

Community consultation Phase 2

Community insights and our next steps

ENGAGEMENT ACTIVITIES

We sought feedback on the draft plan from the community via a survey on Participate Melbourne. Other communications tools we used include:



SOCIAL MEDIA POSTS



NEIGHBOURHOOD PORTAL POSTS



TEXT CAMPAIGN TO ALL REGISTERED ANIMAL OWNERS



EMAIL CAMPAIGN TO ALL RESPONDENTS IN PHASE 1

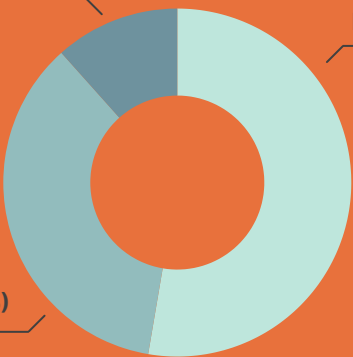


A3 PROMOTIONAL SIGNS IN PARKS AND DOMESTIC ANIMAL BUSINESSES

CONNECTION TO THE TOPIC



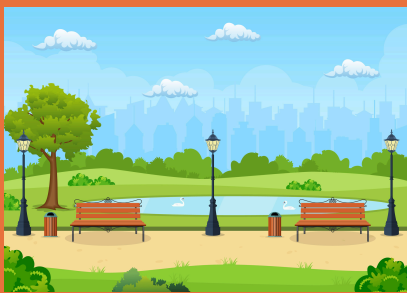
Does not own a cat or dog (13%)



Dog owner (59%)



Cat owner (40%)



57%

were users of local parks, reserves or playgrounds

GENDER



94%

were residents of City of Melbourne

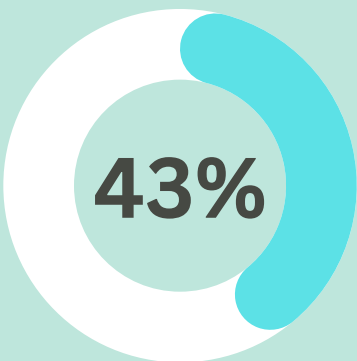


Female 63%

Male 30%

Other 7%

FEEDBACK ON DRAFT DAMP 2026-29



Of respondents were very satisfied or satisfied with the draft plan

Key insights

Concerns raised about support for vulnerable community members who own pets

Requests for greater support and guidance around the new cat containment orders being implemented

Strong support for education programs promoting responsible pet ownership and improving pet owner behaviour

Desire for more pet-friendly spaces in high-density areas

Strong support for improved infrastructure such as more bins and waste bag dispensers.

Desire for more designated off-leash areas with clear signage

Strong concerns about dogs being off-leash in non off-leash areas.

CHANGES MADE TO THE PLAN AFTER COMMUNITY FEEDBACK

Dogs in public places

- Review the effectiveness of dog waste bins and bag dispensers in high-traffic areas and parks and implement the findings.
- Utilise media and other communication channels to promote leashing requirements and responsible dog ownership.



Concerns about effectiveness of cat management strategies

- In addition to the communication and education campaign, providing clarity of the enforcement of newly introduced orders relating to containment, control and mandatory desexing of cats.



Concerns about the lack of pet-friendly spaces

- A new section was added into the plan under the heading 'A pet-friendly City' which commits to a review of the way people and their pets interact with the City.



The need for equitable support for vulnerable pet owners to ensure fair access to pet ownership

- Explore partnerships with support services to provide affordable and accessible pet care services.



NEXT STEPS

The feedback and submissions we received have been reviewed and relevant amendments have been made to the final Domestic Animal Management Plan 2026-2029.



The final plan will be presented to the Future Melbourne Committee on 16 September 2025 for endorsement



Submission of the final DAMP to State Government will occur before December 2025.

