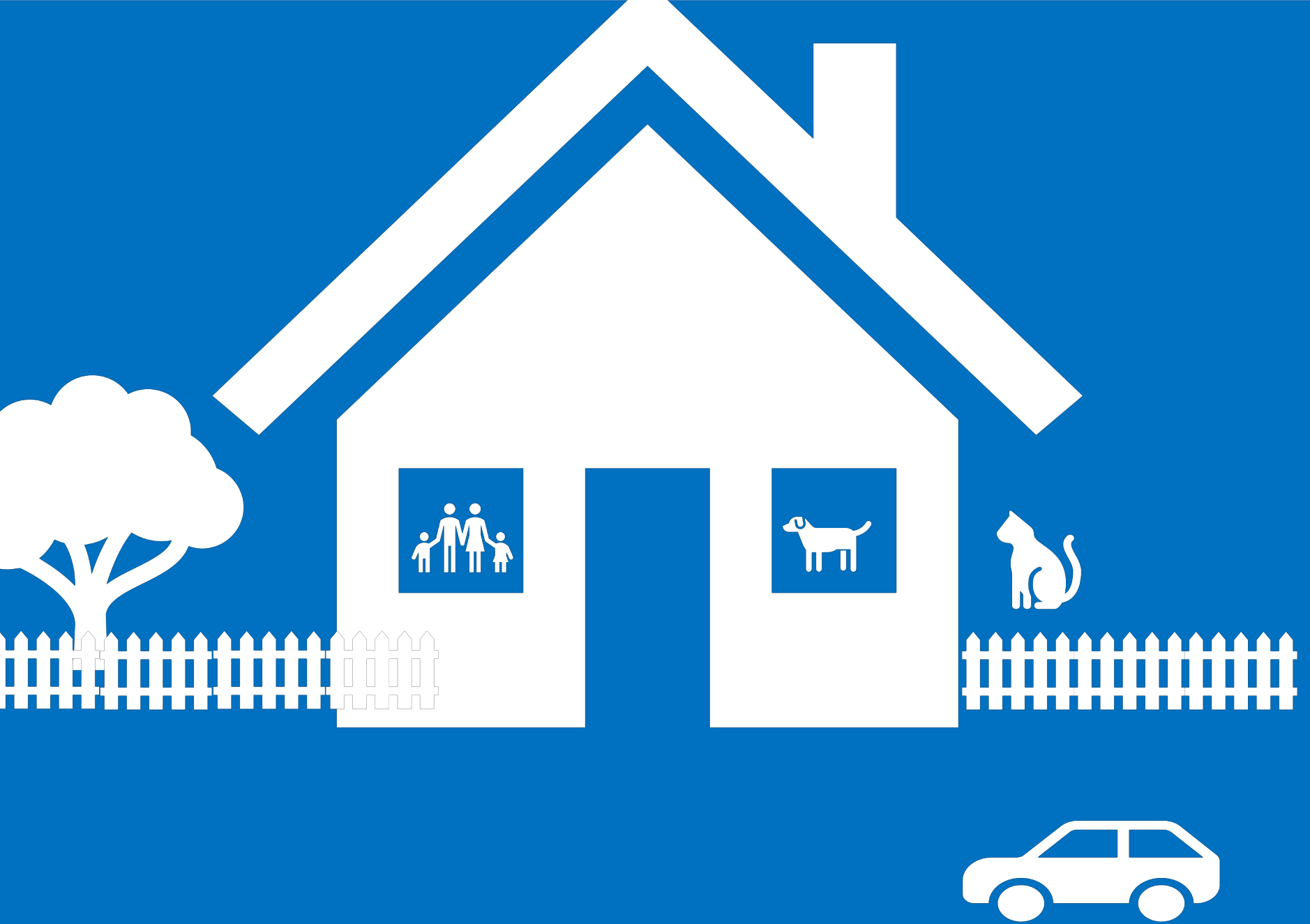


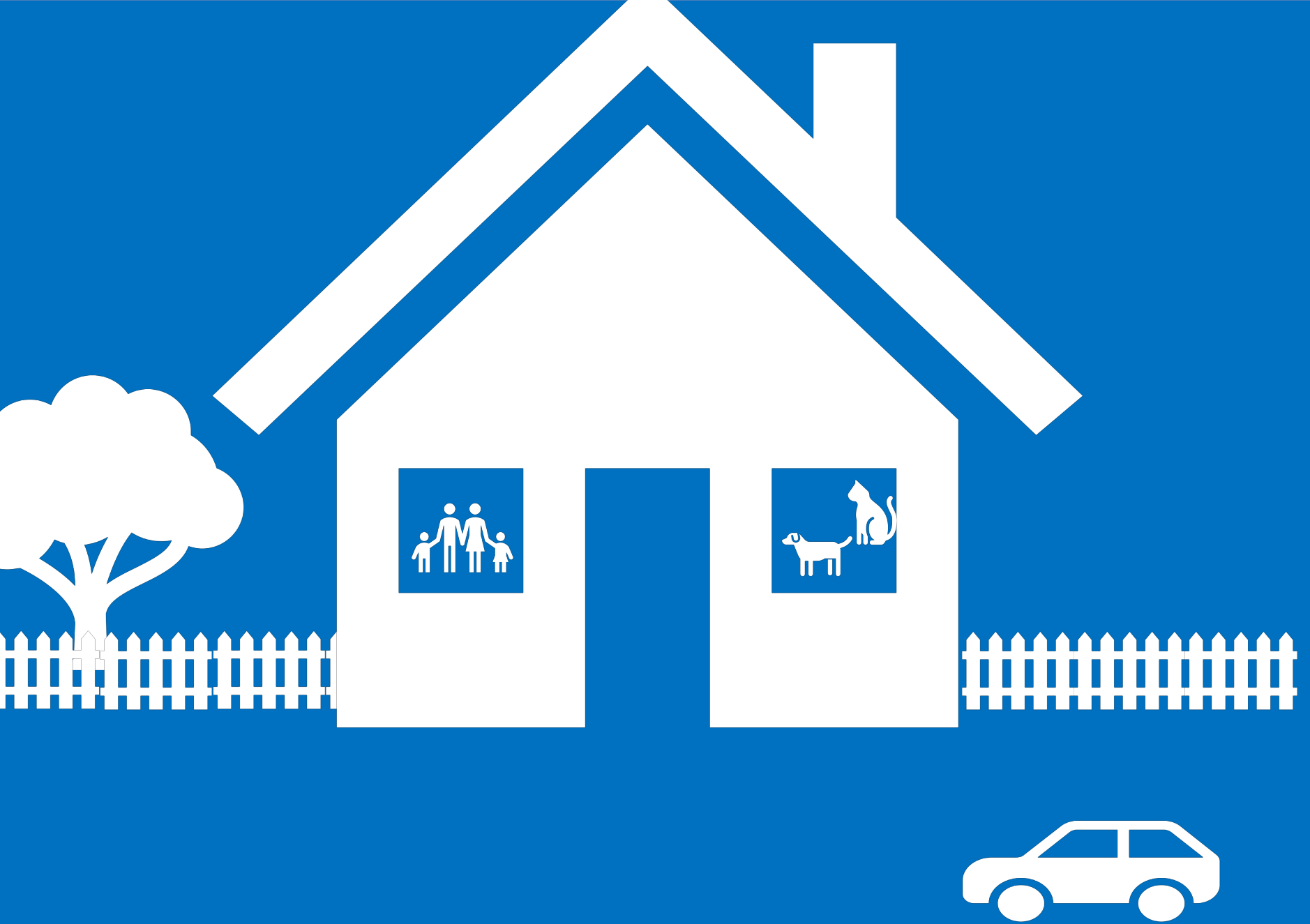
What's next for us?

- How can you as a cat owner take responsibility for your cat in the environment.
- Your eyes/Our eyes.
 - How cat owners see their cats compared to how affected neighbours see other cats as nuisances.
- 7,132 cat registrations.
- 851 cats/kittens were adopted from us between 2016-2018
- Numbers between 2016/17 to 2017/18 has seen a 11% decrease in euthanasia for cats









Where to now?