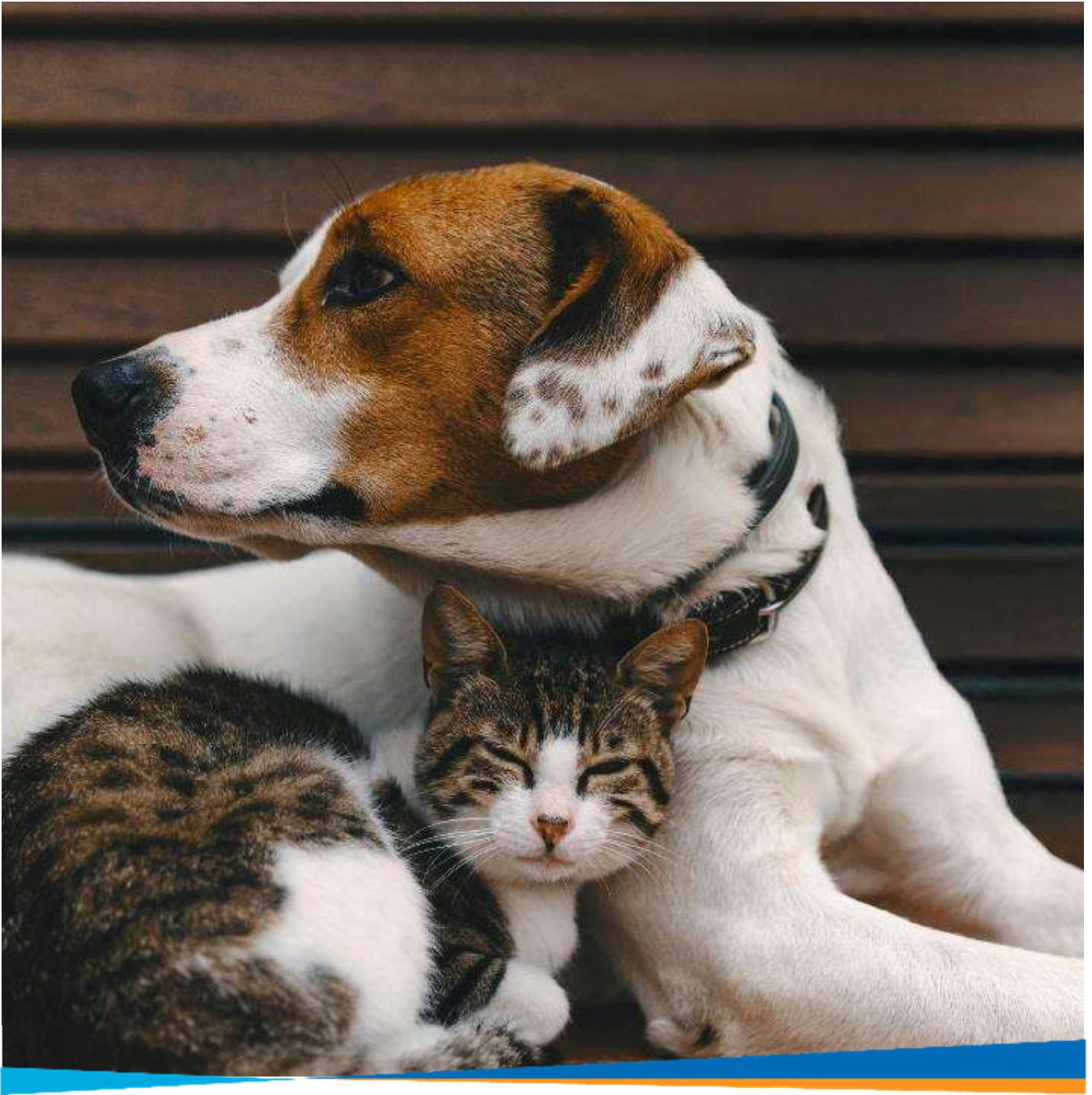




Domestic Animal Management Plan Stage 2 Engagement Report

September 2025

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Overview

The purpose of this engagement program was to test the draft Domestic Animal Management Plan (DAMP) with the community.

Stage one of the engagement on the draft DAMP was conducted in January and February of 2025 and focussed on understanding attitudes and experiences in relation to beach restrictions and gathering ideas about pet ownership in Bayside to feed into development of the draft DAMP.

Stage two of the engagement program was conducted in August and September 2025 and focused on seeking broad community engagement on the draft DAMP, in order to inform any new DAMP actions and ensure Council resources are invested in a way that best meets the needs of the community.

The engagement program involved *Our new plan for pets* survey (online, paper and via pop-ups), four place based pop-up events, and a meeting of the Fetching Feedback group.

Stage two of the engagement program received contributions from over **1,190 participants**. Participants shared their views and suggestions for Council to consider when finalising the draft DAMP and new DAMP actions. A broad cross-section of the Bayside community was engaged including pet owners and non-pet owners. Some individuals may have participated in more than one engagement activity.

Community feedback as well as other research, data and technical reports will inform the finalisation of the revised DAMP.

Key Themes of Feedback

Feedback across the consultation highlighted several consistent themes:

- A strong community interest in **balanced enforcement**, with many supporting an offence-based approach that combines education with fines for serious or repeated breaches.
- The need for **clearer and more visible signage**, especially in high-use public spaces such as beaches and parks.
- Ongoing value in **education campaigns** to support responsible pet ownership, particularly around waste management, off-leash rules, and dog behaviour.
- Mixed but generally low levels of concern about **professional dog walkers**, with most participants reporting no significant issues.
- Broader community concerns about **waste, safety, off-leash compliance, and protection of wildlife**, alongside requests for more off-leash opportunities and improved facilities.

Key Considerations for Council

The findings for each of the five focus areas of engagement provide useful insights that may inform the finalisation of the DAMP:

- **Enforcement**
Many community members expressed mixed views about current enforcement practices. While around 40% saw enforcement as moderately effective, a similar proportion were dissatisfied or unsure. Both surveys and pop-ups showed strongest support for an offence-based approach — warnings or education for minor issues,

with fines applied where safety or repeated breaches are involved.

Council will use this feedback to refine its compliance approach, ensuring that enforcement is fair, consistent, and focused on behaviours that create the greatest risks to community safety, amenity, or the environment.

- **Signage**

Most participants found current signage clear, but many suggested improvements to visibility, simplicity, and consistency across locations. Option A signage was the most preferred design across both survey and pop-up settings. QR codes received mixed reactions, with some support but many indicating they would not use them.

Council will apply these insights to update and standardise signage across the municipality, prioritising clarity, placement, and design that makes rules easily understood by all park and beach users.

- **Education**

Responsible pet ownership was widely supported, with priorities including cleaning up dog waste, understanding leash rules, training and behaviour support, and awareness of cat curfews. Participants also suggested targeted campaigns in schools and community settings.

Council will continue to invest in education campaigns, with a focus on practical, high-impact topics that build awareness of responsibilities and foster respectful sharing of public spaces.

- **Dog Walkers and Animal Businesses**

Most participants reported few or no issues caused by professional dog walkers. Where concerns were raised, these related to group size, lack of control, or failure to collect waste.

Council will use this feedback to consider whether existing limits and regulations are sufficient, while continuing to monitor professional walking activity in local parks.

- **Additional Considerations**

Community members frequently called for stronger enforcement of waste collection and off-leash compliance, as well as improved facilities such as bins, bag dispensers, fenced areas, and water points. Views on cat management remained divided, with some seeking tighter rules and others opposing further restrictions.

Council will incorporate these perspectives into broader animal management planning, balancing enforcement with investment in facilities and continuing to monitor community attitudes on cat management.

Detailed findings by data source are listed in [Appendix 1](#).

Next steps

Council officers will review Stage 2 feedback and update the draft DAMP where necessary. The finalised DAMP 2026–2029 will go to Council for consideration in November 2025.

Council will publish a summary of community feedback and Council's response on the Have Your Say platform.

1 Background

This document provides a summary of Stage 2 community feedback on the Domestic Animal Management Plan (DAMP).

Every four years, all Victorian councils are required to develop a DAMP as a requirement of the Domestic Animals Act (DAA) (1994). The DAMP provides a framework for planning, developing, and evaluating animal management services and programs that councils provide. It ensures these services comply with the Act's regulations. The DAMP aims to foster animal welfare and responsible pet ownership, creating a community where people and pets coexist peacefully and respectfully. It addresses several key aspects:

- Training programs for authorised officers
- Strategies for promoting responsible pet ownership
- Ensuring effective animal management
- Reducing dog attack risks and minimising nuisance complaints
- Encouraging pet registrations
- Reviewing and updating local laws related to animal management.

The draft DAMP was informed by feedback from over 2,000 participants in Stage 1 engagement, the deliberations of the Fetching Feedback Group, and Council planning. Stage 1 (Jan–Feb 2025) engagement focused on beach restrictions and broad domestic animal management issues. Beach restrictions were resolved by Council in August 2025. Stage 2 focused on testing the draft DAMP actions, particularly signage, education, enforcement, domestic animal businesses, and reporting mechanisms.

Community feedback from Stage 2 will inform the finalisation of the draft DAMP and any additional DAMP actions.

Related Council documents and consultations

- Have Your Say Bayside project page (yoursay.bayside.vic.gov.au/pets)
- Bayside's Domestic Animal Plan 2022-2026 (bayside.vic.gov.au/services/pets-and-animals/domestic-animal-management-plan-2022-2026)

2 Definitions and scope

2.1 Stakeholders

The engagement program sought input from a broad range of stakeholders, including the following groups:

- Bayside residents who are pet owners
- Bayside residents who are non-pet owners
- Bayside residents with unregistered pets
- Community groups including the Bayside Dog Alliance
- Sporting clubs and park and oval users
- Domestic animal businesses
- Environmental groups
- Councillors and staff
- Community representatives who participated in the Fetching Feedback Workshops
- Parks Victoria

2.2 Geographic scope

The engagement focused on the City of Bayside municipality.

2.3 Project scope

This engagement focuses on the elements of the Domestic Animal Management Plan (DAMP) where community input can shape Council's approach. These include:

- The design and delivery of animal management programs and initiatives.
- Approaches to enforcement and compliance, including the balance between education and infringements.
- Education and communication initiatives to support responsible pet ownership.
- Consideration of signage and patrols, which affect how residents and visitors interact with pets in public spaces.
- The role of domestic animal businesses, such as professional dog walkers, in the local area.

Outside of scope

Certain elements are already determined and will not be revisited through this consultation:

- Elements of the DAMP that are statutory requirements under the Domestic Animals Act 1994.
- Council's resolved position on beach access rules.
- Cat management policy (night-time cat curfews remain in place; 24-hour containment will not be pursued).

2.4 Glossary

Item	Definition
Animal businesses	Includes veterinary services, animal shelters and rescues, animal daycare operators, paid dog walkers, obedience trainers and schools, pet shops, grooming services
Animal management patrols	Council's Local Laws Officers walking and driving around Bayside observing behaviours and issuing warning and fines where rules/laws/regulations are not being followed, as well as collecting stray or roaming dogs and cats and returning them to owners where possible
DAA	Domestic Animal Act 1994 (Victorian legislation)
DAMP	Domestic Animal Management Plan
Enforcement	Warnings and fines issued by Council Local Laws Officers to people who break Bayside's laws and restrictions
Environmental groups	Community run groups with interests in landcare and local flora and fauna, including "Friends of..." groups and social media groups/networks
Fetching Feedback	A program initiated during Phase 1 of this consultation on pet management in Bayside, where a group of 20 community members, independently selected to be broadly representative of Bayside, met 4 times in March and April to learn more about the issues and review aspects of our plans
Have your say	Bayside's dedicated community engagement website
Infringements	Fines issued by Council Local Laws Officers
N (participants)	Number of individuals who took part in an engagement activity.
n (responses)	Number of responses or comments collected. Because participants could provide more than one response, n may be larger than N.
Pet owners	People who have dogs or cats in their household, whether they are registered or unregistered
Pop-ups	Temporary information stands and displays appearing for 3-5 hours at locations around Bayside where community members could find out more from Council staff and representatives, provide feedback and complete the survey
Sporting clubs	Community run team sports groups who play on ovals and at Bayside reserves, including cricket, football, soccer and other sports

3 Consultation process

3.1 Consultation purpose

Between 20 August and 22 September 2025, Council conducted an engagement program to review the draft DAMP. Council sought to understand community views on the revision, particularly relating to:

- improved signage
- increased patrols
- education initiatives
- possible future regulation of dog walking businesses.

The objectives of the engagement were:

- To generate awareness of draft DAMP and understanding of proposed actions and the community feedback that has influenced these.
- To seek feedback on the draft DAMP from a broad section of the Bayside community – including non-pet owners.
- To create a balanced DAMP that promotes the safety and wellbeing of our pets, people and environment.

3.2 Consultation methodology to review the draft DAMP

The following activities were undertaken and effectively engaged a broad cross-section of the Bayside community:

- Project information, *Our new plan for pets* survey (online and paper), and hosted on the engagement platform *Have Your Say*
- Four pop-up engagement sessions at Bayside markets, parks and playgrounds where community could ask questions, provide feedback and complete survey questions these were supported by ChatterBox Projects (see ChatterBox Projects '*Domestic Animal Management Plan Place-based Pop-Up Overall Summary Report*' in [Appendix 2](#))
- Final online Fetching Feedback Group session

3.2.1 Communications activities

Website (78 visits to HYS page from Bayside website)

- Bayside website - banner on home page and news story
- News story on the Bayside website

Emails and newsletters

- *This Week in Bayside* email newsletter sent to >13,000 subscribers (generated 783 visits to HYS page from 4 editions)
- Email to 9,758 registered pet owners (generated 1281 visits to HYS page)
- Email to 4,121 Have Your Say subscribers
- Email to 378 DAMP project subscribers and Fetching Feedback applicants

Social Media (181 visits to HYS page from Facebook)

- 9 x organic posts on Facebook and Instagram promoting the survey and pop-up sessions reaching 15,983 BCC followers
- Sponsored post (\$300 spend) reaching a further 15,846 feeds

Signage and screens

- 55 corflute signs at parks and reserves around Bayside
- Digital displays on screen at Customer Service and libraries

The communications program undertaken to inform the community and encourage participation is shown in [Appendix 3](#).

Detailed analytics of communications can be found in [Appendix 4](#).

Engagement activities, timeframes and outcomes relating to this consultation are outlined below.

Table 1: Community Engagement Summary (20 August – 22 September 2025)

Activity Type	Details
Online Engagement	Platform: Have Your Say Contributors: 724 Contributions: 779 Project Followers: 317 (271 from Phase 1, 46 new)
Paper Survey	Participants: 64 Availability: Upon request, at pop-ups, and downloadable via Have Your Say
Pop-Up Engagement Sessions	Estimated Participants: ~400 Interactive Activities: ~113 participants Survey Responses per Pop-Up: 11–20 Locations & Dates: • Bayside Farmers Market, Sandringham – 23 Aug (8am–1pm) • Dendy Park, Brighton – 6 Sep (8am–11am) • Thomas Street South, Hampton – 20 Sep (10am–1pm) • Beaumaris Farmers Market – 21 Sep (9am–1pm)
Fetching Feedback Group	Date: 4 September 2025 Participants: 8 Purpose: Presentation to close the loop and seek final feedback

4 Participant profile

Feedback was gathered via the following consultation methods:

- Online *Our new plan for pets* survey on the *Have Your Say* project page (761 responses)
- Paper survey (64 responses)
- Pop-up events (~400 people engaged)
- Correspondence to Council (no written submissions).

Our new plan for pets survey participants were invited to provide demographic information. gender, age, and residential suburbs were captured to demonstrate the breadth of participation across the Bayside municipality. They were also asked some preliminary questions about their pet ownership. This Participant Profile section of the report relies heavily on the information provided by the 825 participants in the *Our new plan for pets* survey.

4.1 Demographics of survey participants

To help place the survey responses in context, this section compares the demographic profile of participants with data from the 2021 Census for the Bayside municipality. Census figures provide a baseline for understanding how closely survey respondents reflect the wider Bayside community across age, gender, and suburb of residence. For suburb-level comparisons, detailed data is available here: <https://profile.id.com.au/bayside>

Table 2: Gender, age and suburb of survey participants

	Demographic group	Survey participants (N)	Survey participants (%)	Bayside 2021 Census (%)
Gender	Male	257	31.2%	47.8%
	Female	545	66.1%	52.2%
	Non-binary	1	0.1%	-
	Prefer to self-identify	1	0.1%	-
	Prefer not to say	21	2.5%	-
Age	Under 18	14	1.7%	17.4%
	18 - 29	19	2.3%	15.6%
	30 - 49	171	20.7%	23.6%
	50 - 69	467	56.6%	27.8%
	70 or over	139	16.9%	15.6%
	Prefer not to say	15	1.8%	-
Suburb	Beaumaris	160	19.4%	12.8%
	Black Rock	71	8.6%	6.2%
	Brighton	135	16.4%	23.7%
	Brighton East	83	10.1%	15.6%
	Cheltenham	37	4.5%	3.9%
	Hampton	150	18.2%	13.6%
	Hampton East	29	3.5%	4.9%
	Highett	46	5.6%	7.6%
	Sandringham	85	10.3%	11.8%
	Outside Bayside	13	1.6%	-
	Prefer not to say	16	1.9%	-

4.1.1 Pet ownership

Participants were asked about their pet ownership. Overall, the majority of survey respondents (85%) indicated that they had a pet, whereas only 12% indicated they did not have a pet. Most survey participants reported owning dogs (75%), while around one-quarter had cats (23%).

More specifically, most survey participants reported owning dogs, with 512 respondents (74%) owning dogs only. A smaller proportion, 84 participants (12%), reported owning cats only, while 99 participants (14%) said they owned both dogs and cats. In addition, 18 participants (2%) indicated that they owned another type of pet, such as birds, rabbits, or reptiles. Of those who reported having another pet, 16 also owned either a dog or a cat, highlighting that “other pet” ownership is most often in addition to dog or cat ownership rather than instead of it.

Among pop-up participants, dogs were the most common pet (51%), followed by cats (15%). Smaller numbers reported having fish (9%), rabbits or guinea pigs (5%), or birds (2%). Around 17% said they did not have any pets.

Question:	Do you currently have a pet?
Asked in:	Online and paper survey
Responses:	825 participants responded
Notes:	Participants could choose one of three options.

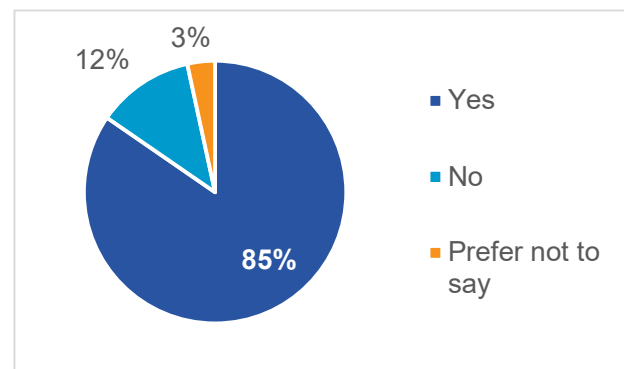


Figure 1: Do you currently have a pet? (Survey responses) (N=825)

Question:	What pets do you have?
Asked in:	Online and paper survey, pop-ups
Responses:	Online and paper survey: 812 responses from 697 participants Pop-ups: 352 participants responded
Notes:	Participants could choose from three options, and indicate other pets in a free text field. Other pets mentioned: birds (9), rabbits and guinea pigs (21), chickens (3), fish (38), reptiles (4).

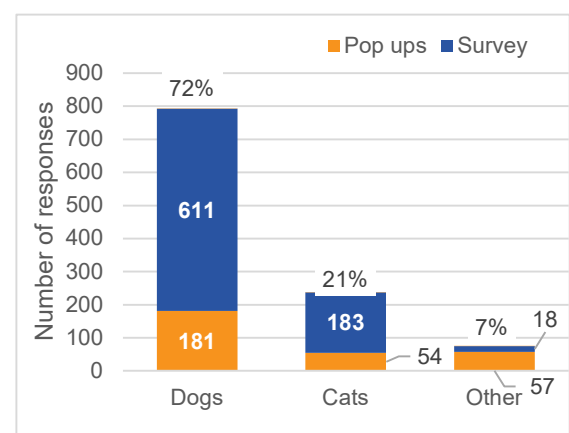


Figure 2: What pets do you have? (Survey responses) (N=1,049)

4.2 Characteristics of dog owners who completed the survey

4.2.1 Preferred time to walk dogs

Dog owners were asked what time of day they preferred to walk their dogs. Overall, the most popular times for walking dogs were mid-morning (21%) and evening (18%), followed closely by early morning (16%) and afternoon (13%).

Question:	What are your favourite times to walk your dog? (select up to two)
Asked in:	Online and paper survey
Responses:	1238 responses from 610 participants
Notes:	Online and paper participants could choose up to two from a list of seven response options.

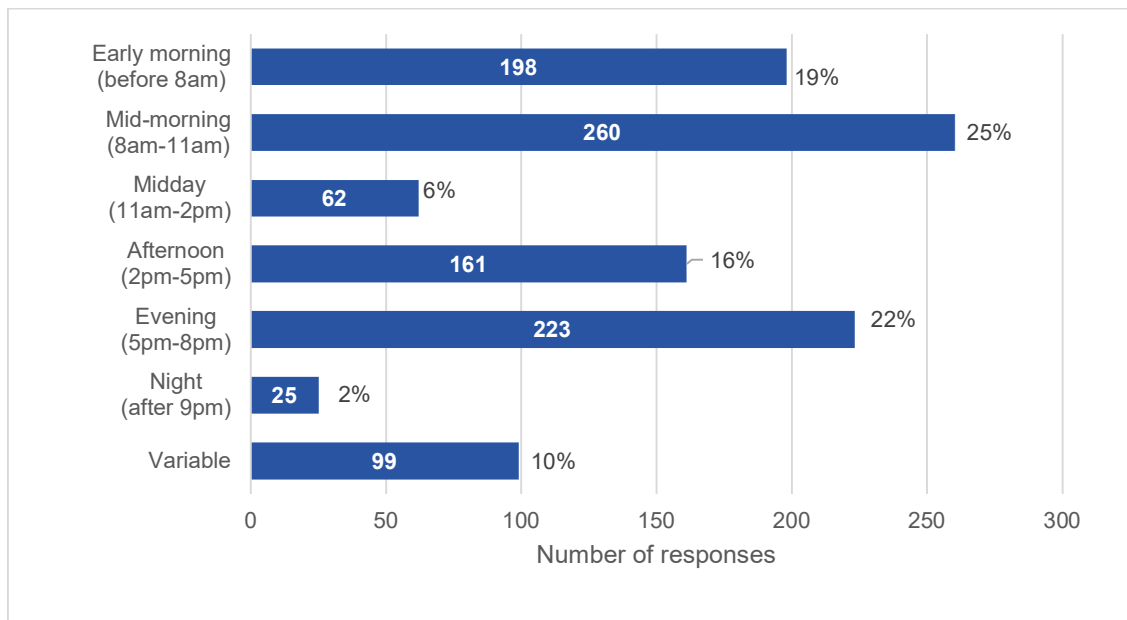


Figure 3: What are your favourite times to walk your dog? (Survey responses) (n=1238, N=610)

4.2.2 Use of dog walking services

Dog owners were asked if they had ever used a dog walking service. Overall, most participants (85%) reported they had never used a dog walking service.

Question:	Have you ever used a dog walking service?
Asked in:	Online and paper survey
Responses:	611 participants responded
Notes:	Online and paper participants could choose one from a list of seven response options.

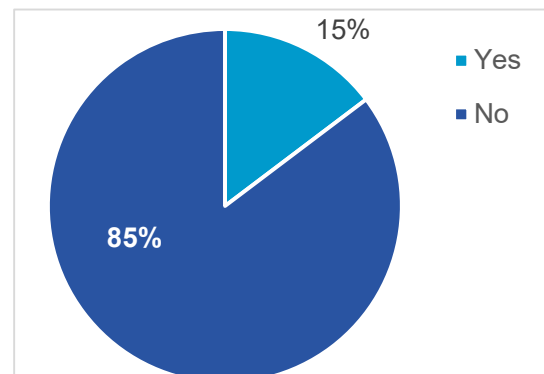


Figure 4: Have you ever used a dog walking service? (Survey responses) (N=611)

4.2.3 Involvement in a domestic animal business

Participants were asked if they were involved in a domestic animal business, such as vet clinic, groomer, trainer, walker or dog daycare. Almost all participants (98%) reported they were not involved in a domestic animal business such as a vet clinic, groomer, trainer, walker, or dog daycare.

Question:	Are you involved in a domestic animal business (e.g., vet clinic, groomer, trainer, walker, dog daycare)?
Asked in:	Online and paper survey
Responses:	822 participants responded
Notes:	Participants could choose one from a list of 2 response options.

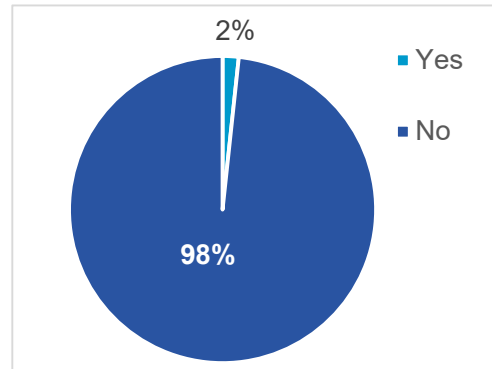


Figure 5: Are you involved in a domestic animal business? (Survey responses) (N=882)

5 Consultation findings

This section summarises community feedback from Stage 2 engagement on the draft Domestic Animal Management Plan (DAMP). Insights were gathered through surveys, pop-up events, and the Fetching Feedback group, with contributions from both pet owners and non-pet owners. Feedback focused on the draft plan's main themes—enforcement, signage, education, and the role of dog walkers and other animal businesses—along with broader comments on animal management and the accessibility of information. The following sub-sections present these findings, combining survey data with qualitative input to reflect the range of views expressed.

Note: In this section, N refers to the number of participants and n refers to the number of responses. In activities where participants could provide more than one response, n is used and may be larger than N. In the interest of stakeholder and community privacy, individual quotes have not been included within this public document.

5.1 Enforcement

5.1.1 Effectiveness of animal management laws

Participants were asked about the effectiveness of enforcement of animal management laws in Bayside.

Survey respondent views on the enforcement of animal management laws in Bayside were mixed. Around two in five participants rated enforcement as at least moderately effective (42%), while a similar proportion saw it as only slightly effective or not at all effective (32%). A large proportion of respondents (26%) were uncertain.

Question:	How would you rate the enforcement of animal management laws in Bayside?
Asked in:	Online and paper survey
Responses:	823 participants responded
Notes:	Participants could choose one from a list of six response options.

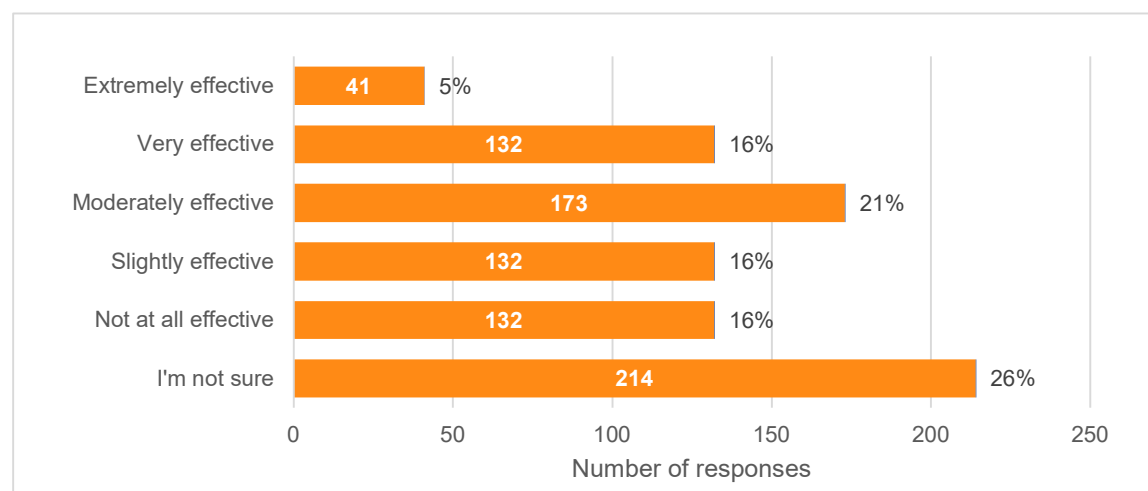


Figure 6: How would you rate the enforcement of animal management laws in Bayside? (Survey responses) (N=823)

5.1.2 Approach to encouraging responsible pet ownership

Participants were asked what approach Council should take to encourage responsible pet ownership, participants were asked to choose between continuing with an education first approach, issuing infringements (fines) for all offences, or basing the approach on the offence.

Most survey participants (48%) supported Council continuing to base its response on the type and seriousness of the offence, while just over a third (37%) preferred maintaining an education-first approach. A smaller group (12%) felt that fines should be issued for all offences, while very few (3%) were unsure.

A majority (59%) of pop-up participants preferred a balanced, offence-based approach (education for minor issues; fines for safety risks/repeat offences). Education-first still has substantial support (30%). A smaller group (10%) favoured fines for all offences.

Question:	Council currently prioritises education when engaging with pet owners who are not following animal management rules, with infringements (fines) typically issued for repeat offences. Which approach do you think Council should take to ensure responsible pet ownership?
Asked in:	Online and paper survey, pop-up survey
Responses:	Online and paper survey: 825 participants responded Pop-ups: 115 participants responded
Notes:	Participants could choose one from a list of four response options.

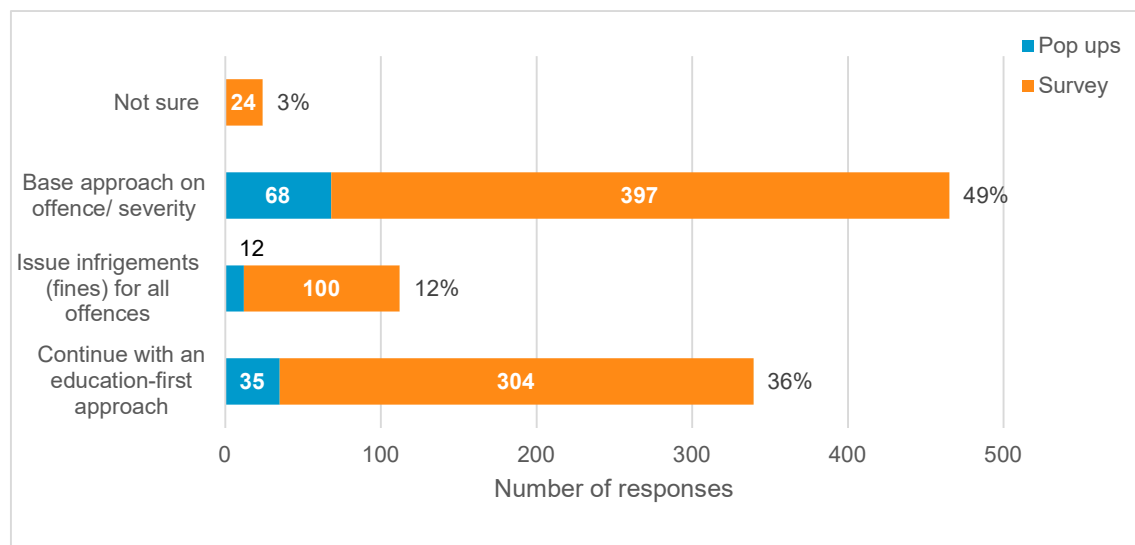


Figure 7: Which approach do you think Council should take to ensure responsible pet ownership? (Survey responses) (N=940)

5.1.3 Effectiveness of targeted compliance campaigns for improving responsible pet ownership

Participants were asked how effective targeted compliance campaigns would be for improving responsible pet ownership.

Most survey participants reported a belief that targeted compliance campaigns would help improve responsible pet ownership. Over 60% rated them as moderately, very, or extremely effective, while about 30% saw them as only slightly or not at all effective. Around 1 in 10 participants were unsure.

The data from pop-up participants was similar, with again over 60% rating them as moderately, very, or extremely effective. Around 36% felt campaigns would be slightly or not effective.

The Fetching Feedback was asked to consider what sort of things might influence if an infringement of the DAMP should trigger education or a fine, while there were mixed responses generally the group seemed to favour a warning for the first offence, but also highlighted, that intention, impact on public safety and clear signage about offences, would need to be considered when deciding between education and enforcement.

Question:	How effective do you think targeted compliance campaigns would be for improving responsible pet ownership (e.g., intensive patrol periods at specific locations)?
Asked in:	Online and paper survey, pop-up survey
Responses:	Online and paper survey: 825 participants responded Pop-ups: 114 participants responded
Notes:	Participants could choose one from a list of six response options.

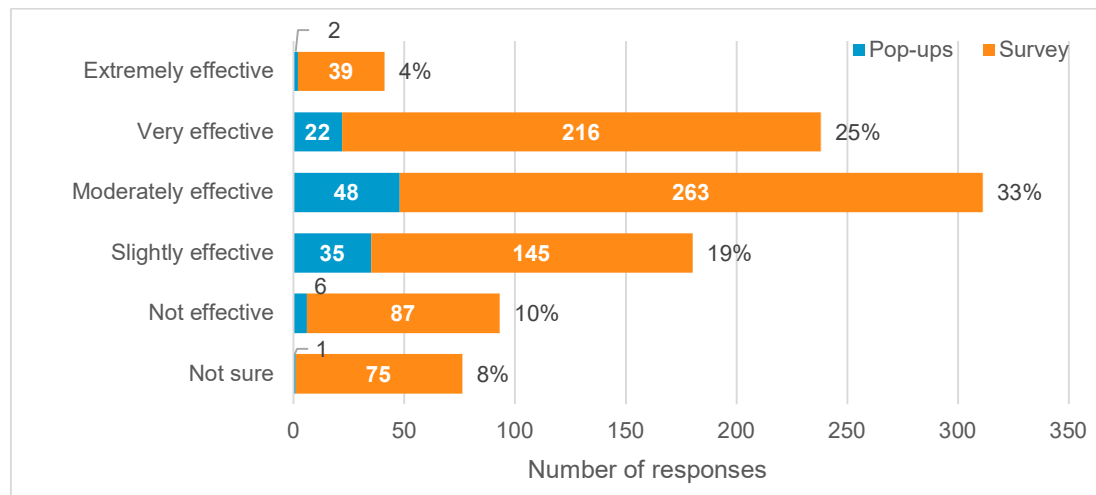


Figure 8: How effective do you think targeted compliance campaigns would be for improving responsible pet ownership? (Survey responses) (N=939)

Question:	What are key considerations when deciding between education and enforcement for animal management infringements?
Asked in:	Fetching Feedback group
Responses:	8 participants responded
Notes:	The Fetching Feedback group were provided with the preliminary data indicating that the community favoured a enforcement approach that was measured according to the offence. They were asked to comment on what sort of things might influence the choice between education and issuing an infringement (fine).

Verbatim written insights from Fetching Feedback group (N=8)

Distance from the owner, the dog needs to be under effective control, but how do you prove it?

First offence is a warning if there is no clear signage, second offence is informed and should be a fine.

Follow up warning with email to ensure education and understanding next time it's a fine.

No warnings, straight up penalties. Unless dog gets out accidentally. Intention and negligence need to be proven.

Only 9 people to enforce across the municipality (and other jobs too) - bit of a stretch for them to monitor every area.

The penalty should be commensurate with the offence, the higher the risk to safety, the higher the penalty.

Warnings a good idea. But how often would one of the 9 get to see repeat offences?

Warnings can be a deterrent but need to be backed up by fines for subsequent events.

Where there is clear signage, there is no excuses.

5.1.4 Locations for increased animal management patrols

Participants were asked to indicate where they believed animal management patrols were most needed, as well as the reasons for their selection. This section comprises a map of areas selected in the survey and general analysis of the comments for both survey and pop-ups. The survey data is then analysed by suburb, yielding insights into location-specific concerns.

For survey responses (Figure 9), the most common concern was dogs off-leash or not being monitored (42%), followed by dog poo not being picked up (19%). Smaller groups highlighted issues such as dogs near children, playgrounds, or sporting areas (9%).

Question:	Where in Bayside needs more frequent animal management patrols?
Asked in:	Online and paper survey, pop-up events
Responses:	Online and paper survey: 465 responses from 289 participants Pop-ups: 67 responses
Notes:	(Online) Participants could drop a marker on the map and explain why. (Pop-ups) Participants could place a dot and provide comments on a sticky note.

Key locations by suburb

Hampton (98 mentions) and Brighton (96) were the suburbs most frequently identified as needing more frequent animal management patrols, followed by Beaumaris (69). All beaches, the Bay Trail and most parks and reserves were identified as places where survey participants would like to see more patrols.

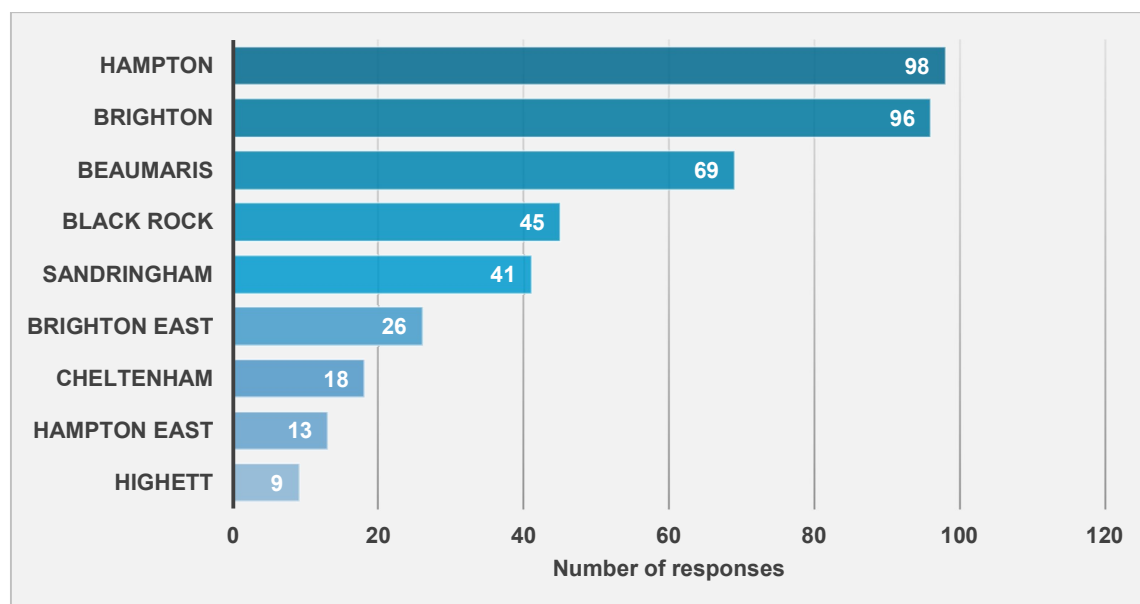


Figure 9: Number of locations identified by participants as needing more frequent animal management patrols, by suburb and frequency

Table 3: Key locations for increased patrols by suburb

Suburb	Number of mentions	Locations Mentioned
Hampton	98	Hampton foreshore (esp. near Life Saving Club) Thomas Street Reserve Hampton Street near Woolworths
Brighton	96	Beaches and foreshore (esp. Brighton Dog Beach) Elsternwick Park William Street Oval Church and Bay Streets
Beaumaris	69	Rickett's Point and surrounding beaches Donald McDonald Reserve Banksia Reserve Beaumaris Reserve
Black Rock	45	Beaches and Bay Trail Half Moon Bay beach near sailing club
Sandringham	41	Beaches (esp. near Sandringham Yacht Club) Shared pathways Royal Avenue Dog Park
Brighton East	26	Dendy Park Landcox Park
Cheltenham	18	Cheltenham Park and Jack Barker Oval Park Road
Hampton East	13	Basterfield Park Wishart Reserve
Highett	9	Peterson Street Reserve

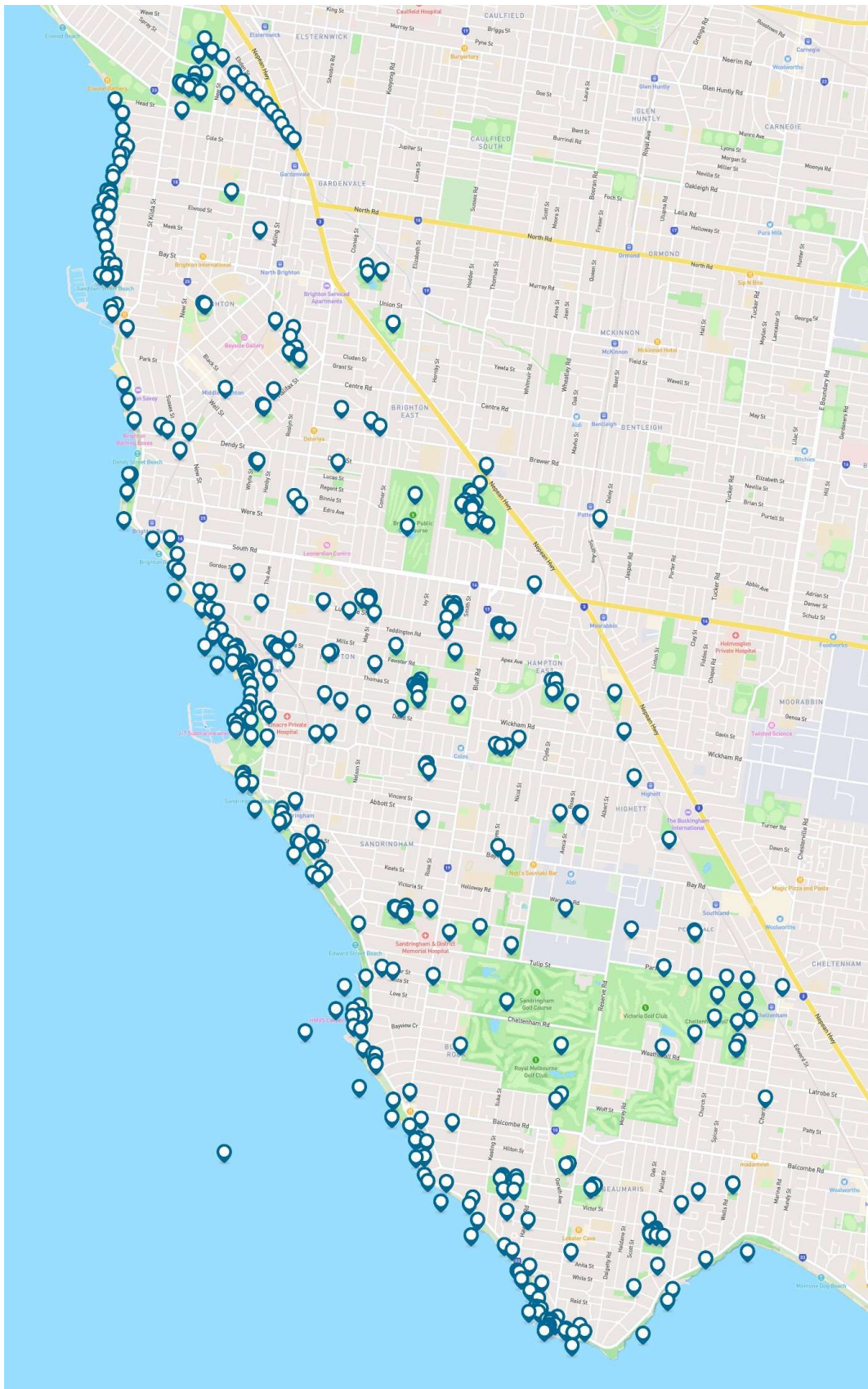


Figure 10: Map of Bayside showing locations identified by participants as needing more frequent animal management patrols (N=289)

Table 4: Themes regarding the need for increased patrols

Theme	Summary of Responses
Comment only names location (54 mentions)	Many participants simply dropped a pin or mentioned a suburb, park, or foreshore without elaborating. These entries suggest areas of interest or concern but don't provide specific detail about issues.
Dog waste (111 mentions)	A recurring frustration was the visibility and smell of uncollected dog poo, especially along beaches, foreshore trails, and parks. People often described these areas as unpleasant, unhygienic, or unsafe for children and other park users. Some expressed that more bins or stricter enforcement would help.
Dogs aggressive/attack (30 mentions)	Participants shared worries about dogs behaving aggressively toward people, children, other pets, or wildlife. Many described feeling unsafe in public spaces when dogs were not under control. Some concerns extended to vulnerable wildlife being harassed or injured.
Dogs and children/playgrounds/sports (52 mentions)	Respondents flagged risks of dogs mixing with children in playgrounds, school ovals, or sports fields. The language often conveyed parents' anxiety about children being knocked over, frightened, or bitten. There was also mention of dog mess affecting sporting areas.
Dogs mistreated (5 mentions)	Some patrol comments highlighted welfare issues such as dogs being left in hot cars, chained, under-exercised, or treated harshly by owners. These were expressed with concern or distress, showing empathy for the animals.
Dogs off leash/not monitored (243 mentions)	By far one of the most common issues. People often spoke about dogs running uncontrolled in areas where they should be leashed, chasing wildlife, bothering other dogs, or startling children. Many expressed frustration at owners not paying attention, being on their phones, or assuming others were comfortable with roaming dogs.
Other (49 mentions)	This category gathered a range of miscellaneous feedback — from requests for more signage and education, to worries about noise, parking, or general park management. Some also raised positive comments about shared enjoyment of open spaces, but wanted clearer rules.
Poisons or chemicals (2 mentions)	Respondents noted concerns about baiting, poisons, or hazardous substances being left in reserves or foreshore areas. The language often carried a sense of alarm, with fears for both dogs' safety and risks to children.
Professional dog walkers (4 mentions)	Some people observed commercial walkers with large groups of dogs, sometimes more than could be managed safely. Concerns focused loss of control and walkers not paying adequate attention.

Theme	Summary of Responses
Protection for environment (24 mentions)	Strong themes of environmental stewardship came through. People spoke about dogs disturbing wildlife, damaging dunes, or eroding sensitive habitats. Some highlighted specific locations like bird nesting sites or marine sanctuaries, with a tone that stressed responsibility and balance between recreation and conservation.

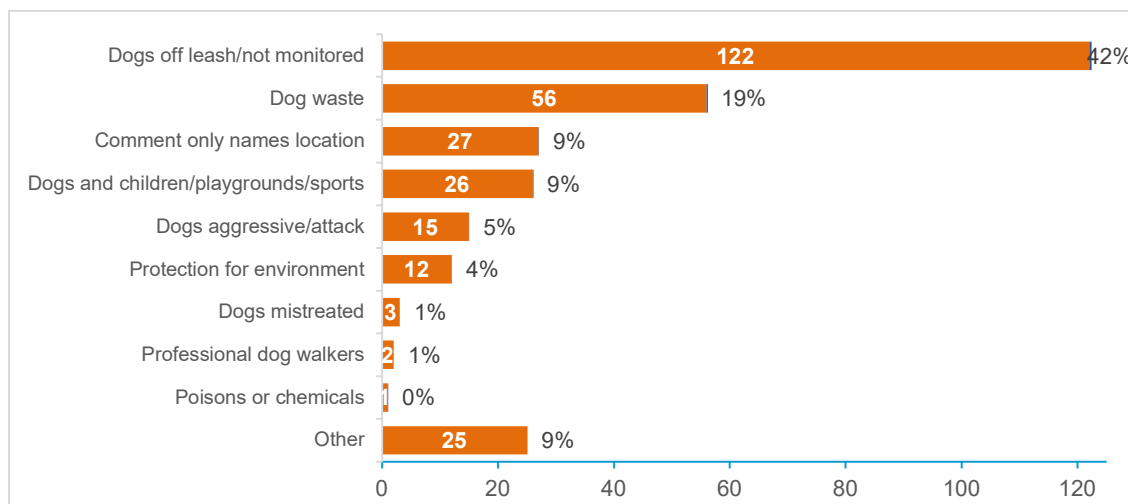


Figure 11: Why do you think this area needs more frequent animal management patrols? (Themes in survey responses) (N=289)

Detailed breakdown of **concerns by suburb** can be found in [Appendix 5](#).

Pop-up insights (N = 67 with comments relating to 33 locations)

At each pop-up event, a large map of Bayside was displayed, and participants were invited to place dots and comments to show where they experienced issues with animal management. This activity provided highly specific, place-based insights that went beyond general opinions, helping identify hotspots for patrols, signage, and facilities. Participants also provided general comments about the DAMP and managing pets in Bayside.

Across the four pop-ups, the most frequently raised hotspots were:

- Foreshore/beaches & Bay Trail (Hampton, Sandringham, Brighton, Black Rock).
- Major reserves (Cheltenham Park, Chisholm Reserve, Stanley Ave Reserve, Wishart Reserve, Donald McDonald Reserve).
- Playgrounds and local streets (Holyrood St, Wilson Reserve, Peterson St, residential streets in Beaumaris).

The strongest themes tied to locations were:

- Dogs off-leash where they shouldn't be.
- Dog poo not being collected.
- Need for more bins, bag dispensers, and clearer signage.
- Requests for off-leash hours or fenced areas in smaller local parks.

5.2 Signage

5.2.1 Ease of understanding Bayside's current dog restriction signage

Respondents were asked to rank how easy it is to understand Bayside's dog restriction signage. Overall, most participants reported that Bayside's dog restriction signage was easy to understand, both along the foreshore/beaches and in parks and reserves.

- **Foreshore/Beaches (n=795):** Almost six in ten participants found signage easy to understand, with 31% saying "very easy" and 26% "somewhat easy." Around one in five (19%) found it "somewhat difficult" or "very difficult."
- **Parks and Reserves (n=782):** Results were very similar, with 33% saying signage was "very easy" and 31% "somewhat easy." A smaller share (15%) were neutral, while only 15% found it difficult to understand.

In both settings, only a small proportion (4–5%) were unsure, suggesting that most participants had a clear opinion on signage clarity.

Question:	How easy is it to understand Bayside's dog restriction signage: Along the foreshore / beaches?
Asked in:	Online and paper survey
Responses:	795 participants responded
Notes:	Participants could choose one from a list of six response options.

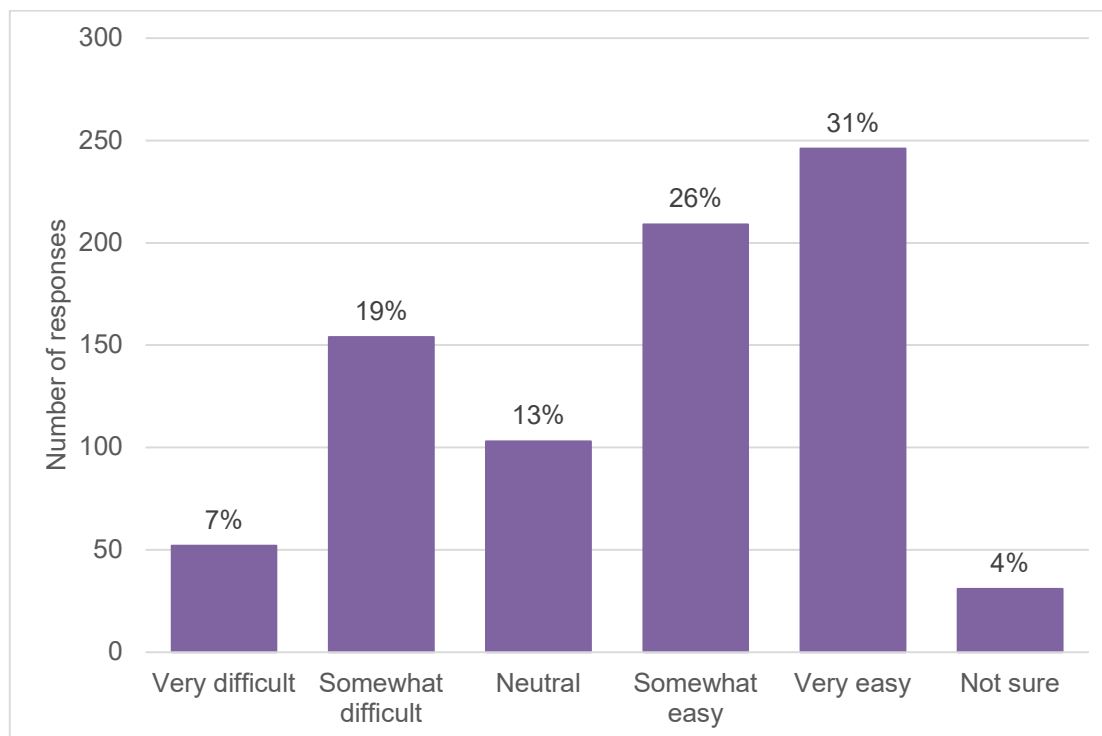


Figure 12: How easy is it to understand Bayside's dog restriction signage: Along the foreshore / beaches?" (Survey responses) (N=795)

Question:	How easy is it to understand Bayside's dog restriction signage: Parks and reserves?
Asked in:	Online and paper survey
Responses:	782 participants responded
Notes:	Participants could choose one from a list of six response options.

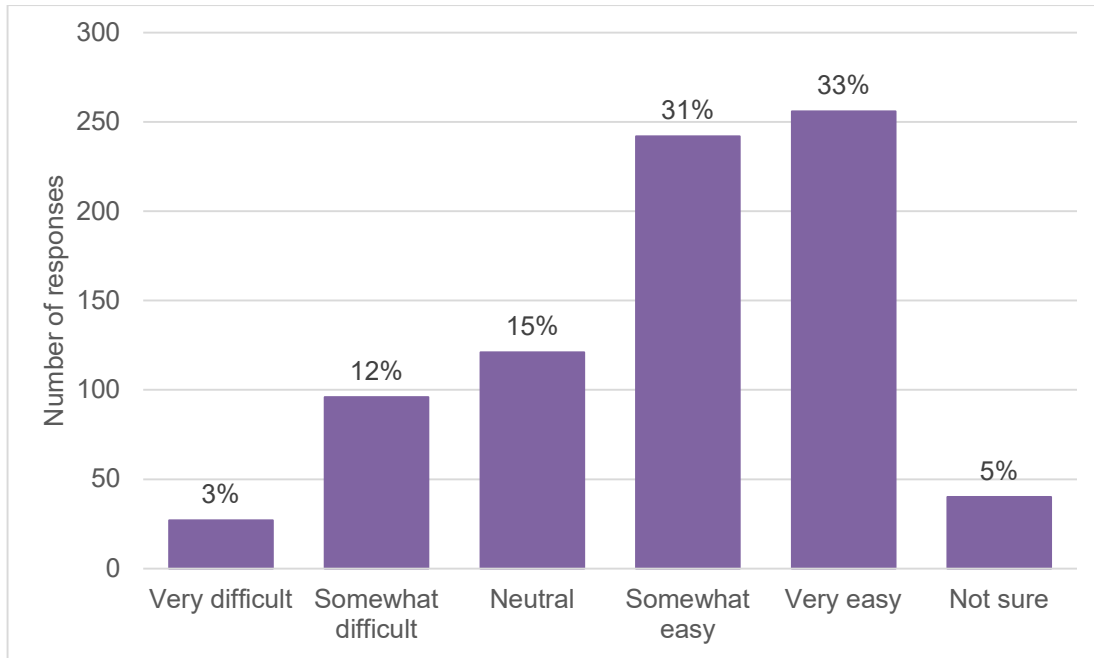


Figure 13: How easy is it to understand Bayside's dog restriction signage: Parks and Reserves? (Survey responses) (N=782)

5.2.2 Useability of QR codes on signage

Respondents were asked if they would use a QR code to access more information if it were available. Participants were asked if they would use a QR code on signage to access more information. Just under half (47%) said they would not use a QR code, around one-third (32%) said they might use one, while only one in five (21%) said they would use a QR code. These results suggest that while QR codes could be useful for some, most participants were either unlikely to use them or unsure.

Question:	If a sign included a QR code linking to more information, would you use it?
Asked in:	Online and paper survey
Responses:	814 participants responded
Notes:	Participants could choose one from a list of three response options.

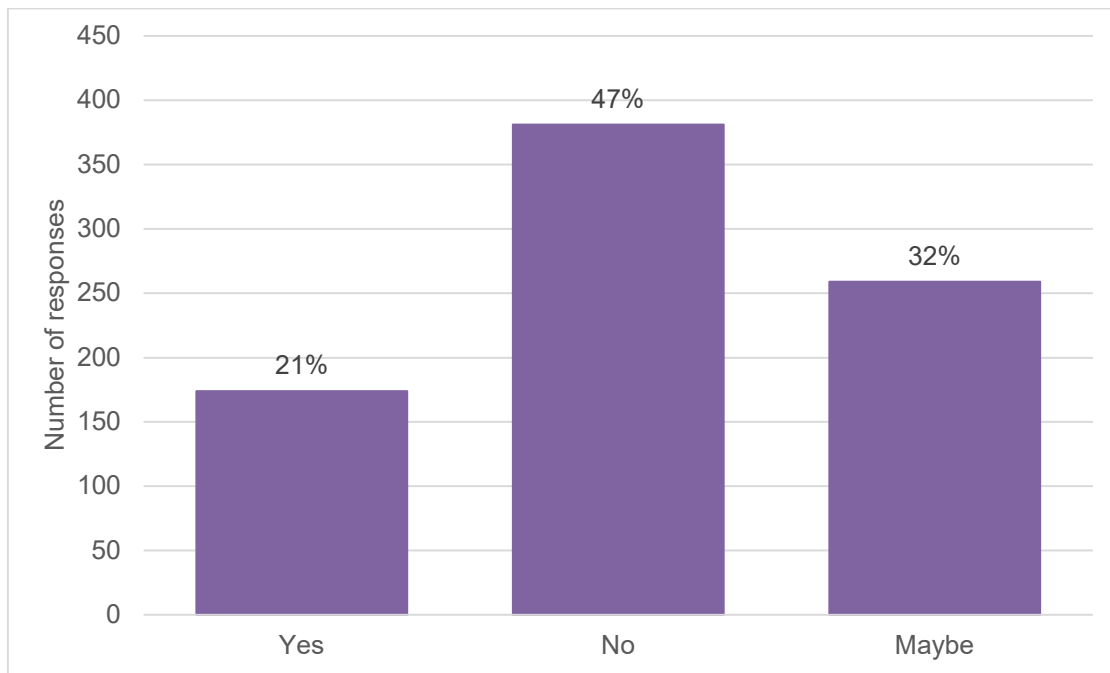


Figure 14. If a sign included a QR code linking to more information, would you use it? (Survey responses) (N=814)

5.2.3 Review of new signage options

Participants were presented with three sets of signs and asked to pick which set made the most sense. Among the survey responses (Figure 15), Option A was by far the most popular, chosen by almost two-thirds of respondents (64%), while Option B was selected by one-quarter (25%) and Option C was the least popular, with only 11% choosing it.

Among the pop-up participants (Figure 15), more than three-quarters of participants (77%) selected Option 1, making it the overwhelmingly preferred signage style across all four pop-ups. Only 10% chose Option 2 and just 2% chose Option 3, showing very low overall support for these designs. Around 10% of participants actively selected None, signalling dissatisfaction with all three signage options.

Question:	Which set of signs makes the most sense to you?
Asked in:	Online and paper survey, pop-up events
Responses:	Online and paper survey: 759 participants responded Pop-ups: 112 participants responded
Notes:	Participants could choose one from a list of three response options (pictured below).



Option A

Option B



Option C

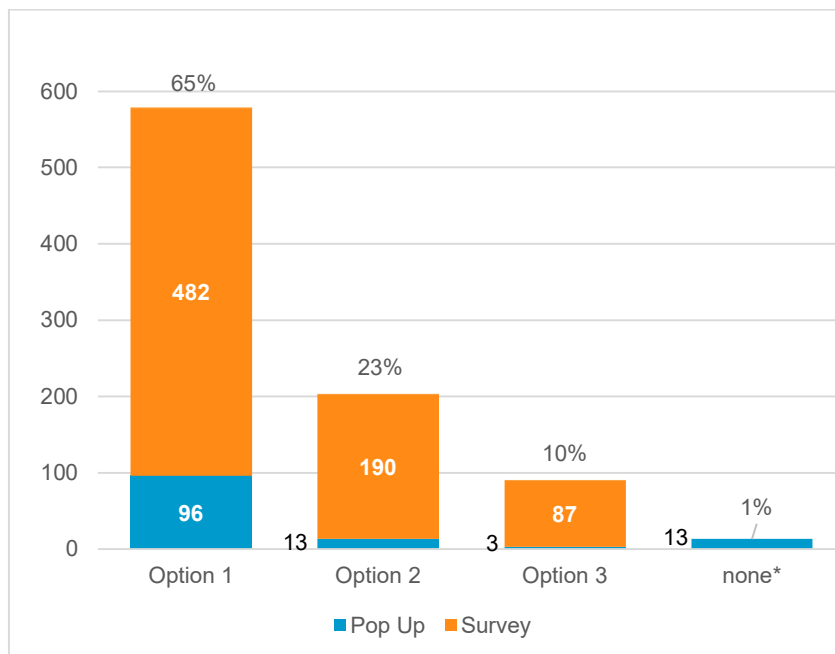


Figure 15: Which set of signs makes the most sense to you? (Survey responses) (N=871)

5.2.4 Signage improvement suggestions

Participants were then invited to offer suggestions for improving signage.

Overall, the 286 responses provided suggestions for improving signage that chiefly covered the themes of content & clarity and design & visibility. The most common suggestions were to keep signage simple (15%) and make messaging clear (13%). Other frequent suggestions included including specific dates or seasonal changes (11%), making signs bigger or more visible (10%), and mentioning fines or penalties for non-compliance (7%). Table 5 gives the themes and suggestions with frequency counts, and Figure 16 offers a bar chart view of the data sorted by frequency.

Pop-up participants indicated that signs should be highly visual and easy to understand, noting that different types of signs may suit different locations (i.e. beach or park).

The Fetching Feedback group were asked to comment on the most preferred sign indicated by the survey data and were asked what should be added. The feedback indicated a range of things that people needed to know and understand but also favoured keeping them simple with a suggestion of QR codes being used to convey location specific information.

Question:	Have you got any suggestion for how to improve our signage?
Asked in:	Online and paper survey, pop-up events
Responses:	Online and paper survey: 286 participants responded Pop-ups: 17 comments received Fetching Feedback group: 8 participants responded
Notes:	Participants were presented with a free text box in which to give suggestions. Responses were coded by theme and suggestion – each response could contain one or more themes.

Table 5: Themes around suggestion on how to improve our signage

Theme	Suggestion	Mentions
Content & Clarity	Add maps or clarify boundaries of restrictions	15
	Include phone numbers	2
	Include specific dates or change signs seasonally	41
	Include times	21
	Mention fines/non-compliance penalties	24
Design & Visibility	Blend options	8
	Keep signage simple	55
	Make messaging clear	48
	Make signage bigger/more visible	36
	Make signage colourful/colour-coded	13
	Use images and pictorials	17
	Keep messages consistent	5
Digital & Accessibility Enhancements	Include QR codes	11
	Provide translations for non-English speakers	7
Placement & Coverage	Ensure signage everywhere along foreshore	4
	Place signage in visible locations (e.g. entrances/car parks/pay stations)	22
	Provide more signage	19
No comment	"No" response	9
Uncategorised	Uncategorised	66

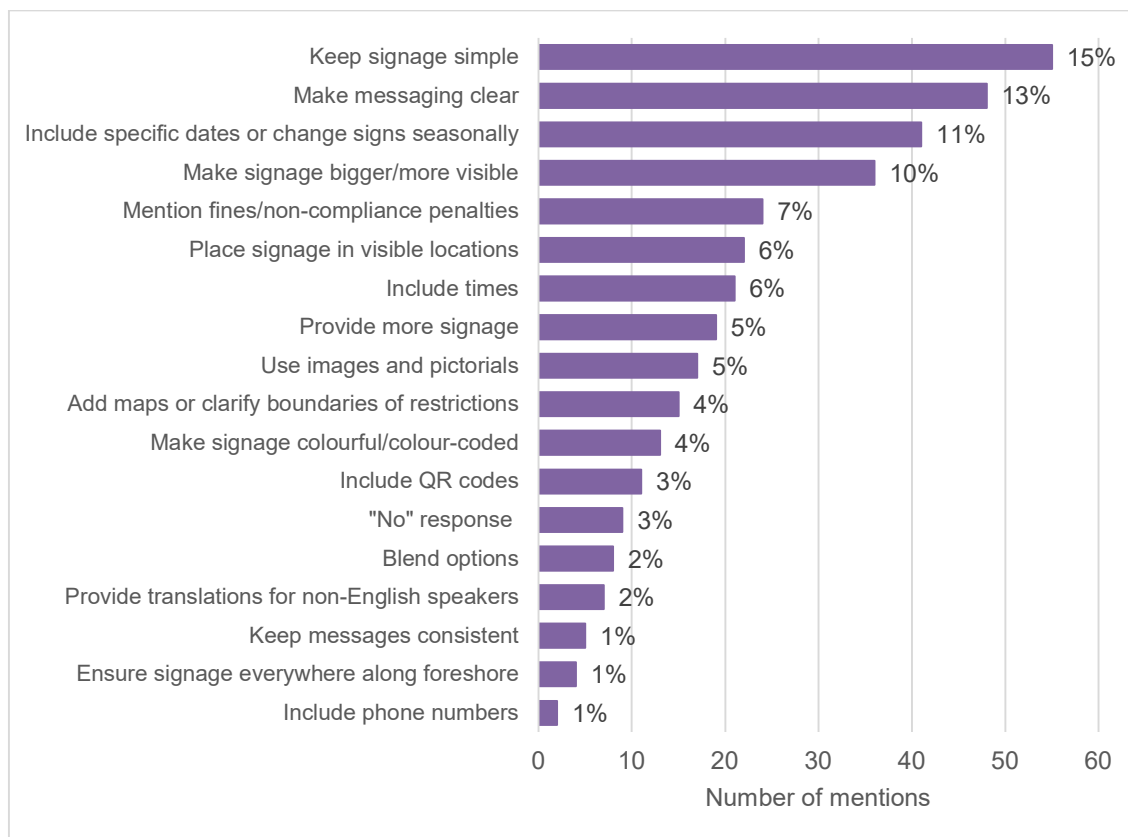


Figure 16: Have you got any suggestion for how to improve our signage? (Themes in survey responses) (N=286)

A number of survey responses remained “uncategorised”. The range of diverse topics included: suggestions for changing the rules, comments on preference of options A, B or C, suggestions for providing more waste bags alongside signage, reports of dog owners ignoring signage, calls for fewer restrictions, calls for more dog parks, dislike for QR codes, suggestions to maintain signage better, comments on education of council enforcement officers, positive comments on the system working well, and suggestions to keep the signage consistent.

Insights from pop-ups (n=17)

Pop-up participants want signs to be highly visible, simple, and easy to understand (large fonts, clear colours).

- Some feedback suggested Option 2 worked better in parks but not beaches, pointing to potential location-specific adjustments.
- Calls for bright colours (e.g. yellow) and concise messaging (e.g. “On path. On leash”) highlight the need for clarity over detail.
- QR codes received mixed feedback, some found them useful, while others expressed security concerns

Question:	What else do these beach signs need?
Asked in:	Fetching Feedback group
Responses:	8 participants responded
Notes:	Participants were presented with the preliminary data indicating the community preference for option A and asked to identify what else should be added to make these signs suitable for the community.

Table 6: Verbatim written insights from Fetching Feedback group (N=8)

Fetching Feedback group comments
<i>Make it clear it applies to the beach area only – sand area only. Dogs on leash on the track at all times.</i>
<i>Include QR code with other languages to access for people who don't speak English as a first language.</i>
<i>QR codes need to link to the specific beach area of relevance, or at least take you to the relevant restrictions (we don't know if it does).</i>
<i>Parks Vic needs to provide signage about the Rickett's Point marine park, explaining why the rock areas are off limits.</i>
<i>If there's a penalty, it should state what it is if you don't comply with the rule.</i>
<i>Other signage on tracks and foreshore should be clear dogs on lead at all times.</i>
<i>Should be displayed on entry to the beach at the start of the sand area.</i>
<i>Is summer just school holidays?</i>
<i>Is the beach just the sand and water area or is it the whole foreshore including grassed areas & trails & walking areas (up to Beach Rd). Not clear, needs to be in signage.</i>
<i>What happens in Autumn and Spring, it needs to be clearer what time period it refers to.</i>

5.3 Education

5.3.1 Suggested focus areas for responsible pet ownership education campaigns

Respondents were asked their thoughts about areas for education on responsible pet ownership. Participants identified a wide range of priorities for responsible pet ownership education campaigns. The strongest support was for raising awareness about picking up dog poo (16%) and clarifying where and when dogs can be off-leash (16%). Other popular topics included dog training and behaviour support (11%), preventing dog attacks (10%), and cat night-time curfews (9%).

Question:	What topics should we focus on in education campaigns about responsible pet ownership?
Asked in:	Online and paper survey
Responses:	805 participants responded
Notes:	Participants could select all that apply from a list of thirteen response options. They were also offered an "Other" category with a free text box to provide a personalised response.

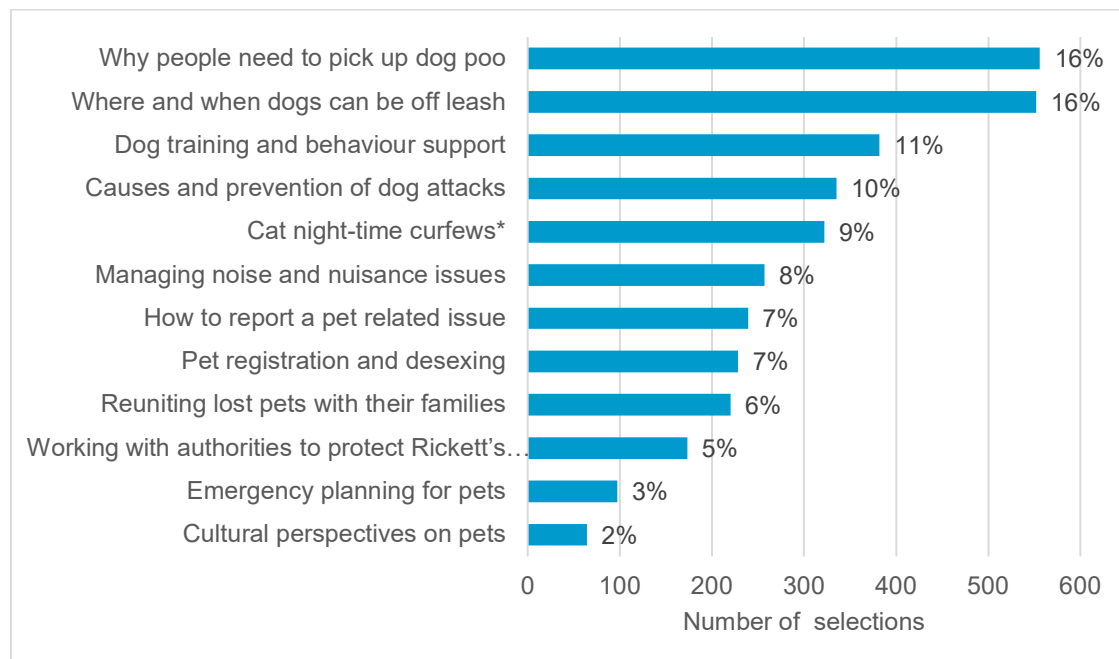


Figure 17. What topics should we focus on in education campaigns about responsible pet ownership? (Survey responses) (N=805)

Table 7: Summary of themes from 35 free text responses to an “Other” category

Theme	Main points from “Other” free text responses
Dog control & off-leash rules (6)	Recall and control standards, meaning of voice control, sharing off-leash areas, leash requirements, off-leash rules
Cat management / enforcement (5)	Acting on cat complaints, cat curfews, cats on leashes, no place for cats, enforcement around cats
Dog exercise & socialisation (3)	Daily walks, choosing breeds suited to lifestyle, importance of socialising, not leaving dogs home all day
Education & awareness campaigns (3)	Dogs’ positive role in community, signage about birds and habitats, officer visits to schools
Enforcement & penalties (3)	Clear messaging about fines, obeying rules or being fined, strict enforcement of penalties
Community respect & safety (3)	Respecting others in public, not approaching others’ dogs, dogs not barking/jumping at passers-by
Safety & aggression (3)	Preventing dog bites, muzzling risky dogs, what to do if attacked
Responsible ownership & care (3)	Desexing, avoiding cruelty and neglect, responsible vs irresponsible owners
Waste management (3)	Picking up faeces, waste dispensers, hygiene concerns
Noise complaint resolution (1)	Handling noise complaints fairly
Other (5)	Dog phobia desensitisation, fishing/collecting issues, non-pet owners’ attitudes, community contribution, dog walking companies

5.4 Dog walkers and animal businesses

5.4.1 Frequency of observing dog walking above the local law limit

Respondents were asked if they had observed dog walkers walking more than four dogs at one time. Almost three-quarters of participants said they had either never (46%) or only once or twice (27%) seen someone walking more than four dogs at once in the past 12 months. Smaller numbers reported sightings more frequently, ranging from every few months (8%) to daily (3%), while 4% were unsure (see Figure 18).

Question:	In Bayside, the Local Law allows someone to walk up to four dogs at a time. In the past 12 months, how often have you seen someone walking or exercising more than four dogs at once?
Asked in:	Online and paper survey
Responses:	820 participants responded
Notes:	Participants could choose one from a list of seven response options

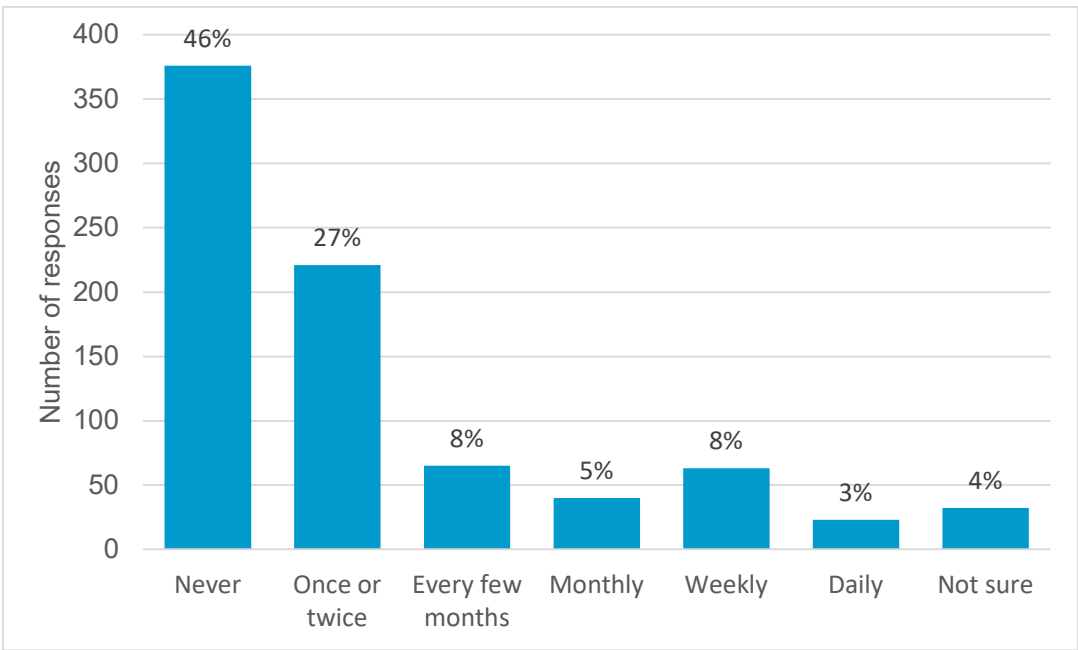


Figure 18. In the past 12 months, how often have you seen someone walking or exercising more than four dogs at once? (Survey responses) (N=820)

5.4.2 Impacts of professional dog walkers in local parks

Respondents were asked whether they had observed any issues caused by professional dog walkers in local parks or public spaces, and, if so, to describe the issues they had seen.

Most participants (67%) reported they had not observed any issues caused by professional dog walkers in local parks or public spaces (see Figure 19). Among the 64 participants who reported issues, Figure 20 shows that the most selected issues were dog walkers not supervising dogs (27%), dogs off-leash without effective control (25%), and dog walkers with more than four dogs (23%).

Question:	Have professional dog walkers caused or contributed to any issues in your local parks or public spaces?
Asked in:	Online and hardcopy survey
Responses:	814 participants responded
Notes:	Participants could select one of three initial response options. If 'Yes' was selected, they were then invited to choose up to five from a further list of five options, as well as offered an 'Other – please specify' to provide a personalised response.

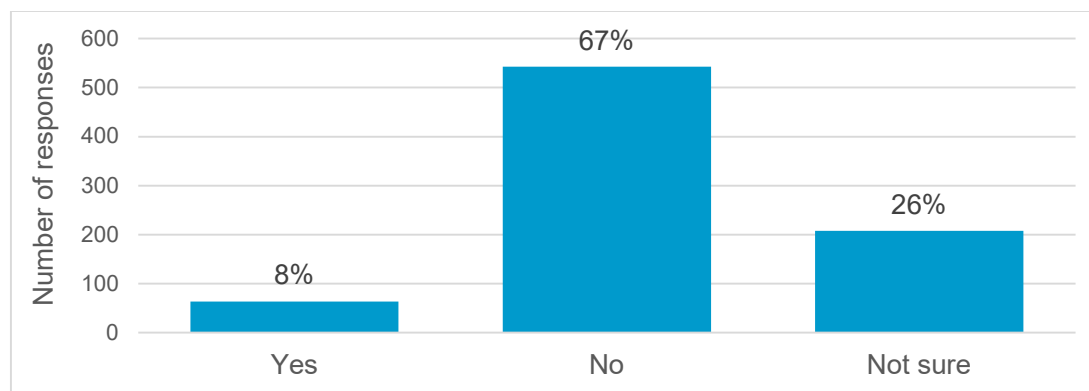


Figure 18: Have professional dog walkers caused or contributed to any issues in your local parks or public spaces? (Survey responses) (N=814)

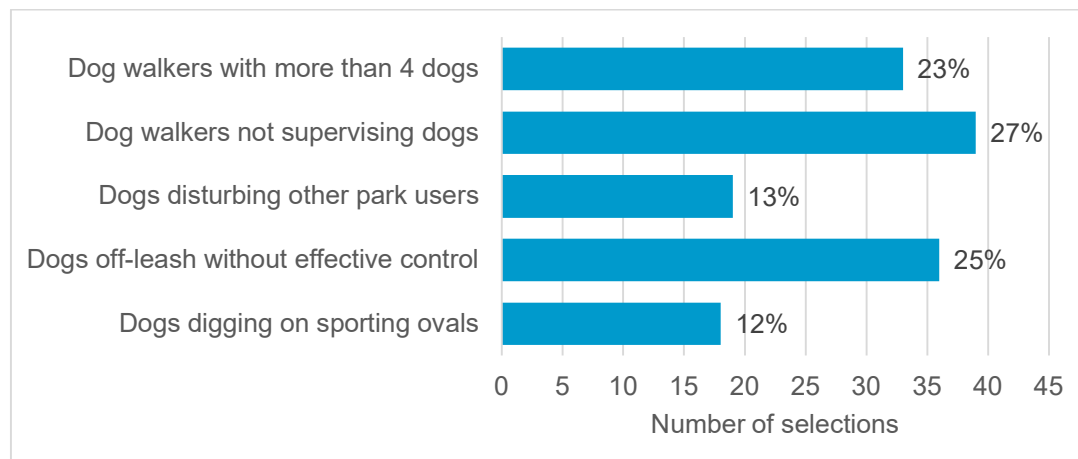


Figure 19: What was the issue you observed with professional dog walkers? (Survey responses) (n=145)

Table 8: Other issues with professional dog walkers

Summary of themes from 14 free text responses:
Aggression & control: Aggressive dogs and groups not under effective control (3)
Waste issues: Dog walkers failing to pick up dog poo consistently (10)
Regulation: Limit dog numbers and require registration/fees for commercial walkers (1)

5.5 Additional feedback and comments

5.5.1 Additional comments on domestic animal management

Participants were given the opportunity to provide additional comments or suggestions on domestic animal management.

The strongest messages from the community are:

- a call for more enforcement (11%)
- frustration about dog waste not being picked up (10%).

A significant share of comments also asked for:

- more off-leash opportunities (8%),
- greater education for owners (7%)
- raised concerns about non-compliance with off-leash rules (6%).
- requests for better facilities such as fenced areas or water points (6%),
- more bins/bag dispensers (5%) were common.

Cat management was divisive: many supported stricter cat rules (5%), while a smaller group opposed them (2%).

Broader community values came through:

- protecting wildlife (4%),
- ensuring kids' safety (2%),
- balancing between more rules (4%) and fewer rules (3%).
- positive recognition for Council's efforts (5%) outweighed negative criticism (2%).

Question:	Do you have any additional comments or suggestions about domestic animal management? (Survey) How can Council improve its animal management services? (Pop-ups)
Asked in:	Online and paper survey
Responses:	444 participant responses
Notes:	Participants could provide a personalised response.

Table 9: Themes amongst general comments and suggestions

Theme	Summary of Responses
Barking issues (31 mentions)	Participants complained about nuisance barking, especially at night, and wanted stronger council response to noise disturbances.
Better signage (30 mentions)	Many wanted clearer and more visible signage about leash rules, times, and boundaries, saying current signage was confusing or inconsistent.
Fewer dog rules (22 mentions)	Some felt there were already too many restrictions on dog owners and wanted fewer rules, more flexibility, and less regulation overall.
Kids & safety (15 mentions)	Concerns centered on children's safety around dogs, particularly in playgrounds, schools, and sports grounds. Respondents worried about accidents, bites, or intimidation.
Less enforcement (22 mentions)	Some respondents argued against over-policing of dog activities, saying enforcement felt heavy-handed or unnecessary in community settings.

Theme	Summary of Responses
More bins/bags (36 mentions)	Participants often noted the need for more dog waste bins and bag dispensers, especially near high-use parks, beaches, and walking trails.
More dog rules (26 mentions)	In contrast, some called for stricter or clearer rules, suggesting tighter restrictions on where and when dogs could be off-leash, and higher penalties for breaches.
More education (54 mentions)	Respondents suggested education campaigns to inform owners about responsibilities, rules, and the environmental impact of pets.
More enforcement (83 mentions)	Participants frequently called for stronger enforcement of existing dog regulations. They wanted rangers to be more visible, issue fines, and ensure rules are consistently applied.
More facilities (45 mentions)	There were requests for better dog facilities such as dedicated dog parks, fenced areas, water stations, or shaded spaces.
More off-leash (59 mentions)	There were repeated requests for more off-leash opportunities, including longer hours at beaches and more designated off-leash parks or reserves.
Negative feedback (12 mentions)	A smaller group gave negative general comments, criticizing dog management overall or expressing dislike of dogs in public areas.
No stricter cat rules (15 mentions)	Others resisted tighter cat controls, saying existing measures were enough or that new rules would unfairly target cat owners.
Off-leash breaches (46 mentions)	People expressed frustration at owners ignoring rules, particularly taking dogs off-leash in restricted areas. Concerns were about fairness, safety, and rule compliance.
Off-leash safety (34 mentions)	Comments focused on safety risks of dogs off-leash, including aggressive behavior, collisions, or scaring children. Respondents wanted balance between freedom and safety.
Frustration over waste (73 mentions)	A large theme was anger at dog waste not being collected. People described it as unpleasant, unhealthy, and harmful to the public perception of dog owners.
Positive feedback (38 mentions)	Some respondents expressed satisfaction with current facilities, balance of rules, or the community benefits of dogs in public spaces.
Protect wildlife (28 mentions)	A strong theme was the need to safeguard wildlife and natural habitats from dogs and cats, with mentions of birdlife, foreshore areas, and reserves.
Stricter cat rules (38 mentions)	Some called for more controls on cats, particularly to protect wildlife. Ideas included stricter curfews, containment, or stronger enforcement of cat laws.
Uncategorised (32 mentions)	These were comments that didn't fit other themes — varied feedback that was noted but harder to group systematically.

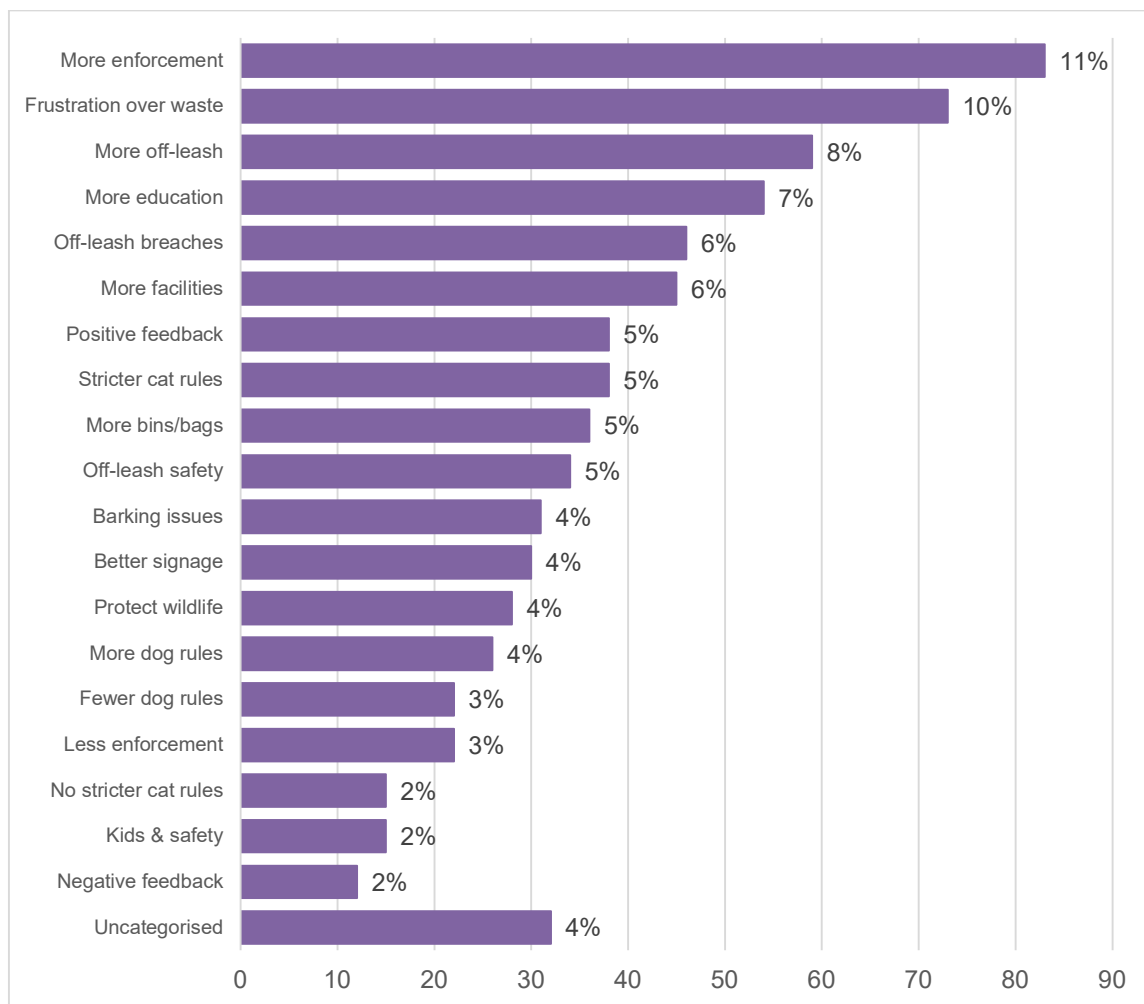


Figure 20: Do you have any additional comments or suggestions about domestic animal management? (Themes in survey responses) (n=739, N=444)

5.5.2 Ease of finding and understanding information

Respondents were asked about their ability to find and understand the information they needed to provide feedback. Nearly 9 in 10 participants (89%) said the information was easy to find and understand, only 2% found it difficult, and 10% were unsure.

Question:	Did you have the information you needed to provide your feedback?
Asked in:	Online and hardcopy survey
Responses:	751 participants responded
Notes:	Participants could select one from a list of five response options. If “mostly hard” or “very hard” were selected, they were invited to provide a personalised response to the question “What information was missing?”

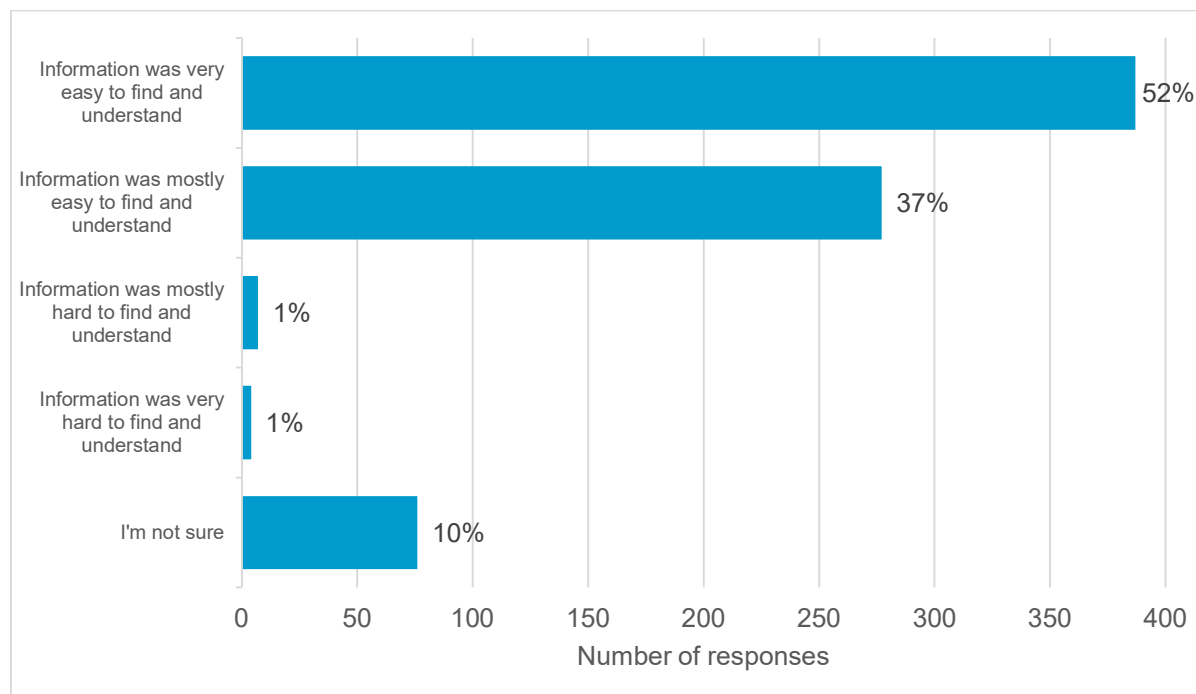


Figure 21. Did you have the information you needed to provide your feedback? (Survey responses) (N=751)

Table 10: Verbatim free text responses explaining choices above (14)

What information was missing?
<i>Easily understandable information about what pets are allowed where and when. Information about a future pet embracement strategy from Council. Information about what the maintenance and extension plans are for pet friendly parks and open spaces.</i>
<i>Forecast for future animal numbers.</i>
<i>Format of draft plan</i>
<i>How much it costs to maintain the policy</i>
<i>I don't know precisely which laws there are - my answers are about how well the laws are enforced, not necessarily my agreement with the laws.</i>
<i>Information about the importance of the Ricketts Point Marine Sanctuary and why everything must be done to protect its flora and fauna</i>
<i>Information provided at ovals a couple of years ago through signage has deteriorated so it needs to be renewed.</i>

NA
<i>Never heard about any of these changes until they were put to council at the last meeting.</i>
Nil
Nil
<i>Ongoing communication has not been forthcoming</i>
<i>The questions in this survey are very closed and do not allow for any reasonable provision of feedback. Apart from what signs should look like.</i>
<i>There is a lot of information on domestic cats - none of which i have encountered. The rules for dogs vary in different beaches and different parks and it is unclear if a dog on a leash drawing means it is compulsory or as one sign puts in "good etiquette</i>

5.6 Written submissions

Council provided the opportunity to make written submissions for this engagement via email, however no written submissions were received.

6 Insights

6.1 Insights on enforcement by pet ownership status

This section compares responses from pet owners and non-pet owners on select questions, highlighting both common ground and differences.

Overall, the findings show that while both groups recognise the importance of managing pets in the community, their perspectives diverge: pet owners often emphasise education and balanced approaches, while non-pet owners lean more towards stricter enforcement.

On the effectiveness of animal management laws, pet owners were more mixed, with many unsure (27%) or rating enforcement as moderately/very effective (39%), while non-pet owners were far more critical, with over a third (37%) saying enforcement was not effective at all.

When considering the best approach to encourage responsible ownership, both groups favoured an offence-based approach, though pet owners leaned towards education-first (41% vs. 14%), while non-pet owners were more likely to call for fines for all offences (28% vs. 9%).

Targeted compliance campaigns were widely seen as effective, with non-pet owners leaning towards very effective (35%) while pet owners tended to say moderately effective (33%).

For locations that might need more patrols, both groups most often mentioned uncontrolled dogs and uncollected waste, with similar concerns about risks to children. Pet owners, however, raised a broader mix of issues, including environmental and welfare impacts, and were more likely to report aggressive dogs (5.2% vs. 0.7%).

6.1.1 Effectiveness of animal management laws – by pet ownership status

Participants were asked about their views on the effectiveness of enforcement of animal management laws in Bayside. Overall, pet owners and non-pet owners held different views. Figure 23 show that pet owners were most likely to be unsure (27%) or to have a positive view of enforcement as moderately or very effective (39% combined). By contrast, non-pet owners were far more critical: over one-third (37%) rated enforcement as not at all effective, compared with just 13% of pet owners.

Question:	How would you rate the enforcement of animal management laws in Bayside?
Asked in:	Online and paper survey
Responses:	696 pet owners responded 99 non-pet owners responded
Notes:	Participants could choose one from a list of six response options.

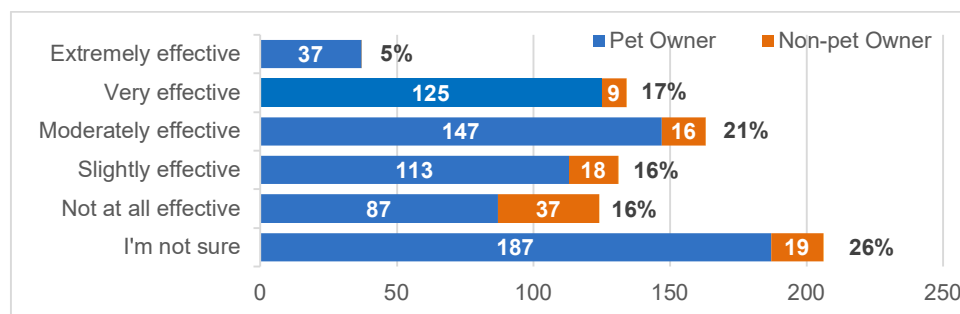


Figure 22: How would you rate the enforcement of animal management laws in Bayside? (Survey responses) (N=795)

6.1.2 Approach to encouraging responsible pet ownership – by pet ownership status

Participants were asked what approach Council should take to responsible pet ownership. Most participants felt that Council should take an offence-based approach to encouraging responsible pet ownership (47% of pet owners and 56% of non-pet owners) (see Figure 24). Pet owners were more likely than non-pet owners to prefer an education-first approach (41% compared with 14%). Non-pet owners were more likely to support issuing fines for all offences (28% compared with 9% of pet owners). Only a very small number of participants were unsure (3% and 2%).

Question:	Which approach do you think Council should take to ensure responsible pet ownership?
Asked in:	Online and paper survey
Responses:	698 pet owners responded 99 non-pet owners responded
Notes:	Participants could choose one from a list of four response options.

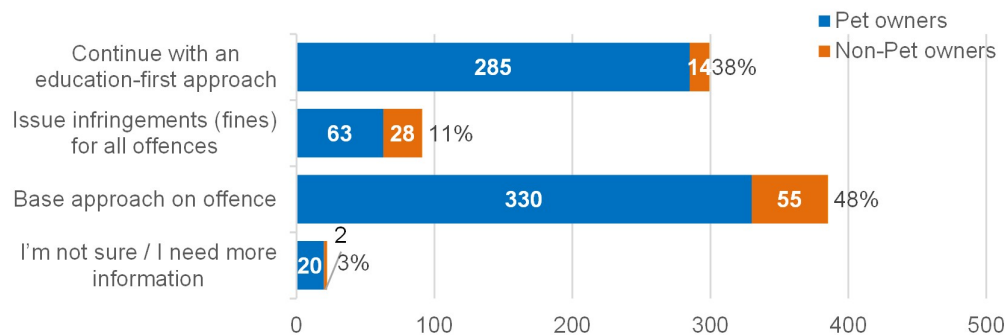


Figure 23. Which approach do you think Council should take to ensure responsible pet ownership? (Survey responses) (N=797)

6.1.3 Effectiveness of targeted compliance campaigns for improving responsible pet ownership – by pet ownership status

Participants were asked how effective targeted compliance campaigns would be for improving responsible pet ownership. Overall, most participants reported that they saw such campaigns as an effective measure for improving responsible pet ownership. Figure 25 shows that pet owners were most likely to see compliance campaigns as moderately effective (33%), whereas non-pet owners were most likely to see them as very effective (35%).

Question:	How effective do you think targeted compliance campaigns would be for improving responsible pet ownership (e.g., intensive patrol periods at specific locations)?
Asked in:	Online and paper survey
Responses:	698 pet owners responded 99 non-pet owners responded
Notes:	Participants could choose one from a list of six response options.

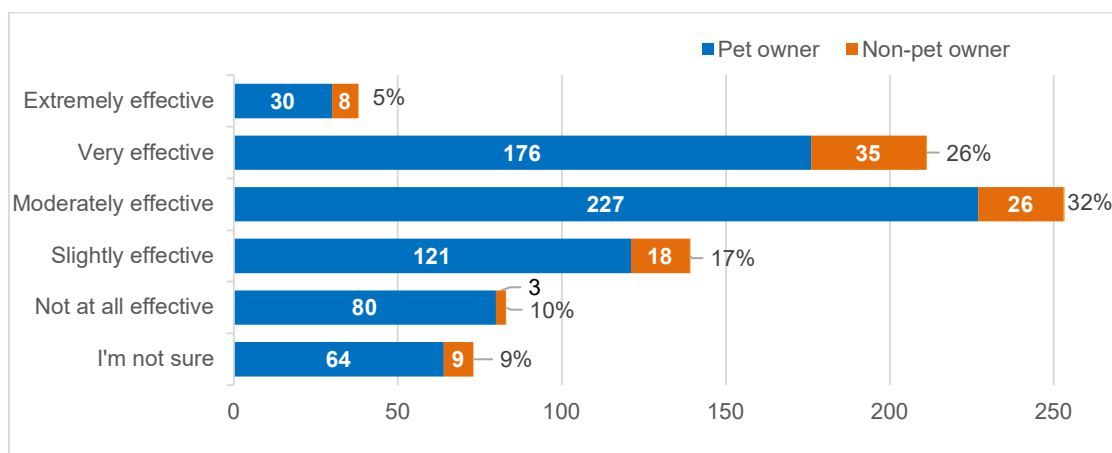


Figure 24: How effective do you think targeted compliance campaigns would be for improving responsible pet ownership? (Survey responses) (N=797)

6.1.4 Locations for increased animal management patrols by pet ownership

Participants were asked to indicate where they believed animal management patrols were most needed. Figures 6.1g and 6.1h show that both pet owners and non-pet owners most often highlighted issues with uncontrolled dogs and uncollected waste, and both groups also raised concerns about risks to children, playgrounds, and sports areas at similar levels. However, there were two clear differences. First, pet owners identified a broader spread of issues, mentioning environmental impacts, welfare concerns, and other factors more often than non-pet owners. Second, pet owners were far more likely to report aggressive dogs as a concern (5.2% compared with 0.7%), reflecting their more direct interactions with dogs.

Question:	Where in Bayside needs more frequent animal management patrols?
Asked in:	Online and paper survey, pop-up survey
Responses:	445 responses from pet owners 113 responses from non-pet owners
Notes:	Online participants could drop a marker on the map and explain why. Pop-up participants could place a dot and comment on sticky notes.

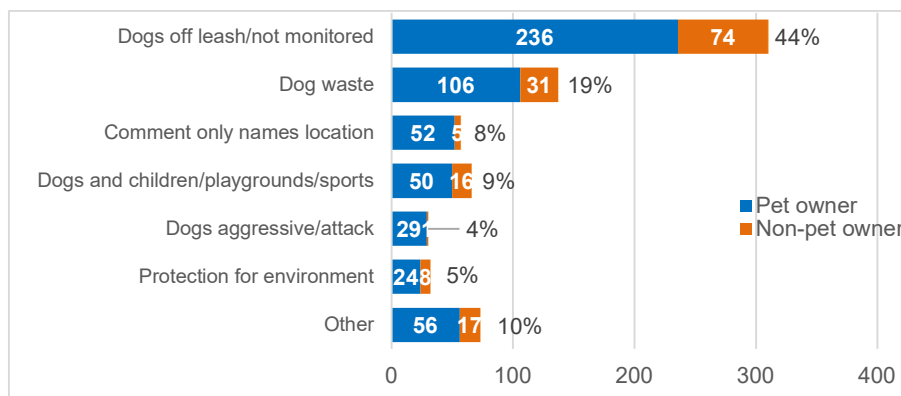


Figure 25: Why do you think this area needs more frequent animal management patrols? (Themes in survey responses) (n=558, N=278)

7 Project evaluation

This Report presented the findings from the analysis of the community feedback gathered between 20 August – 22 September 2025. The communications and engagement program and use of a variety of online, in-person and paper-based activities, resulted in around 950 contributions from an estimated 1200 participants and generated a solid volume of detailed feedback.

Participant profiling based on participants' age, gender and residential suburb demonstrates participation by a broad cross-section of the Bayside community as well as other interested persons. The overall quality of the feedback was excellent with most participants providing detailed personalised feedback directly relevant to the consultation purpose.

The survey attracted strong participation from across Bayside, with responses from all suburbs and age groups. While the sample is broadly reflective of the community, comparison with 2021 Census numbers show that women and residents aged 50–69 are overrepresented, while younger people under 30 and men are underrepresented. Similarly, some suburbs such as Beaumaris and Hampton contributed more responses than their population share, while Brighton and Brighton East contributed fewer. These results provide a solid foundation for understanding community views, while also highlighting where future engagement could be strengthened to better capture perspectives from underrepresented groups.

8 Appendices

Appendix 1: Finding by data source

Survey Findings

- **Enforcement:** Mixed perceptions of current enforcement, with support for an offence-based approach (warnings for minor breaches, fines for repeated or serious issues).
- **Signage:** Most found signage clear, but improvements needed for visibility and consistency. Option A was most preferred.
- **Education:** Strong support for education campaigns, with top topics being dog waste, leash rules, training/behaviour, and cat curfews.
- **Dog Walkers:** Most reported no issues, though some raised concerns about large groups, waste, and control.
- **Additional Feedback:** Calls for stronger enforcement, more bins/bag dispensers, improved facilities, and more off-leash areas.

Pop-Up Engagement Findings

- **Enforcement:** Commonly raised as an area for improvement, particularly at beaches and parks where off-leash compliance and waste are challenges.
- **Signage:** Participants welcomed clearer, simpler signage; Option A was again preferred in this format.
- **Education:** Pop-up discussions highlighted community safety and wildlife protection as areas where education could have a role.
- **Facilities:** Practical issues such as more bins, fenced areas, and water access points were prominent in feedback.

Fetching Feedback Group Findings

- **Enforcement:** Reinforced survey and pop-up findings, supporting a balanced approach to enforcement with both education and penalties.
- **Signage:** Recommended standardisation across the municipality, emphasising visibility and clear rules.
- **Education:** Supported targeted campaigns, including education in schools and community settings.
- **Dog Walkers:** Group noted concerns around large walking groups and the need for continued monitoring.

Bayside City Council

Domestic Animal Management Plan

Place-based Pop-Up Overall Summary Report

29 September 2025





Acknowledgement

ChatterBox Projects is proud to acknowledge the Bunurong people as traditional custodians of the land in which the engagement was undertaken across Bayside. We pay our respect to all Aboriginal and Torres Strait Elders, past, present and emerging, who have resided in the area and have been an integral part of the area's history.

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Version	Draft V#2.0
Date	24 September 2025
Prepared by	Sam Walsh, Director, Chatterbox Projects
Check and approved by	Angela Walter, Chatterbox Projects
The use of AI	AI tools may have been used to assist with the collation and organisation of community feedback data. All results and summaries are reviewed and verified by the project team to ensure accuracy and integrity. Our AI Policy is available on request.
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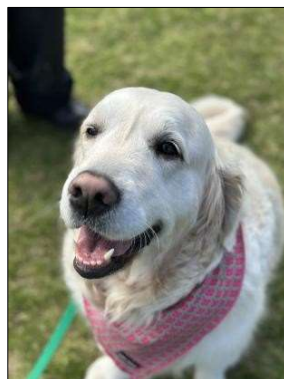
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1. Introduction

Project background

ChatterBox Projects was engaged by Bayside City Council (through MosaicLab) to undertake community engagement to help inform and finalise their Domestic Animal Management Plan (DAMP). This summary report covers the four place-based pop-up events, which were designed to seek feedback on the draft DAMP, as part of stage 2 consultation.

Purpose of the Pop-Ups

Four place-based pop-ups, using the ChatterBox Projects engagement trailer, were delivered between 23 August and 21 September 2025 at high-traffic community locations. The aim of the pop-ups was to:

Gather feedback on responsible pet ownership and animal management.

Test signage options and compliance approaches.

Identify locations needing more patrols.

Engage both pet owners and non-pet owners in conversations about shared use of public spaces.

Pop-ups were held at:

Bayside Farmers' Market, Sandringham – 23 August, 8am to 1pm

Dendy Park, Brighton – 6 September, 8am to 11am

Thomas Street South, Hampton – 20 September, 10am to 1pm

Beaumaris Farmers' Market – 21 September, 9am to 1pm





2. Feedback from place-based pop-up events

Summary of feedback

Across the four pop-ups, an estimated **400 community members** were directly engaged, with participation spread across pet owners, non-pet owners, families, and local residents.

Each pop-up featured a range of **interactive activities** designed to gather broad community feedback in accessible and engaging ways:

Voting Pod: A quick entry-point/hook question about pet ownership, using coloured balls to capture demographic data. This activity consistently drew high participation (65–171 responses per pop-up).

Dotmocracy Boards: Three themed activities tested community preferences on responsible pet ownership approaches, signage options, and compliance campaigns (each dotmocracy activity attracting on average 113 participants).

Interactive Maps: Participants placed dots and comments on large Bayside maps to identify locations needing more patrols, better signage, or improved facilities. 50 location specific comments were received.

Surveys: Hard copy and QR-code linked surveys provided opportunities for more detailed input, with between 11–20 surveys completed at each pop-up and additional reply-paid envelopes distributed. The hard copy surveys will be analysed by Mosaic Lab along with the online surveys.

Children's Activities: Drawing sheets invited children to share their views by illustrating their favourite pets, creating a family-friendly atmosphere that encouraged parents and carers to stay and contribute.

Bayside Farmers' Market (Sandringham) – 23 August



Attendance/Engagement:

200 people engaged

171 voting pod responses

83–81 participants in dotmocracy activities

50 comments on the mapping tool





Highlights:

Strong engagement across a broad demographic, including many non-pet owners

Map tool generated 50 location-specific comments on issues such as dogs off leash, lack of patrols, and need for more bins

Enforcement presence and free dog toys boosted participation

Key Themes:

Dogs off leash and not under control: Strong concerns across beaches (Hampton, Sandringham, Brighton), reserves (Wilson, Thomas Street, Wishart), and local streets.

Dog poo management: Calls for more bins and bag dispensers, especially at beaches, reserves, and playgrounds; frustration with owners not picking up poo.

Signage clarity: Requests for clearer, more visible signs around restrictions at playgrounds, reserves, and beaches.

Off-leash access: Mixed views — some wanted more fenced or flexible off-leash times, others wanted tighter enforcement.

General facilities: Requests for bigger, fenced dog areas; better poo bag disposal; and support for a 24-hour cat curfew.

Dendy Park (Brighton) – 6 September



Attendance/Engagement:

120 people engaged

38 voting pod responses

9–11 dotmocracy participants per activity

4 comments on the mapping tool

Highlights:

Very positive sentiment

Highly attended by dog walkers

Conversations with laws officers addressed specific issues like off-leash dogs, signage, and café hotspots





Key Themes:

Local problem sites: Chisholm Reserve (Shane Warne Oval) and Kenneth Street raised as hotspots for uncontrolled or unattended dogs.

Signage and rules: Confusion around winter beach rules; request for clearer boundary signage

Infrastructure needs: More poo bag dispensers, better placement of water taps (not only near playgrounds), and lighting at ovals for evening use.

Regulation and enforcement: Mixed sentiment — some want more patrols, others felt Bayside is already over-regulated. Uniforms were described as intimidating.

Comparisons with other councils: Bayside seen as better than some neighbours for dog bags, but worse than others; desire for consistency across LGAs

Thomas Street South (Hampton) – 20 September



Attendance/Engagement:

80 people engaged

65 voting pod participants

8–10 per dotmocracy activity

7 comments on the mapping tool

Highlights:

Mix of playground users and dog walkers

Very positive engagement overall

Notable participation from non-pet owners, providing balanced views

Key Themes:

Dogs off leash: Common issue, especially in the afternoons; suggestions for designated early morning off-leash hours.

Sport and recreation conflicts: At Cheltenham Park, concerns about dogs during weekend sport; requests for clearer rules in fauna reserve.

Dog poo: Ongoing issues, particularly at Stilltoe Reserve; many comments that poo is left in darker hours when enforcement is rare.

Facilities: Requests for poo bag dispensers, water for pets, and fenced areas to better manage dogs.

Behavioural issues: Growing perception post-COVID that people deliberately ignore signs; education seen as critical.





Beaumaris Farmers' Market – 21 September



Attendance/Engagement:

100 people engaged

78 voting pod participants

12–13 dotmocracy participants

6 comments on the mapping tool

Highlights:

Quieter than usual market due to weather and school holidays, but conversations were strong

Children's activities popular

Key Themes:

Beaches and paths: Brighton beaches (south of Green Point), Black Rock path, and Parkdale beach (outside Bayside) mentioned as problem areas for off-leash dogs and dog poo not being collected.

Local streets: Residents in Beaumaris noted significant issues with dog poo and lack of bins.

Facilities: Requests for more bins in local streets and reserves.

Sporting ovals: Barker Oval raised as a potential off-leash space when sport is not being played.

Other issues: Complaints about rattling council dog tags causing barking at home

Overall key themes

Across all four pop-ups, several consistent messages emerged:

Enforcement & Patrols

Strong calls for increased presence of animal management officers, particularly in parks, on beaches, and along shared paths.

Some concern about intimidating uniforms and strict enforcement approaches.

Signage & Communication

Clearer, consistent signage needed, especially on beaches and parks with seasonal restrictions.

Participants favoured signage that was professional, easy to understand, and visually strong.

Facilities & Amenities

Requests for more poo bag dispensers, bins, and water access points.





Desire for more fenced off-leash areas and flexibility in access to local parks outside peak times.

Community Attitudes

Majority supportive of stronger education and compliance, with varied opinions on how strict enforcement should be.

Ongoing tension between those wanting more regulation for safety vs. those feeling “over- regulated.”

Strong interest from children and families, with drawing activities and voting pods highly successful in sparking conversations.

3. Engagement tool results

Voting Pod

A voting pod was used to engage people as they arrived at or walked past the pop-up engagement space. The pod acted as both a drawcard and a simple, interactive tool that encouraged participation. It provided a quick and easy way to spark conversation, even with those who were not planning to stop for long.

Participants were asked:

“What pets are part of your family?”

Coloured balls were dropped into clear tubes representing different pet types (cats, dogs, birds, fish,



rabbits/guinea pigs, and no pets). This gave an instant visual snapshot of the community’s pet ownership while creating a natural opening for further discussion about animal management.

Overall results

Pet Type	Total Responses	% of Participants (n=352)
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Cats	54	15%
Dogs	181	51%
Birds	7	2%
Fish	33	9%
Rabbits/Guinea Pigs	17	5%
No Pets	60	17%

By location results

Location & Date	Cats	Dogs	Birds	Fish	Rabbits / Guinea Pigs	No Pets	Total Participants
Bayside Farmers' Market (Sandringham)	30	74	4	25	10	28	171
Dendy Park (Brighton)	4	32	0	1	0	1	38
Thomas Street South (Hampton)	9	33	0	0	5	18	65
Beaumaris Farmers' Market (Beaumaris)	11	42	3	7	2	13	78
TOTAL	54	181	7	33	17	60	352

Key Insights

Dogs made up the majority of responses (51%), reflecting the strong presence of dog owners across all events.

Cats were the next most common (15%).

No pets accounted for 17%, showing meaningful engagement with non-pet owners.

Other pets (birds, fish, rabbits/guinea pigs) together made up 16% of responses.

Dotmocracy

Each pop-up included three dotmocracy activities which tested:

Preference for signage options

Preferred approach in relation to education and enforcement

Effectiveness of targeted compliance campaigns

Signage options





Participants were asked to indicate which sign option they preferred by placing one dot on the dotmocracy board. There were 112 people who participated in this activity. Results show there was a strong preference for Sign Option 1.

Participants at the Beaumaris Farmers' Market were the only ones that preferred Sign Option 2.

Overall results

Option	Count	% of Participants
Option 1	96	77%
Option 2	13	10%
Option 3	3	2%
None*	13	10%

* "None" represents people who rejected all three signage options rather than selecting one.

Results by location

Pop-up	Option 1	Option 2	Option 3	None
Bayside Farmers' Market (Sandringham)	80	1	0	8
Dendy Park (Brighton)	7	3	1	0
Thomas Street South (Hampton)	7	1	0	3
Beaumaris Farmers' Market (Beaumaris)	2	8	2	2
Total	96	13	3	13

Comments received specifically to this dotmocracy activity regarding signage on sticky notes

Option 1 to the clearest but no times option three my choice because of information given but not easiest

Option 1 better than three but 2 is good for the clear image

QR code is helpful

Option 2 good for parks but not beaches





Beach signs in bright yellow and big print

Dates are important on signage.

Flags to show patrols coming.

Digital sign.

Website – Forms and process for missing dogs. Currently this is hard to find.

Invest more in general safety / support police rather than ones that enforce pet rules.

“On path. On leash” (Clear simple messaging)

Electronic signs (solar powered) could enable clear messaging that changes depending on the season (e.g. winter vs summer restrictions).

Define “winter” and “summer”

Signs at club houses etc.

Don't use QR codes for security reasons (they can be utilised by scammers)

Option 3 looks more professional and authoritative. Option 1 looks too basic and fun

Beach boundaries changing state

Key insights

Clear preference for Option 1: More than three-quarters of participants (77%) selected Option 1, making it the overwhelmingly preferred signage style across all four pop-ups.

Limited support for other options: Only 10% chose Option 2 and just 2% chose Option 3, showing very low overall support for these designs.

Rejection of all options: Around 10% of participants actively selected None, signalling dissatisfaction with all three signage options. This suggests that while Option 1 is popular, a notable minority still feel none of the proposed designs meet community needs.

Themes of feedback:

Participants want signs to be highly visible, simple, and easy to understand (large fonts, clear colours).

Some feedback suggested Option 2 worked better in parks but not beaches, pointing to potential location-specific adjustments.

Calls for bright colours (e.g. yellow) and concise messaging (e.g. “On path. On leash”) highlight the need for clarity over detail.

QR codes received mixed feedback, some found them useful, while others expressed security concerns

Education and enforcement approach





Council currently prioritises education when engaging with pet owners who are not following animal management rules, with infringements (fines) typically issued for repeat offences.

Which approach do you think Council should take to ensure responsible pet ownership? Select one:

☐ Continue with an education-first approach.

☐ Issue infringements (fines) for all offences.

☐ Base approach on offence (e.g. education first for minor offences, infringements (fines) always for safety risks or more severe offences).

☐ I'm not sure / I need more information.

Comments

Participants were asked to indicate which enforcement approach they preferred to ensure responsible pet ownership in Bayside. Options to choose from included:

Continue with an education-first approach

Issue infringements (fines) for all offences

Base approach of offence (ie: education first for minor offences, infringements fines always for safety risks and for more severe offences).

Participants were required to place one dot on the dotmocracy board to select their preference. There were 115 people who participated in this activity. Results indicate a first preference for Base approach of offence, followed by Education first approach.

Overall results

Approach	Count	% of participants
Continue with an education-first approach	35	30%
Issue infringements (fines)	12	10%
Base approach on offence/severity	68	59%
Not sure	0	0%





Results by location

Pop-up	Education first	Fines for all offences	Base approach of offence
Bayside Farmers' Market (Sandringham)	21	7	55
Dendy Park (Brighton)	6	0	3
Thomas Street South (Hampton)	2	1	7
Beaumaris Farmers' Market (Beaumaris)	6	4	3
Total	35	12	68

Key insights

A majority (59%) preferred a balanced, offence-based approach (education for minor issues; fines for safety risks/repeat offences).

Education-first still has substantial support (30%).

A smaller group (10%) favoured fines for all offences.

Almost no uncertainty (0% not sure)

Effectiveness of targeted compliance campaigns

How effective do you think targeted compliance campaigns would be for improving responsible pet ownership? (e.g. intensive patrol periods at specific locations)

☐ Not effective

☒ Slightly effective

☐ Moderately effective

☐ Very effective

☐ Extremely effective

☐ I'm not sure

The third dotmocracy board asked participants how effective they thought targeted compliance campaigns would be for improving responsible pet ownership (eg: intensive patrol periods at specific locations).

Majority of participants had views towards the middle saying these types of campaigns would be slightly effective, moderately effective to very effective. There were 114 people who participated in this activity.

Overall response

Response	Count	% of Participants
Not effective	6	5%
Slightly effective	35	31%





Moderately effective	48	42%
Very effective	22	19%
Extremely effective	2	2%
Not sure	1	1%

Results by location

	Bayside Farmers' Market	Dendy Park	Thomas Street South	Beaumaris Farmers Market	Total
Not effective	3	1	0	2	6
Slightly effective	31	2	0	2	35
Moderately effective	33	4	7	4	48
Very effective	14	1	2	5	22
Extremely effective	2	0	0	0	2
Not sure	0	1	0	0	1
Total	83	9	9	13	114

Key Insights

Majority support: Most participants rated targeted compliance campaigns as at least moderately effective with 42% moderately effective and 19% very effective.

Overall positive view: When combined, 63% of participants felt campaigns would be at least moderately effective.

Scepticism exists: Around 36% felt campaigns would be *not effective* or only *slightly effective*, highlighting a significant minority concerned about impact of compliance-focused approaches.

Low confidence in “extremely effective”: Only 2% rated campaigns as highly effective, suggesting limited faith in compliance campaigns alone as a strong solution.

Uncertainty was negligible: Just 1% said they were unsure.

Mapping results and general comments

At each pop-up event, a large map of Bayside was displayed, and participants were invited to place dots and comments to show where they experienced issues with animal management. This activity provided highly specific, place-based insights that went beyond general opinions, helping identify hotspots for patrols, signage, and facilities. Participants also provided general comments about the DAMP and managing pets in Bayside.

Below are the comments received.





Bayside Farmers' Market (Sandringham)

Mapping and General Comments-Bayside Farmers Market (Sandringham)	
Where in Bayside needs more frequent animal management patrols?	
Map reference Number	Comment
1 - Hampton Beach	The current restrictions are confusing. More poo bags.
2 - Brighton Beach	Dogs off leash on Bay Trail. If on path, should be on leash.
3 - Sandringham Beach (West)	More poo bags. More patrols and more visibility
4 - Stanley Avenue Reserve	Provide extra poo bins and bag dispensers
5 - Bay Road Heathland Sanctuary	Can't walk through anymore. Is this Council land?
6 - Peterson Street Reserve	Currently no off-leash times. Would be great if they could introduce times where dogs can use these local parks when no one else is around (6-9am and 5-8pm).
7 - Rose Street, McLaughlin Street, Victoria Street & Keats Street	Lots of people walk dogs off leash around these streets. We need enforcement here.
8 - Thomas Street Reserve	Too many dogs off leash and too much poo.
9 - Sandringham Beach	More poo bags. Dedicated poo bins.
10 - Wishart Reserve Dog Off Leash Area	Need time limits. Need more patrols.
11 - Donald McDonald Reserve Playground	More policing at on lead beaches. Lack of poo bags.
12 - Section of beach north of Edwards Street Beach (near end of Masefield Avenue)	Dogs not under effective control. Dogs off leash at Hampton is frustrating. They are not under effective control.
13 - Holyrood Street Playground	Dogs are often off leash in the park. Bins for dog poo waste.
14 - Wilson Reserve	Dog owners constantly leaving dogs off leash.
15 - Black Rock Beach	More patrols on shared path - Too many dogs off leash.





Mapping and General Comments-Bayside Farmers Market (Sandringham)	
16 – Streets adjacent to/south of Thomas Reserve	Dog Poo issue on Hampton Street. Playground restriction – Signage to be improved. Thomas Street: Put fenced area in for dogs. Dogs off-leash in playground.
17 – Advantage Road Park	Can we have an off-leash dog area fenced here?
18 – Alexander Park	Too many dogs always off lead
19 – Cheltenham Recreation Reserve	Provide clarity on restrictions: When can dogs be off leash? Too many dogs always off leash. Have sports times available on website.
General comments:	Basic dog training needs to be provided. More options for dogs to exercise in small local parks – Have to drive to bog off leash parks rather than being able to use local parks when they are free from young kids. More flexibility around off leash restrictions. Introduce the 24-hour cat curfew! What happened to the 24-hour cat curfew? First warning is “Let’s Talk”: Big and Bold. Increase Patrols. Bigger dog off leash areas There is a problem with dogs in Activity Centres. Need more fenced dog parks. Lack of poo bag disposal points are dog beaches i.e. on beach. EOI for volunteer enforcement team. Need more fully fenced dog off leash parks. Enforcement that’s respectful – not aggressive. 20 metre-rule during training on sports ovals. Increase patrols on weekends. Responsible pet owners. Keep dog beaches clean. They are smelly with rotten seaweed. Ban fishing on beaches, Fishermen leave rubbish on the beaches which is dangerous to dogs and humans! No more patrols! We are over regulated!





Dendy Park (Brighton)

Mapping and General Comments- Dendy Park (Brighton)	
Where in Bayside needs more frequent animal management patrols and general comments	
Map reference Number	Comment
1- Chisholm Reserve	Chisholm reserve the Shane Warne Oval ongoing issue of staffy owner from social housing
2- Kenneth St	On Kenneth St dog regularly left in car or off leash unattended at the park
3- Beaches general	More signs boundary
4- Ludstone	Dispenser at Ludstone Hampton
General Comments:	Variation of dog registration costs from council to council - one man chooses the cheapest council as he owns multiple houses and a farm. He thinks there should be standard rates across all LGAs. More patrols of parks in the morning before and after work – appreciating that it's out of hours. Glen Eira is better than Bayside for dog poo bags but Bayside is better than Stonnington and Port Phillip for the availability of dog bags. Others say I think the dog bags are great here. Dog drinking/water taps are all located near areas you need dogs on leash (ie playgrounds). This gives the impression that this is a dog area ie off leashes okay, so can be confusing. Need more taps in open spaces where dogs can be. Local Laws uniforms are very military and intimidating. Unnecessary in parks. Don't need more regulation Would be good to have a QR code or phone number on signage in case of an issue (probably out of hours) Soccer games at Dendy Park on weekends to share more park space with dog owners The winter beach rules are confusing on the beach people don't know what they need to do and when need more signs near line lighting at ovals and other parks is a big issue I know it isn't directly related to the strategy but it means that we can't let the dog run around off leash and have time in winter evenings. I don't feel safe being in parks when it's dark surely they can organise for lighting in these parks a few nights a week.





Thomas Street South (Hampton)

Mapping and General Comments-Thomas Street South (Hampton)	
Where in Bayside needs more frequent animal management patrols and general comments	
Map reference Number/Location	Comment
1- Cheltenham Park	Issues on the weekend when there is sport as the fauna reserve is now on lead
2- Thomas St South	Often dogs off leash between 3:00 and 4:00 Would like dogs off leash here in the early mornings for example before 9:00 AM Family parties need to be more responsible for cleaning up taking rubbish and not leaving food
3- Advantage Rd Park	Can we have a space for off leash be more creative for sharing
4- Stilltoe Reserve	Enforce dog poo issues behind the clubhouse
5- Merinda Park	Put up fence where you don't want dogs
General Comments:	Most dog poo seems to be left when people are walking in the dark (before and after work, especially in winter). Not sure what the solution is. Poo bags in all parks where dogs are allowed Water for pets at all parks Think that post covid people don't follow signs deliberately - they're sick of being told what to do. In South Australia Clare Shire on the Riesling trail they have signs for education talking about it's not okay to call out "my dog's friendly" because other dogs and people have their own needs – part of keeping dog under control.

Beaumaris Farmers' Market

Mapping and General Comments – Beaumaris Farmers Market	
Where in Bayside needs more frequent animal management patrols and general comments	
Map reference Number/Location	Comment
1- Barker Oval	Can Barker oval be off leash when sport is not on or at least the area around it
2- Brighton Beaches	South of Green Point dogs are often on the beach in summer





Mapping and General Comments – Beaumaris Farmers Market	
3-Black Rock beach path	Dogs are often off lead along the path - it's a problem because our dog is on lead and doesn't like dogs off lead when it is on. Also people not picking up poo along here
4- Beaumaris	We walk our dog around the streets of Beaumaris and notice that there is a lot of dog poo and wonder if it's because there are no public bins
5- Parkdale	I know it's not Bayside but notice dog walkers there don't pick up poo on the beach and dogs always off lead
General Comments	Would like different type of dog tags my dogs always hear the rattle of the council dog tags when other dogs are walking past our house and they bark

Overall key insights and site-specific comments combined

Location	Comment
6- Advantage Road Park	Request for fenced off-leash dog area; Creative shared off-leash space requested
7- Alexander Park	Too many dogs always off lead
8- Barker Oval	Allow off-leash when sport not on (or part of oval)
9- Bay Road Heathland Sanctuary	Can't walk through anymore; is this Council land?
10- Beach north of Edwards St (near Masefield Ave)	Dogs not under effective control; off leash at Hampton frustrating
11- Beaches (general)	More signage needed at boundaries
12- Beaumaris streets	Lots of dog poo; lack of bins
13- Black Rock Beach	More patrols on shared path; too many dogs off leash
14- Black Rock Beach Path	Dogs off leash along path; problem for on-lead dogs; poo not picked up
15- Brighton Beach / Bay Trail	Dogs off leash on Bay Trail; if on path, should be on leash
16- Brighton Beaches (south of Green Point)	Dogs on beach in summer
17- Cheltenham Park	Issues during weekend sport (fauna reserve now on-lead)





18- Cheltenham Recreation Reserve	Clarity on restrictions; too many dogs off leash; make sports times available online
19- Chisholm Reserve (Shane Warne Oval)	Ongoing issue with uncontrolled dog; staffy owner from social housing
20- Donald McDonald Reserve Playground	More policing at on-lead beaches; lack of poo bags
21- Hampton Beach	Restrictions confusing; more poo bags
22- Holyrood Street Playground	Dogs often off leash; bins needed
23- Kenneth Street	Dog left in car or off leash unattended at park
24- Ludstone, Hampton	Request for poo bag dispenser
25- Merinda Park	Request for fencing to manage dogs
26- Parkdale Beach (outside Bayside)	Dogs off leash; poo not collected
27- Peterson Street Reserve	Introduce off-leash times when park is quiet
28- Rose/McLaughlin/Victoria/Keats Streets	Many people walk dogs off leash; need enforcement
29- Sandringham Beach	More poo bags; dedicated poo bins
30- Sandringham Beach (West)	More poo bags; more patrols and visibility
31- Stanley Avenue Reserve	Provide extra poo bins and bag dispensers
32- Stilltoe Reserve	Dog poo issues behind clubhouse
33- Streets near Thomas Reserve/Hampton St	Dog poo issue; signage to improve; fenced area do; off leash in playground
34- Thomas Street Reserve	Too many dogs off leash; too much poo
35- Thomas Street South	Dogs off leash 3â€“4pm; want off-leash in early mornings
36- Wilson Reserve	Dogs regularly off leash
37- Wishart Reserve	Need time limits; more patrols

Across the four pop-ups, the most frequently raised hotspots were:

Foreshore/beaches & Bay Trail (Hampton, Sandringham, Brighton, Black Rock).

Major reserves (Cheltenham Park, Chisholm Reserve, Stanley Ave Reserve, Wishart Reserve, Donald McDonald Reserve).

Playgrounds and local streets (Holyrood St, Wilson Reserve, Peterson St, residential streets in Beaumaris).





The strongest themes tied to locations were:

Dogs off leash where they shouldn't be.

Dog poo not being collected.

Need for more bins, bag dispensers, and clearer signage.

Requests for off-leash hours or fenced areas in smaller local parks.

Highlights from general comments

Education & Awareness

Strong support for basic dog training and education as a first step before fines.

Calls for clearer messaging (e.g. "Let's Talk" warnings, educational signage like the SA Clare Shire example).

General view that many issues (off-leash, poo, dog control) can be addressed with education and awareness campaigns.

Facilities & Infrastructure

Repeated requests for more fenced or fully fenced off-leash areas and larger spaces for dogs.

Community wants better poo bag access (dispensers in all parks, more bins on beaches and trails).

Requests for water facilities for pets in accessible areas, not just near playgrounds.

Lighting at ovals and reserves seen as important for winter evenings, allowing safe dog walking.

Regulation & Enforcement

Mixed views:

Some want increased patrols (especially weekends, early mornings, and evenings).

Others say Bayside is over-regulated and don't want more patrols.

Calls for respectful, non-aggressive enforcement and even volunteer compliance teams.

Interest in standardising dog registration costs across councils.

Several comments on cat management, with some wanting a 24-hour cat curfew.

Concern that post-COVID behaviour has led to more rule-breaking.

Signage & Communication

Desire for clearer, more visible signs, particularly about seasonal beach rules.

Suggestions for QR codes or phone numbers on signs for reporting issues.

Concern about signage in activity centres where dogs create problems.





Other / Miscellaneous

General reminders about responsible pet ownership.

Requests to keep dog beaches clean (removing seaweed and rubbish).

Issues with fishing waste on beaches, seen as dangerous for dogs.

Criticism of Local Laws officer uniforms being too intimidating.

Comparative comments with other councils (e.g. Glen Eira seen as better for dog bags).

Calls for shared use of sports ovals and flexibility when games are not being played.

A practical suggestion for quieter dog tags to reduce barking at home.

Engagement sentiment

Engagement sentiment was consistently positive, with participants valuing the opportunity to speak directly with Council officers and local laws staff. The positive sentiment of conversations across the four pop-ups can be clearly seen from the below results.

SENTIMENT OF ENGAGEMENT CONVERSATIONS				
				
70%	20%	8%	1.5%	.5%



Appendix 3: Communications Plan

Background and context

Domestic Animal Management Plan

Every Victorian council must have a Domestic Animal Management Plan (DAMP) and review it every four years under the Domestic Animal Management Act (1994). The DAMP provides the framework for the planning, development, and evaluation of animal management services and programs delivered by Council and needs to comply with the requirements of the Act.

The goals and activities within the DAMP assist Council to promote and manage animal welfare and responsible pet ownership while creating an environment where people and pets can live respectfully and in harmony with each other.

The DAMP must address a range of matters including outlining programs for the training of authorised officers, services and strategies which the Council intends to pursue over the four years of the plan. These include promoting and encouraging responsible pet ownership, ensuring effective animal management, minimising the risk of dog attacks, encouraging registration, minimising nuisance complaints, and reviewing existing Local Laws and orders made under the Act.

Activities and progress to date

An initial phase of engagement activities focussed on understanding attitudes and experiences in relation to beach restrictions and gathering ideas about pet ownership in Bayside to feed into development of the draft DAMP. This included online surveys and vox pop interviews over summer 2024/2025 focussed on dog off leash restrictions at Ricketts Point Marine Sanctuary and all beaches.

A community working Fetching Feedback group was convened in March/ April 2025 to deliberate on key issues and develop recommendations for Council's consideration regarding beach restrictions and the next DAMP. Ideas generated through these engagement activities were used to develop the draft DAMP which is now ready for testing with the community.

Project milestones/timing

- 29 July 2025 - Council endorsed draft DAMP 2026-2029 for consultation
- 19 August 2025 - Council to decide on Beach Restrictions
- 20 August 2025 - Community consultation opens on draft DAMP
- 4 September 2025 – Webinar - Fetching Feedback group
- 22 September 2025 - Community consultation closes (Engagement report template and data forwarded to consultant)
- 6 October 2025 – Report due from consultant for Councillor briefing session
- 7 November 2025 – Final report due for Council Meeting agenda
- 18 November 2025 - Council to consider adoption Domestic Animal Management Plan 2026–2029
- 4 December 2025 – New DAMP registered with State Government

Key stakeholders

- Management – Councillors and Executive Team
- Internal – Amenity Protection, Open Space, Customer Service
- Community
 - Domestic pet owners
 - Non-dog owning park, playground and foreshore users
 - Bayside Dog Alliance
 - Sporting clubs and sports ground users
 - Obedience trainers and schools
 - Animal day care and dog walkers
 - Participants in Phase 1 of this project

What Council plans to do

From the feedback obtained during Phase 1 of this project the new DAMP will include

- measures for increased enforcement activity
- new signage and path makers along the foreshore and at sports grounds
- revised education material for (new) pet owners
- review of registration requirements for domestic animal businesses

This Phase of the consultation will highlight and extrapolate the above-mentioned elements of the new DAMP.

Communications objectives

- Raise awareness and understanding of the DAMP and its role in managing animal welfare and responsible pet ownership
- Create awareness and encourage feedback on the draft DAMP
- Highlight key opportunities to influence signage and enforcement matters
- Reach a broad cross section of the community including dog owners and non-pet owners
- Encourage relevant (in-scope) responses to questions within the survey.

Communication risk mitigation

Risk / Issue	Mitigation actions
Complaints to Councillors or media	Provide contact details for expert response. Pre-advise Councillors prior to broad comms.
Out of scope responses	While there will be opportunity to make written submissions and some open (free text) questions in the survey, many of the questions will have finite responses to keep focus on issues under consideration.
Unable to reach / inspire some audiences, such as non-dog owners, potentially creating disproportionate aggregate responses.	Promote broadly with messaging that stresses need for feedback from whole community Employ wide-spread signage to reach all public space visitors.
Misinformation generating momentum	Include messages made in response to petition/media interest about off leash area closures on the consultation page.
Further commentary on beach restrictions	• Clearly communicate Council's 19 August decision • Focus questions on signage (beach restrictions resolved) • Point to archived consultation pages (where further information is required)

Risk / Issue	Mitigation actions
Perception information is biased	Respond with: Earlier this year, during the first phase of our Pets and Public Spaces consultation we heard that while most do not find the domestic animal regulations hard to follow, they frequently observe uncontrolled dogs in off-leash areas, dogs off-leash where they shouldn't be and owners failing to pick up dog waste. There was a strong call for greater enforcement. We want to support those doing the right thing, by being tougher with those doing the wrong thing.

Audience

Audience	Subgroup	What do they want?	How we will reach them
Community	Domestic pet owners	- To be a valued sector of the community with needs to socialise and exercise with their dogs - To feel Council is advocating on their behalf for dogs and cats - To have safe spaces to enjoy with their pets - To contribute to decisions that impact their lives and that of their dogs - To understand changes to the DAMP and revised beach restrictions - To not be penalised for the irresponsible behaviour of others	- This Week in Bayside enews - Email to subscriber lists - Emails/ text messages to registered dog owners - Pets newsletter (newsletter?) - Social media - Signage with QR code to survey along foreshore and at sports grounds (and other key locations eg train stations) - Digital screens in Council facilities - Direct conversations at pop-up events - Website news - Postcards at Council services – Libraries, Customer Service, etc
Community	Non-pet owners (including park, sportsground, playground and foreshore users)	- To be considered in decisions that contribute to creating safe, enjoyable (and possibly dog-free) spaces - To contribute to plans/ decisions that may impact their enjoyment of public space - To be aware of the impact of any changes on their usage of the public space	- Signage with QR code to survey at parks and along foreshore - Face to face events – markets and other locations - Social media paid and organic and to group: Bayside Community Hub - This Week in Bayside enews
Special interest groups	Bayside Dog Alliance	- To have safe spaces to enjoy with their pets - To contribute to plans/ decisions that impact their lives and that of their dogs	- Social media - TWIB Enews - Email to group leader
Special interest group	Local cricket, football, soccer and other sports clubs using ovals	- To have a safe, quality space to enjoy their sport - To be considered in development of the DAMP - To be informed / involved in any changes that may affect their operations	- Emails to group leaders - Signage around sports grounds - Social media

Audience	Subgroup	What do they want?	How we will reach them
Council stakeholders	Councillors & Executive	To understand key messages, timeline and contact person for the project	- Councillor briefings - Summary documents - Updates in Inside Word
Council teams	Customer service team Amenity protection team	- To understand key messages, timeline and contact person for the project - To have information to respond to customer inquiries	- Summary documents - In the Loop
Project participants	Project subscribers	- To be kept informed about progress on the project - To review and provide feedback on the draft DAMP - To observe/ contribute to Council meeting activity related to the project	- Direct emails (beginning and near end of consultation) - Web news - Social media
Project participants	Fetching Feedback members	- To continue to be involved in the development of the new DAMP - To have their opinions and requests considered and respected	- Direct emails - Closed Have Your Say page - Web news - Social media
Project participants	Unsuccessful Fetching Feedback applicants	- To have their opinions valued and validated - To have the opportunity to make more than a standard contribution to the decisions on the DAMP	- Tailored direct email - Have your say - Web news - Social media
Local domestic animal businesses	Obedience trainers and schools - Doggy daycare - Dog walkers - Vets - Groomers/dog wash services	- To understand how the new DAMP may impact their business and activities - To provide feedback on aspects of the DAMP that may affect them. - To share information on the DAMP and how clients can contribute	- Social media (incl key hashtags) - Direct emails/ letters to registered businesses.

Key messages

Help shape Bayside's Domestic Animal Management Plan 2026–2029

We're finalising our next Domestic Animal Management Plan and want to hear from you. Your feedback will help guide how Council supports responsible pet ownership and ensures public spaces are safe and enjoyable for everyone.

Whether you have a pet or not, we all share our parks, streets, and beaches. Everyone has a role in helping people and animals live together respectfully and safely.

We know there are many different views in the community about dogs and cats. That's why it's important we hear from a wide range of voices to help shape a balanced and effective plan.

The plan outlines key services and actions for the next four years, including:

Improved signage: Clear, helpful signs make it easier for everyone to understand and follow the rules. Share your ideas to help us get it right.

Increased patrols: We've heard the call for more enforcement—tell us where you think patrols are most needed.

Education initiatives: Help us focus our campaigns on the topics that matter most and support Bayside residents to be the best pet owners they can be.

We've drafted the plan based on feedback gathered earlier this year from more than 2,000 community members. This sniffed out some key concerns including too many dogs off-leash where they shouldn't be, some owners not scooping the poop, and calls for increased enforcement of the rules.

Head to our Have Your Say website to share your views or find details of where to meet us at a local drop-in engagement session.

Hurry – consultation closes 22 September 2025.

Note: Beach access rules are not part of this consultation. Following extensive community feedback, Council resolved on 19 August to [insert plain English summary of the resolution].

Key milestones

Timing	Objective	What we will do
Council meeting to approve draft DAMP for community Engagement -29 July	To obtain Council support for the new draft DAMP	- Summary/report for Councillors - Designed draft DAMP for review
Council meeting to consider/ endorse new beach restrictions 19 August	- To have the beach restrictions in place prior to commencing engagement on draft DAMP - To avoid confusion over draft DAMP and beach restrictions	- Web news - Subscriber update
Engagement campaign - 20 August – 22 September	- Raise awareness of the DAMP, its purpose and value - Encourage community wide participation in the survey - Debunk misinformation about the DAMP - Encourage measured and informed responses	- Emails to subscribers - Signage with QR code - Social media - Vox pops at local farmers markets - This Week in Bayside enews - Digital screens - Inside Word for Councillors - Council Reports - In the Loop staff news - Website news - Website banner - Printed surveys
Engagement analysis - 23 September – 6 October	To analyse feedback received and determine if further adjustments to DAMP are required	- Engagement report - Summary report for Executive and Council - Amend DAMP if required
Engagement reporting – - 11 November (for Nov agenda publication)	To inform all stakeholders of the outcome of engagement activities	- HYS engagement report page/ update - emails
Council decision	To inform stakeholders of decision and share access to new DAMP	- HYS update - Subscriber emails - This Week in Bayside enews - In the Loop staff news - Website update

Channels & action plan

List of channels to be used	Publication date
Digital	
Website news item (included in This Week in Bayside e-news)	21 August
In the Loop article	22 August
Email to registered pet owners	21 August
Social media post(s) – Facebook/Instagram/LinkedIn	21 Aug – 20 Sept (minimum 3 posts)
Paid social media*	1 Sep – 10 Sept
Digital screens Corporate Centre and libraries (and JOLT EV charging station signage??)	21 Aug – 20 Sept
Website banner	21 Aug – 20 Sept
Direct emails to Fetching Feedback group	21 August
Direct email to DAMP project subscribers (sub group of unsuccessful FF applicants)	21 August
Inside Word for Councillors	25 August
Text (optional) – reminder to provide feedback (registered pet owners)	10 September

List of channels to be used	Publication date
Print	
Post cards and printed surveys	Delivered by 19 August
Inform Customer Service / Libraries	Internal mail 20 August
Council reports	
Outdoor	
Signage – A1 corflutes for placement along Foreshore and at parks	Installed 21 August – 22 Sept
In person	
Pop ups at Farmers Markets	23 August – Bayside 21 September - Beaumaris
Pop ups at public spaces	• Dendy Park • Thomas St playground • Dates TBC

Participation & Evaluation

Desired outcome	Expected behaviour	Measurement
Broad awareness of DAMP	HYS visits and time spent	Visits and reach data on HYS
Survey responses	Completion of the survey/ submissions received	HYS engagement data
Social media engagement	Reactions, comments, sharing of posts	Social media data
Pop-ups success	Interactions between staff and community	Visitor numbers and responses
Provision of clear information	Minimal requests for clarity/further explanation	Limited complaints of Councillors and direct enquiries.

Appendix 4: Communications data

This Week in Bayside (Community Newsletter)

Date	Topic & Link	Delivered	Opened		Clicked Related Links
28-Aug	Launch	13,198	8,267	62.6%	499
4-Sep	Pop up at Dendy Park	13,224	8,383	63.4%	33
11-Sep	Open for feedback	13,246	8,681	65.5%	30
18-Sep	Last chance and pop ups	13,310	8,409	63.2%	95
Total clicks					657

Social media posts

Date	Details	Links	Reactions	Impress'ns	Engag't
26-Aug	Happy International Dog Day	Facebook	17	1196	19
26-Aug	Happy International Dog Day	Instagram	36	2084	43
29-Aug	Dendy Park pop up postponed	Facebook	7	3738	9
29-Aug	Dendy Park pop up postponed	Instagram	-	836	-
5-Sep	Video calling for variety of survey participants	Facebook	3	473	5
5-Sep	Video calling for variety of survey participants	Instagram	2	448	4
10-Sep	Key features of draft DAMP	Facebook	0	605	2
16-Sep	Last chance and weekend pop-ups	Facebook	0	371	1
16-Sep	Last chance and weekend pop-ups	Instagram	1	6232	1
		TOTALS	66	15,983	84

Paid Campaign Total Spend \$296.57	Link Clicks	HYS Page Views	Views	Reach	Engagement
Our new plan for pets. Have your say	528	290	75,308	15,846	554
Total Reach and Engagement on social media				31,831	138

Email Direct Messages

Date	Audience	Title And Link	Reach	Opened	% Opened	Total Clicks	% Click
21-Aug-25	General HYS subscribers	Have your say on our latest plan for pets in Bayside - General	4,121	2,213	54%	165	7%
21-Aug-25	DAMP HYS subscribers	Have your say on our latest plan for pets in Bayside - DAMP	188	128	68%	11	9%
21-Aug-25	Fetching Feedback applicants	Have your say on our latest plan for pets in Bayside - FF applicants	188	128	68%	10	8%
21-Aug-25	Fetching Feedback group	Share your thoughts on the draft Domestic Animal Management Plan 2026-2029	23	21	91%	6	29%
31-Aug-25	Fetching Feedback group	Are you able to attend the final Fetching Feedback session?	22	20	91%	9	45%
26-Aug-25	Registered pet owners	Happy International Dog Day	9,758	7,287	75%	1,661	23%
Totals/Averages			14,300	9,797	69%	1,862	19%

Emails were also sent to local sports clubs and other key stakeholders informing them of the survey.

Internal Communications

Inside Word (Councillor Update)

- 25 August 2025 – [Launch](#)
- 2 September 2025 – [Upcoming engagement events](#)
- 16 September 2025 – [Upcoming engagement events](#)

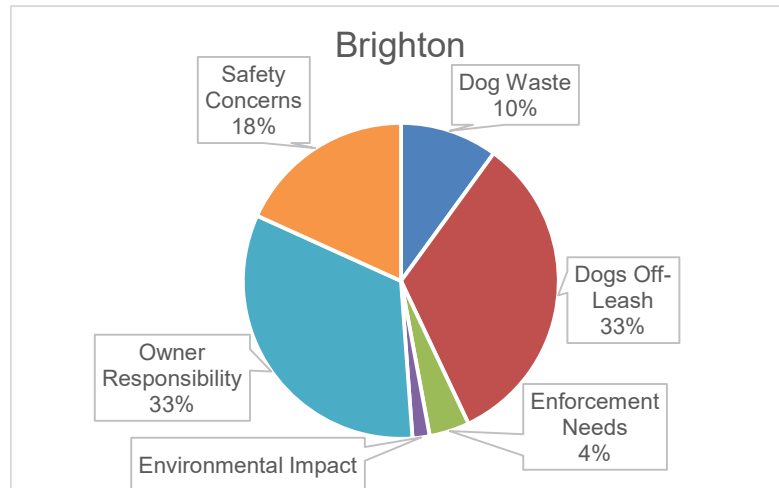
In the Loop (Staff newsletter)

- 29 August 2025 – [Launch](#)

Appendix 5: Concerns by suburb

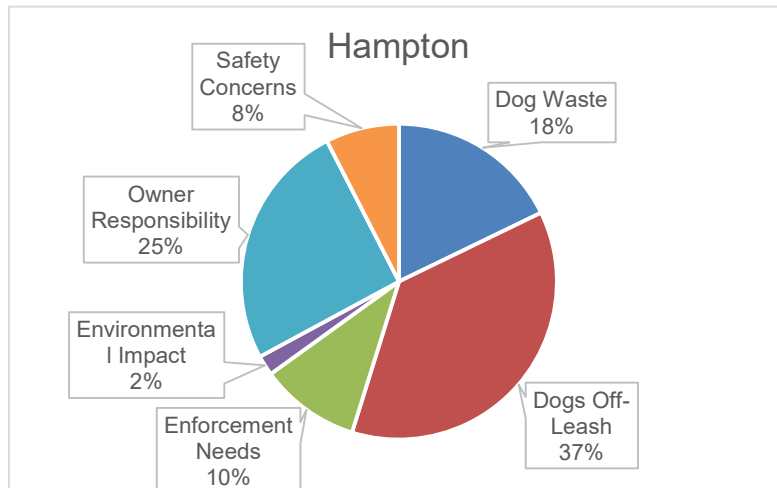
The following pie charts show the breakdown of concerns raised by participants in each suburb. The six main categories of concern are defined below.

Theme	Key Points
Dog Waste and Bag Dumping	Frequent reports of uncollected dog waste in parks, streets, and foreshore; bagged waste left in vegetation or bins; requests for more bins and bag dispensers at beach access points.
Off-Leash and Control Issues	Widespread non-compliance in on-leash areas across foreshore paths, the Bay Trail, and several high-use parks.
Enforcement Needs	Reports of rarely or never seeing officers or patrols; support for more visible, randomised patrols at hotspots and peak times (early mornings/evenings).
Environmental Impact	Concerns about the environmental hazards of dog waste; concerns about potential damage to flora and fauna.
Owner Responsibility	Owners knowingly allowing off-leash activity and failing to pick up poo; reports of aggression when challenged by other users.
Safety Concerns	Incidents of dog-on-dog and dog-on-person aggression; concerns for safety of runners and cyclists on narrow/shared paths, including collisions and knock-downs.

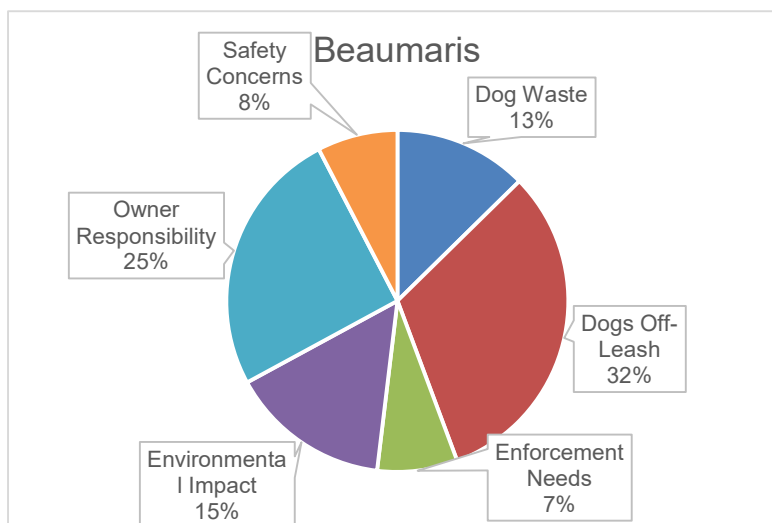


"Dogs frequently on beach during summer outside of permitted hours."

"Dog poo along the path adjacent to the trainline is out of control."



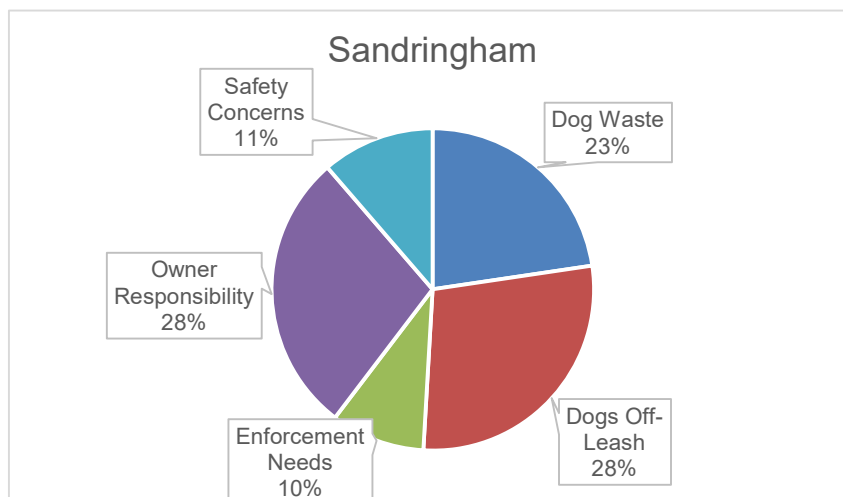
"Dogs off leash every day at most times, with owners fully aware of on leash laws, no intention to leash, and seasoned fine avoiders."

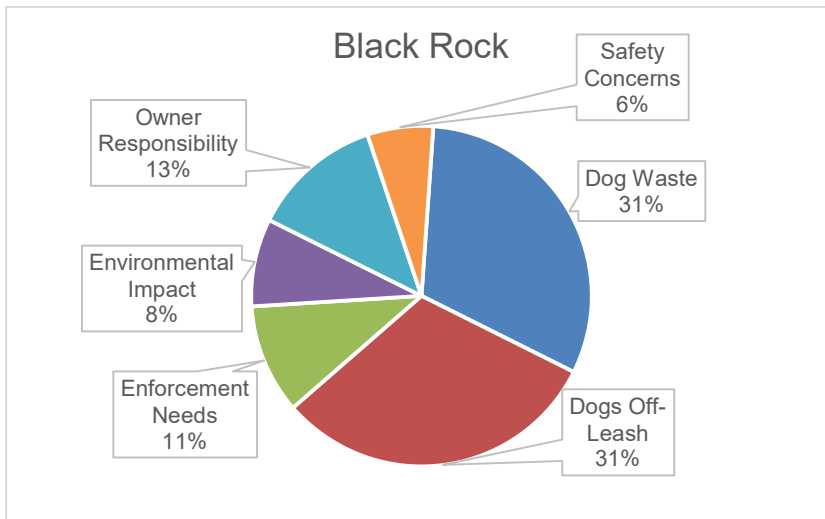


"Ricketts Point Marine Sanctuary. Dog owners don't keep their dogs off the rock / reef areas."

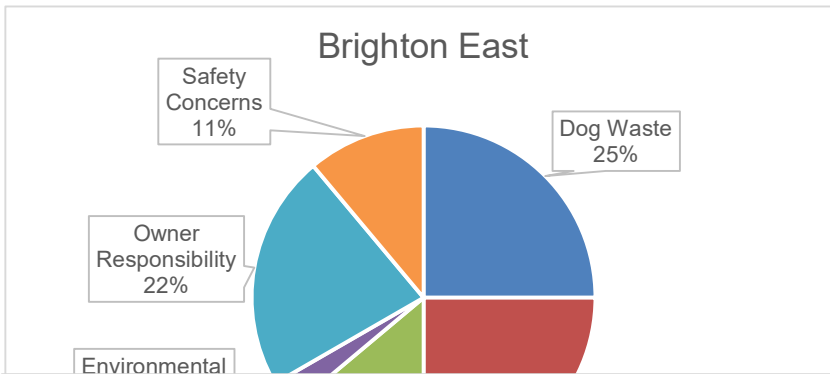
"Dogs frequently off lead in children's playground."

"Dogs often off the leash and uncontrolled including on the running path and on the beach. It frightens me such that I don't like to go down there. Irresponsible owners and no enforcement at least visible."

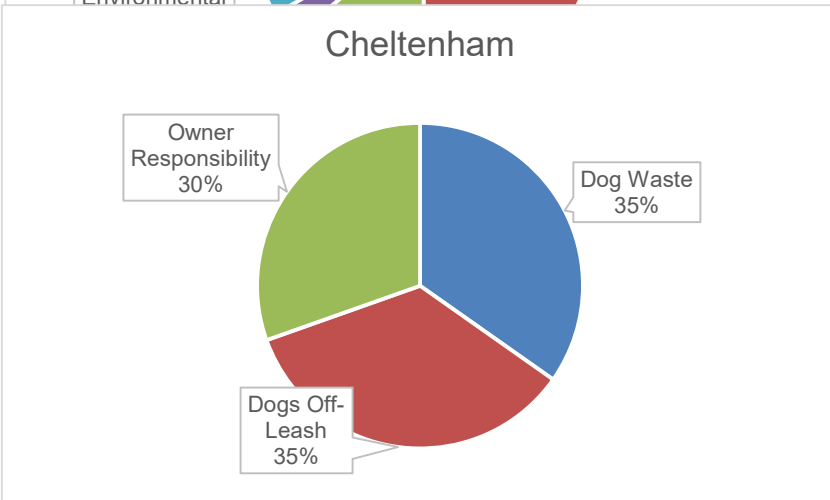




"Coast path – frequent sightings of dog poo not picked up."

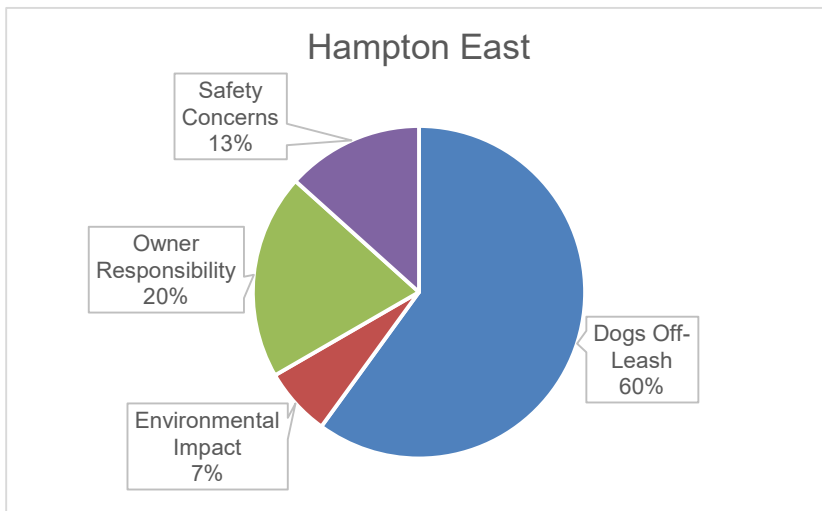


"There are often many dogs at Dendy Park – some larger ones where owners don't seem to be tuned in to their animals."



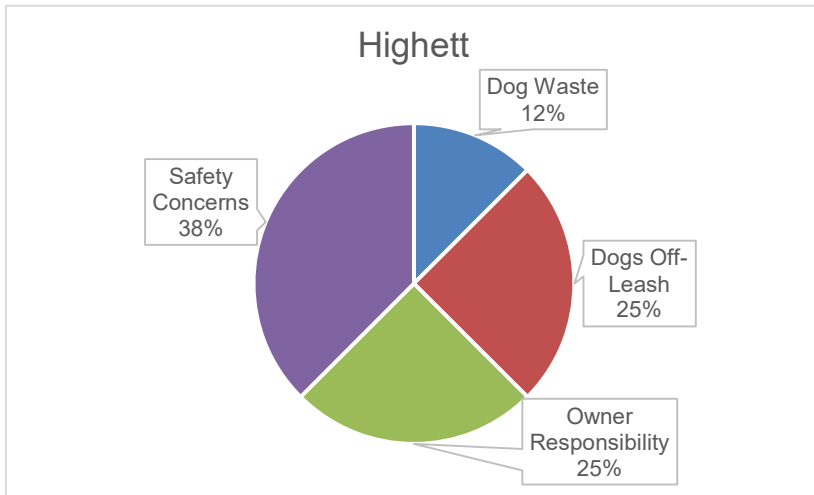
"Cheltenham Park dog owners not picking up poo."

"Dogs frequently off lead in the children's playground area with no concern by owners for the fear of small children induced by their dogs."



"Many greyhounds off leash. Multiple dogs attacked. Zero owner accountability."

"Irresponsible dog ownership. Owners not picking up after their dogs."



"Absolutely sick to death of the regular occurrence of dog poo on the footpath in front of shops and businesses."

"This park is always overrun with aggressive dogs not under control so I have to avoid it."