

From: [Lauren McDonald](#)
To: [REDACTED]
Subject: Response to Official Information request - Contents of the Annual Report on Dog Control Policy and Practise to the Department of Internal Affairs and DCC Planning and Environment Committee
Date: Wednesday, 13 January 2021 04:43:00 p.m.
Attachments: [DCC ANIMAL - Sea lions.pdf](#)
[DCC ANIMAL - Neutering.pdf](#)
[DCC ANIMAL - Penguins.pdf](#)
[DCC ANIMAL - Holiday care.pdf](#)
[DCC ANIMAL - Guy Fawkes.pdf](#)
[DCC ANIMAL - Exercise sports grounds.pdf](#)
[DCC ANIMAL - Education programme.pdf](#)
[DCC ANIMAL - Dog regos - Covid.pdf](#)
[DCC ANIMAL - Dog regos - 2020.pdf](#)
[DCC ANIMAL - Dog registration.pdf](#)
[DCC ANIMAL - Dog fouling.pdf](#)
[2019-2020 Dog registration efforts.pdf](#)

Dear [REDACTED]

Thank you for your information request received on 25 November 2020 . For clarity the questions have been repeated below with our responses in [blue](#)

Dear Dunedin City Council,

My preference is to receive the requested information through the [REDACTED].

On 22 September 2020 Customer and Regulatory Services made the report “ANIMAL SERVICES ANNUAL REPORT TO THE DEPARTMENT OF INTERNAL AFFAIRS” to the Planning and Environment Committee.

1. At paragraph 9 the Report states:

“The Council has nine dog exercise areas, three of which are designated small dog exercise areas, that are well patronised daily. Positive feedback from the public continues to confirm that they are very successful with both the socialisation of dogs and the interaction of people.”

Please provide the evidence that substantiates the following statements:

(a) The parks are “well patronised”.

[This statement in the report was made as a result of staff observations while undertaking daily patrols across the city. No other information is held, therefore this request is declined pursuant to section 17\(g\) of the Local Government Official Information and Meetings Act 1987.](#)

(b) The “very successful socialisation” of dogs. That is expected to include (but is not limited to) an evidence-based definition for “socialisation”, the measures used to determine “success”, the evidence collected to confirm “success” and the documentation and surveys etc used to collect and evaluate public opinion.

[This statement in the report was made from informal public feedback received and not via formal consultation, and as this information is not held your request is declined pursuant to section 17 \(g\) of the Local Government Official Information and Meetings Act 1987.](#)

(c) The “very successful” interaction of people. That is expected to include similar evidence as required for (b), but it involves collecting information about individuals who could be easily identified, so also needs to include the authority for undertaking targeted surreptitious surveillance, how the behaviour was surreptitiously recorded, proof it was assessed according to a scientifically credible and ethical process, has been secured against future misuse, and all other

issues associated with recording and subsequently assessing the inter-personal skills of a law-abiding minority group without their knowledge.

This statement in the report was made from informal public feedback received and not via formal consultation, and as this information is not held your request is declined pursuant to section 17 (g) of the Local Government Official Information and Meetings Act 1987.

2. Paragraph 19 refers to advertising that promotes dog owner responsibilities. Please provide the following

(a) The advertisements referred to (for example, the text of radio advertisements and copies of the newspaper advertising), and the dates and places the advertisements were published.

These advertisements details are attached with dates listed below:

Jul-19 Annual Dog Registrations / Exercise Sports Grounds

Aug-19 Neutering / Dog Fouling / Exercise Sports Grounds

Sept 19 Neutering / Dog Fouling

Oct-19 Dog Fouling

Nov-19 Guy Fawkes / Holiday Care / Dog Fouling

Dec-19 Holiday Care / Dog Fouling / Sea Lions

Jan-20 Dog Fouling / Sea Lions

Feb-20 Business + Schools Education Programme / Dog Fouling

Mar-20 Penguins / Dog Fouling

Apr-20 Dog Fouling

May-20 Dog Fouling

Jun-20 Annual Dog Registrations / Exercise Sports Grounds

The advertisements for dog registrations ran from 1 June - 29 June 2020 inclusive (in relation to the Covid alert response) and from 30 June 2019 to 30 July 2020 for the general dog registration information.

(b) The surveys performed to assess public opinion. That would include, but is not limited to, the surveys showing dogs were not accepted by the public before the advertising, and the subsequent surveys showing that as a result of the advertisements dogs are now accepted.

I advise that Council did not undertake any formal survey to assess public opinion and has used the informal public feedback received for commentary within the report. As there is no information held your request is declined pursuant to section 17 (g) of the Local Government Official Information and Meetings Act 1987.

(c) The comparison that substantiates the statement the print and radio mediums are positive and effective (while other mediums are not).

I advise that no comparison work was undertaken between print, radio and other media mediums (such as Facebook) and your request is therefore declined pursuant to section 17 (g) of the Local Government Official Information and Meetings Act 1987, as the information is not held.

(d) Given this statement is made each year, the reason the advertising is still viewed as effective given it is having to be repeated every year.

I advise that the use of print, radio and online advertising allows Council to reach as many dog owners as possible and therefore considered an effective form of advertising.

(e) The cost of the advertising and whether funded from dog revenue.

The costs for Animal Control advising to MediaWorks (July 2019 – June 2020) is advised as:

Budget	\$25,000 + GST
Spent	\$24,767.70 + GST

NZME (July 2019 – June 2020)

Budget	\$9,000 + GST
Spent	\$9,019 + GST

The advertising is funded through the Marketing and Communications budget, and is not funded from dog registration fees.

Note I expect this information will be easily to hand given the Report has only just been complied and presented.

Yours faithfully,



As we do not hold some of the information you have requested, your request is refused pursuant to section 17 (g) of the Local Government Official Information Act because the information is not held. You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at <https://www.ombudsman.parliament.nz/get-help-public/make-complaint-members-public> .

Yours sincerely

Lauren McDonald

Governance Support Officer

CORPORATE SERVICES GROUP

P 03 477 4000 | **DD** 03 474 3428 | **E** lauren.mcdonald@dcc.govt.nz

Dunedin City Council, 50 The Octagon, Dunedin

PO Box 5045, Dunedin 9054

New Zealand

www.dunedin.govt.nz

Script Code: 593382

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 01 Dec 2020

End Date: 31 Jan 2021

Length: 0:30

Description: DCC ANIMAL Sea lions

VO: New Zealand sea lions are one of the rarest seal species in the world, and they live right here in Dunedin.

The main breeding areas are Smalls Beach; Tomahawk Beach; Middle Beach, which is Moana Rua; and Warrington Beach.

Sea lion pups could be born at any of these beaches, so if you're a dog owner visiting these areas, remember you must keep your dog on a leash within 20 metres of protected wildlife.

... Please. Help protect our sea lions.

... Thank you.

This message brought to you, by DCC Animal Services.

Script Code: 424791

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 01 Aug 2020

End Date: 31 Oct 2020

Length: 0:30

Description: DCC ANIMAL SERVICES Neutering

In 'from creative', please load

Jingle in: DCC Animal Services ! etc

VO: If *your* dog s been misbehaving or wandering off ... maybe it s time for that 'specia visit' to the vet. Neutering isn t a bad. You cou d save yourse f *and* your pet the hass e of a *second* visit, by having them micro-chipped at the time of neutering !
Another *friendly* reminder from ...

Jingle out: DCC Animal Services ! etc.

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Script Code: 450497

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 01 Mar 2020

End Date: 31 Mar 2020

Length: 0:30

Description: DCC ANIMAL Penguins

In 'from creative', please load.

VO: It's now the season for penguins to come ashore and moult. So when you're walking your dog, make sure your dog is kept on its lead.

The combination of the odour penguins give off and the sight of their competitive presence can make even the *best* behaved dogs inquisitive.

Another friendly reminder from ...

"DCC Animal Services - best friend to man's best friend!"

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Script Code: 450468

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 01 Nov 2020

End Date: 31 Dec 2020

Length: 0:30

Description: DCC ANIMAL Pets - holiday care

In 'from creative' for loading.

VO: Have *you* arranged to have *your* pets looked after these Christmas holidays ?

Make sure when you organise your *own* holiday plans that you also arrange suitable care, - such as a dog boarding kennel - for your pet.

If *friends* are looking after your dog, make sure they give it plenty of exercise, - so it stays happy !!

"DCC Services - best friend to man's best friend !"

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Script Code: 450476

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 25 Oct 2020

End Date: 05 Nov 2020

Length: 0:30

Description: DCC ANIMAL Guy Fawkes

In 'from creative', please load

VO: *This Guy Fawkes season, be a responsible dog owner. Make sure your pets are inside at night and safely away from any stray fireworks.*

Turn a radio or music on - this will help to distract their attention away from the fireworks.

Another friendly reminder from ...

'DCC Animal Services! Best friend to man's best friend!'

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Script Code: 593377

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 01 Jul 2020

End Date: 31 Aug 2020

Length: 0:30

Description: DCC ANIMAL Sports fields

VO: Winter sports are underway, so if you're taking the dog for a walk near any marked sports grounds, make sure you walk a-roound the field.

... If a game is being played, dogs must be on a leash!

... And if your dog should leave anything behind, be sure to pick it up. It means fewer 's ip-ups for the players.

Another friendly reminder from ...

"DCC Animal Services - best friend to man's best friend!"

Script Code: 593379

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 01 Feb 2020

End Date: 28 Feb 2020

Length: 0:30

Description: DCC ANIMAL Education programme

Jingle: DCC Anima Services ! Best friend to man's best friend !

VO: DCC Anima Services have a FREE programme designed to educate adults and children about dogs, their behaviour and how to approach them. If you're a business, or a primary or intermediate school you think would benefit from this programme, call 0800 74000 and register ! ... with **Animal Services** .

Jingle out: DCC Anima Services ! Best friend to man's best friend !

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Script Code: 6844446

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 01 Jun 2020

End Date: 29 Jun 2020

Length: 0:30

Description: DCC ANIMAL SERVICES Dog registration 2020 - Covid

VO: It's that time again - to register your best friend. Going contactless is easy! Register your dog online, at dunedin dot G-O-V-T dot en zed slash dog registration. If you do visit a DCC service centre, please keep to the physical distancing rules. This year, the tag on your dog's collar will be blue. Register your dog before July 31st, or you'll incur a late fee.

Thanks ! From:

Jingle out: DCC - Animal Services ! Best friend to man's best friend !

Script Code: 6850217

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 30 Jun 2020

End Date: 30 Jul 2020

Length: 0:30

Description: DCCANIMAL Dog rego - tag blue

VO: It's that time again - to register your best friend. This year, the tag on your dog's collar should be blue. Going contactless is easy ! Register your dog online, at [dunedin dot G-O-V-T dot en zed slash dog registration](http://dunedin.govt.nz/dog-registration). You can also register at any DCC service centre. Register before July 31st, or you'll incur a late fee of \$53. Thanks !

Jingle out: DCC - Animal Services ! Best friend to man's best friend !

Script Code: 6774514

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 10 Jun 2019

End Date: 30 Jul 2019

Length: 0:30

Description: DCC ANIMAL Regos - yellow tag - 2019

VO: It's that time again ... to register your best friend.

This year, the tag on your dog's collar should be yellow.

You can register at any Dunedin City Council service centre, or online at dunedin.govt.nz, under Animal Services.

Make sure you've registered your dog before July the 31st, or you'll incur a late fee of 53 dollars.

Another friendly reminder from ...

Jingle out: DCC - Animal Services ! Best friend to man's best friend !

Script Code: 424789

Customer: Dunedin City Council 4 / OTG

Account Manager:

Writer:

Start Date: 01 Aug 2020

End Date: 07 Aug 2020

Length: 0:30

Description: DCC ANIMAL SERVICES Poop

In 'from creative', please load

Jingle in: DCC Animal Services ! etc

VO: When you're out walking your dog, take along your pooper scooper, *or* your disposable bag.

Leaving behind one of your dog's little parcels is the kind of gift no-one wants to receive, so be sure to pick it up.

Another friendly reminder from ...

Jingle out: DCC Animal Services ! etc.

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2019

ODT	29 June (feature), 13, 27 July	\$231.84x3=\$695.52
The Star	27 June (feature) 11, 18, 25 July	\$114x\$456
ODT online	01/07/2019 - 31/07/2019 Dog Registration - 125,000 impressions 15/06/2020 - 30/06/2020 Dog Registration – 226,611 impressions	\$1061.87

Bonus card	Dog rego packs	\$1,932.00
FLYER Info for dog owners	Dog rego packs	\$1,700.00
FLYER updated info Scoop the Poop	Dog rego packs	\$564.00

	CSA screen	June-31 July	\$0
Banner Advertising - Rectangle	12/6 - 31/7	0.00	
Banner Advertising - Half Page	12/6 - 31/7	0.00	
Banner Advertising - Big Banner	12/6 - 31/7	0.00	
DCC Webpage	1/7 - 31/7	\$0	
DCC Facebook Ad	1/7 - 31/7	\$250.00	
DCC Facebook Page Banner	1/7 - 31/7		



It's nearly time...

2019 DOG REGISTRATION

Have you registered your dog yet?
If your pet is older than three months, it must be registered by 31 July. The pet dog registration fee for 2019-2020 is \$106.

You can register your dog at all DCC Customer Service Centres, selected NZ Post outlets or online at www.dunedin.govt.nz/dog-registration

When you receive your annual registration pack, you'll get a bonus card entitling you to free doggy doo disposal bags for 12 months. Conditions apply.

From 1 August 2019 all unregistered dogs over the age of 3 months will incur a 50% penalty that will be added to the original fee.

03 477 4000
www.dunedin.govt.nz/dog-registration





Register online – save time!

Dog Registration

www.dunedin.govt.nz/dog-registration





Register online – save time!

Dog Registration

www.dunedin.govt.nz/dog-registration

DUNEDIN CITY COUNCIL



Register your dog before 31 July to avoid a late fee

www.dunedin.govt.nz/dog-registration

DUNEDIN CITY COUNCIL



Register online – save time!

Dog Registration


DUNEDIN CITY COUNCIL



Register online – save time!

Dog Registration

DUNEDIN CITY COUNCIL



Register your dog before 31 July to avoid a late fee

www.dunedin.govt.nz/dog-registration

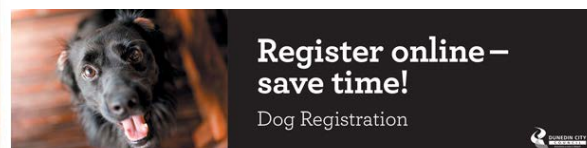
DUNEDIN CITY COUNCIL



Bonus Card

DUNEDIN CITY COUNCIL

50 The Octagon, Dunedin | 03 477 4000
www.dunedin.govt.nz/dog-registration



Register online – save time!

Dog Registration

DUNEDIN CITY COUNCIL



Please scoop the poop!

Your dog loves getting out and about, having a run around and socialising with others. And not only is it good for them, but it's good for you!

But there is nothing worse than coming across a dog poop, especially if you stand in it...

But what's the point in cleaning it up? With more than half a million dogs in New Zealand, an estimated 80 tonnes of poop is deposited in our parks, reserves, streets and properties EVERY DAY! Besides smelling bad and providing a breeding ground for flies, dog poop can transmit several diseases to humans. Your dog can also get diseases from other dog poop.

You do not want your beloved pooch to catch parvo-virus, distemper or worms.

Please keep an eye on your dog and if it fouls in a public place please clean it up. All that is required to be carried is a pooper scooper, an old plastic bag or a compostable doggy doo bag. Tuck it in a rubbish bin, or if you can't find a bin take it home.

Alternatively, why not set up a home composting system just for dog poop? From commercial to DIY systems, there's a way of disposal that'll work for you. If your home compost is used for growing food though, remember not to include dog poop in that! You will need a separate system for dog poop compost, and this should only be applied to flower gardens.

Did you know that not removing your dog's poop can land you with a fine of \$300? It's easy to win, when you bag and bin!

03 477 4000
www.dunedin.govt.nz



Our Responsibilities

Animal requirements under the Dog Control Act, the DCC is required to:

- provide dog safety education
- impose obligations on owners to ensure dogs do not cause nuisance, injury, damage or distress to anyone
- provide special provisions in relation to dangerous dogs
- require owners to keep their dog/dogs under control
- ensure dogs receive proper care, attention, and exercise
- ensure dogs do not threaten or attack people, poultry or animals

Your Responsibilities

As a dog owner you are required to care for your pet. You must keep your dog under control at all times and ensure it doesn't cause problems for anyone else.

What does Effective Control mean?

Under effective control means, when referring to a dog, the dog is not causing a nuisance or danger and that the person in charge of the dog has the dog under continuous surveillance and is able to elicit the desired response from the dog by use of leash and, when not on a leash, by use of vocal commands, hand signals, whistles or other effective means. www.dunedin.govt.nz/serVICES/dogs

There are penalties for not complying with the Dog Control Act. These include:

- Not registering your dog during July or when they reach three months of age – an additional 50% of the annual fee payable
- Your dog being untagged after the expiry date of the penalty notice – \$200 and your dog may be seized and impounded
- Not microchipping your dog within two months of its last registration – \$200
- Any false statement relating to dog registration – \$750
- Failure to have an approved permit for more than one dog – \$300
- Failing to comply with the Dog Control Bylaw 2008 – \$200
- First impounding – \$100
- Subsequent impounding – \$150
- After hours impounding – \$150

Good Dog Tips


Here are some tips to help you with some common doggy problems:

- If your dog is barking it's probably trying to tell you something. There are lots of reasons dogs bark, including boredom, separation anxiety and passers-by. Don't yell at your dog, you'll just be teaching it that loud is okay. When your dog is barking at the wrong time make a 'half' or 'half' sound at it. Praise your dog when it stops barking.
- If your dog is showing aggressive behaviour it may be reacting to the behaviour of a person or situation. Dogs may also show territorial aggression and some will be aggressive if they think they are dominant over their owner. There is more information and advice on the DCC website.
- Keep children safe by teaching them how to interact with dogs and always supervise dogs around children and children play with or aggressive it.

Please go to www.dunedin.govt.nz/animal-services for more information and advice.

For advice or information

Dunedin City Council
50 The Octagon
PO Box 5045, Dunedin 9054
Telephone 03 477 4000
Email dog@dcc.govt.nz or www.dunedin.govt.nz
www.facebook.com/DunedinCityCouncil
www.twitter.com/DunedinCityCouncil



2019-20

Information for dog owners

This has a selection of information that may be useful to you as a dog owner. More information is available at www.dunedin.govt.nz/animal-services and from DCC service centres.

03 477 4000
www.dunedin.govt.nz

