

## **Appendix B**

### ***Our Current Education/Promotion Activities***

Baw Baw Shire Council aims to promote responsible pet ownership through educational programs and promotion activities. These include:

- Media releases
- Paid print advertising
- Radio advertising
- Media interviews
- Brochures available at Baw Baw Shire Customer Service Centres
- Council website
- Social media, including Facebook and Twitter.
- Annual mail out of dog and cat registration renewal forms.
- Compulsory microchipping of dogs and cats for all registrations.
- Free dog and cat transfer of registration when relocating to Baw Baw Shire Council, if the animals are currently registered with another Council.
- Follow up of non-renewal of registrations and conduct door-knocking program to capture unregistered animals and animals where registration has not been renewed.

Following the success of previous Pet Expos, Baw Baw Shire will conduct a Pet Expo and Adoption day bi-annually to provide education to our community.

The Council will aim to run a minimum of two community education campaigns per annum to educate pet owners about various responsibilities.