

AUSBOARD REPORT 2017

Another successful Ausboard seminar is now behind us for 2017 and plans are already underway for our next one in 2018.

This year we had a talented line up of guest speakers who were educating our members on everything from animal law, how to speak with customers, animal nutrition, social media and the adventures of starting a business. This was also my first year in the seat as the director for Boarding, Training, Day care and Pet sitting which was previously run by Blake Debruin from Samford Pet Resorts. Blake has done a great job over the past with getting Ausboard back so it's my intention to work more with our members in the coming years to maintain and even improve on the great work that Blake and the PIAA executive have done. I also want to thank Linda Chamarette for stepping into the role in short notice and for ensuring the show went on without any hiccups.

Day 1

We had the following presenters:

- Mark McPherson 'How to Deliver Bad News Without Getting Shot!'
- Claire Moore 'Employment and Work Health and Safety Compliance'
- Deborah Render 'Communicating Effectively with your Customer'
- Armina Magelakis 'Nutritional Truths'

Day 2

We had a bus tour organised where our members were treated to a tour of Samford Pet Resorts followed by

morning tea with the Debruins. After that we headed to the Samford Hotel for lunch before heading off to our final destination, Rosemary's House of Cats & Dogs in Arundel followed by afternoon tea with Rosemary and her team. Many thanks to the two facilities that opened up and allowed 60+ people to walk through your business as it was very much appreciated. On a side note, our bus driver along the way was a guitarist for Keith Urban for over 7 years who only retired from his music career as a promise to his kids.

Day 3

We had our final presenters:

- Kirstin Hams 'Social Media Marketing'
- Brett Melke 'Beware of the Dog: They Might Bite your Wallet'
- Gavin Biggs 'Noise Management/Heating & Cooling in the Kennel Environment'
- Megan Lewis 'Member Case Study: Newcastle Pet Resort'

To summarise, I was personally very happy with the way this years Ausboard turned out. The venue was setup well, the food was plentiful with great choices and the line up of speakers and their chosen topics were sensational as they are relevant to our industry and as operators on how we can best improve our standards and prevent issues along the way by remaining current of workplace laws etc. Brett Melke gave some great insight into how some business's can get themselves into legal problems which had quite a lot of member interactions. Hopefully we can get Brett back to our 2018 event to answer 10 questions that are most prominent and misunderstood in our industry.

I did mention the importance of member interactions in my wrap up at Ausboard as our success of these events is measured in member attendance and we want you to be a part of how Ausboard functions. If you have suggestions of speakers and subjects, locations or anything helpful, feel free to talk to us. In any event please join our Facebook page to keep the conversation active. ■

Warm Regards

Glenn Cooke

PIAA Boarding, Training, Day Care and Pet Sitters Director



Thank you to everyone who played a part in making Ausboard 2017 another success and many thanks to Royal Canin and Therian for their sponsor support.