

# Why was the Dog and Cat Citizens' Jury Successful?

# Was it successful?



# Measures of success....

- Media
- Reactions
  - Jurors
  - Stakeholders
  - Community
- Sensible & Sustainable Recs
- Minister's expectations met

# Media summary

## 4 Positive Media 'days' for Minister

- 2 Front cover stories “The Advertiser”
- 2 Evenings – top 5 stories on commercial TV's

2 Additional positive prominent stories during Jury sitting period (instigated by stakeholders in response)

# The Advertiser

---

**Make the most of every day**

[News](#)

## **Compulsory dog and cat desexing, pet shop restrictions and owner's certificate proposed by South Australian citizens' jury**

August 13, 2015 12:00am

PAUL STARICK The Advertiser



# The Advertiser editorial: Pet project for cats and dogs

🕒 August 12, 2015 11:36pm

📄 The Advertiser



*Most pet owners care about the welfare of animals.*

REDUCING the number of unwanted dogs and cats being put down in South Australia is an important and humane goal.

Therefore, the latest citizens' jury recommendations about dog and cat management deserve close and careful consideration.

More than 10,000 dogs and cats were put down in SA last year. The jury was charged in May by Environment Minister Ian Hunter with considering ideas, including mandatory



NEW STYLES  
ADDED DAILY  
up to 70% off



SHOP NOW

ADVERTISEMENT

## Most Viewed

1. Editorial: No time to gamble with Plaza plan
2. Confronting young on road tragedy
3. Groundhog Day as old debates grind on
4. Letter writing is in crisis without quality paper
5. Dream big, step small - it's the



Just In

[Australia](#)[World](#)[Business](#)[Sport](#)[Analysis & Opinion](#)[Fact Check](#)[Programs](#)[More](#)[Topics](#)

## BREAKING NEWS

PM tells joint party room ministers have been "read the riot act" over same-sex marriage



Print



Email



Facebook



Twitter



More

# Mandatory desexing of cats and dogs recommended by South Australian Citizens' Jury

Updated Thu at 9:23am

**Mandatory desexing of cats and dogs has been recommended by the South Australian Citizens' Jury after more than 10,000 unwanted pets were put down in 2014.**

The jury, made of randomly selected citizens, has released its final report for the State Government and recommended compulsory desexing of dogs and cats, with sales and transfers banned unless they have been neutered.

It also recommended a trial of a practice known as trap, neuter, return, in an effort to manage feral and colony cats in urban and rural areas.

The jury said there was a higher chance the community would embrace the approach rather than the indiscriminate baiting and culling of unowned cats.

SA Environment Minister Ian Hunter said about 100,000 animals were put down each year Australia-wide.



**PHOTO:** The citizen's jury had recommended a trial of trapping, neutering and returning feral cats in urban and rural areas. (Andrew Cooke, Invasive Animals CRC)

**RELATED STORY:** [Compulsory pet desexing proposed in SA](#)

**MAP:** [Adelaide 5000](#)

## TOP STORIES

- [Carnage in Bangkok as shrine bomb explosion kills at least 21](#)
- [Tony Abbott reads 'riot act' to ministers over same-sex marriage](#)
- [Melbourne train strike called off as parties return to talks](#)
- ['My property was turned into a drug house': One man's nightmare investment](#)
- [No surprises here: Melbourne named world's most liveable city again](#)
- [Coalition 'grasping at straws' in defence of Heydon](#)
- [Senate knocks back tighter union controls](#)
- [Man's body discovered by relative in Melbourne driveway](#)
- [Dastyari slams anti-gay marriage blogger over 'evangelical claptrap'](#)
- [Former spy says Soviet mole infiltrated ASIO](#)
- [How Midwest cattle farmers helped end America's beef with Cuba](#)
- [Victorian training providers lose funding in 'blitz' on dodgy operators](#)



# Matt and Gracie

for Breakfast on MagicFM



MATT & GRACIE FOR BREAKFAST NAUGHTIES @ 9 CONTACT US

MATT & GRACIE'S BLOG BEHIND THE SCENES MATT & GRACIE'S PODCASTS

## SA PET OWNERS LEADING THE WAY TO RESPONSIBLE OWNERSHIP

Created: 13 August 2015

[f Share](#) [f Like](#) 13 [t Tweet](#) 1 [g+ Share](#) 0 [Pin it](#) [tumblr. +](#)



People's jury of 35, who reported to Environment Minister Ian Hunter, have suggested the following. Pet shops be restricted to selling animals from shelters, buyers to complete an online test, introduce a pet bond scheme for rental properties and that SA become the first state to enforce mandatory desexing for companion cats and dogs.

In a plan unveiled last night, community members with companion canines and felines will become even more responsible pet owners with tests, compulsory desexing and pet shop crack downs.

**Pet shops would be restricted to selling dogs and cats from animal shelters** and customers wanting to purchase a pooch or kitty will need to complete responsible-owner training under proposals from a State Government-commissioned citizens' jury.

The jury also recommends SA becomes the first state to enforce **mandatory desexing for cats and dogs** in an effort to reduce the number of unwanted pets being put down.

onair

Mornings with Glenn  
10:00AM - 1:00PM

LISTEN LIVE ▶

Search

**One Stop Carpets**  
46 Patterson Street

**Carpets and floor covering**  
vinyl timber, floating, tiles and more

## Weather Forecasts

12°C

N/A

Port Augusta, Australia



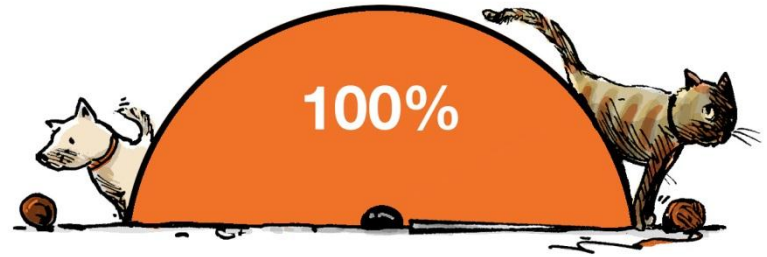
# Community -Social Media

RSPCA Facebook - Kerry McKitten

*My heart is leaping at the thought of all of these things becoming reality! As a vet nurse and animal rescuer, shelter volunteer and foster carer I can only say that these brilliant outcomes would change the lives of animals all for the better! Thank you xxxxxxxxxx*

Unlike · Reply · 32 · August 13 at 7:38

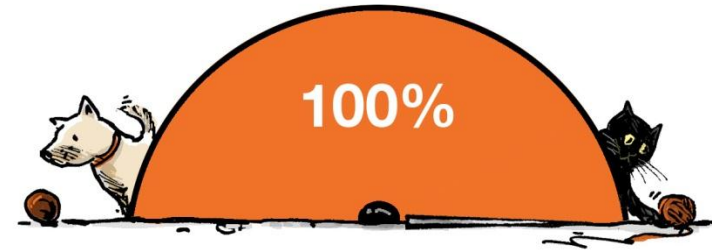
# Jury on brief.



7 high level recommendations – Inc. a verdict on mandatory de-sexing as per the Minister's request.

They achieved 100% support for 3 recommendations and more than 85% for remainder.

# Jurors



100% of Jurors said that they would do it again.

100% of Jurors said they would recommend the process to others

100% of Jurors said they enjoyed it ALOT

*The experience I had with being involved in the Jury process was a very valuable one and it was made all the more valuable and knowledgeable due to the professionalism and remarkable way Democracy Co facilitators handled each and every process.... Juror*





# Stakeholder Response

Organisation	Feedback
RSPCA	Surprised and positive about process. Supportive of all of the recommendations
Animal Welfare League	Positive about process. Supportive of almost all the recommendations.
Australian Veterinary Assoc.	Very positive about the process. Supportive of most of the recommendations. (notable exception – mandatory de-sexing)
Dogs SA	Positive about the majority of recommendations. (No feedback on process provided)
Feline Association	Supportive of all recommendations. (No feedback on process provided)
Local Government Assoc.	Supportive of the process and a number of recommendations.
REISA	Supportive of relevant recommendation. No feedback provided on process

# So why?



# 7 Reasons

1. Right remit/ question
2. Decision not already made
3. Participants – the ‘mainstream’
4. Balanced expert advice
5. Facilitation process
6. Positive engagement by stakeholders
7. Strong integrated media strategy



# Remit / Question

- nailed the problem that the government wanted addressed as simply as possible
- broad enough to enable some room for the consideration of options and ideas but focused sufficiently that the solutions proposed by the Jury were helpful
- NOT leading or weighted in any way.
- positively framed
- Inspiring / Interesting

# Was it the Topic?

## Yes

- Relevant to people's day to day lives

## No

- Not limited – any issue which affects people's day to day lives **or** is topical can work

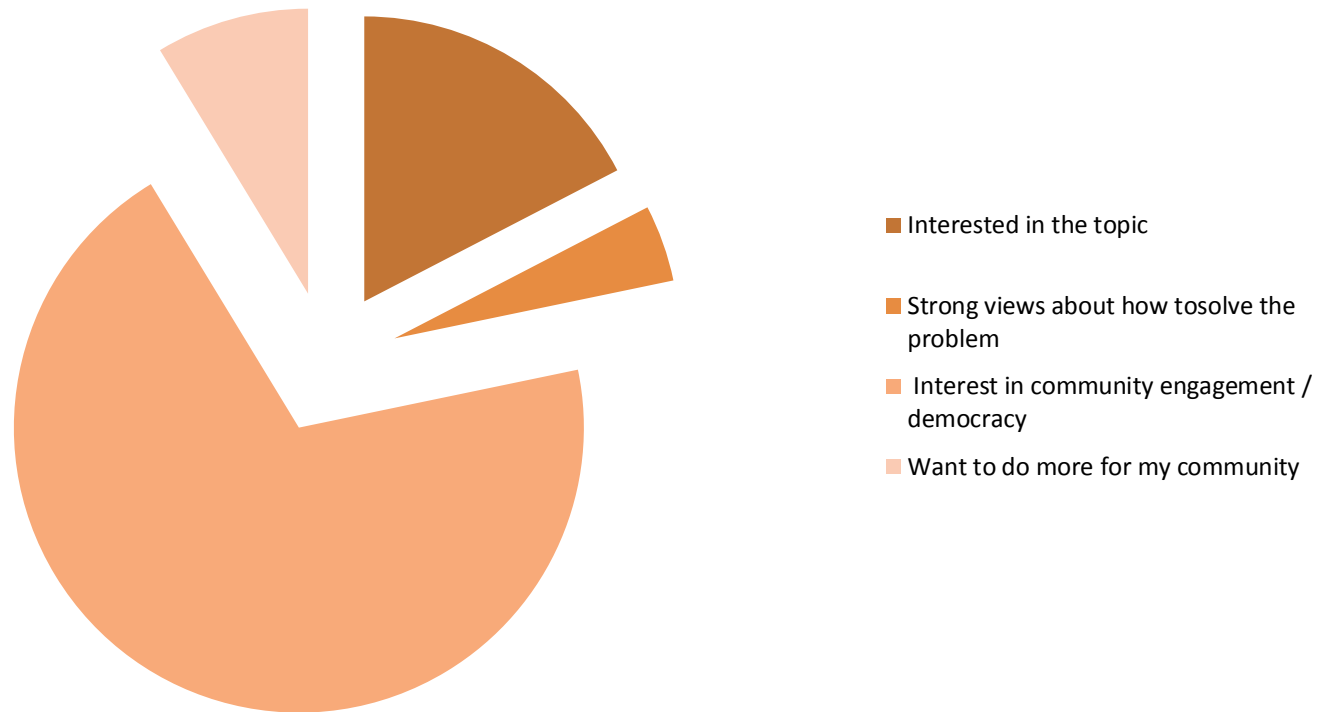
# Decision was not already made – genuine engagement





# Participants – not polarised – represented ‘mainstream’

**Why did the Jurors decide to get involved?**



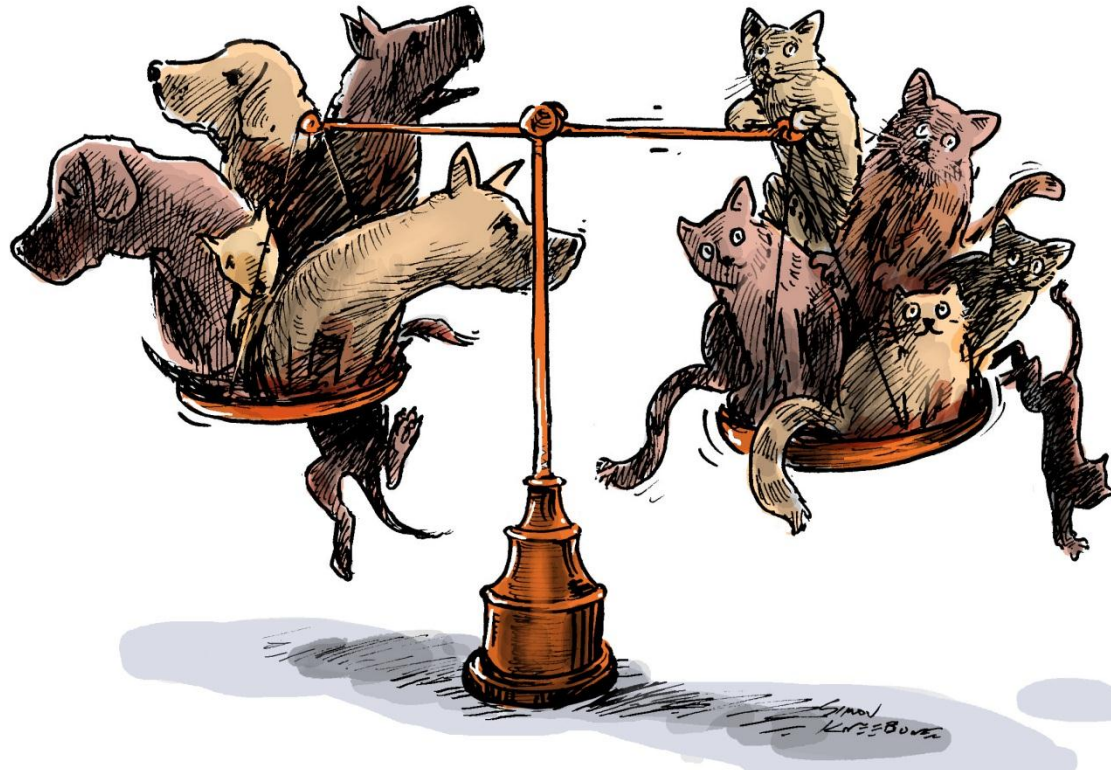
**Did you change your views about Dog and Cat Management as a consequence of this process?**



*Before starting I thought that the issues were probably minor and simple. The scope of the issues is, however, far more complex than envisaged. Juror*

# Balanced expert advice

Speakers were chosen to provide opinions/  
views / analysis that 'opened up' as much of the  
debate as possible.



# Facilitation Process

A sophisticated discussion which enabled 'deep dives' and regular 'revisiting' of ideas and remit

*DemocracyCo showed great facilitation skills. Not only did they know when silence and inactivity was required but when to respectfully intervene. - Juror*





# Stakeholders

Core Reference Group – ALL key stakeholders and supporting organisations involved throughout process

Attitude of stakeholders – viewed as an ‘opportunity’

# Media strategy

Integration and involvement of media  
throughout the process

# The Advertiser

**Make the most of every day**

The only risk...

# Distrust

*“.... (I) still don't trust governments to implement recommendations”*

A Juror's response to a question in a follow up survey asking if they had any concerns about the process