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George Tran's *Beyond Treats* Offers Solutions as Dog Attacks on Postal Workers Rise Across Australia

With dog attacks on postal workers reaching ten incidents per day and Queensland leading the nation in serious dog-related incidents, George Tran's new book, *Beyond Treats: Revolutionary Dog Training for Lasting Behaviour Change*, presents a timely and effective approach for pet owners to foster safe and stable behaviour in their dogs.

Brisbane, Australia – November 6, 2024 – Australia is experiencing a surge in dog attacks, especially against postal workers, with more than 1,277 incidents recorded in just the past six months. Queensland tops the list with 505 reported attacks, while New South Wales recorded 367, underscoring the urgent need for reliable and humane training methods that address aggressive behaviours at their source. *Beyond Treats: Revolutionary Dog Training for Lasting Behaviour Change*, authored by renowned behaviourist George Tran, introduces an innovative approach to help dog owners establish safe and dependable relationships with their pets without relying on treats.

Australia Post worker Joe Benforte's recent encounter, where he sustained leg injuries after a dog lunged at him on his route, highlights the challenges faced by postal workers daily. Australia Post has urged pet owners to secure dogs during deliveries to minimise incidents, an issue that Tran's book seeks to address through a leadership-based training approach.

"Relying solely on treat-based methods often leaves gaps in behaviour control, especially in real-world scenarios," says Tran. "*Beyond Treats* equips pet owners with techniques that build trust and mutual respect, reducing aggressive behaviour by addressing it at the root."

Tran's methods are illustrated through the story of Emily and Buddy, a rescue dog with a history of aggression. By implementing leadership-focused techniques, Emily transforms Buddy's behaviour, building a bond based on safety and mutual respect—a narrative that resonates with dog owners across the nation and aligns with calls for more responsible dog ownership.

With attacks on postal workers and stricter dog control laws in Queensland, *Beyond Treats* offers a crucial resource for both new and experienced dog owners who want to promote a safe and stable environment for their pets. As dog ownership grows nationwide, Tran's insights provide a valuable pathway toward responsible pet ownership and safer communities.

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