



'Educated People' refers to every person in our community, whether they own a pet or not, being aware and informed of what responsible pet ownership means.

'Content Pets' are happy, healthy and well behaved when interacting with other people and animals in our communities.

'Inclusive Places' are the areas and spaces we share in the community, such as parks, shopping precincts, walkways, tourist attractions, community events and more.





## Acknowledgement of Traditional Owners

Longreach Regional Council respectfully acknowledges the Traditional Custodians of the region we share.

We pay our respects to their elders past and present, and the Aboriginal and Torres Strait Islander Elders of other communities who may live here as the keepers of the traditions, customs, cultures and stories of proud peoples. Longreach Regional Council is committed to cultivating inclusive environments.

## Acknowledgement of contributors to the Longreach Animal Management Strategy 2024-2028

Longreach Regional Council and CPR Group express their sincere gratitude to the numerous contributors of this Strategy, including those who generously shared their valuable time and insights by responding to our survey and through direct consultations, without whose collaborative efforts this work would not have been possible.

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**Longreach  
Regional Council**  
Ilfracombe Isisford Longreach Yaraka



## Action plan

In developing the Domestic Animal Management Strategy 2024-2028, Longreach Regional Council has considered relevant legislation, extensive community and stakeholder feedback, plus current and future opportunities and challenges. A unified vision for our community has been established to foster a balanced relationship between people, pets and public spaces. This vision drives the three primary outcomes we aim to achieve by 2028:

- » Content Pets
- » Educated People
- » Inclusive Places

The Domestic Animal Management Strategy provides a comprehensive framework outlining how Council, key stakeholders, and the broader community will collaborate to achieve these outcomes by 2028. The strategy focuses on promoting responsible pet ownership, enhancing public amenities, and ensuring community safety.

The following action plan details the specific priorities and actions necessary to realise our three key outcomes. It offers a clear, targeted approach that ensures our services and initiatives align with the strategy's long-term goals. This structured approach enables ongoing progress monitoring and evaluation.

The action plan will undergo annual reviews to ensure alignment with the strategy's objectives and compliance with legislative requirements. This iterative process ensures our actions remain relevant and practical, driving continuous improvement in domestic animal management within the Longreach region.



## Enhanced community services

Action		Plan initiation	Content Pets	Educated People	Inclusive Places	CI <sup>1</sup>
1	» Consideration for free first time registration for dogs who are microchipped and de-sexed.	Second year	✓	✓		
2	» Investigate the possibility for a limited number of de-sexing vouchers	Second year	✓	✓		
3	» Consideration of free or subsidised microchipping	Second year	✓	✓	✓	
4	» Provide on-site administration and payment for animal-related matters	Second year	✓	✓		
5	» Provide extended operating hours and after-hours animal release in specified circumstances	Second year	✓	✓		
6	» Collaborate with Veterinary practices on community services, such as microchipping and euthanasia	First year	✓	✓		

## Positive incentives for responsible pet ownership

Action		Plan initiation	Content Pets	Educated People	Inclusive Places	CI
7	» 3-year registration incentivised fee structure (minimal cost) – only for dogs that are microchipped and desexed	Second year	✓	✓		
8	» Registration fees structured with incentives for desexing and/or microchipping	Second year	✓	✓		
9	» Investigate ways to support those experiencing financial hardship to register, microchip and desex their animals.	Second year	✓	✓		

1 Continuous Improvement


## Upgraded facilities and innovative amenities for a pet-friendly community

Action		Plan initiation	Content Pets	Educated People	Inclusive Places	CI
10	» Upgrade of Pound to all-inclusive Animal Management Facility	Second year	✓		✓	✓
11	» Investigate the construction of a fenced off-leash area in Longreach Township	Second year	✓	✓	✓	
12	» Investigate the community need and construction of a fenced off-leash area in Ilfracombe, Isisford and Yaraka Townships	First year	✓	✓	✓	
13	» Dog faeces disposal bags and bins	First year	✓	✓	✓	
14	» Investigate the need and construction of safe and legal places to tie dogs in CBD	Fourth year	✓	✓	✓	
15	» Investigate the construction of multi-purpose fountains – human drinking water and dog water bowl lower down (as well as disability accessible).	Third year	✓		✓	
16	» Shade over impound yard at Showgrounds	Third year	✓			✓
17	» Investigate potential of short-term/day boarding for travellers to attend tourist attractions	Second year	✓		✓	

## Fostering responsible pet ownership through education, engagement and advocacy

Action	Plan initiation	Content Pets	Educated People	Inclusive Places	CI
18	» Investigate and create a Responsible Pet Ownership and Pet awareness training program for the Community.	Second year	✓	✓	
19	» Coordinate with Veterinary Services on community initiatives to enhance public understanding and pet welfare, such as community information sessions and introductions to pet ownership	First year	✓	✓	
20	» Enhance community education and school initiatives with specific campaigns such as Pet Emergency Evacuation planning; Bag it, Bin it and Leash, Tag and Bag – Lets go walkies!	Second year	✓	✓	✓
21	» Digital and print communications plan for education around community identified concerns.	Second year	✓	✓	
22	» Presence at Council-hosted events with stalls	First year		✓	
23	» Establish a working relationship with housing agencies to ensure that prospective tenants and buyers are aware of animal-related legislation that may apply to their property or area	First year	✓	✓	
24	» Prepare a fact sheet to outline the responsibilities of various parties (e.g. Council, Police, Residents) pertaining to animal management	First year	✓	✓	
25	» Disseminate comprehensive surveys amongst various audiences	First year		✓	
26	» Coordinated campaigns with adjoining RAPID Councils for example the Approved Inspection Plan	First year		✓	

## Equipping pet owners with essential disaster preparedness supplies

Action	Plan initiation	Content Pets	Educated People	Inclusive Places	CI
27 <ul style="list-style-type: none"> <li>» Provide essential items in times of emergency items –               <ul style="list-style-type: none"> <li>• collapsible water bowls</li> <li>• dog faeces bag dispensers</li> <li>• leashes</li> <li>• collars</li> <li>• play toys</li> <li>• pet first aid kits</li> </ul> </li> </ul>	First year	✓	✓	✓	
28 <ul style="list-style-type: none"> <li>» Initiate a Pet Ready! Kit giveaway competition</li> </ul> 	First year	✓	✓	✓	

## Revamping animal-related signage across the region

Action	Plan initiation	Content Pets	Educated People	Inclusive Places	CI
29 <ul style="list-style-type: none"> <li>» Audit and update all animal-related signage across the Region as required</li> </ul>	First year		✓	✓	✓
30 <ul style="list-style-type: none"> <li>» Audit and highlight Prohibited Areas – children’s playgrounds, within 5 metres of BBQ facilities and food-service areas at events, boat ramp, public swimming pools, Apex Park</li> </ul>	First year	✓	✓	✓	
31 <ul style="list-style-type: none"> <li>» Consideration for mandatory cat registration</li> </ul>	Second year	✓	✓		



## Collaborating with CBD businesses to create welcoming spaces for pets and dog free areas

Action	Plan initiation	Content Pets	Educated People	Inclusive Places	CI
32 » Investigate community need for and create identification of businesses who would like to promote themselves as “pet friendly” or as “pets not welcome”.	First year	✓	✓	✓	

## Proactive enforcement and innovative solutions for pet-related compliance

Action	Plan initiation	Content Pets	Educated People	Inclusive Places	CI
33 » Conduct an Annual Approved Inspection Program to check properties for animals that are not registered, microchipped, or being kept in accordance with minimum standards, as well as for the keeping or excess or prohibited animals	First year	✓	✓		
34 » Investigate new solutions to aid in pet-related compliance issues, such as online public reporting functionality, and engagement of animal behavioural specialists	Third year	✓	✓		
35 » Investigate the opportunity to adopt innovative procedures and technologies to address noise nuisance complaints	Third year	✓	✓		

## Internal continuous improvement (technology, processes)

Action	Plan initiation	Content Pets	Educated People	Inclusive Places	CI
36 » Investigate an online cat and dog registration (new and renewal) form on website, with ability to attach photos and pay.	First year				✓
37 » Investigate the creation of an online excess animal application form	Third year				✓
38 » Investigate and implement Case management software	First year				✓