

## FOR IMMEDIATE RELEASE

### Dog Attacks on the Rise: *Beyond Treats* Offers a Life-Saving Solution to Dog Behaviour Challenges

**Sydney, NSW – 26 November 2024** — Amid a troubling increase in dog attacks across Australia, *Beyond Treats: Revolutionary Dog Training for Lasting Behaviour Change* by George Tran introduces a groundbreaking approach to dog training that prioritises trust, leadership, and long-term behavioural solutions. With dog bite reports and hospitalisations surging, this book offers a timely intervention for owners struggling with behavioural challenges.

### The Dog Attack Crisis in Numbers

Recent statistics reveal a concerning trend in dog-related incidents:

- In **New South Wales**, over 1,027 dog bites were reported in the first three months of 2022.
- **Victoria** has seen a staggering 138% increase in hospital presentations for dog attacks over the past decade, rising from 211 cases in 2012 to 503 last year.
- **Queensland** leads the nation in dog-related incidents, with **Western Australia** ranking third.
- In **South Australia**, more than 1,200 dog attacks were reported to councils in 2023 alone.

These numbers, while significant, likely underrepresent the full scale of the issue, as many dog bites go unreported.

"Australia is facing a dog behaviour crisis," says George Tran, author of *Beyond Treats*. "We're seeing a direct correlation between behavioural challenges and the rising rates of surrender, euthanasia, and now attacks. Owners need better tools to address these problems."

### Why "All Positive" Training Falls Short

The rise in dog-related incidents highlights the limitations of the "all positive," treat-based training philosophy. While treat training can reinforce simple commands, it often fails to address deeper behavioural issues like aggression, reactivity, and fear.

Studies such as those by Van Herwijnen et al. (2018) and Brubaker and Udell (2022) show that leadership-based methods—emphasising structure and trust—are more effective in fostering emotional stability and secure attachment in dogs.

"Treat-based training can mask underlying issues without resolving them," explains Tran. "It's like putting a Band-Aid on a wound that requires stitches. Leadership-based training gets to the root cause, creating lasting change."

## A Better Way Forward with Leadership Training

*Beyond Treats* introduces dog owners to Tran's proven, evidence-based leadership methods through the compelling story of Emily and her dog, Buddy. Through relatable scenarios, the book equips owners with actionable strategies to:

- Build trust and respect with their dogs.
- Address challenging behaviours such as aggression and reactivity.
- Create a safe, balanced environment for dogs and their families.

"Leadership-based training is not about fear or dominance; it's about providing the guidance dogs need to feel secure," says Tran. "This is how we prevent the kinds of incidents that are landing people in hospitals and filling shelters with surrendered dogs."

## The "Kindness Paradox" in Dog Training

Rigid adherence to "all positive" methods has contributed to what Tran calls the "kindness paradox," where compassion-driven approaches inadvertently lead to harm. When treat-based training fails, owners often label their dogs untrainable, leading to euthanasia or rehoming.

"Many of the dogs I work with are on their last chance," Tran shares. "Leadership-based training doesn't just save dogs—it saves families from heartbreak."

## A Bestseller Making a Difference

Already a #1 bestseller in Amazon's Dog Training category during its pre-order phase, *Beyond Treats* is set to officially launch on 1 December 2024. Its practical, story-based format makes complex behavioural strategies accessible to all dog owners.

## Be Part of the Solution

Dog owners, trainers, and advocates are encouraged to embrace a balanced approach to training. "It's not about choosing sides in the training debate," Tran says. "It's about what works—for dogs, for owners, and for our communities."

For interviews, speaking engagements, or more information, contact Carol Anne at +61 490 903 031 or via email at [carol@dogleadershipacademy.com](mailto:carol@dogleadershipacademy.com).

**About the Author:** George Tran is a Sydney-based dog behaviourist and founder of the Dog Leadership Academy. With over a decade of experience, Tran has worked with thousands of dogs, helping families address severe behavioural challenges and prevent unnecessary euthanasia.

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