

# THE PET INDUSTRY ASSOCIATION NEW ZEALAND AND RETAIL NZ

The Pet Industry Association of New Zealand (PIA) is a specialist group within Retail NZ. We aim to monitor all regulation relevant to the industry, and be proactive in advocating on behalf of the pet industry on a variety of issues.

Maintaining a relationship with MPI, breaking down the barriers to pet ownership, reducing the high cost of accepting card payments, retail crime, sustainability, and maintaining a level playing field for all New Zealand retailers are our top priorities for the pet industry.

## What is currently happening at the PIA and Retail NZ?

We are so excited to have recently launched a series of retail-focused workshops in around the country, designed to bring retailers the best practice advice and techniques, to help your business thrive in today's retail environment. These workshops will focus on retail planning and strategy, product and merchandising, and successful selling while knowing legal obligations. Sue Smith, a successful retail leader and previous Kmart NZ Managing Director and Lorraine Rouse both have extensive experiences and knowledge in the retail sector, and will be leading these workshops to help Kiwi retailers excel in the challenging retail environment. We are hoping to hold pet-specific events later in the year.

## What else do you do?

Our Advice Service, specialises in HR issues and is there to guide retailers, give advice on an array of business practices, and are there if you want to just check in that you're on the right track. Our Advisers are well equipped with a number of handy resources and have a great wealth of knowledge about the ins and outs of people management and retail business operations.

## We want to hear from you!

The PIA is the collective voice for New Zealand's pet retailing and wholesaling industries. We provide the opportunity for members to have their say on issues affecting their livelihoods, and to benefit from resources and knowledge that contribute to their efficiency and profitability.

Membership is open to any New Zealand based company, or overseas company represented in New Zealand, involved in the retailing and wholesaling of pet related products and services, so get in touch and let us help you make your business even better! ■



For more details, email [emily.duncan@retail.kiwi](mailto:emily.duncan@retail.kiwi), or call us on 0800 472 472 (1800 128 086 from Australia). And visit our website to learn further about our Advice Service, Retail Workshops, the PIA and more! [www.retail.kiwi](http://www.retail.kiwi)

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