

Regulatory Services - Animal Management

# Aggressive Dog Campaign 2014-15

## Changing Attitudes

**Rob Smith**  
**Manager Regulatory Services**

# Aggressive Dog Campaign 2014 – Changing Attitudes



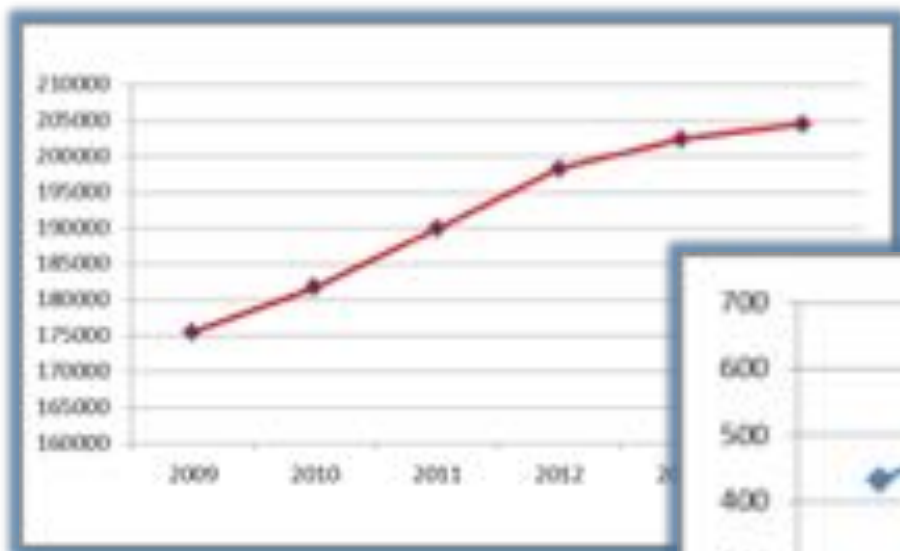
*The keeping of pets, particularly dogs and cats, is considered by society to be an important part of fulfilling the social aspirations of both the individual and the family unit. How successfully these animals are incorporated and maintained in the human environment can vary significantly from owner to owner.*

*With the decision to assume ownership of a pet come core responsibilities to ensure that it is provided with adequate food, water, exercise and relevant social adjustment.*

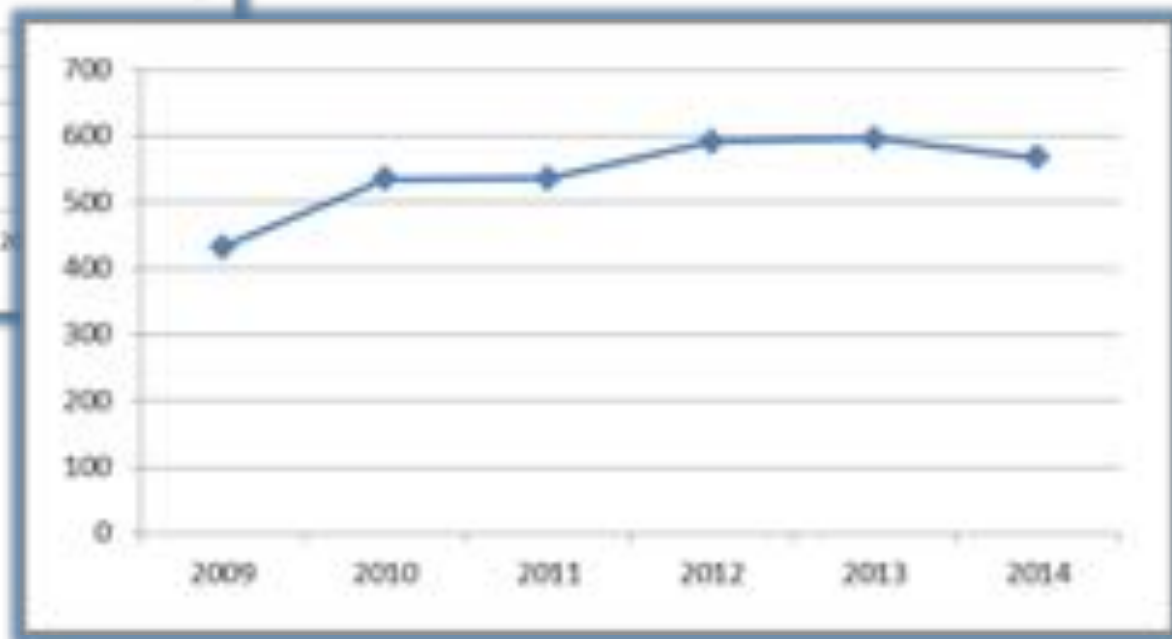
**Not every owner sees it that way....**

# Aggressive Dog Campaign 2014 – Worrying Trends

Population Growth



Dog Attacks Reported



**TOWNSVILLE**

# Campaign 2012 – Traditional Messages



## Are you a responsible pet owner?

Pet owners are responsible for their pet's actions. Don't face a fine, be a responsible pet owner.

Make sure you can tick all of the boxes on the right to help protect the safety of your pet, other animals and people.

Dogs and Cats both need to be registered by law.

### RESPONSIBLE PET OWNERS >>

- ✓ Register their pets with council.
- ✓ Microchip their pets to locate them when lost.
- ✓ Keep their pets properly secured in their yards.
- ✓ Exercise them regularly and put them on a lead in public.
- ✓ Make sure their pet doesn't cause a nuisance by barking or wandering.
- ✓ Ensure their pet is not aggressive toward people or animals.
- ✓ Pick up after their pets.
- ✓ Update your details with council if you move house.

### FOR MORE INFORMATION >>

☎ 1300 878 001

✉ [enquiries@townsville.qld.gov.au](mailto:enquiries@townsville.qld.gov.au)

🌐 [www.townsville.qld.gov.au](http://www.townsville.qld.gov.au)



TOWNSVILLE CITY COUNCIL

# Aggressive Dog Campaign 2014 - Drivers for change



**No deterrent** *MESSAGE NOT GETTING THROUGH*  
More people being injured **Media Interest** Physical & Mental trauma

**A CHILD WILL BE KILLED**

**Council aren't doing anything** *The problem is getting bigger*  
Socially unacceptable *Dissatisfaction*

**Change in attitude critical** **Unregistered Dogs**  
**Deliberate disregard** **Survey results**  
This is no longer acceptable to some people

Problem areas  
Petition  
Responsibility

# Aggressive Dog Campaign 2014 – Changing Attitudes

## Objectives

- Create networks
- Promote the conversation
- 25% reduction in attacks
- Community Safety
- Customer Satisfaction
- Responsible ownership
- Collaborative achievement
- 3 year strategy
- Achieve something great



Simple really



## Aggressive Dog Campaign 2013

A black and white photograph of a person's face with a bloody, lacerated wound on the cheek. The background is black, and the text is in bold, high-contrast colors.

**DOG ATTACKS**  
**COST OWNERS**  
**AND VICTIMS**

**BE A RESPONSIBLE**  
**PET OWNER**

[www.townsville.qld.gov.au](http://www.townsville.qld.gov.au)

  
Townsville

TOWNSVILLE CITY COUNCIL

## Aggressive Dog Campaign 2014 – Changing Approach



**Confront**  
**Alert**  
**Educate**  
**Understand**  
**Promote Action**

**“Not in our community mate!”**



# Aggressive Dog Campaign 2014 – Loud and Clear!



**Dogs are not an accessory**

**They can all inflict injury**

**Owners are responsible**

**You must take action now**

**Your community demands it**

**That means YOU!**

**There are consequences**



WHO ARE  
**YOU** PETS  
HURTING?

BE A RESPONSIBLE PET OWNER  
[www.townsville.qld.gov.au](http://www.townsville.qld.gov.au)

TOWNSVILLE CITY COUNCIL

## Aggressive Dog Campaign 2014 – Changing Attitudes



# Aggressive Dog Campaign 2014 – Changing Attitudes

## Bill Boards



# Aggressive Dog Campaign 2014 – Changing Attitudes



## Dog Trucks





# Aggressive Dog Campaign 2014 – Changing Attitudes



## Bus Backs





# Aggressive Dog Campaign 2014 – Changing Attitudes



## Info cards

**RESPONSIBLE PET OWNERS MAKE SURE THAT THEY:**

- » Keep their dogs on a leash in public places
- » Use off-leash areas to regularly exercise the dog
- » Have an adequate enclosure where they keep their dog
- » Register their dog with council every year
- » Microchip their dog
- » Don't let their dog cause a nuisance by barking
- » Don't let their dog stray
- » Always pick up after their dog
- » Ensure that their dog doesn't aggressively or attacks
- » Is well trained and looked after

**EXERCISE AND SOCIALISE YOUR PET IN AN OFF-LEASH AREA:**

- » Les Litzler Park – between Boundary Road and Philip Street
- » Pallawanda Beach
- » Cambridge Park – Cambridge Street
- » Murray Sporting Complex
- » Rossiter Park – Kimball Street
- » Benwell Road – Boundary Street
- » Jabiru Park – Jabiru Avenue
- » Lappin Park – Kerr Brothers Drive
- » Louise Street, Cranbrook
- » North Shore Boulevard

**IT'S DOING THE RIGHT THING BY YOUR COMMUNITY AND IT'S THE LAW.**

**FOR MORE INFORMATION, PLEASE PHONE 1300 878 001**  
[www.townsville.qld.gov.au](http://www.townsville.qld.gov.au)

Townsville City Council

# Aggressive Dog Campaign 2014 – Changing attitudes



## Supermarket Dog Food Isle



## Aggressive Dog Campaign 2014 – Changing Attitudes





# Aggressive Dog Campaign 2014 – Media Reaction

## The first 3 days

facebook

1,700 video downloads

Viewing - 500 per day

Sharing - 500 per day

483 people Liked

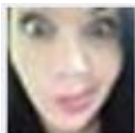
243 shared the post



Seriously, Dog owners need to take more responsibility, this poor kid is now scared for life because of some dogs inconsiderate and arrogant owner. Years ago if the dog bit it was put down and that's what should happen. Fining people does nothing! For some reason in Townsville it seems the in thing to own a dog, get a lizard or something if you want a pet

If anything fits the category of 'long over due' this is it. So many people have been hurt because of TCC inaction. I hope this measure saves people from vicious uncontrolled dogs.

## Aggressive Dog Campaign 2014 – Social Media Reaction



**Penny Lane** Some one mentioned it before. Regardless of how placid the dog is at home in its pack, in public and on its own with no restrictions to its behaviour it will act how else it dam well pleases. This is not a breed thing. This is a dog thing. This is how they behave.If your provoked, u attack. As do dogs.



**Renee Tranquille** Finally something is getting done about dangerous dogs I reckon if they are classed dangerous make their fees higher and make sure they are keep all the time behind a fence if getting walked a muzzle on them as my son has been attacked by a dog the owner blamed my son I don't see how a 3 yr old at the time is to blame the council needs to be tougher on dog owners

Like · Comment · Share

 43

 83 people like this.

Recent Activity ▾

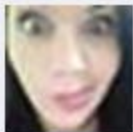


# Aggressive Dog Campaign 2014 – Social Media Reaction



**Janine Green** This is a great campaign. It's sooo scary to have a dog come at you. I've come close to dogs getting me...people need to make sure their dogs are trained & won't harm others.

Like · Reply · April 26 at 10:24pm



**Penny Lane** This is also a great add. Well done. Good job TCC:) restrain your dog in public and secure its environment. Its not hard

Like · Reply · April 28 at 9:47pm



**Missy Moo** Breed has nothing to do with how dog acts. Its all in how they are raised. Yes just like people you will get the odd naturally cranky dog. But Normally its just how they are brought up and treated.



# Responsible Ownership Campaign 2015

## Changing Attitudes



- Focusses on the cause – rather than effect
- Builds on the **Big Issue** targets
- *“My dog doesn’t go out.....”*
- **Apathy** - significant contributor
- **Ignorance** - significant contributor
- **Inadequate enclosures** - significant contributor
- **Presence of mind** - significant contributor
- **Social acceptability** - significant contributor
- Community pressure – **BIG** allie



# Responsible Ownership Campaign 2015

## Changing Attitudes



- Statistical Analysis
- Mid year outcome stakeholder surveys
- Market research
- Community attitudes
- Community Feedback
- Customer Survey
- Social Media
- Unsocial Media

# Responsible Ownership Campaign 2015 – Story Board



## WHO ARE YOUR PETS HURTING?

2015 CAMPAIGN  
STORYBOARD

### The brief

The ad begins with an establishing shot. A kid is playing in the front yard while dad takes out the bin, leaving the gate open. As he leaves the property he encounters a child calling out to the dog. The dad's impression of panic leads into a montage of close-up shots and multiple shots. We see the dog leaving the yard through the gate. As the dog runs the length of a young boy on a scooter tries to avoid the dog and tumbles into the fence. The dog is slightly scared by the commotion and runs out into the middle of the road as a car is rapidly approaching. The dog stops in the middle of the road, the car skids and swerves. The sound of the crash will be used to transition back to the dad ending his "daydream". He turns back to look at the yard and to his relief, the dog is still in the yard with the children. He walks back to the gate. The final shot shows the dad's head freely and decisively closing the gate as text overlay on screen appears.

Establishing shot: Dad's in front yard



Dad is out back taking the bin



Dad is about to close the gate. "Huge relief!"  
These feelings turn into a montage.



Close up dog running out of yard



Rescue montage: The car swerves into a crash



Small montage: Dog is stuck - rescue car crash



The crash sound transitions back to that with relief: everyone is safe in the yard



Dad is back closing gate



END TITLE  
TAG

As dogs are responsible pet owners. Register your dog, keep them in a secure pen and on a leash in public places.



# Responsible Ownership Campaign 2015

## Changing Attitudes





# Responsible Ownership Campaign 2015

## Changing Attitudes



**Campaign budget**  
**\$20,000**

<b>TVC &amp; DESIGN</b>	<b>\$4000</b>
<b>TELEVISION ADVERTISING</b>	<b>\$6000</b>
<b>SOCIAL MEDIA</b>	<b>\$400</b>
- FACEBOOK	\$200
- YOUTUBE	\$100
- ADWORDS	\$100
<b>BILLBOARD ADVERTISING</b>	<b>\$4000</b>
<b>BUS ADVERTISING</b>	<b>\$2000</b>



**Proposed future collaborative funding approach**

# Responsible Ownership Campaign – Strategic Alignment



## KEY ISSUE 3

### THE ATTITUDE OF THE COMMUNITY TO COMPLIANCE WITH RESPONSIBLE ANIMAL OWNERSHIP RESPONSIBILITIES

#### RESPONSIBLE DOG OWNERSHIP – 'CHANGING ATTITUDES' MEDIA INFORMATION CAMPAIGN

Council responds to around 600 dog attacks and over 700 aggressive dog complaints every year. In recent years significant resources have been devoted to supporting the work of the Animal Management Unit by delivering key responsible pet ownership messages through a range of media. This has proven successful as despite Townsville's growing population numbers these statistics have remained relatively constant. However, one attack is too many and new, more engaging messages are needed.

##### 3.1 Action

- » Promote a positive change in community attitudes to responsible dog ownership by delivering education campaigns and messages which seek to make poor dog and owner behaviour socially unacceptable.
- » Provide regular, relevant information to registered animal owners.

##### Time frame

2014–2017

##### Objective

Delivering achievable strategies.  
Maximising community interaction.  
Increasing public awareness.  
Providing robust and appropriate compliance.

##### Outcome

Owners understand the risks of owning a dog.  
The community knows what is required of individual dog owners.  
The community participates in defining irresponsible dog ownership as unacceptable.  
Owners take action to meet community expectations.

#### ANNUAL PET EXPO

Council is committed to supporting the community and celebrating the rewards of pet ownership while capitalising on the opportunity to build strong partnerships and build collaborative relationships with local businesses and individuals.

##### 3.2 Action

Develop and deliver an event which brings together the animal management industry and a range of pet owners to champion responsible and enjoyable pet ownership in an informative and social way.

##### Timeframe

Annually 2014–2017

##### Objective

Maximising community interaction.  
Increasing public awareness.

##### Outcome

Annual Pet Expo delivered in partnership with the community and commerce.  
Increases public awareness and demonstrates an alternative supportive and engaging dimension to Animal Management Program and it's staff.  
A regulatory amnesty exists for the duration of the Expo where owners can register their dogs at the reduced rate without incurring a fine.



# Responsible Ownership Campaign 2015

## Changing Attitudes



Embed  
Reinforce  
Engage  
Partner  
Communicate  
Educate  
Enforce  
Adapt  
**Get results**





# Animal Management Campaign 2016



PLEASSSSSE .....do something about that BARKING!