

## Urban Animal Management Strategy Community Engagement Plan

### PART 1

#### Purpose of engagement:

The purpose of the Engagement Plan is to provide the opportunity for the community and stakeholders to provide information through a survey that will guide the consideration and drafting of an Urban Animal Management Strategy for Council's consideration.

#### Background:

##### General Background

Pets are an important part of peoples lives, in that they contribute to an enhanced community and individual wellbeing. Australia has one of the highest rates of animal ownership in the world, with over 67% of households owning a dog or cat. In terms of poultry, there is also an increasing movement towards chicken, especially as sustainability and the minimisation of waste shapes contemporary community values.

Responsible pet ownership goes further than caring for the health, welfare and safety of pets. Animal owners are also socially and legally responsible for managing their pets in such a way that ensures their animals are compliant with the relevant laws that exist. With the Shire continuing to grow rapidly, and changes forthcoming under both the Dog and Cat Act, Officers consider it time to formulate an Urban Animal Management Strategy to help shape future actions in this regard. Officers consider community input to helping shape such a strategy to be central to its future success.

Officers also note that the Shire's 1999 Health Local Law, that provided controls pertaining to the keeping of poultry, would benefit from review and having community input and values shape such review would be very beneficial.

The management of domestic animals is a function of local government and the strategy will allow Officers to educate owners and manage animals in the community. If necessary, information received will also allow amendments to local laws, or new local laws, to be developed that will further strengthen the ability of Officers to manage such animals.

Finally, the Strategy provides an opportune time in which to seek community feedback in respect of pound options. Current pound facilities are located in Mundijong, and provide pragmatic (but basic) dog pound facilities, with very good larger livestock holding facilities. Engaging with the community on pound options for the future will help inform considerations in this regard.

##### Relevant OCM Items

- There are no previous Council decisions relating to this item.

#### Summary of proposal:

The management of animals in the urban setting, which brings different animals and humans together in a developed landscape, is an important function of local government. This is of particular importance for cats and dogs that are forced, due to the necessities of the urban structure, to cohabitate in confined and smaller

### Contact Us

#### Enquiries

Call: (08) 9526 1111  
Fax: (08) 9525 5441  
Email: [info@sjshire.wa.gov.au](mailto:info@sjshire.wa.gov.au)

#### In Person

Shire of Serpentine Jarrahdale  
6 Paterson Street, Mundijong WA 6123  
Open Monday to Friday 8.30am-5pm (closed public holidays)



[www.sjshire.wa.gov.au](http://www.sjshire.wa.gov.au)



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spaces. Furthermore, with increasing popularity around urban sustainability, food waste reduction and growing ones own food, poultry pets are becoming commonplace in urban settings.

It is necessary to support good management of urban animals. With continued changes in our developing community, the environment and to legislation, it is important for the Shire to continually evaluate and assess how to support the community in managing pets well. This is generally done through the development of a (first stage) Urban Animal Management Strategy and, where necessary, local laws and supporting framework.

The first step in the process is to understand the needs and wishes of residents to help shape these management strategy, through a survey for community comment. This engagement with the community (as per the Urban Animal Strategy Community Engagement Plan), will help community views be heard to shape the drafting of an Urban Animal Management Strategy, for consideration by Council. This will provide the strategic plan and steps going forward to be taken, to help in the effective management of urban animals.

**What do you want to achieve from the community engagement?**

<input checked="" type="checkbox"/> Gathering information <input type="checkbox"/> Obtaining local knowledge <input checked="" type="checkbox"/> Obtaining feedback on activity/proposal <input type="checkbox"/> Obtaining feedback on draft plan/document <input checked="" type="checkbox"/> Identifying need(s) <input type="checkbox"/> Exploring values and trade-offs	<input type="checkbox"/> Validating research/data <input type="checkbox"/> Seeking guidance/direction <input type="checkbox"/> Educating community members <input type="checkbox"/> Other .....
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**What is the relevant legislation to take into account?**

*Local Government Act 1995*

**Key messages to the community:**

The management of animals in the urban setting, which brings different animals and humans together in a developed landscape, is an important function of local government. This is of particular importance for cats and dogs that are forced, due to the necessities of the urban structure, to cohabitate in confined and smaller spaces. Furthermore, with increasing popularity around urban sustainability, food waste reduction and growing ones own food, poultry pets are becoming commonplace in urban settings.

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Key questions to be asked:

1. What are your thoughts about dog and cat ownership in the Shire?
2. What should we do more of?
3. What should we do less of?



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4. What future pound infrastructure should the Shire be planning for? Where would you like to see a pound located?
5. Should a pound make allowance for both dogs and cats?
6. What are your thoughts on the kind of issues that future controls and community education efforts should deal with:
  - Dog do-dos
  - Dogs on leads
  - Control of nuisance behaviours
  - Any other matters?
7. What are your thoughts on the kind of issues that future controls and community education efforts should deal with:
  - Requiring cat runs if you own a cat? - Yes/No?
  - Controlling certain areas in the Shire where cat ownership may be permitted?
  - Limits on cat numbers
  - Any other matters?
8. How could the Shire support the community in helping them discover the options associated with urban sustainability and keeping of poultry?

#### Target/stakeholder groups

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> General community/residents/ratepayers</li> <li><input type="checkbox"/> Young people</li> <li><input type="checkbox"/> Seniors</li> <li><input type="checkbox"/> Community groups/sporting clubs</li> <li><input type="checkbox"/> Faith/religious groups</li> <li><input checked="" type="checkbox"/> Environmental/friends' groups</li> <li><input checked="" type="checkbox"/> Resident/ratepayer groups</li> <li><input type="checkbox"/> Parents' groups</li> <li><input type="checkbox"/> Culturally and linguistically diverse people</li> <li><input type="checkbox"/> People with disability</li> <li><input type="checkbox"/> Aboriginal and Torres Strait Islander people</li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Local businesses</li> <li><input type="checkbox"/> Industry groups/peak bodies</li> <li><input type="checkbox"/> Local schools/educational institutions</li> <li><input type="checkbox"/> Media</li> <li><input type="checkbox"/> Other local governments</li> <li><input type="checkbox"/> State government(s)</li> <li><input type="checkbox"/> Federal government</li> <li><input type="checkbox"/> Parliamentarians/politicians</li> <li><input checked="" type="checkbox"/> Shire Elected Members</li> <li><input type="checkbox"/> Shire Executive</li> <li><input type="checkbox"/> Shire staff</li> </ul> |
|---|--|

#### Specific stakeholders:

- Shire of Serpentine Jarrahdale residents
- Local Veterinary Hospitals and Clinics
- Shire of Serpentine Jarrahdale Council
- DBCA
- Department of Local Government, Sport and Cultural Industries.



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Areas/location are to be targeted as part of the engagement:	
<input type="checkbox"/> Issue specific – not location targeted <input checked="" type="checkbox"/> Whole of Shire <input type="checkbox"/> <Insert number> metres radius <input type="checkbox"/> Other ..... <input type="checkbox"/> Byford <input type="checkbox"/> Cardup <input type="checkbox"/> Darling Downs <input type="checkbox"/> Hopeland	<input type="checkbox"/> Jarrahdale <input type="checkbox"/> Karrakup <input type="checkbox"/> Keysbrook <input type="checkbox"/> Mardella <input type="checkbox"/> Mundijong <input type="checkbox"/> Oakford <input type="checkbox"/> Oldbury <input type="checkbox"/> Serpentine <input type="checkbox"/> Whitby
Expected/desired number of participants	
<input type="checkbox"/> < 50 <input type="checkbox"/> 50 – 100 <input type="checkbox"/> 101 – 200	<input type="checkbox"/> 201 – 500 <input checked="" type="checkbox"/> 501 -1,000 <input type="checkbox"/> >1,000

Budget for engagement
\$2,000 for the project (\$1,000 to design relevant assets (social media graphic, poster and newspaper advert + \$1,000 for newspaper advertising (2 x quarter page adverts for this). The budget can be accommodated through Corporate Communication's Advertising and Marketing GL code: 4100-16000-6386-0000

Planned start and end dates:
Start: November 2021 End: March 2022

Engagement methods	
<input type="checkbox"/> Focus group <input type="checkbox"/> Forums/workshop <input type="checkbox"/> Hardcopy questionnaire <input checked="" type="checkbox"/> Online questionnaire <input type="checkbox"/> Interactive display board <input type="checkbox"/> Public open house <input type="checkbox"/> Door knocking	<input type="checkbox"/> Interview X Popup at venue or event <input type="checkbox"/> Meeting <input type="checkbox"/> Working group X Feedback form <input type="checkbox"/> Letter box <input checked="" type="checkbox"/> Other Community events.....

Description of above methods:
Public notice in the Examiner  Your Say SJ – Online questionnaire  Additional Social Media methods, which includes Shire Information media releases.  Various other advertising and engagement methods will be undertaken in order to ensure the community is aware of the project.



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### Valid responses (if relevant)

For a response to be valid, the respondent must:

- reside/own property within the Shire of Serpentine Jarrahdale
- be a representative of a key stakeholder groups. (which will include visitor/trail user groups)
- Local Veterinary Service providers

The Shire will not accept anonymous responses.

### Multiple/duplicate responses (if relevant)

The Shire will only accept:

- 1 response per person / household / rate able property
- 1 formal response per stakeholder group/organization

### Communication methods

#### Direct communication

- Email
- Letter
- Meeting/face-to-face
- Telephone call

#### Print communication

- Brochure
- Flyer
- FAQs
- Scarp Voice (monthly newsletter in The Examiner newspaper)
- Media Release
- Newspaper advert
- Poster
- Public Notice

#### Online communication

- SJ Matters (monthly Shire eNewsletter)
- Facebook post
- Facebook advertisement
- Google advertising
- Twitter post
- LinkedIn post
- Your Say SJ project page
- Website (homepage banner)

#### Electronic communication

- Television advertisement
- Radio advertisement (Heritage FM)

#### Miscellaneous

- Bus stop advertising
  - On site meeting/listening post
  - Shopping centre pop up
  - Special event/launch
  - Signage
  - Other
- .....



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## Animal Management Strategy and Associated Statutory Framework Community Engagement Schedule

#	Activity	Outcome / detailed description	Target stakeholder	Key dates	Notes	Responsibility	Output / record
<b>1. Engagement Plan</b>							
1.1	Draft engagement plan	Engagement plan drafted and developed	Internal staff	October 2021	To be noted that the much of the project is to be delivered by a consultant	Coordinator Community Safety	Initial engagement plan to provide guidance and structure
1.2	Review, finalize and approve engagement plan	Engagement plan reviewed	Director Development Services	October 2021	Engagement plan may need to be flexible	Director Development Services	Finalized engagement plan
1.3	November 2021 OCM Agenda	Submit Agenda item and plan attachment for Council resolution	Director Development Services				
<b>2. OCM submission, consideration and resolution</b>							
2.1	Draft project Item	Council deliberation and resolution.	Council	15 November 2021	Includes purpose and intent of the Plan.	Director Development Services	
2.2	Review and finalise project brief	Delegation of OCM resolution	Coordinator Community Safety	November 2021	Includes any amendments or alternative resolution	Director Development Services	
<b>3. Preparation for Engagement Period</b>							
3.1	Startup meeting	Present and discuss action plan	Communications	16 November 2021		Coordinator Community Safety	
3.2	Schedule social media post	Plan posts on the Shire's social media platforms ahead of time.	Shire of Serpentine Jarrahdale Community & Stakeholders	November 2021	Posts to be made when consultation opens and during the engagement process.	Communications	Social media promotion Media program scheduled at #7



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#	Activity	Outcome / detailed description	Target stakeholder	Key dates	Notes	Responsibility	Output / record
3.3	Schedule newspaper public notice	Public notice in Examiner	Shire of Serpentine Jarrahdale Community & Stakeholders	November 2021	Public notice to include specifications for Your Say SJ Community engagement	Communications	Public notice confirmed with the Examiner newspaper
3.4	Create online survey questions for Your Say SJ	Online survey to be developed for engagement	Shire of Serpentine Jarrahdale Community & Stakeholders	November 2021	TBD. May be conducted by consultant	Director Development Services, Coordinator Community Safety & Communications	Finalised online questions
3.5	Email to Councillors and EMG	Notify EMG & Councillors	Councillors and EMG	November 2021	Notify EMG & Councillors of key information regarding engagement	Director Development Services	Email to inform EMG & Councillors
<b>4. Engagement Period</b>							
4.1.	Engagement period commences	Public notice, social media post and opening of Your Say SJ.	Shire of Serpentine Jarrahdale Community and Stakeholders	25 November 2021	All relevant engagement to coincide with the opening time.	Coordinator Community Safety & Communications	Engagement period runs for a period of 42 days
4.2	Pop up engagement at Byford bark Park	Promote engagement project and survey	Shire of Serpentine Jarrahdale Community	27 November 2021		Coordinator Community Safety	
4.3.	Social media post prior to engagement period closing	Publicising of engagement period closing date reminder	Shire of Serpentine Jarrahdale Community and Stakeholders	20 December 2021	Engagement period to run over the Christmas New Year break	Communications	
4.4	Pop up engagement at Food Truck Fiesta	Promote engagement project and survey	Shire of Serpentine Jarrahdale Community	15 January 2021		Coordinator Community Safety	



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#	Activity	Outcome / detailed description	Target stakeholder	Key dates	Notes	Responsibility	Output / record
4.5.	Engagement period closes	All feedback received	Communications	20 January 2022	Deadline for all feedback submissions	Communications	Engagement closes COB, 06 January 2022
<b>5. Evaluation</b>							
5.1	Analysis of engagement	Analysis and collation of responses	Council, EMG and internal	January 2022	Important to interpret the community sentiment and amend project if required.	Coordinator Community Safety & Communications	Analysis and summary of data and feedback.
5.2	Council Report	Council Report completed	Director Development Services	February 2022	Provide Council with summary of community engagement results	Coordinator Community Safety	Council Report
5.3	Finalisation of Council Report	Council Report reviewed and finalised	Council	March 2022	Provide Council with summary of community engagement results	Director Development Services	Council Report
<b>6. Report</b>							
6.1	March 2022 OCM	Council deliberation and resolution.	Council	March 2022	Council will provide direction on how the project will proceed.	Director Development Services	
6.2	Review and finalize project direction from OCM resolution	Delegation of OCM resolution	Coordinator Community Safety	March 2022	Includes any amendments or alternative resolution	Director Development Services	
6.3	Update and inform Community and stakeholders.	Social media and Website Posts, which includes Shire Information media releases. Various other advertising and engagement methods will be undertaken in order to ensure the community is informed of the Council	Shire of Serpentine Jarrahdale Community and Stakeholders.	April 2022	Shire of Serpentine Jarrahdale Community and Stakeholders to be provided with updates and information.	Coordinator Community Safety & Communications	Updates provided to respondents



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#	Activity	Outcome / detailed description	Target stakeholder	Key dates	Notes	Responsibility	Output / record
		Resolution, and the next steps to be taken in the project.					

### Media Program

#	Activity	Outcome / detailed description	Target stakeholder	Key dates	Notes	Responsibility	Output / record
7.1	Media Release	Promote community engagement	Media, Community	16 Nov 2021		Communications	
7.2	Social Media post #1	Post #1 about engagement project and survey	Community	16 Nov 2021		Communications	
7.3	Email Stakeholder groups	Email relevant stakeholders inviting participation in community survey	Stakeholder groups	18 Nov 2021		Coordinator Community Safety	
7.4	Newspaper advert	Promote engagement project and survey	Community	18 Nov 2021		Manager Communications	
7.5	SJ Matters eNewsletter	Story in SJ Matters eNewsletter	SJ Matters subscribers	18 Nov 2021		Communications Manager	
7.6	Social Media post #2	Post #2 about engagement project and survey	Community	2 Dec 2021		Communications	
7.7	Your Say SJ eNewsletter	Story in Your Say SJ eNewsletter	Your Say SJ eNewsletter	2 Dec 2021		Communications	
7.8	Social Media post #3	Post #3 about engagement project and survey	Community	16 Dec 2021		Communications	
7.9	Engagement closes	Close survey and update project page	Community	6 Jan 2022		Communications	

### Evaluation and reporting of engagement outcomes

Outcomes from the engagement will be analyzed and reported to the community via a Community Engagement Outcomes Report posted on Social media and Website Posts, which includes Shire Information media releases.



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Approval	
Director Development Services	Date



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## **PART 2**

Please complete the following template for an Engagement Project page to be created on our Engagement Platform – Your Say SJ.

If you need any assistance or have any questions when completing this template, please contact a member of the Communications Team.

<b>Title of engagement project</b>	<i>Animal Management Strategy and Associated Statutory Framework - Community Engagement Plan</i>
<b>Reference number</b>	SJ544: ENVIRONMENTAL MANAGEMENT - ANIMAL CONTROLS / WELFARE - Domestic Animals
<b>Engagement dates</b> <i>Start and end date of engagement</i>	<i>Starts: November 2021 (November OCM)  Ends: March 2022 (March OCM)</i>
<b>Description of engagement project</b>	<p><i>The purpose of this engagement project is to “sense check” with the community and stakeholders in order to outline the sentiment towards potential development of a Shire of Serpentine Jarrahdale Animal Management Strategy and Associated Statutory Framework and infrastructure.</i></p> <p><i>The results of the community engagement are to be collated and summarized. All relevant findings will be presented to Council in March 2022 who will provide further direction.</i></p>
<b>FAQs</b> <i>How will my feedback be used?</i>  <i>Who will make a final decision on this project/initiative?</i>	<p><b>Why is the Shire undertaking this project?</b></p> <p>It is necessary to manage interactions between animals and their owners in a way that is beneficial to our pets, native animals, their owners and the general public. This in addition to the changes in our developing community, the environment and to legislation which requires the Shire to continually evaluate and assess how to manage them effectively. This is generally done through the development of urban animal management strategy and, where necessary local laws, and supporting framework.</p>



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**Why not just leave the current Animal Management practices and statutes as is?**

Our environment is continually developing and evolving, responsible pet ownership goes further than caring for the health, welfare and safety of our pets. Animal owners are socially and legally responsible for managing their pets in such a way that ensures their animals are compliant with all relevant laws and do not create a nuisance, whether in terms of impact to the community and to effectively manage the threats to our natural environment and species posed by pet species which requires a strategy and supporting legislative framework.

**How will the Shire use the information provided by the Community and stakeholders ?**

The purpose of the Engagement Plan is to provide residents and stakeholders an opportunity to provide information through a survey that will guide the Councils direction in future animal management considerations, which may include an Animal Management Strategy, Local Laws for Cats and Dogs, and a supporting framework.

**Will the outcomes of this consultation impact me financially as a Cat/Dog owner ?**

The Shire is required to comply with State Legislation which determines the level of Fees, Charges and Penalties, it is not the intent or purpose of this Community Engagement Plan to consider any financial arrangements.

**How will the information provided by the Community and stakeholders improve the well-being and amenity for me and my Cat/Dog ?**

Animals are important companions to many in our society and community, and give people a sense of purpose, are good for physical health through active lifestyles and are also beneficial to mental health.

The management of animals in the urban setting, which brings different animals and humans together in an environment that may produce conflict, is an important function of local government to provide an environment where residents and pets co-habitate in harmony, and for the health, well-being and amenity of residents and pets.



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<p><b>Making a submission</b></p> <p><i>This is where you list how people can make a submission.</i></p> <p><i>An example of this is provided on the RHS for you to edit, or use your own text.</i></p>	<p><b>Animal Management Strategy and Associated Statutory Framework Engagement</b></p> <ul style="list-style-type: none"> <li>Email your feedback to <a href="mailto:info@sjshire.wa.gov.au">info@sjshire.wa.gov.au</a> stating the following reference number: <b>SJ544</b></li> <li>A written submission, submitted by mail or in person to 6 Paterson Street, Mundijong, including the reference number: <b>SJ544</b></li> <li>Completing an online form below (<b>this can be developed with you and a comms representative</b>).</li> </ul> <p>Submissions close <b>TBD</b></p>
<p><b>Who's listening?</b></p> <p><i>This is to let the community know who is leading the project. It can be a specific staff member or a Team/Department.</i></p>	<p>Brian Owston</p> <p>Role: Coordinator Community Safety</p> <p>Phone: 9526 1111</p> <p>Email: <a href="mailto:info@sjshire.wa.gov.au">info@sjshire.wa.gov.au</a></p>
<p><b>Document library</b></p> <p><i>List Document titles and their Content Manager numbers which are associated with this engagement project.</i></p> <p><i>Include all relevant documents that will assist the community in learning about your project and making an informed submission/response.</i></p>	<ul style="list-style-type: none"> <li>SJ544: ENVIRONMENTAL MANAGEMENT - ANIMAL CONTROLS / WELFARE - Domestic Animals</li> <li>E21/11889 - Council report - Community Engagement Plan for the Animal Management Strategy and Associated Statutory Framework</li> </ul>
<p><b>Timeline</b></p> <p><i>This is to provide the community with a timeline for the engagement, and where the project is at in the engagement lifecycle.</i></p> <p><i>An example of this is provided on the RHS for</i></p>	<p><b>Consultation open</b></p> <p>Consultation for this project commenced on 15 November 2021 and closes at 5pm, 06 January 2022.</p> <p><b>Under Review</b></p> <p>Contributions to this consultation are closed for evaluation and review. The project team will report back on key outcomes.</p>



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*you to edit, or use your headings/text as required.*

*The relevant heading will be "ticked" depending what stage your project is at.*

### **Final report**

The final outcomes of the consultation are documented here. This may include a summary of all contributions collected as well as recommendations for future actions.

**REMINDER:** Make sure each section is completed and your relevant line manager has reviewed and approved the content before submitting to **[communications@sjshire.wa.gov.au](mailto:communications@sjshire.wa.gov.au)**