

## PORTFOLIO COMMITTEE NO. 8 – CUSTOMER SERVICE - INQUIRY INTO POUNDS IN NEW SOUTH WALES HEARING

### SUPPLEMENTARY QUESTIONS - ANIMAL LIBERATION (Lisa J Ryan)

- 1. Are animals being advertised effectively by pounds to ensure they have the best outcome of finding a home? If not, what changes are needed here?**

The Companion Animals Amendment (Rehoming Animals) Act 2022 was passed on 23 February 2022, now some 22 months ago.

A related explanatory NSW OLG Circular Ref: 22-05/15 March 2022/A811129 was then issued to all NSW Councils which specifically included the new legislated requirements and Councils' obligations to "... **take reasonable steps to advertise on a webpage or through a social media platform that the animal is available for rehoming.**"

In spite of the above there are still NSW Councils which are either not advertising or being 'selective' with the animals they advertise or are advertising badly. Animal Liberation has corresponded and/or lodged complaints with some councils in respect to their failure to adhere to the legislation – the most recent Council being Parkes Shire Council.

It is also our informed view that the NSW OLG Circular advice (as mentioned above) was not particularly clear and did not provide good guidance or support. However, 22 months after the legislation was passed, we should not have Councils which are still in breach; which ultimately can and does cost animals' their lives.

While Animal Liberation fully supported the 'intent' of the legislation, from the outset we were concerned that the legislation had not been well thought through, was unclear and would not be monitored or enforced.

We also believe it is critical that there is a consistent approach to 'adoption' and 'lost pets' and general requirements information made available by all NSW Councils. At present there is no consistency and nor is there any guidance for NSW Councils.

Below are some recent negative and positive NSW Council examples:

**Hilltops Pound Services:** <https://www.facebook.com/hilltopspound>

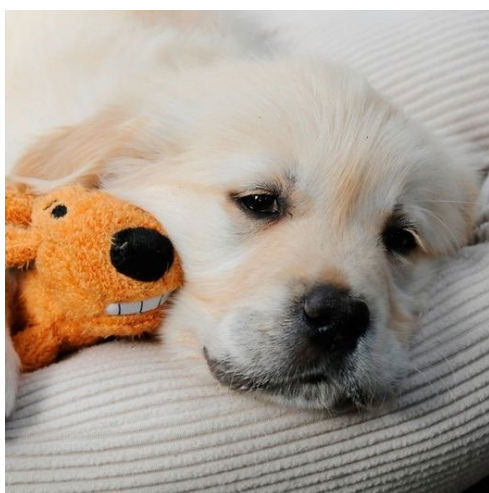
**Negative images:**

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**Positive images:**



Griffith City Council: <https://www.griffith.nsw.gov.au/pound/animals.asp?v=20231220>

**Negative images:**

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**Positive images:**



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**Shoalhaven City Council**

Without question one of the best NSW Council examples is Shoalhaven City Council who excel and have gone to the trouble of developing a specific 'shelter' page (Shoalhaven Animal Shelter): <https://www.facebook.com/shoalhavenanimalshelter>

Not only does this Council promote adoptions in an inviting, creative and professional manner (images and videos), they use social media for strong and effective advocacy as well, as exemplified below.

Advocacy:

<https://www.facebook.com/photo/?fbid=381899187734017&set=a.214423341148270>

Advocacy:

<https://www.facebook.com/photo.php?fbid=367410602516209&set=pb.100077418156703.-2207520000&type=3>

Videos: <https://fb.watch/p1QJJOvRnI/>

**Recommendations:**

NSW OLG to compile and provide a Guide such as [5 Social Media Tips to Promote Animals for Shelters or Rescues](#) and [Marketing Checklist for Animal Shelters and Rescues](#).

NSW OLG guidance on website information to ensure consistency and accuracy.

A system/process for monitoring and enforcement must be introduced.