



Overview of Animal Control

- Joint service with Rangitīkei District Council
- 7,000km²
- Five Animal Control Officers + one manager
- 24/7 response coverage
- Dog attacks, roaming dogs, barking complaints
- Education, registration, and compliance
- Community safety and responsible ownership









Legislative Framework

- Dog Control Act 1996 main legislation for dog ownership and enforcement
- Dog Control Policy 2019 Council's objectives and approach
- Dog Control Bylaw 2019 local rules on leashing, prohibited areas, and registration



Dog Control Act 1996

Public Act 1996 No 13

Date of assent 2 May 1996

Commencement see section 1(2)







Graduated Enforcement Model

Education First – Enforcement When Needed

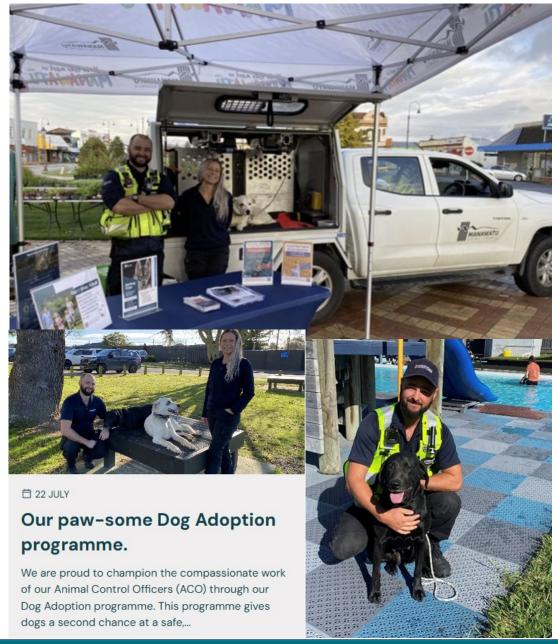
BEHAVIOUR attitude to compliance		INTERVENTIONS regulatory tools
Negligent or reckless Recidivist or serious non-compliance	ENFORCED Behaviour	Use full force of the law Prosecutions; enforcement orders; civil or criminal proceedings
Compliance is secondary Propensity for non-compliance e.g. due to competing operational priorities; poor compliance culture	DIRECTED Behaviour	Deter by direction then directive action Formal warnings; enforcement orders; abatement notices; licence cancellations; infringement notices; excessive noise direction
Lacking capability/awareness Unintentional non-compliance; are not aware of what is expected; do not have the capability to comply or lack the knowledge/experience	ASSISTED <u>Behaviour</u>	Assist to Comply Increased monitoring; warnings; education and support; no further action; compliance advice
Willing to do the right thing Incentivised to comply and know what is expected of them	VOLUNTARY <u>Behaviour</u>	Make it easy Inform; provide education; advice and guidance



Community Engagement

Working with the Community

- School-based dog safety programmes
- Presence at community events
- Rehoming initiative
- Public education through social media and outreach
- Collaboration with local shelters





2024/2025 Highlights

Key Results

	Trend	2023/24	2024/25
Registered dogs	↑	7,865	8,203
Menacing dogs	\	97	61
Dangerous dogs	\	11	7
Infringements	↑	70	114
Complaints	\	1,537	1,159

Same Tag, Bigger Wag Your dog's registration is due.

Register before Thursday 31 July to receive a discounted rate.

Registering your dog helps to reunite you with your furry friend if they get lost, helps the District plan for pet-friendly spaces, and supports services that keep our District safe for everyone.



Complete your dog's registration:

In person at Makino Aquatic Centre, 10 Council Place, Feilding or online by scanning the QR code or visiting mdc.govt.nz/dogrego





Looking Ahead

Focus for 2025/2026

- Continue community education
- Promote registration and microchipping
- Strengthen rehoming and responsible ownership initiatives
- Maintain a fair, consistent compliance approach



