














Rehoming Action Plan Strategies

STRATEGY	ACTION	DETAILS	RESPONSIBLE FOR IMPLEMENTATION	WHEN
Enhance owner accountability	Explore introduction of Greyhound Superannuation (G-Super Scheme).	A broad-based funding model creating a greyhound welfare fund.		Q2 2024
Enhance owner accountability	Greater education of owners of their rehoming responsibilities.	Targeted education and communications campaign to increase awareness.	 	Ongoing communications activity
Enhance owner accountability	Increased compliance and enforcement of those owners who fail to adhere to their rehoming responsibilities.	Target compliance program to reduce owner abandonment of greyhounds with trainers.		Immediately
Enhance owner accountability	Re-introduction of written trainer/owner agreements.	Legally binding and enforceable agreements to ensure owners meet their own responsibilities.	 	Completed
Enhance owner accountability	Syndicate Accountability.	Introduce a policy making syndicates responsible for rehoming.		Q1 2024







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Increase effectiveness (throughput) of rehoming programs	Established accredited pet prep training agents for owners to utilise to get their greyhounds ready for rapid rehoming.	Accredited pet prep agents who have the skill and capacity to efficiently get greyhounds pet ready.		Q2 2024
Increase effectiveness (throughput) of rehoming programs	Introduce incentives for owners who present pet-ready greyhounds.	Consider options to incentivise owners/trainers who present pet-ready greyhounds for retirement.		Q1 2024
Increase effectiveness (throughput) of rehoming programs	Establish a Pet ready education program.	Develop and deliver a pet prep education series that instructs owners on how to get the greyhounds pet ready.		Q1 2024
Increase demand for greyhounds	Encourage use of agreements/contracts between trainers and owners.	<p>Regional marketing (vans) attending community events.</p> <p>Expanded influencer/ambassador program.</p>		Q2 2024



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Increase demand for greyhounds	Club rehoming awareness campaigns.	Clubs attending local events to increase community awareness.		Q1 2024
Increase demand for greyhounds	Community engagement	<ul style="list-style-type: none"> • Men's Sheds • Attending schools • Mental Health • Correctional Centres 		Q1 2024
Increase demand for greyhounds	National branding	Look into harmonising of Greyhounds As Pets program (or rebranding).		Q2 2024
Increase demand for greyhounds	International expansion	Explore additional overseas markets.		Immediately