



Dog and Cat Management Reform:

Update: 2017 APA Conference

New dog and cat laws are coming on 1 July 2018.

Changes include compulsory microchipping and desexing.

Visit dogandcatboard.com.au

Before 1 July 2017

- Consider increasing registration fees. Councils can make these decisions.
- Inform the DCM Board about any increases.
- Let your IT/Finance people know about increases in fees, fines, penalties and expiations.
- Update Forms, Expiation notices, Information on websites.
- Review By-laws.
- Review internal processes.

From 1 July 2017

- 'Standard dog' (that has been both microchipped and desexed) and
- 'Non-standard dog' (that is exempt from microchipping and is not desexed). No cap.
- Dog Management Officers and Cat Management Officers become **Authorised Persons**. Are all of your officers properly authorised? Name badges.
- Powers for Authorised Officers commence
- New Control Order powers -eg training.

Between 1 July 2017 and 1 July 2018

- Board Guideline on Access to Dog Registers.
- Promote mandatory desexing, mandatory microchipping and breeder registration. See 'Board Communications'
- DACO.
- Does your council need to be exempted from any of the new obligations (eg remote areas without permanent Vets)?
- Should council nominate a facility for members of the public to take unidentified cats? S64(2)

From 1 July 2018

- Mandatory desexing and microchipping
- Breeder Registration
- Advertisement for dogs and cats
- Information to be provided at the point of sale.
- Councils retain discretion on the resources they devote to dog and cat management and enforcement.

Board Policies

- Other policies/guidelines the Board is working on include:
 - Dog registration fees
 - Form 1 –include Date of Birth in registration application.
 - By-law templates
 - Standard Operating Procedures (from LGA).
 - Access to dog registers
 - Incident Severity Scale Guidelines
 - Plans of Management
- The Board has established a 'Working Group', to work through these issues.





Board Communications

Market research to guide promotion of new laws showed:

- Councils <u>the most trusted</u> source on dogs and cats.
- 70% of all dog and cat owners will visit council website *first* for information on new laws.





What has the Board planned?

- Complete update of our fact sheets, and websites.
- New products to reflect "and cat" in the new laws.
- The production of a promotional pack for councils, vets and NGOs.

New laws promotional pack

- Specifically designed councils, NGOs and vets

 office areas or events with significant public interaction.
- Posters, fliers and digital assets (email signatures, facebook banners, web logos etc.)
- Subject to SA Govt approval, but negotiations well advanced.



Posters











DL Flyers













Facebook assets









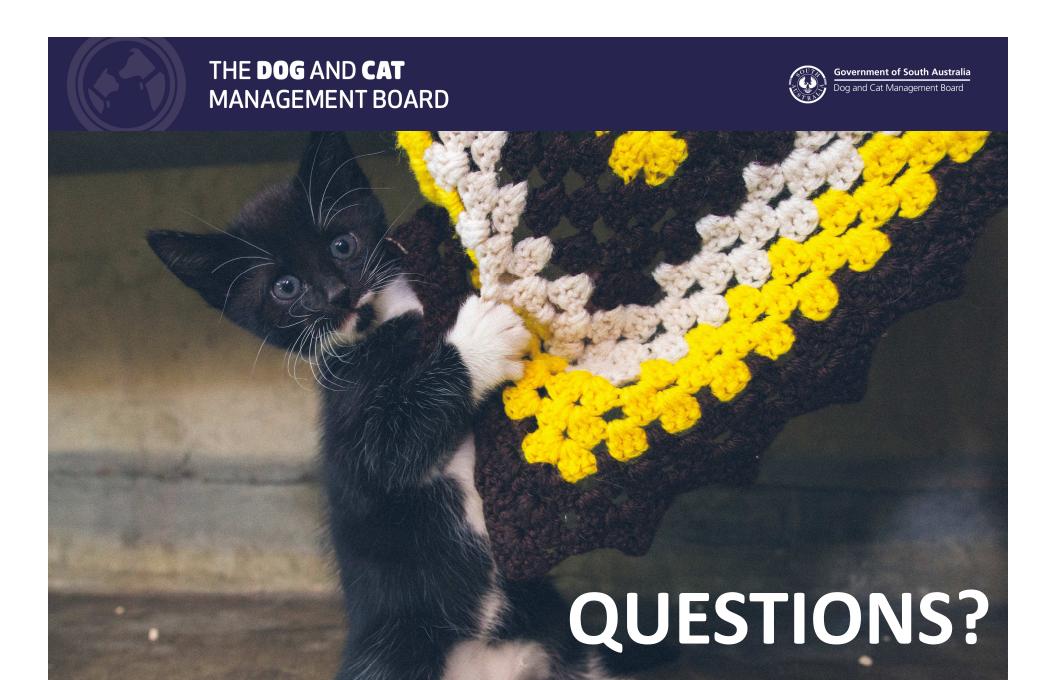


Additional products

Board will consider other ideas where councils see value:

- Video?
- Community information sessions?
- Messenger articles/editorials?

Our team happy to discuss suggestions.



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