

Far North District Council – Ngā Kurī Auau o Kaikohe

[00:04] – Mayor John Carter

So our project was about connecting with people who local government don't normally connect with. And these are dog owners and people who have some concern about Council.

So instead of us waving the big stick, we actually took a carrot out and made the offers to them to come and be part of us. And it's worked.

The wider strategy was to encourage these people to understand that actually with our help and with supporting them, that they can be better dog owners, look after their dogs and get more enjoyment out of the dogs.

[00:34]

And so we've promoted that right across the district. And I've done all sorts of publicity.

We've had two days in Kaikohe and Kaitaia, which have been outstanding. We've had lots more participation than we expected.

And the point most importantly, it's Local Government serving its community and serving the people who need to be served.

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So we've had less dog attacks, we've had less rushing of dogs - we've got dogs on leashes, we've had microchipping.

We've offered free services for de-sexing of dogs and a year's free registration if they do all those things.

And we're getting a huge positive response from the community that normally we don't engage with.

It's been a great outcome.