

Media Release

The Hon Gayle Tierney MP
Minister for Training and Skills
Minister for Higher Education
Minister for Agriculture



Friday, 30 June 2023

EVERY PET COUNTS: TAKE PART IN THE VICTORIAN PET CENSUS

The Andrews Labor Government is launching the nation's first Pet Census to help shape the future of animal welfare and ensure pet owners have the support and services they need.

Minister for Agriculture Gayle Tierney was at the Australian Animal Protection Society in Keysborough today to announce the Victorian Pet Census and encouraged all pet owners to get involved.

Opening at 10am on Monday 3 July, the Pet Census will ask Victorians a variety of questions to gather crucial information on pet ownership and the attitudes and experiences of owners.

Pet ownership rates in Australian households have risen from 61 per cent to 69 per cent since the pandemic - making it more important than ever for the Government to establish a better knowledge of pets, their owners and the important community organisations that support them.

Data received through the Pet Census will form a clearer picture of pet companionship of all kinds across Victoria, so the Government can continue supporting pet owners and improving pet welfare.

The Victorian Pet Census will take 15 minutes to complete, to take part please visit animalwelfare.vic.gov.au.

The welfare of our animals and wildlife remains a priority for the Labor Government, receiving \$18.5 million in the *Victorian Budget 2023/24*. This includes \$7 million towards the Animal Welfare Fund grants program, recognising the role companion animals play in the lives of Victorians.

Quotes attributable to Minister for Agriculture Gayle Tierney

"The Victorian Pet Census will gather vital information which will help shape the next generation of pet and animal welfare reforms."

"The Pet Census is a unique opportunity for pet owners from across the state to share their insights, opinions, and experiences."

Quotes attributable to Australian Animal Protection Society CEO Megan Secull

"As an organisation that cares for a variety of animal species, as well as cats and dogs, we are looking forward to the Victorian Pet Census closing the current knowledge gap on pet ownership experiences and attitudes."

"This Census data will help us improve our services and provide better quality support to a broader range of pet owners in our community."

Quote attributable to Member for Mordialloc Tim Richardson

"Everyone loves their pets, and this census will ensure every household animal is accounted for."