

FOR IMMEDIATE RELEASE

Train Your Dog for a Safe and Happy Holiday Season

Sydney, Australia – November 13, 2024 – As the holiday season approaches, bringing increased deliveries and visitors, it's crucial for dog owners to ensure their pets are well-prepared for the excitement. Recent statistics highlight a concerning rise in dog-related incidents across Australia, underscoring the need for responsible pet ownership and effective training.

According to Australia Post, there have been 1,277 dog-related incidents nationwide in the past six months, averaging over 10 attacks on postal workers daily. Queensland reported the highest number of incidents at 505, followed by New South Wales with 367, and Western Australia with 152.

In response to these alarming figures, several states have implemented stricter penalties for dog attacks. In Queensland, on-the-spot fines for owners who fail to control their dogs in public places have more than doubled from \$322 to \$806. Owners of dogs that cause death or serious injury now face fines up to \$108,000 and possible jail time. Similarly, South Australia has proposed reforms increasing fines for dog attacks causing serious injury or death from \$2,500 to \$25,000.

Dog behaviourist George Tran emphasizes the importance of proactive training during this busy time of year. His book, "Beyond Treats," a #1 Amazon bestseller in the Dog Training category, offers innovative and compassionate strategies to address behavioural issues. Tran's leadership-based approach focuses on:

Establishing clear communication and boundaries: Dogs thrive in structured environments with consistent leadership. "Beyond Treats" guides owners in becoming effective leaders for their pets.

Understanding the root causes of behaviour: Tran encourages addressing underlying issues rather than merely treating symptoms, fostering lasting behavioural change.

Implementing a balanced training approach: While positive reinforcement is valuable, Tran advocates for a method that combines rewards with clear, calm guidance when necessary.

Tran also offers practical tips to ensure the safety of postal workers and visitors during the holidays:

Secure your dog during deliveries: When expecting visitors or deliveries, keep your dog in a separate room or secured area to prevent unexpected interactions.

Use clear signage: Display signs on your property to alert visitors of your dog's presence, especially if there is no gate or fence.

By investing time in understanding and addressing their dog's behaviour, owners can contribute to a safer and more enjoyable holiday season for everyone.

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