

Get involved to help support your industry

PIAA is a national member-based, not for profit organisation representing members across the companion animal industry.

Our Vision - To support members while being the recognised and respected voice of the pet industry

Our Mission - To promote, support and represent a sustainable pet industry because we recognise that pets and their welfare are essential for a healthy society. This ensures our Association continues to represent the majority of the industry.

With your help we can achieve this.

We have the following sponsorship and advertising opportunities available.

PIAA Education Partner - PIAA is looking for partners who are passionate about the education space and are looking to give back to the industry by working with us to create specialty learning opportunities

PIAA Advocacy Partner - We lobby Government; Local, State and Federal, and ensure that we have a seat at the table for input on issues affecting the industry and our members. Our advocacy efforts are draining on our resources and finances. We are looking for partners who are passionate about advocacy and the betterment of the industry, and looking to give back via funding for our on-going efforts around the country

PIAA Award Sponsor - the PIAA Annual Awards have been expanded to encompass each member sector. These prestigious awards, celebrate achievement across the industry, with winners announced at the PIAA Annual Conference and Trade Show - AusPet

PIAA Grooming Workshops and Seminars Sponsor - PIAA is planning a series of grooming workshops and seminars to roll out across the country. We are looking to work with industry stakeholders to deliver quality sessions that will educate and inspire. This is a great opportunity to connect with your target audience.

PIAA Website Sponsorship/Advertising - The PIAA website is the communication hub for the Association. Extensive traffic is driven here via search engines, media releases, social media (Facebook) and fortnightly newsletter redirection. The site is constantly updated to ensure the content is fresh and relevant.

PIAA Pet First Aid Course Sponsor - PIAA has rolled out a number of Pet First Aid courses around the country. The courses have been well received, with an ongoing rollout in city and regional areas. This is a great opportunity to connect with members, industry and the general public.

PIAA Newsletter Advertising - The fortnightly electronic newsletter reaches in excess of 3000 members and stakeholders. The newsletter is our prime communication platform and provides excellent exposure to your target audience. Advertising opportunities from as little as \$250 + GST.

Interested? Please call us for more details.



PIAA

advocacy.

education.

support.

Pet Industry Association

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