



Pet Industry Association

advocacy. education. support

Who are we?

The Pet Industry Association is the only industry association in Australia representing all businesses within the pet industry. Formed in 1979, PIAA has evolved into the peak organisation acting as the voice and advocate for the pet industry. PIAA is run by members for its members and offers a voice for all who join by liaising with governments, animal welfare agencies and pet and animal groups nationally and internationally. We are represented on many government steering committees, consultation and advisory groups on pet ownership and industry issues around Australia.

Advocacy: PIAA is the voice of the industry at large. Seats on AWAC NSW, AWAC ACT, AWAC NT, NSW Responsible pet ownership Reference group, WA Animal welfare implementation group, Aust. Companion Animal Forum. Work closely with RSPCA, AWL, Dog & Cat Management Board SA, Assistance Dogs... PIAA has given evidence or written submissions for parliamentary enquiries in NSW, QLD, VIC, SA, WA and NT. We have fought long and hard to ensure sale of puppies in pet stores is not halted in VIC and now WA. We have fought the 10-dog proposal for breeders in VIC and instead focused on welfare and standards. This proposal was thrown out of Parliament after PIAA pushed for an enquiry and worked with independents and opposition to ensure the unintended consequences were brought to the forefront. This is now on the AWAC agenda, a council that PIAA currently sits on.

Education: New education arm. PIAA Ed points system. Smaller sector conferences-Ausboard, Ausgroom. Larger annual conference and Auspet. Stronger focus on the education side of the event. Auspet- trade show and grooming comps over the two days. Webinars, seminars, Pet First Aid Courses, online courses. Approved external providers (Mars Petcare and Aquatic vet)

Support: Online resources and templates. HR, Tax and legal advice hotlines. Networking opportunities through events and social media. Discount banking, education, insurance, marketing, industry advertising and digital media. Standards & guidelines. Fortnightly newsletter keeping members up to date on the latest events, legislative changes and industry highlights.

Why join PIAA?

Can you afford not to?

Support the only Australian association representing all sectors of your industry-Our members include retailers, groomers, boarding kennels, day care centres, trainers, pet sitters, suppliers & manufacturers, breeders, aquatic and pet services, students, new to business and associates.

- Enjoy the opportunity to network with like-minded business owners in your sector.
- Take advantage of discount education to further your professional development.
- Stay in touch through the fortnightly e-newsletter.
- Benefit from discounted banking, insurance, software and free tax, HR and legal advice.

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