



'We are committed to providing access to information, education and services that are reflective of our community's needs and preferences'

EDUCATED INFORMED PEOPLE

'We believe that happy and healthy pets supports the community's needs and are less likely to cause a nuisance or put others safety at risk'

HAPPY HEALTHY PETS

GOAL:  
CREATING  
HARMONIOUS  
CO-EXISTENCE



SAFE AND INCLUSIVE PLACES

'We are committed to improving the liveability of our region, providing safe and accessible places that everyone can enjoy'



Sunshine Coast Council  
Management Plan for  
Domestic Animals (Cats and Dogs)  
Action Plan 2021- 2030

## ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

Sunshine Coast Council acknowledges the Traditional Owners of the region, the Kabi Kabi and Jinibara people. Council is committed to working in partnership with the Traditional Owners to support self-determination through economic and community development opportunities.

# SUNSHINE COAST COUNCIL MANAGEMENT PLAN FOR DOMESTIC ANIMALS (CATS AND DOGS) ACTION PLAN 2021-2030

## THE ACTION PLAN 2021-2030

In reviewing the Management Plan for Domestic Animals (Cats and Dogs) (The Action Plan), in line with relevant legislation, feedback from community and stakeholders and current and future opportunities and challenges, a clear goal for our community emerged. To achieve a harmonious co-existence between people, pets and places. It is this goal that informed the three outcomes we seek to achieve by 2030.

These outcomes being:

- Educated Informed People
- Happy Healthy Pets
- Safe Inclusive Places



The Management Plan for Domestic Animals (Cats and Dogs) provides a framework for how council, our partners and our community will work together to achieve our goal by 2030.

The Management Plan for Domestic Animals (Cats and Dogs) will be implemented through the delivery of the Action Plan. The Action Plan outlines the key priorities in order to achieve our three outcomes that attribute to harmonious co-existence between people, pets and places.

The Action Plan provides a clear and targeted approach that ensures that our services align with the long-term goal of the Plan. It enables progress to be monitored and evaluated allowing for regular and meaningful reporting. The Action Plan will be reviewed annually to ensure it aligns with the goal of the Plan, meets legislative requirements and is reflective of the community's needs.



## PURPOSE OF THE ACTION PLAN

The purpose of the Management Plan for Domestic Animals (Cats and Dogs) 2021-2030 is to identify and define the initiatives that need to be achieved during the life of the Plan in order to ensure our community has:

- Educated informed people
- Happy healthy pets
- Safe and inclusive places.

The Action Plan identifies:

- RESPONSIBILITY – who will lead and support the implementation of each action
- FUNDING – where the funding for each action comes from – existing, capital or new budget
- TIMELINE – when the action will be implemented
- MEASURES – how the success is measured for each action

The Action Plan provides a clear approach to measuring and reporting on our progress towards outcomes regularly.

## MEASURE AND EVALUATE

Council is committed to providing service excellence in animal management. We aim to be clear and transparent in our decision making and reporting to ensure we are achieving the goal and outcomes set out in the Management Plan for Domestic Animals (Cats and Dogs) Plan 2021-2030.

A number of action items and supporting outcome measures have been developed to ensure our actions align with the long term goal and outcomes of the Plan; enabling progress to be monitored, measured and evaluated.

## ONGOING REVIEW

Council acknowledges that our community is dynamic and the needs, challenges and opportunities in animal management will continue to grow and evolve. The Management Plan for Domestic Animals (Cats and Dogs) Action Plan 2021-2030 will be evaluated annually to ensure it meets legislative requirements and is reflective of the community needs.

Action	Responsibility		Funding	Timeline	Measures	Outcome			
	Lead	Support				Informed Educated People	Happy Healthy Pets	Safe and Inclusive Places	
1	Implement regular and effective marketing campaigns promoting responsible pet ownership	Community Response	Partners	Core budget	Annually	<ul style="list-style-type: none"> <li>Management Plan for Domestic Animals (Cats and Dogs) is shared through marketing campaigns and partnership networks</li> <li>Number of campaigns and promotions conducted: 'bag it and bin it' 'Leash, tag and bag'</li> <li>Number of views on animal management pages on council website</li> <li>Number of education pop ups</li> <li>Increase in self-compliance for responsible pet ownership including increase in number of cats and dogs registered, microchipped and desexed</li> <li>Reduction in number of cat and dog nuisances reported</li> </ul>	✓	✓	✓
2	Review responsible pet ownership information and educational resources and extend distribution of resources through key partnerships network	Community Response	Communications	Core budget	Annually	<ul style="list-style-type: none"> <li>Review and redesign of resources</li> <li>Development of new resources with enhanced accessibility</li> <li>Number of partners and external stakeholders distributing resources</li> </ul>	✓	✓	✓
3	Continue to deliver Pet Awareness Programs and information sessions to schools, early childhood centres, aged care facilities, local and large events and partnering with key stakeholders	Community Response	Partners	Core budget	Annually	<ul style="list-style-type: none"> <li>Review and development of resources</li> <li>Establishment of 'Sunny and Sasha' mascots</li> <li>Develop further relationships with animal industry advocates who promote responsible pet ownership in their programs</li> <li>Deliver programs at a variety of venues – libraries, puppy information sessions, community health sectors.</li> <li>Increase number of schools and centres visited, events attended, information nights presented and educational interactions</li> </ul>	✓	✓	✓

Action	Responsibility			Funding	Timeline	Measures	Outcome		
	Lead	Support					Informed Educated People	Happy Healthy Pets	Safe and Inclusive Places
4	Continue key partnerships with the community, industry stakeholders and special interest groups to share knowledge and create advocacy within animal management practices and diverse roles.	Community Response	Partners	Core budget	Annually	<ul style="list-style-type: none"> <li>Quarterly engagement sessions held with relevant stakeholders and special interest groups</li> <li>Number of new partnerships established</li> </ul>	✓		
5	Support animal management officers to upskill, attend in-house and external training events	Community Response	Community Response	Core budget	Annually	<ul style="list-style-type: none"> <li>Staff skills are up to date and in line with expected service levels</li> </ul>	✓	✓	
6	Explore and utilise smart technology solutions and systems to improve online access and engagement	Community Response	Information Communication Technology Services	Core budget	Annually	<ul style="list-style-type: none"> <li>Investigate opportunities to increase online access and engagement</li> <li>Explore and upgrade new smart technology solutions</li> <li>Increased online engagement and users accessing information and services</li> </ul>	✓		
7	Continue to deliver service excellence in customer experience	Customer Response	Customer Contact	Core Budget	Annually	<ul style="list-style-type: none"> <li>Number of surveys completed post interaction with council</li> <li>Net promoter score and first contact resolution</li> <li>Rated response to FAQ from registration renewal surveys</li> </ul>	✓		
8	Continue to partner with local animal shelters and veterinary services to implement and promote reduced fee desexing initiatives	Community Response	Partners	Core budget	Annually	<ul style="list-style-type: none"> <li>Number of initiatives offered</li> <li>Number of cats and dogs desexed</li> </ul>	✓	✓	

Action	Responsibility			Funding	Timeline	Measures	Outcome		
	Lead	Support					Informed Educated People	Happy Healthy Pets	Safe and Inclusive Places
9	Provide ongoing community support with free responsible pet ownership initiatives	Community Response	Partners	Core budget	Annually	<ul style="list-style-type: none"> <li>Number of microchipping days conducted and attendance of cat and dog owners</li> <li>Increase in number of cats and dogs microchipped</li> <li>Decrease in number of cats and dogs impounded</li> <li>Increase in number of impounded cats and dogs returned to their owners</li> <li>Number of barking dog seminars and attendance</li> <li>Decrease in barking dog complaints</li> </ul>	✓	✓	
10	Continue to undertake proactive officer patrols in public places to educate and enforce responsible pet ownership behaviours	Community Response	NA	Core budget	Annually	<ul style="list-style-type: none"> <li>Number of patrols conducted</li> <li>Reduction in number of public nuisances reported</li> <li>Reduction in the number of reported dog attacks / menacing dogs on beaches and foreshores</li> <li>Reduction in the number of complaints regarding dog waste disposal</li> <li>Reduction in number of investigation, enforcement and prosecution activities undertaken</li> </ul>	✓	✓	✓
11	Continue to deliver service excellence in all areas of the pound facility including high standard of health and safety measures are maintained	Community Response	Community Response	Core budget	Annually	<ul style="list-style-type: none"> <li>Reduction in the number of unclaimed dogs and cats</li> <li>Review and modify as required</li> </ul>		✓	
12	Ensure that our animal management services and initiatives support and appropriately regulate: <ul style="list-style-type: none"> <li>- events</li> <li>- commercial businesses</li> </ul>	Community Response	Community Response	Core Budget	Annually	<ul style="list-style-type: none"> <li>Reduction in nuisance complaints relating to approved events and commercial businesses where pets are permitted</li> </ul>		✓	✓

Action	Responsibility		Funding	Timeline	Measures	Outcome			
	Lead	Support				Informed Educated People	Happy Healthy Pets	Safe and Inclusive Places	
13	Advocate and partner with key rehoming partners to promote the message 'adopt not shop'	Community Response	Partners	Core Budget	Annually	<ul style="list-style-type: none"> <li>Quarterly pet partner education events annually</li> <li>Number of breeding permits investigated.</li> <li>Increase in the number of animals rehomed</li> </ul>	✓	✓	
14	Advocate for safe and inclusive places with dog off leash and dog parks proportionate to access for multi-use spaces and non-exclusive infrastructure	Community Response	Parks and Gardens	Core Budget	Annually	<ul style="list-style-type: none"> <li>Review and modify as required -- fenced parks</li> <li>Number of promotional campaigns and responses to an inclusive safe place</li> </ul>			✓
15	Work with Parks & Gardens to ensure access to safe and inclusive places proportionate to population	Parks and Gardens	Community Response	Core budget	Annually	<ul style="list-style-type: none"> <li>Reduction in nuisance complaints</li> <li>Reduction in dog attacks reported in shared spaces</li> </ul>			✓
16	Embed sustainable approaches and practises into our animal management services	Community Response	Communications	Core Budget	Annually	<ul style="list-style-type: none"> <li>Reduce use of paper</li> <li>Increase access to online information, services and apps</li> <li>Resources are monitored to ensure sufficient provision based on capacity and demand</li> </ul>	✓		
17	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	Community Response	Core Budget	Annually	<ul style="list-style-type: none"> <li>Local laws reviewed and proposed amendments provided for community consultation and council adoption</li> </ul>	✓	✓	✓



**Sunshine Coast**  
COUNCIL

Our region.  
**Healthy. Smart. Creative.**

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