



GSDCA

‘PROJECT OUTREACH’

Two Paths - One Goal

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# GSDCA Future GOAL



**“The acceptance and implementation of an ANKC LRL that will only see progeny from GSDCA Breed Surveyed or recognised animals registered.”**

Affirmed at 2016 GSDCA Breed Survey Forum

# FACT

ANKC Registered litters  
7<sup>th</sup> March - 11<sup>th</sup> June 2019.

Total litters 113  
2 Breed Surveyed Parent: 38 = 33%  
1 breed Surveyed Parent: 38 = 33%  
No connection to BS = 34%

**Reflects previous yearly recording**

Past data sees 40% of ANKC registered progeny having 2  
GSDCA Breed Surveyed parents.

**We have a task ahead to see this figure get near 100%**

# REALITY CHECK

Noting the ANKC process to implement LRL

**We must see evidence of ~80% of all GSD  
Breeders only breed with 2 Breed Survey  
parents!**

# Staged Approach & Priority for 2020-2023

Increase

- the number of breeders who do not breed with 2x BS animals to at least Breed with 1x BS animal.
- the number of breeders who breed with 1x BS animals to Breed with 1x BS animal.

# Stage 1

At conclusion of this period and if figures are markedly improved we make application to ANKC to implement the following LRL

**“The acceptance and implementation of an ANKC LRL that will only see progeny registered if one of the parents is GSDCA Breed Surveyed or recognised.”**

# What we know

Breeders who share our ideals and only breed with 2x BS animals.

Breeders who partly share our ideals and breed with 1x BS animals.

Breeders who do not breed with BS animals

## **PATH #1**

Breeders who share our ideals and  
only breed with 2x BS animals

**Member Clubs must enlist and further  
encourage these breeders to reach out to their  
puppy buyers.**



# What can Member Clubs Do

- Supply these breeders with GSDCA / Member Club information/ puppy pack that will be given to new owners.
- Encourage them to mentor puppy buyers by 'after sales' contact and directing them to Member Club.
  - Extend free training / socialising days- eg: 10 weeks.
- Change GSDCA rules that encourages breeders who are members to utilise GSDCA HDED & BS.
  - no need for puppy buyers to be members.

# Path #2

**Member Clubs must reach out in an  
understanding and supportive way  
to**

Breeders who partly share our ideals and breed  
with 1x BS animals.

&

Breeders who do not breed with BS animals

# Path #2

## Breeders who partly share our ideals and breed with 1x BS animal.

- If they are members of a Member Club then make contact and enquire as to reasons why they decided to utilise only 1x BS animal in their breeding and not have the other animals BS.
- If not members;
  - Are they aware of your Club, the GSDCA and the BS Scheme
  - Encourage and invite them to visit when BS is conducted
  - Supply them with GSDCA / Member Club information and reference pack.
  - Invite them to seminars as conducted by member club.
  - Invite them to free BS familiarisation / training days
- Encourage them to mentor puppy buyers by 'after sales' contact and directing them to Member Club. Extend free training / socialising days- eg: 10 weeks.

# Path #2

## Breeders who do not breed with BS animals

- If they are members of a Member Club then contact and enquire as to reasons why they decided not to breed with BS animals.
- If not members;
  - Are they aware of your Club, the GSDCA and the BS Scheme
  - Encourage and invite them to visit when BS is conducted
  - Supply them with GSDCA / Member Club information and reference pack.
  - Invite them to seminars as conducted by member club.
  - Invite them to free BS familiarisation / training days
- Change GSDCA rules that encourages these breeders who are not members to utilise GSDCA HDED & BS
  - GSDCA to recognise ANKC AVA HDED pas for LRL as prerequisite for BS
- Encourage them to mentor puppy buyers by 'after sales' contact and directing them to Member Club. Extend free training / socialising days- eg: 10 weeks.

# Our Strengths

- The GSDCA is a unique organisation.
- It is highly respected by the ANKC
  - as are its Member Clubs with their Canine Controls.
- Has a proud history of continued innovation in bringing forward breed improvement schemes for the betterment of the GSD.
- A proactive attitude that has achieved much!

# RESOURCES

- GSDCA Database and access to ANKC GSD Registrations
- Holdings of knowledge
- Information Puppy packs already used.
- Ability to utilise information sharing
- Club events and seminars (perfect to invite outsiders and educate.)
- The capacity and capability to welcome all puppy buyers regardless of whether or not the breeder breeds with on BS animals.
  - full potential of free training vouchers/ invitations needs to be realised.

# The Plan is long term

- Member Clubs adopt 'Project Outreach' as a matter of high importance.
  - will enhance their viability and improve the health and betterment of the GSD in Australia.
- Each Club establishes an Outreach Working Party that is driven by a member of their Committee.
  - It must be noted that their work will be ongoing
  - Once a plan of engagement is in place it should be a rather easy process to continue in reaching out.
- Each Club will provide regular reporting of their progress to fellow Clubs and the GSDCA Executive.

# Conclusion

- **Project Outreach is not an initiative that the GSDCA Education Committee can progress.**
- **It will require a sustained long term effort to see significant improvement in breeding ratios in order to see Stage 1 let alone our ultimate goal achieved**
- **It is an initiative that Member Clubs must agree to own, further develop at Club level and progress it as a matter of urgency!**