

# Community Engagement Plan

## PROJECT AND CONTACT DETAILS

<b>Project contact:</b> Caroline Correa and Megan Sparks		<b>Role:</b> Coordinator Community Safety and Team Leader of Community Safety and Amenity Support
<b>Department:</b> Planning and Community Safety		<b>Extension:</b> 9433 3231
<b>Project Name:</b> Domestic Animal Management Plan 2022-2026		
<b>APPROVALS</b>		
<b>Manager/Coordinator</b>	<b>Name and Date:</b> Jonathan McNally	
<b>Project Sponsor</b>	<b>Name and Date:</b> Rosa Zouzoulas	
<b>Community Engagement Officer</b>	<b>Name and Date:</b> Bianca Caruso	

## ABOUT THE PROJECT

See the [Community Engagement Guidelines](#) for help in completing this plan

<b>Project objective</b>  Explain your project in a few sentences	<p>The initial objective of the DAMP is to capture feedback on what the community would like to see in the upcoming DAMP, as well as identifying gaps in animal welfare throughout the municipality.</p> <p>The new DAMP will again show a high level of commitment towards Responsible Pet Ownership (RPO) towards dogs but will also display a significant increase in commitment towards cat welfare, which has previously not been a focus point.</p>
<b>Context</b>  What is the background of your project and the history of the project/issue?	<p>The Domestic Animal Management Plan (DAMP) is a four year plan (2022 - 2026) that requires adoption by Council by December 2021. The purpose of the DAMP is to provide Council with a framework for identifying and addressing emerging and ongoing issues for Council's Animal Management Services. The needs and well-being of cats and dogs will also require consideration and be addressed over the next four years.</p> <p>The plan provides an overview of the ongoing compliance and education activities carried out by Council's Animal Management Services.</p> <p>The Domestic Animals Act 1994 requires all Victorian Councils to prepare a DAMP to outline how Council's will address matters associated with dogs and cats.</p> <p>In undertaking the review of the DAMP council will:</p> <ul style="list-style-type: none"><li>• Identify and carry forward all of the valued parts of the existing DAMP.</li><li>• Identify gaps to the existing DAMP.</li><li>• Comply with the requirements set out in the Domestic Animals Act 1994 and Local Government Act.</li><li>• Work collaboratively with officers and Councilors throughout the review.</li><li>• Engage appropriately with the community in the review of existing DAMP.</li></ul>

--	--

## STEP 1: IDENTIFY THE NEED OR OPPORTUNITY FOR COMMUNITY ENGAGEMENT

If you answer *yes* to any of these questions, you most likely need to undertake community engagement as part of your project.

SHOULD WE BE ENGAGING?	Yes	No
Does legislation require Council to engage with the community about the issue? (This includes statutory exhibition periods)	Yes	
Is the issue politically sensitive? (If Council does not engage the community, is it likely that Council will receive adverse media coverage or complaints?)	Yes	
Should the community be informed about this issue?	Yes	
Will the decision being made have a significant social, environmental or economic impact on the community or other stakeholders?	Yes	
Is this a complex or difficult situation with widely differing views?	Yes	
Is the decision being made likely to have a financial impact on the community?	Yes	
Is there, or is there likely to be, strong community concern or interest in the issue?	Yes	
Is there existing or potential community outrage about the issue?	Yes	
Has Council asked for community input on this or similar matters in the past?	Yes	
Would engagement assist Council or Councillors to better understand local values, priorities, needs or issues that relate to your project?	Yes	

## STEP 2: DEFINE THE OBJECTIVE AND SCOPE OF THE ENGAGEMENT

**NB:** Make sure you should submit a [Communications & Marketing Brief](#) to develop a Communications & Marketing Plan for your project.

NEGOTIABLE		NON-NEGOTIABLE	
What aspects of the project <b>can</b> be influenced as part of the engagement process? <ul style="list-style-type: none"><li>• 24/7 Cat Curfew</li><li>• Nuisance animals and amenity</li><li>• Leash free areas and dog parks</li></ul>		What aspects of the project <b>can't</b> be influenced as part of the engagement process? <ul style="list-style-type: none"><li>• Legislative obligations</li><li>• Animal Management Services / Education / Training</li><li>• Domestic Animal Business Requirements</li><li>• Rehoming and Adoption</li></ul>	
What do we want to find out from the community?	The initial objective of the DAMP engagement plan is to capture feedback on what the community would like to see in the upcoming DAMP, as well as identifying gaps in animal welfare throughout the municipality.  The new DAMP will again show a high level of commitment towards Responsible Pet Ownership (RPO) towards dogs but will also display a significant increase in commitment towards cat welfare, which has previously not been a focus point.		
What key information will the community need or want to know?	Matrix of changes will be provided to the community  How does it affect them?  The process we are going about in improving the DAMP		
What messages do you want to give the community?	<ul style="list-style-type: none"><li>• We are required to replace the DAMP every four years</li><li>• Community needs are rapidly changing and therefore seeking input into the proposed DAMP 2022-2026</li><li>• Pet ownership has increased as a result of COVID. What can we do to support new pets and pet owners.</li></ul>		

	<ul style="list-style-type: none"> <li>We need to hear from a diverse cross-section of the community. We will also consult with peak bodies and organisations such as Police, RSPCA and the Bureau of Animal Welfare.</li> <li>Community assurance that each and every voice is being heard and that Council are dedicated to education, training animal management officers and maintaining a proactive approach to RPO, pet facilities, shelters and animal welfare.</li> </ul>		
<b>What are your engagement timeframes?</b>	03 – 23 May 2021 03 – 22 August 2021		

### STEP 3: IDENTIFY WHO WILL BE ENGAGED

STAKEHOLDERS	WHY ARE THEY STAKEHOLDERS? What is their interest in the project? How are they impacted? How do they impact the project?	Level of Engagement (IAP2 spectrum)
<b>Nillumbik Residents</b>	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult).	Inform and Consult
<b>Animal Welfare</b>	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult).	Inform and Consult
<b>Animal Shelters</b>	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult).	Inform and Consult
<b>Councilors</b>	<p>Councillors and senior executives will need to provide input to the project and make key decisions along the way. If the project is to stay on track, these inputs and decisions need to be made in a timely fashion. Required input and decisions will cover:</p> <ul style="list-style-type: none"> <li>The range of problems to be addressed to determine what the DAMP will cover</li> <li>The measures of success of the DAMP</li> <li>The type of regulatory approach</li> <li>Fees and penalties</li> </ul>	Empower

	<ul style="list-style-type: none"> <li>• Conditions for enforcement under the <i>Domestic Animals Act 1994</i> and <i>Infringements Act</i></li> <li>• Consultation: determining with whom, when, how extensive and how it will be conducted</li> <li>• Policies and guidelines from the Local Law incorporated into the DAMP</li> <li>• Authorisations and delegations to be made under the <i>Domestic Animals Act 1994</i> and the <i>Infringements Act</i>.</li> </ul>	
<b>Domestic Animal Business</b>	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult).	Inform and Consult
<b>Pet Owners</b> Text can be sent out to all pet owners	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult). Review and feedback of pet related local laws, animal welfare and provisions under the <i>Domestic Animals Act 1994</i> .	Inform and Consult
<b>RSPCA</b>	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult). Review and feedback of pet ownership and dog and cat adoption.	Inform and Consult
<b>Bureau of Animal Welfare</b>	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult). Review and feedback of pet related local laws, pet ownership and	Inform and Consult
<b>Animal groups</b> <b>Eg Dog walkers</b>	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult). Review and feedback of pet related local laws, animal welfare and responsible pet ownership.	Inform and Consult
<b>Community Groups/ Advisory Groups of Council</b> <ul style="list-style-type: none"> <li>• Animal Welfare</li> <li>• RSPCA</li> <li>• Local Vets</li> <li>• Save a dog Scheme</li> <li>• Cat Protection Society</li> </ul>	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult).. Encouraged to spread the message about the review. Key focus on particular areas of the DAMP. Group consultation and to champion the project (Involve)	Inform, Consult and Involve

<ul style="list-style-type: none"> <li>• Domestic Animal Businesses</li> <li>• Dogs Victoria</li> <li>• Feline Fancy</li> <li>• Police</li> <li>• Animal Shelters</li> <li>• Parks Victoria</li> <li>• Real Estate Agents</li> </ul>		
<b>Environmental Groups</b> Friends of Groups Other groups as identified Environment team to assist	Information provided (Inform). Invited to participate in all aspects of the consultation (Consult).	Inform and Consult
<b>Internal Stakeholders</b> EMT All Council teams/staff	Internal workshops have been held in inform and gather issues and gaps within the current DAMP(consult). EMT will be involved/guide the approach. Project Plan and Governance has been established for the Project.	Involve
<b>Neighboring Councils</b>	Inform neighboring Councils that are commencing reviewing the DAMP for 2022-2026	Inform

#### STEP 4: CHOOSE THE RIGHT ENGAGEMENT TOOLS/METHODS

**NB:** Talk to the Community Engagement Officer for help with this.

TOOL / METHOD	TARGET STAKEHOLDERS	KEY QUESTIONS /INFORMATION
Mixture of targeted engagement and 1:1's	All listed stakeholders	<p>Meetings will be established directly with key stakeholders with a focus on a particular area of the DAMP eg pet owners and animal activists will have very different interests.</p> <p>Presentation of Matrix of changes</p>

		Minutes Emails
Information Sessions – both on site and virtual sessions will be made available	3-4 sessions at venues across the Shire (Hurstbridge, Diamond Creek Off-Leash Dog Parks)  Local Veterinary Clinics  Local Domestic Animal Business	Participate Nillumbik  Council Website  Advertised as a Face book events
Launch Participate site and Webpage on the Website - Survey/Poll to be developed to gather feedback	All listed Stakeholders	Launch Participate site - Participate site will be created prior to the next Nillumbik News edition going live. Article in next Nillumbik news so that interest in the project can be registered.  Matrix of changes will be provided to all stakeholders and Survey/Poll will be launched to gather feedback at same time as engagement providing community with 3 weeks to provide feedback.
Pop up sessions	A variety of pop up session throughout the Shire are to be held to ensure our community is aware and can spread the word about the DAMP and opportunity to provide feedback.	To be held at Eltham Town Square and Local Reserves