

Fetching Feedback

Bayside City Council
What was said report

March-April 2025

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Engagement Process

Overview

Bayside City Council is currently reviewing its Domestic Animal Management Plan (DAMP) and existing beach restrictions to ensure these are meeting the needs of the community while protecting Bayside's unique natural environment. In recognition of the importance of community involvement and the diversity of views on these topics, the Council – supported by MosaicLab – recruited a representative group of residents to participate in the **Fetching Feedback Group**. This group was tasked with developing community-informed advice that will guide Council's future decisions on several current challenges (see Challenges and Remits below).

This document outlines the **process** undertaken to involve community members in meaningful engagement. It includes details of how participants were recruited, how the sessions were designed and facilitated, and the key challenges and questions that framed their work.

It also presents the **outputs** of this process—clear and thoughtful advice developed by the Fetching Feedback Group across four workshops. The outputs reflect participants' shared understanding, diverse perspectives, and commitment to finding fair, inclusive, and environmentally responsible approaches to managing dogs on beaches and more broadly across the municipality. Outputs include:

- Session 1: Fetching Feedback Group hopes and working agreements.
- Session 2: Perspectives on beach use, insights from wider engagement report, learnings.
- Session 3: Ideas, themes and feedback on the groups' advice to Council on beach restrictions.
- Session 4: Review of the groups' final advice
Ideas for revising the DAMP with prioritisation and reasoning.

These outputs represent a collaborative, considered response to the challenges presented and offer constructive guidance to Council in its policy and decision-making.

Challenges and remits

Bayside Council developed two key challenges for the engagements, which set out the scope for discussion, helping guide the conversation and keep recommendations focused.

We need to protect Ricketts Point Marine Sanctuary and review dog walking restrictions on all beaches in the Bayside area. Currently, the restrictions regarding dogs on beaches are inconsistent and community members tell us they can be hard to understand.

How can we make beach restrictions fair and clear for all users and protect sensitive environments?



The DAMP aims to foster animal welfare and responsible pet ownership, creating a community where people and pets coexist peacefully and respectfully.

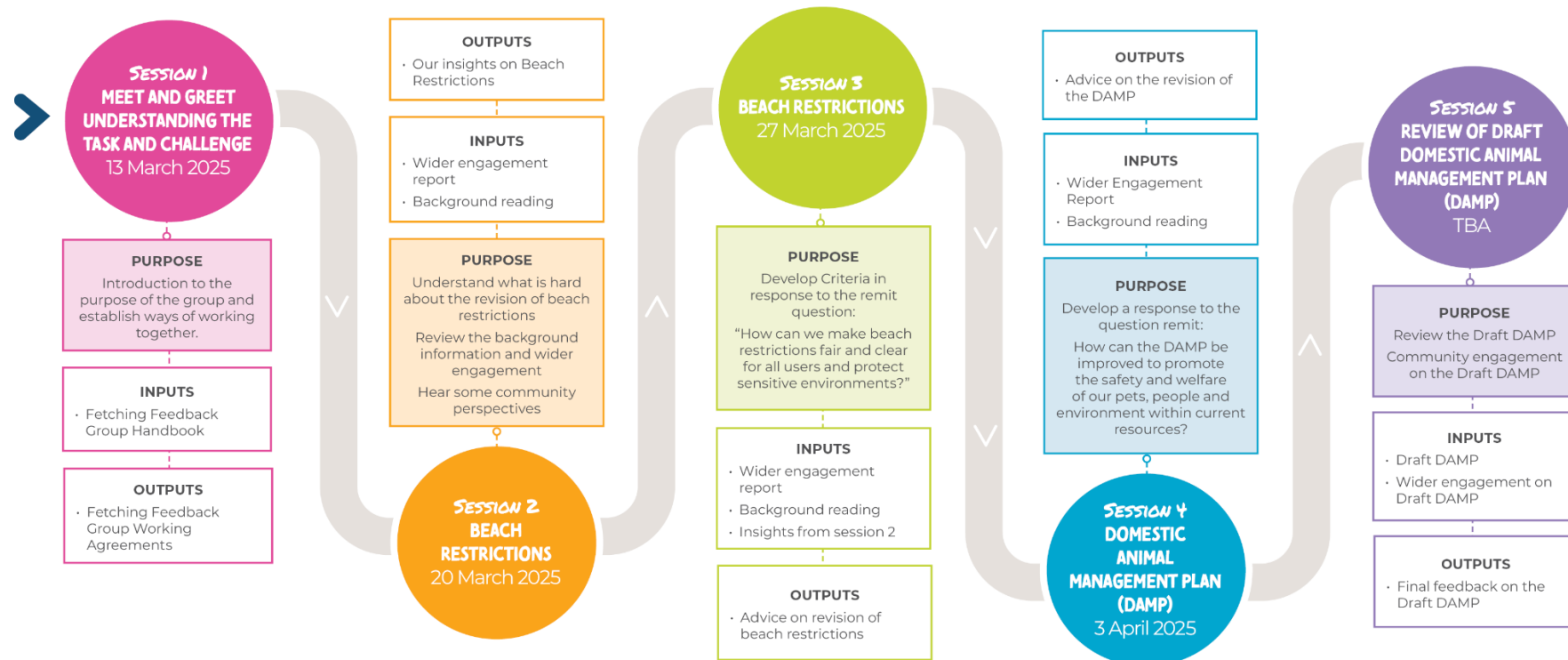
How can the DAMP be improved to promote the safety and welfare of our pets, people and environment within current resources?



The Fetching Feedback Group Journey

This journey map outlines the structure and purpose of each session in the Fetching Feedback Group's process. Inputs, purposes, and outputs are clearly defined to guide the group's collaborative work and ensure a transparent, outcomes-focused approach.

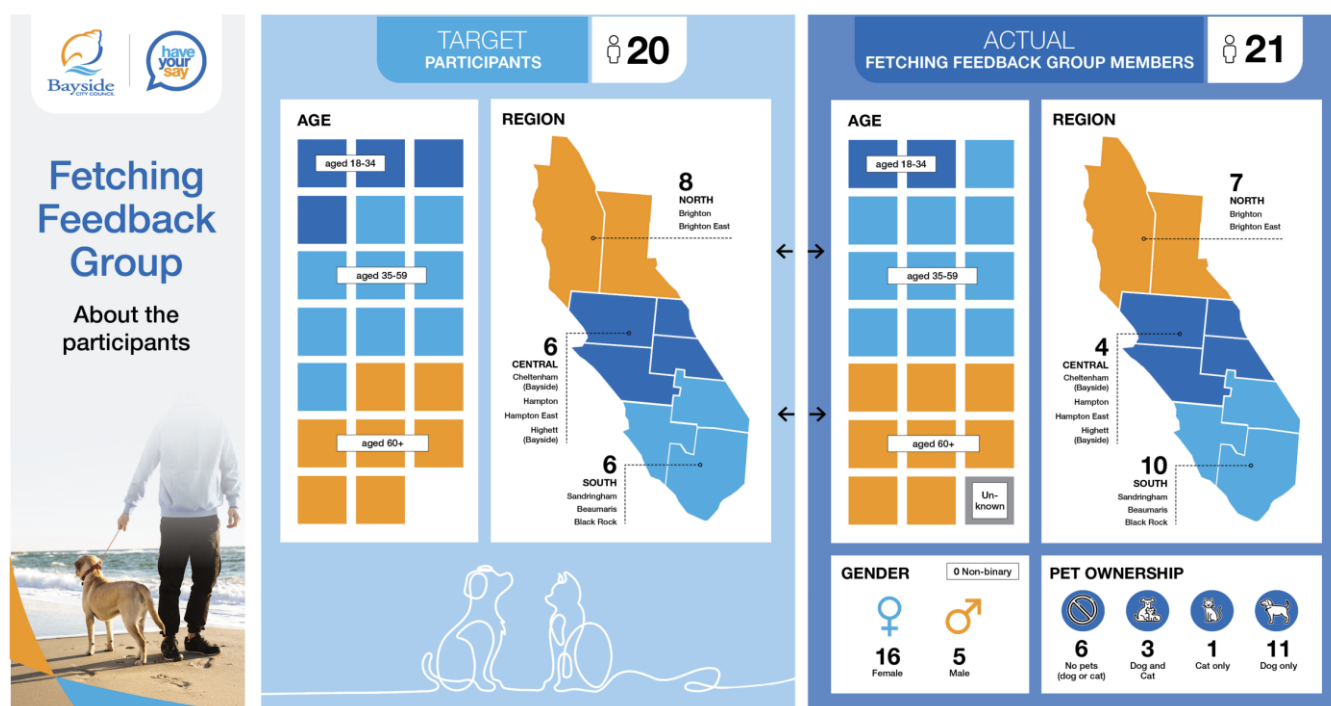
BAYSIDE CITY COUNCIL FETCHING FEEDBACK GROUP JOURNEY



Recruitment of participants

Bayside City Council engaged the independent organisation MosaicLab to support a multi-phase recruitment process using a democratic lottery approach. The first phase involved an open expression of interest, made available through the Bayside YourSay online platform. Any adult community member could apply to be part of the group. From those who applied, MosaicLab conducted a random, stratified draw—designed to ensure participants reflected the community in terms of age, suburb, and pet ownership. The aim was to closely align the group's composition with Bayside's Census data, targeting a balance across suburbs and age groups, along with a 70/30 split between pet owners and non-pet owners. This approach ensured the Fetching Feedback Group was broadly representative of the wider Bayside community. Diversity among group members was essential to ensure a wide range of perspectives were brought to the table when exploring the challenges and opportunities facing the community and shaping sound advice to Council. The final group included 21 participants, representing a cross-section of the Bayside municipality.

The infographic below shows the census-based targets for recruitment (left) and the actual participants selected (right).



Dates and Attendance

The sessions took place in March and April 2025 as evening workshops from 6pm to 9pm at the Bayside Corporate Centre, 76 Royal Avenue, Sandringham.

Session	Overview	Date and time	Attendance #
Session 1	Understanding the task and Challenge	Thursday 13 March, 6-9pm	18
Session 2	Beach Restrictions Part 1	Thursday 20 March, 6-9pm	19
Session 3	Beach Restrictions Part 2	Thursday 27 March, 6-9pm	18
Session 4	Beach Restrictions Part 3 and DAMP	Thursday 03 April 6-9pm	17

Hosts and Observers

Bayside Council officers and roles participating in the engagement as hosts, speakers, and observers:

Mick Cummins

CEO

Matthew Cripps

Director City Planning & Amenity
Acting CEO (*from 29 March*)

John Coates

Manager Amenity Protection

Con Tsekouras

Acting Manager Amenity Protection
(*3-24 March*)

Jarrold Slattery

Local Laws Coordinator

Andrew Young

Service and Efficiency Coordinator

Christine Embleton

Service and Efficiency Lead

Vanessa Bradley

Community Engagement Coordinator

Tracy Hocking

Community Engagement Officer

Engagement Outputs

Session 1 (March 13)

Welcome from Council

The session opened with a welcome from Matthew Cripps, Director City Planning & Amenity at Bayside City Council. Matthew spoke about why the process matters, the value of the group's contribution, and the promise being made to both the Fetching Feedback group and the wider community.

Hopes and advice

Participants worked in small groups to consider what hopes they had for their time together. Their hopes are reproduced verbatim below.

Group	Hopes
1	That all stakeholders can be accommodated with the outcomes.
2	Find a fair, balanced and feasible solution Consistent & clear set of rules Proximity of off-leash areas to encourage better behaviour
3	Simplify rules, respect our lifestyle Enable / encourage people to do the right thing – Clear & consistent rules Establish social agreement around what "the right thing" is – What do we expect from each other
4	Constructive feedback Ideas to motivate responsible pet ownership Sharing open spaces with consideration to other groups
5	Providing new & innovative ways for the councils to improve community spaces & <i>communication</i> for all. With a lens of safety & consideration for pet & non-pet owners alike.

Presentation: understanding the task ahead

Council provided a presentation to the Fetching Feedback group, outlining the purpose and expectations of the process. The speakers (listed below) explained why the group was formed and the desired outputs to aid decision-making regarding beach restrictions, Ricketts Point, signage, and the Domestic Animal Management Plan (DAMP), which undergoes revision every four years.

- Jarrod Slattery, Local laws Coordinator
- Andrew Young, Service and Efficiency Coordinator
- Vanessa Bradley, Community Engagement Coordinator

Working Agreements

Participants explored critical thinking and identified their social styles to enhance collaboration. They then co-developed a set of working agreements for their five sessions together. These agreements were consolidated, lightly themed by the facilitators and presented back to the group at the start of Session 2.

  Fetching Feedback Group Working Agreements 	What Matters to Us	We Will...	We Support Each Other by...
	 Respectful Communication	- Listen actively without interrupting. - Allow everyone to speak without dominating. - Build respectfully on each other's ideas.	- Gently reminding each other about respectful behaviours. - Being kind, patient, and respectful if issues arise. - Giving every voice a turn
	 Staying Focused	- Agree and stay focused on clear, attainable goals. - Keep discussions relevant and on topic	Regularly checking in by asking, "Are we still on topic?"
	 Valuing and Encouraging our Diverse Perspectives	- Ensure everyone feels safe, heard, and valued. - Appreciate and actively listen to diverse opinions. - Communicate openly, especially when addressing disagreements	- Calmly call out behaviours that undermine respect for diversity. - Encouraging openness, patience, and mutual accountability. - Ensure that as a group we are accountable to giving everyone voice a turn to be heard.

Session 2 (March 20)

Insights into beach user perspectives

Participants learned about and explored alternative perspectives on beach users, the needs and wants of different groups, and shared insights about them. In pairs, participants then developed and documented their own perspective and intended use of the beach areas, as captured below.

My perspective is...
Mum of teenage girls and a fluffy boy. Enjoy peaceful beach walks with my dog, happy to be on leash and often prefer that in busy beaches. Need: dog friendly beach walks or unleash and sunny beaches for family to enjoy.
Beach restriction needs to cater from minority sector yet achieve fairness to the majority therefore having dogs on a leash at all times affords a win-win.
Fear of dogs, etc. Special dog areas which are fenced off. People with balance issues, disabilities and fear of dogs need protection from dogs which are not under proper control.
As someone who has small dogs, I've experienced big dogs running over and knocking my dogs down. Need: I would like more small dog off-leash areas. Want: people to be more educated on etiquette and dog training.
60s – 2 dogs. No leads. We use Ricketts Point for walking regularly. Happy for this to be on lead due to habitat. Needs: ongoing use of my local beach, firm sand to walk on. Supports: All year on lead access. Happy for this to include no sand access during peak swimming times for families.
Can walk on lit streets. Can go to Sandy Boat Harbour. Walk in the morning before work.
Off-leash dog areas clearly signed to all. All areas clearly signed.

As a dog owner of an older and slightly more reactive dog, we value being able to go down to the beach and take gentle walks.

I value only areas where I can trust my dog won't get approached or have her personal space encroached. Though I appreciate people having off-leash areas available.

There needs to be some dog free zones in Bayside, for safety and health reasons.

Parks should be inclusive, not exclusive.

Everyone in Bayside deserves to enjoy recreational spaces.

Better planning and fairness planning around space usage.

Many areas are empty and dog owners are banned. There are more innovative solutions that are more balanced.

I love animals and I love our Bayside environment. I understand that dog owners want to let their dogs run free, but I sometimes wish they were a little more mindful of the boundaries of other people and a little more considerate of our environment.

Protection of local wildlife and environment is really important.

Also pet owners who do the wrong thing really make life less pleasant for everyone.

Lack of amenity on 24 hour off-leash beach made her owners from the beach
Balancing all needs.

I want my young children to feel safe on the beach. Not that a dog will jump on them.

Balance of use of the amenities through very clear roles. i.e. off-leash and on leash, no in-between.

Need: waste bins and bags in key locations due to removal when beach was eroding.

Ways to support: install waste bin lower down and visible.

Use beach to exercise dog and socialise with others.

Need: designated fair times for off-leash and bins with poo bags.

Support: more bins and less confusing designated times.

Presentation: What is hard about beach restrictions?

Council delivered a presentation outlining the complexities and challenges involved in managing beach restrictions. This included what makes the issue difficult to address and the limitations around what can and can't be adjusted.

Participants then took part in a Q&A session, using the opportunity to clarify the scope of the work and better understand which levers — rules, signage, enforcement, or other — could be adjusted in response to the remit questions.

- Jarrod Slattery, Local laws Coordinator
- Andrew Young, Service and Efficiency Coordinator
- Vanessa Bradley, Community Engagement Coordinator

Data insights (Wider Engagement Report)

In small groups, the participants spent time deep diving into the beach restrictions survey data of the Wider Engagement Report, discussing one section per group and gathering their insights. In new groups, the participants educated each other on their section findings, then spent time discussing and capturing their top overall insights from the beach restrictions survey data. These are captured below:

A short heading	Why this is important
Beach usage is diverse	Usages don't always go well together Seasonality impacts usage Rules should consider main usages
Rule awareness and perceived compliance	Perception is that people ignore the rules There is a need for simple and catchy reminders (“slip slop slap slide”).
Views on fairness of rules are split	This highlights the complexity of the challenge.
Population representation	How representative is the data that has been presented? 1392 responses out of... 490 Ricketts Point.
Confusion	People are unaware of the extent of the Marine Sanctuary
	Perceived reasons to not follow restrictions. - Owners ignore them - no enforcement in sight

	Ensuring Ricketts point is clearly kept separate from 'other beaches' as it's a unique ecosystem, the data unique to Ricketts point can't skew decisions for all Bayside beaches.
	Opportunity to take part in the survey was open to all, some who are non-dog owners may have been and having a break. Responders are representative of Baysiders who care about the issues. Positively or negatively.
	Awareness of restrictions is good.
	Restrictions are balanced and fair.
	Deliberate non-compliance

Speaker presentation – Beaches of bayside voices

Participants heard from six speakers representing stakeholder groups from the Bayside community. Each speaker shared a short presentation offering a perspective on current beach uses and restrictions, highlighting what's working well and what could be improved from their point of view. Many of the speakers also provided printed materials for participants to read and take away, offering further context on their views and priorities. Following the presentations, participants engaged in a panel-style Q&A, asking questions and exploring the ideas and perspectives shared.

Organisation

Hampton Life Saving
 Birdlife Bayside
 Marine Care Ricketts Point
 Bayside Dog Alliance
 Gould League
 Friends of Native Wildlife

Speaker

Kirsten Cleland
 Tania Ireton
 Karen Fitzgerald
 Amanda Levi
 Hakan Dellal
 Sally Eldridge

Insights – one thing we have learnt from this session

In pairs, participants were asked to reflect on the session and write down one thing they had learned. They were also asked to indicate whether their learning related to one of the three key levers identified by Council to adjust beach restrictions — rules, signage, or enforcement — or if it fell into an “other” category.

Related levers	One thing we learnt from this session...
None selected	Responsible pet ownership (education) dog poop must be collected. Insufficient correlation between dogs and damage (families and adults as well).
None selected	This need to apply to all (not just dogs). Education about why restrictions are in place = the unique nature of the park.
Other	Understand the value of the marine sanctuary. Dog owners may be oblivious to the effect dogs have on the ecosystem and there is no desire/or lack of education on what/how we are protecting.
Rules Signage	There are many uses for the beach, and they are conflicting.
Rules Other	Management of Ricketts Point is confusing.
Signage Enforcement	There is confusing signage and restrictions are not enforced. There needs to be a blitz in each area.
Signage	Clarity and simplicity - link to simple rules.
Other	Ricketts Point – lot s of conflicting views – even what it is.
Rules Signage Enforcement	We need consistent signage, simple solutions and strict enforcement. So, there are consequences for noncompliance. Uniform rules e.g. no seasonal changes keep it uniform all year round. Such that dogs to be on leash all the time.
Rules Enforcement	Rules are ok now, no need to change, but change increase enforcements.
Other	Was not aware of diversity of wildlife. Signage needs to be clearer even more No enforcement.

Session 3 (March 27)

Ideation and theming

The session began with a structured ‘Think–Pair–Share’ activity. Participants started by reflecting individually on the remit question, then paired up to share their thinking. Each pair joined with another to form a group of four, working together to consolidate their ideas. Groups were invited to submit up to three ideas they felt were most important to take forward. For each idea, they also ticked which area it related to — Rules, Signage, Enforcement or Other — to help clarify its focus. Once the ideas were shared, the whole group worked together to group similar responses and identify common themes.

ONE idea to respond to the remit question	Our idea relates to	Theme
Education: – schools – Ricketts awareness – online maps (visitors)	Other	#1 – Information and access
<i>More data!!</i> to explain beach restrictions + evaluate DAMP. Beach usage by all stakeholders. Put on website.		#1 – Information and access
For the whole area of Ricketts Point Sanctuary, dogs should ideally be on-leash at all times.	Rules Signage Enforcement	#2 Ricketts Point
Not sufficient evidence to change the rules at Ricketts Pt for dog use/walking. There is one walking area. No linkage to dog walking area + impact on bird / marine life populations. Keep rules the same but make signage clearer.	Rules	#2 Ricketts Point
Inclusive: encourage everyone to behave well.	Signage	#3 Simple Signage
Simple rules & simple signs (evident on Page 2: Fetching Feedback: Session 3).	Signage	#3 Simple Signage

Educate what is desired effective control: App & Training. Incentive = cheap registration. Enforcement = blitz!	Incentivise Enforcement Education	#4 Incentivise good dog management
Improved education about recall. Council invest in training. Cheaper registration for demonstrated recall.	Enforcement	#4 Incentivise good dog management
Blitz areas to prove you are serious about rule enforcement.	Enforcement	#4 Incentivise good dog management
Incentivise compliance to rules. Get a discount on your registration by downloading Bayside dog app. ✓ get alerts about beach restrictions as you walk ✓ watch videos on education about responsible dog ownership ✓ encourage compliance to rules	Enforcement	#4 Incentivise good dog management
3 areas of zoning – ‘Off-leash’ – ‘On leash / Shared’ – ‘Dogs prohibited’	Rules	#5 Clear > All year round zones
Keep it simple (dog free): – Life saving clubs – Bathing Boxes (Dendy)		#5 Clear > All year round zones
Dogs on leash All times* More off-leash beaches *Exception		#5 Clear > All year round zones

First draft

Working in new small groups, participants were randomly allocated a set of themed ideas to develop into a first draft. This was their first attempt to shape the ideas into a clear piece of advice. Each piece of advice included a title, the area it related to — Rules, Signage, Enforcement or Other — the advice itself, and an explanation of why the advice is important in addressing the remit.

#	Heading (first write)	This advice relates to:	Our advice to Council when reviewing beach restrictions is:	Why is this advice important...
1	Information / Easier Access		Make simple signs with QR codes to ensure info is relevant to specific time & location. Less wordy signs. Online resources to be available on phone To provide more data to justify the restrictions.	Simple signs with less words makes rules easier to understand. Having info available online allows greater exposure for info to be accessed & increases awareness.
2	Ricketts Point	Rules	Amend sanctuary dog restrictions between Beau Yacht Club & Beau Life Saving Club to dogs prohibited at all times. Remaining dog restrictions stay unchanged.	We believe this will protect the Ricketts Point rocky outcrops.

3	Simple Signage	Signage	Colour coding could be helpful – see Kingston (positive). Clearly defined beach zones. Simplify zones – off-leash, on-leash, no dogs. Summer restrictions for some beaches to bolt on to zones. Keep zones consistent, restrictions just for summer.	Simplify signage = better awareness & better understanding. Encourages everyone to behave well, through simple messages, clearly colour coded & less words. Separate beach zones & restrictions for summer.
4	Incentivise good dog management	Rules Signage Enforcement	Educate desired dog behaviour (<i>effective control</i>) – via app + training. Incentivise via cheaper registration for demonstrated compliance. Enforcement via “blitz”.	Effective control is central to everyone being able to enjoy Bayside beaches. <i>App can encourage / educate re good dog ownership + provide info re conservation issues</i> <i>Can give real-time info re location of restrictions.</i>
5	Clear > All year-round zones	Rules	Create 3 distinct areas which include • ‘Off-leash’ • ‘On leash’ / ‘Shared’ • ‘Dogs prohibited’ Which operate throughout the year (24/7).	The rules are clear, simple, fair and take into account our community at large. Considering people, animals and the environment, including our diverse country and waterways.

Feedback review

Participants reviewed each piece of advice individually and indicated their level of comfort with the advice on a 5-point scale from *love it* to *loathe it*. They also had the opportunity to leave comments and suggestions for improvement on what specific changes would make them feel more comfortable with the piece of advice.

Advice #1: Information / Easier Access

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	0	9	4	3	1
Percentage	0%	53%	24%	18%	6%

Comments: what would make you feel more comfortable?	
QR codes not always used, how can we make it that it's not missed?	I agree behaviour key to educate to get people to change
Not sure more data will justify restrictions	Data is not the issue, behaviour is
More data needed to measure success – how do we know it's working?	Could be written better to cater to a non-tech savvy group
Not everyone carries phones to read QR codes	No QR codes
Remove time + date-specific restrictions	Don't need more data, it's costly!
Not sure about the need for more data	Like QR codes & simple signage
Info is so vague, would make it difficult to enforce – I don't walk with my glasses so can't read phone anyway	More data not needed

Advice #2: Ricketts Point

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	9	2	1	4	1
Percentage	53%	12%	6%	24%	6%

Comments: what would make you feel more comfortable?	
Nothing – perfect solution	Clear signage
This group has not followed the ideas from the cards at all.	Dogs should not be allowed in marine park
Clarify what is meant by “remaining dog restrictions”?	Would prefer on-leash only across entire RPMS
Remove section that says prohibited on any beach	Don't know where the mentioned buildings are located
What R.P. “is” is not the same for everyone Council must be clear: - o café - o dry beach - o marine sanctuary - o rocky outcrops	Why should dog walking be prohibited? It is an on-leash area only walking before 10am & after 7.30pm on lead area currently. There's no evidence to support a change to restrict all dog walking.
Ricketts Point is a unique area in Bayside. Key environmental area should be dog free It's hard to understand the area – delineate	

Advice #3: Simple Signage

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	2	9	2	4	0
Percentage	12%	53%	12%	24%	0%

Comments: what would make you feel more comfortable?	
Like it bar the conflation with zoning	Remove section of "no dogs on beach at all"
'No Dogs' – is this realistic?	Good idea overall
Restrict summer to Dec–Feb	Dog-free zones essential
Don't split into summer/winter, keep same rule all year round	Need to make beaches on-lead or apply summer restrictions to allow for dog walking
Not clear what's new	Restrictions should be consistent 24/7 all year round
Less wordy signs	Too much distinct advice

Advice #4: Incentivise good dog management

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	3	4	7	2	0
Percentage	18%	24%	41%	12%	0%

Comments: what would make you feel more comfortable?	
School education	Blitz out
Remove app	Don't give discounts / financial incentive just for doing what's right
Like the concept but think there should be a split between positive & negative reinforcement	Behavioural/training from professionals for compulsory sessions to give incentives to good dog unsupported. Discount registration confusing. Dog training centres etc.
Incentive for cheaper registration will not necessarily translate into compliance with rules	How can we give people easy things to say to ask others to pick up their dog poo or put their dog on a lead (without starting a fight)?
No incentives	Blitzes & applying penalties, not warnings
Enforcement is crucial	Pet ownership should be a privilege, not a right.
Blitz	Apps aren't for everyone
Love blitz – not so sure on incentives	How do you prove/demonstrate you have been compliant?
Incentive does not work because not all people are Baysiders	Need training theatre "council Approved"
More money for dog owners!	

Advice #5: Clear > All year round zones

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	12	4	0	2	0
Percentage	71%	24%	0%	12%	0%

Comments: what would make you feel more comfortable?	
Great as is	Good clear boundaries
Will 'dogs prohibited' work?	Good clear signs
Removing 'dogs prohibited' beaches	Pictorial signs with minimal words
Need summer restrictions	Actioning these recommendations by Council
Don't need summer switching	Yes, our ideas are aligned – keep zones all year round, then add-on restrictions for summer beaches

Second Write

In new groups, participants worked on a different piece of advice. They reviewed the feedback and comments gathered during the individual review, and where there were consistent suggestions or clear patterns, they made changes to strengthen the advice.

#	Heading	This advice relates to:	Our advice to Council when reviewing beach restrictions is:	Why is this advice important?
1	Information & Access		Ensure signs are simple & information is easily accessible to all. Explain rationale for restrictions and ensure the council is transparent.	Simple signs with less words make rules easier to understand. Having info <i>also</i> available online enables greater availability of information to be accessed. 😊

#	Heading	This advice relates to:	Our advice to Council when reviewing beach restrictions is:	Why is this advice important?
2	Ricketts Point	Rules	Consider current restrictions at R.P. between Yacht Club and life-saving area on-lead zones at all times. Consider a dog-free section <i>if</i> data supports it. Everything else to stay same.	Need to treat R.P. as having different zones.
3	Simple Signage	Signage	Apply 'KISS' principle – simple signs = pictorial (remembering CALD), colour coded.	Simple signage creates better awareness, enables clear understanding for all visitors (inclusive). NB: Removed comment/reference to zonings as that relates to another section.
4	Incentivise good dog management	Rules Signage Enforcement	Enforcement “blitz”. Review the need for incentives & registration. Define “effective control”.	Effective control is central to being able to enjoy the Bayside Beach.
5	Clear > All year round zones <i>*No changes where made to this piece of advice from the first draft.</i>	Rules	Create 3 distinct areas which include • ‘Off-leash’ • ‘On-leash’ / ‘Shared’ • ‘Dogs prohibited’ Which operate throughout the year (24/7).	The rules are clear, simple, fair and take into account our community at large. Considering people, animals and the environment, including our diverse country and waterways.

Session 4 (April 3)

Second Draft - Feedback review

Following on from the final draft advice outputs from Session 3, participants began Session 4 by reviewing each piece of advice individually. Using the same 5-point scale — from *loathe it* to *love it* — they indicated their level of comfort with each piece of advice. They also had the opportunity to leave comments and suggestions on what could be improved to increase their confidence in the advice.

Advice #1: Information and Access

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	10	3	0	1	0
Percentage	71%	21%	0%	7%	0%

14 votes – 16 people reviewed and signed

Comments: what would make you feel more comfortable?	
Having less words e.g. Red/Green signs are good examples.	Differentiate between "enforcement" info and courtesy info which explains "why".
Happy with 2nd write.	No need for rationale.
Seems straightforward.	No need for rationale on the beach signs.
Sounds good.	Simple wording is essential.
We need to justify why restrictions or tighter 'rules' are in place, this is important for community support. Online materials or an app would be the best.	This has lost the education and need for more data. There is a need for much better information about who uses the beach → people, dogs, animals/birds etc. Who, when, why.
Same as last week.	

Advice #2: Ricketts Point

Scale	Love it	Like it	Live with it	Lament it	Loathe It	Confused
Votes	1	3	5	4	1	1
Percentage	7%	20%	33%	27%	7%	7%

16 of 17 participants voted on this piece of advice

Comments: what would make you feel more comfortable?	
A dog-free section is critical.	I don't understand the first dot point.
Not clear – needs details.	I really do not understand this!
Timing for the dog-free section will be needed?	No need to change current zones!
The sanctuary should be protected dogs prohibited.	Same as last week.
Strongly disagree dog-free area – unless significant study shows dogs are the main problem to need to understand usage by people, birds, etc. When are they there, what purpose, very likely people have the major impact on birds + dogs get blamed without data. This set of recommendations did not reflect the first round of advice.	There needs to be justification that dogs are negatively impacting the environment – there is no clear linkage of that to justify more restrictions. Residents respect the dog walking beaches, we already have strict rules to comply with. Only support dog-free if data supports. Most residents in survey believe current restrictions are fair.
Council please consider environment protection & biodiversity planning, marine park value in preserving habitat for leaving a legacy such that no dogs allowed.	How did this get changed from 1st draft when majority of people loved/liked/live with 2nd draft. This was not agreed process.
A dog-free zone would protect the environment and provide an area for people who are not comfortable around dogs.	Current restrictions at Ricketts Point are already very limited for dog walking and on-lead areas.
Not bound by either. Very contentious subject.	

Advice #3: Simple signage

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	10	3	1	0	0
Percentage	71%	21%	7%	0%	0%

14 of 17 participants voted on this piece of advice

Comments: what would make you feel more comfortable?	
Signs to be at each point of entry (walkways). Prefer to see no seasonal time changes but have clear zones: on-leash, no dogs, off-leash.	Include online/QR code information.
Like the green/red signs as example.	Straightforward.
Signage should not be seasonal or time related.	Colour coded signs are good and keep it simple.
OK – what does CALD stand for?	Same as last week.
Signage at entry points to each beach is critical.	Use more symbols rather than long worded signs.
Sounds good.	

Advice #4: Incentivise good dog management

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	5	3	6	0	0
Percentage	36%	21%	43%	0%	0%

14 of 16 participants voted on this piece of advice

Comments: what would make you feel more comfortable?	
This has lost the education component. Needs to educate before enforcement. Agree re: importance of effective control. Find ways to incentivise compliance through education and incentives at registration time.	I think it's a positive to incentivise good pet ownership behaviour & enforcements are needed, most people do the right thing, those that don't should be pulled up. It is hard for someone to call out bad behaviour, give people prompts as well.
Enforce blitz – dob in an owner program!	We should not incentivise compliance with base rules.
Stronger emphasis on enforcement – dog owners already have dog poo bags paid for by council.	Definitely need increased enforcement to change behaviour. Better definition of effective control needed as it is hard to comprehend that a dog >20 metres from owner is under effective control.
Great idea – need to watch socials as dog groups advise each other when they are happening.	Same as last week.
Blitz is critical. Incentives should not be needed for compliance with local laws.	Effective control training compulsory receive incentives to comply.
Blitz needs to be publicised.	Agree with enforcement but am not sure about incentives.
Blitz is essential.	Blitzes are essential. Incentives will not work.

Advice #5: Clear > All year round zones

Scale	Love it	Like it	Live with it	Lament it	Loathe It
Votes	11	2	1	3	0
Percentage	65%	12%	6%	18%	0%

17 participants voted on this piece of advice

Comments: what would make you feel more comfortable?	
I like the simplicity of zones. I do think there will also be a need for summer restrictions for dog walking, but make it consistent – before 10am and after 7pm at swimming beaches.	Yes and takeaway times and just have a month restriction. Make it more simple. May need to look at providing more off-leash areas, even enclosed such as parks or indoor/outdoors.
3 zones sounds fair but summertime at beaches is necessary – however, change to after 6:30pm, not 7:30pm, for dog beach.	Zones should reflect usage patterns / need data to identify these. Likely a reasonable usage would be school holidays over summer and weekends, rather than 10–7:30 every day from Nov–April.
3 distinct areas/zones are clear and absolutely unambiguous. 24/7 year-round zones are an excellent idea.	Dog-free zones are critical, as to date this has been largely overlooked.
Not sure about the same rules all year.	Same as last week.
It makes sense to me to distinguish between times of day and time of year.	Hits the mark, but ensure signs are pictorial, not wordy.
OK.	

Presentation: What is hard about reviewing the DAMP?

Council delivered a presentation introducing the Domestic Animal Management Plan (DAMP) and outlined four key areas they were seeking community advice on.

- If we can't add more off-leash areas, what strategies can we use to better manage the existing ones to ensure safety, accessibility, and a positive experience for everyone?
- If we were to review and improve instructional signage, what would be the key messages/design to ensure that signage was useful and accessible?
- How could we improve what we do to encourage and support responsible pet ownership?
- How can we encourage effective obedience training, knowing some dogs need more than others and not all training is the same?

The group also heard from three community group representatives who shared their perspectives on the DAMP. This was followed by a short Q&A session, giving participants the chance to ask questions and clarify what they had heard.

Council presenters:

- **Jarrold Slattery**, Local laws Coordinator
- **Andrew Young**, Service and Efficiency Coordinator

Community group representatives

- **Amanda Levi**, Bayside Dog Alliance
- **Simon Polinelli**, East Sandringham Cricket Club
- **Anthony McCabe**, East Sandringham Junior Football Club

Developing DAMP advice

In small groups, participants generated responses to one of Council's questions at a time. Each group started by discussing their question and writing their ideas on butcher's paper. Groups then rotated clockwise to a new question, reviewing the ideas recorded by others, adding new thoughts or building on what was already there. This process was repeated over four rounds, giving everyone the chance to contribute to each question.

Q1. If we can't add more off-leash areas, what strategies can we use to better manage the existing ones to ensure safety, accessibility, and a positive experience for everyone?	
Only two dogs off-leash.	With regard to public safety, all off-leash areas should be fenced and gated.
Professional dog walkers must pay a permit.	Utilise ovals during early morning or before training commences after 4pm.
Possibly make separate areas for small dogs and large dogs.	Fully fence parks/ovals & off-leash areas to keep everyone safe.
Quarantine part of ovals for dog walking on lead during training 4.30 – 8 pm = peak dog walking time (McDonald Reserve does this).	Reinstate fencing on ovals, or at least some ovals in each suburb.
Areas outside ovals a possibility – if doable.	Ovals to be off limits during sport season & training days
More dog-training provision, like the one at Cheltenham Park.	Do not allow dogs on the ovals.
Use school grounds.	Use golf courses – great idea.
Use church grounds – great idea.	No fenced areas (crossed out)
Time restrictions at parks – no dogs 4:30–8pm.	Need more spaces for dog walking around parks, fewer parks = more dogs = less safe for everyone.
Utilise streetscapes – our parks are bigger than the sporting ovals / allow people to walk dogs outside the perimeter of oval fences. More open spaces in parks, not gated dog parks.	Put back the fences to make the area secure so dogs do not run away or on the roads. Dogs will be dogs even if they have recall ability. Also look at making more areas outside of the parks to allow dogs to have some space. Make sure that areas are

	secure for small dogs as well. There is also space for indoor centres, such as Bark Park.
Separate fenced areas for large / small dogs adjacent to ovals and other open space areas.	Community incentives to get behind clean up events.
Make all public areas open to dogs when sport not taking place, e.g. oval behind Beauy library.	We could potentially allow for more off-leash areas, we simply need more adequate fencing.
Encourage people to appreciate being actively connected to their dogs and appreciate on leash walking.	Keep dogs off sporting ovals, unless on leash.

Q2. If we were to review and improve instructional signage, what would be the key messages/design to ensure that signage was useful and accessible?

Instructional signage of expected behaviour at the park. Make it clear. • Pick up after your dog and fill holes (sports ovals) • Dogs on lead when club organised sport is on • If sport is on, dog on leash	Signage should be simple with same rules 24/7 • not seasonal • not time related
What is the fine? Needs to be on sign!	Snap/send/solve
Sports club given rights to fine on the spot & raise revenue for the club	Dog owners pick up any dog poo, not just your own, adorable pooch. – love, Bayside Council
Make clubs enforcement officers for their park	CCTV to identify those breaking the rules – comment – this is too expensive & say CCTV footage in operation.
Simple rules, not wordy	Signs should say 'Penalties Apply' so that signs don't change when penalties change
Penalty stipulated	The Bayside Dog Alliance signage recommendations were very sensible

Q3. How could we improve what we do to encourage and support responsible pet ownership?

Establish partnerships between council & accredited training groups/providers. Dogs that graduate & show effective recall/competencies can gain access to discounted registration. (or if budget restrictions then no increase if training.) Note – not just for puppies (also for older/rescue/new dogs – behaviour & obedience training).	Training recall test – pass the recall test & you get a certificate and a discount on registration. Not only at a training school – out of control dogs are a problem.
Council conduct regular inductions for new pet owners (incentivising good behaviour/goody bags).	People don't speak up as they worry about getting into a fight. Signs & prompts to help tell others – its not ok!
Enforce effective control with regular patrol officers & presence.	Bayside Council comment on Facebook dog group pages to notify them of problems (e.g. dog digging up Shane Warne oval) – ask for help!
CCTV cameras @ ovals / parks – get clubs to maintain cameras & share in revenue raised.	Dog owners speak up to others about their dog's behaviour.
We need to defer bad behaviour – need more enforcements.	Blitz areas to change people's behaviour.

Q4. How can we encourage effective obedience training, knowing some dogs need more than others and not all training is the same?

Provide regular (and graphic) reminders to dog owners about the consequences of dog misbehavior.	Requirement of Registration.
Discount on Registration – evidence required.	Dog of the week – featured on Bayside Council website.
Reduced registration fees upon production of trained certificate from certified dog trainer.	Enforcement by more local laws officers + educating what is effective recall.
Council link with registered training groups/businesses to certify for effective	Have certified training providers (have registered training organisations) that grade

recall + reduce registration. Council work with the businesses to ensure training works for all dogs + meets Council's standards/guidelines	the dogs and deliver focused training and certificates are issued for different levels of competence with an ultimate level needing to be achieved to obtain discount registration.
Get your dog assessed for their level of behaviour/risk - their personality test. • Advice if need to be on leash or a gated area social ability assessment either DIY.	Incentivise people through a discount system to • A go to training • B seek help for bad behaviour
Mandatory training with all new dog owners. Council to bring in accredited behavioural trainers and owners reclaim gifts for dogs, council logged or local pet store vouchers.	Some dogs are happy to play learn and socialise with others some may need more private time and space (quiet time?) could this be accommodated?
• Promote local accredited trainers capable of working to different animal needs.	• Training to be for a few sessions over week need to show understanding of commands.
We need more open spaces for dogs outside areas or ovals plus 'dead' spaces in parks. Less gated dog parks they attract poor dog oversight, it is not safe.	

Prioritisation

Prioritising advice

After reviewing the brainstormed ideas, participants were invited to identify up to two pieces of advice they felt were most important. They completed one template for each choice, explaining which advice they selected and why it is important.

Question		Priority cards
Q1	If we can't add more off-leash areas, what strategies can we use to better manage the existing ones to ensure safety, accessibility, and a positive experience for everyone?	13
Q2	If we were to review and improve instructional signage, what would be the key messages/design to ensure that signage was useful and accessible?	7
Q3	How could we improve what we do to encourage and support responsible pet ownership?	8
Q4	How can we encourage effective obedience training, knowing some dogs need more than others and not all training is the same?	3

Priorities related to question 1: If we can't add more off-leash areas, what strategies can we use to better manage the existing ones to ensure safety, accessibility, and a positive experience for everyone?

I think the most important piece of advice is...	The reason this advice is important is because...
Quarantine ovals for dog walking on lead 4:30–5am.	We have to share the space.
Fully fence parks/ovals off-leash areas to keep everyone safe.	This speaks to individuals with dog prams with small children & others to know they are secure :)

I think the most important piece of advice is...	The reason this advice is important is because...
All open public spaces should be shared. No exceptions except for "organised sport". Oh and Ricketts Point	The current mood is one of limiting access (of dogs in Bayside. This is both unrealistic and very anti-dog. All the reasons for allowing dogs in any public space – potential applies to all spaces.
Fence areas within parks/ovals, separating small/large dogs.	Safety of dogs, spacing personnel. Encourages better control of dogs.
Fully fence parks/ovals & off-leash areas.	Keeps everyone safe, particularly children from dogs who are not under effective control.
Use church grounds and other under-utilised areas for dog areas.	Provides exercise for dogs and security for these areas.
Keep dogs off ovals (sporting) + keep sporting ovals fenced.	There are many other areas and parks that can be used for dogs. Allowing dogs on sporting ovals costs in maintenance. It is unsafe for children & it impacts the enjoyment for sports.
Dog fenced off areas could be added to dead areas of parks, must have access to road. Not near playground like Wishart Park.	So people have the space, the council will use the space and then less people will break rules like having their dogs off-leash.
Keep dogs off sporting grounds during scheduled game/training.	Keeps children safe at all times.
Open up areas around the outside of ovals to walk dogs around the perimeter – parks are bigger than ovals. On leash 20m from playground & clubs.	Sports need the ovals, dog owners need shared parks & spaces to walk.
There CAN be more off-leash! e.g. Oval behind Boroondara Library, school grounds on weekends/school hols, church grounds.	Growing population, more people, more dogs but underutilised space. Opportunity to share more space.
Off-leash areas should be fenced and gated.	We must have regard to public safety and prevent unwanted interactions between people & dogs.

I think the most important piece of advice is...	The reason this advice is important is because...
CCTV Cameras. Simple, clear rules & penalties made clear. Certificates re: control of owner & sociability of dogs. <i>This advice applies to Q1 & Q2</i>	Rules are clear. Cameras enable monitoring so officers can time blitz on parks effectively. Certificates help owners properly understand ability & limitations of their dogs & areas that should be avoided. e.g. busy shopping areas beaches to be avoided by aggressive or anxious dogs.

Priorities related to question 2: If we were to review and improve instructional signage, what would be the key messages/design to ensure that signage was useful and accessible?

I think the most important piece of advice is...	The reason this advice is important is because...
Let sports club fine owners & keep revenue.	Boosts resources on the ground & is effectively a blitz all year round.
Give clubs rights to be an enforcement officer for their sports oval – camera, on-the-spot fines & they share in revenue. Win = Win.	Encourage good responsible pet ownership + get clubs involved. Takes away from only council who can enforce the rules. Then we can open up more parks for dogs.
To have simple signage which is not seasonal nor time related.	Simple signage is not confusing like the current signage is.
Dogs on lead when organised sport is on + fine = \$	It says what should happen & shows a pain point for not obeying.
Simple signs that include penalties apply.	People need to be reminded of rules & consequences for non-compliance. Then people can't say they 'weren't aware'.
Simple signage.	People will not read signs with lots of words.

Priorities related to question 3: How could we improve what we do to encourage and support responsible pet ownership?

I think the most important piece of advice is...	The reason this advice is important is because...
Partnering Council + accredited training providers plus enforcement.	Helps dog owners obey rules & punish those who don't.
Enforce effective control with regular patrol officers & presence.	This perception & action not only helps the community to feel safe & validates that the ones who spoil it for all at current are facing some sort of consequence or 'help'.
Make training mandatory with incentives to be given such as Bayside logo products / local pet shop vouchers accredited trainers. Levels to be passed.	It will help people to understand dog training and behaviour. We need to bring in e.g.(Canine code) to teach effective recall etc. Needed to be able to provide a good healthy life for dog.
Blitz enforcement of dog rules à la Frankston.	They've taken action with that – has had a result. Apparently – check this one though!
Partnering with training providers (accredited by BCC) to certify dogs' effective recall – Incentivise with (reduced) reg. fee	Effective recall is a key to dog mgt. (along with greater enforcement).
Regular enforcement blitzes.	Ownership comes with responsibility. Failure to be responsible comes with punitive actions.
Council should regularly remind dog owners about the consequences of poor behaviour.	It is powerful to realise that a hole dug can lead to a broken ankle for a kid on a sports ground, or that the bay is unsafe for swimming for 3 days after heavy rain because of dog poo polluting stormwater.
Enforcement action needs to become more frequent and more visible.	People affected by poor dog owner behaviour deserve to feel that their concerns are taken seriously.

Priorities related to question 4: How can we encourage effective obedience training, knowing some dogs need more than others and not all training is the same?

I think the most important piece of advice is...	The reason this advice is important is because...
To put back fences at parks and provide small dog areas. (Secure so they can't get under or through fence).	For the safety of the dog going onto roads causing accidents. People safety as well, avoiding whilst driving. People/children instinctively running after their dog in front of traffic.
Council requires training (larger dogs) for registration to support effective control.	The basis for good ownership + social responsibility is effective control and adherence to the rules.
Reduced fees for certificate of successful training dogs.	Encourages dog behaviour management.

Next steps

Bayside Council will review this advice, along with broader community input to develop a new proposal for beach restrictions to present to Council and to develop recommendations for changes to the Domestic Animal Management Plan (DAMP).

Once the DAMP has been revised there will be an additional round of community engagement on the Draft DAMP, after this broad community engagement has been completed the Fetching Feedback Group will be reformed to give final feedback on the Draft DAMP prior to it going to Council for adoption.

PLEASE NOTE:

This report has been prepared by MosaicLab on behalf of and for the exclusive use of Bayside City Council. The sole purpose of this report is to provide Bayside City Council with materials produced at the workshops.

This report has been prepared in accordance with the scope of services set out by Bayside City Council. In preparing this report, MosaicLab has relied upon the information provided by the participants at the forum. Bayside City Council can choose to share and distribute this report as they see fit. MosaicLab accepts no liability or responsibility whatsoever for or in respect of any use of or reliance upon this report by any third party.

MosaicLab is a Victorian-based consultancy that specialises in community and stakeholder engagement, facilitation, negotiation, strategic planning, and coaching.



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