

Action Plan 2026 – 2031

Following a review of the Domestic Animal Management Plan (Cats and Dogs), and in consideration of legislative requirements, stakeholder and community feedback, and current and emerging challenges, a clear goal has been identified:

To achieve harmonious co-existence between people, pets and places.

This goal underpins the three outcomes to be achieved by 2031:

- **Educated and informed community**
- **Happy and healthy pets**
- **Safe and inclusive places**

The Domestic Animal Management Plan provides the strategic framework for how Council, its partners, and the community will work together to achieve this goal.

The Action Plan supports implementation of the Plan by outlining key priorities and actions aligned to the three outcomes. It establishes a structured and measurable approach to delivery, ensuring services remain focused on achieving the Plan's long-term objectives. Progress will be regularly monitored, evaluated, and reported.

The Action Plan will be reviewed annually to ensure it remains aligned with legislative requirements and responsive to community needs.

Purpose of the Action Plan

The purpose of the Action Plan 2026–2031 is to define the initiatives required over the life of the Plan to achieve:

- Educated and informed community
- Happy and healthy pets
- Safe and inclusive places

For each action, the Plan identifies:

- Responsibility – lead and supporting roles
- Timeline – delivery timeframe
- Measures – how success will be assessed

This ensures a clear, consistent approach to implementation, monitoring, and reporting.

Monitoring and Evaluation

Council is committed to delivering high-quality animal management services and maintaining transparency in decision-making and reporting.

Actions and associated performance measures have been established to ensure alignment with the Plan's goal and outcomes. These enable ongoing monitoring, evaluation, and continuous improvement.

Ongoing Review

Council recognises that community needs and expectations will continue to evolve. The Action Plan will be reviewed annually to ensure it remains compliant with legislation and responsive to emerging issues, opportunities, and community expectations.

					Outcome			
		Responsibility		Timeline	Measures	Informed Educated Community	Happy Healthy Pets	Safe and Inclusive Places
Action		Lead	Support					
1	Implement regular and effective marketing campaigns promoting responsible pet ownership	Council Rangers	Partners	Annually	- Management Plan for Domestic Animals (Cats and Dogs) is shared through marketing campaigns and partnership networks. - Number of campaigns and promotions conducted: <i>'bag it and bin it'</i> <i>'Leash, tag and bag'</i> - Number of education pop ups. - Increase in number of cats and dogs registered, microchipped and desexed. - Reduction in number of cat and dog nuisances reported.	✓	✓	✓
2	Review responsible pet ownership information and educational resources and extend distribution of resources through key partnerships network	Council Rangers	Comms.	Annually	- Review and update of resources. - Development of new resources with enhanced accessibility. - Number of partners and external stakeholders distributing resources	✓		
3	Continue to deliver Pet Awareness Programs and Education sessions at community facilities & events	Council Rangers	Partners	Annually	- Review and development of resources. - Develop relationships with animal industry advocates who promote responsible pet ownership in their programs. - Deliver programs at a variety of venues – Community Centre, Library, Schools, Local Events, Puppy information sessions. - Increase number of schools and centres visited, events attended, information nights presented and educational interactions.	✓		
4	Support animal management officers to upskill, attend in-house and external training events	Council Rangers	Council Rangers	Annually	Staff skills are up to date and in line with expected service levels.	✓	✓	
5	Continue to partner with local animal shelters and veterinary services to implement and promote reduced fee desexing initiatives	Council Rangers	Partners	Annually	- Number of initiatives offered. - Number of cats and dogs desexed.		✓	
6	Provide ongoing community support with free responsible pet ownership initiatives	Council Rangers	Partners		- Number of microchipping days conducted and attendance of cat and dog owners. - Increase in number of cats and dogs microchipped. - Decrease in number of cat nuisances reported. - Decrease in number of cats and dogs impounded. - Increase in the number of impounded cats and dogs returned to their owners. - Number of barking dog seminars and attendance. - Decrease in barking dog complaints.	✓	✓	✓

						Outcome		
		Responsibility				Informed Educated Community	Happy Healthy Pets	Safe and Inclusive Places
Action		Lead	Support	Timeline	Measures			
7	Continue to undertake proactive officer patrols in public places to educate and enforce responsible pet ownership behaviours	Council Rangers	NA	Annually	• Number of patrols conducted. • Reduction in number of public nuisances reported. • Reduction in the number of reported dog attacks / menacing dogs on beaches and foreshores. • Reduction in the number of complaints regarding dog waste disposal. • Reduction in number of investigation, enforcement and prosecution activities undertaken.	✓		✓
8	Continue to deliver service excellence in all areas of the Animal Impound facility - Including maintaining a high standard of health and safety measures	Council Rangers	Council Rangers	Annually	• Reduction in the number of unclaimed dogs and cats. • Reduction in the average length of stay for impounded animals. • Annual review and continuous improvement of impound facility procedures.		✓	
9	Advocate and partner with key rehoming partners to promote the message 'adopt not shop'	Council Rangers	Partners	Annually	• Quarterly pet partner education events annually • Number of breeding permits investigated. • Increase in the number of animals rehomed.	✓	✓	
10	Work with Parks & Gardens to ensure access to safe and inclusive places proportionate to population.	Parks & Gardens	Council Rangers	Annually	• Reduction in nuisance complaints. • Reduction in dog attacks reported in shared spaces.			✓
11	Embed sustainable approaches and practises into our animal management services	Council Rangers	Comms.	Annually	• Reduce use of paper. • Increase access to online information, services and apps.	✓		
12	Continue to contribute to the review of council's local laws to support delivery of animal management services in accordance with the Plan	Corporate Governance	Council Rangers	Annually	• Local laws reviewed and proposed amendments provided for community consultation and council adoption	✓	✓	✓