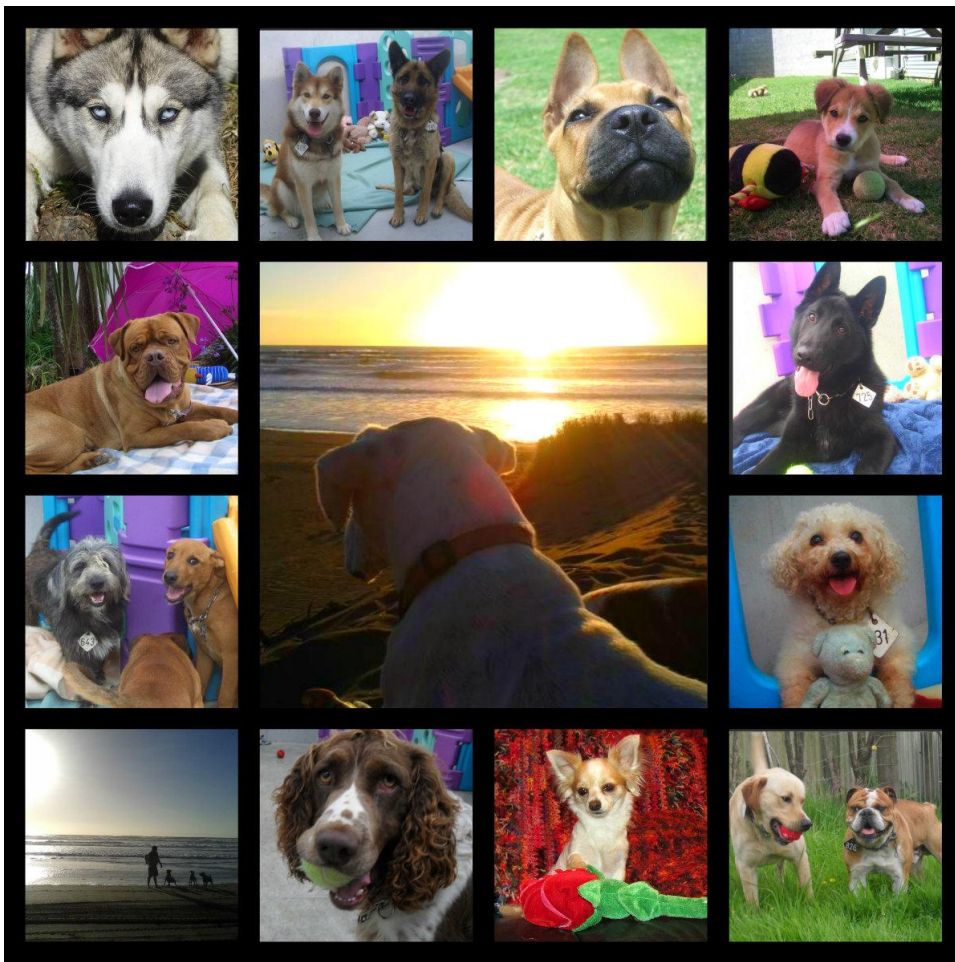




Auckland Council Animal Management Annual Report

2013/14



Author: Jessica Moore-Jones, Senior Advisor Animal Management,
Licensing and Compliance Services

Executive Summary

The Auckland Council Animal Management Annual Report for the Department of Internal Affairs covers the period 1 July 2013 to 30 June 2014.

The key achievements of the 2013/2014 year include the registration of 100,756 dogs – a total of 96% of all known dogs. Over 98% of Requests for Service were responded to within optimal timeframes, far exceeding target. The implementation of the Auckland Council Policy of Dogs 2012 occurred at the beginning of the financial year, and has since guided the processes and policies of the department.

Key plans for 2014/2015 include the in-housing of the South and Central field services teams, currently contracted to an external provider. This undertaking will assist with the consolidation of regional consistency in operations and operational processes. It also allows an opportunity for improvements in efficiency and customer service with the introduction of a new technological dispatching system.

The newly appointed Education Advisor will review and improve current education and community engagement techniques, and collaborations will be sought, encouraged and advanced with other organisations capable of improving and assisting the services provided by the animal management team. In addition, the new Compliance Advisor will help streamline the prosecution approach and training, to ensure the best possible outcomes of prosecutions and enforcement.

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1. INTRODUCTION

1.1. Purpose

Section 10A of the Dog Control Act 1996 requires each territorial authority to report on its dog control policy and practices, and provide specific statistical information.

This report acts as a medium for this information, and an update on the progress and processes of the Auckland Council Animal Management unit.

1.2. Background

1.2.1. Council Amalgamation

In 2010, the eight legacy councils in the Auckland region merged to form Auckland Council. Each of the legacy councils, including Auckland Regional Council, Rodney District Council, North Shore City Council, Waitakere City Council, Auckland City Council, Manukau City Council, Papakura City Council and Franklin District Council are now run as one Animal Management unit.

A review of the bylaws and policies forming from the amalgamation of these councils commenced in 2011, and was completed on 22 November 2012. This resulted in a single new policy and bylaw, to come into effect at the commencement of this reporting period, on 1 July 2013.

1.2.2. Auckland Council Policy on Dogs 2012

On 1 July, 2013, the Auckland Council Policy on Dogs 2012 will come into effect. The new policy and bylaw documents provide a single vision and guidance for Animal Management which:

- Aims to keep dogs as a positive part of Auckland life.
- Establishes a framework within which change can be made to dog access rules (including by local boards) between the periods of statutory reviews of the policy and bylaw.
- Identifies bylaws to supplement the obligations of owners as covered by legislation, including the picking up of dog faeces, neutering of uncontrolled dogs and keeping multiple dogs on one premises.
- Prioritises compliance and enforcement activities to include:
 - registration and micro-chipping of dogs,
 - de-sexing of uncontrolled dogs,
 - seizure and holding of dogs that threaten public safety,
 - classification of dangerous and menacing dogs, and
 - ensuring compliance with the requirements of classification.

- Identifies the nine key focus areas as Policy Statements, around which this report is based:
 - Responsible dog ownership
 - Dog welfare
 - Community education
 - Dog safe access
 - Registration
 - Dog safe communities
 - Bylaws
 - Funding
 - Monitoring.

The 2013/14 year was dedicated to the consolidation and regionalisation of processes and policies to ensure a consistent customer experience across Auckland, work that will be ongoing into the 2014/15 year.

1.3. Arrangement of the Report

Following an introduction to the background of the Animal Management department and services, the report utilises the key focus areas named as Policy Statements in the Auckland Council Policy on Dogs 2012, to summarise the 2013/14 year.

Each policy statement is addressed in regards to the achievements and activities of the 2013/14 year, and with projected plans for these focus areas over the 2014/15 year.

The structure of this report will enable a consistent approach, following the similar arrangement in the two previous annual reports, to allow ease of assessing the success of each of our Policy Statement aims.

1.4. Animal Management Team

1.4.1. Our Purpose

The Animal Contracts team, Animal Management Officers and shelter staff deliver services to the public of Auckland guided by Auckland Council Policies and which meet the requirements of the Dog Control Act 1996.

They ensure that dogs and other animals are sufficiently controlled to prevent harm to the public or public amenity.

This helps to fulfil the overall purpose of the Licensing and Compliance Services Department, of protecting the public of Auckland from nuisance and harm, as well as improving, protecting and promoting the health of the public of Auckland.

1.4.2. Team services

These goals are achieved via a number of services:

- Information and education relating to dog control and management
- Incentives
- Dog registration
- Dog access to public places
- Dog incident prevention (including finding unregistered dogs and classification and restrictions of menacing dog breeds)
- Complaint response (including aggression and noise complaints)
- Shelter services (including adoption and micro-chipping).

1.4.3. Animal Management Structure

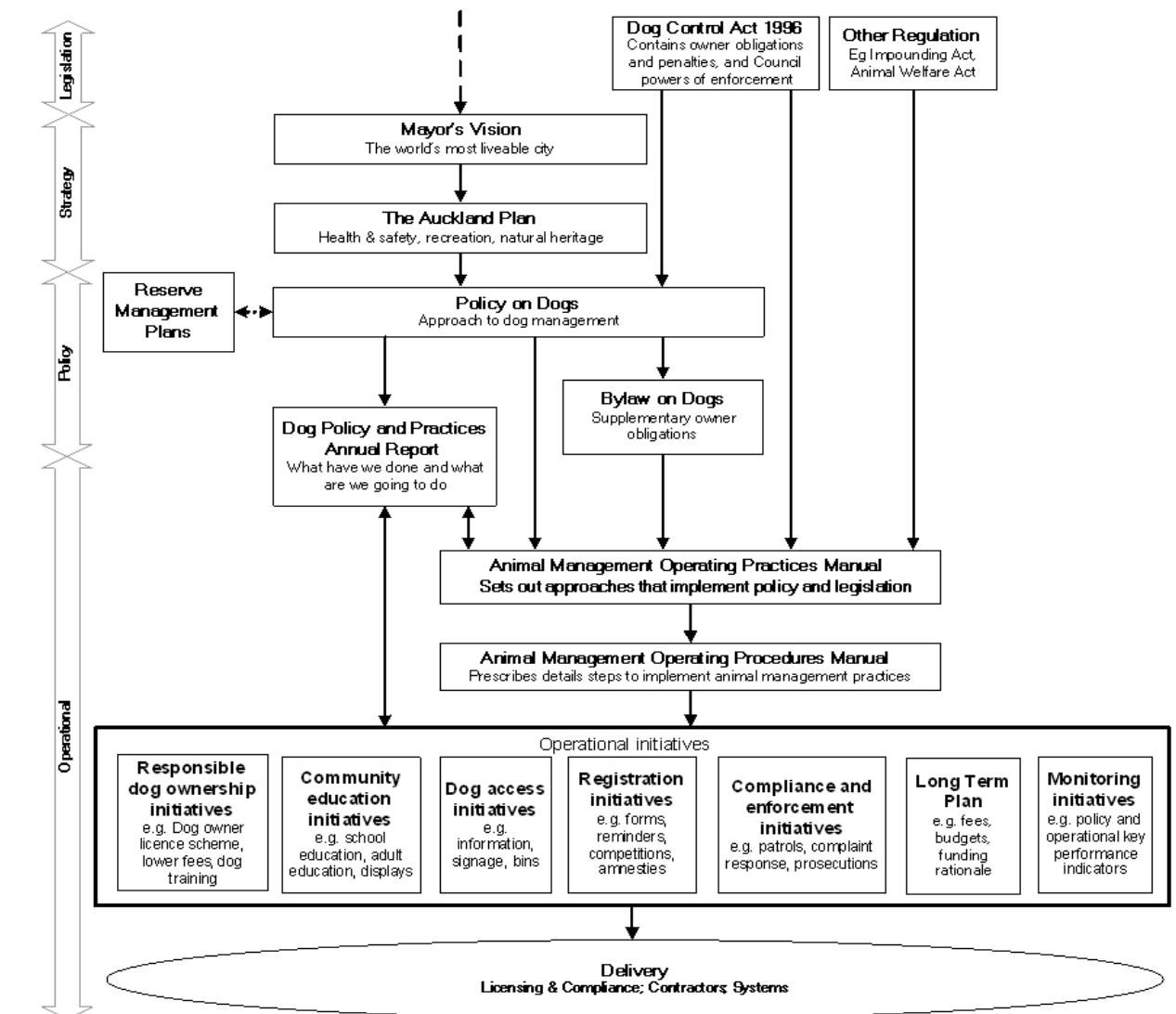


Figure 1: Animal Management Process Chart

Five shelters are managed by the animal management department: Waiheke Animal Shelter, Great Barrier Animal Shelter, Henderson Animal Shelter and Manukau Animal Shelter, plus the Silverdale Animal Shelter, which was operated by external contractors and until being in-housed in November 2013. Each of these shelters is responsible for the care of impounded animals, managing animals currently the subject of legal prosecutions, and the management of other animals that end in the shelter either by owner surrender or being found wandering at large, and not claimed.

There are also four teams of Animal Management Officers: West and North managed by the council plus South and Central operated by contract, with plans for in-housing in 2014.

These teams are responsible for the field operations of the department, including but not limited to reactive response to complaints about animals at large or causing nuisance, ensuring compliance with the Dog Control Act 1996, encouraging responsible dog ownership and registration of dogs by presence in public areas and proactive campaigns, as well as community education regarding animal management.

The Animal Management department is also involved in the Integrated Bylaws and Review Implementation (IBRI) Programme. This project is responsible for the review and implementation of a number of changes to bylaws across the Auckland Region, including in Animal Management.

1.4.4. Field Services In-housing

On 1 November 2014, the contract with Animal Control Services Limited will expire, and Auckland Council will operate all of its field services internally. The opportunity of significant positive change has been fully utilised by incorporating a service improvement strategy into this in-housing project.

A major component of the changes include the development of a new process, practices and procedures manual, with a regional, best practice method of delivering our operations. There are also plans for mobile dispatch technology, a centralised dispatch hub and improved operational tools.

As part of this project, 2014 has seen consultation with staff on the future of animal management, including improved distribution of workloads, fairer working conditions across the regions, and internal and interdepartmental process improvements.

2. POLICY STATEMENT ACTIVITIES-

Auckland Council Policy on Dogs 2012

2.1. Responsible Dog Ownership

“Proactively promote the responsible ownership of dogs, including care and control around people, protected wildlife, other animals, property and natural habitats.”

2.1.1. Achievements:

- 28,632 dogs with their owners holding a Responsible Dog Owner (RDOL) licence, ensuring these owners are fully aware of their responsibilities as a dog owner.
- Presence of Auckland Council Animal Management Officers at events such as Pets Picnic in the Park, Teddy Bears Picnic and Auckland Pride Day, to increase public awareness and knowledge of animal management.
- Presence at the Auckland Pet and Animal Expo 2013.

2.1.2. Planned Activities:

- Continued presence at the various animal-related community events.
- Increasing public awareness of responsible dog ownership through an intensified marketing campaign.
- Collaboration with New Zealand Veterinary Association to develop a joint campaign with local vets in respect to responsible dog ownership including microchipping, vaccinations and neutering.

2.2. Dog Welfare

“Proactively promote the welfare of dogs.”

2.2.1. Achievements:

- 4 owner disqualified from, and 30 given probationary conditions for, owning dogs. This brings the total on record to 9 and 66 disqualified and probationary owners respectively.
- In-housing of Silverdale Animal Shelter to allow consistent and accountable delivery of service.
- 50% of impounded dogs were returned to their owners and a further 508 dogs were adopted from the shelters. 3016 dogs were euthanased during the year, only 5% of which were adoptable (the rest either being of menacing breed, having health concerns, or not being of appropriate temperament for rehoming).

2.2.2. Planned Activities:

- Improve the percentage of adoptable dogs that are adopted.
- Implementation of a Competency Framework for AMOs that ensures all staff are fully trained and equipped for their roles.
- In-housing of South and Central field service teams, to ensure consistent and accountable animal management across Auckland.
- Improved relations and collaborations, through an official MOU, with the Auckland SPCA to enable best possible welfare standards across Auckland.

2.3. Community Education

“Increase public awareness on how to be safe around dogs (target children, families and people working in the community).”

2.3.1. Achievements:

- 104 sessions held at schools in the central area regarding ‘How to stay safe around dogs’, from preschools to year nine classes.
- Educational sessions for community workers such as nurses and meter readers, on how to safely enter private properties with dogs.

2.3.2. Planned Activities:

- The commencement of activity of an Animal Management Education Advisor to lead the team in developing and implementing a modern, innovative education strategy based on international research and successes.
- Aim to find appropriate community spokespeople who can assist in broadening the audience of our education strategy.
- Continued presence at public events such as Auckland Pet and Animal Expo, Pets Picnic in the Park, Teddy Bears Picnic, Wag’n’Walk and Auckland Pride Day.
- Significant involvement in the Eukanuba Dog Show 2014, a Kennel Club event with over 10,000 visitors expected, allowing the opportunity to reach previously resistant communities.

2.4. Dog safe access

“Provide dog owners with reasonable access to public places and private ways in a way that is safe to everyone.”

2.4.1. Achievements:

- A total of 34,467 Requests for Service relating to Animal Management, of which 16,472 were Priority One calls.

- More than 98% of these were responded to within the target timeframes
- Local board review of dog access rules to public areas complete in:
 - Waiwera Beach headland to headland
 - Hatfield Beach headland to headland
 - Orewa Beach North Headland to Estuary Bridge Southern end
 - Stanmore Bay headland to headland
 - Swann Beach headland to headland
 - Big Manly Beach headland to headland
 - Tindalls Beach headland to headland
 - Fisherman's Rock
 - Matakatia Bay headland to headland
 - Little Manly Beach headland to headland
 - Arkles Bay headland to headland
 - Winstones Cove beach
 - Browns Bay beach
 - Rothesay Bay beach
 - Murrays Bay beach
 - Mairangi Bay beach
 - Campbells Bay beach
 - Red Beach
 - Waiake Beach

2.4.2. Planned Activities:

- Review of dog access rules in the following areas:
 - Hibiscus and Bays (continuation from last year)
 - Orakei
 - Kaipatiki
 - Maungakiekie-Tamaki and Puketapapa (new Onehunga foreshore)

2.5. Registration

“Identify the owner of every dog.”

2.5.1. Achievements:

- The annual dog registration project was a success this year with a total of 100,756 registered dogs in the Auckland region as at 30 June 2013. This equates to 96% registration rate of known dogs.
- The central hub system of registration enabled coordinated registration across the regions, and was found to be convenient and efficient for customers in keeping with our customer centric values.
- Registration capabilities were also offered at the Auckland Pet and Animal Expo, to increase numbers and encourage compliance.

2.5.2. Planned Activities:

- Centralised dispatch centre to allow improved efficiency, collaboration amongst regions and specialist teams to carry out registration checks.
- Successful delivery of the annual dog registration renewal process. With the possibility of NewCore regionalising the process for renewals, the registration period may take a different format to previous years.
- Improve dog registration rates through increased publicity, ideally involving popular press.
- Allow online dog registration across all regions.
- Provide technology to enable AMOs to register dogs in the field.
- Improve capabilities for remote registration, such as at external events and veterinary clinics.
- A targeting proactive campaign such as the 'Knock Knock, Woof Woof' regime run previously, to help increase registration rates in the least compliant areas.
- Develop relationships with external organisations such as the New Zealand Companion Animal Council, which may allow council to receive notification of unregistered new dogs.

2.6. Dog safe communities

“Through encouragement, compliance and enforcement to the fullest extent necessary to ensure public safety and comfort, to change the attitudes and behaviours or irresponsible dog owners, and where appropriate to penalise irresponsible dog ownership.”

2.6.1. Achievements:

- 5 dangerous and 196 menacing dogs newly registered this year, bringing the total on record to 41 and 1266 respectively. Having these dogs registered and council aware of their whereabouts helps to ensure adequate monitoring and control can be enforced on these dogs and their owners.
- 4,843 infringement notices issued. 3,203 of these were for failure to register a dog, and 1496 for failure to comply with a bylaw.
- A total of 7,373 dogs impounded.
- 423 prosecutions initiated, against 320 people, for breaches of the Dog Control Act.
- A total of 98% of emergency Requests for Service responded to within one hour, and 98.5% of non-urgent Requests for Service responded to within 24hrs.

- Increased fees for relinquishing of dogs to shelters, in order to encourage more responsible actions regarding dog ownership.
- Draft of a new Operational Processes and Procedures Manual to ensure consistent, best practice approach to compliance.
- Review and redesign of prosecution process and protocols in order to achieve consistent and appropriate responses and penalties for irresponsible dog ownership.

2.6.2. Planned Activities:

- Centralised dispatch team to enable optimal response times for any RFS, to ensure the safety of the public.
- Increased collaboration with SPCA in respect to welfare concerns of irresponsible pet ownership.
- Implementation of new Operational Processes and Procedures Manual.
- Appointment of a new Compliance Advisor role to ensure best practice and high likelihood of successful prosecutions.
- Instigate a working relationship with Housing New Zealand to enable targeting of communities where a majorities of dog concerns arise.

2.7. Bylaws

“That broaden owner obligations to minimise dog aggression and nuisance not already covered in legislation.”

2.7.1. Achievements:

- The implementation of the Auckland Council Policy on Dogs, 2012.
- Continued allowance for regional areas to decide beach and public access sites and times.
- Bylaw for animals other than dogs drafted, consulted and in final review stage.

2.7.2. Planned Activities:

- Implementation of consistent field service and dog control strategies across the region.
- Implementation of new unified bylaws relating to the management of animals other than dogs.

2.8. Funding

“Ensure adequate funding to maintain acceptable level of services to achieve this policy.”

2.8.1. Achievements:

- Continued successful relationships and sponsorships to cover food supply at Henderson shelter, and extended to include the Silverdale Animal Shelter.
- Alterations in registration to reflect the increasing cost of managing the dogs of Auckland.
- Draft sponsorship and commercial partnerships plan, with review by various internal and external stakeholders.

2.8.2. Planned Activities:

- Implementation of the sponsorship and commercial partnerships plan.

2.9. Monitoring

“Gather information to measure success.”

2.9.1. Achievements:

- Business Support and Planning department have assisted in improving, regionalising and clarifying reporting requirements for KPIs and legislative statistics.

2.9.2. Planned Activities:

- The planned mobile dispatch technology will allow significantly improved monitoring of field service activities, as well as staff performance and skills.
- Improved reporting and monitoring ability with new NewCore IS software platform.
- Development of a 3, 10 and 30 year plan for Animal Management services.

3. SUMMARY

Like many areas of Auckland Council, the animal management unit is undergoing a significant period of change and improvement. Key among these changes is the in-housing of all field services, allowing for consistent regional process and procedures, and the implementation of mobile dispatch technology. This in turn will lead to a number of operational benefits, both improving customer experience and improving operational efficiency. It also creates a platform for the continual progression of best practice approaches to animal management to ensure Auckland Council Animal Management contributes to the world’s most liveable city.

The resulting uncertainties and changes over the 2013/14 year have had some effect on service delivery, with a reduction in infringements, impoundings and registrations. However, the 2014/15 year expects to deliver significantly improved efficiencies in all of these areas, with the combination of regional consistency, internal delivery and mobile technology moving Auckland Council Animal Management towards being an industry leader.

4. APPENDICES

4.1. Key Data 1 July 2013 – 30 June 2014

Registrations					
	Total	North	South	Central	West
Dogs registered	100756	31500	31958	22350	14948
Known dogs	105095	32710	34490	22350	15949
% Known dogs registered	96	96	93	100	94
RDOL holders	28632				
Classifications					
Probationary					
New classified	30	20	0	5	5
Total probationary	66	22	1	23	20
Disqualified					
New classified	4	0	0	1	3
Total Disqualified	9	1	0	5	3
Menacing					
<u>New classified</u>					
By breed	120	17	0	21	82
By deed	76	3	0	37	36
Combined	196	20	0	58	118
<u>Total on record</u>					
By breed	705	71	174	63	397
By deed	563	217	24	206	116
Combined	1266	288	196	269	513
Dangerous					
<u>New classified</u>					
By owner admission	0	0	0	0	0
By owner conviction	1	0	0	0	1
By sworn evidence	4	0	0	2	2
Combined	5	0	0	2	3
<u>Total on record</u>					
By owner admission	0	0	0	0	0
By owner conviction	3	2	0	0	1
By sworn evidence	38	16	4	16	2
Combined	41	18	4	16	3

RFS					
	Total	North	South	Central	West
P1 RFS	16472	724	6561	7809	1378
% Responded within 1hr	98				
Non-priority RFS	19785	7221	4262	3061	5241
% responded within 24hrs	98.5				
Total RFS	36257				

Compliance					
	Total	North	South	Central	West
Prosecutions					
No of prosecutions initiated: people	320	36	134	110	40
No of prosecutions initiated: charges	423	50	158	160	55
No of prosecutions completed: people	210	27	91	63	29
No of prosecutions completed: charges	269	31	108	89	41
Infringements					
18/ Wilful obstruction of dog control officer or ranger	41	1	9	25	6
19(2)/ Failure or refusal to supply information or wilfully providing false particulars	16	0	5	11	0
19A(2)/ Failure to supply information or wilfully providing false particulars about dog	1	0	0	0	1
20(5)/Failure to comply with any bylaw authorised by the section	1496	173	700	580	43
23A(2)/ Failure to undertake dog owner education programme or dog obedience course (or both)	0	0	0	0	0
24/ Failure to comply with obligations of probationary owner	0	0	0	0	0

28(5) /Failure to comply with the effects of disqualification	0	0	0	0	0
32(2)/ Failure to comply with the effects of classification of dog as dangerous dog	0	0	0	0	0
32(4)/ Fraudulent sale or transfer of dangerous dog	0	0	0	0	0
33EC(1)/ Failure to comply with effects of classification of dog as menacing dog	190	31	84	66	9
33F(3)/ Failure to advise person of muzzle and leasing requirements	0	0	0	0	0
36A(6)/ Failure to implant microchip transponder in dog	1	0	1	0	0
41/ False statement relating to dog registration	0	0	0	0	0
41A/ Falsely notifying death of dog	0	0	0	0	0
42/ Failure to register dog	3203	425	1362	1320	96
46(4)/ Fraudulent procurement or attempt to procure replacement dog registration label or disc	1	0	0	1	0
48(3)/ Failure to advise change of dog ownership	2	1	0	1	0
49(4)/ Failure to advise change of address	7	0	0	7	0
51(1)/ Removal, swapping, or counterfeiting of registration label or disc	1	0	0	1	0

52A/ Failure to keep dog controlled or confined	206	18	113	35	40
53(1)/ Failure to keep dog under control	455	139	95	131	90
54(2)/ Failure to provide proper care and attention, to supply proper and sufficient food, and to provide adequate exercise	0	0	0	0	0
54A/ Failure to carry leash in public	1	0	1		0
55(7)/ Failure to comply with barking dog abatement notice	16	7	6	2	1
62(4)/ Allowing dog known to be dangerous to be at large unmuzzled or unleashed	0	0	0	0	0
62(5)/ Failure to advise of muzzle and leashing requirements	0	0	0	0	0
72(2)/ Releasing dog from custody	1	0	1		0
Total	4843	845	2377	2180	286

Shelters					
	Total	North	South	Central	West
Dogs Impounded	7373	628	3924	950	1871
Euthanased	3016	133	2003	384	496
Breed	2259	50	1833	150	226
Temperament test	402	49	80	161	112
Health	220	25	70	56	69
Other	96	9	20	17	50
Returned to owner	3646	432	1646	450	1118
Adopted	508	38	211	78	181
Fostered	11	0	0	0	11