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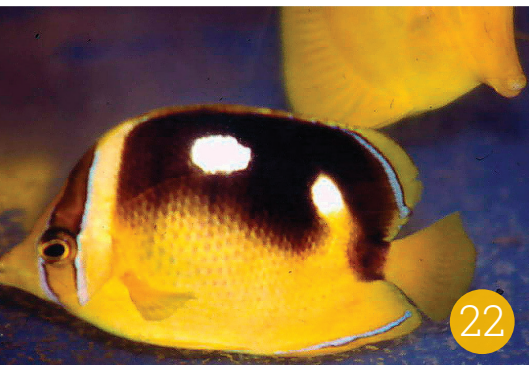
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PET INDUSTRY NEWS

To assist you with any approach to Pet Industry News here is a description of our staff's job profiles to make communication more effective. It will also introduce the people you may sometimes speak to at the end of the telephone line.



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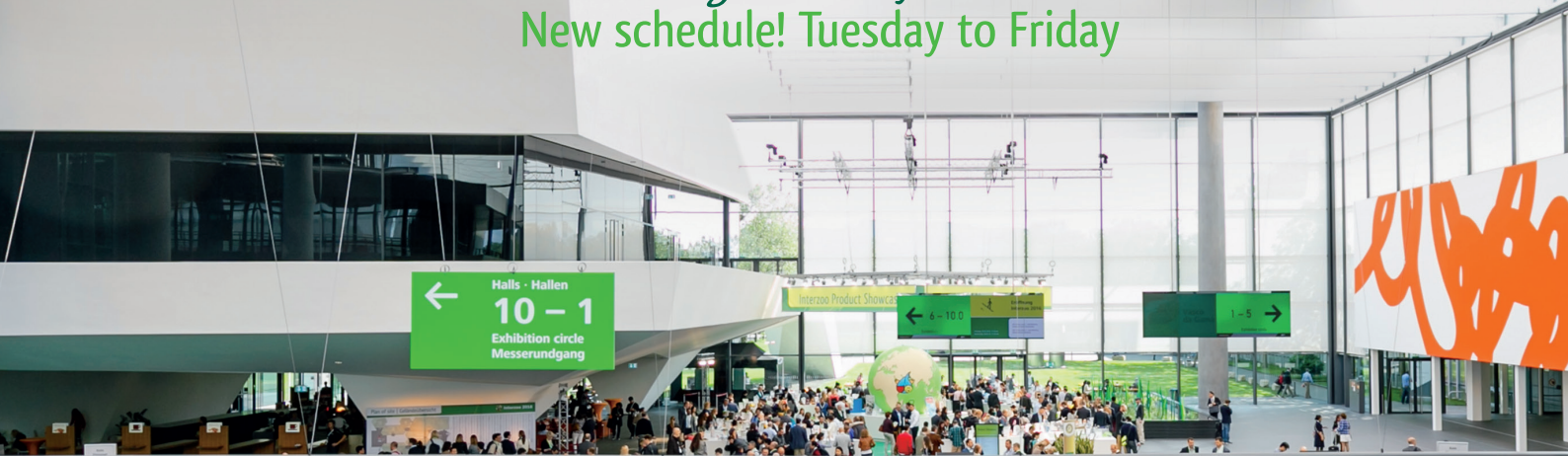
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AUSTRALIAN PET END-OF- LIFE INDUSTRY

The pet funeral industry is booming with an array of pet loss products and services to farewell and honour our beloved companion animals.

Caroline Zambrano explores the trends and successes of the Australian pet end-of-life industry, and how businesses can improve to meet changing grieving pet owner demands.





The ongoing trend (of memorialising pets) is here to stay and become a permanent practice in Australia.

The pet funeral industry is booming with an array of pet loss products and services to farewell and honour our beloved companion animals. Caroline Zambrano explores the trends and successes of the Australian pet end-of-life industry, and how businesses can improve to meet changing grieving pet owner demands.

Death isn't a pleasant topic, but it is a fact of life for every living creature great or small, and is an inevitable process that every pet owner faces with their animal companion at some point in time.

Just as the pet industry supports the beginning and growing stages of an animal's life with an array of products and services, it also comes through for owners and their pets - with genuine care, compassion and professional advice – when it's time to say goodbye.

Sadly, the grief that follows the loss of a beloved pet can be one of life's most powerful lessons in heartbreak. But it is comforting for many people to know that their pet can be remembered and cared for in death as they were in life.

The animal end-of-life industry is booming in Australia, fuelled by the strong connection we have with our pets, and caters to all of pet owners' wishes and needs to farewell their beloved animal companion, said Mark Fraser, CEO of the Pet Industry Association of Australia (PIAA).

"From burial in a pet cemetery through to cremations, memorial products and even extravagant wakes! People also leave millions to pet charities! All this goes to show how pets play a major role in many people's lives," he said.

We owe this special human-animal bond to the trend of humanisation and acknowledgement of the positive influence that pets have on our health and wellbeing. In the past, pet cremation was virtually unheard of as most pet owners disposed of their animals' remains on their own property. Today, pets are seen more and more as part of the family unit and therefore owners are choosing to memorialise them in a meaningful way when their time on earth comes to an end.

"Thanks to the growth in the pet aftercare

[referring to how you would like your pet's remains handled] industry, people have more choice to personalise the way they memorialise their animals," explained Mr Fraser. "The ongoing trend (of memorialising pets) is here to stay and become a permanent practice in Australia."

Memorialising all types of pets

Aftercare options apply to not just dogs and cats, but all creatures great and small! Australian Veterinary Association (AVA) Director and Veterinarian Dr Robert Johnson provides veterinary care at South Penrith Veterinary Clinic (NSW) for a wide range of species, from dogs, cats, rabbits and guinea pigs to ferrets, reptiles and amphibians.

"It's not the type of pet that matters to people, it is the amount of love that has been invested, be it a mouse, rat, snake, lizard or a dog. There is no difference emotionally to people," he said.

Shane Whiley, owner of Pets at Peace Central West pet cremation service in NSW (independently owned from the Pets at Peace franchise), once cremated a Goldfish that belonged to the deceased wife of a client. Apparently, the man's wife had a deep connection to the Goldfish, and when the fish died he wanted to place the ashes next to hers.

"We live fast lives and pets are the only constant thing. That's why they mean so much to us," said Mr Whiley. Mr Whiley also cremated a 30kg diamond python which the owner kept rolled up in the freezer for some time until he could afford to get it done. "Doesn't matter what type of domestic pet you have. If you need our services, we can do it for you," he added.

Stories of success and let-down

Having a supportive, non-judgemental work ethic, investment in high quality equipment or products and successfully meeting customer expectations in an emotional environment have helped to create many success stories across the industry.

This year, a Victorian-based, family-owned pet cremation service made the industry proud when it won Australia's 2017 Australian Small Business Champion Awards for Pet Services. In business since

1984, Eden Hills Pet Cremation provides pet cremation throughout Victoria and southern NSW from two pet crematoria located in the Melbourne and Albury Wodonga regions.

Another pet bereavement industry winner - Passing Paws Pet Cremations – won the 2017 Rising Stars Award in the Start-up category. The Rising Stars Award recognises and celebrates WA-based companies that are growing and still have future potential.

Passing Paws Cremation offers a range of personalised services, including 'private' and 'same day' cremation services, tailored grievance counselling and customised funeral services, to more than 200 customers a month. The company has experienced 350 per cent growth in the past 12 months!

Last year, a WA-based pet bereavement business that makes eco-friendly, stylish pet caskets, cadaver bags and bereavement gifts won two global awards. Orchard Valley Pet Caskets received the Bronze Award for the pet category at the 2016 Worldwide Packaging Design Awards (Pentawards) in Shanghai, China – considered the 'Oscars' of the global packaging design industry!

The business also won third place in the 2016 International Creativity Awards, USA, and this year received a prestigious "Innovation Voucher" from the WA Government to travel and research potential international sales platforms whilst introducing their products to the UK market in 2018?. The Orchard Valley team will be travelling to the UK to exhibit their creations at the British Small Animal Veterinary Congress in Birmingham in April.

The successful growth of the industry is also a reflection of the trust that pet owners have in end-of-life businesses to treat their deceased animals with dignity and respect. The burning question grieving pet owners have for pet crematoriums is, 'How do I know these remains belong to my pet?'

In 2008, pet cremation business Pets at Peace in Victoria was caught dumping dead animals in bushland in the state's



north. Under the Environment Protection Act 1970, the Environment Protection Authority (EPA) fined Willemedra Pty Ltd, trading as Pets at Peace, \$5,671 for abandoning industrial waste, according to an EPA press release from September 2008.

“Our investigation was aided by the microchips located in some of the animals.

This identified the pet owners and the vet clinics where the animals were euthanised. After discussions with these parties we were led to Pets At Peace who were contracted to cremate the animals,” EPA north west regional manager Jeff Cummins stated in the press release.

Mr Cummins said it was important for companies charged with the responsibility of correctly disposing of animals to do so in an environmentally sound manner.

“The fact that this company on more than one occasion did not ensure these animals were transported securely shows gross negligence and scant regard for the environment and the pet owners who entrusted their pets to them,” he said.

Staff miscommunication or poor animal tracking systems can also get companies into trouble. A case reported in 2013 by the *Newcastle Herald* involved a veterinary hospital in NSW that accidentally sent a beloved family dog to the dump instead of the crematorium. The single-parent owner had already paid for the cremation service and a lovely box to keep Henry’s ashes in a special spot in their home.

“It might sound stupid, but I wanted him to stay with us, that’s all I wanted,” the owner reportedly said.

The newspaper reported that the vet hospital arranged to have a separate storage unit for animals to be cremated to avoid a repeat in the future.

Pet aftercare industry lacks regulation

Over the past decade, more stringent environmental laws, increasing pet owner expectations for quality service and online/social media customer feedback have helped to greatly improve industry standards.

The pet aftercare industry in Australia is mostly self-regulated and most businesses are doing a “hand on the heart’ honest job,” as Janine Phillips from leading urn supplier Furry Souls described it.

Some Australian businesses have gained accreditation through the USA-based International Association of Pet Cemeteries and Crematoriums (IAOPCC) – “the recognised leader in the pet aftercare profession”³.

The IAOPCC is the only organisation with published recommended procedures for every step of the pet cremation process, including transportation, each type of pet cremation, readily retrievable records, facility standards and continuing education for pet crematorium staff members.

“Currently, there is not a mandated regulatory system governing pet cemeteries/ crematoriums in the U.S. so there is no concrete data regarding the number of pet cremations and/or burials that take place each year. This tends to be the case in most countries,” explained Donna Shugart Bethune, Executive Director of the IAOPCC. The Australian pet industry also lacks data around the number of pet cremations and/or burials, as Mr Fraser from the PIAA confirmed.

In 2009, the Yellow Pages listed 138 cemeteries and crematoriums for pets in Australia – an increase of 27 businesses in just two years⁴! These companies provide a range of services, from pickup of deceased pets to burial, cremations and cemetery services, such as headstones and other burial requirements.

In 2013, 164 pet cemeteries, crematoriums and supplies businesses were listed in the Yellow Pages, with Queensland having the highest at 51 followed by New South Wales (44), Victoria (41), Western Australia (9), South Australia (8), Tasmania (7), Australian Capital Territory (2) and Northern Territory (2).

According to the *Contribution of the Pet Care Industry to the Australian Economy (7th Edition, 2010)* report, based on the assumption that an average pet burial/ cremation costs \$200 and that 5% of the estimated 515,000 dogs that passed away

in 2009 were buried/cremated, the total value of this market segment is \$5.2 million.

According to a 2013 press release by Australia’s largest veterinary group Greencross Limited announcing the purchase of its first crematorium in Queensland, the pet cremation services industry in Australia is worth about \$20 million.

This figure only covers pet cremation – so many other services and products support the aftercare industry! How can Australian companies grow and remain competitive in a multi-million dollar, fast-changing market without aftercare industry standards and guidelines, and industry-run professional development opportunities to pave the way?

How will a lack of regulatory guidance impact on the future of the aftercare market and even pet ownership? After all, the grief that comes with losing a pet – not to mention the traumatic experience from a botched-up cremation – can be the difference between people getting another companion animal or not.

Mr Fraser said the PIAA is “considering looking at developing industry guidelines at some stage”. Many industry professionals welcome this decision, including Dr Johnson from the AVA.

“Like all industries, the pet funeral industry should be well-regulated and would be to a certain extent by the Fair Trading act(s). Similar guidelines to the human industry would be appropriate; ensuring the security, identification and proper care of the beloved pet prior to burial or cremation, dignity and value for service.”

Dr Johnson also questioned the ethical succession plan of pet cemeteries if the properties or businesses were to be sold. That’s a good point! Take a look at what happened with Atkinson’s Pet Cemetery, South Australia’s first pet graveyard established at Roseworthy in 1972, and sold to the Hickinbotham Group in 2011 to be part of a new housing estate.

A South Australia’s Sunday Mail article (14 April 2012) reported some pet owners had paid up to \$400 for a plot, coffin and burial service, and now had to collect their pet’s tombstones and remains before the development began (scheduled to begin for at least a decade).

FF The pet cremation services industry in Australia is worth about \$20 million.

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Industry in need of standards and guidelines

Also supportive of the development of industry guidelines is Ms Phillips from Furry Souls, the largest supplier of urns in the country. As a supplier of urns to the human funeral industry as well and member of the Independent Funeral Association, Ms Phillips has an interesting insight comparing pet and human funeral industries.

“Pet people seem to grieve deeply compared to humans because they do not have the same support when a pet passes. When a human passes, there is family support and a Funeral Director to organise everything,” said the director, who also assists clients with cremation and grief counselling. “Death comes as a shock to pet owners for the love they’ve lost and the reality of the animal not being around.”

Since beginning to run her business seven years ago, Ms Phillips has seen a significant turnaround in the acknowledgement of pet loss and grief. Pet owners want the very best for their animals – it’s not about burying them in a shoebox in the backyard, she said.

“People want to celebrate the life of their pet and do the right thing when they farewell them, like they would a human. But many people aren’t prepared for their pet’s death, don’t think about the cremation process and don’t know where to go. Unless they’re at a vet, they are at a loss,” she said. “There’s some improvement in the support that’s out there, but we still have a long way to go.”

The majority of cremation businesses are doing a good job and moving with the times in the service and support they provide, she stated.

“They are animal lovers, have clean premises, systems and procedures in place. They are treating animals with respect, are empathetic and sympathetic, show compassion and are honourable with giving back the ashes of pets. But some older ones are blinded by change and not investing, and then wonder why their business is going backwards,” she said.

At the end of the day, the most important question pet owners have about

cremation is ‘How do I know these are my pet’s ashes I get back?’ They often don’t know what is happening behind closed crematorium doors and rely on their veterinarian’s trusted referral.

Ms Phillips believes veterinarians need to be held more accountable for the end of life process. “Vets have a moral obligation to visit the crematoriums they refer their clients to,” she added.

Investing in equipment and personal service

Mr Whiley, a former policeman from Pets at Peace Central West pet cremation service, takes pride in the investments they have made with purchasing cremators from the United Kingdom and the personal service they provide clients. Unlike some other pet cremation services in major cities, his company - which he has operated for 13 years and had the crematorium for eight years - deals with all the clients directly.

“We give clients a funeral director as such,” he explained. “We speak with them about what they would like, what goes on the plaque. We pick up the pets from their home or vet with special vehicles and when the ashes are ready, we deliver them back to their home instead of the vet clinic. This means more work for us, but it’s better customer service.”

Pets at Peace is a small operation, servicing 80,000 square kilometres and a population of about 750,000 people in country NSW, and it has been quickly expanding to double capacity!

“We have seen exceptional growth in just the last few years. We grew with the business but now it’s starting to grow faster than anticipated, averaging double-figure growth every year,” he revealed. “In October, we had the biggest month ever compared to the year before. We also had two months this year when we broke all-time records. Yet, I’m just scratching the surface. I know that a lot of pets are left at the vet clinic aimed for the landfill.”

Mr Whiley said the Australian pet cremation industry is in its infancy compared to the USA and UK, but he believes it has a positive future ahead. Pet crematoriums in Australia would benefit from industry guidelines to ensure they’re doing right by people’s pets in the

cremation process, he said.

Another successfully growing pet cremation service is that of the Animal Welfare League of South Australia – the only not-for-profit and registered charity in the state (and probably Australia) that provides pet cremation services.

The AWL Pet Cremations service is a true example of a ‘profit for purpose’ business, with all proceeds providing funding to care for lost and abandoned pets. AWL CEO Richard Mussell explained the charity is also in a unique position where it provides services for the entire life cycle of the animal.

“Many people are comforted by the fact that the AWL team are the people cremating their beloved pets, because they can draw heartfelt strength in the knowledge that by using our service, all proceeds go towards helping other animals desperately in need of the kind of love and care that their own pet experienced,” he said. “In other words, through their own loss, they can give other pets hope for a better life and to be loved.”

The AWL has been providing pet cremations for more than 20 years, operating from its main site in Wingfield. After identifying that the operation required more space and new equipment, the charity designed, built and developed a new, purpose-built facility – one of very few in Australia – to provide professional and dignified ‘back of house’ services. Completed in August this year, the facility features a new eight-chamber private cremator, a new equine cremator (also used for communal cremations) and walk in cool rooms with dignified shelving space and equipment to move animals, large and small.

While the crematorium mainly caters for dogs and cats, other animals such as guinea pigs, reptiles, rabbits and even fish, and larger animals, including horses, sheep,



goats, cattle, alpacas and various wildlife, are able to be cremated by the charity.

The AWL has also introduced an electronic tracking system which follows all deceased animals from the vet clinic through to transport and arrival to AWL's pet cremation chambers. The vet can sign in at any time to track where the animal is for complete peace of mind.

"This is especially helpful where grieving owners need to know when their beloved pet will be returned to them," said Mr Mussell.

The AWL also offers various other memorials, keepsakes when ashes are returned, home pick-up and drop off service and a platinum same-day pickup, cremation and return service – broadening their scope of offerings.

"We are delivering the same type of service but in different ways. You have to be flexible and offer these options," said Mr Mussell. "The AWL Pet Cremations team is here to support the community in all aspects of animal care and ownership. The crematorium is another spoke in the wheel of honouring animals – just at the end of their life."

An important feature of the new facility is a private viewing room which provides "a private, safe and quiet space directly in view of their pet's cremation chamber to ensure they can remain by their pet's side right to the end," he said

In the USA, a pet cremation survey revealed 20 per cent of pet owners wanted to witness the cremation process. Sometimes that was presented by a webcam video link, but most people preferred to be there in person, Mr Mussell explained. So with this in mind, the AWL developed a viewing room separated by a large window for owners who wish to watch their pet's cremation, and this opportunity has already been very well-received, said the CEO.

The organisation also has a Memorial Wall and Garden, offering a place of comfort for many people's pets over the years. "People still come and reflect in the years after their pet has passed," said Mr Mussell.

At their Wingfield site, the AWL has the capacity for more than 600 memorials

and at present they are 75 per cent full; hence the need to expand this in the near future.

"Many people like to be prepared in the event something happens to their pet, so we can certainly make arrangements for a prepaid cremation or space in the Memorial Wall or Garden," he added.

Mr Mussell said pet cremation is an expensive business to get into with the overall investment in this project exceeding \$5 million.

"If you do it, do it properly. The AWL strives to lift the bar all the time in every aspect of our work with and for animals and the community. If everyone shares their knowledge and improves standards, we will improve the industry," he stated. "With growth in demand and increase in pet ownership, it's important that the industry maintains a dignified, professional and transparent service.

The industry overall is highly regulated in relation to certified equipment and environmental emission monitoring, but less so in terms of standards of animal after life care, and this is something we want to change."

The AWL will also receive accreditation by the International Association of Pet Cemeteries and Crematories, which provides training, oversight and professional standards.

"The AWL believes that dignity, care and compassion are paramount, and we want people to understand the importance we place on their beloved pet's dignity," said Mr Mussell. "When choosing to honour the memory of their pet, people need to know that their pet is still loved and cared for. We want them to understand that their legacy will live on in the care we can provide to other animals in need, because through loss comes hope."

Mr Mussell believes the pet funeral service space will continue to evolve and possibly model the human industry to a large extent, because when dealing with grief there is not a set service to cover everyone.

"In the USA it is very popular, and we are seeing a similar growth here in Australia. The AWL aims to provide a bespoke service to each pet's family to allow them



to come to terms with their grief," he said.

However, the CEO does have concerns about the industry's future given the lack of regulations.

"We need to be transparent – there's currently not enough of that and there's always room for growth," he explained. "If a business is claiming certain things on their website, then that needs to be supported with equipment meant to do that! The credibility is up to the industry to develop and drive the change. Businesses need to have licensing and regulations covered off."

Treating pets with dignity and respect

Caroline Higgins from Paws Reflect Pet Funeral Services in Victoria has been conducting a variety of ceremonies for over a decade and feels very connected to animals. She cares most about making sure the pet is treated with respect and dignity.

"Mostly clients want to know their options when their pet dies, because people are more invested emotionally and spiritually in their animals," she said. Ms Higgins also collects deceased animals from their home in a ceremonious way.

"I kneel to the pet and wrap them in a certain way. It helps the family see me treat their pet in a sacred way. It's a big thing to have your elder pet die and for some, it is devastating beyond the norm," she said. "It's the human condition of loving this animal and making the pet a whole being, a big part of your life, not just a pet."

Many clients also have a fear their pet will not be individually cremated, so they watch the cremation to make sure it is done the way they wanted, she added.



People who want to preserve their pets are not strange or weird – they just have a different way of looking at death and their pets.

“Unfortunately, not all pet cremation service providers have the pet in mind. It’s a money-making business,” she said. “In Victoria, there are no operational pet cemeteries as all have closed or are full. It’s such a loss. Being able to bury your pet is so necessary as some religions do not believe in cremation. Pet owners are forced to cremate their pets - that’s why it’s big business!”

Not too long ago, a big drama ensued when a cremation facility told Ms Higgins’ client they would return the ashes on a certain day and didn’t, and then didn’t answer the phone when the client called, which in turn made the client even more stressed within their grief. Ms Higgins argued the vital need for industry standards and guidelines for the pet funeral sector, so long as it is not overseen by “big business, vet-owned cremation facilities or those with a vested financial interest in how they are run.”

“Cremation companies need to have a code of practice and certain ethical standards to adhere to,” she said. “Saying the pet is individually cremated when it is not or having mass burial sites of animals that are being disposed of... All these concerns need to be addressed!”

Pet preservation an increasing trend

Pet preservation – including traditional taxidermy and freeze-drying - is also an increasing trend in the industry. Traditional taxidermy involves skinning the animal and putting the skin on a mannequin that has been prepared for it. This service is mainly for museums, hunters and collectors.

The increasingly more popular freeze-drying method is the actual animal being preserved without skinning it and any removal of flesh and bones in most cases. The preservation happens by removing the moisture in a controlled frozen state under vacuum.

Markus Michalowitz from Down Under Taxidermy and Hunting in Queensland has been a taxidermist for 20 years and

started offering freeze-drying about six years ago. This method of pet preservation has been around in the United States for over 30 years; however, it is relatively new to Australia, he explained.

“Pet owners are becoming more and more aware that this option is available and becoming more acceptable, especially with some taxidermy shows being aired on mainstream TV,” he said. “It’s like having a three-dimensional reminder of your pet instead of just a picture.”

As far as Mr Michalowitz is aware, he is the first and only freeze-dry business preserving pets as well as other small animals on the mainland of Australia.

“Freeze-drying is a more realistic and a lot less invasive method to preserve your pet, as well as cheaper than traditional taxidermy,” he explained. “With general taxidermy, the skin has to be taken off the animal and then a form has to be shaped to suit the pet. This is difficult and near impossible to get the features, like the face, looking like the pet used to.”

Pet preservation is not for everyone, a little creepy for some people in fact, but those who want to do it have their reasons.

“For some, it is because they are too old now to get another pet; they don’t want the pet to outlive them and then not have anywhere to go. Pet preservation still allows them to have their companion around to talk to and pat,” Mr Michalowitz explained. “Others want to preserve their pet so it can be buried with them when it is time for them to go. Others have trouble letting go and this allows them more time to slowly get used to the idea that their pet has passed away.”

And some people just like the idea of having their pet with them still, even if it is no longer alive, as it reminds them of the good times they had together.

“People who want to preserve their pets are not strange or weird – they just have a different way of looking at death and their pets,” he said. “People who think it’s strange are also not wrong for the way

they think as it is the way they look at the life of their pet. But sometimes they try to impose their opinion onto pet owners who want to preserve their pets and that is wrong, as we should not judge others for how they deal with the loss of their much-loved pet.”

Mr Michalowitz is also seeing an increasing demand for taxidermy, especially with pet owners, but seems not having industry standards is creating customer service nightmares with certain businesses that are not up to standard.



“There are now an increasing number of taxidermists, but most of them are amateurs doing taxidermy on the side, and some of their work leaves a lot to be desired,” he said. “I have had a number of people tell me stories of their pet looking nothing like it used to be or in some cases, the person doing the job just disappearing with the deposit!”

Nevertheless, Mr Michalowitz believes most people in the industry are honourable and do the right thing by their customers. “We take the upmost care with each pet we receive. The animal is treated with respect and dignity,” he said.

As a quality pet preservation business, Mr Michalowitz understands the importance of the animal to the individual.

“We also have to be councillors to some clients to help them get through their loss. So sometimes this involves long conversations and listening to the client as they speak about their pet, and being understanding and accommodation to their grief,” he stated. “Our past customers speak for our standards and results. It is a very rewarding job at times seeing the joy and thanks in pet owners’ eyes when they pick their pet up or the thank you emails and texts that we get when they receive the pet by mail.”

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- The future of pet preservation and aftercare industry as a whole looks promising, said Mr Michalowitz. However, developing industry standards would be beneficial for the industry as it would give pet owner some reassurance that the accredited business is doing the right thing in regard to the pet, he added.

New unique services and products in the marketplace

Nowadays, different pet memorial products are available to suit every pet owner's wishes to farewell and honour their pets. From padded pillow pet caskets, painted ceramic urns, photo plaques and heavy granite headstones to cemetery stones, memorial glass®, jewellery for hair or ash, and more.



In America, a new start-up called Rooted Pet is offering a new service that has been lacking in the pet aftercare space - composting dead pets. Letting kitty decompose in a mixture of organic matter uses less energy than firing up a cremation oven, requires less land than a graveyard and is a poignant, dust-to-dust type of process, the general manager Paul Tschetter stated.

Then there's Heart in Diamond Australia which creates genuine, certified laboratory-grown diamonds using the signature carbon taken from hair and ashes of people and pets.

"These unique diamonds are made to celebrate life's precious memories and become heirlooms passed on for generations to come," explained Bill Yeo, co-owner of the UK-based company. "Free from environmental harm and unethical labour or trade practices, the creation of a personal laboratory-grown Heart in Diamond is as pure and peaceful as the gems themselves."

Mr Yeo said the company services Australia and Singapore and is seeing a constant growth in 'pet diamonds'. "Pets make up about 20 percent of all their enquiries, and many of these calls are coming from veterinarians in response to customer enquiries. The majority of pet diamonds are .25 carat or under," he said. Mr Yeo sees a 'bright' future for the company in the pet memorial market as people are spending more on their pets and treating them like members of the family.

In an Australian first, RainbowPaws Memorials has enabled pet owners to create a lasting memorial by transforming their pet's cremated remains into new life through infusion into a living plant! Using organic science, an animal's cremated remains can support new life by converting ashes into nutrients that promote thriving growth in a chosen plant or tree, said Luke Roberts, the company's managing director.

"Untreated ash is damaging to the soil surrounding the delicate roots of plants, causing them to struggle to grow. RainbowPaw's unique process balances the alkaline and caustic aspects while releasing essential nutrients locked in the ashes to stimulate growth," he explained. "The technology used to transform pet cremated remains has been tried and tested with pleasing results. Trees under lab testing grew up to 30% faster and became stronger than non-treated trees."

The RainbowPaw's process continues the circle of life, passing a pet's energy into a tree, keeping memories alive for generations to come.

Western Australia-based Sweet Goodbye Pty Ltd also launched its unique and compassionate products at this year's Perth Royal Show, bringing comfort to those grieving and support to those disadvantaged and vulnerable. The company has international patents pending and registered designs for a range of unique biodegradable and transportable pet burial and farewell kits in a rainbow of colours.

"Our products are not only incredibly practical but also very beautiful, safe and comforting," explained Natalie Venosi, the managing director of Sweet Goodbye.

The company sources handmade wool felt from a Fair Trade certified supplier in earthquake damaged Kathmandu, which is individually hand-crafted into the unique 'Cloud' and 'Cocoon' flagship range through a rural family business development initiative in Bali. In addition to assisting these communities, the venture's ultimate 'greater good' goal is to raise funds for animal welfare and a minimum of 5% profits is committed to supporting organisations including Animals Asia and The Orangutan Project.

"Whatever an individual's personal or religious beliefs, the process of lovingly preparing their pet for cremation or burial is a true act of kindness," said Ms Venosi. "Veterinary staff can benefit from offering a more compassionate and functional range of 'tools' to help with the transition and ultimately ease some of the distress and pain for everyone involved. A vet's care and guidance during this difficult time is invaluable and the key is being prepared for when that time comes."

Having a Sweet Goodbye Kit can give pet owners peace of mind and a calming sense of purpose and focus for when that unbearable time arrives, she added.

Rise in home-based palliative care

What's also on the rise is home-based palliative care, including euthanasia - ending a life to relieve pain and suffering - which plays a vital role in 'setting the stage' for aftercare services. It's important to realise that palliative care/ euthanasia is not only a difficult experience for the pet owners but also the veterinarians who perform end-of-life procedures.

Veterinarian Dr Ari Ende from VETaround Sydney Mobile Vet Service provides patients with quality veterinary care in their own environment, which he says helps to reduce the stress often associated with trips to the vet clinic especially if the animal has a chronic and/or terminal illness. "People are typically telling me how hard the euthanasia of their pet is, and often semi-jokingly that it was harder than the death of their parent for example!" he said. "People are seeking ways of honouring their pets in their deaths in ways they would also treat their human family and in most cases really feel their pets deserve a loving, peaceful and stress-free death (euthanasia)."

Because animals are living much longer and for a lot longer with chronic disease, and with the increased 'value' of pets as members of the family, people want to continue supporting their pets at a much higher level. "As palliative/geriatric care is on the rise, consequently, quality of life assessments are being used a lot more often and need to be a lot more stringent and rigorous in their application," said Dr Ende.

The 'house call' vet receives regular requests for euthanasias or assessments of more elderly patients, and part of his service is offering quality of life assessments, and management of pain and cognitive/behavioural issues, which are essential in such patients.

"It can be very difficult for owners to objectively assess their pet's quality of mental and physical health, and consequently many elderly pets are suffering to some degree. Our goal is to try to minimise this as much as possible and to guide and educate people, and support them through these extremely difficult decisions," he said

"I'm very honest and up front with my clients and essentially give them the options available to them," he began to explain. "Firstly, we can do the euthanasia wherever they would like, so I let them choose the place in their home, often on the pet's bed or on laps or in the garden."

Dr Ende once had a client ask him to take two muscle samples from his rescue dog that had to be prepared fresh and in a special way, so that it could be sent to America where it would be kept in cryostorage pending breakthroughs in cloning. "I did this straight after the euthanasia with him helping me on his dead dog in his bedroom. It was quite an experience! He's one of my loveliest clients and obviously very devoted to his dogs, which he usually gets as surrendered pets," he said.

Interestingly, vet emotional health is also on the veterinary industry's radar as suicide rates are increasing along with industry burnout and other difficulties, explained Dr Ende. "The emotional impact on vets is very high from dealing with palliative care and euthanasia, and being the 'support' person through many of these experiences," he said.

“ People are seeking ways of honouring their pets in their deaths in ways they would also treat their human family.

How can we improve the end-of-life process to make it less stressful for pet owners and veterinarians alike?

"Improvements in managing euthanasia is always possible - more vets using sedation and acknowledging the imperative that the pets are 'stress free' and 'pain free'," he said. "Also, I think the most difficult part (of euthanasiation) in fact for many vets and nurses is managing the owner's emotions and handling the human family around this time. Much more can be done during training to teach and support this process, and in many vet hospitals much more can be done to manage the vets' emotional state following euthanasias or the deaths of patients they may have become close to. There is rarely any time or space set aside for vets and nurses to go to recover and acknowledge their own feelings."

Euthanasia not an easy decision to make

Internationally-known "Cat Vet" and feline veterinary behaviourist Dr Kim Kendall from Sydney's Chatswood Cat Palace also shared her experience euthanising cats. She considers being "the agent of release a privilege". "Many more animals than I care to think of have to travel the same road as people in their terminal stages. It's not pretty, but it is their karmic journey," she said. "Palliative care and assisting in the final stages, including euthanasia, is a growing field especially in the USA where there are franchises for 'pawspice' (the animal equivalent of hospice). I think it's very worthwhile to bring comfort to the animal and the owner in its own home." A veterinarian plays a very important role in guiding their clients in the decision-making process, but "cannot and should not take ownership of the pet's end of life. It is the owner's duty and emotional journey to dictate the path of terminal decline," she explained.

"I tell owners that once there is a terminal diagnosis, all the extra time is for the owner, NOT the animal, and they need to think about the fact that the animal is living every second of that terminal existence - good or bad. Euthanising

an animal - almost for any reason but certainly once a terminal state is reached - from a mature viewpoint, is humane."

Veterinarians need to encourage pet owners to think about their pet's end of life and discuss it with their family prior to actual euthanasia. "It is surprising how different the opinions are for people in the same family, so it does need discussion. It turns out a lot of mid-life grief can stem from unresolved pet death issues when the people were children," she said.

Veterinarians should not take ownership of an animal's end of life, as Dr Kendall advised, but what about for the aftercare process that follows? Often people find it too difficult to decide what they wish to do with their pet's body.

"Often, they don't really know what they can do," said Dr Ende. "I advise I can look after the body for them; take the pet away, organise cremation with or without having the ashes of their pet returned to them. This is the most commonly chosen option. The other option is to bury the body in their home, which some people also elect to do."

Vet training in aftercare industry important

Greencross Limited has instilled a successful self-regulated process across its large network of clinics to ensure staff and clients are supported through a pet's end of life stage.

"We have developed standards and guidelines and spent a lot of time invested in training staff in providing care and respect in the conversations that arise with pet owners," said Darren Maier, Greencross Chief Operating Officer of Vet Services. "We help our vet teams to understand the impact of pet loss on clients and how to have the right conversations with them. The training comes from years of experience in handling these situations. The more training we've done, the more we've built our own standards, expectations and guidelines in providing care and respect in the right way."

In 2013, Greencross acquired the Pet Cemetery and Crematorium in South East

Queensland for \$1.45 million to service both Greencross and non-Greencross clinics. According to a press release, the business was already well-established - having been in operation in the area for nearly 40 years - and is expected to deliver a revenue of \$1.31 million annually.

Greencross also has another crematorium in NSW servicing any clinic, he said, adding that Greencross clinics located in other states use independent local providers. The head of Greencross' veterinary services doesn't have real concerns for the future of the pet aftercare industry, as long as everyone in the industry upholds the respect and care that animals deserve, he said.

"Greencross takes pride in its client service processes. Our vets handle clients with the utmost care and respect. We have a business that supports the vets, which is what I'm most proud of," he said. "Our vets are passionate about making sure their clients are given the opportunity to say goodbye to their pets properly."

Mr Maier believes the industry will continue to grow and evolve, and be an important part of a pet's life. "Pet owners need to have the opportunity to grieve properly and in the right way. We need to ensure their experience is a good one at the hardest of times. We know if the pet owners have been able to say goodbye to their loved ones in a respectful and dignified way, they are more likely to be a pet owner again more quickly and once again experience the joy of pet ownership" he said.

Pet bereavement support for pet owners improving

When animal companions die, it's not uncommon for owners to never want to get another pet again, particularly if the loss of their previous pet was a traumatic experience and they did not receive proper guidance and support from the industry.

"Just as the human-animal bond is a key driver for acquiring an animal companion, it is also a significant reason why many non-owners don't currently have a pet, due to the grief they have experienced at the loss of a much-loved family member. This is why we put so much effort in ensuring the way we help our clients deal with the loss of their much-loved pets" said Mr Maier.

Pet bereavement counselling plays

an important role in helping grieving pet lovers to cope with the death of a cherished companion and, if they choose, open their heart once again to another animal. Unlike in the past, people nowadays are more comfortable with asking for support to deal with their grief, including from their veterinarian.

Pet bereavement was disenfranchised in the past, explained Dr David Foote, veterinarian, educator and counsellor in pet bereavement for nearly 20 years. Dr Foote specialises in the fields of grief over pet loss, stress management and wellbeing in veterinary professionals.

"I found that in the early days, people didn't approach their veterinarians and vets were also uncomfortable offering the (aftercare) service," he said. "Veterinarians saw their clients in early grief - the moment the animal died. The clients then walked out the door and the vets were often unaware of what their clients were going through afterwards. Clients then often felt uncomfortable and were reluctant to call their vet."

Today, there's more acknowledgement about the importance of pets and that grieving the loss of their companion animal is a real and difficult experience for a lot of people. Fortunately, the pet industry is supported by an increasing number of pet bereavement counsellors who play a vital role in helping people deal with loss in a healthy and positive way.

"Pet owners need to be able to grieve freely without being judged. Everybody's pet is special, and owners are special to their pets - it doesn't matter if someone else can see that or not," he said. "Having options to memorialise pets - to honour them and their uniqueness - means more range and scope to personalise the memorial and make a choice that is meaningful to them. This helps with a healthy grieving process, the way we do with humans."

Sadly, not many employers are supportive of employees who are grieving the loss of their beloved pet. "Employers willingly giving compassionate leave for pet bereavement is not common, so we do have a way to go," said Dr Foote. "There are kind employers who get it and others who are harshly dismissive. Many people just take time off as sick leave and remain discreet about the reason. Sometimes, people take bereavement leave and just



say there has been a death in the family - which is true."

Thinking about the current state and future of pet bereavement, Dr Foote believes it has improved a lot but there's still a way to go in public and professional awareness.

"It's all about education to help raise more awareness of pet bereavement, including all sectors of the pet industry and the very important role that pets play in our lives today," he said. It is clear the pet loss industry is booming, and pet owners have a lot of options with funeral services and memorial products, along with ongoing support to guide them through the hardest part of pet ownership.

However, the market is growing and changing with new business ideas, pets are living longer lives and increasingly as important members of the family - some considered surrogate children - and owners are demanding more and better from the industry.

As the saying goes, 'Old ways don't open new doors'. If pet end-of-life businesses share their industry knowledge, follow professional standards and guidelines and have ongoing opportunities for training and development, they will not only keep up with the changing trends and needs of pet owners but also help to keep wheel of life turning. ■

Pet Industry News would like to hear your thoughts about the pet loss industry. Please email bob@petnews.com.au

¹ www.rising-stars.com.au/Winner/Passing-Paws-Pet-Cremations

² www.innovation.wa.gov.au/opportunity/innovation-vouchers

³ www.iaopc.com/professionals

⁴ *Pet Ownership in Australia 2013, Animal Health Alliance 2013*

⁵ *Contribution of the Pet Care Industry to the Australian Economy - 7th Edition (2010)*

⁶ <https://goo.gl/etp5Fn>

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AusPet 2018 is scheduled for October 19-21 at the Gold Coast Convention & Exhibition Centre, and for the first time, will include the one day trade exhibition day (and conference) and the addition of two public days. The public days will incorporate grooming, information sessions, giveaways, reptile and aquatic displays, family focused activities and much more. This is a big move for PIAA, and an opportunity that we are very excited about.

With the changing retail landscape and an increasing need to connect suppliers, manufacturers and retailers with the growing pet-owning public, Auspet 2018 opens new doors for members, the industry and the consumer.

We have listened to input from our supporters, and the decision to go back to the Gold Coast and also open Auspet to the public, is part of our commitment to deliver members profitable opportunities, grow the PIAA's brand awareness and also offer relevant and cutting edge education initiatives.

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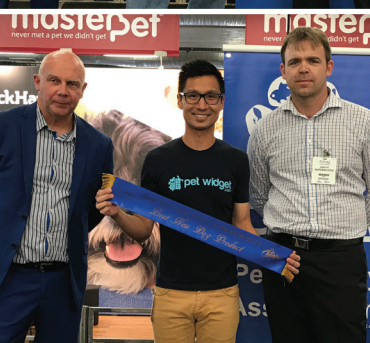
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Best new exhibitor

Dr Zoo

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Best aquaria display

Oz Aquarium Distributors



Bob Croucher



Davy Kong

The PIAA 2 major awards were presented at the PIAA Annual Dinner in conjunction with AusPet 2017 on Friday October 20.

The PIAA/Petplan Kevin Pakes Perpetual Achievement Award is awarded in recognition of service to and achievement in the Australian Pet Industry over the past 12 months.

The recipient of this year's award is Davy Kong from Kong's Australia. Kong's Australia was formed in 1991 and in 25 plus years has progressed to become a leading national distributor of aquarium and pet products under the "ONE" brand. The "ONE" motto is: "To be number 1 in every market we serve".

Davy Kong arrived in Australia in 1990 with a container of products and a vision. He began by selling stock from the back of his car to aquarium retailers around Sydney and through years of hard work and persistence, built the business to where it is today. Davy's vision is that the relationship between the company and its customers is of paramount importance. At every step, Kong's is engaged with its customers to meet their needs and evolve to the demands of the market.

Kong's continues to grow by meeting the needs of their customers with innovative quality products backed up by excellence in customer service. Petplan are proud sponsors of this award and send their congratulations to Davy Kong.

The PIAA/Bayer Pioneer Award is awarded for 20 plus years' association (with a high level of achievement) within the Australian Pet Industry, whilst retaining an active role.

The recipient of this year's award is Bob Croucher from Pet Industry News. Bob has a long standing career in the Pet Industry. He has managed retail pet shops in Sydney and has been the publisher of the trade magazine "Pet Industry News" since its inception in 1991. Bob was also a National Director of the PIAA for more than 8 years.

Bob is well versed in corporate governance issues, he has a wide view on national issues, is very well networked, a great marketer and brought experience and analysis to the Board team. During his period as director Bob was chairperson of the Reptile Committee successfully obtaining the rights to sell reptiles in NSW. He was also Chairperson of the PIAA Ethics Committee successfully resolving ethical problems through mediation. During the period of change within the Association Bob temporarily took the helm until a full time CEO was appointed.

Bayer Animal Health sponsored this award, which was presented to Bob by Lisa Wallace Bayer NSW Northern Area Manager. ■

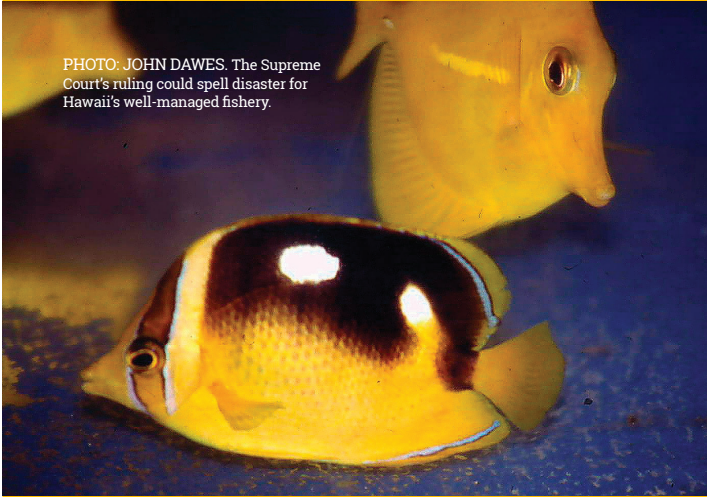


PHOTO: JOHN DAWES. The Supreme Court's ruling could spell disaster for Hawaii's well-managed fishery.

HAWAII'S SUPREME COURT ISSUES INJUNCTION AGAINST AQUARIUM FISH COLLECTING

Just a few months ago, we were encouraged to learn that Hawaii Governor David Ige had vetoed a Bill that would have led to the eventual demise of the State's marine ornamental fishery. We all breathed a collective sigh of relief at the time, since this decision allowed breathing space for several matters relating to the fishery to be addressed and, if necessary, refined.

This decision was seen as a significant one in favour of what is widely recognised as one of the best monitored and managed fisheries in the world. Even so, everyone in the industry knew that the decision represented a temporary lull in the ongoing campaign brought against the sector by persistent anti-trade lobbyists hell-bent on stopping the sustainable harvesting of marine fishes with unsubstantiated claims of over-harvesting and depletion of reef stocks.

Unfortunately, on 6 September, the move that many of us expected exploded upon us, but in an unexpected fashion. Quite unlike earlier rulings, this latest one came from the Hawaii Supreme Court stating that commercial marine ornamental fish collecting employing fine-meshed nets and traps is subject to the Hawaii Environmental Policy Act (HEPA) and that, consequently, the Department of Land and Natural Resources (DLNR) is required to carry out an environmental impact review before it can issue fish collecting permits. It therefore informed the lower courts that it was issuing an injunction halting the collection of reef fish for aquaria until the review is carried out.

It does not indicate when the halt will come into effect, though. Nonetheless, we already know that the DLNR has ceased issuing new fishing permits and that it will not be renewing existing permits once they expire. They, like everyone else, keenly await the outcome of this latest move against the industry.

Quite how long or extensive the environmental review demanded by the ruling will be remains to be seen, but it could take many months to complete. It will not, however, have to be applied to every fishing permit, but to the overall activity of aquarium fish collection, a somewhat less severe requirement.

The Supreme Court's decision is, clearly, a victory – however temporary it may turn out to be – for the anti-trade lobby. In the words of attorney Paul Achitoff, the plaintiffs' representative, "It certainly is the biggest step forward in getting a handle on this industry, which has been virtually unregulated." Many will undoubtedly dispute this statement, and with justification, since Hawaii's marine sector is very well managed. Similar objections will be raised to other statements being made in support of the ruling such as, "Maybe now people will begin to realize that people are loving these beautiful fish to death." (Myoko Sakashita).

Despite the undoubted alarm that is felt throughout the industry right now, I think that virtually everyone who trades in Hawaii aquarium fish believes that some workable solution will be found. It seems unthinkable that the Hawaii fishery will be closed down permanently when there's no detailed evidence demonstrating that it is either unsustainable or unethical. Therefore, the optimists within the industry eagerly await a positive outcome from the environmental impact review that is being carried out. At the back of our minds, though, we all harbour the fear and knowledge that, far too often, reason and commonsense end up being sacrificed in the face of unrelenting, poorly researched campaigns.

As expected, PIJAC is currently working closely with Hawaii's fish collectors to overturn the ruling, and is collaborating with the DLNR on the environmental impact survey. Obviously, all this activity demands funds, so it's encouraging to learn that, as I write, generous donations have been received from various industry players, conscious of the fact that there is a lot to lose, especially when a whole industry could be permanently closed down without substantiated evidence against it. We await further news with bated breath! ■

GREYHOUND RESCUE - BRING YOUR TEAM OF VOLUNTEERS AND GET SOME GREYHOUND LOVE

Employees and managers in the pet industry who want to volunteer with animal rescue have a wide choice. In the last year, Bunnings, Deloitte, BBC Worldwide and Pymble Ladies College chose Sydney's Greyhound Rescue.

Sue Bradshaw, Greyhound Rescue Secretary, said companies do all kinds of jobs when they visit the charity's western Sydney kennels as corporate volunteers.

"They also have a great time and team spirit really flourishes. We work with each group as to what would suit them best in the time they have available. Those interested in corporate volunteering should get in touch via our website," she said.

Deloitte's Impact Day – when its people come together to make a difference in their local communities – saw its Sydney valuation team choose to work with greyhounds.

"The team did great work despite 40 degree heat. They fixed doors, mowed, whipper-snipped, weeded and cleaned up. They also secured our main gates using an innovative solution. Now, getting a car through the gates in windy weather is easy," said Sue.

Bunnings' Rouse Hill team also braved high temperatures in February to give greyhounds vital shade in their long, individual runs. "The work involved removing old shade cloth, cutting new cloth for each run, installing the cloth over each run, as well as running wire cable underneath the cloth for support. Bunnings provide materials free of charge," said Sue.

Sue said BBC Worldwide was the third company to help out, with the first working bee actually taking place during National Volunteer Week 2017 (8-13 May). This was part of BBC Worldwide's global initiative Team Worldwide, which supports local communities through volunteering.

Over two separate days, BBC Worldwide fielded more than 20 volunteers who did a wide range of jobs, including dismantling a large number of fences and dog runs.

"These facilities had to be broken down so they could be moved to a new location and recycled. Greyhound Rescue is in the process of relocating its kennels, so this help came just in the nick of time. I don't know what we would have done without this timely help from so many people at BBC Worldwide," said Sue.

She said about 15 students from Pymble Ladies College volunteered in July, as part of their Service Learning Delivery program. "The girls walked and socialised our greys, cleaning out runs, bathing the dogs, mowing the grass and cleaning up two old dog trailers so they can be recycled" said Sue."

She said Greyhound Rescue gets great feedback from the companies and employees that choose to volunteer with the no-kill rescue, founded in 2009 by Janet Flann.

"Many people have heard about the plight of greyhounds, but haven't had the chance to meet these wonderful dogs. Volunteers are always charmed and delighted by the greys," said Sue.

She said greyhounds make great pets for all ages: "They are gentle 70-km per hour couch potatoes. We have many wonderful greyhounds being cared for in our kennels. They need permanent homes or fostering in temporary homes. ■

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LOVE AND HATE AND EVERYTHING IN BETWEEN

As a child, I took comfort in being surrounded by animals, generally cats but as I grew, I began accumulating quite the menagerie in our two-bedroom city apartment.

Due to my shy disposition and ability to make myself seem invisible at school and other events I wasn't very good at making human friends. Instead, I spent most every waking hour outside of school with my animal companions.

Volunteering my every weekend and school holidays at the local pet store to clean out the small animal cages and clean the fish tanks were some of the best years of my life.

It was the cats and mice, ducks and guinea pigs, dogs and injured pigeons who occupied my space and time as a child. I would talk to them, read to them, dress them up and snuggle with them before falling asleep at night. I would write them letters and draw pictures for them. This was my normal and up until recently, I thought most kids treated their animals with this kind of affection (or for a better word, madness).

It seems my affiliation for animals passed on to my daughter, who is now 8. In our home we have one large dog, two cats and two chickens. She spends hours playing with them, just as I used to do. Her detailed drawings always incorporate animals of some kind and if she is away from home, it's generally the animals she asks after rather than the humans of the household. She has over 300 animal gifs downloaded to her phone and is constantly making cutesy sounds when she sees animals in books or on the television.

Then there are the children who don't really pay animals much mind, like my partners 7 year old son. He's been surrounded by

animals all his life, but tells me quite openly that he'd prefer an Xbox over a fluffy kitten, or a robot over a dog.

There have been mornings where he's jumped into our bed and manoeuvred his legs into helicopter blades in aim of our sleeping cats head. Other times I've walked into the lounge room and his hands have been around the cats neck only to explain that he was petting her. He's a passionate and spirited child, with a deep connection to computer games and keeping active. It's not that he doesn't love the animals, I figure it's just that he doesn't really need them. He is content enough within himself without the need for animal affection.

Noticing the contrast between these two children got me thinking; What is it that distinguishes an animal lover from an animal hater, or from someone who feels ambivalent or indifferent toward them?

I have friends who cower in the corner if there is a dog in the room, or become extremely puzzled and confused as to why the cat has jumped onto their lap. Others simply avoid coming to visit because of the anxiety involved in seeing a dog resting on our couch. Some of those people never had exposure to animals as a child, it is not even that they were taught to be afraid of them; it was just that they were never taught to adore them.

Some of them have little feeling for the environment or natural world, therefore pets are of little importance to them. Fear plays a huge role for some people and their relationship with animals. Whether they have had a terrifying experience with a dog or other animal, it can be difficult to let that go. And some people just aren't interested.

However, there is not a day that goes by when I do not take comfort in my animal companions. Whether it be nestling with my cat on the couch at the end of the day, bushwalking with my dog or feeding the chickens and having a bit of a yarn with them. In all of their innocence they bring a deep sense of peace, laughter and companionship to those of us who adore them. ■

2018 CALENDAR OF EVENTS

EXPOZOO 2018 - 21th Edition – France

13th to 14th January 2018
Paris Porte de Versailles, Paris
www.expozoo.com

Global Pet Expo – USA

21st to 23rd March 2018
Orlando, Florida
www.globalpetexpo.org/index.html

International Pet Industry Fair 2018(CPF2018) - China 4th Guangzhou International Aquarium Show (GIAS2018) - China

23rd to 25th March 2018
Guangzhou International Sourcing Center, Guangzhou, China
CPF2018: www.chinapetfair.com/index.php?lang=en
GIAS2018: www.fishgz.com/index.php?lang=en

Interpet, Asia Pacific - Japan

29th March to 1st April 2018
Tokyo Big Sight, East Hall 1, 2, 3
www.interpets.jp

Interzoo 2018 - Germany

8th to 11th May 2018
Nürnberg Messe, Nürnberg, Germany
www.interzoo.com

SuperZoo 2018 – USA

26th to 28th June 2018
Mandalay Bay, Las Vegas. NV USA
www.superzoo.org

Aquarma 2018 – China

22nd to 25th August 2018
Shanghai New International Expo Centre, Shanghai, China
www.aquarama.com.cn

Pet Fair Asia 2018 – China

22nd to 26th August 2018
Shanghai New International Expo Centre, Shanghai, China
www.petfairasia.com

Aqua Terra Show – Ukraine

31st August to 2nd September 2018
Exhibition Centre ACCO International
40-b Peremoga Ave Kyiv, Ukraine
www.aquaterrashow.com.ua/en/

CIPS – China

27th to 30th September 2018
China Import & Export Fair Complex Guangzhou
www.en.cipscom.com

IIPTF India International Pet Trade Fair – India

November 2018
NSIC Exhibition Center, New Delhi. India
www.iiptf.com

2020

Interzoo 2020 - Germany

19th to 22th May 2020
Nürnberg Messe, Nürnberg, Germany
www.interzoo.com

DISCLAIMER - please note: the information contained in this section is based on information provided by various event organisers and is as correct as possible at the time of going to print. Responsibility for the accuracy of the information or content of information sources lies with event organisers. PIN accepts no liability for incorrect information published in this Calendar of Events.

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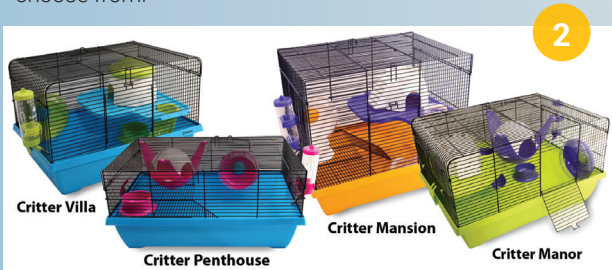


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3. WANPY - RAWHIDE DUMBBELLS WITH DUCK AND CHICKEN WRAP

All-time favourite treats supplier Wanpy - certified by health authorities in over 40 different countries, have added some new items bound to become favourites. The long Chew Rawhide Dumbbell sticks with either Chicken or Duck wrap on each end, are joined by the popular Calcium Bones with Chicken Wrap. All three items are available in 100 gm bags.



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"Illegal wildlife trade is a serious crime that gives the responsible pet industry a bad name." So says Ornamental Fish International (OFI), the worldwide trade organisation for the ornamental aquatic industry, in the wake of a major seizure of illegal fish made at Manaus (Amazonas) Airport on 14 October, 2017.



Exporters from India, Sri Lanka, Malaysia, Philippines, Singapore loot and sell millions of marine animals with impunity

While OFI, as well as all the other trade organisations throughout the world, from the PIAA, to PIJAC, to AEDPAC (Spanish Pet Trade Organisation), to SAFEA (Singapore Aquarium Fish Exporters' Association), to the FTFFA (Florida Tropical Fish Farmers' Association) and the rest, vigorously condemn such practices, there's no denying that it still occurs. The sad thing is that every time a seizure is made, it reflects negatively on what is an industry that, apart from notable exceptions such as these, is pretty clean and plays to the rules.

The latest seizure, which is the largest one on record in terms of the number of Amazonian species involved (seven), is no exception and, like most of its predecessors over the years, makes headlines because of the high-profile (and high-priced) species involved. In this instance, the fish in question are numerous zebra plecos (*Hypancistrus zebra*), some freshwater stingrays and other plecos (sucker-mouthed catfish), among them, two as-yet undescribed species. Of course, the fact that these two species are undescribed doesn't necessarily make them rare or illegal within the trade. What makes them illegal in this particular instance is that the two men who were arrested were trying to smuggle the fish out of Brazil.

It is the zebra plecos, though, that were the major cause for concern (other than for the illegality of the attempt to take the fish out of the country). The reason is that this spectacular fish has been driven out of most of its natural habitat in the Rio Xingu by the construction of the controversial Belo Monte dam, which is now about 50% completed. Even now, the wild population of *H. zebra* is being squeezed hard, but this is nothing compared to what will happen once the dam nears completion. Basically, the species

is expected to disappear altogether from its home waters, or become so restricted as to make its future survival most unlikely in the wild.

Such is the level of concern for this small catfish that, following an official request from Brazil, CITES listed it on Appendix III with effect from 3 January, 2017, alongside several South American freshwater stingrays. This makes the zebra pleco and these stingrays the first ornamental fish species ever to be listed on this Appendix. While such listing does not prohibit trade, or carry the same stringent documentation demands required for Appendix I or II species, it does bring in certain controls on trade.

The Appendix III listing by Brazil is widely believed to represent an effort to combat smuggling of zebra plecos from its waters via neighbouring countries and onto the world market.

However, there is no way of knowing how effective or otherwise this move is proving to be, since we are only made aware that zebra smuggling is actually occurring when a consignment is intercepted, such as this latest one. So, for all we know, Appendix III listing might, indeed, be preventing or restricting attempts to smuggle the fish... or are we seeing the tip of a much bigger, hidden-from-view iceberg?

In the video that accompanied the press report on the seizure on the AquaA3 website (www.aquaa3.com.br), I counted over 50 zebra plecos. Bearing in mind that the image did not appear to include the whole of the container into which the fish had been transferred by the authorities, or show if there was another similar container with more fish, it would seem reasonable to conclude that there were more than just these zebras among the 672 specimens seized.

But... let's assume that there were 55 specimens. With individual fish retailing at several hundred US\$ dollars each (say, US\$300) in the US, we are looking at around US\$16,500 for this little haul! If there were more than 55 specimens, then... you can do the arithmetic yourselves! Whichever way we look at it (and not forgetting that the total seizure came to 672 fish), this single illegal consignment could have netted the perpetrators quite a handsome pay packet.

In closing, it would be relevant to mention that the zebra pleco is currently being bred in captivity in Asia.

We don't know too much, either about the exact locations of these breeding establishments, or how many fish they are producing. Nonetheless, if the zebra pleco story has a (limited) silver lining, despite the awful prospect that it may soon be wiped out in the wild by the Belo Monte dam, we can perhaps draw a little comfort from knowing that the species, as such, is likely to survive.

It may not do so in the natural surroundings in which it should be swimming and breeding, but, at least, it is not likely to become extinct in the foreseeable future. A crumb of comfort, but a valuable crumb nonetheless. ■

PHOTO: BIRGOR A (WICKIMEDIA COMMONS – GNU FREE DOCUMENTATION LICENCE)

Juvenile *Hypancistrus zebra* specimen exhibiting the attractive markings that make this such a desirable species.



CARP VIRUS

(CY-HV3)

The NCCP (National Carp Control Plan) held a public meeting at Penrith Panthers Club on 23rd November 2017, 6pm to 8pm. Norm Halliwell, author and expert in his field attended this meeting and the following is his report.

Meeting open late at 6:20pm instead of 6:00pm. About 25 people attended including myself, Rob Minnet from the Koi Society of NSW.

The main discussion was from Matt Barwick, national co-ordinator of NCCP which lasted about 30 minutes, where he outlined what the NCCP were proposing to do with the release of the Carp virus (CY-HV3) into the Murray-Darling river system and its tributaries, as well as impoundments all around Australia.

Once the Carp virus is released the NCCP through Matt Barwick et al certainly have an enormous task on their collective hands to remove all carp from our waterways to say the least. NCCP are holding 82 events all around Australia and in most states of Australia in order to inform as many people as possible as to what they will be trying to do with releasing this highly virulent and pathogenic virus to our waterways.

They intend to form a cost/benefit analysis of whether they go ahead with this process, and (to my way of thinking they will find a way of doing this). In the 1920's NCCP stated that in one hour fishing around Echuca in Victoria a fisherman would catch 18/20 kilos of native fish. One cannot this amount of native fish in a whole week's fishing in the same place right now due to the presence of carp. A sad state of affairs I must admit.

NCCP stated that this virus will not replicate in any other species of fish other than carp, so there is no cause for concern for other native and non-native species (Trout etc). This virus is a Herpes virus that has a single host species and they are Carp (cyprinus carpio) which unfortunately is also the same genus and species for our common Koi species.

We were shown photos off how damaging the rabbit populations have caused to our environment before the release of Myxomatosis virus and then the Calici virus to control their

populations. These two viruses have shrunk the rabbit population by 98%, from 10 billion rabbits to around 100 million today. In 1929 rabbit hunting was a single largest employer of people, but they got behind the removal of rabbits and their homes due to the recognised damage they were doing.

NCCP definitely need to know how many tonnes of carp will they be dealing with, and what damage will be done if release of this virus is approved, so will need to be able to predict the outcomes of their collective actions through some sophisticated computer modelling by some of the best people from various Universities around Australia as well as choosing the best methods for clean-up techniques based on overseas experiences.

NCCP will want to know "is the virus release viable" and "if so, how to go forward with this release, and when". NCCP will want to know "what will happen to water quality if this very virulent and pathogenic virus is released"

Once the Carp virus is released, and the dead and moribund carp are removed from where the NCCP are working, a restocking program would possibly be undertaken to replace these waterways with native species eg, Cod, Perch and Bass to name a few into those places, to replenish those areas with native species.

At the beginning of these discussions Mr Barwick "hailed his colours to the mast". By saying from 5 years of age he hated carp and wanted to make it his long-term goal to clean out carp from the waterways. So, you can see where he is coming from right now!! Presently Carp are represented in over one billion square kilometres of Australian waterways and NCCP say carp represent 80-93% of the biomass of most waterways where they are present. I myself, feel these figures are a little over-inflated to say the least!!

The Carp virus is already in Australia otherwise they would not have been able to carry out the enormous test work they have done, on this highly pathogenic virus, and it is situated in CSIRO laboratories in Geelong, Victoria, where Ebola, HIV and other very virulent viruses are currently being kept. I asked this question so as to ascertain if it was being held securely and no accidental release could occur, like it did with the Avian Flu and the Calici virus that were prematurely released from supposedly secure premises in the past.

It was stated that the NCCP was a process, and not yet a foregone conclusion. It was also stated that the NCCP did not have:

1. The funds to release this virus yet
2. Do not have the funds to arrange for the clean-up of tonnes and tonnes of carp that this virus will create
3. Do not have approval to do this as yet

The NCCP have been given a \$15 million grant in May 2016 to do the necessary research to determine if this virus will be released. The decision on this process will probably come into effect by December 2018.

It was stated by the NCCP that the carp virus is most effective against carp at the optimum concentration between 15-28 degrees Celsius which causes 100% mortality in lab tests and at lower and higher temperature levels the mortality is a great deal lower (64%). When NCCP injected carp with the virus, all carp died at day 6, and when NCCP bathed carp in water with the virus 97% of carp died at day 8. However, it was pointed out that in the confines of a laboratory this will give a false reading, as a number will survive, and those that do will become "carriers" of this virus to which NCCP reluctantly agree this may happen. In such instances NCCP stated heavier doses of the carp virus would need to be carried out to cause heavier than normal mortalities, just like it did

with the Calici virus in rabbits.

I asked NCCP what steps have been taken to prevent aquaculturalists and land owners from releasing infected carp from areas where NCCP are working and placing them into farm dams and rivers closer to their homes, and in doing so, spread this virus exponentially around Australia, that will cause far more outbreaks than anticipated and that the authorities will not be able to cope with this heavier clean-up. After a long pause, the NCCP stated that once all the facts are known about this carp virus, and regulations and compliance orders were put in place, what person would want to be known as the person who spread this carp virus. Mr Barwick stated there were two types of people that would do this and they are:

1. Anarchists, and
2. Those people wanting to help spread the virus to kill off carp in their area.

I stated that this was your OPINION but certainly not mine!! I stated that you are all dreaming, if you do not feel that this would occur, as this has happened in the past with fish species, and why would this NOT OCCUR with this carp virus from being spread around by people?? They had no answer to this other than to say in their opinion that it will not happen! Boy, are they going to be very disappointed by their actions!!

The carp virus is said to be in 33 Countries worldwide and according the NCCP no epidemics/pandemics have occurred with this virus worldwide to date. This is not to say, that the actions of NCCP will not cause this to happen, as no country has every taken on such an enormous strategy/task as this, especially in a country as large as Australia with it's one billion square kilometres of affected waterways, if you believe their figures!!

I brought up the very important aspect of the spread of this carp virus exponentially around Australia by "migratory birds" on their collective feet, feathers and in their faeces and the NCCP felt that this scenario to be very remote. I stated that migratory birds spread the West Nile virus all around Africa that killed 62 people, so do not tell ME that this is a remote chance as there are numerous papers in the written literature to prove otherwise with many more instances being documented almost daily.

It was asked what would happen in large scale water impoundments like Warragamba Dam, Nepean Dam, Prospect Reservoirs etc, that have carp in them and they feed water for human consumption. What will happen with heavily polluted water from these places that could possibly affect the human population from your actions into water courses fit for human consumption. NCCP stated that the polluted water supply would not become a concern for human consumption as this virus does not affect humans, so no problems would occur here, end of discussion. What the perception on people's minds would be when these waterways are SHOWN to be heavily polluted, is anyone's guess??

It was asked by someone as to what compensation would be forthcoming to Koi establishments for the "sudden" kill off of prized Koi specimens by this carp virus getting into their breeding establishment. Mr Barwick stated that there would be no need for compensation, as long as such premises were properly protected from any chance of this virus getting into their ponds, and that it would be up to Koi establishments to put in the necessary steps to prevent this scenario from occurring. No financial assistance will be entertained to Koi establishments owners to get their premises in order to prevent any such mishaps. Mr Barwick stated this had not occurred in Japan where this carp virus

is present in just about all rivers/waterways, so why should it happen here in Australia!! No further discussion was had here.

I stated to the NCCP that there is currently no business in place in Australia, that has the necessary equipment, personal, or expertise in removing all the dead and moribund carp from places NCCP will be infecting with this virus, and in some places it will affect tonnes of carp bodies, not to mention the hundreds of thousands of dead carp on the bottom of rivers and impoundments, as well, NCCP has not been able to answer fully and succinctly that other native and non-native fish species, that will be present alongside the carp, that will begin dying quickly due to lack of oxygen levels in heavily infested areas by your introduction of this virus. NCCP stated that businesses would have to be approached or found that could do this clean-up, and they realise there are too few businesses capable of doing this massive work right now. NCCP stated that if (a little word with a big meaning), they did correct dosage rates on waterways and impoundments etc, there not be a need for other species to die due to lack of oxygen levels. Tests in laboratories are ongoing on this very important issue to try and resolve it. I stated to them that they were totally dreaming if they think this will not occur!!

The time frame from when you witness results of NCCP introducing this virus to a site would be approximately 3 days from commencement of infected species, of carp virus "dumped" into waterway. After 3 days bodies would begin to float all over the place ready to be removed by NCCP and their cohorts by their tonnes, to which I stated that once you move onto the next place of infection, that approximately one week later the first place will have hundreds of thousands of more floating carp from the ones that would have been lying on the bottom of that site, and this again, will occur every spring. It seems that this has not been seriously been into consideration. The NCCP stated they are doing more and more laboratory tests to find a better and more appropriate way of handling this aspect. No further discussion was had on this matter. Typical!

NCCP stated that once all dead and moribund carp had been removed from places they would be working, the virus would soon die off in 3-4 days. I stated to them that not all carp will be killed off, particularly the big and older ones of 5 years or more, and there are millions of them, as they will be survivors and become "carriers" of the virus that will continue and breed for many years to come and in doing so create "virus free carp specimens" which will be resistance to this carp virus. NCCP felt that this would not occur as they will be adding heavier doses of the carp virus to clear out all carp from the waterways/impoundment site.

I said "GOOD LUCK". There was no documented proof supplied to any of us to show this scenario will not occur.

It was stated that this virus can be easily spread on fish nets moved around Australia by NCCP et al, and NCCP again stated that this possibility in practical terms, but extremely unlikely in their NCCP operations, as they will be extremely diligent in their tasks.

Another aspect of Carp in NSW is that any carp caught by line on a catch and release program is quite acceptable to NSW Fisheries to be released back where it came from. I was always under the distinct impression that once a carp was caught, it was not to be released back into the wild. It would appear that the right hand does not know what the left hand is doing when it comes to capture and release of carp in our waterways, and this is sanctioned by authorities. How this change by Fisheries occurred, I have no idea!

Meeting closed at 8:30pm ■

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CEO REPORT

Mark Fraser

Advocacy

PIAA has ramped up recent advocacy efforts in VIC in light of the amended proposals to the Puppy Farm Bill that will actually have a negative effect on animal welfare rather than improve it. PIAA fully supports the move to stamp out puppy farms, but wants any relevant decisions founded on welfare and scientific evidence as opposed to unsubstantiated political promises.

PIAA members have recently received a PIAA flyer outlining the VIC Governments' revised plans to remove the sale of puppies and kittens from pets stores and impose a ten fertile dog limit on all breeders. Whilst this is a Victorian matter, if pushed through, there is no doubt that it will be considered in other states. The flow on effect for all other sectors will also be drastic if this happens.

The amended proposals have already been discussed in the Lower House and will go before the Upper House on December 12. We urge all PIAA members, particularly those in VIC, to contact their local members and express your concerns in relation to these rash proposals. For more information or to obtain a copy of our position statement, please do not hesitate to contact the PIAA office. We need to continue to be pro-active.

In the coming weeks I will be heading back to WA where PIAA has a seat at the table of the Stop Puppy Farming Implementation Working Group. Topics for discussion include breeder registration, compulsory desexing and conversion of all puppy-selling retail stores into rehoming centres. PIAA supports the first two of these points, but will be strongly contesting the latter point.

We have also been doing the rounds visiting key NSW political parties and cross benchers. With a 2018 election looming, we need to ensure that animal welfare is top of the agenda for all political parties and that the findings of the 2015 NSW parliamentary enquiry are implemented and upheld. I recently met with NSW shadow Minister for Primary industries Mick Veitch and we will be meeting with the Niall Blair, Minister for Primary industries just before we close for Christmas break.

PIAA attended a stakeholder forum in Sydney last week to discuss changes to POCTA (prevention of cruelty to animals Act). Along with other stakeholders including AVA, Dogs NSW, Cat Protection Society, Working dog representative groups, the focus was on breeding and pet shops, with the aim to ensure that best practice prevailed.

With the new year rapidly approaching, our educational focus is on delivering bigger and better learning opportunities for our members in 2018. Auspet 2018 - Industry Trade Show and Conference &

Public Reptile, Aquatics and Pet Expo is scheduled for October 19-21 at the Gold Coast Convention & Exhibition Centre, and for the first time, will include the one day trade exhibition day (and conference) and the addition of two public days. The public days will incorporate grooming, information sessions, giveaways, reptile and aquatic displays, family focused activities, market stalls and much more. This is a big move for PIAA, and an opportunity that we are very excited about. Expressions of interest from exhibitors and sponsors are now welcome. Please contact Linda at events@piaa.net.au

With the changing retail landscape and an increasing need to connect suppliers, manufacturers and retailers with the ever-growing pet-owning public, Auspet 2018 opens new doors for members, the industry and the consumer.

We have listened to input from our supporters, and the decision to go back to the Gold Coast and also open Auspet to the public, is part of our commitment to deliver members profitable opportunities, grow the PIAA's brand awareness and also offer relevant and cutting edge education initiatives.

The weekend of Auspet 2018 coincides with the GC 600 Supercars event, being held a little further north at Surfers Paradise. This is another great reason to head north in October. Bring the family. Drop into Auspet. Soak up some quality Queensland sun. Visit the theme parks. Experience the GC 600 Supercars. Book early! More Auspet 2018 information early in the new year.

Our annual Ausgroom conference will be held at Hawkesbury Race Club, Clarendon, Sydney on June 16-19. Ausgroom 2018 will encompass two days of business and grooming conference sessions and two days of compelling competitions. Lock in the dates.

Ausboard is locked in for August 2018, with this year's offering to be held at the beautiful Hunter Valley in NSW. The Conference will include facility tours, wine tastings, excellent business streams, dinner and plenty of networking opportunities. Thank you to all members who responded to the recent AusBoard survey.

The PIAA Pet First Aid courses will roll out across the country in May, July and October. We welcome queries from members wanting to host a course at their premises over the coming year. Contact Kathy on membership@piaa.net.au to find out more.

A big thank you to our members, PIAA staff, Board of Directors, corporate sponsors, supporters and partners. 2017 has been an exhausting but productive year. For a small team with big plans, we seem to be making some strong inroads. We look forward to a productive and profitable 2018. ■

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 Ph: 1300 363 765 Fax: 1300 365 953
 Email: sales@ipetz.com.au Web: www.ipetz.com.au
 iPetz stocks and distributes some well-known quality brands including URS Reptile accessories, Cat's Best OcoPlus organic cat litter, Chispi small animal substrate, Microclimate thermostats and Carefresh Pet Bedding. Additionally, iPetz stocks a range of Australian made galvanised poultry and bird feeders & drinkers, a range of flat packet kennels and hutches, dog & cat collars and leads, dog & cat toys, aquarium & terrarium ornaments plus all your specialist reptile needs.



Kong's (Aust.) Pty Limited
 97 Williamson Road, Ingleburn 2565
 Ph: 1300 883 188 Fax: 1800 888 433
 Int'l Ph: +61 2 8796 5188 Fax: +61 2 8796 5199
 Email: info@kongs.com.au Web: www.kongs.com.au www.aquaone.com.au www.reptileone.com.au www.petone.com.au www.avione.com.au www.pondone.com.au
 Specialties: Comprehensive range of Aquarium, Reptile, Bird, Dog, Cat, Small Animal & Pond products. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.



Macropet Distribution
 154 Francisco Street, Belmont WA 6104
 Ph: (08) 9425 5215 Fax: (08) 6424 8783 National Ph: 1300 361 131
 Email: sales@macropet.com.au Web: www.macropet.com.au
 Agency: ZwiPeak, Prime 100, Dr B's BARF, Organic Paws, K9 Natural, Banaban. Australian and New Zealand distributor of natural and premium pet foods and quality pet care products.



Masterpet
 PO Box 887, Narellan, NSW 2567
 Contact: Masterpet Customer Care Ph: 1300 651 111 Fax: 1300 652 222
 Email: customer.service@masterpet.com.au Web: www.masterpet.com.au
 Specialties: Black Hawk, Yours Drooly, Blue Planet, Trouble & Trix, Vitapet, Aristopet, Joy, SERA, Kurgo, Pet Mate, Ferplast.
 Australia's oldest and largest pet supply distributor (1923)



MGA-Pet Industry Business Insurance
 176 Fullarton Road, DULWICH, SA 5065
 Ph: 1800 066 900 Fax: (08) 8113 2274 Contact: Ken Barker 0418 993 535
 Supply all states
 Email: petindustry@mga.com Web: www.mga.com/petindustry
 Pet Business Insurance Retail, Groomers, Walkers, Minders, Boarding, Pet Hotels, Monthly Payments (no extra cost).



Pet Pacific Pty Ltd

South Australia and Alice Springs
 Contact: Lee Luxton Mobile: 0427 311 600
 Email: petpacific@petpacific.com.au Web: www.petpacific.com.au
 Specialities: Australia's premier distributor to the pet industry - full range of pet supplies. Main Agencies: Rolf C Hagen Inc., Fauna International, Juwel, Mars Fishcare Inc, Penn Plax, Pet Mate, Red Sea, Sergeants, Teco, Wanpy, Zoo Med.



protect. teach. love.
 1b-109 Upton Street Bundall Qld 4217
 Ph: 1800 786 608 Fax: (07) 5574 2436 Contact name: Jamie Hildebrand
 Web: www.petsafe.com/AU Email: aus-sales@petsafe.net
 Categories include:
 • Containment Systems • Training Systems
 • Bark Control • Pet Doors
 • Health & Wellness • Play & Challenge
 • Waste Management • SportDOG® Brand



Premier Pet & Bay Fish
 33 Magnesium Street, Narangba QLD 5040
 Phone: (07) 3385 8500 Fax: (07) 3203 2100
 Web: www.premierpet.com.au
 Email: info@premierpet.com.au
 Agent for EHEIM, Trixie, Kong, Seachem, Aquatopia, Pro Pac Ultimates & Earthborn Holistic
 Aquatic Bird Cat Dog Reptile Small Animal
 Exclusive Australian Distributor of the worlds leading brands
 AQUATOPIA EHEIM HAILEA PRO PAC TRIXIE SEACHEM KONG PREMIER PET



Rosman Agencies
 196 Abernethy Road, Belmont WA 6104
 Ph: (08) 9477 4435 Fax: (08) 9479 7441
 Email: info@rosmans.com.au Web: www.rosmans.com.au
 Specialities: Royal Canin, Hills Science Diet, Eukanuba, Iams, Eagle Pack, Holistic, Wahl, Oster, Blackmores, Troy, Fido's. Fashionable bedding, quality cat scratchers, cages and other pet & equestrian goods

Spectrum Brands

Spectrum Brands Australia Pty Ltd
 11 Chifley Drive | Mentone VIC 3194
 Ph: 1300 669 566
 Email: custservedi@spectrumbrands.com.au
 Web: www.spectrumbrands.com.au
 Spectrum Brands Australia Pty Ltd is proud to supply Australian and New Zealand Pet retailers with innovative and best-in-class brands **FURminator®**, **Nature's Miracle®**, **Tetra®**, **Dingo®** and **Jungle Talk®**. Please contact us for all enquiries and orders.



Therian
 animal care solutions
 4/26 Commercial Drive, Ashmore, QLD, 4214
 Postal: PO Box 264, Ashmore, QLD, 4212
 Ph: (+61 7) 5657 6777 Fax: (+61 7) 5657 6788
 Email: info@therian.com.au Web: www.therian.com.au
 Specialities: Boutique Architectural firm specialising in the design of Pet Resorts, Doggy Day Care and other animal care facilities nation-wide. Exclusive Distributor of Mason Animal Enclosures, Exclusive Therian Cat Condos, Kuranda Dog Beds and VSSI Veterinary Equipment throughout Australia and New Zealand. View our products and services online at www.therian.com.au by clicking on the orange catalogue.

WESTERN AUSTRALIA



ABS Technologies
 4 Crompton Rd, PO Box 770, Littlehampton SA 5250
 Ph: (08) 8398 5560 Fax: (08) 8398 5561
 Email: enquiries@abs-technologies.com.au
 Web: www.abs-technologies.com.au
 Specialities: Your partner for all high quality, well-priced aquarium technology, consumables and publications from the industry leaders - Aquarium Systems and Cabinets, Computer control, Lighting, Water filtration & treatment, Analysis, Foods, Accessories etc. all backed by in-house expertise. Brands Include: Alkatronic, AquaBee, Aquatronica, Back to Nature, Daytime Lighting, Deltac, Elos, Focustronic, Giesemann, Hobby, Joes Juice, Reef Eden International and Rowa.



ALLPET
 Care is our pet concern
Allpet Products
 63 Pilbara Street, Welshpool WA 6106
 Contact: Andy Thomas Ph: 0451 477 004 Perth Office Ph: (08) 6144 4422
 Email: andy@allpet.com.au Web: www.allpet.com.au
 Specialities: Full range of pet supplies. Importers, exporters and distributors of Barkley & Bella, Huskimo, Oz Hemp, Cattitude, Canine Care, Aqua Care, Avian Care, Pet Head, Four Paws, Petsafe, Staywell, Snoozza, Troy, Fidos, Merial, Novartis, Bayer, Zoetis, Ivory Coat Nutrition, Mars, Iams, Dermcare, Virbac, Passwell/Wombaroo, Love Em, Vets All Natural, Vetalogica, Oxbow, Peters Small Animal Nutrition, Aristopet and much more.



Animal Health Solutions
 22 Garnet Way, Maddington, WA 6109
 Ph: (08) 9452 3944 Fax: (08) 9452 3955 Email: info@animalhealth.net.au
 Supplying all Australian States
 Specialities: Hills Science Diet, Eukanuba, Iams, Eagle Pack, Holistic, Wahl, Oster, Blackmores, Troy, Fido's, Aussie Dog, Tuff Dog, Doy, EnviroPet, DOGLite, Petway, Foomler, Furrinator and Nature's Miracle. Fashionable bedding, quality cat scratchers, cages and other pet & equestrian goods.



apetite® FOODS GROUP **BLACKDOG** NATURALLY GOOD TREATS
Apetite Foods Group Pty Ltd
 38-40 Cromer Avenue Sunshine North. Vic 3020.
 Ph: 03 9310 7800 Fax: 03 9310 7866.
 Contact Paul Vesnaver-0418 771 969. Vic, SA, WA, Tas.
 Marc Ward-0401 295 333. NSW, Qld, NT.
 Email: sales@apetitefoods.com
 Web: www.blackdogpetfoods.com.au - www.apetitefoods.com
 Australian manufacturer, exporter and distributor of treat products for dogs and cats to the national pet specialty market. Products cover the full range of dried treats, oven baked dog biscuits and formulated pet milks. Brands include Black Dog, Black Cat, Pets Own, Vita-Bics, Hungry Hound and Vets Own.



Aquadept Imports
 308 Holmes Rd, Forrestfield 6058
 Supply all states
 Contact: Philip Wu/Graeme Faulkner Ph: (08) 9359 4660
 Email: info@aquadept.com.au Web: www.aquadept.com.au
 Specialities: Aquatic plant farm, Distributor for Aquarium plants, ADA, TUNZE, Neptune Systems, iDip, Korallen-Zucht, Salifert, Kamor Dosing System, Waterbox Aquarium, FireAqua, Aquarium Gallery Franchising.



Central Pet Australia Pty Ltd
 Locked Bag 4365 Blacktown BC, NSW, 2148
 Contact: Zia Ahmed Ph: 1300 236 738 Fax: (02) 9421 1599
 Email: sales@centralpet.com.au Web: www.centralpet.com.au
 The Central Pet team are passionate, dedicated and committed to our loyal fans, supporters and followers. We take much pride and please-ur to deliver the very best customer experience to the animal health retail channel.
 • National wholesaler offering efficient service and fast delivery
 • Market leading order fulfillment rate
 • Extensive range of hand-picked quality and unique exclusive products
 • A support team of Customer Care heroes and Field Sales experts
 • Online trade portal offering online ordering and trade support
 We deliver the best of the best...expect nothing less. Central Pet is the exclusive wholesaler for Bark Naturals, Comfey Pet, Dogue, KaNoodles, MidWest, MFM, PetLogix, Petosan, Purific, Spunky Pup, Sustenance, Torus plus many more.



Dynamic Composite Technologies
 Unit 8, 171-175 Newton Road Wetherill Park NSW 2164
 Contact: Rick Hutchings Mobile: 0402 681 650 Ph: 1800 051 100
 Email: sales@dctech.com.au Web: www.dctech.com.au
 Supplying to all States. Specialities: Australian distributor of Glasbord FRP liner panels, excellent for boarding kennels systems, walls and dividers. Exhibits up to ten times the cleanability, six times the stain resistance compared to ordinary FRP.



Dupla Australia
 44 Crompton Rd, PO Box 770, Littlehampton SA 5250
 Ph: (08) 8398 5580 Fax: (08) 8398 5581
 Email: enquiries@dupla.com.au Web: www.dupla.com.au
 Specialities: Premium quality systems & consumables for fresh & seawater aquariums including the outstanding Dupla Marin range. Heating, CO₂, Fertilisation, Instrumentation, Water treatment & filtration, Analysis and Foods.



Elite Pet Products
 9 Precision Place, Vineyard NSW 2765
 Contact: David Morgan Ph: (02) 4587 9756 Fax: (02) 4587 9779
 Email: mail@elitepet.com.au Web: www.elitepet.com.au
 Specialities: Full range of pet supplies, Poultry products, Animal Hutches, Pest Traps, Bird Cages, Cage Fronts, Incubators, Chook Feeders/Drinkers, Bird Leg Bands, Collars and Leads, Timber Dog Kennels, Rabbit Hutches and Chook Cages. Brands include: Sustenance, Inca, Kitter Cat Litter, Vetsense, Killyptus, Dog Rocks, Ware products, Ezi-Out Animal Cleaning and Dogness Premium Products.
 Online Prices and Ordering available. Register on website.



iPetz
 Innovative products for pets
 P O Box 6127 Burton. SA 5110
 Ph: 1300 363 765 Fax: 1300 365 953
 Email: sales@ipetz.com.au Web: www.ipetz.com.au
 Specialities: Reptile accessories and more—heating, lighting, cages, cage furniture, microclimate range, books, husbandry, galv. bird feeders and aquarium ornaments. iPetz was created by enthusiasts, successfully converting a passion into a thriving business. The range of products is continually growing and currently includes pet litters & substrates. Galvanised poultry products, Flatpacked Kennels, Hutches and Coop, Aquarium and Terrarium ornaments plus a wide range of Reptile related products.



Kong's (Aust.) Pty Limited
 Distributed by Symonds Pty Ltd
 5 Hutton St, Osborne Park 6017
 Ph: (08) 9443 7100 Fax: (08) 9443 7101
 Email: sales@symonds.net.au
 Web: www.kongs.com.au; www.aquaone.com.au; www.reptileone.com.au; www.petone.com.au; www.avione.com.au; www.pondone.com.au Web: www.symonds.net.au
 Specialities: Comprehensive range of Aquarium, Reptile, Bird, Pet & Pond products. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibar, WashBar.



Macropet Distribution
 154 Francisco Street, Belmont WA 6104
 Ph: (08) 9425 5215 Fax: (08) 6424 8783 National Ph: 1300 361 131
 Email: sales@macropet.com.au Web: www.macropet.com.au
 Agency: ZiwiPeak, Prime 100, Dr B's BARF, Organic Paws, K9 Natural, Banaban. Australian and New Zealand distributor of natural and premium pet foods and quality pet care products.



Masterpet
 PO Box 887, Narellan, NSW 2567
 Contact: Masterpet Customer Care Ph: 1300 651 111 Fax: 1300 652 222
 Email: customer.service@masterpet.com.au Web: www.masterpet.com.au
 Specialities: Black Hawk, Yours Droolly, Blue Planet, Trouble & Trix, Vitapet, Aristopet, Joy, SERA, Kurgo, Pet Mate, Ferplast.
 Australia's oldest and largest pet supply distributor (1923)



Pet Pacific Pty Ltd
 Western Australia
 Contact: Andrew Wilkinson Mobile: 0438 603 691
 Email: petpacific@petpacific.com.au Web: www.petpacific.com.au
 Specialities: Australia's premier distributor to the pet industry - full range of pet supplies Main Agencies: Rolf C Hagen Inc., Fauna International, Juwel, Mars Fishcare Inc, Penn Plax, Pet Mate, Red Sea, Sergeants, Teco, Wanpy, Zoo Med.



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 1b-109 Upton Street Bundall Qld 4217
 Ph: 1800 786 608 Fax: (07) 5574 2436 Contact name: Jamie Hildebrand
 Web: www.petsafe.com/AU Email: aus-sales@petsafe.net
 Categories include:
 • Containment Systems • Training Systems
 • Bark Control • Pet Doors
 • Health & Wellness • Play & Challenge
 • Waste Management • SportDOG® Brand



Premier Pet & Bay Fish
 33 Magnesium Street, Narangba QLD 4504
 Phone: (07) 3385 8500 Fax: (07) 3203 2100
 Web: www.premierpet.com.au
 Email: info@premierpet.com.au
 Agent for EHEIM, Trixie, Kong, Seachem, Aquatopia, Pro Pac Ultimates & Earthborn Holistic



Exclusive Australian Distributor of the worlds leading brands



Rosman Agencies
 196 Abernethy Road, Belmont WA 6104
 Ph: (08) 9477 4435 Fax: (08) 9479 7441
 Email: info@rosmans.com.au Web: www.rosmans.com.au
 Specialities: Royal Canin, Hills Science Diet, Eukanuba, Iams, Eagle Pack, Holistic, Wahl, Oster, Blackmores, Troy, Fido's. Fashionable bedding, quality cat scratchers, cages and other pet & equestrian goods



Spectrum Brands Australia Pty Ltd
 11 Chifley Drive | Mentone VIC 3194 Ph: 1300 669 566
 Email: custservedi@spectrumbrands.com.au
 Web: www.spectrumbrands.com.au
 Spectrum Brands Australia Pty Ltd is proud to supply Australian and New Zealand Pet retailers with innovative and best-in-class brands **FURminator®**, **Nature's Miracle®**, **Tetra®**, **Dingo®** and **Jungle Talk®**. Please contact us for all enquiries and orders.



Therian
 4/26 Commercial Drive, Ashmore, QLD, 4214
 Postal: PO Box 264, Ashmore, QLD, 4212
 Ph: (+61 7) 5657 6777 Fax: (+61 7) 5657 6788
 Email: info@therian.com.au Web: www.therian.com.au
 Specialities: Boutique Architectural firm specialising in the design of Pet Resorts, Doggy Day Care and other animal care facilities nation-wide. Exclusive Distributor of Mason Animal Enclosures, Exclusive Therian Cat Condos®, Kuranda Dog Beds and VSSI Veterinary Equipment throughout Australia and New Zealand. View our products and services online at www.therian.com.au by clicking on the orange catalogue.



VCA World
 Locked Bag 4365 Blacktown, NSW 2148
 Telephone: 61 2 8882 7400 Fax: 61 2 9679 5766 Contact: Zia Ahmed
 Email: info@vcaworld.com
 VCA provides multi-channel distribution in the Australian and New Zealand Animal Health market. Throughout the portfolio, VCA adds value to brands through decentralised market knowledge and understanding. With a passion for brand development, in-depth business expertise, strong logistical partnerships and a renowned industry reputation, VCA builds heart-share and nurtures brands towards success.



West Coast Pet Supplies Pty Ltd
 12 Lewis Road (Cnr Welshpool Road) Wattle Grove, WA 6107
 Contact: Stuart Chamberlain Ph: (08) 9453 2933 Fax: (08) 9453 2267
 Email: wcpets@iinet.net.au
 Australian and New Zealand distributor for Armitage Pet Care UK
 Specialities: Dog, Cat, Bird, Fish and Reptile products.
 Brands: **Armitage Pet Care Products** including "Good Boy", "Good Girl" and **Rotastak Treats**. WA Distributor for Vetafarm, Avione, Wombaroo, Passwell, Lentra, Hikari, The Water Cleanser, Hidom, Reptapets, Cadicka Bird Toys and Pet Accessories. We also sell live and frozen bird, fish and reptile food, aquatic plants, goldfish, Koi and tropical fish.

TASMANIA



ABS Technologies
 4 Crompton Rd, PO Box 770, Littlehampton SA 5250
 Ph: (08) 8398 5560 Fax: (08) 8398 5561
 Email: enquiries@abs-technologies.com.au
 Web: www.abs-technologies.com.au
 Specialities: Your partner for all high quality, well-priced aquarium technology, consumables and publications from the industry leaders – Aquarium Systems and Cabinets, Computer control, Lighting, Water filtration & treatment, Analysis, Foods, Accessories etc. all backed by in-house expertise. Brands Include: Alkatronic, AquaBee, Aquatronica, Back to Nature, Daytime Lighting, Deltec, Elos, Focussonic, Giesemann, Hobby, Joes Juice, Reef Eden International and Rowa.



Apetite Foods Group Pty Ltd
 38-40 Cromer Avenue Sunshine North, Vic 3020.
 Ph: 03 9310 7800 Fax: 03 9310 7866.
 Contact Paul Vesnaver—0418 771 969. Vic, SA, WA, Tas.
 Marc Ward—0401 295 333. NSW, Qld, NT.
 Email: sales@apetitefoods.com
 Web: www.blackdogpetfoods.com.au - www.apetitefoods.com
 Australian manufacturer, exporter and distributor of treat products for dogs and cats to the national pet specialty market. Products cover the full range of dried treats, oven baked dog biscuits and formulated pet milks. Brands include Black Dog, Black Cat, Pets Own, Vita-Bics, Hungry Hound and Vets Own.



Aquadept Imports
 308 Holmes Rd, Forrestfield 6058
 Supply all states
 Contact: Philip Wu/Graeme Faulkner Ph: (08) 9359 4660
 Email: info@aquadept.com.au Web: www.aquadept.com.au
 Specialities: Aquatic plant farm, Distributor for Aquarium plants, ADA, TUNZE, Neptune Systems, iDip, Korallen-Zucht, Salifert, Kamor Dosing System, Waterbox Aquarium, FireAqua, Aquarium Gallery Franchising.



Central Pet Australia Pty Ltd
 Locked Bag 4365 Blacktown BC, NSW, 2148
 Contact: Zia Ahmed Ph: 1300 236 738 Fax: (02) 9421 1599
 Email: sales@centralpet.com.au Web: www.centralpet.com.au
 The Central Pet team are passionate, dedicated and committed to our loyal fans, supporters and followers. We take much pride and pleasure to deliver the very best customer experience to the animal health retail channel.
 • National wholesaler offering efficient service and fast delivery
 • Market leading order fulfillment rate
 • Extensive range of hand-picked quality and unique exclusive products
 • A support team of Customer Care heroes and Field Sales experts
 • Online trade portal offering online ordering and trade support
 We deliver the best of the best...expect nothing less. Central Pet is the exclusive wholesaler for Bark Naturals, Comfey Pet, Dogue, KaNoodles, MidWest, MfM, PetLogix, Petosan, Purifie, Spunky Pup, Sustenance, Torus plus many more.



Dynamic Composite Technologies
 Unit 8, 171-175 Newton Road Wetherill Park NSW 2164
 Contact: Rick Hutchings Mobile: 0402 681 650 Ph: 1800 051 100
 Email: sales@dcotech.com.au Web: www.dcotech.com.au
 Supplying to all States. Specialities: Australian distributor of Glasbord FRP liner panels, excellent for boarding kennels systems, walls and dividers. Exhibits up to ten times the cleanability, six times the stain resistance compared to ordinary FRP.



Dupla Australia
 4 Crompton Rd, PO Box 770, Littlehampton 5250
 Ph: (08) 8398 5580 Fax: (08) 8398 5581
 Email: enquiries@dupla.com.au Web: www.dupla.com.au
 Specialities: Premium quality systems & consumables for fresh & seawater aquariums including the outstanding Dupla Marin range. Heating, CO₂, Fertilisation, Instrumentation, Water treatment & filtration, Analysis and Foods.



Elite Pet Products
 9 Precision Place, Vineyard NSW 2765
 Contact: David Morgan Ph: (02) 4587 9756 Fax: (02) 4587 9779
 Email: mail@elitepet.com.au Web: www.elitepet.com.au
 Specialities: Full range of pet supplies. Poultry products, Animal Hutches, Pest Traps, Bird Cages, Cage Fronts, Incubators, Chook Feeders/Drinkers, Bird Leg Bands, Collars and Leads, Timber Dog Kennels, Rabbit Hutches and Chook Cages. Brands include: Sustenance, Inca, Kitter Cat Litter, Vetsense, Killyptus, Dog Rocks, Ware products, Ezi-Out Animal Cleaning and Dogness Premium Products. Online Prices and Ordering available. Register on website.



P O Box 6127 Burton, SA 5110 Ph: 1300 363 765 Fax: 1300 365 953
 Email: sales@ipetz.com.au Web: www.ipetz.com.au
 Specialities: Reptile accessories and more - heating, lighting, cages, cage furniture, microclimate range, husbandry, Australian made galvanised bird feeders and aquarium/terrarium ornaments. iPetz was created by enthusiasts, successfully converting a passion into a thriving business. The range of products is continually growing and currently includes pet litters and substrates, galvanised poultry products, flat-packed kennels and hutches, aquarium and terrarium ornaments plus a wide range of reptile related products.



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 Email: info@kong.com.au Web: www.kong.com.au www.aquaone.com.au
 www.reptileone.com.au www.petone.com.au
 www.avione.com.au www.pondone.com.au
 Specialities: Comprehensive range of Aquarium, Reptile, Bird, Dog, Cat, Small Animal & Pond products. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.



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 Agency: ZiwiPeak, Prime 100, Dr B's BARF, Organic Paws, K9 Natural, Banaban. Australian and New Zealand distributor of natural and premium pet foods and quality pet care products.



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 Specialities: Black Hawk, Yours Droolly, Blue Planet, Trouble & Trix, Vitapet, Aristopet, Joy, SERA, Kurgo, Pet Mate, Ferplast.
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 • Bark Control • Pet Doors
 • Health & Wellness • Play & Challenge
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 Web: www.premierpet.com.au
 Email: info@premierpet.com.au
 Agent for EHEIM, Trixie, Kong, Seachem, Aquatopia, Pro Pac Ultimates & Earthborn Holistic



Pet Pacific Pty Ltd
 Victoria and Tasmania
 Unit 10, 7-11 Rocco Drive, Scoresby, Vic, 3179
 Contact: Andrew Walker Mobile: 0418 561 429
 Email: petpacific@petpacific.com.au Web: www.petpacific.com.au
 Specialities: Australia's premier distributor to the pet industry - full range of pet supplies Main Agencies: Rolf C Hagen Inc., Fauna International, Juwel, Mars Fishcare Inc, Penn Plax, Pet Mate, Red Sea, Sergeants, Tecco, Wampy, Zoo Med.



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 Specialties: Boutique Architectural firm specialising in the design of Pet Resorts, Doggy Day Care and other animal care facilities nation-wide. Exclusive Distributor of Mason Animal Enclosures, Exclusive Therian Cat Condos®, Kuranda Dog Beds and VSSI Veterinary Equipment throughout Australia and New Zealand. View our products and services online at www.therian.com.au by clicking on the orange catalogue.



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NORTHERN TERRITORY



ABS Technologies
 4 Crompton Rd, PO Box 770, Littlehampton SA 5250
Ph: (08) 8398 5560 **Fax:** (08) 8398 5561
Email: enquiries@abs-technologies.com.au
Web: www.abs-technologies.com.au
 Specialties: Your partner for all high quality, well-priced aquarium technology, consumables and publications from the industry leaders – Aquarium Systems and Cabinets, Computer control, Lighting, Water filtration & treatment, Analysis, Foods, Accessories etc. all backed by in-house expertise. Brands include: Alkatronic, AquaBee, Aquatronica, Back to Nature, Daytime Lighting, Deltec, Elos, Focuztronic, Giesemann, Hobby, Joes Juice, Reef Eden International and Rowa.



Allpet Products
 63 Pilbara Street, Welshpool WA 6106
Contact: Anthony Gunter Ph: 0437 700 107 **Perth Office Ph:** (08) 6144 4422
Email: anthony@allpet.com.au **Web:** www.allpet.com.au
 Specialties: Full range of pet supplies. Importers, exporters and distributors of Barkley & Bella, Huskimo, Oz Hemp, Catitude, Canine Care, Aqua Care, Avian Care, Pet Head, Four Paws, Petsafe, Staywell, Snooz, Troy, Fidos, Merial, Novartis, Bayer, Zoetis, Ivory Coat Nutrition, Mars, Iams, Dermcare, Virbac, Passwell/Wombaroo, Love Em, Vets All Natural, Vetologica, Oxbow, Peters Small Animal Nutrition, Aristopet and much more.



Apetite Foods Group Pty Ltd
 38-40 Cromer Avenue Sunshine North, Vic 3020.
Ph: 03 9310 7800 **Fax:** 03 9310 7866.
Contact: Paul Vesnaver – 0418 771 969, Vic, SA, WA, Tas.
 Marc Ward – 0401 295 333, NSW, Qld, NT.
Email: sales@apetitefoods.com
Web: www.blackdogpetfoods.com.au - www.apetitefoods.com
 Australian manufacturer, exporter and distributor of treat products for dogs and cats to the national pet specialty market. Products cover the full range of dried treats, oven baked dog biscuits and formulated pet milks. Brands include Black Dog, Black Cat, Pets Own, Vita-Bics, Hungry Hound and Vets Own.



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 308 Holmes Rd, Forrestfield 6058
Supply all states
Contact: Philip Wu/Graeme Faulkner **Ph:** (08) 9359 4660
Email: info@aquadept.com.au **Web:** www.aquadept.com.au
 Specialties: Aquatic plant farm, Distributor for Aquarium plants, ADA, TUNZE, Neptune Systems, iDip, Korallen-Zucht, Salifert, Kamoer Dosing System, Waterbox Aquarium, FireAqua, Aquarium Gallery Franchising.



Central Pet Australia Pty Ltd
 Locked Bag 4365 Blacktown BC, NSW, 2148
Contact: Zia Ahmed **Ph:** 1300 236 738 **Fax:** (02) 9421 1599
Email: sales@centralpet.com.au **Web:** www.centralpet.com.au
 The Central Pet team are passionate, dedicated and committed to our loyal fans, supporters and followers. We take much pride and pleasure to deliver the very best customer experience to the animal health retail channel.
 • National wholesaler offering efficient service and fast delivery
 • Market leading order fulfilment rate
 • Extensive range of hand-picked quality and unique exclusive products
 • A support team of Customer Care heroes and Field Sales experts
 • Online trade portal offering online ordering and trade support
 We deliver the best of the best...expect nothing less. Central Pet is the exclusive wholesaler for Bark Naturals, Comfrey Pet, Dogue, KaNoodles, MidWest, MFM, PetLogix, Petosan, Purifie, Spunky Pup, Sustenance, Torus plus many more.



Dynamic Composite Technologies
 Unit 8, 171-175 Newton Road Werrihill Park NSW 2164
Contact: Rick Hutchings **Mobile:** 0402 681 650 **Ph:** 1800 051 100
Email: sales@dtech.com.au **Web:** www.dtech.com.au
Supplying to all States. Specialties: Australian distributor of Glasbord FRP liner panels, excellent for boarding kennels systems, walls and dividers. Exhibits up to ten times the cleanability, six times the stain resistance compared to ordinary FRP.



Dupla Australia
 44 Crompton Rd, PO Box 770, Littlehampton SA 5250
Ph: (08) 8398 5580 **Fax:** (08) 8398 5581
Email: enquiries@dupla.com.au **Web:** www.dupla.com.au
 Specialties: Premium quality systems & consumables for fresh & seawater aquariums including the outstanding Dupla Marin range. Heating, CO₂, Fertilisation, Instrumentation, Water treatment & filtration, Analysis and Foods.



Elite Pet Products
 9 Precision Place, Vineyard NSW 2765
Contact: David Morgan **Ph:** (02) 4587 9756 **Fax:** (02) 4587 9779
Email: mail@elitepet.com.au **Web:** www.elitepet.com.au
 Specialties: Full range of pet supplies
 Poultry products, Animal Hutches, Pest Traps, Bird Cages, Cage Fronts, Incubators, Chook Feeders/Drinkers, Bird Leg Bands, Collars and Leads, Timber Dog Kennels, Rabbit Hutches and Chook Cages. Brands include: Sustenance, Inca, Kitter Cat Litter, Vetsense, Kilyptus, Dog Rocks, Ware products, Ezi-Out Animal Cleaning and Dogness Premium Products.
Online Prices and Ordering available. Register on web site.



P O Box 6127 Burton, SA 5110
Ph: 1300 363 765 **Fax:** 1300 365 953
Email: sales@ipetz.com.au **Web:** www.ipetz.com.au
 iPetz stocks and distributes some well-known quality brands including URS Reptile accessories, Cat's Best OkoPlus organic cat litter, Chispi small animal substrate, Microclimate thermostats and Carefresh Pet Bedding. Additionally, iPetz stocks a range of Australian made galvanised poultry and bird feeders & drinkers, a range of flat packet kennels and hutches, dog & cat collars and leads, dog & cat toys, aquarium & terrarium ornaments plus all your specialist reptile needs.



Kong's (Aust.) Pty Limited
 97 Williamson Road, Ingleburn 2565
Ph: 1300 883 188 **Fax:** 1800 888 433
Int'l Ph: +61 2 8796 5188 **Fax:** +61 2 8796 5199 **Email:** info@kongs.com.au
Web: www.kongs.com.au www.aquaone.com.au
 www.reptileone.com.au www.petone.com.au
 www.avione.com.au www.pondone.com.au
 Specialties: Comprehensive range of Aquarium, Reptile, Bird, Dog, Cat, Small Animal & Pond products. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.



Macropet Distribution
 154 Francisco Street, Belmont WA 6104
Ph: (08) 9425 5215 **Fax:** (08) 6424 8783 **National Ph:** 1300 361 131
Email: sales@macropet.com.au **Web:** www.macropet.com.au
 Agency: ZiwiPeak, Prime 100, Dr B's BARF, Organic Paws, K9 Natural, Banaban. Australian and New Zealand distributor of natural and premium pet foods and quality pet care products.



protect. teach. love.
 1b-109 Upton Street Bundall Qld 4217
Ph: 1800 786 608 **Fax:** (07) 5574 2436 **Contact name:** Jamie Hildebrand
Web: www.petsafe.com/AU **Email:** aus-sales@petsafe.net
 Categories include
 • Containment Systems • Training Systems
 • Bark Control • Pet Doors
 • Health & Wellness • Play & Challenge
 • Waste Management • SportDOG® Brand



Premier Pet & Bay Fish
 33 Magnesium Street, Nangarba QLD 4504
Phone: (07) 3385 8500 **Fax:** (07) 3203 2100
Web: www.premierpet.com.au
Email: info@premierpet.com.au
Agent for: EHEIM, Trixie, Kong, Seachem, Aquatopia, Pro Pac Ultimates & Earthborn Holistic
 Aquatic Bird Cat Dog Reptile Small Animal



Pet Pacific Pty Ltd
 Queensland & Northern Territory
Contact: Geoff Volter **Mobile:** 0407 284 778
Email: petpacific@petpacific.com.au **Web:** www.petpacific.com.au
 Specialties: Australia's premier distributor to the pet industry full range of pet supplies. Main Agencies: Rolf C Hagen Inc., Fauna International, Juwel, Mars Fishcare Inc, Penn Plax, Pet Mate, Red Sea, Sergeants, Teco, Wanpy, Zoo Med.



Spectrum Brands Australia Pty Ltd
 11 Chifley Drive | Mentone VIC 3194
Ph: 1300 669 566 **Email:** custserv@spectrumbands.com.au
Web: www.spectrumbands.com.au
 Spectrum Brands Australia Pty Ltd is proud to supply Australian and New Zealand Pet retailers with innovative and best-in-class brands **FURminator®**, **Nature's Miracle®**, **Tetra®**, **Dingo®** and **Jungle Talk®**. Please contact us for all enquiries and orders.



Therian
 4/26 Commercial Drive, Ashmore, QLD, 4214
 Postal: PO Box 264, Ashmore, QLD, 4212
Ph: (+61 7) 5657 6777 **Fax:** (+61 7) 5657 6788
Email: info@therian.com.au **Web:** www.therian.com.au
 Specialties: Boutique Architectural firm specialising in the design of Pet Resorts, Doggy Day Care and other animal care facilities nation-wide. Exclusive Distributor of Mason Animal Enclosures, Exclusive Therian Cat Condos®, Kuranda Dog Beds and VSSI Veterinary Equipment throughout Australia and New Zealand. View our products and services online at www.therian.com.au by clicking on the orange catalogue.



VCA World
 Locked Bag 4365 Blacktown, NSW 2148
Telephone: 61 2 8882 7400 **Fax:** 61 2 9679 5766 **Contact:** Zia Ahmed
Email: info@vcaworld.com
 VCA provides multi-channel distribution in the Australian and New Zealand Animal Health market. Throughout the portfolio, VCA adds value to brands through decentralised market knowledge and understanding. With a passion for brand development, in-depth business expertise, strong logistical partnerships and a renowned industry reputation, VCA builds heart-share and nurtures brands towards success.



UNITED KINGDOM



Kong's (UK) Limited
 C/o Aqua Pacific UK Limited, Unit 10 Oriana Way, Nursling Industrial Estate Southampton, SO16 0YU United Kingdom **Ph:** +44 (0) 2380 734000
Fax: +44 (0) 2380 740200 **Email:** sales@aquapacific.co.uk
Web: www.aquaone.co.uk (UK) - www.aquaone.com.au (AUS)
 Specialties: Comprehensive range of Aquatic, Reptile & Pond products. A division of the Kong's Group of Companies, manufacturers and distributors of Aqua One, Pond One & Reptile One

PIAA EVENTS FOR 2018

Sydney Royal Grooming Competition

Monday, 2 April- Tuesday, 3 April, 2018
Sydney Olympic Park Homebush Australia

Pet First Aid Workshops

May 2018 – Dates & Venues TBC
Tuesday, 1 May - Thursday, 31 May, 2018

AusGroom 2018

June 16 & 17 (Grooming Competitions) and
June 18 & 19 (Seminars & Workshops)
Saturday, 16 June - Tuesday, 19 June, 2018
Hawkesbury Racecourse Clarendon Sydney, Australia

Pet First Aid Workshops

July 2018 – Dates & Venues TBC
Sunday, 1 July - Tuesday, 31 July, 2018

Dogs ACT Grooming Competition – TBC

Saturday, 7 July - Sunday, 8 July, 2018
Exhibition Park Canberra Canberra, ACT 2600 Aus

AusBoard 2018

Monday, 20 August - Wednesday, 22 August, 2018
Mercure Hunter Valley Gardens Resort,
2090 Broke Road Pokolbin, NSW 2320 Australia

Dogs QLD All Sports Spectacular Grooming Competition

Sunday, 26 August, 2018
Dogs Qld Durack Complex Durack, Australia

Adelaide Royal Grooming Competition – TBC

Sunday, 2 September, 2018
Adelaide Showground, Goodwood Road
Wayville, SA 5034 Australia

AusPet 2018 – Trade & Public Event

Friday, 19 October - Sunday, 21 October, 2018
Gold Coast Convention & Exhibition Centre,
2684 - 2690 Gold Coast Highway
Broadbeach, QLD 4218 Australia
Friday October - 19 - Trade Saturday October 20
& Sunday October 21 - Public

Pet First Aid Workshops

November 2018 – Dates & Venues TBC
Thursday, 1 November - Friday, 30 November, 2018

Perth Pet Expo Grooming Competition

Saturday, 3 November - Sunday, 4 November, 2018
Claremont Showgrounds Perth, Western Australia



LifeStyle

Aquariums



The LifeStyle range of slimline aquariums is the perfect accompaniment for the modern space in your home or office. The synergy of stylish looks with ease of use ensures a pleasant experience in fish keeping

- Available in a sleek gloss fish
- Stylish curved edge design
- Easy set up and maintenance. Includes a 2 stage top filter for mechanical, chemical and biological filtration. Includes filter media
- Convenient hinged hood allows for easy access and maintenance
- Touch LED lighting technology; Moonlight function with 'Blue Only' option or 'All Lights' (RGB, White & Blue) option. LED lighting promotes lush plant growth, as well as intensifies the natural colours in your fish

Model	Colour	Dimensions	Litres	Flow Rate	LED Lighting	Filtration
LifeStyle 21	Gloss Black OR Gloss White	33 x 32 x 24cm H	21L	200L/hr	6W	1 x Carbon Cartridge + 1 x Sponge Pad
LifeStyle 29	Gloss Black OR Gloss White	38 x 37 x 25cm H	29L	360L/hr	9W	1 x Carbon Cartridge + 1 x Sponge Pad
LifeStyle 52	Gloss Black OR Gloss White	51 x 43 x 30 cm H	52L	450L/hr	14W	2 x Carbon Cartridge + 2 x Sponge Pad
LifeStyle 76	Gloss Black OR Gloss White	60 x 45 x 33 cm H	76L	450L/hr	17W	2 x Carbon Cartridge + 2 x Sponge Pad
LifeStyle 127	Gloss Black OR Gloss White	80 x 51 x 38cm H	127L	1100L/hr	23W	3 x Carbon Cartridge + 3 x Sponge Pad

KONG'S

Kong's (Aust.) Pty Limited

Australia (Head Office)
Tel: +61 (02) 8796 5188
Email: sales@kongs.com.au
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For all enquiries, please contact your Kong's Account Manager or call the office on 1300 883 188.

www.aquaone.com.au