

Animal Control



ROTORUA
LAKES COUNCIL

Dog registration update
november 2023

Animal Control overview

- Council has responsibilities under the Dog Control Act 1996 and our Bylaw and Policy.
- Staff respond to approximately 500 complaints monthly, 24/365 service.
- Complaints include attending to roaming dogs, secured dogs, barking dogs, dog attacks, wandering stock.
- Council also runs a dog pound (houses 50/70 dogs) and includes a successful rehoming programme.
- Primary drivers are ensuring community safety and where possible, returning dogs to their owners.
- 9x Animal Control Officers and 1x pound keeper.



DoG REGISTRATION OVERVIEW

- There are over 12,000 known dogs in the Rotorua District
- All are required to be registered by June 30 every year.
- Council's performance is measured by ensuring all dogs are registered or as a last resort, owners infringed.



**ROTORUA
LAKES COUNCIL**

DoG REGISTRATION OVERVIEW

- Ratepayers contribute towards the cost of animal control services however, dog registration fees cover most of our activities, including:
 - Providing and maintaining pound facilities for the care, welfare and return of lost, stray, or impounded dogs.
 - Investigation and resolving complaints.
 - Monitoring and enforcement of the dog control act and Council's bylaws and policy
 - Providing doggie doo bags and advice/education to dog owners and public.
 - Patrolling public areas, reserves, parks, sportsfields and signage in public places including our lakes.
 - Wandering stock control on local roads
 - Overheads such as vehicles, technology, facilities, administration, staffing etc.
- **Important:** Registering and microchipping helps us return lost dogs to their owners! Around 70% of dogs impounded are returned to their owners.



2023/24 REGISTRATION YEAR

- **1767** dogs are yet to be registered for the current registration year. Approximately 15% of total dogs.
- The number of un-registered dogs was **less than 700** at about the same time last year.
- Radio ads via Mediaworks and Te Arawa FM, social media campaign including paid advertising, RLC e-panui, two reminder letters and two payment extensions have been provided to date.
- Penalty applied as at 11 September (normal fee +50%)
- Simply not possible for Council staff to inspect or follow up directly as in previous years
- Focusing inspections on dangerous, menacing and selected dog owners only
- **We have attempted to call as many owners as possible over the last 2 weeks to let them know they must register their dogs**
- Following legal advice on options:
 - \$300 Infringements to be sent early November to all owners of unregistered dogs.
 - If customers may still pay registration and penalty within 28 days. Infringement will be cancelled.



**ROTORUA
LAKES COUNCIL**

Animal Control fees

2023-2024 Registration year (incl gst from 1 July 2023)			
Category:	Standard fee	Late payment penalty (additional 50%)	Total incl. penalty
Urban Dog	\$115.50	\$57.75	\$173.25
Rural Dog	\$82.95	\$41.50	\$124.45
Rebate – De-sexed Dog	-\$10.50		
Rebate - Super annuitant	-\$10.50		
Selected Dog Owner status	\$82.95		



Why are registrations so low?

This years results are likely due to a combination of factors including:

- The cost of living crisis
- Deprivation levels – increased poverty in Rotorua
- 5% increase in annual dog registration fees
- Previous registration extensions through the Covid response – reduced focus on importance of registration



ROTORUA
LAKES COUNCIL

Looking ahead

- One tag registration process
 - Implementing new process next registration year.
 - One tag for the life of the dog.
 - Simplify registration for customers. Less administration for Council.

Part payment plans

- Investigating implementation of a direct debit option for owners to pay their registration for the next registration year.



ROTORUA
LAKES COUNCIL

Key take aways:

- Owning a dog comes with important legal responsibilities.
- Register on time to avoid implications!
- We acknowledge current financial pressures however, Council must enforce the provisions of the Dog Control Act and ensure dogs are registered.
- Dog owners have a short remaining opportunity to register.
- Registering will avoid paying an infringement.

