



YOUR LOVING

FAMILY PET



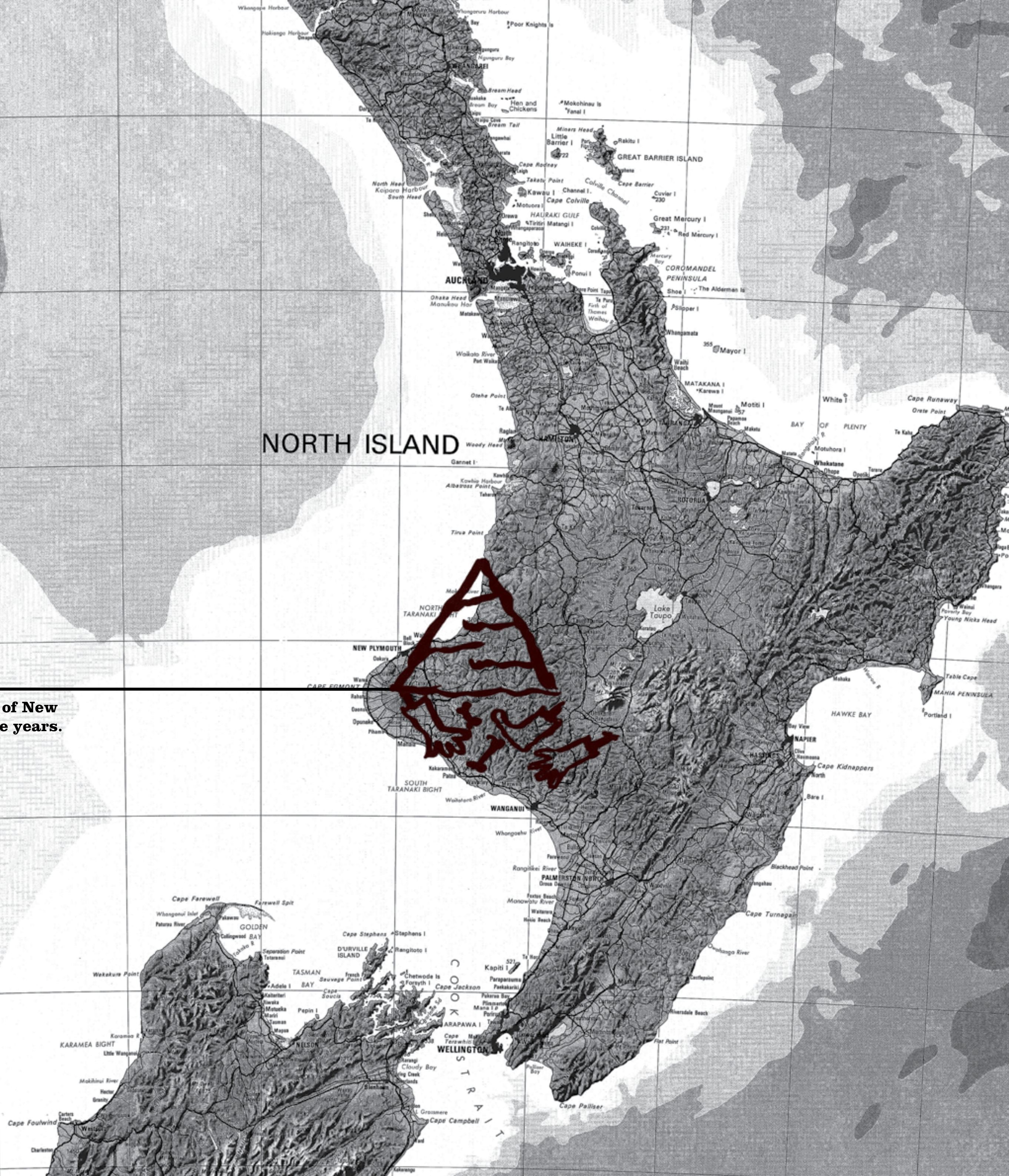
**CAN TURN AT
ANY MOMENT**

THERE HAVE BEEN 50,000 DOG BITE VICTIMS IN THE PAST 5 YEARS IN NZ.

(Hopkins, S. 2010).

16,000 of those were to the head, neck and face. (Healey, D. 2007).

// That's the entire population of New
Plymouth being bitten in five years.





A DOGS BEHAVIOR EMANATES DIRECTLY FROM THEIR OWNERS BEHAVIOUR.

It has been acknowledged that dogs showing dominant aggression can respond to anxiety as well as to a perceived challenge to their rank. Many dog bites, both nationally and internationally, show common features so awareness of these may help individuals to avoid situations where they or their family members could be at risk of injury (Healey, D. 2007).

**“Dogs are really good at
reading behaviour, and
figuring out what you want.”**

(National Geographic News, How dogs
became mans best friend, 2010).



SPCA AND THE COUNCIL.

“Unregistered dogs are 9 times more likely to be involved in attacks.” (Hopkins, S. 2010).



- SPCA have the animals welfare first,
- Has the power to prosecute
- 48 Nationwide
- Work under the Animal Welfare Act 1999.
- Runs Dog awareness programs.

- Control Registration
- Has the power to prosecute
- No Profit from Registrations
- Provides owners with Dog information.

SPCA

Wellington SPCA has been dedicated to preventing cruelty to animals since 1884. Education plays a key role in cruelty prevention. Their education programme strives to create awareness in our community to ensure that people take a caring attitude towards animals and people.

Today there are 48 SPCA's operating in New Zealand, all of which are linked to the Royal New Zealand SPCA. All New Zealand SPCA's work under the Animal Welfare Act 1999. The SPCA is the only voluntary law enforcement agency in New Zealand (Wellington SPCA, 2009). .

Animal Welfare Act 1999.
(Bio Security New Zealand, 2008).

Dog Control Amendment Act 2006
(The Department of Internal Affairs, 2011).

City Council

All dogs must be registered before they are three months old and from then on must be registered by 1 July every year.

Owners of unregistered dogs face fines up to \$3,000 (or an infringement fee of \$300) in addition to the registration fee.

Registration fees are used to maintain a safe and healthy environment for residents, dog owners and their pets. The Council does not profit from dog fees.

Owners Responsibility

Owners are legally responsible for keeping their dog under control at all times. Failure to do so is an offence with a fine of up to \$3000 or an infringement fee of \$300. Dogs that are roaming or off leash can:

- Intimidate and harm people and animals
- Create health and hygiene problems by fouling in public and scattering rubbish
- Cause traffic hazards (Wellington City Council, 2011).

SPCA

**Absolutely
POSITIVELY**
ME HEKE KI PŌNEKE
WELLINGTON CITY COUNCIL **Wellington**

**“...all dog’s are
born innocent”** (Mifflin, K. 2011).





CANINE WELFARE IS PARAMOUNT

**We are “... concerned
that the current
regulatory regime may
not be preventing dog
attacks, or holding
irresponsible dog
owners to account.”** Rodney Hide
(Morton, F. 2011).

**How can we, as a society, justify
euthanizing dogs on sight at shelters and
calling for the destruction of dog breeds
that make wonderful companions, when
the real criminals walk free? What is
wrong with this picture? (Morton, F. 2011).**

// A better educated society



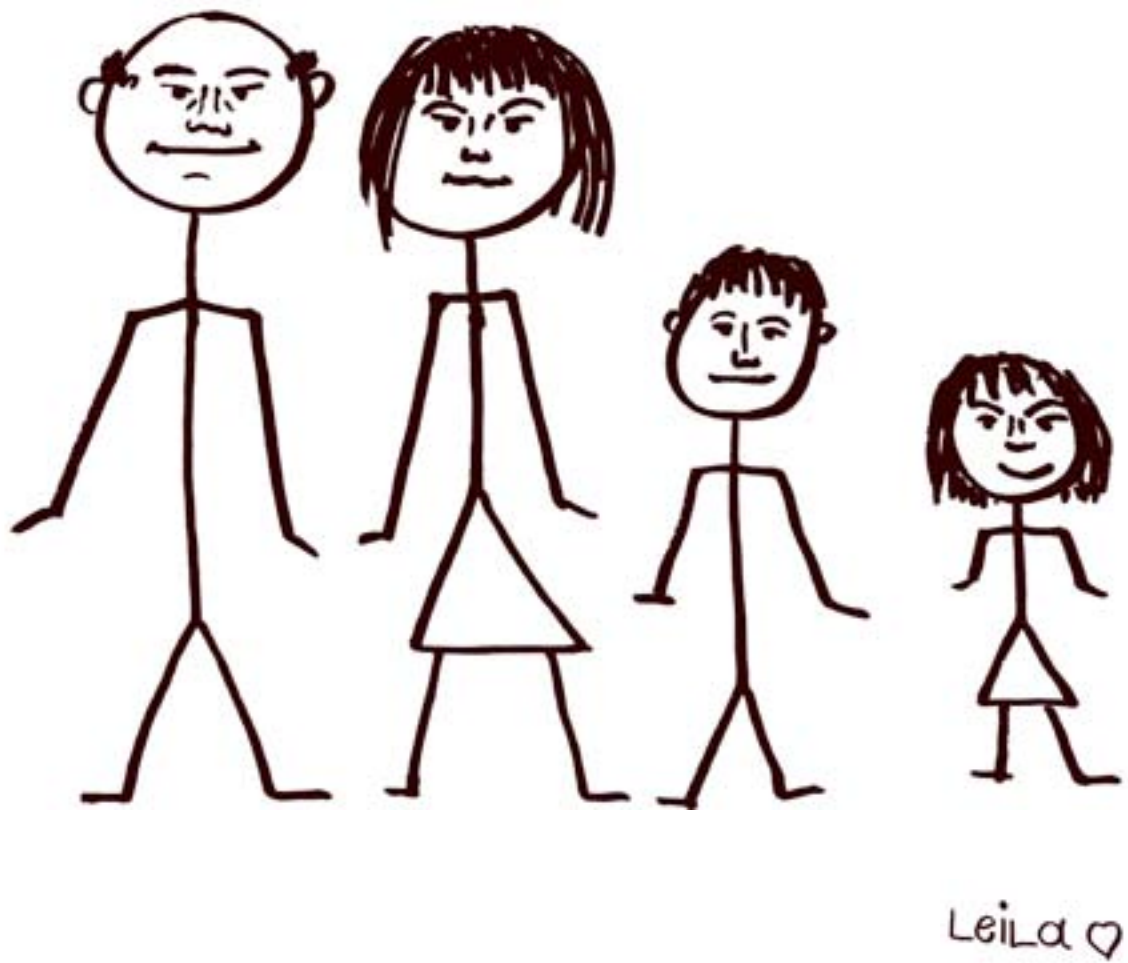
THIS IS A PEOPLE PROBLEM.

// Dog owners.

The answer is a scary one especially considering that the real criminal rarely gets punished. The owners of the dog are what make a dog dangerous (Mifflin, K. 2011)..

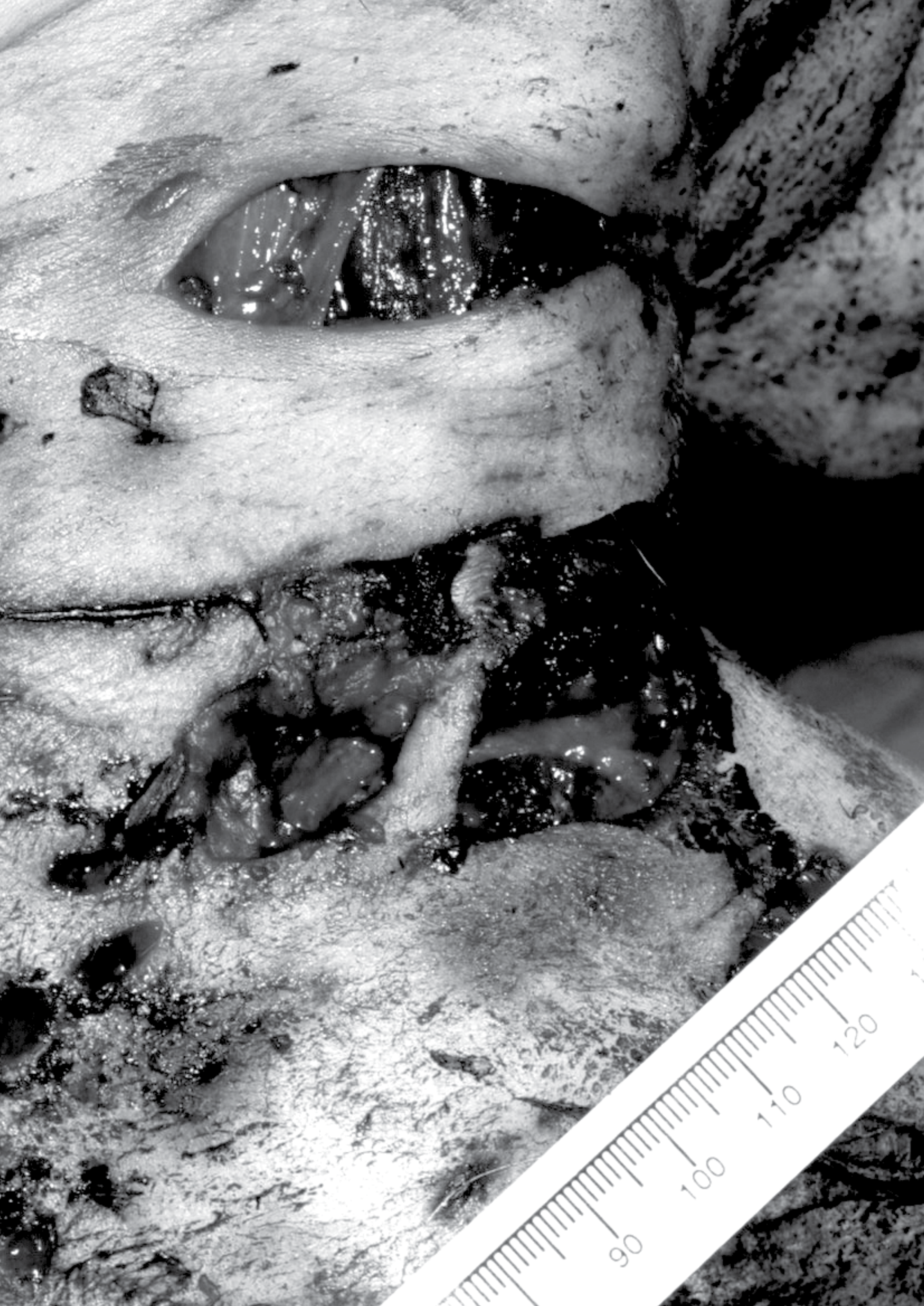
Bad dogs are not born, there is no genetic mutation present in certain dog breeds that make them turn against their owners or reach out and bite their last victim. Bad dogs are created, usually by the people who raise them, less often by unscrupulous breeders who deliberately or unknowingly breed unsound temperaments to another unstable temperament (Mifflin, K. 2011).

“The criminal and social background of the owner has more impact on behaviour than the other 2 influencing factors (breed & sex) put together, this is mainly a people problem.” (Mr Payne, a former Institute of New Zealand Animal Control Officers president). (Hopkins, S. 2010).



“Any dog with sharp teeth, no matter the historic temperament, has the ability to hurt and scar.” (Rasmussen, W. 2011).





“Her left ear and soft tissue covering the back of the skull were missing and had possibly been ingested by the dog.” (Hopkins, S. 2010).

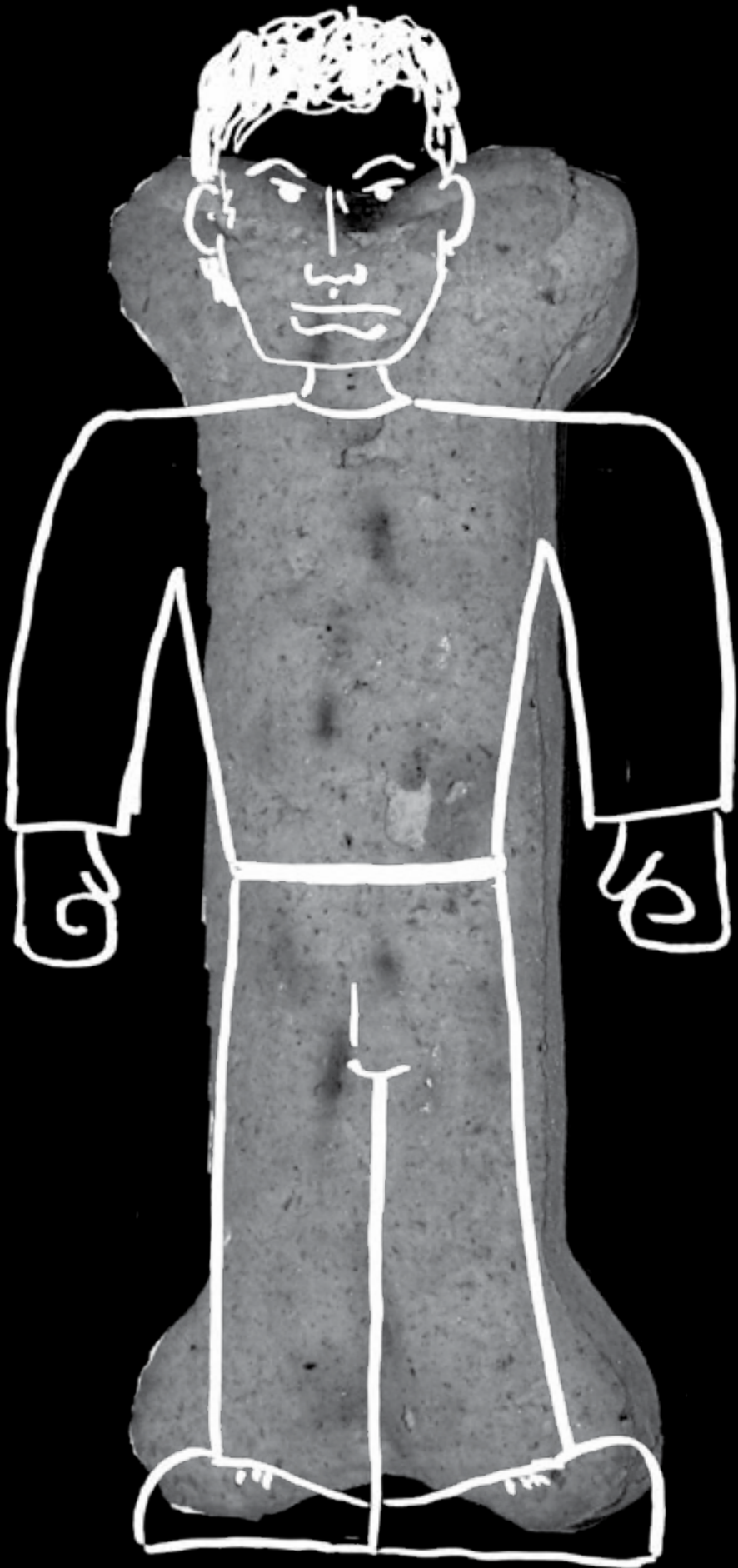
“Owners are often horrified when told their pets are terrified of them, because of training methods being used.”
(Science Daily. 2009).

WHY OWNERS NEED TO CHANGE.

// Family pet attacks.

- Face 3 years in prison and a \$20000 fine.
- Your family pet destroyed.
- Physical disfigurement of family or self.
- Death.
- (Wellington City Council, 2011).

“In 75% of attacks, the dog is known by the victim.”
(Hopkins, S. 2010).



// Don’t be a dog biscuit

Her left ear and soft tissue covering the back of the skull were missing and had possibly been ingested by the dog.

The cause of death was most likely exsanguination and asphyxia.

The victim’s neck injuries showing the tear at the level of the hyoid cartilage and the tear over the hyoid

Bleeding into the trachea had occurred. Numerous canine drag marks were visible over the skull, upper face, and arms.

The back of the neck exhibited a large gaping wound 70 cm long just below the hairline, whilst the left side of the neck had a 55 mm-long tear running medially at the level of the thyroïd cartilage.

(Healey, D. 2007).

WHATS STOPPING THIS FROM HAPPENING?



// Breed specific campaigns, and attitudes.

Targeting specific breeds has not met with success in other countries—e.g. the UK control of pit bull terriers in 1991. Instead, a more effective approach may be to target chronically irresponsible dog owners (Healey, D. 2007).

// Aggressive training methods.

In a new, year-long University of Pennsylvania survey of dog owners who use confrontational or aversive methods to train aggressive pets, veterinary researchers have found that most of these animals will continue to be aggressive unless training techniques are modified (Science Daily. 2009).

// T.V Dog Training shows.

A new study shows how the behaviour of dogs has been misunderstood for generations: in fact using misplaced ideas about dog behaviour and training is likely to cause rather than cure unwanted behaviour. The findings challenge many of the dominance related interpretations of behaviour and training techniques suggested by current TV dog trainers (Science Daily. (2009).

ITS ABOUT CREATING RESPONSIBLE EDUCATED DOG OWNERS.

New Zealanders need to become more aware of Dog training and education. They are a member of **your** family, and have wants and needs much like us - There are things to consider before owning a Dog.

// Is it the right choice for your family?

// Do you live in a suitable house with a backyard, or safe and secure fenced area?

// Can you provide for it completely? This doesn't just mean purchasing dog roll at the supermarket. Can you regularly exercise it? Do you have the means to fund vet bills and emergency medical bills if required?

// Can you keep it under control at all times?

// **These animals love and depend on you**

// Keeping kids safe with dogs.

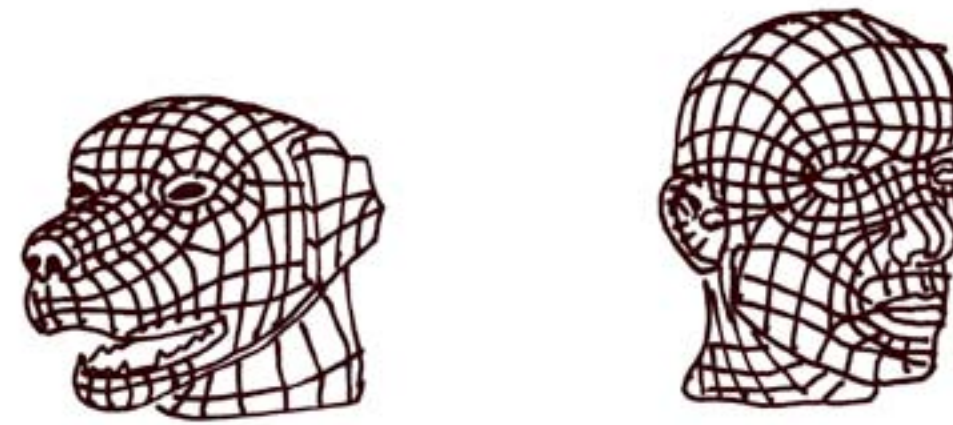
- * Ask the owner's permission before approaching a dog.
- * When meeting a dog, let it sniff the back of your hand.
- * Stroke a dog only on the chin, chest or shoulders, NOT the head.
- * Stay away from a dog that is eating.
- * Never put your face close to a dog's face.
- * Do not run or shout near a dog.
- * Never tease a dog.
- * If you are scared of a dog, move quietly and slowly away. Do not run (Dog Safety. 2011).

Desired Response

Jeremy.



Dion.



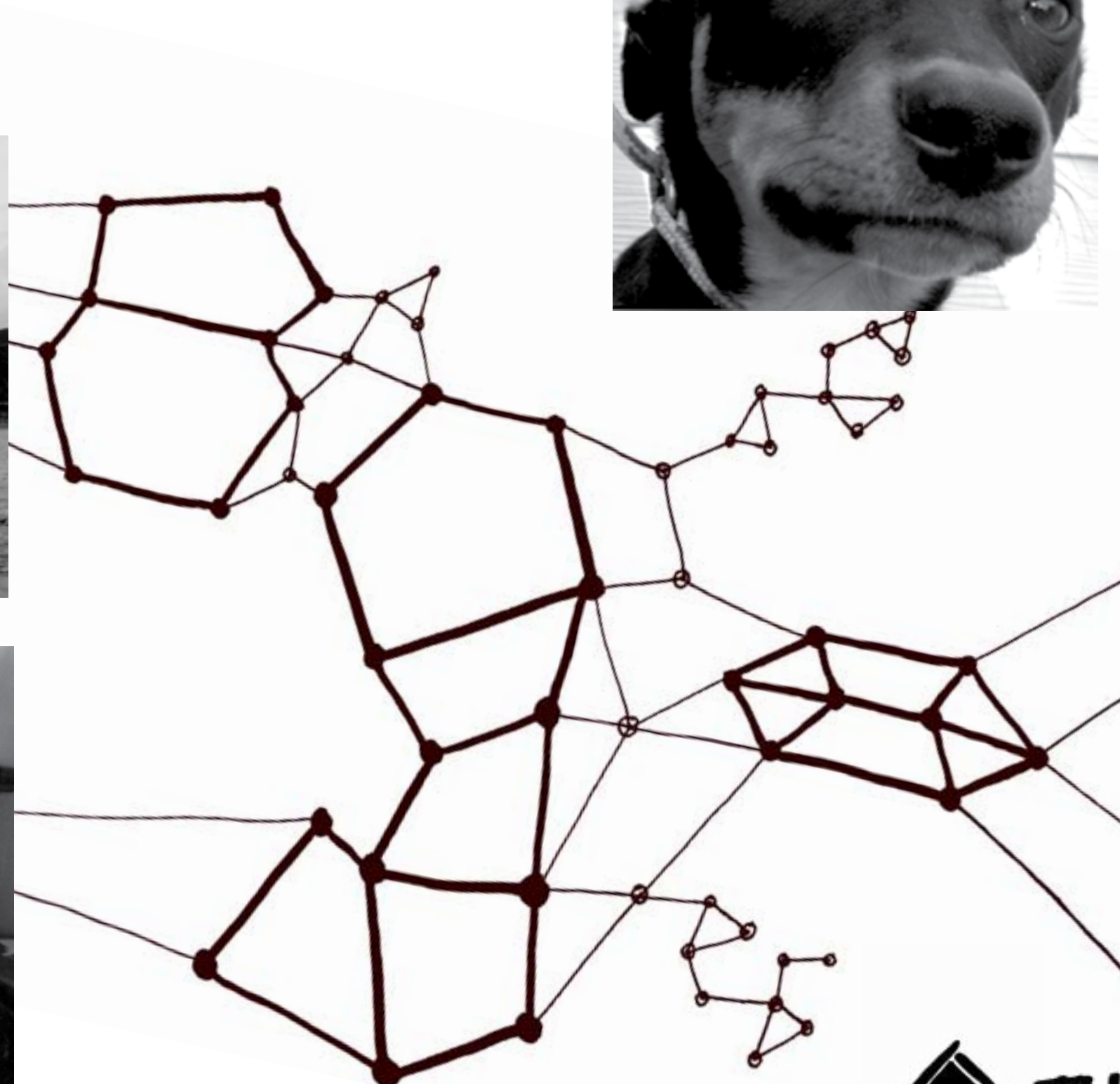
DOGGELGÄNGER

Human to canine pairing software



// **Shadow**
Accuracy: 63%
Location: Auckland SPCA
Age: 7 Months
Sex: Male
Breed: Hunterway X

// **Beauty**
Accuracy: 68%
Location: Auckland SPCA
Age: 1 Year
Sex: Female
Breed: Australian Kelpie X English Terrier



The Pedigree Adoption Drive, Human to Canine Pairing Software. (2011).

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