



CEO REPORT

Mark Fraser

I would like to take this opportunity to thank outgoing PIAA president Rob Jones for the past six and a half years he has sat on the board, the last two as president.

Rob has championed the aquatics sector and the industry at large during his time as director.

PIAA now has a growing aquatic and pet services category, aquatic working group and a strong advocacy arm in the aquatic space. A fine legacy indeed. Rob will continue on as our VIC state representative.

PIAA works hard across all sectors of the pet industry, ensuring we are always abreast of changes affecting members, animal welfare and the industry at large.

We are often accused of only focusing on dogs and cats, but the reality is that we spread our time and focus across all member sectors.

We are currently working standards and guidelines for groomers and pet minders. We are involved in consultations with the Office of Environment and Heritage in relation to changes to licensing for reptile owners.

We are increasingly the go to for government, media, business and public queries in relation aspects that affect all species or issues across the industry.

Our upcoming Auspet conference and trade show will include sessions focused not only on business, but also reptiles, aquatics, avian and more.

PIAA exists for the industry and for our members. Our focus is on education, advocacy and support.

You can help us in our endeavours by joining us as a PIAA member, getting along to the PIAA Auspet trade show and conference (free to members) next month or making an effort to attend one of our many events throughout the year.

Mark Fraser



PRESIDENT'S REPORT

Dr Robert Jones

Having recently chaired another PIAA Board Meeting, this last week in Sydney, it is time to pen another article for PIN. At these Board meetings we cover a multitude of topics that represent all sectors of the pet industry. We are the only organization that supports the entire pet industry, ably led by our CEO, Mark Fraser and his team in the office.

The PIAA Board feels that it is very important that PIAA be a source of ongoing education and training to the entire pet industry. To business owners I urge you to invest in this aspect of your business. The question will always be asked. "What if you train / educate your staff and then they leave?" It is a big investment but the return on investment is usually huge. The answer to the question is of course "What if you do not and they stay?" Think about it. The world is moving at a fast pace and in fact the only way to deal with the online Amazons of this world is with quality information, supplied by your staff as against Dr Google, that sets your business apart. Come to AusPet 2017 this year in Sydney and attend the talk sessions (there are multiple streams available) and go back to your businesses invigorated and ready for growth. For members it is all free. For non-members a small price to pay. I wish to also thank the suppliers who buy space at the trade show part of AusPet 2017. The PIAA Board really appreciates your support and we hope that you have an amazingly successful few days with many new contacts and sales.

This will be my last PIN article as I am not standing for re-election at the upcoming PIAA elections. I joined the Board as a 6 month casual position because the previous Director had taken ill. Some 6 ½ years later with 2 ½ as President it is time to focus more on my own business. My time as a member of the PIAA Board and also as President has been both challenging and exciting to assist with the growth of our industry. We are under constant threat from the small but very vocal section of the community that would prefer people not to have pets. It is important that the PIAA stand proud and challenge these people. There have been numerous studies that show the health benefits of people owning pets and the important role they play in our lives. Our dog Shirley (5 year old Mastiff x Rottweiler) is always there to greet me whenever I come home or get up in the morning and go to the lounge room where she sleeps. Our household would be much the poorer if she was not a member of our family. I thank the PIAA members for trusting me with a role on the Board over these past 6 years and wish the Board all the best for the future. I have taken up the PIAA Victorian representative position and will also stay on as Chair of the Aquatic Working Group so I am not disappearing from PIAA completely.

If you are reading this and are not already a PIAA member, then I urge you to join. Go to our website (www.piaa.net.au/) and see all the many benefits of being a PIAA member. To existing members, I thank you for your ongoing support of your organization.

Dr Rob Jones