

VML:MB
Vicki Lukritz
3810 6221

SPARE

18 January 2018

Sir/Madam

Notice is hereby given that a Meeting of the **HEALTH, SECURITY AND COMMUNITY SAFETY COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **8.30 am** on **Tuesday, 23 January 2018.**

<u>MEMBERS OF THE HEALTH, SECURITY AND COMMUNITY SAFETY COMMITTEE</u>	
Councillor Ireland (Chairperson) Councillor Pahlke (Deputy Chairperson)	Mayor Deputy Mayor Councillor Pisasale

Yours faithfully

ACTING CHIEF EXECUTIVE OFFICER

HEALTH, SECURITY AND COMMUNITY SAFETY COMMITTEE AGENDA

8.30 am on **Tuesday**, 23 January 2018

Council Chambers

Item No.	Item Title	Officer
1	Digital Product Development – Barking Dog App Solution	M(AM)
2	Systematic Inspection Program 2017-2018 – Registration Update	M(AM)
3	Safe City Capital Works Program – Financial Year 2017-2018	SC&CSM
4	Health and Amenity Plan 2017-2018 – Mid Year Report	ASP&SM
5	Health, Security and Regulatory Services Monthly Activity Report – December 2018	PO (BO)
6	Leash Tag and Carry Bag Campaign Update	PO (MC)

HEALTH, SECURITY AND COMMUNITY SAFETY COMMITTEE NO. 2018(01)

23 JANUARY 2018

AGENDA

1. DIGITAL PRODUCT DEVELOPMENT – BARKING DOG APP SOLUTION

With reference to a report by the Manager (Animal Management) dated 11 January 2018 concerning progress on the development of digital product/s to support the barking dog response offered to community members by Council.

RECOMMENDATION

That the report be received and the contents noted.

Report

2. SYSTEMATIC INSPECTION PROGRAM 2017-2018 – REGISTRATION UPDATE

With reference to a report by the Manager (Animal Management) dated 11 January 2018 concerning results of the first 2017-2018 systematic inspection program to identify unregistered dogs in the Local Government Area.

RECOMMENDATION

That the report be received and the contents noted.

Report

3. SAFE CITY CAPITAL WORKS PROGRAM – FINANCIAL YEAR 2017-2018

With reference to a report by the Safe City and Corporate Security Manager dated 11 January 2018 providing an update on the capital works program for Safe City for the 2017-2018 financial year.

RECOMMENDATION

That the report be received and the contents noted.

Report

4. HEALTH AND AMENITY PLAN 2017-2018 – MID YEAR REPORT

With reference to a report by the Acting Strategic Policy and Systems Manager dated 12 January 2018 concerning Council's Annual Compliance Strategy which is known as the "Health and Amenity Plan 2017-2018".

RECOMMENDATION

The Health and Amenity 2017-2018 Mid-Year report provides an update on compliance and other programs being delivered.

Report

5. HEALTH, SECURITY AND REGULATORY SERVICES MONTHLY ACTIVITY REPORT – DECEMBER 2018

With reference to a report by the Principal Officer (Business Operations) dated 10 January 2018 concerning the monthly update on the activities of the Health, Security and Regulatory Services (HSRS) Department including a year in review for 2017.

RECOMMENDATION

That the report be received and the contents noted.

Report

6. LEASH TAG AND CARRY BAG CAMPAIGN UPDATE

With reference to a report by the Principal Officer – Marketing and Communication dated 8 January 2018 concerning the Leash, Tag and Carry Bag Campaign.

RECOMMENDATION

That the report be received and the contents noted.

Report

and any other items as considered necessary.

Health, Security and Regulatory Services Committee	
Mtg Date: 23.01.2018	OAR: YES
Authorisation: SEAN MADIAGN	

KG:KG
A4588446

11 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (HEALTH, SECURITY AND REGULATORY SERVICES)

FROM: MANAGER (ANIMAL MANAGEMENT)

RE: DIGITAL PRODUCT DEVELOPMENT – BARKING DOG APP SOLUTION

INTRODUCTION:

This is a report by the Manager (Animal Management) dated 11 January 2018 concerning progress on the development of digital product/s to support the barking dog response offered to community members by Council.

A 48 hour 'Barkathon' event was hosted by Firestation 101 over the first weekend in December 2017. The Barkathon was commissioned by HSRS, using a similar model to the Digicon event led by WPR earlier in 2017.

The purpose of the Barkathon was to explore, and potentially identify, a technical solution to assist dog owners and their neighbours to resolve barking nuisance.

BACKGROUND:

The event opened on the Friday evening, continuing throughout the weekend and was attended by approximately 25 entrepreneurs, Council officers, and HSRS volunteers. Councillors Martin and Ireland attended during the event, and participants were also supported by the Mayor and Deputy Mayor on Saturday and Sunday.

The initial report to Council (June 2017) seeking approval to progress the event, sought to achieve the following through technological innovation:

- Superior accurate evidence capture
- Identification of dog behavior, stimulus, and patterns associated with the noise nuisance
- Quicker acceptance (dog owner) and ownership of the noise nuisance
- Ability to recognize and address barking triggers at an earlier stage in the process

- Ability to alert dog owners to nuisance behavior in real time

OUTCOMES:

The winning entry was 'Bark Up', pitched by developer Aaron Brand. Bark Up is a concept providing information and solutions through an App style platform, inclusive of various opt in points like a digital diary, dog owner notification, and the ability to escalate a complaint through to Council. Aaron was able to demonstrate basic viability of the solution at the event.

In accordance with terms and conditions, subsequent prize money consists of incremental payments through the development, testing, and delivery of the fundamental product. HSRS and Firestation 101 have held initial discussions with Mr Brand, with proof of concept currently underway. There is some scope for Mr Brand to collaborate with Council during initial stages, to identify potential opportunities, supplementary features, and future development of the solution. Initial estimates indicate a deliverable product is achievable within six months of proof of concept. Mr Brand will receive mentoring from Firestation 101 and Council during development of Bark Up, with a business plan to be progressed concurrently.

The event also provided excellent networking opportunities for Council, and a number of individuals and small businesses with developed systems and solutions relevant to domestic pets have been able to show case their respective product or expertise.

An update will be presented at a future committee meeting to detail outcomes of proof of concept and proposed business model.

RECOMMENDATION:

That the report be received and the contents noted.

Kylie Goodwin
MANAGER (ANIMAL MANAGEMENT)

I concur with the recommendation/s contained in this report.

Sean Madigan
CHIEF OPERATING OFFICER (HEALTH, SECURITY AND REGULATORY SERVICES)

Health, Security and Regulatory Services Committee	
Mtg Date: 23.01.2018	OAR: Yes
Authorisation: Sean Madigan	

KG:KG
A4588447

11 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (HEALTH SECURITY AND REGULATORY SERVICES)

FROM: MANAGER (ANIMAL MANAGEMENT)

RE: SYSTEMATIC INSPECTION PROGRAM 2017-2018 – REGISTRATION UPDATE

INTRODUCTION:

This is a report by the Manager (Animal Management) dated 11 January 2018 concerning results of the first 2017-2018 systematic inspection program to identify unregistered dogs in the Local Government Area.

BACKGROUND:

The *Animal Management (Cats and Dogs) Act 2008 (the Act)* requires all dogs over the age of 12 weeks to be registered with the relevant local authority.

Dog registration provides identification, which improves the chances of lost dogs being reunited with their owners, promotes responsible pet ownership and allows Council to provide appropriate management strategies and facilities.

Systematic inspection programs for unregistered dogs assist Council in:

- Increasing the number of dogs carrying identification tags;
- More accurately identifying rates of ownership of domestic dogs in the Ipswich region;
- Improving Council's ability to locate owners of wandering dogs through registration tags; and
- Minimising the number of impounded dogs that remain unclaimed.

CONCLUSION:

The 2017-2018 Systematic Inspection Program to identify unregistered dogs within the local government area commenced in August 2017. The first round of inspections is now complete, the second program will commence in late February and continue until 30 June 2018.

A total of 1,695 properties were surveyed during the program, with clusters in Redbank, Redbank Plains, Augustine Heights, and Springfield Lakes prominent in this sector of the program. Other sample sets were applied across the LGA, with specific clusters to be identified in the second program.

Officers have once again been well received, with minimal compliance issues arising. No complaints relating to officer attendance, specific incidents, or ancillary matters were received during the period.

The \$20.00 introductory registration fee is applicable to the majority of dogs identified, with most residents able to complete a new registration immediately.

- 276 unregistered dogs were identified, of which 212 were subsequently registered;
- 193 Advice Notices were issued (Advice Notices may relate to more than one dog at a dwelling);
- 6 service requests were raised specifically in response to excess dogs;
- 21 Penalty Infringement Notices were issued where residents failed to register, accounting for 7.6% of unregistered dogs identified.

A small number of dogs were identified as visiting, or were removed shortly after identification to an alternate address/owner, which accounts for the discrepancy between identified dogs and the total registered for the period.

- Across the primary clusters surveyed, the average rate of registrations per dogs identified was 76.31%.
- The inspection program results for this period indicate an average rate of 21.88% of properties surveyed had an unregistered dog, with significant fluctuations between areas, i.e. the highest rate identified was 44.94%, and the lowest 12.17%.

Collection and follow up of overdue registration renewals has been undertaken by officers concurrent to the inspection program with approximately 600 overdue matters settled during the period resulting in higher numbers of dogs maintained on the register compared to previous years.

RECOMMENDATION:

That the report be received and the contents noted.

Kylie Goodwin

MANAGER (ANIMAL MANAGEMENT)

I concur with the recommendation contained in this report.

Sean Madigan

CHIEF OPERATING OFFICER (HEALTH, SECURITY AND REGULATORY SERVICES)

Health, Security and Community Safety Committee	
Mtg Date: 23.01.2018	OAR:
Authorisation: Sean Madigan	

LW:ZM
A4588336

11 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (HEALTH, SECURITY AND REGULATORY SERVICES)
FROM: SAFE CITY AND CORPORATE SECURITY MANAGER
RE: SAFE CITY CAPITAL WORKS PROGRAM – FINANCIAL YEAR 2017-2018

INTRODUCTION:

This is a report by the Safe City and Corporate Security Manager dated 11 January 2018 providing an update on the capital works program for Safe City for the 2017-2018 financial year.

BACKGROUND:

The Safe City camera network from 1994 to the current date has grown from only 11 cameras in the CBD, to more than 300 cameras in over 12 suburbs and has had an enormous impact on public safety, crime prevention and addressing the perception of crime within the Ipswich community.

Each financial year the Safe City Branch of the Health, Security and Regulatory Services Department is allocated a capital budget to deliver new projects and infrastructure upgrades.

For financial year 2017-2018 the Safe City Branch was approved to initiate several capital projects. The projects included;

- Redbank Plains Expansion - Keidges Road and Redbank Plains Road
- Brassall Expansion - Hunter Street to Pine Mountain Road
- Yamanto Connectivity - Fibre Swap Agreement with AARNET

The below table outlines the project schedule and status for this financial year.

Project ID	Project Name	Councillor Division	Total Project Cost	Status	Attachments
SC00005	Redbank Plains Expansion	2, 3 and 9	\$227,318.46	Commencing project – expected completion June 2018	1 & 2
SC00010	Brassall Expansion	6	\$436,784.51	Commencing project – expected completion June 2018	3, 4 & 5
SC00008	Yamanto Connectivity (Stage 1 to Carr Street, Ipswich)	7, 8 and 10	\$15,000.00 <i>(Projected cost)</i>	Commencing project – ongoing negotiations with AARNET	

CONCLUSION:

The Safe City and Corporate Security Manager and Safe City Coordinator have reviewed the capital works program for financial year 2017-2018.

Two remaining projects have been identified as viable and achievable, these being the Brassall Expansion from Hunter Street to Pine Mountain Road, and the Redbank Plains Expansion to the corner of Redbank Plains Road and Keidges Road and expected completion is June 2018.

ATTACHMENTS:

Name of Attachment	Attachment
Project ID: SC00005 – Redbank Plains Expansion – Crime Statistic Graph	Attachment A
Project ID: SC00005 – Redbank Plains Expansion – Camera Location Overview Map	Attachment B
Project ID: SC00010 – Brassall Expansion – Crime Statistic Graph	Attachment C
Project ID: SC00010 – Brassall Expansion – Camera Location Overview Map 1	Attachment D
Project ID: SC00010 – Brassall Expansion – Camera Location Overview Map 2	Attachment E

RECOMMENDATION:

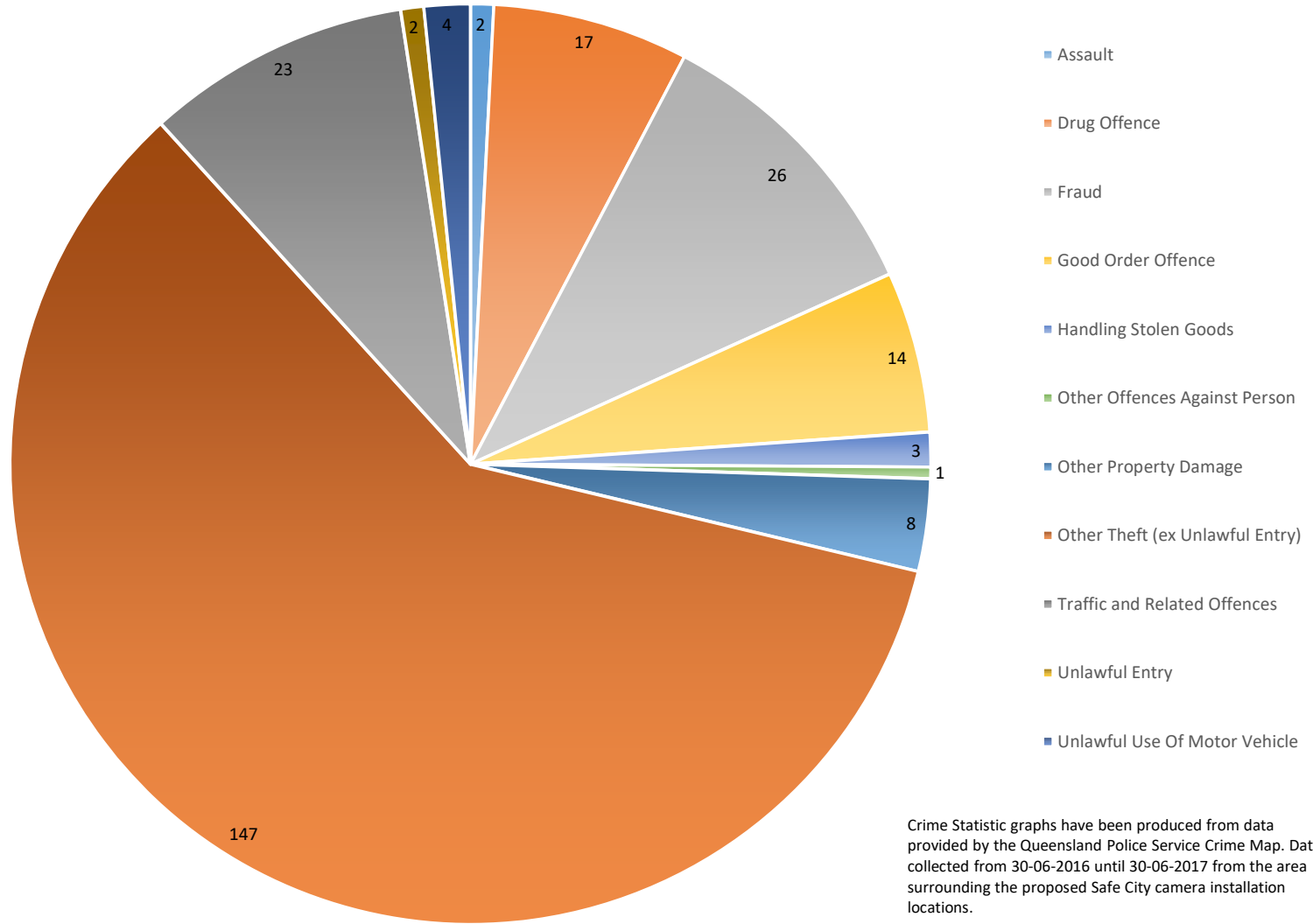
That the report be received and the contents noted.

Larry Waite
SAFE CITY AND CORPORATE SECURITY MANAGER

I concur with the recommendation contained in this report.

Sean Madigan
CHIEF OPERATING OFFICER (HEALTH, SECURITY AND REGULATORY SERVICES)

TOTAL OFFENCES - REDBANK PLAINS EXPANSION



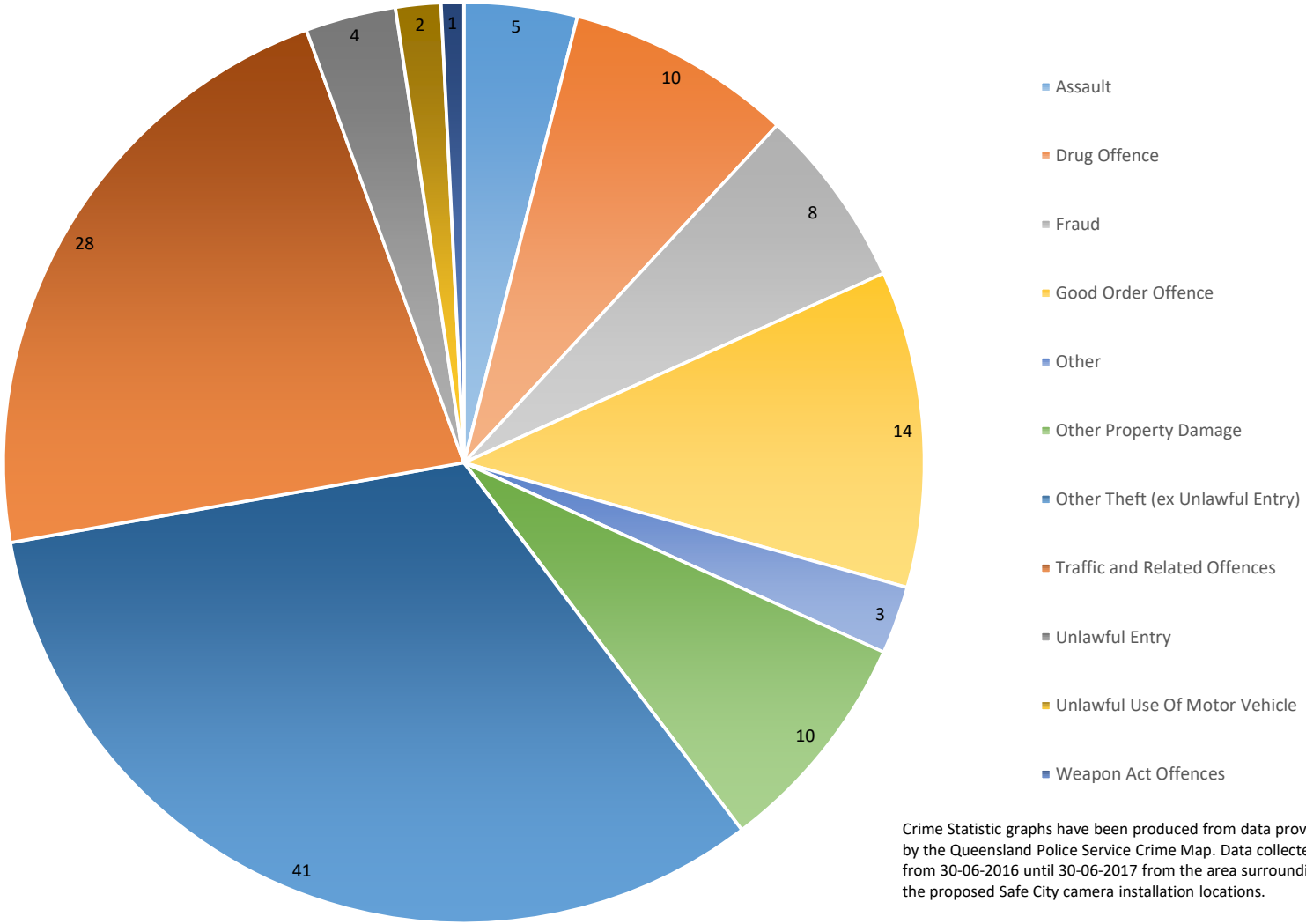
Crime Statistic graphs have been produced from data provided by the Queensland Police Service Crime Map. Data collected from 30-06-2016 until 30-06-2017 from the area surrounding the proposed Safe City camera installation locations.



Redbank Plains Expansion



TOTAL OFFENCES - BRASSALL EXPANSION



Crime Statistic graphs have been produced from data provided by the Queensland Police Service Crime Map. Data collected from 30-06-2016 until 30-06-2017 from the area surrounding the proposed Safe City camera installation locations.



Brassall Expansion 1





Brassall Expansion 2



Health Security and Community Safety Committee	
Mtg Date: 23.01.2018	OAR: YES
Authorisation: Sean Madigan	

MW:MW

12 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(HEALTH, SECURITY AND REGULATORY SERVICES)

FROM: ACTING STRATEGIC POLICY AND SYSTEMS MANAGER

RE: HEALTH AND AMENITY PLAN 2017-2018 – MID YEAR REPORT

INTRODUCTION:

This is a report by the Acting Strategic Policy and Systems Manager dated 12 January 2018 concerning Council’s Annual Compliance Strategy which is known as the “Health and Amenity Plan 2017-2018”. The priority areas of the plan are listed below.

Priorities for 2017-2018

1	Customer Centric <ul style="list-style-type: none"> Improved information and engagement with the community
2	Pet Management <ul style="list-style-type: none"> Barking dogs Roaming dogs Roaming cats Dog control in public and on private property Responsible dog ownership
3	Parking <ul style="list-style-type: none"> Safer School Parking Parking on footpaths
4	Environmental Protection, Public Health and Amenity Matters <ul style="list-style-type: none"> Erosion and sediment controls Illegal dumping and littering Overgrown yards Hoarding and squalor issues on private property Food safety and business licensing Swanbank odour nuisance
5	Public Land Management <ul style="list-style-type: none"> Use of public land
6	Pest Management <ul style="list-style-type: none"> Pest Management Planning

BACKGROUND:

The Health and Amenity Plan for 2017-2018 is a corporate publication available on Council’s website and a copy is attached. (**Attachment A**).

A Mid-Year Report is now presented (**Attachment B**) to document how each of the priorities are being delivered including their actions, compliance strategies and associated target levels.

CONCLUSION:

The Health and Amenity 2017-2018 Mid-Year report provides an update on compliance and other programs being delivered.

ATTACHMENTS:

Name of Attachment	Attachment
Health and Amenity Plan 2017-2018	Attachment A
Health and Amenity Plan 2017-2018 Progress Report	Attachment B

RECOMMENDATION:

That the report be received and the contents noted.

Anne Cahill
ACTING STRATEGIC POLICY AND SYSTEMS MANAGER

I concur with the recommendation contained in this report.

Sean Madigan
**CHIEF OPERATING OFFICER
(HEALTH, SECURITY AND REGULATORY SERVICES)**



Health and Amenity Plan

Managing compliance to achieve positive outcomes for the Ipswich community

1 July 2017 – 30 June 2018



ipswich.qld.gov.au



City of
Ipswich





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Mayor and Chair Message



Welcome to Ipswich City Council's second Health and Amenity Plan. Our Council was the first local government to develop a compliance plan that is available for the community to review, read and understand what our City's key priorities will be over the coming financial year.

The Plan for 2017/2018 has been developed based on feedback from the community on what should be our priorities and where we need to focus our efforts and resources. Council has an obligation to enforce certain laws, but we also want to help ensure people are and feel safe, our environment is protected, businesses are supported to encourage growth and our residents have the latest information and tools available to help them as responsible pet owners.

Council wants to help educate people to understand the laws and importantly why they exist first and foremost. Council will be proactive and raise awareness on how compliance can be achieved for the future but there will be circumstances and situations where enforcement action is instigated. This plan showcases that Council is committed to improving its processes to reduce red tape and provide exceptional customer service at every possible juncture.

We will also be providing a six-monthly and end-of-year report card on how the action in the plan have been carried out and the end results. This will enable Council to monitor its performance and continuously improve along the way.

The Health and Amenity Plan is an annual document which will enable the community to provide direct feedback so Council can continue to inform, educate and enforce to protect the health and amenity of this great City.



Mayor Andrew Antoniulli
City of Ipswich



Councillor Sheila Ireland
Chair Health, Security and
Community Safety Committee



Introduction



In 2016, Council introduced its first Health and Amenity Plan (The Plan). The publicly available compliance plan was a first for any Australian Local Government. In January 2017 a six month progress report was made public followed by an End of Year Report to document the achievements for the year ending 30 June 2017 (2016-2017).

The Plan is designed to provide everyone living, working in and visiting Ipswich with an understanding of Council's approach to compliance activities for which it is responsible.

This 2017-2018 Plan will follow its predecessor by highlighting key priorities and activities to be undertaken throughout the year. The activities listed in the Plan have been identified by the Ipswich community as compliance matters that require Council to provide more effort and resources towards. The community provides this feedback through requests for service, feedback to their local Councillor and feedback at the Health and Amenity Plan (HAP) Hubs that were held throughout the City in April, May and June 2017.

The Health, Security and Regulatory Services Department (HSRS) within Council is responsible for compliance activities. The Plan will be actioned and managed by HSRS through detailed project plans and funded activities to assist in achieving the key outcomes. The Plan will also help achieve the goals and strategies of Council's Advance Ipswich Plan.

Why does Council do compliance work?

Councils in Australia deliver a wider range of services than ever before. Delivery of these services demands a highly planned approach to ensure that compliance management is effective, lawful, timely and consistent with community expectations and risk management principles.

Council has obligations under State Legislation to enforce certain legislative provisions and Council's own Local Laws. There are other factors that add to Ipswich City Council's responsibilities:

- **Devolution:** Federal or Queensland Government gives local government responsibility for new functions.
- **Cost shifting:** Where local government assumes increased responsibility or has to finance a service previously paid for by the Federal or Queensland Government.
- **Policy choice:** Where Council chooses to expand or improve services or expand its range of operations.

While it has an obligation to enforce laws Ipswich City Council delivers enormous benefit to the community through protecting the health and safety of the community and providing a pleasant amenity to all areas of the city.

What if Council did nothing?

If Council didn't undertake its role as educator and regulator for compliance matters Ipswich residents would experience:

- poor amenity in neighbourhoods and suburbs through overgrown yards, abandoned vehicles, hoarding, illegal dumping and illegal signs
- reduced access to parking in high traffic areas across the City
- increased noise nuisance impacting residential areas (e.g. barking dogs, noise from commercial and industrial operations)
- an increase in sediment washing down stormwater drains leading to poorer water quality in Ipswich's rivers and creeks
- a decrease in responsible pet ownership leading to more instances of dog attacks and roaming cats and dogs
- an increase in signage that may be dangerous to traffic and pedestrians
- increase in unhygienic food practices at food premises.



What is Council's compliance approach?

Council's compliance objective is to protect the community's health and safety, improve amenity, reduce nuisances and produce positive outcomes for the community.

Our approach to compliance and the various tools we will use depends significantly on the attitude to compliance of the person or entity with whom we are dealing. Where the person or entity are engaged and seeking to comply, we will focus on working with them to achieve compliance. However, where they are disengaged and demonstrate a lack of willingness to comply, we will rely on the more formal enforcement approaches including mediation, compliance notes, penalty infringement notices and prosecution.

What is the community telling Council is a priority?

Identifying the most important compliance issues affecting the community allows Council to decide how it will prioritise programs and where best to allocate resources and effort. Knowledge about these issues is established by collecting and analysing feedback from a range of information sources including:

- direct feedback from the community including HAP Hubs held in shopping centres
- complaints received by Council
- results from compliance monitoring
- non-compliance trends that are being noticed by staff and the community.

Based on the above, the six priority areas first identified in the 2016-2017 Plan have been carried forward into the 2017-2018 Plan with a minor addition to Priority 4, which now includes an emphasis on public health promotion.

Community comments welcome

Comments and feedback on the plan are welcome and should be directed to Council's Strategic Policy and Systems Manager (HSRS). These can be emailed to council@ipswich.qld.gov.au or posted to PO Box 191, Ipswich 4305.



Priorities for 2017-2018

1	<h3>Customer Centric</h3> <ul style="list-style-type: none"> Improved information and engagement with the community
2	<h3>Pet Management</h3> <ul style="list-style-type: none"> Barking dogs Roaming dogs Roaming cats Dog control in public and on private property Responsible dog ownership
3	<h3>Parking</h3> <ul style="list-style-type: none"> Safer School Parking Parking on footpaths
4	<h3>Environmental Protection, Public Health and Amenity Matters</h3> <ul style="list-style-type: none"> Erosion and sediment controls Illegal dumping and littering Overgrown yards Hoarding and squalor issues on private property Food safety and business licensing Swanbank odour nuisance
5	<h3>Public Land Management</h3> <ul style="list-style-type: none"> Use of public land
6	<h3>Pest Management</h3> <ul style="list-style-type: none"> Pest Management Planning

For each priority area Council has identified how it will manage each issue over the year. To do this Council has documented actions within each priority that will be undertaken. Each action will follow a simple project framework. That is, what is the issue identified (the current situation/now), how will we improve the situation (compliance strategies used), what are we going to deliver and measure (outputs/targets), and what is the desired situation we want (future vision/outcome).



Implementing the Plan



Key Elements in Implementing the Plan

For the priorities identified, Council will action the compliance strategies utilising the key elements described below. Strategies will encompass one or more of the elements listed.

Legislation	Business process and compliance activities	Education and promotion
<ul style="list-style-type: none"> Review, amendments, advocacy, evaluation relating to local laws and State Government legislation. 	<ul style="list-style-type: none"> Updates to information provided by Council's contact centre. Improvements to how complaints are lodged and are investigated. Changes or implementation of proactive patrols and programs. Training of staff and authorised persons. 	<ul style="list-style-type: none"> Continuous improvement to information available online and in printed format. Continuous improvement and implementation of new formats to engage with the community such as one-off and annual events, seminars, pop up kiosks, webinars and smart phone apps.

Monitoring and Reporting Progress

HSRS are responsible for implementing the Health and Amenity Plan and will do so through detailed project plans. HSRS will monitor, provide advice and report to Council and the community on the progress at 6 months and with an end of year report. The Plan is an annual plan that operates for each financial year period.

Priority 1: Customer Centric



Customer centric means looking at all information Council (HSRS) provides, whether online or in hard copy from the point of view of the customer. Council provides an extremely wide and diverse range of services to communities every day. Council will focus on ensuring the customer can perform the most important task easily.

Communities are accessing government services online particularly with mobile devices with increasing frequency, not only because they are on the move but also because more people are engaging through the internet. Simplified, de-cluttered Council websites make it easy for customers to complete their electronic journey quickly and easily.

ACTION: Improved information and engagement with the community

Issue

- Information online improved to increase readability and understanding.
 - Provide more pathways for people to apply and pay.
 - Provide more opportunities to engage and get feedback from the community.
-



Compliance strategy

- Continuous improvement will occur to ensure we have a responsive website that provides good user experience for a diverse community across all devices (smart phone, tablet, desktop) for compliance matters including information and advice, applications and payments.
- Ensure all business licensing and permitting applications can be made online via Council's website.
- Look at opportunities for renewals (licences, permits, registrations) to be sent electronically via email to those customers who opt in.
- Conduct more community education activities to improve awareness about Council's role, responsibilities, policies and services.

Target level/output

- Evaluation undertaken to see how the community accesses Council information, makes applications and payments to assist with future priority identification.
- All business licensing and permits can be made online (in addition to hard copy format).
- Business Licences and Dog Registration Renewals can be sent electronically to customers.
- Increase in engagement opportunities for Council.

Outcome

- Anyone visiting Council's website can find information easily on any device.
- Anyone visiting Council's website can lodge their business licence/permit application online.
- Council understands the topics of most interest to its website visitors and the community.

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

Priority 2: Pet Management



Pet nuisances rank highly in terms of the number of complaints that Council receives annually from the community, with the majority focussed on dogs. The combined cat and dog population is approximately one third of what the human population of Ipswich is. Considering the population growth the Ipswich City Council region will experience in the years ahead, the cat and dog population is expected to grow alongside of it.

Excessive barking, roaming cats and dogs and how dogs are controlled in public and on private property are all high volume complaint areas for Council to investigate and manage. Having effective control of a dog in public, including off leash parks, can mean less dog attacks on people and animals.

ACTION: Barking dogs

Issue

- High number of complaints.
- Residents can find investigation processes complex and lengthy.

Compliance strategy

- Continuous improvement to provide more comprehensive information online about Council's complaint process, examples of nuisance behaviour and tools to reduce excessive barking to assist dog owners and complainants.
 - Development of a digital solution for the community to access educational information and provide Council with information about nuisance barking complaints to streamline processes and resolution times for the community and Council.
-

Target level/output

- Clear procedures and customer information on how barking dog complaints are managed.
- Digital solution available for the community to access for nuisance barking complaints.

Outcome

- Residents understand the barking dog investigation process.
- Residents understand what may trigger excessive barking in dogs and enable them to implement possible solutions to remedy any issues raised directly by their neighbour with nil to limited involvement from Council.

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

ACTION: Roaming dogs

Issue

- High number of complaints.
- Lost and found process needs to be improved to create real time reporting to enable a quicker process for owners to be reunited with their pet.

Compliance strategy

- Continue to promote containment options for dog owners to showcase possible solutions that are low cost and easily achievable.
- Promotion of Council's Lost and Found portal so dogs can be reunited quickly with their owners.
- Continuation of free and low-cost microchipping events in the Ipswich area for dogs.

Target level/output

- Increase in number of dogs returned to their owners via an on-road release.
- Increase in number of dogs impounded by Council returned to their owner (reclaim rate).
- Increased promotion and access to real time information on lost and found dogs (and other pets) in the Ipswich area.
- Increase in number of microchipped dogs on Council's registration database
- Increase in hours for proactive patrols for roaming dogs.

Outcome

- Residents understand the laws on roaming dogs and provide their pet with a secure enclosure to keep it confined to their property.
- People can easily document, report and locate lost and found dogs so owners can be reunited quickly.

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

ACTION: Roaming cats

Issue

- High number of complaints.
- Anecdotal feedback is that some residents don't realise laws exist requiring cats to be contained to their yard.
- Nuisance cats are an issue in some areas requiring cat traps to be set.

Compliance strategy

- Continue to promote laws and containment options for cat owners to showcase possible solutions that are low cost and easily achievable.
- Evaluation of the cat trap program to determine outcomes of how traps are processed and returned to Council. Outputs may assist in future cat management actions.
- Research, investigate and implement desexing campaigns and compliance programs for owned and unowned cats as part of overall cat management planning.
- Continue with low-cost microchipping events in the Ipswich area for cats. Utilisation of the 'Tag and Chip to Reunite you Quick' campaign.

Target level/output

- Increase in promotion of containment solutions.
- Evaluation of cat trap program.
- Increase in promotion of desexing benefits.
- Number of cats microchipped at Council events increases.
- Increase in the number of cats impounded by Council that are returned to their owner (reclaim rate increases).

Outcome

- Residents understand the laws on roaming cats and provide their pet with a secure enclosure so it cannot escape.
- Residents understand what options are available to them should they encounter unowned cats.
- Residents understand the benefits of microchipping their cat.

Key elements

- Legislation.
- Business processes and compliance activities.
- Education and promotion.

ACTION: Dog control in public and on private property

Issue

- High number of complaints made about aggressive dog behaviour including situations where a dog has attacked another person or animal. This can occur in off leash parks, public areas and private property.
-



Compliance strategy

- Implement a Code of Conduct for off leash parks including educational signage in each park.
- Investigate contemporary strategies to reduce dog attacks.
- Pilot program: Investigate and implement educational and enforcement solutions to reduce the amount of dogs that aren't under effective control at district/major parks in Ipswich where complaints have been raised about aggressive and harassing dogs. Successful strategies and outputs could be used in other hot spot areas.

Target level/output

- A Code of Conduct is implemented in all off leash dog parks and promoted widely by Council and other stakeholders.
- Research on dog attack strategies is considered in the development of programs and projects.
- Reduction in dog attacks in public areas and private property.
- Reduction in number of complaints made about harassing and wandering dogs (not under effective control) in Pilot program.

Outcome

- Residents understand they must have their dogs under effective and constant supervision in public (including in an off leash area) and how to minimise aggressive behaviour.
- Residents have an increased understanding of dog behaviour to avoid being harassed or bitten.

Key elements

- Business processes and compliance activities.
- Education and promotion.

ACTION: Responsible dog ownership

Issue

- Responsible dog ownership can have positive impacts and realise improvements in areas such as roaming, dog attacks and barking dogs. Strategies for this action will also have benefits for the other actions in the Pet Management priority. They are listed separately here as they have a more holistic approach than just one targeted compliance area e.g. barking.
-

Compliance strategy

- Continuous improvement of information made available on Council's website and utilisation of Council's 'Leash, Tag and Carry Bag' campaign to promote that a dog owner should always have their dog on a leash, have their registration tag on and carry a bag to pick up after their pet.
- The Ipswich City Council and Australian Veterinary Association (AVA) PetPep School Education program is delivered to assist with responsible pet ownership awareness in kindergartens and primary schools.
- The Registration Rewards Program continues to be delivered and expanded on to provide more opportunities for businesses and benefits for responsible dog owners who register their dog with Council. The program provides 'rewards' at participating business for registered dog owners.
- Continuation of the Systematic Inspection Program for the entire year to promote and enforce legislation requirements for dog registration.

Target level/output

- Increase in the promotion of the 'Leash, Tag and Carry Bag' campaign.
- PetPep School Education Program is delivered and evaluated.
- The Registration Rewards Program is delivered to owners of registered dogs in 2017-2018.
- The Registration Rewards Program for 2018-2019 is developed with an increase in participating businesses.
- The Systematic Inspection Program is delivered twice in 2017-2018.

Outcome

- Owners of dogs in Ipswich understand the requirements and best practices for owning a dog including registration, microchipping and dog behaviour in public.

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

Priority 3: Parking



Resident feedback and the volume of complaints indicates that parking around schools and parking on footpaths are a concern to the general community.

Due to the ever changing populations at schools, there is a need to ensure schools, along with Council, regularly remind parents and motorists who travel to schools in private vehicles about the need to do so safely. The approach by Council is to first engage with the school community (through various resources), educate the school community about the issues associated with parking illegally and then take enforcement action if required. Council will continue to implement proactive compliance and promotional programs at school drop off and pick up times.

Council understands that people sometimes use the nature strip because they feel it is safer than parking on a road, especially in streets that are narrow. However, the reality is that parking fully or partially on nature strips and footpaths, regardless of the intention, can be dangerous and illegal. Council have a safety and legal obligation to enforce the parking laws. Council will aim to increase people's awareness of laws and why they exist.

ACTION: Safe school parking

Issue

- High volume complaints of unsafe parking at schools including near miss incidents and injuries/accidents.

Compliance strategy

- Continuation of Safe School Parking Program involving schools that have high volume complaints and parking safety issues to build capacity, understanding and awareness. The program includes education and regulation measures.

Target level/output

- The Safe School Parking Program is delivered and evaluated each school term.

Outcome

- People picking up children from schools do so safely with no incidents or injuries occurring as a result of parking issues, and understand why Council monitors parking at schools.

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

ACTION: Parking on footpaths

Issue

- High volume complaints of unsafe parking on footpaths including blocked access to private properties and damage to utilities.

Compliance strategy

- Education and promotion of the laws that exist and why compliance is needed. Include key messaging, for example vehicles parked on the nature strip or footpath:
 - cause major damage to public infrastructure both above and below the ground
 - may prevent emergency personnel from accessing key infrastructure such as water, sewerage, gas, telecommunications and drainage pipes
 - can pose increased safety risks for pedestrians as they are less visible to oncoming cars
 - restrict access for wheelchair and pram users.

Target level/output

- Increased promotion of damage, inconveniences and safety issues parking on a footpath may cause.

Outcome

- Residents understand what is acceptable and unacceptable when it comes to footpath parking issues and compliance.

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-



Priority 4: Environmental Protection, Public Health and Amenity Matters



Council regulates and monitors public health risks across a number of areas with food safety being a key issue for the community. Under the *Food Act 2006* food businesses are required to comply with licensing and safety standards to ensure hygienic practices are in place. Promotion of good standards can have a positive impact for cafes and restaurants.

Land development and building sites have been identified as a potential major contributor of sediment to Ipswich's waterways and this is a significant concern given the current amount of construction activity due to the City's growth. If it enters our waterways, sediment (such as soil, sand, silt and mud) and litter washed from urban areas can cause both short and long term environmental problems.

The *Environmental Protection Act 1994* places a legal responsibility on all persons who cause land disturbance to minimise or prevent environmental harm. Council has a legal obligation to administer these laws and, ultimately, improve the quality of our waterways and natural environment.

Queensland's *Waste Reduction and Recycling Act 2011* provides everyone with the ability to report littering and illegal dumping associated with a motor vehicle, trailer or vessel. Every year, ratepayers' money is spent on cleaning up illegally dumped waste. Even more money is spent on fixing infrastructure and natural areas impacted by dumping. Dump sites can lower property values and also attract other illegal activities.

Overgrown yards and junk accumulation issues on private property need more socialisation for the community to understand what triggers action by Council in terms of public health, amenity and overall compliance management.

ACTION: Erosion and sediment controls

Issue

- High volume complaints (seasonal) on sediment/pollutants.

Compliance strategy

- Implement and monitor the Erosion and Sediment Control Compliance Program (ESCCP) targeting projects in the construction phase of development, including both large lot developments and residential home construction sites.

Target level/output

- The Erosion and Sediment Control Compliance Program (ESCCP) is delivered and evaluated.

Outcome

- Developers, contractors and builders understand what their obligations are under planning conditions, legislation and laws, and exhibit best practice erosion and sediment control practices.

Key elements

- Business processes and compliance activities.
- Education and promotion.

ACTION: Illegal dumping and littering

Issue

- High volume complaints of illegal dumping and littering across the city.
- Increase in amounts of asbestos being disposed of at Ipswich Waste and Recycling centres.

Compliance strategy

- Implement and monitor the 'Illegal Dumping and Littering' Campaign partnership between Council and the Department of Environment and Heritage Protection to increase awareness and reporting of illegal dumping and littering to Council and the State Government.
- Promote and provide guidance on how asbestos can be disposed of safely and lawfully.

Target level/output

- The Illegal Dumping and Littering Campaign is delivered and evaluated.
- More promotion of alternative pathways for legal disposal and recycling, donating and selling of items.
- Increase in the promotion of asbestos disposal options for the community on Council's website and communicate this with all stakeholders.

Outcome

- Residents and businesses understand how and where they can dispose of rubbish and items legally, and where they can recycle or sell items.
- Residents and businesses understand how and where they can dispose of asbestos legally.



Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

ACTION: Overgrown yards

Issue

- High volume complaints (seasonal).
 - Some residents aren't sure what constitutes an overgrown yard (how long is too long).
-

Compliance strategy

- Develop an Overgrown Yard Operational Plan to assist with capacity, resourcing and planning for the entire year which will assist in proactive management of peak seasonal workloads. The plan will also include ways to continuously improve information and guidance provided on Council's website.
 - Establish partnerships and/or pathways with community groups who may be able to assist disadvantaged residents maintain their yards.
-

Target level/output

- The Overgrown Yard Operational Plan is implemented and evaluated.
 - Improved information made available online on how Council manages overgrown yards.
 - Pathways are established and promoted to residents as an option as part of the compliance process.
-

Outcome

- Residents and businesses understand what an overgrown yard looks like and how to report such incidents.
 - Residents maintain their yards so not to detrimentally affect the amenity of the area.
-

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

ACTION: Hoarding and squalor issues on private property

Issue

- Complaints of hoarding and squalor often take a long time to resolve, although surrounding residents often want a quicker resolution of their complaints.
-

Compliance strategy

- Continuous improvement through benchmarking best practice with other local governments and agencies to identify any efficiencies for the community, individuals involved and Council.
-

Target level/output

- Improved information provided online to the community on hoarding and squalor issues.
- Continue inter-agency communication to assist when cases are identified by Council Officers.

Outcome

- The community understands that sometimes mental health issues can manifest in symptoms such as hoarding and squalor. Resolution of such symptoms may require medium to long term therapy.
- Council collaborates with relevant agencies to assist people who have hoarding and squalor issues.

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

ACTION: Food safety and business licensing

Issue

- High risk food safety complaints are a concern to the public and programs introduced by other local governments have seen positive outcomes for food businesses and the community.
- Provide more opportunities for people to access information and apply online.

Compliance strategy

- Implementation of a voluntary program for food businesses to promote their compliance with food safety legislation for the benefit of their customers.
- Investigate opportunities to upload business licence information and advice on Council's website for people of Culturally and Linguistically Diverse (CALD) backgrounds.
- Continuous improvement to ensure business licensing information available online is relevant and easy to understand on how people can apply and comply with requirements.

Target level/output

- A voluntary food safety program is implemented and evaluated in its first year of operation.
- Business licensing information is provided for CALD communities on Council's website.
- Business licensing information available online is updated.

Outcome

- Food businesses and the community understand the legislated requirements for food safety and promote their successful compliance with the laws.
 - People from a CALD background can access information about how to apply and how to comply with regards to operating a food business in Ipswich.
 - Prospective business licensees know what is required to apply for a licence and what they need to do to comply with laws and regulations.
-



Key elements

- Business processes and compliance activities.
 - Education and promotion.
-

ACTION: Swanbank odour nuisance

Issue

- High level of complaints regarding odour nuisance from industrial sites in Swanbank.
-

Compliance strategy

- Continued advocacy by Ipswich City Council to the State Government to take steps to significantly minimise or resolve odour altogether being dispersed from the Swanbank site.
-

Target level/output

- State Government monitoring and compliance action in relation to Swanbank sites has increased significantly.
-

Outcome

- State Government recognises, understands and acts to resolve Ipswich's concerns regarding Swanbank sites and odour.
-

Key elements

- Advocacy.
-



Priority 5: Public Land Management

The diversity of Ipswich's parks has been strengthened in recent years with the development of new areas such as River Heart Parklands, Robelle Domain and Orion Lagoon. Community feedback ensures enhancements are continually being made to local parks and larger district parks such as Queens Park, and also our Conservation Estates.

HSRS has a role to play in the use of these spaces to ensure fair play is observed and that no damage is done. For example, trail bikes and four wheel drive vehicles in Conservation Estates such as White Rock can create devastating environmental damage through erosion, transporting seeds from one area to another, injuries and fatalities to our wildlife and destruction of native plants. Commercial activities in our parks need to be monitored through minimum standards and approvals to ensure there is no anti-competitiveness to surrounding businesses, damage to public spaces through the placement of temporary infrastructure or create noise issues, parking nuisances or safety concerns to nearby residents.

ACTION: Use of public land

Issue

- Complaints regarding the illegal use of conservation estates causing damage or noise nuisances etc.
- Confusion over what approvals and licences are required for Temporary Events on private property and Council land.



Compliance strategy

- Continue the Conservation Estate Patrol Program in conservation estates to monitor illegal use of trail bikes and four wheel drive vehicles.
- Provide clearer information and pathways for people to apply to undertake temporary events on private property and Council land.

Target level/output

- Conservation Estate Patrol Program is maintained and evaluated.
- Increase in information about Temporary Event requirements made available online including how to apply, how to comply, and where to get further information on using Council land.

Outcome

- The community is aware of what activities are allowed and prohibited in Conservation Parks and areas.
- The community know how and when to apply for a Temporary Event Licence and what conditions they need to comply with.

Key elements

- Business processes and compliance activities.
 - Education and promotion.
-



Priority 6: Pest Management



Pest plants and animals affect the lives of all Queenslanders. They degrade our natural resources, damage precious remnant vegetation, compromise biodiversity and interfere with human health and recreation. They cause financial losses to eco-tourism and cost Queenslanders over \$600 million annually in lost production and in control costs. Of particular concern to rural residents is the management of rabbits and wild dogs.

Council works with other agencies and stakeholders to assist with pest management, including the Darling Downs Moreton Rabbit Board (DDMRB), whose role it is to maintain the rabbit fence in rabbit proof condition and to monitor compliance with State Government legislation. Ipswich City Council pays a mandatory amount to the DDMRB which is prescribed by legislation to manage rabbit issues in the Ipswich area. The DDMRB provides technical and other advice to landholders in the Board's operational area to assist with rabbit eradication and consists of eight local authorities and covers approximately 28,000 square kilometres (7 million acres).

Another area under pest management that requires a collective approach includes 'wild dog' management. This term refers collectively to purebred dingoes, dingo hybrids and domestic dogs that have escaped or been deliberately released. In Queensland, wild dogs create a number of economic, environmental and social problems, particularly for agricultural businesses. Effective wild dog control requires a cooperative 'nil tenure' approach. This involves landholders, local government officers and other stakeholders working together to apply a range of control methods at a 'landscape' (rather than an individual property) level. Control methods include baiting, trapping, shooting, fencing and the use of livestock guardian animals.



ACTION: Pest management planning

Issue

- Landholder pest complaints are high in various regions of the city.
- Legislative requirement.

Compliance strategy

- The *Biosecurity Act 2014* requires every local government in Queensland to develop a biosecurity plan for their area.
- Local government biosecurity plans bring together all sectors of the local community to manage invasive plants and animals. The plan will ensure resources are targeted at the highest priority pest management activities, and those most likely to succeed.
- Council's Biosecurity plan will:
 - set strategies, activities and responsibilities for pest management at a local scale
 - set achievable objectives for the local community
 - incorporate monitoring and evaluation of effectiveness of the plan
 - inform regional planning processes on local pest management priorities.

Target level/output

- Development of an Ipswich City Council Biosecurity Plan as prescribed by legislation.

Outcome

- Landholders and stakeholders understand their obligations and where to get assistance and further education on managing pest animals and weeds.

Key elements

- Legislation.
 - Business processes and compliance activities.
 - Education and promotion.
-



City of
Ipswich

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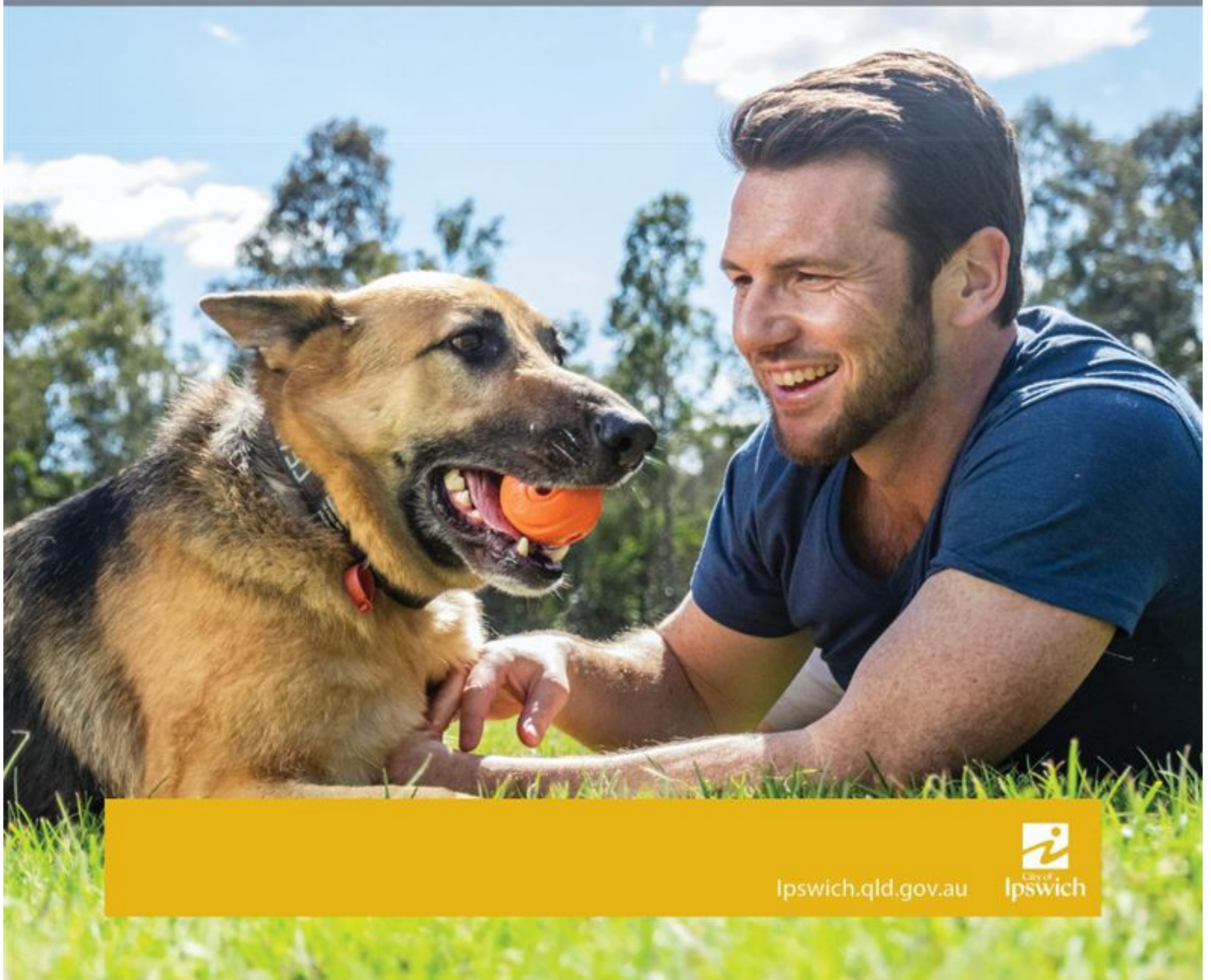


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Health, Security and Regulatory Services

HEALTH AND AMENITY PLAN 2017/18
Progress Report



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Health and Amenity Plan 2017/2018 – Six Monthly Progress Report

In 2016 Council endorsed its first Health and Amenity Plan (HAP) as a publically available compliance strategy, also a first for any Australian Council. The HAP is now in its second year. Council's compliance aim is to protect the community's health and safety, improve amenity, reduce nuisances, and produce positive outcomes for the community. The below six priorities and related strategies have been progressed and as promised a six monthly progress report is provided below. All strategies and their related key activities are on track to be completed by 30 June 2018. A six month progress report flyer will be available on Council's website in February. The HAP's End of Year report will be provided to Council in July 2018.

1. CUSTOMER CENTRIC			
	Improved information and engagement with the community	<p>Continuous improvement will occur to ensure we have a responsive website that provides good user experiences for a diverse community across all devices (smart phone, tablet, desktop) for compliance matters including information and advice, applications and payments.</p>	<p>Completed:</p> <ul style="list-style-type: none"> • Marketing Services team to plan review • Date reference to be included on all future web page updates and fact sheets • Review and approval for Barking Dogs web pages complete • Review of Animal Management web pages completed <p>In progress:</p> <ul style="list-style-type: none"> • Review and approval for all remaining web pages
		Ensure all business licensing and permitting applications can be made online via Council's website.	Website being developed to be completed by April
		Look at opportunities for renewals (licences, permits, registrations) to be sent electronically via email to those customers who opt in.	Opt in process will be communicated with 18/19 renewals
		Conduct more community education activities to improve awareness about Council's role, responsibilities, policies and services.	These initiatives are continuing including HAP Hubs. Comms plan to be finalised by March

2. PET MANAGEMENT		
Barking Dogs	Continuous improvement to provide more comprehensive information online about Council's complaint process, examples of nuisance behaviour and tools to reduce excessive barking to assist dog owners and complainants.	Completed: Barking Dog web page In progress: Communication Plan to be finalised by April
	Development of a digital solution for the community to access educational information and provide Council with information about nuisance barking complaints to streamline processes and resolution times for the community and Council.	#Barkathon17 held 1-3 December 2017. Solution to be finalised in 2018.
Roaming Dogs	Continue to promote containment options for dog owners to showcase possible solutions that are low cost and easily achievable.	Ongoing initiatives in HAP Hubs including working with eg Bunnings.
	Promotion of Council's Lost and Found portal so dogs can be reunited quickly with their owners.	Work being undertaken as part of the website review project that will be completed in early 2018.
	Continuation of free and low-cost microchipping events in the Ipswich area for dogs.	Microchipping event held on 15 Dec 17. Next event scheduled for 2 March. The full 2018 program will be advertised in Feb.
Roaming Cats	Continue to promote laws and containment options for cat owners to showcase possible solutions that are low cost and easily achievable.	Work being undertaken as part of the website review project that will be completed in early 2018.
	Evaluation of the cat trap program to determine outcomes of how traps are processed and returned to Council. Outputs may assist in future cat management strategies.	Review in progress including comparison with how other Councils manage this program and clarity of full process. First stage to be completed in March.

		Research, investigate and implement de-sexing campaigns and compliance programs for owned and unowned cats as part of an overall cat management strategy.	Council has provided funding to RSPCA for Operation Wanted and to the AWL's National De-sexing Network in the 17/18 FY. HSRS are collaborating with stakeholders on a Strategic Cat Management Plan for rollout in the 18/19 HAP.
		Continue with low-cost micro chipping events in the Ipswich area for cats. Utilisation of the 'Tag and Chip to Reunite you Quick' campaign	Events scheduled for 2018 and will be advertised in Feb.
	Dog Control in Public and on Private Property	Implement a Code of Conduct for off leash parks including educational signage in each park.	First signs completed and installed in new off leash dog park at Yamanto. Illustrated versions to be reviewed for roll out.
		Investigate contemporary strategies to reduce dog attacks.	Currently participating on collaborative community education programs eg PetPEP. Reviewing data to causal factors to identify trends.
		Pilot program: Investigate and implement educational and enforcement solutions to reduce the amount of dogs that aren't under effective control at District/Major parks in Ipswich where complaints have been raised about aggressive and harassing dogs. Successful strategies and outputs could be used in other hot spot areas.	Implemented a Code of Conduct for off lease parks. Implementing visual messaging that will be tested. Commencement of a park patrol program based on education over enforcement in defined areas including Limestone Park to commence in Feb/Mar.
		Continuous improvement of information made available on Council's website and utilisation of Council's "Leash, Tag and Carry Bag" campaign to promote that a dog owner should always have their dog on a leash, have their registration	Completed <ul style="list-style-type: none"> • Leash, tag and carry bag video campaign completed in December • Best Friends Forever book gone to print • Barking dogs web pages reviewed, approved and



		tag on and carry a bag to pick up after their pet.	<p>updated</p> <ul style="list-style-type: none"> • Animal management web pages reviewed <p>To be completed next quarter</p> <ul style="list-style-type: none"> • Best Friends Forever book planned launch in February • Animal management web pages approved and updated
		The ICC and Australian Veterinary Association (AVA) PetPep School Education program is delivered to assist with responsible pet ownership awareness in kindergartens and primary schools.	PetPEP program to continue in 2018.
		The Registration Rewards Program continues to be delivered and expanded on to provide more opportunities for businesses and benefits for responsible dog owners who register their dog with Council. The program provides 'rewards' at participating business for registered dog owners.	<p>Digital solution opportunities reviewed in consultation with ICT and Marketing Services.</p> <p>A Digital Solution Plan will be developed for 18/19.</p>
		Continuation of the Systematic Inspection Program for the entire year to promote and enforce legislation requirements for dog registration.	2018 plan being finalised to commence on 7 Feb.

3. PARKING		
Safer School Parking	Continuation of Safe School Parking Program involving schools that have high volume complaints and parking safety issues to build capacity, understanding and awareness. The program includes education and regulation measures.	<ul style="list-style-type: none"> • Program re-engineered into three categories of support and capacity building for schools. New program will commence Term 1 2018 • Category 1 schools registered • School communication plan ready to commence first week of school • Category 2-3 schools to be finalised first four weeks of school year • Web content to be finalised and resource kit uploaded for schools to access
Parking on Footpaths	Education and promotion of the laws that exist and why compliance is needed.	Website review to be completed in early 2018.
4. ENVIRONMENTAL PROTECTION, PUBLIC HEALTH AND AMENITY MATTERS		
Erosion and Sediment Control	Implement and monitor the Erosion and Sediment Control Compliance Program (ESCCP) targeting projects in the construction phase of development, including both large lot developments and residential home construction sites.	Action plan to be completed early in 2018.
Illegal Dumping and Littering	Implement and monitor the 'Illegal Dumping and Littering' Campaign partnership between Council and the Department of Environment and Heritage Protection to increase awareness and reporting of illegal dumping and littering to Council and the State Government.	The partnership campaign between DEHP and Council has identified 4 main focus points: <ol style="list-style-type: none"> 1. Roadside littering; 2. Illegal dumping in suburban and rural areas; 3. Illegal dumping on the kerbside; 4. Recycling contamination Progress reports will be provided to Committee
	Promote and provide guidance on how asbestos can be disposed of safely and lawfully	Information for customers is currently being reviewed.

	Overgrown Yards	Develop an Overgrown Yard Operational Plan to assist with capacity, resourcing and planning for the entire year which will assist in proactive management of peak seasonal workloads. The plan will also include ways to continuously improve information and guidance provided on Council's website.	The Overgrown Plan is currently being developed including analysis of historical data and identification of 'hot spots'. HSRS are working with stakeholders including new development areas (eg Ripley) on requirements of maintaining vacant properties.
		Establish partnerships and/or pathways with community groups who may be able to assist disadvantaged residents maintain their yards.	HSRS have established partnerships with organisations to assist disadvantaged residents. Work will continue to develop opportunities in this space.
	Hoarding and Squalor Issues on Private Property	Continuous improvement through benchmarking best practice with other local governments and agencies to identify any efficiency for the community, individuals involved and Council.	HSRS continue to work with external agencies on continuous improvement. This will continue through 2018.
		Implementation of a voluntary program for food businesses to promote their compliance with food safety legislation for the benefit of their customers.	Education seminars and audits commencing Jan 2018. Eat Safe Ipswich launch to occur late in 2018.
	Food Safety and Business Licensing	Investigate opportunities to upload business licence information and advice on Council's website for people of Culturally and Linguistically Diverse (CALD) backgrounds.	Quotes obtained from suppliers, implementation expected by March 2018. 4 language translation will be available (Vietnamese, Japanese, Cantonese, Mandarin)
		Continuous improvement to ensure business licensing information available online is relevant and easy to understand on how people can apply and comply with requirements	Completed as part of website improvement project

	<p>Swanbank Odour Nuisance</p>	<p>Continue advocacy to the State Government to take steps to significantly minimise or resolve odour being dispensed from the Swanbank site.</p>	<p>HSRS continues to strongly advocate for residents to resolve issues.</p> <p>Legal action has been taken on land use issues that may assist with resolution.</p>
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5. PUBLIC LAND MANAGEMENT			
	Use of Public Land	<p>Continue the Conservation Estate Patrol Program in conservation estates to monitor illegal use of trail bikes and four wheel drive vehicles.</p>	<p>HSRS work with WPR to monitor offences in conservation parks. Communication including improved signage has been rolled out.</p> <p>Patrols are undertaken weekly and during school holidays.</p>
		<p>Provide clearer information and pathways for people to apply to undertake temporary events on private property and Council land.</p>	<p>Website development is in progress.</p> <p>HSRS and WPR are working on improving the events permit application process.</p>

6. PEST MANAGEMENT			
	Pest Management Planning	Development of an Ipswich City Council Biosecurity Plan as prescribed by legislation.	Draft to be released for consultation early in 2018.

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Join us online on:



Health, Security and Community Safety Committee	
Mtg Date: 23.01.2018	OAR: YES
Authorisation: Sean Madigan	

A4586000
MW:MW

10 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(HEALTH, SECURITY AND REGULATORY SERVICES)

FROM: PRINCIPAL OFFICER
(BUSINESS OPERATIONS)

RE: HEALTH, SECURITY AND REGULATORY SERVICES MONTHLY ACTIVITY REPORT –
DECEMBER 2018

INTRODUCTION:

This is a report by the Principal Officer (Business Operations) dated 10 January 2018 concerning the monthly update on the activities of the Health, Security and Regulatory Services (HSRS) Department including a year in review for 2017.

BACKGROUND:

The HSRS Department is responsible for the management of compliance activities across the City. The attached HSRS Monthly Activity Report (**Attachment A**) is for the month of December 2017. The data within the report is separated into two components:

Compliance Delivery Status: Provides an update on service requests, infringements, warnings, prosecutions and appeals, licences, permits and design assessments approved in the month.

Other Program Delivery Status: Provides an update on other programs, such as the Immunisation clinics, implementation of new laws, special events and any stakeholder engagement which may include the progress of projects for the HSRS Health and Amenity Plan for 2017-2018.

CONCLUSION:

The HSRS Monthly Activity Report provides an update on compliance and other programs being delivered during the month with comparisons to previous periods.

ATTACHMENT:

Name of Attachment	Attachment
HSRS Monthly Activity Report – December 2017	Attachment A

RECOMMENDATION:

That the report be received and the contents noted.

Maree Walker

PRINCIPAL OFFICER (BUSINESS OPERATIONS)

I concur with the recommendation contained in this report.

Sean Madigan

**CHIEF OPERATING OFFICER
(HEALTH, SECURITY AND REGULATORY SERVICES)**

Health, Security and Regulatory Services

December 2017
MONTHLY ACTIVITY REPORT



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Introduction

Council's Department of Health, Security and Regulatory Services (HSRS) is the lead agency in the Ipswich community for the design and delivery of policy and programs that develop and drive a safe and healthy community.

Health and safety can be linked to the majority of services and responsibilities undertaken by Ipswich City Council. Local Councils are no longer just known for the three R's – Roads, Rates and Rubbish. From ensuring children are safe during peak school pick up and drop off times, providing CCTV protection and coverage across the City all the way to guiding businesses on how they can safely prepare food in cafes and restaurants, health and safety is at the very cornerstone of what the community wants. Health and safety is also critical to new communities when they are developed, as it will foster active lifestyles, provide easy access to healthy foods, create streets that are safe to walk through and encourage positive relationships between neighbours that are free of nuisance.

This monthly activity report for **December 2017** provides a snap shot of compliance activities for specific activities, outputs and outcomes.

Additionally, a snap shot of 2017 in review is also provided.

2017 – Year in Review

The Health and Amenity Plan 2016/2017 End of Year report was made public.

A total of 16,124 service requests were received from customers and actioned by HSRS staff

The HSRS Department maintained an on time delivery average above 85% for service requests

Roaming Dogs was the most raised HSRS service request type in the year with 1,573 requests

Conducted the Dept's first Hackathon with #Barkathon17 at Firestation 101

Weekly patrols were undertaken in conservation estates during the year

29,393 dogs are registered

The most popular registered dog's name is Bella

784 Food businesses are licenced

Council has reunited 1,368 impounded dogs with their owners

1172 immunisations issued at community clinics

12833 immunisations issued at school clinics

Compliance Delivery Status

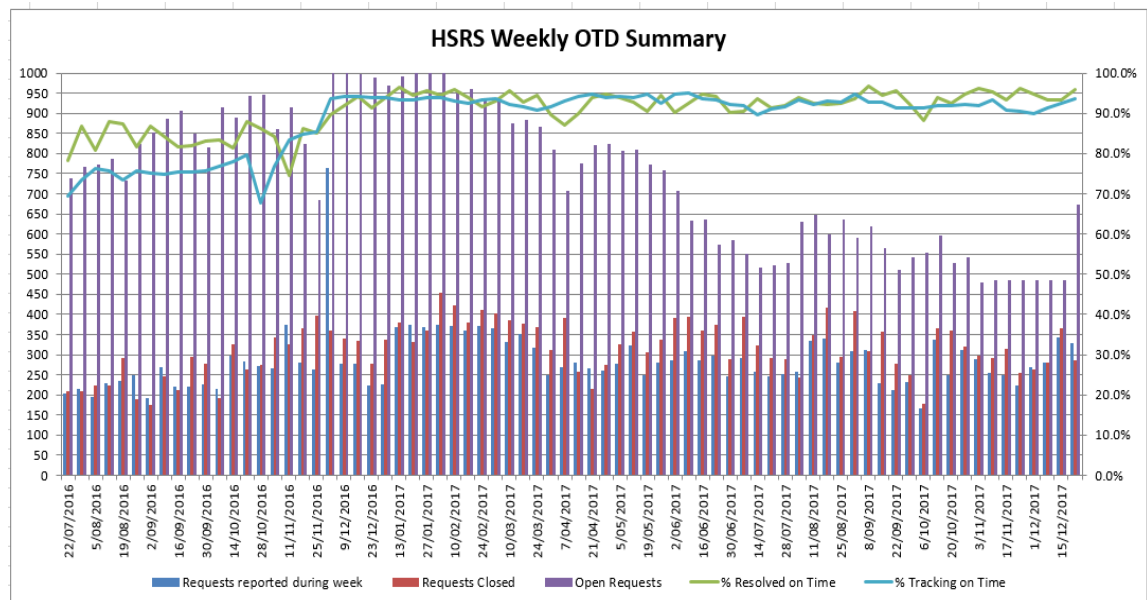
Customer Service Requests

The HSRS Department receives service requests from the community in relation to a diverse range of matters including but not limited to animal management, local laws, parking and environmental health. HSRS monitors the volumes and types of service request to identify trends and allocate resources accordingly to provide a high level of customer service to the community.

HSRS Weekly Compliance Activity - Ongoing

The below graph illustrates the week by week monitoring of customer service requests that are processed, investigated and resolved by HSRS staff. The Department continues to monitor the 85% target to resolve requests timeframe through allocating appropriate Council resources to respond to the needs of the community ensuring that the health, safety and wellbeing of the community are protected.

HSRS manage 75 service requests types, monitoring seasonal peaks for request management, proactive campaign planning. Seasonal peaks can include rainfall impacting sediment/erosion and overgrown properties and school terms and holidays impacting on programs including safe school parking.



Total requests actioned each month for HSRS

MONTH	Total Customer Service Requests Created	Variance to previous month
Jan-16	1204	↑246
Feb-16	1011	↓193
Mar-16	1029	↑18
Apr-16	1078	↑49
May-16	1032	↓46
Jun-16	1007	↓25
Jul-16	1067	↑60
Aug-16	1238	↑171
Sep-16	1053	↓185
Oct-16	1166	↑113
Nov-16	1317	↑151
Dec-16	1079	↓238
Jan-17	1561	↑482
Feb-17	1403	↓158
Mar-17	1405	↑2
Apr-17	1197	↓208
May-17	1340	↑143
Jun-17	1388	↑48
Jul-17	1199	↓189
Aug-17	1581*	↑382
Sep-17	1260	↓321
Oct-17	1233	↓27
Nov-17	1368	↑135
Dec-17	1129	↓239

*The increase in the total number of service requests in August includes investigations for littering and dumping from the Kerbside Cleanup project, as well as proactive inspections relating to environmental activities.

Top 10: Customer Service Requests and Volumes for December 2017

The following dashboard highlights the top 10 service requests raised by customers in each Division for **December 2017** with variances from the previous month for HSRS officers to investigate. Service request numbers for the top 10 have remained relatively steady with the seasonal peak in Overgrown Private Property retaining the highest volume.



Overgrown Private Property

Ranking

This Month
1

Last Month
1

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
8	13	11	25	23	19	11	17	23	13	163



Collection of Impounded Dog

Ranking

This Month
2

Last Month
3

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
8	17	11	18	4	8	7	9	6	6	94



Roaming Dogs

Ranking

This Month
3

Last Month
2

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
2	11	6	17	8	10	9	13	6	1	83



Illegal Parking on Footpath

Ranking

This Month
4

Last Month
4

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
8	8	3	3	2	6	8	8	10	0	56



Dog Attack

Ranking

This Month
5

Last Month
7

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
2	6	3	8	3	4	6	7	8	7	54



Dog Noise Nuisance

Ranking

This Month
6

Last Month
6

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
1	19	5	4	3	4	4	5	2	5	52



Unregistered Dog

Ranking

This Month
7

Last Month
5

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
4	8	7	8	1	2	4	6	6	3	49



Abandoned Vehicle

Ranking

This Month
8

Last Month
8

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
5	10	2	3	0	8	8	4	8	0	48



Loan of Cat Trap

Ranking

This Month
9

Last Month
9

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
1	3	6	5	4	2	2	4	5	0	32



Dog Fencing Issue

Ranking

This Month
10

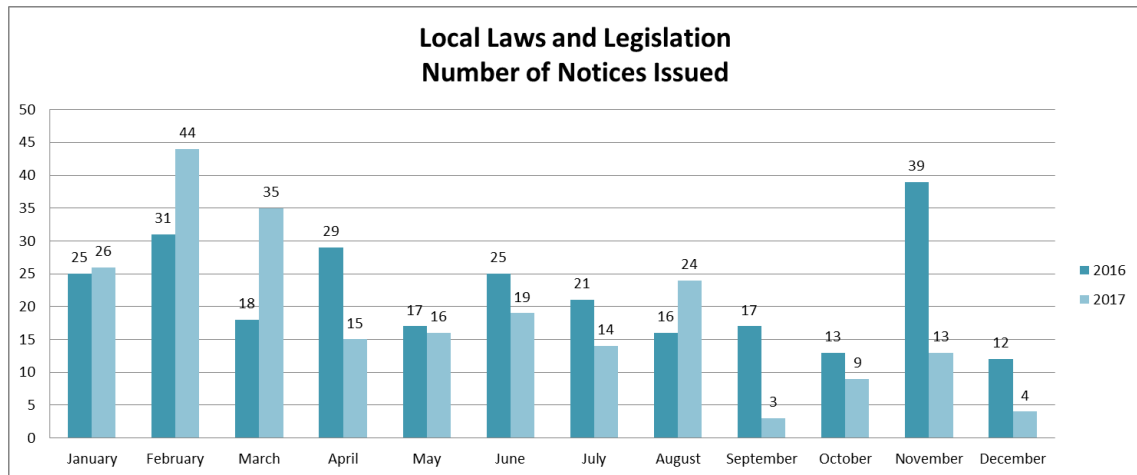
Last Month
10

DIV 1	DIV 2	DIV 3	DIV 4	DIV 5	DIV 6	DIV 7	DIV 8	DIV 9	DIV 10	TOTAL
1	6	2	2	5	2	3	1	2	1	25

Penalty Infringement Notices (PINs) and Warnings

Local Laws and Legislation – PINs Issued

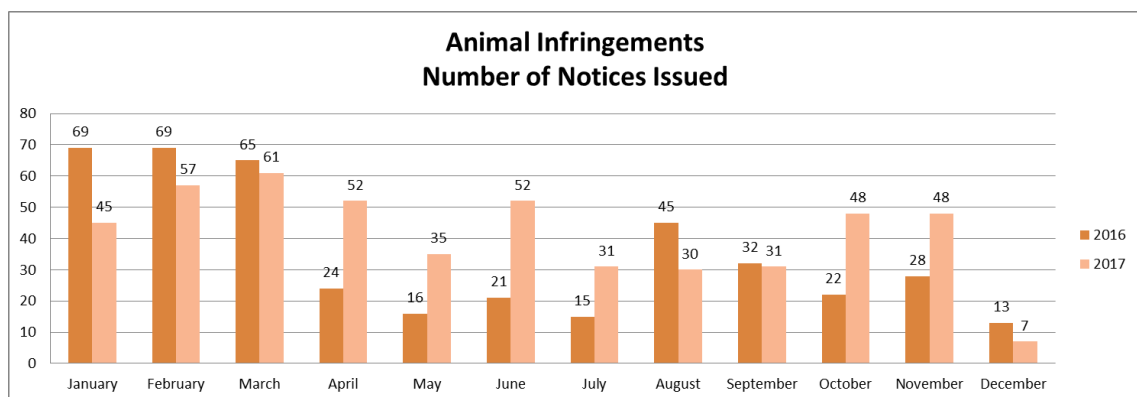
The HSRS Department issues PIN's and where applicable warnings for a variety of offences under the Local Laws and the *Transport Operation Road Use Management Act*. HSRS issues PIN's and warnings in order to protect the health, safety and wellbeing of the community generally however these are used in conjunction with education and awareness programs to achieve positive outcomes. The Health and Amenity Plan focuses on community education to understand laws as well as be proactively raising awareness on how compliance can be achieved.



Previous 12 month period (January 2016 to December 2016) total = 263

Current 12 month period (January 2017 to December 2017) total = 222

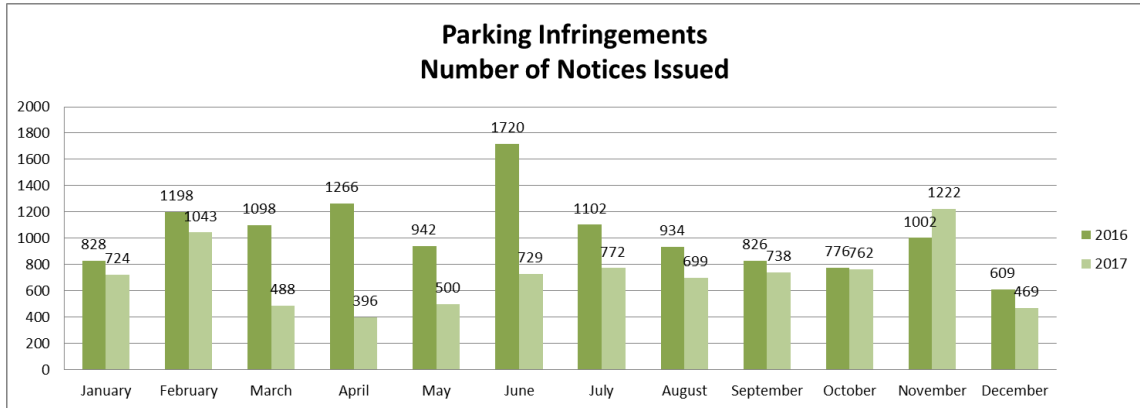
Animal Management – PINs Issued



Previous 12 month period (January 2016 to December 2016) total = 419

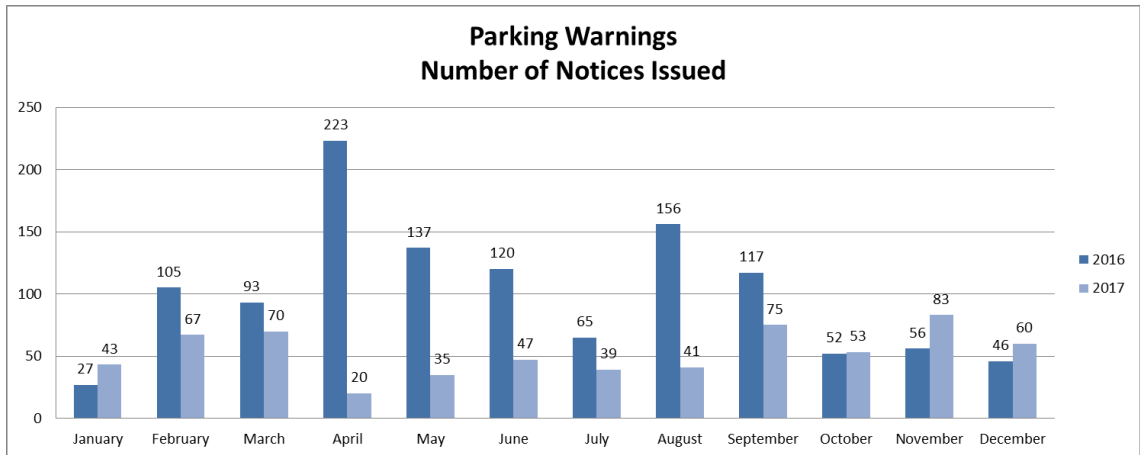
Current 12 month period (January 2017 to December 2017) total = 497

Parking – PINs Issued



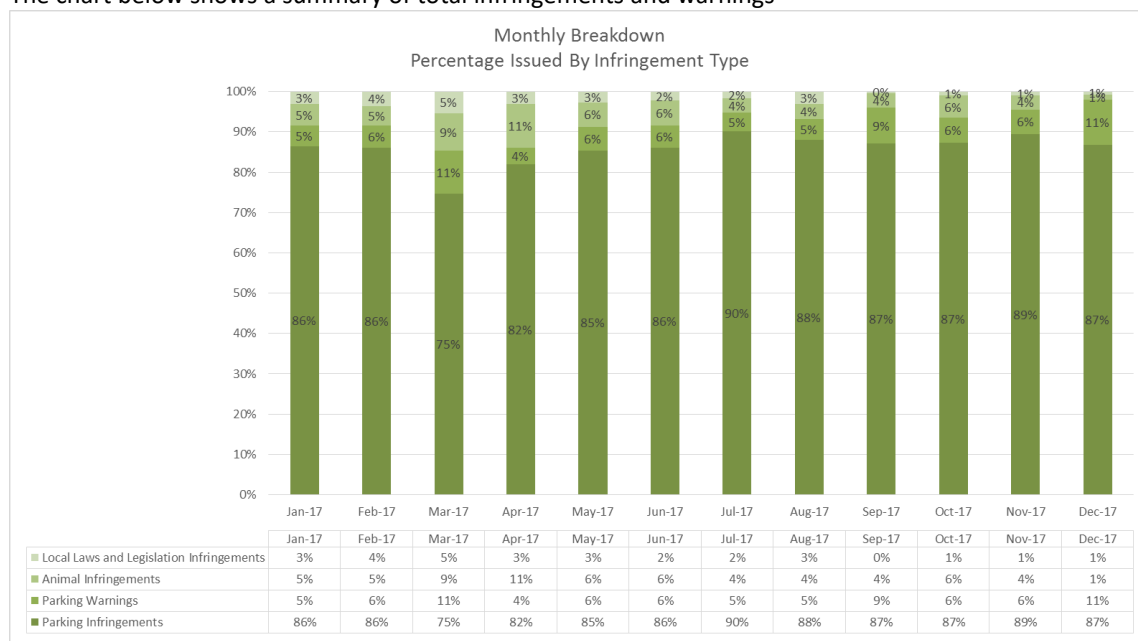
Previous 12 month period (January 2016 to December 2016) total = 12,301
 Current 12 month period (January 2017 to December 2017) total = 8,542

Parking – Warnings Issued



Previous 12 month period (January 2016 to December 2016) total = 1,197
 Current 12 month period (January 2017 to December 2017) total = 633

The chart below shows a summary of total infringements and warnings



Prosecutions and Appeals

The HSRS Department completes investigations and briefs of evidence which are forwarded to Council's Legal Branch for consideration of the evidence and public interest to determine the most appropriate course of action. The Chief Operating Officer of HSRS makes the final determination of whether a matter should proceed to prosecution taking into account factors such as the public interest and the seriousness of the offending behaviour. Matters that are investigated and considered for prosecution include complex environmental offences, planning offences and contested PIN's.

List of prosecutions and appeals as of 2 January 2018

Current Register Status	
Investigation (Brief in development)	3
Brief (with Legal Branch)	12
Court	14
TOTAL	29

Infringement Review requests for December 2017

Division										Total
1	2	3	4	5	6	7	8	9	10	
2	3	3	1	1	0	105	2	3	1	121

Licences, Permits and Design Assessments

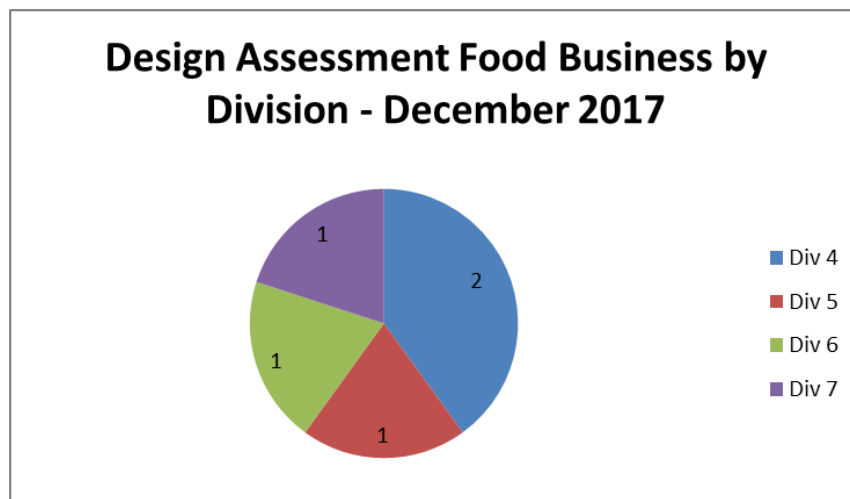
The HSRS Department approve a range of licences (commercial activities) and permits (non-commercial activities) under Council's local laws and State Legislation such as the *Food Act 2006*. Design Assessments are also carried out by HSRS to determine suitability and compliance with standards for fit-outs of various businesses, primarily food business, but also others such as public swimming pools, entertainment venues and high risk personal appearance services (HRPAS) such as tattoo studios. The below represent the licences, permits and design assessments approved by HSRS for **December**.

Licences/Permits

Licence/Permit Type	No. Issued December 2017
Cafe / Restaurant	3
Child Care Centre Meals	1
Domestic Cat Permit	1
Domestic Dog Permit	2
Five Plus Dog Permit	1
Food Shop	1
Fruit and Vegetable Processing	1
Public Swimming Pool Licence	1
Takeaway Food Premises	3
Temporary Food Stall (One Off Event)	2

Design Assessments

Application Type	Total Approved in December
Design Assessment Food Business	5



Development Compliance Contributions

The below table highlights the Planning and Development fees paid to Council as a result of direct HSRS compliance action.

- Planning fees resulting from operational activities are trending in excess of those achieved in recent years. Building fees and infringements issued are trending below previous years.
- Generally less building issues are being encountered as compliance work carried out over previous years has caused many building issues across the City requiring attention to be resolved. This has also led to less infringements being issued.

2017 Quarter	# of PINs Issued	Applications Submitted following Compliance Investigation
2017 Jan- Mar	1	14
2017 Apr-Jun	2	13
2017 Jul-Sept	2	14
2017 Oct-Dec	2	13
2017 Year to Date	7	54

Other Program Delivery Status

Immunisation Program

Immunisation is a simple, safe and effective way of protecting against harmful diseases that can cause serious complications.

Community clinics are held at Priceline Riverlink every second Tuesday 11.00am – 12.00 noon and Redbank Plaza Library on the 1st Thursday afternoon of each month.

An announcement was made by Queensland Health for a free influenza vaccine for children aged 6 months to less than 5 years in 2018. These children will be eligible at Council's community clinics. At this stage service providers have not been given additional information other than the Ministerial announcement, more details will be available in early 2018 prior to the flu season.

The last 2017 Community Clinic was held on 14 December with the first in 2018 held on 16 January.

December Clinics

Type	Individuals Treated	Immunisations Issued
Community Clinics	20	44
Schools (catch-ups)	9	9
School Clinics	--	--
Special Projects (seasonal flu vaccinations)	--	--

Environment Health and Protection

Conservation Park Patrols

HSRS undertake patrols in conservation estates on behalf of Council to monitor, detect and prevent illegal action such as 4WD and trail bikes and other activities including illegal dumping, damage to Council infrastructure, location identification of pest plants/animals and dogs on and off leash.

The focus on these activities is due to the risk of harm to wildlife and native plants; erosion issues; and the transportation of seeds around the estates and risk to recreational users (eg potential for UXOs).

The desired outcome of the patrols is to provide a safe environment for lawful users; prevent and reduce impacts on flora; prevent and reduce damage to infrastructure (including gates and fencing); and reduced injuries and fatalities of wildlife.

These patrols are undertaken on a weekly basis (predominantly on weekends) with additional patrols carried out during peak periods (eg school holidays).

Sediment Erosion

The focus for Erosion Sediment Control compliance is driven through building relationships with key officers across Council and externally (developers, contractors, builders and others).

The use of education to drive a change in behaviour is vital, with enforcement used as a last resort to help achieve compliance in line with the *Environmental Protection Act*.

HSRS is working with entities such as QUU to attend to sediment erosion concerns that may impact our waterways. This work contributes to raising the healthy waterways rating report card.

The table below shows proactive internal and external activities undertaken from Oct-Dec.

Site/Location	Details
ESC Information Sessions / Events	Information sessions are currently under development for training of external industry representatives and internal staff undertaking ESC related tasks. At this stage it is expected that training sessions will be undertaken and completed by 1 March
Council	Liaising with P&D regarding the proactive program to obtain an agreement regarding P&D providing information about current development approvals.
Proactive Inspections	<ul style="list-style-type: none">73 proactive building site inspections conducted5 proactive development site inspections conducted Proactive inspection program for development sites is currently being drafted to formalise the proactive inspection process.
Non-compliance examples discovered on both proactive and reactive sites.	<ul style="list-style-type: none">Unmaintained sediment controlsSediment leaving site and moving to adjoining propertyFailure of sediment measures due to high rainfall event. This is not considered a noncompliance due to the person taking all reasonable measures to minimise release.
Interagency workshops/meetings	Attended Healthy Land & Water SEQ Report Card forum 2 Nov

Release of Impounded Animals over Christmas

The Animal Management Centre was open and available to the public for impounds and releases from 10am to 5pm during the Christmas closedown period (with the exceptions of public holidays). The Pound functioned as normal for 7 out of the 10 calendar days during the closedown.

Over this time, 20 dogs were released and a further 16 released on Tuesday 3 January.

This was a notable increase in the level of service offered compared to previous closedowns (releases were previously only available for two hours a day across two days) and was made possible through the continued integration of the RSPCA into Council's Pound functions/operations.



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Join us online on:



Health, Security and Community Safety Committee	
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Mtg Date: 23.01.18	OAR: YES
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Authorisation: Sean Madigan

AC:AC
A4588885

8 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(HEALTH, SECURITY AND REGULATORY SERVICES)

FROM: PRINCIPAL OFFICER – MARKETING AND COMMUNICATION
(HEALTH, SECURITY AND REGULATORY SERVICES)

RE: LEASH TAG AND CARRY BAG CAMPAIGN UPDATE

INTRODUCTION:

This is a report by the Principal Officer – Marketing and Communication dated 8 January 2018 concerning the Leash, Tag and Carry Bag Campaign.

BACKGROUND:

During November and December 2017 a series of three short videos were promoted as part of the Leash, Tag and Carry Bag Campaign. The purpose of the campaign was to promote dog owner obligations and also consider the impact of irresponsible dog ownership to others.

The campaign wraps a serious message in humour to focus on positive education, rather than compliance.

The three videos were produced with support from Marketing Services and included the following messaging:

- Leash – Dog must be on a leash when out in public (length 0:44). [View video](#)
- Tag – Dog must be registered with Ipswich City Council (length 1:01). [View video](#)
- Carry Bag – Owners must remove dog waste in public (length 0:46). [View video](#)

For the purpose of the campaign, the target audience was Ipswich residents who are dog owners and aged between 18 to 64 years, including a focus on the areas with the highest number of dog related complaints received by Ipswich City Council.

To disseminate these videos, Marketing Services utilised the following assets:

- Digital media campaign via YouTube TrueView allowing us to target, track and optimise towards the target audience. Trueview ads are designed to ensure viewers see videos they are interested in, and you receive views from an audience you know are engaged with your message
- Social media campaign using Council owned assets, including Facebook and Instagram. Boosted posts to increase views.
- DL flyer distribution to areas identified as having the highest number of dog related complaints including Redbank Plains, Brassall, Goodna, Springfield Lakes and Raceview.
- Social influencer with featured cat in video series to share with followers.

RESULTS

Please refer to Attachment A for the complete report on the results provided by Marketing Services for the campaign.

The summary of the results includes:

- The campaign has been cost effective with a good reach.
- We've seen combined clicks (number of clicks on the adverts) of 2,934 for the campaign duration across both channels.
- YouTube totalled 42,544 views across all videos.
- Highest Click-Through-Rate (CTR) was for the "Leash" Video with 4.33% which is above the Australian benchmark for Government & Politics pegged at 1.92%. CTR is a ratio showing how often people who see the ad end up clicking it.
- 11.67% of the audience watched the "Carry Bag" video 100%, which Marketing Services state is the best result for any released commercial video by the ICC at this stage. Full results on the length of time the audience watched each video is included in the report provided by Marketing Services (Attachment A).

MOVING FORWARD

The videos are still available to view through Council's web site. We are currently extending this campaign (Leash Tag and Carry Bag) across other responsible dog ownership communication, including free microchipping events and the dog park etiquette information currently being produced. A re-run of the video campaign to reinforce the message is planned for later in 2018.

CONCLUSION

The Leash Tag and Carry Bag video campaign was produced to promote a serious message with humour to educate dog owners in Ipswich of their obligations. The campaign has been cost effective with a good reach.

ATTACHMENT:

Name of Attachment	Attachment
Leash, tag and carry bag campaign report from Marketing Services	Attachment A

RECOMMENDATION:

That the report be received and the contents noted.

Anne Cahill

**PRINCIPAL OFFICER – MARKETING AND COMMUNICATION
(HEALTH, SECURITY AND REGULATORY SERVICES)**

I concur with the recommendations contained in this report.

Sean Madigan

**CHIEF OPERATING OFFICER
(HEALTH, SECURITY AND REGULATORY SERVICES)**

HEALTH, SECURITY AND REGULATORY SERVICES

LEASH, TAG AND CARRY BAG CAMPAIGN REPORTING

9 NOVEMBER TO 24 DECEMBER, 2017

Situation overview

The Leash, Tag and Carry Bag Campaign aims to educate owners on their responsibilities as a dog owner and also consider the impact of irresponsible dog ownership to others.

The campaign wraps a serious message in humour with the aim being to alter public perception and focus on positive education, rather than compliance. A series of three videos was produced to support the campaign and included the following messaging:

- Leash – Dog must be on a leash when out in public (length 0:44). [View video](#)
- Tag – Dog must be registered with Ipswich City Council (length 1:01). [View video](#)
- Carry Bag – Owners must remove dog waste in public (length 0:46). [View video](#)

Target Audience

Ipswich residents who are dog owners and aged between 18 to 64 years old. We targeted areas with the highest number of dog related complaints received by Ipswich City Council and includes the suburbs of:

- Redbank Plains
- Brassall
- Goodna
- Springfield Lakes
- Raceview

Solution

To disseminate these videos, the following assets were utilised:

- Digital media campaign via YouTube TrueView allowing us to target, track and optimise towards the target audience. Trueview ads are designed to ensure viewers see videos they are interested in, and you receive views from an audience you know are engaged with your message. TrueView ads were displayed as *Discover Ads and **In-Stream Ads.
- Social media campaign using Council owned assets, including Facebook and Instagram. Boosted posts to increase views.
- DL flyer distribution to areas identified as having the highest number of dog related complaints including Redbank Plains, Brassall, Goodna, Springfield Lakes and Raceview.
- Social influencer with featured cat in video series to share with followers.

Note:

*TrueView Discovery Ads: These ads appear alongside other YouTube videos, in YouTube search pages, or on the Google Display Network that match the target audience. You only pay when a viewer chooses to watch the video by clicking on the ad.

**TrueView In-Stream Ads: In-Stream ads play before or during another video from a YouTube partner. Viewers see five seconds of the video and then the choice to keep watching or skip it. You pay when a viewer watches for at least 30 seconds or to the end of the video (whichever is shorter) or clicks on a card or other elements of the in-stream creative.



Example of DL for Letterbox Drop Completed 3-8 December, 2017



Example Facebook Ad - Leash



Example Facebook Ad - Tag



Example Facebook Ad – Carry Bag

Results

The campaign has been cost effective with a good reach. We've seen combined clicks of 2,934 for the campaign duration across both channels. YouTube totalled 42,544 views across all videos.

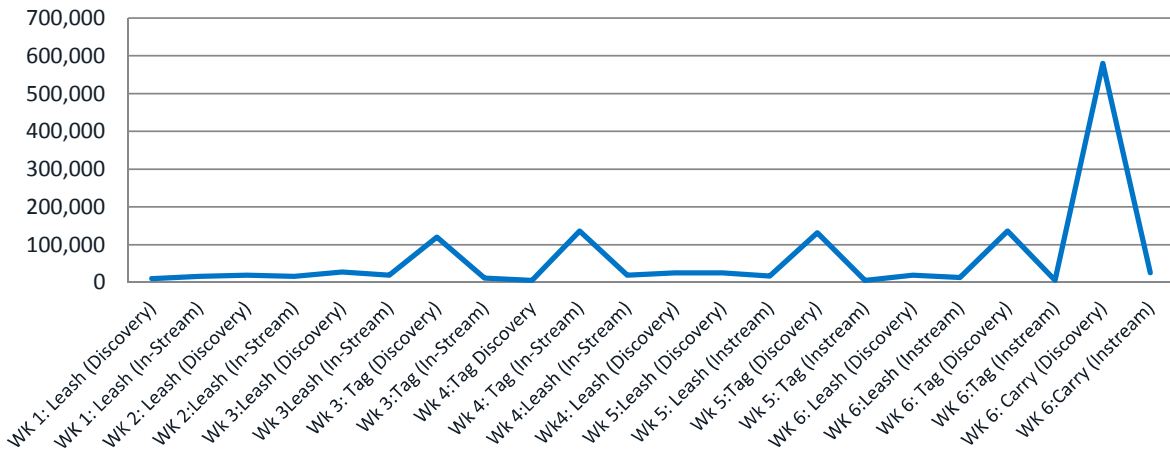
Reach | The number of people who saw your adverts at least once. Reach is different to impressions, which may include multiple views of your adverts by the same people.

Impressions | The number of times that your adverts were on-screen

Clicks | The number of clicks on your adverts.

Click Through Rate (CTR) | A ratio showing how often people who see your ad end up clicking it. (clicks ÷ impressions = CTR)

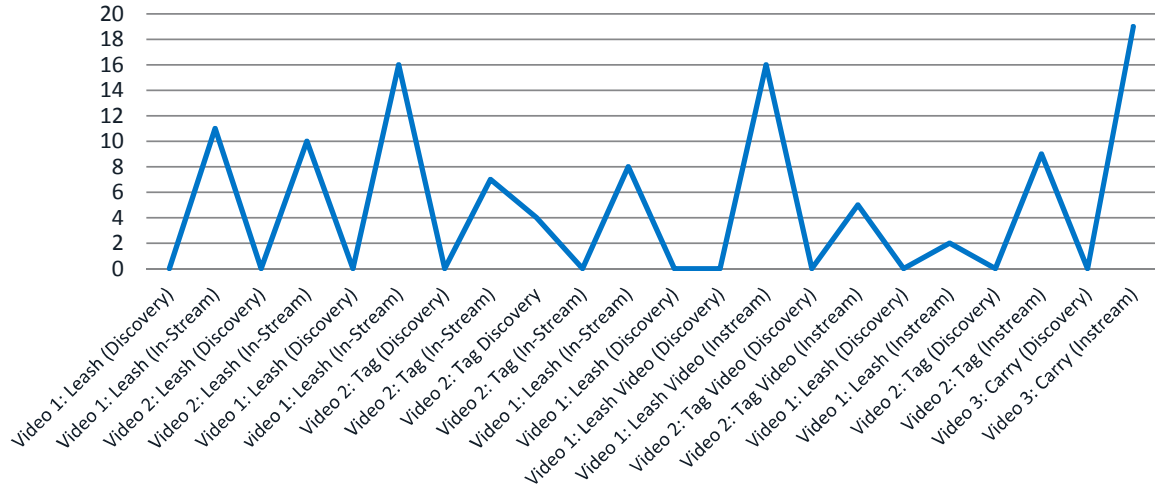
Impressions over Lifetime (number of times the ad was on-screen)



Highest number of impressions for "Carry Bag" in week 17 Dec-23 Dec (579,483 impressions). This is primarily to the short campaign period for this video, condensing the spend into two weeks instead of longer, as the other two videos had.

Clicks over Lifetime

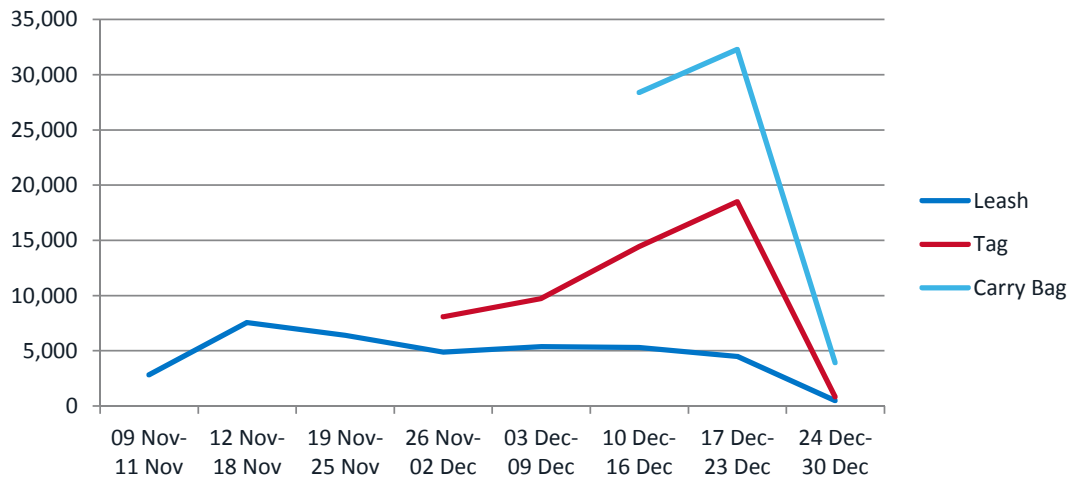
(number of clicks on the ad)



Most clicks for "Carry" (19 clicks) in week 17 Dec-23 Dec.

Impressions per Video over Lifetime

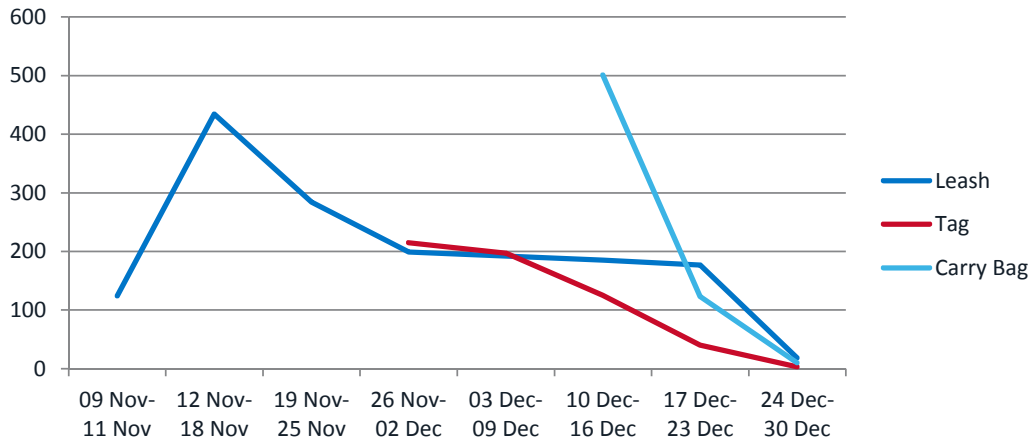
(number of times the ad was on-screen)



Highest number of impressions for "Carry Bag" in week 10 Dec-16 Dec (28,370 impressions).

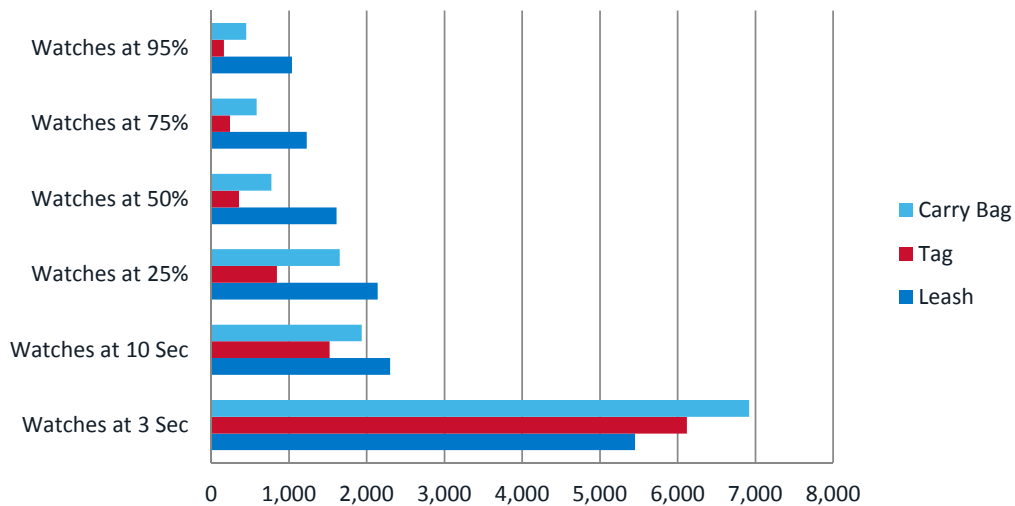
Clicks per Video over Lifetime

(number of clicks on the ad)



Most clicks for "Leash" (434 clicks) in week 12 Nov-18Nov and for "Carry Bag" (501 clicks) in week 10 Dec-16 Dec.

Facebook Video Engagement



11.67% of the audience watched the "Carry Bag" video 100%, which is the best result for any released commercial video by the ICC at this stage.

Recommendations

Air time of the next campaign should be a considerable time before/after major holidays. An optimised ad schedule with more balance (lifetime per video vs spending) will also help to increase awareness and engagement.

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