



# BULLETIN

Issue 23 FEBRUARY 2007

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### 1. The Bulletin - Introduction

The Dog and Cat Management Board (DCMB) is keen to ensure that all interested parties are aware of DCMB activities and have the opportunity to contribute, provide suggestions and comment on DCMB proposals. To this end, DCMB distributes a bulletin to interested individuals and groups on a monthly basis after each meeting. Your comments and feedback on any issues in the bulletin are welcome.

Contact:

Dr Deb Kelly, Executive Officer  
Office of Animal Welfare  
Department for Environment and Heritage  
GPO Box 1047  
ADELAIDE SA 5001  
Phone: (08) 8124 4801  
Mobile: 0417 801 094  
Facsimile: (08) 8124 4938  
[kelly.deborah@saugov.sa.gov.au](mailto:kelly.deborah@saugov.sa.gov.au)

The following six Animal Management Plans were endorsed at the February Board meeting:

- District Council of Tumby Bay
- District Council of Lower Eyre Peninsula
- Regional Council of Goyder
- City of Marion
- City of Onkaparinga
- Light Regional Council

Once minor amendments as requested by the DCMB are made to some of these plans, these plans will join the others already available on the DCMB website

[\(http://www.dogsncats.asn.au/\)](http://www.dogsncats.asn.au/)

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### 3. Animal Welfare League (AWL) – Grant

The DCMB has awarded a grant of \$10,000 towards the cost of upgrading the Animal Welfare League's clinic at Wingfield. The Board had previously awarded a \$40,000 grant towards the cost of maintaining AWL's facilities for dogs received from councils.

### 4. DCMB Grants – apply now

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### 2. Animal Management Plans – Endorsed

The DCMB is currently receiving applications for community and research grants. The DCMB's guidelines for grant applications are available on the website. Applications close on 31 March 2007.

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### **5. Communications Plan – Agency selected**

The DCMB has selected an advertising agency to help execute a communications plan to promote responsible dog ownership. The successful agency was one of eleven bidders who responded to a tender published in January 2007.

The immediate priority for the DCMB is to target dog owners (a separate strategy will address cat ownership). Previous efforts to generate awareness and educate dog owners were primarily developed around seasonal dog registration activities. More recently, the publication and distribution of 500,000 copies of the 12 Golden Rules for Dog Owners has taken a broader approach to generating public awareness and this communications plan will build on that investment.

The specific objectives of this communication plan would be:

1. To raise the awareness of responsible dog ownership actions, so as to reduce the incidence of serious dog attacks in South Australia; and
  2. To promote the appropriate behaviour children should take to avoid serious dog bites.
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### **6. The DCMB Data-Surveillance Project**

DCMB and Department of Health have signed an MOU to roll out a data surveillance project.

The principal aim of this data-surveillance project is to create a state-wide system for routine collection of specified administrative data required by the DCMB. This will enable the Board to better understand and address the causes and consequences of dog attacks.

The objective of the Data-Surveillance Project is to

- I. assess the dog attack data presently available to the DCMB,
- II. identify additional data items required or desirable,
- III. design a state-wide system for routine collection of specified data, and
- IV. recommend in detail a Surveillance System model, including a computer database and a schedule of data reporting and analysis, that would provide, over time, robust, balanced and representative information to the DCMB on the risk of dog attacks and the status of dog-control measures.

The data will cover the registration of dogs, types of negative dog incidents of concern to the DCMB, and various recordable events indicative of enforcement of dog control at the level of local government. By the conclusion of the project, the DCMB will have a recommended strategic data-collection direction and a recommended tool to achieve routine reporting and analysis.

The project will be concluded in early January 2008 and piloted shortly thereafter.

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