

Community engagement report

Draft Domestic Animal Management Plan 2021-24

Engagement purpose

To seek the community's feedback on the draft Domestic Animal Management Plan 2021-24.

Engagement stages and influence

Background work / internal consultation	Formal exhibition of draft plan
Consult	Consult

Engagement objectives

- Community members and key stakeholders are able to provide feedback on the draft DAMP.
- The community is informed about Council's role in animal management and promotion of responsible pet ownership.
- Participants are informed about the outcome of engagement and how their input has informed the draft plan.

What did we ask?

Participants were asked:

- What do you think is the most important part of pet ownership?
- How satisfied are you that the objectives and actions contained in our Domestic Animal Management Plan will meet our community's needs?
- Do you think pet owners in Yarra understand and act on their responsibilities? For example, picking up after their animal, or keeping them on lead when required?
- How satisfied are you with the plan's measures for managing dogs and cats in Yarra's public spaces?
- Do you have any other ideas about how we can encourage responsible pet ownership and manage issues about domestic animals in Yarra?
- If they had any other comments relating to pets and animals in Yarra.

Methods included:

- A survey – both online on Your Say Yarra and hard copy. The survey was designed to gauge community sentiment and its priorities as relating to the draft plan. The survey was open from Wednesday 16 June to Thursday 15 July 2021, and a **total of 78 responses** were received.
- In-person engagement – the project team also attended the Gleadell Street Market on Saturday 10 July 2021 from 9am to 1pm.
- Outreach to key stakeholders – sporting clubs, dog walking groups, local veterinarians, domestic animal businesses, RSPCA, Parks Victoria, the Lost Dogs Home and internal Yarra teams.

Who did we hear from?

Pet ownership

Demographic groups	%	Count
Dog owners only	47.3	36
Cat owners only	7.8	6
Both dog and cat owners	5.2	4
Don't own a dog or cat	39.4	30
Total answer		76

Relationship to Yarra*

Demographic groups	%	Count
Live in Yarra	92.2	71
Work in Yarra	7.7	6
Visit Yarra	6.4%	5
Own a business in Yarra	3.9%	3
Own property in Yarra	27.2%	21

*Participants could select more than one response.

Area spent most time in

Suburb	%	Count
Abbotsford	9.1%	7
Alphington	2.6%	2
Burnley	2.6%	2
Carlton North	9.1%	7
Clifton Hill	13%	10
Collingwood	3.9%	3

Suburb	%	Count
Cremorne	5.2%	4
Fairfield	2.6%	2
Fitzroy	2.6%	2
Fitzroy North	15.6%	12
Princes Hill	0%	0
Richmond	33.8%	26
Total answers		77

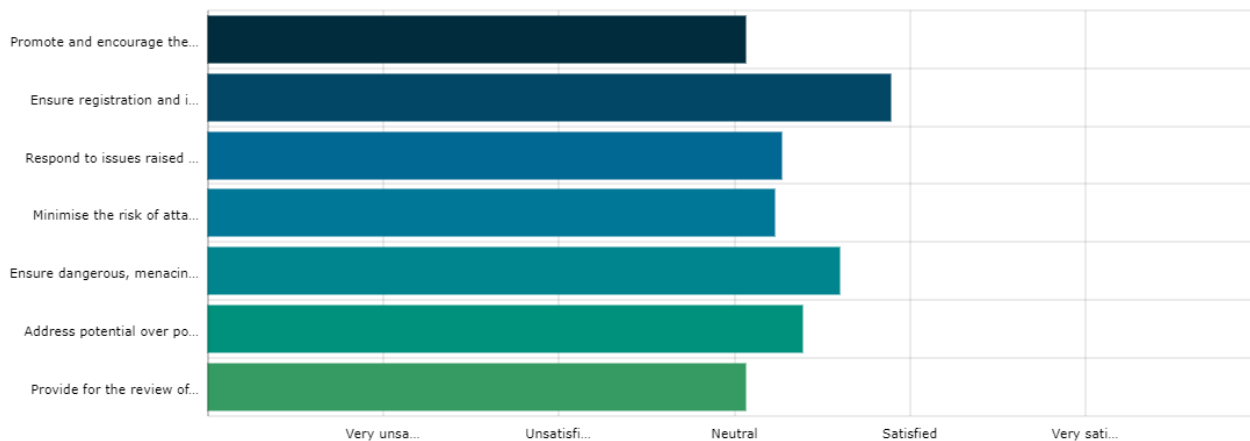
How did we engage?

Community stakeholders	Outreach
Broad community	<ul style="list-style-type: none"> • Your Say Yarra – 848 views, 595 unique visitors, 19 hours and 31 minutes of engagement time • News item on corporate website • Postcards distributed by enforcement officers/rangers • Social media posts • Digital screens • Yarra Life • Yarra News
Key stakeholders – sporting clubs, dog walking groups, local veterinarians, domestic animal businesses, RSPCA, Parks Victoria, the Lost Dogs Home	<ul style="list-style-type: none"> • Direct emails and outreach
CALD community	<ul style="list-style-type: none"> • Translated materials were made available at council buildings and local Neighbourhood Houses
Park users	<ul style="list-style-type: none"> • Postcards distributed by enforcement officers/rangers • Pop-up engagement event at Gleadell Street Market
Advisory committees	<ul style="list-style-type: none"> • Direct emails and outreach

What did we hear?

Quantitative results

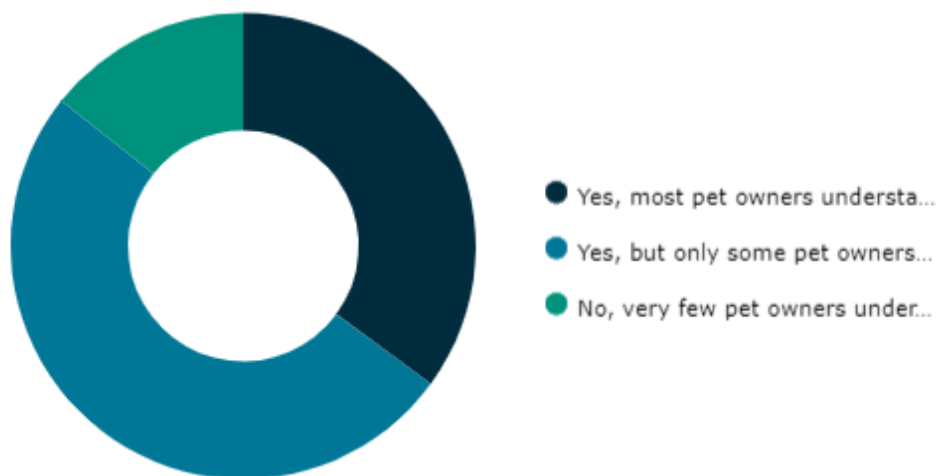
Question 4: How satisfied are you that the objectives and actions contained in our Domestic Animal Management Plan will meet our community's needs?



Action	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Total	Weighted score
Promote and encourage the responsible ownership of dogs and cats	7	18	16	26	5	72	3.06
Ensure registration and identification of dogs and cats	1	3	14	40	15	73	3.89
Respond to issues raised by the community about nuisance animals (e.g. barking dogs)	6	7	27	27	6	73	3.27
Minimise the risk of attacks by	9	8	22	25	9	73	3.23

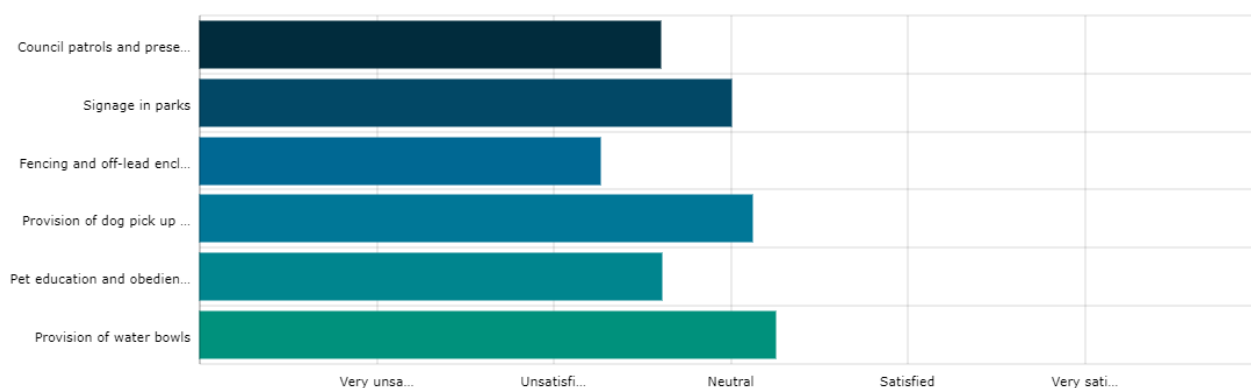
dogs on people and animals							
Ensure dangerous, menacing or restricted dog breeds are kept in compliance with the Domestic Animals Act and regulations	6	2	20	31	13	72	3.60
Address potential over population and high euthanasia	2	8	28	25	7	70	3.39
Provide for the review of any other matters related to the management of dogs and cats	8	10	28	20	5	71	3.06

Question 6: Do you think pet owners in Yarra understand and act on their responsibilities? For example, picking up after their animal, or keeping them on lead when required?



Answer	Per cent	Count
Yes, most pet owners understand and act on their responsibilities	35.06%	27
Yes, but only some pet owners understand and act on their responsibilities	50.65%	39
No, very few pet owners understand and act on their responsibilities	14.29%	11
Total answers		77

Question 8: How satisfied are you with the plan's measures for managing dogs and cats in Yarra's public spaces?



Measure	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Total	Weighted score
Council patrols and presence in our parks	16	19	22	15	3	75	2.60
Signage in parks	9	16	19	26	4	74	3.00
Fencing and off-lead enclosures	28	17	14	12	3	74	2.26
Provision of dog pick up bags	6	19	16	26	7	74	3.12
Pet education and obedience programs	14	15	32	12	1	74	2.61
Provision of water bowls	6	9	27	26	7	75	3.25

Qualitative results

What do you think is the most important part of pet ownership?

- Summary of main themes in comments

Do you have any other ideas about how we can encourage responsible pet ownership and manage issues about domestic animals in Yarra?

- Summary of main themes in comments

Do you have any other comments relating to pets and animals in Yarra?

- Summary of main themes in comments

Email feedback

Six responses were also received to the draft plan via email. The feedback included the following themes:

- Increase responsible pet ownership
- Owners to pick up after their dogs
- Assisting with dog attack victims and enforcing dangerous dogs

Next steps

Council to consider and adopt the Draft Domestic Animal Management Plan

