

# The Tassie approach to state-wide cat management

Nikki Brookman & Haylee Kaplan



# Background

- Tasmanian Cat Management Act 2009
- State-wide management plan 2017-2022
- Funding from State Government to implement the plan

## Tasmanian Cat Management Plan

2017-2022



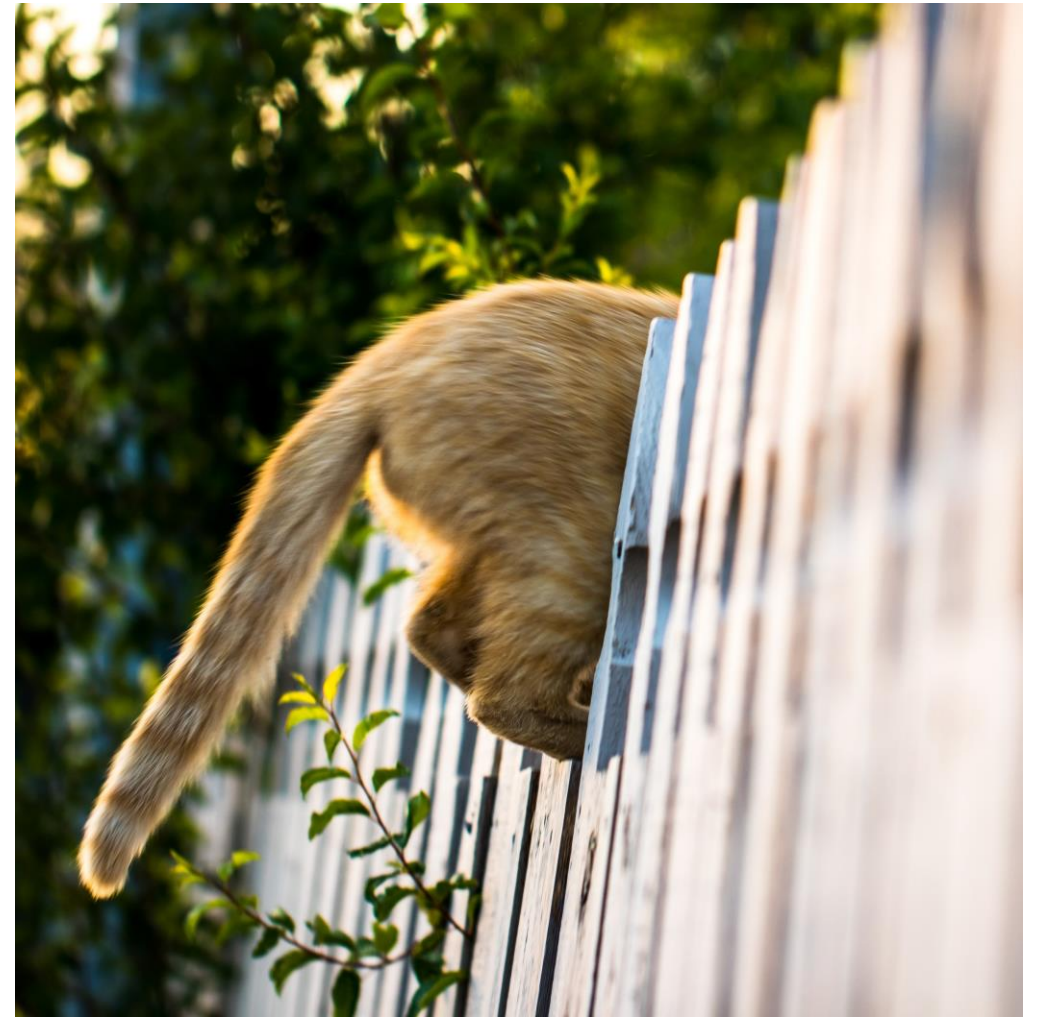
# Tasmanian context

- Population of 500,000
- 3 management regions
- 29 local councils



# Legislation

- Cat Management Act is currently under amendment
- Desexing and microchipping will be compulsory from 4 months of age
- Number of cats per property without a permit limited to four
- Compulsory containment & registration have not been included
- Local Government



## The Project

- Tasmanian Cat Management Project created in June 2018
- Work with key partners to support and promote cat management

“

Let's keep our cats,  
communities and  
wildlife safe”

# Sharing Responsibility

- Facilitating a collaborative approach through regional working groups
- Development of regional management strategies



# Challenges for Councils

- Resources and expertise
- Isolation
- Availability of cat management services





# What we do

- Provide support and resources to Councils




## GUIDE TO HANDLING CAT-RELATED QUERIES FROM THE PUBLIC



The Tasmanian Cat Management Project is a joint initiative to promote and facilitate responsible cat ownership in the Tasmanian community. The project is supported by Cradle Coast Authority NRM, Kingborough Council, and NRM North through funding from the Tasmanian Government.





Participate in Cat Management Working Group  
Field public enquiries about cat related issues  
Promote responsible pet cat ownership in the community

Endorse a Council policy on cat management  
Undertake strategic asset protection planning  
Establish Cat Prohibited Areas  
Work with communities to establish Cat Management Areas

Subsidise desexing and microchipping  
Establish or support the establishment of a cat holding facility  
Introduce a cat management by-law  
Establish a compliance program in relation to cat management

# What we do

- Provide support and resources to Councils
- Best practice information & communications materials for public



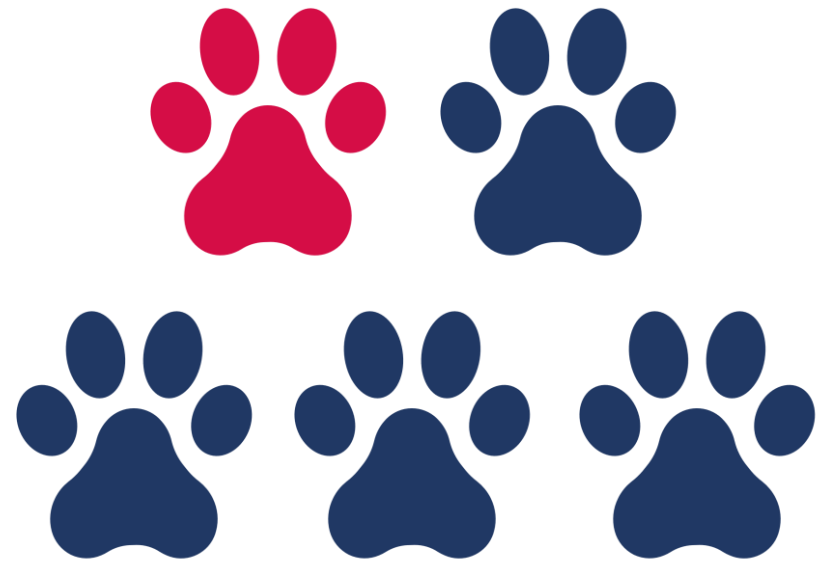
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# Cat ownership

- 1 in 5 Tasmanians owns cats



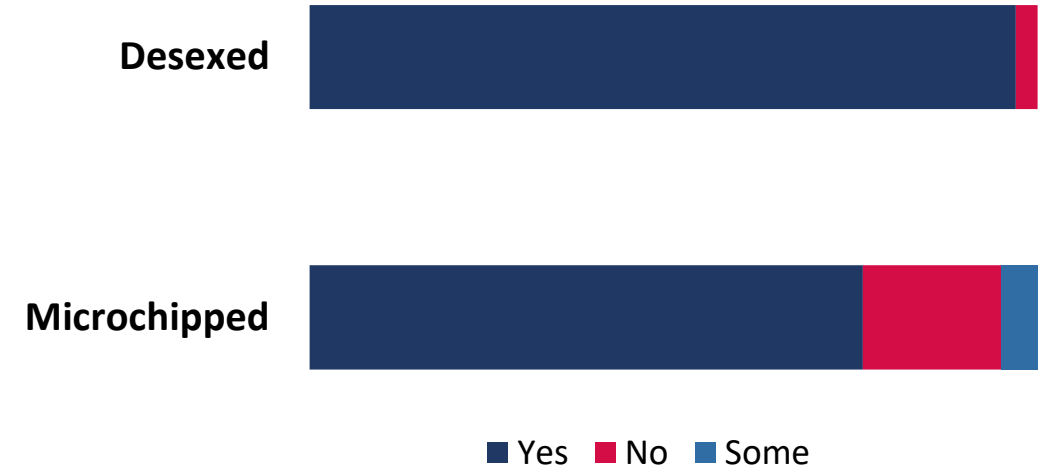
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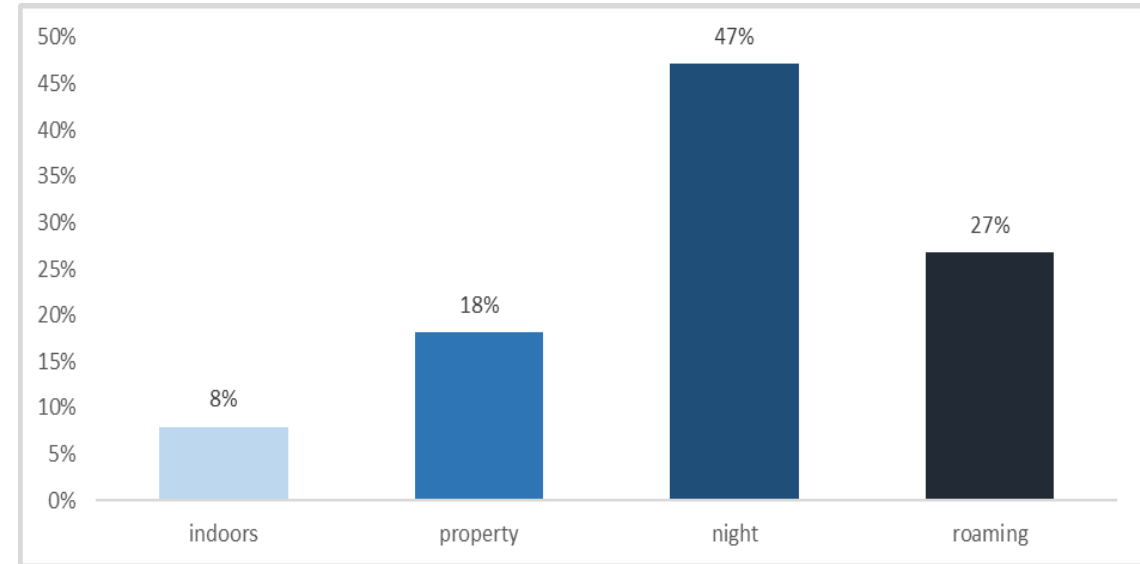
# Cat ownership

- 1 in 5 Tasmanians owns cats
- 97% owned cats are desexed
- 75% are microchipped



# Cat ownership

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- 75% microchip their cats
- 26% contain their cats to their property at all times





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## Beliefs

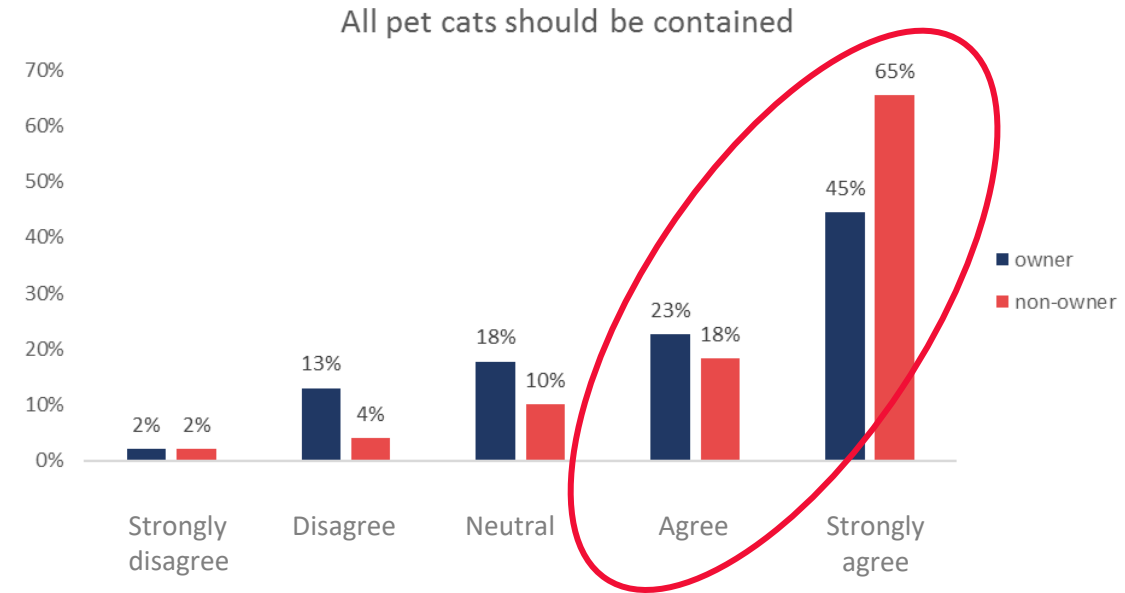
Cats need to wander to be happy and healthy

There's no risk to my cat when it roams

It's too difficult to contain cats

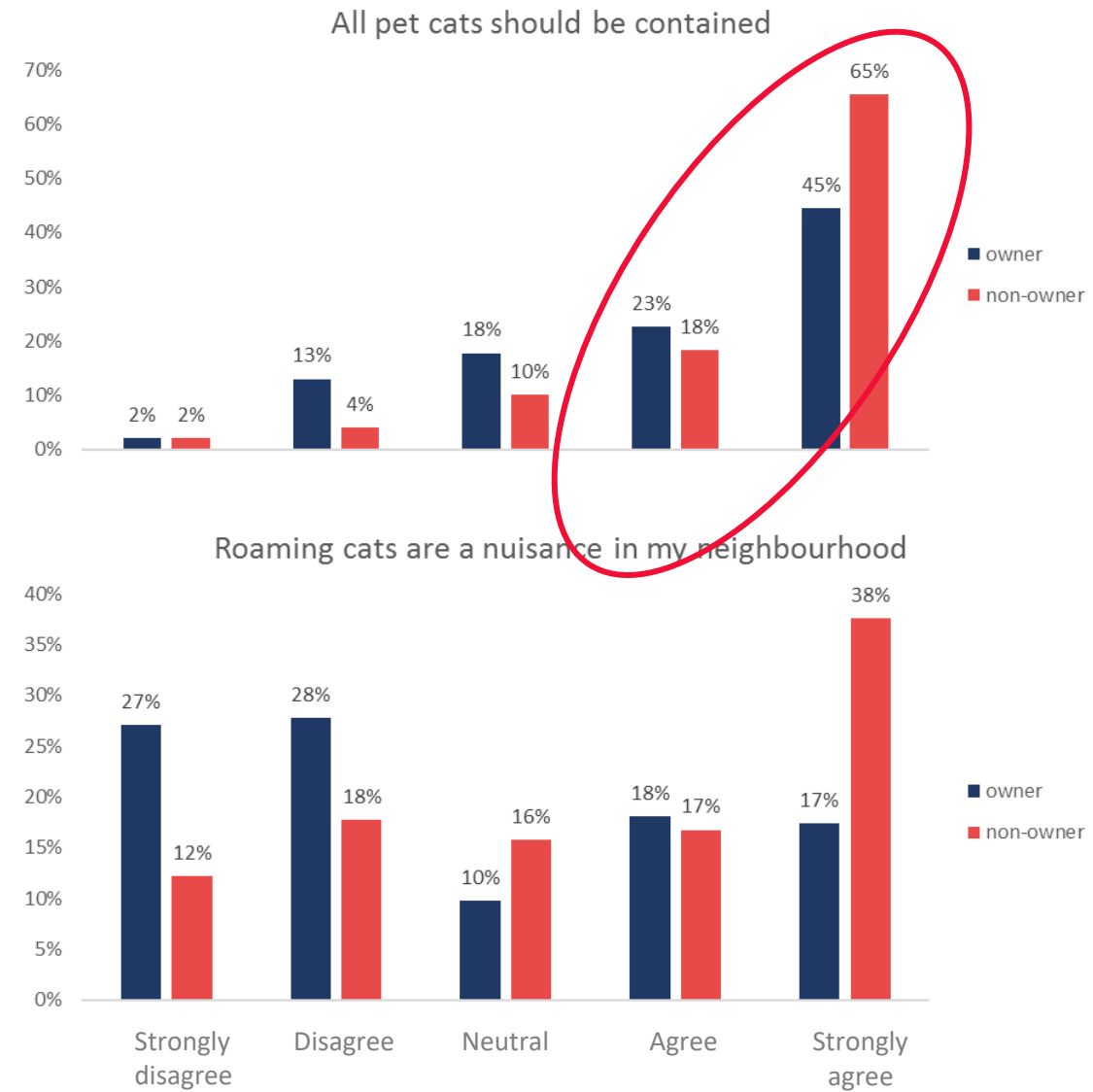
# Public perceptions

- Majority of Tasmanians agree that cats should be contained to properties



# Public perceptions

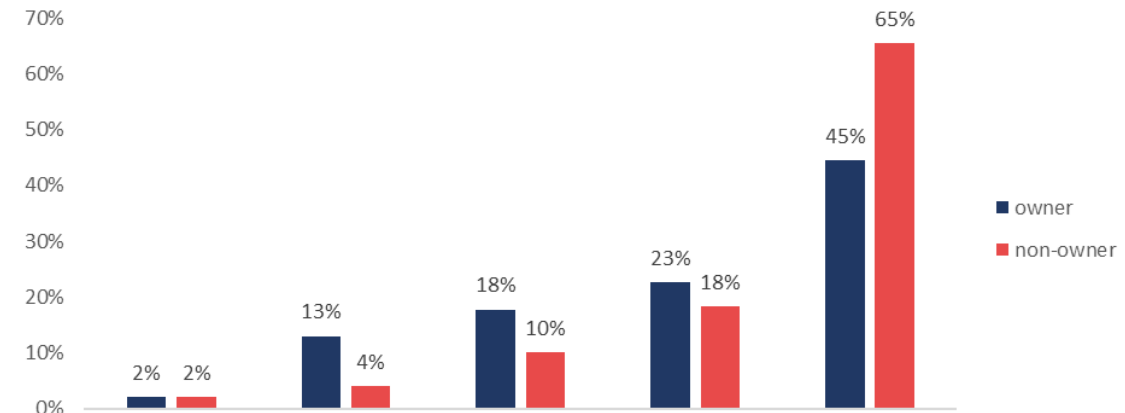
- Majority of Tasmanians agree that cats should be contained to properties
- Differing perspectives between owners and non-owners



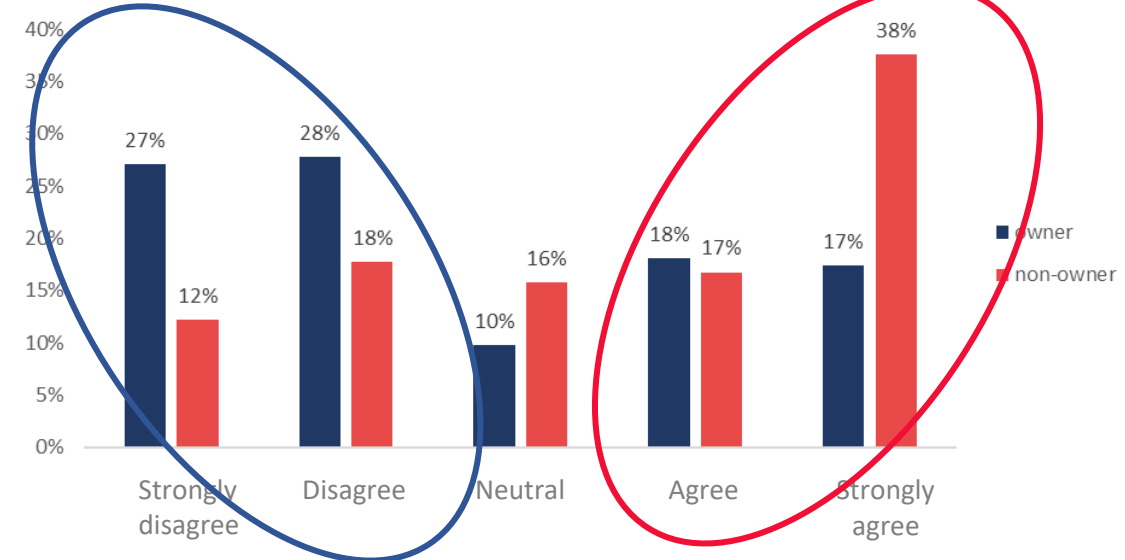
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All pet cats should be contained

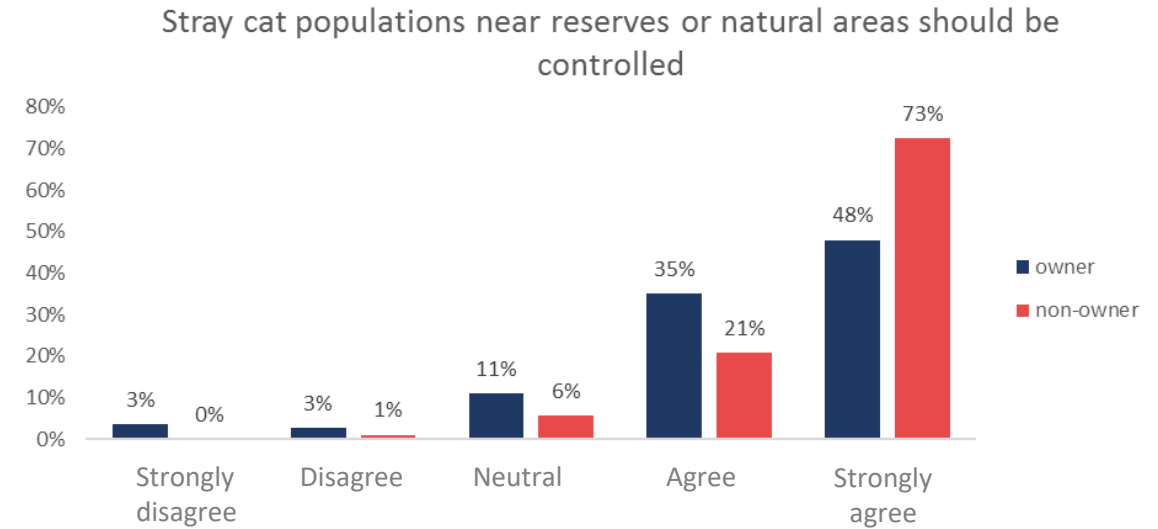


Roaming cats are a nuisance in my neighbourhood



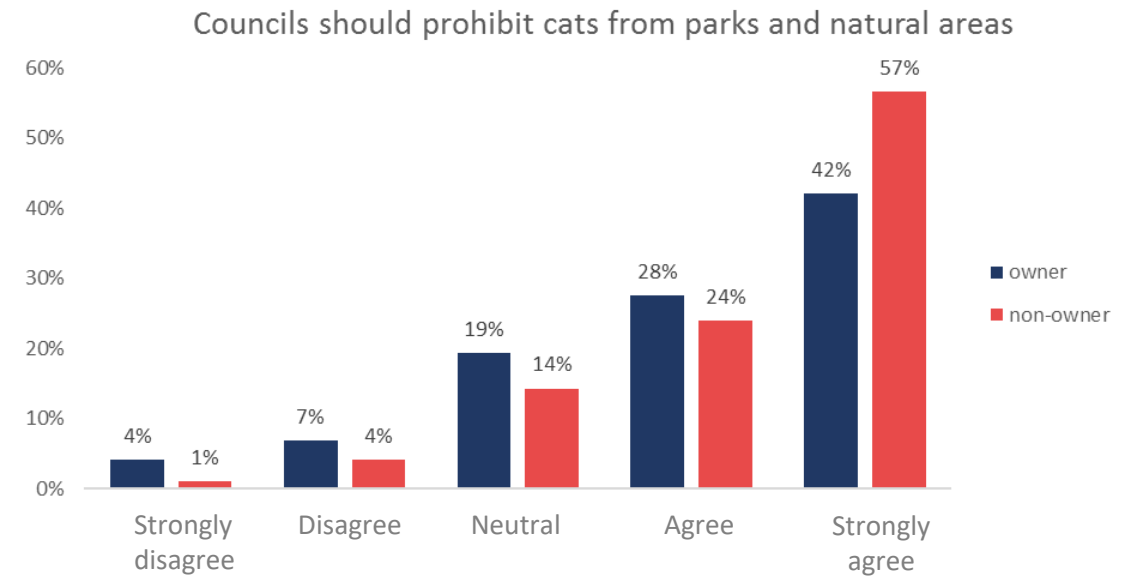
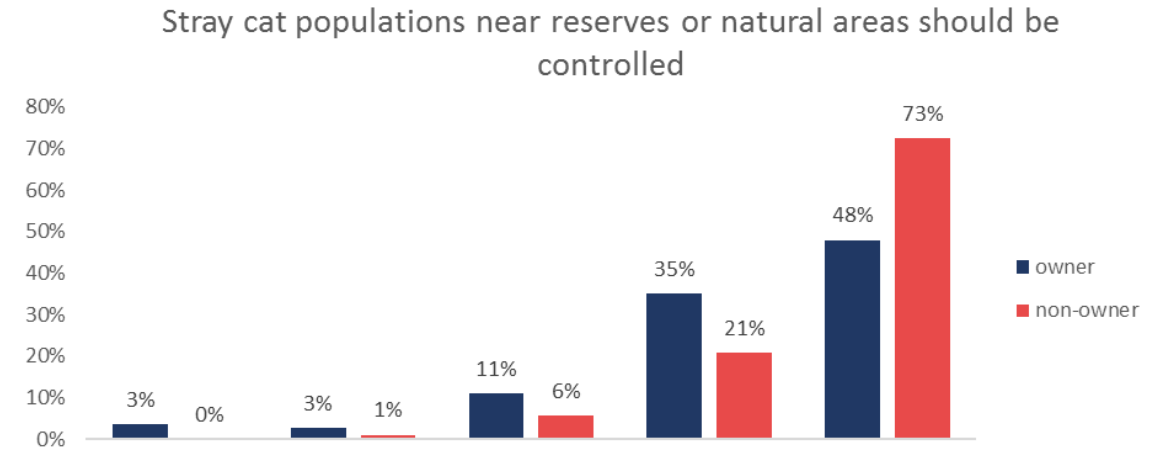
# Public perceptions

- Majority of Tasmanians agree that cats should be contained to properties
- Differing motives between owners and non-owners
- Good support for management options



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# TassieCat campaign

- TassieCat campaign launched December 2018
- Aims to create behaviour change to more responsible cat ownership



# TassieCat campaign

- Messages are positive
- Framed in terms of cat welfare
- Non-governmental
- Delivered through a variety of media

## Keep your cat safe at home



**Keeping your cat on your  
property at all times  
reduces its risk of becoming  
injured, lost or sick.**



Visit **[www.tassiecat.com](http://www.tassiecat.com)** to learn  
how you can keep your cat happy  
and healthy at home.



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TassieCat

[HOME](#)

[ABOUT](#)

[GET INVOLVED](#)

[RESOURCES](#)

[FAQs](#)

[BLOG](#)

Join thousands of Tasmanians and

**BE A RESPONSIBLE CAT OWNER**

*Here's what you can do...*



Identify your cat  
as a pet  
by microchipping  
and fitting a  
collar and tag

[Learn more >](#)



Get your cat  
desexed to prevent  
unwanted litters of  
kittens and keep  
your cat healthy

[Learn more >](#)



Keep your cat safe  
indoors or on your  
property and  
protect our native  
wildlife

[Learn more >](#)



Spread the word.  
Talk to your neighbours  
and your local council  
about responsible cat  
management

[Learn more >](#)

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## Expected outcomes

- Increased interest in cat management and responsible ownership
- Growing community expectation that cats are managed
- Stakeholders empowered to proactively manage cats

