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Evaluation of the Scheme

Aims of Evaluation

- levels of awareness of the scheme in the exotic bird keeping sector
- levels of understanding of the scheme and attitudes towards it
- impacts of the scheme on the keeping and trade in exotic birds
- effectiveness of administration and possible improvements



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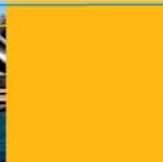
Evaluation Methods

- **First 12 months of operation**
- **Independent evaluation – Peter Stroud Services**
- **Target groups**
 - **pet owners**
 - **hobbyists**
 - **breeders**
 - **commercial breeders/traders**



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Evaluation Methods

- **Two sets of interviews using survey questionnaire**
- **Analysis of activity and movement transaction records**
- **Summary of comments on DEWHA's 1800 bird line**



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Limitations of the evaluation

Consultation

- more widely
- diverse sector
 - not all members of clubs or associations
 - did not participate in scheme
 - pet owners



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Low Level of Participation

- 50% of bird keepers saw advantage to participating in the scheme (as it currently stands)
- scheme was only a trial
- not compulsory
- reluctance to keep and maintain documentation
- security concerns



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Disadvantages with the Scheme for bird keepers

- no clear advantage on ordinary bird keepers
- level of uncertainty and anxiety about what constitutes proof of legal ownership



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Effectiveness of the Scheme

- short time frame
- size of bird keeping sector
- impacts on illegal activity



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Any questions?



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