

## Time

## DAY ONE Thursday October 19

8.30am – 10.00am

AusPet National Industry Meeting – Barry Urquhart  
Keynote – The Pet Industry – Its Future, Consumer  
Trends and Viability (see details below)

8.00am – 4.30pm

Groomex Grooming Competitions

10.00am – 10.30am

Welcome morning tea

10.30am – 11.00am

PIAA AGM

11.00am - 8.00pm

Trade show open

## PIAA AUSPET CONFERENCE

### Business Stream

Noon – 1.30pm

Working Better Together..... 3 easy Steps - Mark McPherson

2.00pm – 3.30pm

The Five P's of Selling - Jeremy Maitland

4.00pm – 5.30pm

Stop Playing with Social Media, Start Profiting  
Anita Marchesani

### Companion Animal Stream

Noon – 12.45pm

Husbandry and its Relationship to Disease  
and Ill Health in Reptiles - Dr Robert Johnson

1.00pm – 2.15pm

Solving Pet Behaviour Problems - Rosalie Horton

2.30pm – 3.15pm

Commonly Occurring Conditions in Reptiles - Dr Robert Johnson

3.30pm - 5.00pm

Reading Behaviour Signals - Rosalie Horton

### Aquatics Stream

1.00pm - 1.30pm

Current State of our Industry - Dr Josiah Pit, Aquarium Industries

1.30pm - 2.00pm

What can Public Aquariums Learn from Home Hobbyists  
Gerhard Beukes, Curator, SEA LIFE Sydney Aquarium

2.00pm - 2.30pm

Current Status and Future of Fish Importation

2.30pm - 3.00pm

What would happen if a Serious Disease Outbreak occurred  
in the Aquarium Sector in Australia

3.00pm - 3.15pm

Break

3.15pm - 3.45pm

Koi Herpes Virus - proposed release & implications

Dr Brett De Poister, The Aquarium Vet

3.45pm - 4.15pm

Maximizing your Online Presence - Tony Sambell, Google

4.15pm - 4.45pm

Dealing with the Online Sales World -

Kai McCoy, Blue Cat Consulting

4.45pm

Industry Forum - Open Discussion

6.00pm - 7.30pm

**Join us for happy hour on the trade floor where  
we will be announcing the winners of the  
2016 Annual Industry Awards**

**"THE PET INDUSTRY – IT'S FUTURE, CONSUMER TRENDS AND VIABILITY"**

The scope, breadth, depth and intensity of changes in the pet industry are accelerating. Much of that is structural and strategic, rather than seasonal, cyclical and tactical. Economic headwinds exist and will persist throughout the Australian marketplace. Opportunities abound. Surviving and thriving is fundamental in a sector which is witnessing the following:

- Supermarket recognition of growth potential – many have a minimum 32 lineal metres of product displays for pet food/ care/ toys.
- Big Box retailing, with global and national networks.
- Integration of Big Box pet retailing with veterinary surgeries
- Pet insurance rapid growth

Advantages, benefits and rewards await independent pet industry operators who are prepared to innovate, adapt, enhance service standards, increase communications, establish and sustain relationships and who optimise supply chains.

Amazons pending physical arrival in Australia will have greatest impact with consumer expectations. Ground rules will change significantly, rather than market shares. There is a viable, attractive future in the pet industry for those who pursue the ideas, the ideals and aspirations.

The customised keynote address will provide invaluable overviews and insights on the evolving consumer and focused pet industry trends.