



VOLUME 28 NO 3 SPRING 2018

AUSPET18

ON THE GOLD COAST

PETS GONE DIGITAL

TIME TO EMBRACE TECHNOLOGY
BUT WITH CAUTION

CAROLINE ZAMBRANO EXPLORES

JOHN DAWES
REPORTS
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CORALS**

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is published quarterly as a source of information and interest to members of the Australasian pet industry and affiliated businesses.

PUBLICATION & DESIGN

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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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PETS GONE DIGITAL

TIME TO EMBRACE TECHNOLOGY BUT WITH CAUTION

The Australian pet industry is getting the high-tech treatment but is it worth the investment for businesses and pet owners? **Caroline Zambrano** explores the digital era that is changing the way we care for pets.





Embracing technology is not a choice of 'if, but or maybe' - it's not negotiable

Millennials (25-to-39-year-olds) are the largest demographic of pet owners and have the greatest share of purchasing power¹. They eat, breath and sleep technology so it's no surprise these digital natives give their pets the high-tech treatment, too!

In fact, the 'Net Generation' is driving demand for new tech-infused products and services made to enhance the pet-owner relationship and contribute to the safety, security and well-being of their animal companions.

Pet tech is certainly the hottest market to watch across the globe, but are Australian businesses well-positioned to advance and innovate in the new digital age and are consumers willing to spend? Are high-tech products enriching the lives of companion animals and the people who love them or diminishing their relationship?

Pet Industry News speaks to pet industry experts, including internationally respected business strategist, consumer behaviour analyst and author Barry Urquhart, who was keynote speaker at AusPet, Pet Industry Association of Australia's national conference last year, on the topic of the pet industry's future, consumer trends and viability.

"It's an exciting time to have pets and a seminal period for the pet industry and particularly the vet industry," he said. "Embracing technology is not a choice of 'if, but or maybe' - it's not negotiable. It is a time of change and we must embrace technology but never compromise and sacrifice the personal relationship with our pets."

There's no doubt the pet tech space is growing globally. Besides market research reports predicting double-digits growth in volume and revenue in the pet technology market, we've seen several notable acquisitions and increased funding to pet tech start-ups, as reported by CB Insights.

World-renown tradeshow SuperZoo (USA), which sets the industry standard for showcasing the latest pet product innovations and emerging industry trends, this year featured a myriad of pet technologies in its first-ever Pet Tech

Centre and awarded the interactive, automated ball launcher iFetch the 2018 New Product Showcase!

Increasing popularity of pet tech products is also evident at Australian pet events like the Dog Lovers Show, which showcased many high-tech dog products to a record crowd of nearly 40,000 in Melbourne. The PIAA AusPet 2018 Trade Show, Conference and Public Expo held in Queensland next month will also see a larger number of exhibitors featuring their innovative pet tech products and services, said PIAA Events Manager Linda Chamarette.

PETstock's General Manager of Merchandise, Ann Riad, said Australia generally gets access to new technology well after the UK and USA, and this is no different in pet tech.

"The Australian sector of pet tech is a little slower to take off than some other countries. Pet tech - like any technology sector - is fast moving. No sooner is one device released than another improved or more advanced product enters the market!" said Ms Riad. "When it comes to technology in any market, the consumer is often seeking a reliable trusted brand to invest in and ensure confidence. There is definitely a need for more advanced, reliable and affordable pet tech that is not currently readily available for pet parents."

LEADING TRENDS IN PET TECH

Experts agree, high-tech products are changing what it means to keep our pets happy and healthy.

"Pet parents are always looking at new ways of protecting their fur babies and wanting to know more about what they get up to when they are not at home," said Ms Riad. "Cameras and monitoring devices are being actively installed not only for home safety/security but also to see how their pet's day is going."

Besides pet surveillance, some other popular pet tech involves fitness monitors, tracking devices and APPs, pet food/water dispensers and high-tech toys.

"Toys and wearables are of most interest to our consumers, with price points and reliability the biggest barrier to market

entry. So if pet tech companies can get that right, then pet parents are more likely to invest in the category," said Ms Riad.

Pet trackers, like Fitbark, Whistle and Biotraka, can crucially monitor pets' health, looking for tell-tale changes in behaviour that point to illness, and keep tabs on their location if they go walkabout.

Biotraka's CEO Chris Dafel said the challenge with animals has always been that they can't tell us what is going on.

"Pet technology is going to allow us to gain more insight into our pets and take us a step closer to talking to our animals," he said. "Using GPS tracker technology also means fewer lost pets. Plus, it gives people insight into what their pets are up to when they are not with them. This will help owners understand how to better nurture their pets. The more we can understand the ones we love, the more we can respect and nurture their needs - a great step forward in animal human relationships."

You can also keep an eye on your furry friend using a pet camera, which unlike a security camera, can dispense treats or allow you to interact with your cat or dog using your voice or a type of video chat, therefore helping to address common issues like separation anxiety and boredom.

Petcube home pet cam products offer numerous ways for owners to interact with their pets, such as flinging out treats on the fly or scheduled as a reward. Their Facebook Live and Amazon Alexa integration allow you to see, talk to and record video of your pet. Petcube's new update now allows your pet to video you! (One moment please, Buttons is calling!)

As for high-tech toys, many pups wag their tails for automated tennis ball launchers (ie iFetch, GoDogGo), light-up balls (great for a night-time game of fetch) and interactive puzzles.

You can even combine the PupPod Wobbler and Pet Tutor dispenser to control the game difficulty from your smartphone to make the game harder as your dog gets smarter.

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TECH HELPS KEEP PETS SAFE

Then there's Finding Rover, an APP that uses a revolutionary facial recognition software to find lost dogs. The free service is backed by the RSPCA in hopes of bringing home missing pets and hopefully keeping them out of pounds.

What could also help keep cats out of trouble, Sure Petcare recently announced the availability of the most advanced cat door in the world! The APP-controlled SureFlap Microchip Pet Door Connect is used with the company APP and hub, allowing pet owners to control the cat door remotely from a smartphone/ tablet, as well as monitor their feline's activity and habits.

"Having a connected pet door and APP enables owners to check on the comings and goings of their pet even when they're away from home," explained Judith Bank, Sure PetCare's Head of Marketing. "This provides reassurance to the owner that all is well, as well as enabling them to control the door remotely; for example, to lock or unlock the door or to set a curfew so that the door will lock and unlock automatically at specific times."

Over time owners can also understand more about their pet's activity routines. Many customers have said they feel a greater connection with their pet now, knowing what their cat or dog gets up to while they are away at work, said Ms Bank.

"Some owners have also spotted changes in behaviour indicating a problem, which may otherwise have gone unnoticed," she said. "For example, one of our customers noticed that her cat had been outside for longer than usual when checking her Sure Petcare APP account. Curious, she decided to check her cat and found a bite wound on her leg which needed veterinary attention. Because the wound was caught early, the cat was able to get treatment quickly before his condition deteriorated."

The unique pet door received the 2018 International Cat Care (iCatCare) Cat Friendly award, presented to companies which have made a real difference to cats in the last 12 months.

TECHNOLOGY IMPROVING FISH AND REPTILE CARE

Technology is also transforming the way people care for their scaly friends. With tech-enabled aquarium products, owners can have control over virtually every setting – from lights and waves to temperature and feeding schedules – all connected to the company's APP.

Technology is everything when it comes to also caring for reptiles, said Ben Dessen, Reptile Department Manager of Sydney's Kellyville Pets. He is also a Sydney Wildlife member and manager of the Kangaroo Protection Co-operative Wildlife Orphanage and Sanctuary.

"It's been amazing to see the technology and products develop over the years as our knowledge about the environmental requirements of reptiles has increased," said Mr Dessen. "When I started keeping reptiles 20 years ago, no specific reptile products were available in pet stores. Today, I run the largest specialist reptile store in Australia that has literally hundreds of products designed specifically for caring for reptiles in captivity!"

Technology has been developed and improved to allow reptile keepers to accurately control every element of a reptile's environment, from specific temperature and humidity control, to rainfall and light cycles - you can control it all with the myriad of products available, such as the Biopod – the smart microhabitat.

"Modern day reptile keepers are certainly embracing the technology," he said. "Many up and coming reptile keepers are young people who understand and use the technology well. Many 'old school' reptile keepers are still set in their ways, but even some of them are slowly beginning to realise that 'cheaper isn't always better'. Whilst reptile products and technologies are not always cheap, they allow total control of a reptile's captive environment, which ultimately leads to improved animal welfare outcomes and a happy and healthy animal."

PET TECH IMPACTING VET CARE

One of the biggest game changers in pet tech is how it's impacting veterinary care. Phone APPs and pet wearable tech are expected to increase communication between vets and pet owners, help vets monitor their patients in real time and

even allow for virtual exams and long-distance diagnostics.

Hill's SmartCare powered by Vetrax™ allows pet owners who are feeding their dog a Hill's® Prescription Diet® to observe their dog's progress in real time in the areas of weight control, arthritis or other mobility or skin and dermatological issues. The APP also allows their vet to keep tabs on their dog's condition and adjust the treatment plan accordingly.

Australia's \$3 billion vet industry is on the brink of a significant transformation being driven by increasing demand for flexibility, personalisation and convenience by both vets and consumers, said Guy Sharabi, founder of Pawssum, a national APP-based vet booking service that enables vets to make home visits and refer cases needing surgery to selected vet clinics.

"The technology is being embraced by vets looking for more flexibility in their career," he said. "With the fast pace of modern life and the challenges involved in getting to the vet before or after work and transporting unwell and even well pets to a clinic, this is an evolution that had to happen."

Today's tech-loving customers also expect online convenience, as seen with PetYeti's success as a 1stGroup solution, combining an online community of 6,000 plus health sites and 6.5 million online appointment bookings. The website states: 90% of all customers want to book appointments through digital channels and 40% will switch to a practice that offers the same online convenience provided by PetYeti.

TECH GOOD FOR PET AND VET INDUSTRY

Mr Urquhart said pet and vet industries must embrace technology and have it available for pet market consumers as a small component of their in-store or veterinary clinic ambiance.

"What retailers also need to recognise is that any technology simply opens the door, but it doesn't close the sale," he said. "We need to be careful about becoming too technical and losing touch with pet owners. If we don't open the door and engage with them, we can't enjoy the full fruits of the relationship that the owner has with their pet, or retailers and veterinary clinics have with that particular customer."





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WHAT DO PET OWNERS THINK ABOUT PET TECH?

The Consumer Technology Association's Pet Technology: Ownership, Use and Perceptions study (April 2018) shows consumer technology makes life better and that applies to people and their pets, too.

- > 6 in 10 pet owners acknowledge pet tech has useful applications that could bring them peace of mind.
- > Awareness of pet tech is highest for products that have been around for several years, such as wireless fencing systems (63%), automatic feeder/fountain products (56%) and electronic training collars (56%).
- > 43% of pet owners learn about pet tech from physical stores, friends and family members (37%) or searching online (37%).
- > When it comes to ownership among pet owners aware of a given technology, interactive toys (50%) top the list, followed by pet health apps (37%).

The survey also showed spending on pet tech is greatly influenced by previous pet ownership.

- > Among owners of pet tech, 60 percent who previously owned a pet spent more than \$200 on pet tech in the past year.
- > 58% of pet tech owners who have not previously owned a pet spent \$200 or less on these solutions last year.

Pet owners purchase pet tech based on cost (62%), ease of use (60%), durability (52%) and the trustworthiness of the brand (33%). Barriers to ownership of pet tech include cost (56%) as well and a perceived lack of need (53%).

CTA's research shows safety and security are the biggest problems pet owners want technology to solve. Also, pet owners want technology to ensure their pets are not lonely when they are away from home.

- > 35% of dog-only owners report their pet's behaviour is the biggest problem pet tech should solve versus 20% of cat-only owners.
- > 32% of cat-only owners report their pet's food/water intake is the biggest problem pet tech should solve versus about 18% of dog-only owners.

1. American Pet Products Association's (APPA) 2017-2018 National Pet Owners Survey,
2. <https://petobesityprevention.org/>

"One could say if tech is the be all and end all, we won't need veterinarians because we have artificial intelligence. That won't work for pet and owners because they appreciate and value the intimacy, care, understanding and individualisation and personalisation of those interactions."

What retailers must recognise, Urquhart said, is that the true value, satisfaction, fulfilment and love that we have with our pets involve time.

"Unfortunately, a lot of people are driven by time and they think because they are time-poor they can have technology to help them do things in their absence. But that will only fracture the pet-owner relationship. If we have pets, we need to invest time not technology," he said.

It's also a question of timing – do you need the technology right now? Over time the tech product or service will improve, become cheaper, more effective and efficient.

"When you are dealing with technology, you are looking at efficiency rather than effectiveness. To have a better relationship and greater control over your pets, you need not efficiency but effectiveness," explained Mr Urquhart.

In the past, Australians have been very much at the forefront in embracing technology. But this has slowed down because we do not see the value, he said.

"Instead of rushing out to buy the latest tech, many will sit back and watch the innovators (who pick up and run with anything new) and the early adopters (those driven by technology) and see what comes of this," he said.

Urquhart also shared advice for retailers who are reluctant about entering the tech space, warning they will miss out on giving customers a better in-store/clinic experience.

"The difficulty you'll have is with customers who heard about the tech, will look for it, 80% won't buy it but they will look at it and evaluate it. If you haven't got the tech product, what's locked in their mind is that you are out of date and therefore they won't go back. You're not losing a sale, you're building an image in the customer's mind of what is available," he said.

Of greater concern to the pet industry is the change in how individuals can learn about companies and its products and services, compare service and

product pricing, ingredients, reviews and recommendations, and shop; not to mention how pet businesses manufacture, deliver, market and sell to the pet loving customer.

Ms Riad from PETstock also shared advice about entering the pet tech space.

“Entry price points first and foremost need to be affordable. Create an environment in stores for live product demonstrations and have demonstration videos available online, too. Retailers may also provide additional support post purchase via direct personal follow up, website and YouTube content and/or product reviews from other pet parents,” she said.

“Like all tech, staying across the latest innovation and technology that is being created around us to improve our lifestyle is desirable to many pet parents, and assists them in making the best decisions when it comes to enhancing the relationship they have with their pet.”

This all comes back to trust and integrity, Mr Urquhart added. Customers want to be able to trust the pet service provider but if they're blind to technology, how can the pet owner trust their recommendations or services being offered, even if they are fantastic? Pet professionals also need to know what other consequences and the outcomes of technology rather than necessarily the processes.

“To a large extent, pet owners aren't interested in the process. What they want is a better caring, loving relationship with their pets which will enhance the lifestyle and wellbeing of their pet, said Mr Urquhart. “A big divide exists between 3D and real. Pets and owners love dearly the latter.”

BENEFITS OF PET TECHNOLOGY

Part of embracing technology comes with promoting the benefits to pets and their owners. Renown animal behaviourist Dr Joanne Righetti said pet tech can help pets and their owners manage behaviour issues, such as separation anxiety or noise phobic stress (ie thunderstorms, fireworks).

In fact, a newly available specially-designed technology, thePetCalmer, uses scientifically proven methods of calming animals (specific to birds, cats, dogs and horses) delivered through technology.

“Pets can have fun with our technology, too! Some cats love to play games

on Ipads and many games have been designed for them,” added Dr Righetti.

Louise Harding, a master dog trainer, professional animal wrangler, presenter and author of the book *Nose to Tail*, is also embracing technology but with a bit of caution.

“I think there are some great pet tech inventions that are fantastic for helping people of all ages, shapes and sizes who have mobility issues interact with their pet. But pet ownership really is a ‘hands-on, get active’ kind of activity,” she said. “When we talk about humans and their everyday living arrangement with dogs, nothing beats that connection.”

For instance, when you're playing with your dog and throwing the ball yourself.

“Dogs aren't always predictable and they like variety, so that's something to remember when thinking that a gadget will solve your dog's digging habit or barking at birds,” she explained. “It comes back to owners understanding their dog's breed characteristics and what makes them tick, and making the right decision about what will be best for them.”

Another example - purchasing a ball launcher machine for your ball-crazy Border Collie isn't going to lessen his ball drive, it will feed it and probably escalate the issue, she added.

Ms Harding is impressed with the tracking technology available today but asks why we need it in the first place.

“As pet owners it's our responsibility to make sure our yards and properties are fenced appropriately so that our pets can't escape. APPs can help us to keep track of our pets' medical needs, exercise programs and diet but what did we do before these things arrived?” she asked.

“Technology doesn't replace the need for human interaction and input - both are required to ensure the dog's basic needs, safety and care are met. We need to embrace technology in a way that enriches

our lives with our pets and doesn't diminish our relationship with them.”

Ms Bank from Sure Petcare said in many instances low tech solutions work well and there is no need for technology to intervene.

“At Sure Petcare, we are firm believers in “if it ain't broke, don't fix it” and do not seek to develop technology for technology's sake,” she said. “Instead, we identify and focus on areas where we think that technology can be used to enhance the lives of pets and their owners.”

Sure Petcare was founded by a pet owner who wanted to solve the problem of intruder cats entering his home through his pet door and upsetting his cat. He developed a microchip-operated cat door which remains the company's best-selling product 10 years on, said Ms Bank.

A major pet problem that tech can help with is obesity. Latest Association of Pet Obesity Prevention survey estimates suggest that as many as 59% of dogs and 52% of cats worldwide are overweight².

“Pet tech is becoming more readily available, albeit slowly, to ensure our pets are getting the right amount of exercise and eating a balanced diet to manage weight issues,” said Ms Riad from PETstock. “Staying across the tech advances is very beneficial in this case. Adopting and embracing them when you can afford to is also important.”

Technology is certainly impacting the pet market and changing the way we care for our pets. The joyful pets and owners are the ones who embrace technology in a way that enriches the lives of their beloved companion animals and enhances their relationship with them.

The successful pet professionals of the future will be those whose operations are rich in technology, their teams engaging with customers and sharing their digital knowledge with pet owners who want to provide better care for their pets. ■

“ Like all tech, staying across the latest innovation and technology that is being created around us to improve our lifestyle is desirable to many pet parents



PET PACIFIC 50TH ANNIVERSARY PARTY NIGHT AT EMU PLAINS WAREHOUSE 14TH AUGUST 2018

On the evening of 14th August – Pet Pacific celebrated the 50th Anniversary of the company, and of company owner Frank Williams – 50 years as an importer /distributor of pet products in the Australian market.

The large customer base in attendance was joined by the full PetPac sales team and management – as well as representatives of many of Pet Pacific’s major supplier’s, including Rolf C. Hagen, Red Sea, Mars Fishcare/API, Juwel Aquariums, Qian Hu, Kit Cat & Absolute Holistic.

The evening was the final chapter to a series of 4 city trade night’s in Adelaide, Melbourne and Brisbane in the previous week. The hallmark of all 4 events was the give-away of stock prizes every half hour, special 6 + 1 buy offers and a less 50% catalogue exclusive to attendee’s only. In addition a draw based on August purchases by attendee’s of 4 x Fijian holidays for 2 – was drawn and awarded at months end.

The highlight of the Sydney night was the presentation to Frank Williams by Mr Trevor Hagen of the Hagen corporation – of an Omega Speedmaster Watch. The Speedmaster was the watch Omega was commissioned by NASA to make, to be virtually indestructible - and to be capable of working reliably in a no gravity environment and deal with the forces of acceleration experienced for the first Moon landing in July 1969. The almost 50 years ago moon landing event being linked to the same 50th Anniversary of Pet Pacific that night by Trevor Hagen. ■



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WILL THE BCF SAGA BE RESOLVED ONCE AND FOR ALL IN JANUARY 2020? PHOTO: JOHN DAWES

ENCOURAGEMENT WITH 'STRINGS ATTACHED' FOR THE BCF

"Indonesia is encouraged to continue its conservation and management measures to ensure the sustainability of international trade in *Pterapogon kauderni*, and is invited to report progress on these measures, in particular on the implementation of recommendations adopted by the Animals Committee at its 30th meeting, to the Animals Committee at its 31st meeting".

So... what does all this mean?

In short, it means that, while Indonesia's efforts to conserve and manage its Banggai cardinalfish (BCF) populations are being acknowledged positively, they are not fully being given the green light... at least, not until January 2020, which is when the Animals Committee (AC) next meets.

While this may sound as if the AC is leaving the door open to block international sales of the BCF in the future, there is a positive aspect in that it is satisfied with the progress that Indonesia has made since it was invited to submit a management and conservation programme to AC30, following the 17TH CITES Conference of the Parties (CoP) in 2016.

Indonesia had already submitted an initial progress report at AC29. This was welcomed by the AC who "encouraged" Indonesia to "share any preliminary data" at AC30, while recognising that this might "consist of early results of work intended to extend beyond 2018."

As Svein Fosså, OFI's CITES Representative, who attends all CITES CoPs and AC meetings, comments: "... all the information available at the moment indicates that Indonesia is fully capable of managing the habitat and species well. We do not expect to see further listing proposals, which most likely only would be counterproductive to the conservation efforts."

The listing proposals referred to above are:

- > 2007 CITES CoP – the US proposed Appendix II listing for the BCF at the 14th CoP but withdrew its proposal following strong opposition from Indonesia.
- > 2016 CITES CoP – the EU proposed Appendix II listing at CoP 17, but the proposal failed and was, consequently,

“ ... all the information available at the moment indicates that Indonesia is fully capable of managing the habitat and species well

withdrawn. It was at this meeting that Indonesia was invited to submit the reports mentioned above.

'Invited' or 'encouraged' are not as gentle as they sound, of course, since failure to respond to the 'invitation' or 'encouragement' would, undoubtedly, bring with it serious consequences. Therefore, for 'invited' and 'encouraged' read 'instructed'!

It has to be said that Indonesia has responded magnificently, producing a report that focusses on the six major areas agreed at CoP 17:

- > "availability of information on Banggai Cardinal Fish populations in its natural habitats and other geographic areas
- > "implementation of protection and preservation of Banggai Cardinal Fish and its natural habitats
- > "sustainable use and trade of Banggai Cardinal Fish
- > "improvement of human resources capacity to conserve and manage Banggai Cardinal Fish
- > "improvement of conservation governance
- > "implementation of restocking of Banggai Cardinal Fish population."

It is heartening to be able to report that progress has been made with regard to every single one of these six criteria. The degree of progress, obviously, varies between them, especially when one accepts that many of the measures being considered and implemented are long term ones. Nonetheless, progress is undeniable. It is therefore not surprising to hear that AC30 reacted so favourably to the extensive Indonesia report (see access details below). It is also not surprising that the AC wants to buy some more time (until, at least, AC31 in January 2020). All the signs are, however, that 2020 will mark further significant progress on this long-running and complex issue. As things stand at the moment, we can allow ourselves some cause for optimism. Will time prove this optimism to be justified? I think and hope so. ■

FURTHER READING

Indonesia's comprehensive and very professional report may be accessed at: [E-AC30-21-02.pdf](#)

ACKNOWLEDGEMENT

I would like to extend my sincere thanks to Svein Fosså, OFI CITES Representative, for keeping me abreast of the latest developments.

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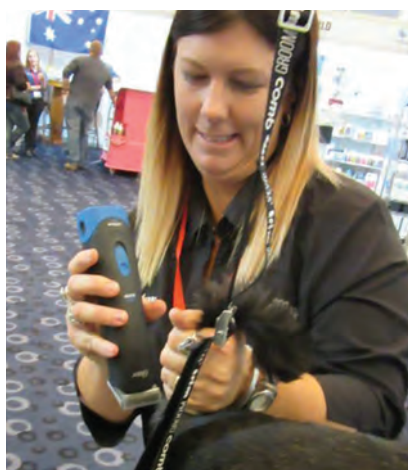
TESTIMONIAL...

"As a groomer of over 2 decades, I've certainly used various corded and cordless clippers over the years. I like the freedom of cordless clippers, but need to have the same power that the corded clippers produce. I have found in the past other brands of cordless clippers have lacked the stamina. I am so impressed with the power of the new Oster Pro3000i that I have now put away my corded clippers as I find the motor in these great cordless clippers is now all I need. The clipper itself is very easy to handle and the performance speaks for itself. The clipper feels very comfortable in the hand, and what really impresses me is the run time. The fact that the clipper does not lose power when the battery is low, rather it simply shuts itself off is a plus also. Quick enough to charge, and easy to handle. The new Oster Pro3000i are the perfect piece of equipment for every groomer's toolbox. Love my Oster Pro3000i they are my new "Go to" clippers."

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CORAL FRAGS AT WSI: MORE CORAL MASS IS ACTUALLY RETURNED TO FIJI'S REEFS THAN IS ACTUALLY HARVESTED IN THE FIRST PLACE.
PHOTO: COURTESY OF WALT SMITH INTERNATIONAL

FIJI'S CORALS: FROM THE 'NOT-SO- SUBLIME', TO THE UTTERLY RIDICULOUS

Do you know what an EIA is...
or a TOR? If you do, you are
among the few people who are
familiar with these abbreviations!

So, let's start by clearing up this little challenge. 'EIA' stands for 'Environmental Impact Analysis' and 'TOR' for 'Terms of Reference', but, unsurprisingly, not a lot of people know this. Such a situation would not normally raise any alarm bells with anyone, were it not for the stark, and hugely disturbing, fact that the very people who are demanding these two requirements from the Fijian industry are not sure themselves! In the meantime, the nation's live coral and live rock export sector is 'reeling against the ropes' and in danger of total collapse.

As things stand, an EIA needs to be carried out and submitted to the authorities for their consideration and evaluation before a decision as to whether or not to allow exports to resume can be taken. The EIA needs to be carried out by a scientist specifically appointed to carry out the job.

Sounds simple... but it isn't. The thing is that before any EIA can be carried out, one needs to know what the authorities are looking for in the analysis. Sadly, it appears that the Department of the Environment (DoE) responsible for demanding the EIA is unaware of what it (the EIA) requires from them! As a result, the decision to proceed is repeatedly postponed while they try to grapple with the matter, daily piling more pressure on an already stressed and legitimate industry.

But this is not all.

The DoE is also required to furnish the Terms of Reference (TOR) for the EIA to the scientist engaged to carry out the analysis. Again, this sounds simple, but, again, it isn't so.

For instance, WSI – Fiji's largest exporter – has been requesting these Terms of Reference for two years now, but the DoE has failed to deliver them. Worryingly, I learn that, on one occasion over this period, the DoE even admitted that it wasn't sure what a TOR was or how to provide it! The desperation felt within the Fijian live coral and live rock sector must therefore be unbearable.

If the authorities were to state (or knew) clearly what the EIA requires from them, and if they were to provide the TOR, then, at least, the whole process could move forward, irrespective of how reasonable or otherwise these requirements were to turn out to be. But, if the department doesn't know what is actually required of them and is, thus, unable to supply the required information, the likelihood of any progress being made is, by definition, depressingly remote.

There is yet another factor that highlights the total illogicality of the current situation.

Since hard corals are CITES Appendix II listed, it

follows that there must exist some guidance regarding international trade in these invertebrates somewhere within the Convention. Well, on investigation, it appears that most of the claims which the DoE is making as being necessary before moving forward are not valid. So, where does all this leave us? The answer is: in a totally ridiculous situation that defies all logic.

Let's be generous and say that, perhaps, the repeated delays and all their devastating consequences, arise from a lack of knowledge of how to handle the matter within the relevant government department(s). Could the fact that they seem to change their demands and request new information from meeting to meeting be interpreted as adding some weight to this possibility? Maybe. Then again, are we, perhaps, being too generous?

Meanwhile, jobs have been, and are being lost, along with valuable export revenue for the local and national economy. Walt Smith International, for example, can no longer offer any work at all to more than 60% of its former staff and is losing sales on a massive scale. Clearly, the situation is desperate indeed, and doubly so because it's all so unnecessary. How, for instance, can the local reefs be suffering when - as I have reported in other instalments - more coral mass is being returned to the wild than is actually harvested for subsequent culture? Since I've dealt with this issue at some length in earlier editions, I won't repeat myself here, but would urge interested readers to seek them out.

A final thought...

On 7 March of this year, the Fijian Ministry of Fisheries lifted the export ban that had been imposed over the Xmas/New Year period. However, it is the Department of the Environment that is standing in the way of the resumption of exports. Could we be witnessing a similar situation of inter-departmental confusion as that which is currently crippling Indonesian coral exports? ■

ACKNOWLEDGEMENT

My thanks to Walt Smith of Walt Smith International, Fiji, for his prompt responses to my repeated requests for information.

“ the nation's live coral and live rock export sector is 'reeling against the ropes' and in danger of total collapse.

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PET INDUSTRY CALENDAR OF EVENTS

2018

Pets @ Glee - UK

10th to 12th September 2018
NEC Birmingham UK
www.bleebirmingham.com/

Zoomark International in Russia

9th to 21st September 2018
Sokolniki Congress and Exhibition Center in Moscow
www.zoomark.it/

CIPS – China

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

AusPet 2018 – Trade & Public Event - Australia

19th - 21st October 2018
Gold Coast Convention & Exhibition Centre,
2684 - 2690 Gold Coast Highway Broadbeach, QLD 4218 Australia
www.piaa.net.au/event/auspet-2018/

IIPTF India International Pet Trade Fair – India

26th - 28th October 2018
NSIC Exhibition Center, New Delhi, India
www.iiptf.com/

2019

ExpoZoo 2019 – France

10th to 13th January 2019
Paris Porte de Versailles
www.expozoo.com/

China(Guangzhou) International Pet Industry Fair 2019(CPF2019)

8th to 10th March 2019
Guangzhou International Sourcing Center, Guangzhou, China
www.chinapetfair.com/index.php?lang=en

Global Pet Expo - USA

20th to 22nd March 2019
Orange County Convention Centre, Orlando, Florida
www.globalpetexpo.org/index.html

Interpets Asia Pacific - Japan

28th - 31st March 2019
Tokyo Big Sight, Koto, Japan
www.interpets.jp.messefrankfurt.com/tokyo/en/exhibitors/welcome.html

Zoomark 2019 - Italy

6th to 9th May 2019
Bolognafiere, Bologna, Italy
www.zoomark.it/en/the-show/zoomark-2019/6138.html

Superzoo Las Vegas – USA

20th - 22nd August 2019
Mandalay Bay Las Vegas
www.superzoo.org/

2020

Global Pet Expo – USA

26th to 28th February 2020
Orange County Convention Centre, Orlando, Florida
www.globalpetexpo.org/index.html

Interzoo 2020 - Germany

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

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GUARANTEED – REALLY?

There are no guarantees. Money-back offers have been marginalised, if not neutralised. They currently offer little prospect of generating additional revenue, placating consumer anxiety, stimulating preferences and developing or sustaining relationships. To some they are considered “quaint”.

Their peak usage and effectiveness of such were attained in the 1980s, when consumers were less informed about quality, performance standards and were particularly less aware of, and inclined to exercise, consumer rights and entitlement provisions.

MAKE IT SIMPLE

Macy's department stores in the United States of America were explicit, concise and unqualified in their promise:

Satisfaction guaranteed. Period.

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This practical, simple policy which genuinely empowered Macy's service providers with the authority to provide satisfaction, and fulfilled a basic aspirational consumer goal, being:

Peace-of-mind

It was a distinguishing and powerful point of difference, and competitive advantage. Competitors were hesitant to duplicate the offer, fearful of the cost and expectant of abuse by consumers.

To an overwhelming percentage and absolute number of Macy's customers the money-back guarantee was appreciated, respected and valued. Abuse of the privilege was isolated and very occasional.

NOTHING LASTS FOREVER

Over time other retail networks introduced, promoted and adhered to the ideals, led by Costco, Target, Nordstrom and Kohl's.

Increasingly, consumer expectations changed and reached higher planes.

A competitive advantage was transformed into a basic essential. Not to do so precluded one from the prospective shopping list.

Many business laggards still suffer from a loss of opportunity, revenue, profits, repeat and referral business, as well as loyalty, - unaware or alive to the importance and centrality of explicit and implicit guarantees.

BEYOND WARRANTIES

Major motor vehicle manufacturers (for a long time) offered limited warranties related to the purchase of new cars. Local dealerships extended similar, restricted assurances with the sale of used vehicles.

In the former instance, the deal was typically valid for 12 months or 12,000 kilometres – whichever lapsed first. For used vehicles the offer was three months or 3,000 kilometres. Measured peace-of-mind.

In the current marketplace seven-year, unrestricted-kilometre guarantees – with capped service costings – are not unusual. For a significant percentage of consumers that represents a risk-free proposition, with the resale value of the vehicle is written down to nothing. Hence, any price paid is a bonus.

It makes for easier, - not necessarily easy, - decision making.

ASSERTIVE CONSUMERS

Contemporary consumers tend to be better informed, more discerning, demanding, price-sensitive and aware of their rights (and prepared to exercise them) than ever before.

Accordingly, guarantees are often considered to be a given. That is, implicit. No one wants to, or indeed does read the fine print of (sales/supply) contracts.

Access to, and a preparedness to share experiences on social media have tipped the scales of balance and justice in favour of the customer. Guaranteed.

SOME THINGS CAN'T BE GUARANTEED

One particular Asia-based international airline would find it difficult to win favour and increased custom by extending a money-back guarantee.

Two high-profile instances, in which hundreds of passenger lives were lost, are indelibly imprinted into the minds of people around the world. That makes guarantees non-negotiable and, possibly, inappropriate. Safety is sine qua non (second to none).

The calendar year 2017 recorded the lowest global number of paying passenger casualties. It was not a perfect record, but did reinforce the high expectations about safety by intending and actual airline passengers.

Consequently, Qantas has lost any competitive advantage based on its safety record, and the endorsement of actors Tom Cruise and Dustin Hoffman in the movie Rain Man.

Sometimes things don't need to be promised or guaranteed, - just delivered. ■

Barry Urquhart of Marketing Focus is an internationally respected business strategist, consumer behaviour analyst and conference keynote speaker.

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THE ART OF THE DOG FART

There really isn't anything like it. There are things that come close, like cracking open a rotten egg or forgetting to empty the kids lunch box at the end of term and being smacked in the face with the foul smelling rotten salami and cheese sandwich two weeks later. Yet when our dog farts it generally calls for an evacuation of sorts.

There have been times when his flatus has smelt so fatal that I have lifted up our newborn baby and moved him to another room, because I was certain that level of carbon dioxide and methane were toxic. Talk about putting my nose out of joint!

Usually our 45 kilogram bundle of fur and farts sleeps outside in his cosy kennel, but winter has been exceptionally cold this year and he's taken to sleeping in the lounge room, so we've really copped it when it comes to the gaseous expulsions of his digestive tract. A mixture of hot air from the heaters, closed windows and Nanooks' bottom is an overpowering concoction to say the least.

WHAT'S THE SCIENCE BEHIND THE SMELL?

A dogs fart is ranked pretty high on the stink-o-meter, it contains a number of atmospheric gases such as nitrogen and oxygen plus gnarly non-atmospheric gases including carbon dioxide, hydrogen and methane; Methane being the gas that is thought to be responsible for the mass extinction of the dinosaurs.

Once food is swallowed it moves down the esophageus in wave like contractions landing in the stomach where it is stored and broken down into a thick liquid called chyme. A dogs stomach is extremely acidic, about 1-2 PH. The hydrochloric acid residing in a dog's stomach is far more acidic than that of a human – enough to burn your hand if you were to touch it. Luckily, a dogs stomach is lined with a thick mucus which protects surrounding tissue and prevents the stomach from digesting itself with the powerful acid it stores.

The contents of the stomach is then moved into the small intestine. The small intestine is a long hollow tube. About four times the length of your dog's body. The broken down food is

further treated with gastric juices which are secreted from the pancreas and gallbladder through openings of the small intestine. The main job of the small intestine is to absorb nutrients of the liquid food that has been broken down by the stomach.

The liquefied food is then moved into the final part of its digestive journey, the large intestine (also known as the colon). The colon has the important job of saving water and electrolytes to hydrate the body. The bacteria of the large intestine help to break down the final, hard to process food matter. During this breaking down process, healthy gut bacteria emit their own flatus, which in turn your dog must pass. Up to 75% of gas produced by your dog is not his fault. The healthy gut bacteria are responsible for those stinkers!

Research suggests that dogs who eat soybeans, peas, beans, milk products or have a high fat diet are susceptible to producing an eye watering stench from their nether regions.

Also, dogs that swallow air while eating, especially those dogs who chow down their food at the rate of knots are at a greater risk of chronic flatulence. Overweight and obese dogs are at risk too, especially the ones who aren't getting adequate exercise (regardless of their diet).

There are some medical reasons for chronic flatulence. Some of which include:

- Inflammatory bowel disease
- Small intestine bacterial overgrowth
- Irritable bowel syndrome
- Intestinal parasites
- Enteritis (inflammation of the small intestine caused by a pathogen)

If you are concerned about the alchemy of your dog's essence, get the all clear from the vet to rule out any of these kinds of illnesses.

Farting is nothing to be ashamed of. We all do it, in fact some of us up to 25 times a day! In the late 1800's people paid big money to see 'Le Pétomane', a French entertainer who had an amazing ability to fart on command. He had remarkable control of his abdominal muscles, which allowed him to play his intestinal trumpet for audiences far and wide. Maybe our canine companion has a career in it! ■





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WHAT'S NEW



1

1. KITTY CRUNCH CAT TREATS

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2

2. KIT CAT – CANNED “TOPPERS” CAT FOOD

A great addition to the popular Kit Cat family of quality foods – the “Toppers” range comes in 80gm. cans, and is available in: Chicken & Lamb, Chicken & Salmon, Chicken & Whitebait, Chicken & Crab, Tuna & Anchovy, Tuna & Shrimp, Tuna & Scallop and Tuna & Crab. Open a can and compare with the market leaders!



3

3. ZOE – PREMIUM WET FOOD FOR CATS & DOGS

New from Hagen. Zoe is a new concept of multiple foods in one package. The Duets for cats contain a twin combo of Chicken & Salmon, Salmon & Tuna, Chicken & Turkey, Chicken & Beef and Tuna & Tilapia all based in a delicious gravy sauce. The Trio's for Dogs contain a triple mix of Turkey, Chicken, Tuna, Salmon, Beef all with A mix of two vegetables like Pumpkin, Sweet Potato, Peas, etc. A Premium range priced to compete with supermarket prices.



4

4. K9-FITNESS DOG TOY RANGE

A high quality range of new design Dog Toys in Fitness TPR/rope combination, a Hydro floating animal, and a Tough Toy range. All items come in an attractive Blue/Yellow combination with stand out shelf appeal.



5

5. AMPHI PLUS – AMPHIBIOUS WATER PUMPS RANGE

Now available – a range of high powered Variable speed Amphibious water pumps in 4 sizes – 13,000 LPH, 15,000 LPH, 18,000 LPH, and 20,000 LPH flow rates with lifts from 5.5 metres to 7.0 metres in height. Ideal for use in both marine sumps or for pond use.



6

6. COOLER WATER/FOOD BOWLS

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7

7. NATURES ORGANIC'S - SHAMPOO RANGE

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8

8. ALCOTT – WANDERER RETRACTABLE PET LEASHES

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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, 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

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Because of high postage and production costs I regret we are no longer able to send the Pet Industry News hard copy to our New Zealand subscribers. If I have your email address I will be sending a link to a digital copy which you can read on your pad or computer. If you would prefer I sent the magazine to a different email address or if you do not wish to receive the magazine please reply with your details.

Who's coming to AusPet 2018

Pets welcome!

Visit auspet.net.au

for all the details



EVENT SCHEDULE – SATURDAY OCTOBER 20

9.00am– 12.00pm	Grooming Competition – Asian Influence & Creative	Oster Grooming Area
9.00am – 5.00pm	Jumping Castle	Lawn Area
10.00am – 3.00pm	Face Painting	Lawn Area
10.00am – 4.00pm	Dog Agility Demonstration	Dog Sports Arena
10.00am – 4.00pm	Animal Welfare League Kids Show	AWL Stage
10.00am - 4.00pm	Reptile Show	Snakeman Marque – Lawn Area
10.00am – 5.00pm	Pony Rides & Petting Zoo	Lawn Area
10.00am – 4.00pm	Food Vans	Lawn Area
10.00am – 10.30am	Welcome to Country & Indigenous Dance Display	EcoRept Education Stage
10.45am – 11.15am	Keeping Live Insects	EcoRept Education Stage
11.30am – 12.00pm	Animal Welfare League Kids Show “Animal Antics”	AWL Stage
11.30am – 12.00pm	Meet my Wildlife Mates Show	EcoRept Education Stage
12.15pm – 12.45pm	How to Set Up your Fist Fish Tank	EcoRept Education Stage
12.30pm – 2.00pm	Create Your Own Pup in a Cup- at the Puppicino Workshop	Oster Grooming Arena Stage
1.00pm	Gee Cee the Dog and Cee Cee the Cat	Main Halls
1.00pm – 1.30pm	Pet First Aid Basics	EcoRept Education Stage
1.30pm – 2.00pm	Animal Welfare League Kids Show “Animal Antics”	AWL Stage
1.45pm – 2.15pm	An Introduction to Keeping Reptiles as Pets	EcoRept Education Stage
2.15pm – 2.45pm	QLD Police Dogs	Oster Grooming Arena Stage
2.30pm - 3.00pm	Aquascaping Made Simple	EcoRept Education Stage
3.00pm – 4.30pm	Basic Grooming Maintenance at	Oster Grooming Arena



Gold Coast Convention & Exhibition Centre

Friday October 19 - 9am to 5pm (Trade Only)

Saturday October 20 - 9am to 5pm

Sunday October 21 - 9am to 5pm



EVENT SCHEDULE – SUNDAY OCTOBER 21

9.00am– 12.00pm	Grooming Competition	Oster Grooming Area
9.00am – 5.00pm	Jumping Castle	Lawn Area
10.00am – 3.00pm	Face Painting	Lawn Area
10.00am – 4.00pm	Dog Agility Demonstration	Dog Sports Arena
10.00am - 4.00pm	Reptile Show	Snakeman Marque – Lawn Area
10.00am – 5.00pm	Pony Rides & Petting Zoo	Lawn Area
10.00am – 4.00pm	Food Vans	Lawn Area
10.00am – 10.30am	Meet My Mates Wildlife Show with Shelley Craft	EcoRept Education Stage
10.45am – 11.15am	Keeping Live Insects	EcoRept Education Stage
11.30am – 12.00pm	Animal Welfare League Kids Show “Animal Antics”	AWL Stage
11.30am – 12.00pm	How to Set Up your First Fish Tank	EcoRept Education Stage
12.15pm – 12.45pm	Pet First Aid Basics	EcoRept Education Stage
12.30pm – 2.00pm	Create Your Own Pup in a Cup- at the Puppicino Workshop	Oster Grooming Arena Stage
1.00pm	Gee Cee the Dog and Cee Cee the Cat	Main Halls
1.00pm – 1.30pm	An Introduction to Keeping Reptiles as Pets	EcoRept Education Stage
1.30pm – 2.00pm	Animal Welfare League Kids Show “Animal Antics”	AWL Stage
1.45pm – 2.15pm	Aquascaping Made Simple	EcoRept Education Stage
2.15pm – 2.45pm	QLD Police Dogs	Oster Grooming Arena Stage
2.30pm - 3.00pm	Reptile Presentation	EcoRept Education Stage
3.00pm – 4.30pm	Basic Grooming Maintenance at Home/Product Demonstrations	Oster Grooming Arena Stage

PIAA & BlackHawk present AusPet 2018 is a trade show and public show like no other, focusing on all things relating to companion animals of all kinds, including reptiles, fish, birds, dogs, cats, guinea pigs, rats, mice, pigs, chickens & other small animals.

Animal enthusiasts will be provided with an extensive array of animal-based entertainment, education and information with celebrities, education sessions and exhibitors spread over a massive 6000m². There will be something for everyone.

Hours of fun and education for the whole family

- Meet our ambassador Shelley Craft
- Lots of animals of all shapes & sizes
- Live Entertainment
- Animal demonstrations including dog agility and the Gold Coast Snake Man!
- Giveaways & product discounts
- Education stage
- Dog grooming competition & demonstrations
- Great food options
- Kids face painting & jumping castle
- Petting zoo & pony rides
- Animal Welfare League QLD Mascot Danny the Dog
- Gold Coast Titans
- QLD Police Dogs
- Gee Cee the Dog & Cee Cee the Cat





AusPet 2018 Trade Day

Friday October 19

EVENT SCHEDULE – FRIDAY OCTOBER 19			
8.00am – 9.30am	Steve DeMamiel Keynote – Sales & Marketing for the New Breed of Buyer		Room 3 & 4 – 1 st Floor
9.30am – 10.00am	PIAA Annual General Meeting		Room 3 & 4 – 1 st Floor
10.00am	Trade Show Opens		Halls 3 & 4 – Ground Floor
10.30am – 11.30am	Building a Client Focused Business	Anita Marchesani	Room 4 – 1 st Floor
10.30am – 11.00am	Aquatics	Daniel Kimberley	Room 3 – 1 st Floor
11.00am – 11.30am	Make your Store a Destination <ul style="list-style-type: none"> Do you have the essential livestock in your retail store? How to setup a planted display tank in your retail store; learn from the worlds best aquascaper 		
11.30am – 12.00pm	<ul style="list-style-type: none"> Where do you see your industry headed; Future, Threats & Opportunities 		
12.30pm – 1.30pm	Implications for the Pet Industry of Puppy Education: A panel discussion how puppy education shapes the dog in our society	Anita Marchesani	Room 4 – 1 st Floor
12.30pm – 1.30pm	Modernising the system for keeping and trading protected animals – how does this effect you as a retailer?	Andrew Baker	Room 3 – 1 st Floor
2.00pm – 3.00pm	Small Business Marketing	M10 Collective	Room 4 - 1 st Floor
2.00pm – 3.00pm	The Shifting Culture of Pet Shop Rehoming and supporting local rescue organisation	Dr Joy Verrinder PhD DipT MA MBA (Professional Ethics & Governance)	Room 3 – 1 st Floor
3.30pm – 4.30pm	Setting Birds & Reptiles up for success	Bec Baldwin & Ben Dresen	Room 3 - 1 st Floor
5.00pm	Trade Show Closes		





PIAA thanks our AusPet 2018 Sponsors and Supporters



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AusPet 2018

Gold Coast Convention & Exhibition Centre

Friday October 19 - Trade Only

Saturday October 20 - Public

Sunday October 21 - Public



Wrap up...



Stunning gardens at the Mercure Hunter Valley Gardens Resort

Another successful AusBoard conference has been held, this time at the Mercure Hunter Valley Gardens Resort.

Delegates enjoyed the beautiful surrounding gardens and the cosy atmosphere with open fires at the resort.

We had a great line up of speakers including Brett Melke from Brett Melke Animal Law, Jules dos Santos from Divine Creatures, Dr Ben Porter from Royal Canin, Karen Smith from M10 Collective, Dr Michael Kidd from Hurlstone Park Veterinary Hospital and Renee Turpin from Employsure. We also had a great dog training session from Glenn Cooke from Pet Resorts Australia.

Thank you to all our speakers for putting together such interesting and informative presentations.

Thank you also to our sponsors Royal Canin.



Beautiful interiors at the Mercure Hunter Valley Gardens Resort



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McGuigans Winery



The setting for the Welcome Dinner



Wine tasting at McGuigans Winery

Glenn Cooke hosted our Welcome Dinner on Monday night. A fantastic BBQ was provided in a beautiful setting. A great night enjoyed by all.

Day two of AusBoard 2018 saw our delegates get out of the conference room for a Kennel & Cattery Tour along with some wine tasting and lunch. First stop was Hunter Pet Motel for a tour of Brett & Charmaines great facility at Elderslie in the Hunter Valley. Thank you to Brett & Charmaine for their hospitality.

From there we travelled to McGuigan Wines for some wine tasting, a beautiful lunch at Goldfish Bar, followed by some more wine tasting at Kevin Sobels Wines. A great way to see the countryside and sample some of what the Hunter Valley has on offer.

Next stop was a tour of Lochinvar Pet Motel - another great facility in the Hunter. Thanks to Marcia Baxter for your hospitality.



AusBoard delegates at Sobels Wines

Thanks to all those who attended and participated, and we look forward to seeing you at AusBoard 2019.

PIAA

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Pet Industry Association's Pet First Aid Workshops 2018



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**Thanks to our hosts so far this year - PawPals Daycare,
 The Dog House Pet Resort, Petplan, Katie Snelson & Kellyville Pets.
 If you are interested in hosting a Workshop, please contact us!**

Topics covered include:

- Control of bleeding
- Performing CPR
- Signs of shock
- Fight wounds
- Chemical poisonings
- Tick poisonings
- Trauma/Hit by car
- Various "do's" & "don'ts"
- Maintaining airways
- Recognising vital signs
- Handling distressed animals
- Accident indgestion of drugs, alcohol etc
- Heat Stress
- Snake bites
- Hypothermia



**For more information email info@piaa.net.au
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ADVOCACY | PIAA is the voice for the industry. We advocate on our members' behalf and address issues across all our member sectors. PIAA sits on numerous animal welfare and government ministerial bodies. We have strong inroads and ongoing liaison with Ministers, Government departments and animal welfare entities in all states. Our State co-ordinators ensure that all local concerns are heard and acted upon accordingly.

BANKING | PIAA members have access to limited offers, exclusive deals and support from **The Commonwealth Bank**. As a PIAA member you will have access to vehicle & equipment finance, business overdraft, business loan, market rate loan, business line of credit (conditions apply).

TAX & LEGAL ADVICE | PIAA members can receive free tax and legal advice. As part of our Member Benefits scheme, **The Assistance Company** will provide free advice to members nationally. The Assistance Company is a well-established and specialised agency that can offer both personal and business related advice.

SOFTWARE | **RezExpert** offers our Boarding and Grooming members 15% discount on training and setup as well as 15% discount on monthly software license on their Kennel & Cattery Management software and the same discounts on their Pet Grooming Appointment Management software.

HR & INDUSTRIAL RELATIONS FAIR WORK HELPLINE | This invaluable service is provided by **Employsure Assist Program**. **Employsure** is Australia's leading workplace relations specialists. They provide comprehensive workplace relations solutions to help employers set the solid foundations for business success. Employsure can discuss and advise on how best to address your issues in regards to all IR/HR matters.

TRAVEL DEALS & DISCOUNTS | Flight Centre Business Travel can offer PIAA Members a dedicated travel manager who can look after your business & leisure travel needs including airfares, accommodation, care hire and other travel products. Discounts on Travel Insurance, discounted Qantas & Virgin lounge memberships and \$50 per person for international packages.

STAY INFORMED | Receive regular updates on industry issues and government changes affecting your business. Free with your PIAA membership- **Fortnightly e-newsletter, Pet Trade, Pet Industry News Trade Journal & Industry Specific Workshops**.

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PET INDUSTRY REUNION

On 28th July the Novotel, Darling Harbour was host to the old guard of the Pet Industry.

Organiser of the event was Ed Kreamer late of Kramar Pet Products and invitations went out to those that were in the Pet Industry from the 70's, 80's and 90's. Many of these are no longer in the industry so it was a real challenge to make contact. However, persistence paid off and over 70 were able to attend.

Some of those that attended and are no longer in the industry are:

- Ed and Frances Kreamer** - Kramar
- Roy Evans** - Royjen
- Cam McTavish** - Aristopet
- Karl Schnell** - TFH
- Rick Datodi** - Aquarium Industries
- Peter Nobbs** - PIJAC (PIAA)
- Henk & Vanessa Van Der Helm** - Rudducks
- Alan Whelpton** - Pets International (Masterpet)
- Brent and Wayne Whelpton** - Masterpet
- Steve Yeo** - PIJAC (PIAA)

Some of those that are still in the industry and attended:

- Tom Celluci** - Pets International (now at Kong's)
- Sue D'Elton** - Beaupets
- Davy Kong** - Kong's
- Frank Williams** - Pet Pacific
- Sue Carson** - Aquasonic
- David Crawford** - Dalbarb (now with Casco)
- David Garrett** - Brooklands (NZ)
- Mike Gervai** - Petware (NZ)
- Geoff Hemming**

Plus many more including the partners of some of those that attended. The group were pleased to donate some excess funds to Assistance Dogs and this was presented by Ed Kreamer.

A montage of photos from that period was displayed on a television during the evening. This is now available for viewing at https://www.petnews.com.au/full-magazine/?post_id=4750

So, what are they doing now? The following was supplied by some of the attendees.

ED KREAMER

Since stepping down from the Board of KraMar after the sale of the business to Nestle Purina in 2010, Ed Kreamer has continued to be involved in the business world as a non-executive Chairman of a footwear business (Homyped), Chairman of peer development group of 18, CEO's and Business Owners for Leadership ThinkTank, and head of a private investment syndicate.

Ed still lives in West Pennant Hills in Sydney's north west. He travels regularly with his wife Carmel, is still an active waterskier, and a regular competitor in motorsport events around Australia including Targa Tasmania and the Bathurst 6 hour. He has two boys the eldest Steven a professional musician and Matthew completing his last year of University.

ALAN WHELPTON

In 2001 at the age of 65 I sold Pets International Pty Ltd to good friends and business partners Brent & Wayne Wootton, a business I was involved with for almost 40 years.

At the same time I announced my retirement from Surf Life Saving Australia as President after holding the position for 26 years. I continued on as President of The International Life Saving Federation for a further 8 years and retired as President in 2008.

Since 2001 I have had the opportunity to spend a term on the Board of The Sydney Olympic Park Authority (SOPA) and today:

- Chairman Western Sydney Academy of Sport (since 2001)
- Chairman NSW Hall of Champions Selection Committee (since 1992)
- Selector of Sport Australia Hall of Fame in Melbourne (since 1998)
- Chairman Coronation Club Ltd Burwood (since 2006)
- Life Governor Surf Life Saving Australia (appointed 2001)
- Life Governor International Life Saving Federation (appointed 2008)

JOHN COUNIHAM

Still very active within the industry and tenaciously independent. 2 years ago we sold our Burnside retail store after 25 years to concentrate on our Mt Barker store in the lovely Adelaide hills. we are a shareholding member of indepet and are very active within the group. Currently don't have an active roll with PIAA however with my close association over nearly 30 years still get called upon to represent wherever I can.

EVIO CONTENATI

Evio Contenati of Pet City in Brisbane still owns the 61 year old family business but has withdrawn from the everyday running of the store and now consults weekly with his Store Manager.

He is now more or less a self-funded Retiree and is fortunate to have his two daughters as his neighbours and now indulges in his love of family, reading and classical music.

CAMERON McTAVISH

Happily retired (should have done it earlier) living on rainforest acreage on the Gold Coast. Traveling a lot and still can't pass a pet shop anywhere in the world without checking it out. Probably would travel more but gets separation anxiety from faithful hound Buster.

FAY AND DAVID GARRETT - Brooklands Pet Products

We are both still in the business & enjoying watching our children make a good job of running it now.

Warren our Son - Control's the buying overseas/Contact to Chain stores/importing Tropical & Marine Fish etc etc/plus many other duties Lauresa our Daughter - Control's office accounts/wages etc/breeding of tropical fish/goldfish & plants.

Jason our Son in law - Set up & looks after the Web/does some buying overseas/is a rep/visits Customers with reps in their area's etc/he also set up the plant department/handy man.

Warren & Jason do the main shows also. Fay is in the office, keeping eye on customer accounts, ordering NZ stock, plus other jobs were needed. David is still in his office doing overseas freight, overseas payments, money buying etc with a lot of other duties.

I'm sorry I couldn't get everyone's details in but suffice to say a great night was had by all and many commented that they look forward to repeating the event some time in the future. ■

WHAT'S NEW

THE POOCHETTE

Wag and Me have created an environmentally friendly and versatile solution towards encouraging more dog walkers to pick up after their dog. The Poochette is a 5 in 1 versatile dog walking bag and lead, primarily designed to temporarily store used dog waste bags until disposal.

For more information contact Wag and Me on 0424 241 197, email: hello@wagandme.com.au or www.wagandme.com.au



ANHUI CHANGXING ARTS & CRAFTS TOY GROUP INC

Stand Number 92 - Friday, Saturday, Sunday

Address: Tianye Road Yeshan Town Tianchang City Anhui 239356
Contact: Jackie Yu
Mobile: 0086-18655081489
Email: Jackie@changxing.com.cn
Web: www.changxing.com.cn
Phone: +85 550 795 6333

AQUA HUB

Stand Number 127 - Friday

Address: 1/8 Shannon Place, Virginia Qld 4014
Office Mobile: 0488 900 158 Phone: 07 3265 5511
Contact: Mark or Gem Swan
Email: sales@aqua-hub.com.au
Web: www.aqua-hub.com.au

Aqua Hub is a Sole Distributor of Seachem products to the Australian Aquarium Industry distributing daily throughout Australia from their main office based at Virginia, Brisbane, Qld. Aqua Hub stocks all Seachem Brands including JurassiPet, AviPet, FurPets, Aquavitro and Water Garden Oasis.

AQUA PREMIUM

Stand Number 100 - Friday, Saturday, Sunday

Address: 4/9 Bosci Rd., Ingleburn NSW 2565
Contact: Chris Talbot
Office: 02 9618 0840 Mobile: 0415 788 788
Email: chris@aquapremium.com.au
Web: www.aquapremium.com.au

Aqua Premium seeks out the most effective and highest quality aquarium products from around the world and brings them to the Australian market at competitive prices. The experience of our customers is that our products soon become their best sellers. Brands Like Aqual, Dainichi Fish Food, New Life Spectrum Fish Food, MarinePure, Polyfilter, EasyLife, Universal Rocks just to name a few.

AQUARIUM INDUSTRIES

Stand Number 96 - Friday, Saturday, Sunday

Address: 16-26 Shirley Way Epping VIC 3082
Contact: Daniel Cano
Email: ai@aquariumindustries.com.au
DanielC@aquariumindustries.com.au
Web: www.aquariumindustries.com.au
Phone: 03 9409 9300

Aquarium Industries is your one stop supplier! We have Australia's largest range of Freshwater and Marine Fish, along with the AI range of frozen fish and turtle foods; live crickets, woodies; frozen rats and mice. All backed by Aquarium Industries' service, including the industry's only complete training and support program.

AWL QLD

Stand Number 115 Saturday, Sunday

BAINBRIDGE PTY LTD

Stand Number 42 - Friday, Saturday, Sunday

Address: 3/33 Miller St, Murarie QLD 4172
Contact: Sam Gill
Mobile: 0488 071 709 Phone: 07 3348 8404
Email: sam@bainbridgevet.com.au
Web: www.bainbridgevet.com.au

Established in 1922 and being proudly Australian owned and operated Bainbridge has now significantly expanded our range to include a world class range of products for poultry and companion animals. Be sure to come and visit us to see our entire range and talk to us about the opportunities we can offer you. Warehouses in Brisbane & Perth.

BEIJING MAKAR PET PRODUCTS

Stand Number 88 - Friday, Saturday, Sunday

Address: Rm. 1620, Bailangyuan 36A Fuxing Road Haitian District Beijing China
Contact: Zhang Zhi Yang
Mobile: +86 134 26209511 Phone: +86 10 882 03263
Email: zyz@makar.cn

BLACKHAWK PET CARE

Stand Number 47 - Friday, Saturday, Sunday

Address: Suite 1B, Shed 73, 4E Huntley St., Alexandria. NSW 2015
Contact: Customer Care
Email: customer.service@masterpet.com
Web: www.blackhawkpetcare.com.au
Phone: 1300 654 279

Black Hawk Pet Care is the leading natural pet food brand in Australia. Black Hawk is proudly made in Australia and leading the real food movement for pets.

BOEHRINGER INGELHEIM ANIMAL HEALTH

Stand Number 117 - Friday

Address: Level 1, 78 Waterloo Rd., North Ryde NSW 2113
Contact: Customer Care
Email: businesssupport.australia@boehringer-ingelheim.com
Web: www.boehringer-ingelheim.com.au
Phone: 1800 808 691

Boehringer Ingelheim Animal Health business is now the second largest company in the global animal health market and is the top provider worldwide of parasiticides and vaccines for both production animals and pets. Boehringer Ingelheim is committed to researching, developing and manufacturing an innovative range of animal health solutions for the veterinary profession and pet owners.

BOTANY BAY IMPORTS**Stand Number 60 - Friday, Saturday, Sunday**

Address: 24 Underwood Ave., Botany, NSW 2019
 Contact: Margaret Pajic
 Email: margaret@botanybayimports.com.au
 Web: www.botanybayimports.com.au
 Phone: 02 4624 8950

Australia's and New Zealand sole importer of Oster Professional Products. We also have our own house brand of Shear Magic Professional Products. We provide sales, repairs, service, sharpening and spare parts. We have been servicing the Australian and New Zealand markets for over 40 years in the Pet, Vet, Equine, Rural and Groomer industry. Our range includes clippers (no animal is too big for our clippers), trimmers, blades, scissors, lubricants, grooming tools, storage cases, bathing systems, shampoo's, conditioners and more.

CAIRNS MARINE**Stand Number 53 - Friday, Saturday, Sunday**

Address: 14 Industrial Ave., Stratford, QLD 4870
 Contact: Scott Leishman
 Email: domesticalsales@cairnsmarine.com
 Web: www.cairnsmarine.com
 Phone: 07 4058 1711

Cairns Marine is Australia's largest collector and supplier of marine life for display in aquaria, servicing domestic retail outlets and wholesalers worldwide. Cairns Marine also provides public aquaria with a complete stocking solution for large animals, including sharks, rays and the enigmatic freshwater sawfish, as well as a bewildering array of smaller fish and invertebrates. Decades of large animal husbandry and handling experience means Cairns Marine can not only deliver the largest specimens in premium condition but also support our clients with comprehensive after sales service. With Marine Aquarium Council certification and membership of World Association of Zoos and Aquariums, Cairns Marine guarantees our public aquarium customers a completely ethical and sustainable chain of custody solution. Cairns Marine – your sustainable choice.

CATMATE**Stand Number 73 - Friday, Saturday, Sunday**

Address: 42-50 Point Henry Rd., Moolap VIC 3221
 Contact: Rod Bailey
 Email: rod@pelletmate.com.au
 Web: www.catemate.com.au
 Phone: 0448 345 881

Catmate, the eco-friendly wood pellet litter that is the ideal solution for pet owners seeking quality litter that is easy to use and super absorbent. It contains natural oils that inhibit the growth of odour causing bacteria. Thanks to higher absorbency, Catmate, lasts much longer than most regular animal litters, saving you valuable time and money. One kilo of wood pellet litter can soak up nearly 3 litres of odour causing liquid. Catmate is 100% biodegradable and compostable, our natural wood pellet cat litter can be used as garden mulch for your lawns and providing nourishment for your flowers all year round.

CURRUMBIN WILDLIFE SANCTUARY NATURE ED**Stand Number 117 - Saturday, Sunday**

Address: 28 Tomewin St., Currumbin QLD 4223
 Contact: Amelia Morris
 Email: educationmanager@cws.org.au
 Web: www.currumbinsanctuary.com.au
 Phone: 07 5500 0896

Currumbin Wildlife Sanctuary education department allows students to get up close and personal with some of our favourite native Australian animals. Participate in our most popular experience, the Wildlife Discovery Experiences; get VIP access on our Behind the Scenes Tours or be transported to another world in our Indigenous Sessions. Adults can join our Community Courses collection, exploring animal care, training, reptiles, birds and mammals.

DEQING TIANSHENG CRAFTS CO. LTD**Stand Number 59 - Friday, Saturday, Sunday**

Address: No 78 Qinyun Road Deqing Hu Zhou Zheiang China
 Contact: Mr.Zhong
 Email: 648454795@qq.com
 Phone: +86 572 822 6833

Professional production of cat trees, pet beds, pet toys and other products.

DEPARTMENT OF AGRICULTURE & FISHERIES**Stand Number 20 - Friday, Saturday, Sunday**

Address: P O Box 46 Brisbane, Qld 4001
 Contact: The call centre on 13 25 23 or visit
 www.daf.qld.gov.au

The Department of Agriculture and Fisheries (DAF) provides services to support the management of invasive plants and pest animals. DAF plays an important role in increasing agricultural productivity by working closely with local governments, industry, communities and other stakeholders to reduce the risk and impacts of invasive plants and animals to Queensland.

DGS IMPORTS**Stand Number 66 - Friday, Saturday, Sunday**

Address: U9 2-12 Knobel Cr., Shailer Park QLD 4128
 Contact: Virginia
 Email: info@dgsimports.com.au
 Web: www.dgsimports.com.au
 Phone: 07 3801 4800

DGS Imports is a specialised supplier of Dog, Grooming and Show Supplies. Bringing you the best. Our brands include Kenchii, Artero, iGroom, Natures Specialties, P & W Scissors, Ladybird Grooming Wear, Show Tech, Groom Professional, Nagayu, and more. Everything to keep your dog groomed perfectly!

EVON PET SUPPLIES**Stand Number 21 - Friday, Saturday, Sunday**

Address: 1/84 Riverside Rd., Chipping Norton, NSW 2170
 Contact: Dennis He
 Email: support@envon.com.au
 Web: www.envon.com.au
 Phone: 02 8710 8571

EXCELENCIA IMPORTING**Stand Number 71 - Friday**

Address: 17 Purcell Cres., Lalor Park NSW 2147

Contact: Ambreen Mohammedi

Mobile: 0405 026 621 Phone: 02 9920 3787

Email: ambreen@excelenciaimporting.com

Web: www.excelenciaimporting.com

Excelencia Importing has been sourcing and importing premium products from across the globe since 2012. With an eye for detail, we strive to identify and pick out the most exclusive products that are manufactured to the highest standards suitable for distribution. Key Products: Dog leashes, Pet grooming gloves, Pet bath and massage brush.

FIDO'S PET CARE**Stand Number 1 - Friday, Saturday, Sunday**

Address: PO Box 3186 Logan City, Qld 4114

Contact: Karen Preston

Email: karen@mavlab.com.au

Phone: 07 3803 1399 Mobile: 0403 577 418

Mavlab Animal Health and the Fido's Pet Care Products are a Queensland Owned Manufacture that has been established for over 45 years. We manufacture a broad range of Veterinary Pharmaceuticals and Pet Care Products- including the popular Fido's Pet Care Range. We are located on Stand Number 1 at AUSPET 2018, and look forward to seeing you there.

FUJIAN QUANZHOU JI FAN IMPORT & EXPORT CO. LTD**Stand Number 39 - Friday, Saturday, Sunday**

Address: Room 1005, 11th Black, HaiJing GuoJi, 1st YunZhou Island FengZe District QuanZhou City China 362000

Contact: Zhiguo Su

Email: jackygoes@vip.163.com

Phone: +86 595 22312971

FURRY LEGS**Stand Number 56 - Friday, Saturday, Sunday**

Address: 9 Cumberland Street, Epping, NSW 2121

Contact: Peter Muller

Email: pete@furrylegs.com

Web: www.furrylegs.com

Phone: 0413 668 422

Furry Legs launched its pet fitness tracker in August this year. It's suitable for cats and dogs, tracks steps, measures distance and counts highly active time. It weighs 9 grams and attaches to the pet's collar. Utilising the LED screen it is also the world's first digital dog/cat tag. RRP \$89.

GOLD COAST CABS**Stand Number 114 - Saturday and Sunday**

Address: 11 Millennium Circuit, Helensvale 4212

Contact: Lisa Atallah

Mobile: 0481 850 502 Phone: 5588 1234

Email: lisa@gccabs.com.au Web: gccabs.com.au

Gold Coast Cabs (GC Cabs) has been operating for over 80 years on the Gold Coast providing transport services from Coolangatta to Ormeau. Passenger safety is a number one priority and every vehicle has multiple security cameras and GPS tracking devices fitted to ensure a safe journey for you and your loved ones. We also cater for Your Pet. Are you heading out on the town and your furry friend has an invite too? Don't worry, our fleet is pet friendly!

GOLD COAST PET CENTRE**Stand Number 71 - Saturday, Sunday**

Address: 4/110 Kortum Dr., Burleigh QLD 4220

Email: info@gcpets.com.au Web: www.gcpets.com.au

Phone: 07 5576 8766

Gold Coast Pet Centre is a family owned business based on the Gold Coast for over 20 years. Specializing in advice and customer service, we have Pets...and everything for pets.

GOLD COAST CAT CLUB**Stand 65 Saturday and Sunday****GUIDE DOGS QLD****Stand Number 113**

Address: 1978 Gympie Road, Bald Hills, Qld 4036

Contact: Lisa Mathieson

Email: L.Mathieson@guidedogsqld.com.au

Web: www.guidedogsqld.com.au/

Phone: 07 3500 9056

HANGZHOU BOYA HOME DECOR CO., LTD**Stand Number 90 - Friday, Saturday, Sunday**

Contact: Zhou Yanwen

Email: zyw281@126.com

Phone: 13868116818

HEALTHY EVERYDAY PETS**Stand Number 83 - Friday, Saturday, Sunday**

Address: 11 Flinders St., Surry Hills NSW 2010

Contact: Rebecca Humphries

Mobile: 0431 226 644 Phone: 0431 226 644

Email: rebecca@healthyeverydaypets.com.au

Web: www.healthyeverydaypets.com.au

Healthy Everyday Pets understands the importance of a high quality super premium pet food. Pete Evans has worked with one of Australia's leading pet nutritionists to create Healthy Everyday Pets, aiming to provide healthier, premium quality dog and cat food to the Australian pet market.

HILL'S PET NUTRITION**Stand Number 10 - Friday, Saturday, Sunday**

Address: Level 14, 345 George Street, Sydney. NSW 2000

Contact Warwick Baldwin

Email: warwick_baldwin@colpal.com

Web: www.hillspet.com.au

Phone: 0410 605 436

Hill's™ Science Diet™ At Hill's™ we continue the tradition of transforming the lives of pets, pet parents and vets that care for them. Our mission, started in 1939 by one remarkable veterinarian, is to help enrich and lengthen the special relationships between people and their pets. Science Diet™ pet foods are recommended by Vets worldwide – the highest quality ingredients precisely balanced for every life stage and special need. Everyday each of us is helping to make a difference for people and their pets all over the world.

INABA PET FOODS CO., LTD.**Stand Number 44 - Friday, Saturday, Sunday**

Address: 190 Moo7, Nong Pla Kradi Rd., Nong Pla Mo, Nong Kae, Saraburi 18140 Thailand

Contact: Wanatsanun Wattanasuwakul

Email: wanatsanun_w@inaba-foods.co.th

Web: www.inaba-foods.co.th

Phone: +6696 880 0442

IRONBARK AUSSIE PETS**Stand Number 54 - Friday, Saturday, Sunday**

Contact: Emma Grabowski

Email: emma@ironbarkpets.com.au

Web: www.ironbarkpets.com.au

Phone: 0499 998 924

Ironbark Aussie Pets was born from our family's life-long love of animals. We specialise in dog and reptile breeding and care and are beyond passionate about animal well-being and top quality, functional, Australian & imported products for pets. Our retail business followed our breeding programs: when we saw the need to source these products for people buying our pets and wanting only the best items for them. We have recently purchased 400 acres in Robin Falls, Northern Territory, with a 10-year outlook to run an eco-lodge and a reptile care and rehabilitation facility. We also aim to continue our dog breeding program, always looking to improve the French Bulldog breed.

KONG COMPANY**Stand Number 63 - Friday, Saturday, Sunday**

Address: Unit 1/12 Zenith Rd., Dandenong South VIC 3175

Contact: Bill Hansen - National Business Development Mgr

Mobile: 0400 454 244 Phone: 03 9904 1900

Email: bill.hansen@kongcompany.com.au

Web: www.kongcompany.com

The Kong Company has been developing, designing and producing dog and cat toys for over 40 years. KONG toys are the best of the best in quality, originality, variety, safety and value. With over 400 skus ranged in Australia, we are sure to have a KONG toy to suit every type of dog and cat!

KONG'S AUSTRALIA PTY LTD**Stand Number 76 - Friday, Saturday, Sunday**

Address: 97 Williamson Rd, Ingleburn NSW 2565

Phone: 1300 883 188

Email: info@kongs.com.au

Web: www.kongs.com.au

Kong's is a wholesaler and developer of quality products to care for your pets. The 'One Brand' consist of Aqua One, Reptile One, Pet One, Avi One and Pond One. These brands have become household names and leaders within their respected categories. At Kong's, we know that your pets are members of your family, as they are in ours.

L'BARKERY**Stand Number 105 - Friday, Saturday, Sunday**

Address: 39 Inclus St., Camp Hill QLD 4152

Contact: Lia Onorati

Mobile: 0418 298 242 Phone: 0418 298 242

Email: info@lbarkery.com

Web: www.lbarkery.com

L'Barkery home of the Original Puppicino and Paw Blonde... Fun, BUT healthy Pet Beverages and treats. 100 % human grade...no preservatives, no sugars...formulated by our own Pet nutritionist...our motto...healthy doesn't need to be boring

LIFE@PP BRAND**Stand Number 78 - Friday, Saturday, Sunday**

Address: 297 South Gippsland Highway, Dandenong South. VIC 3175

Contact: Mark Maundrell

Mobile: 0407 312 823 Phone: 03 8787 6900

Email: markm@jarviswalker.com.au

Web: www.jarviswalker.com.au

Life@pp has taken pet bedding to the next level. Life@pp, pronounced "lifeapp", stands for "life @ people and pets". Whether you have a cat or dog, kitten or puppy, your best friend will love the quality range of breathable, nontoxic pet beds that are all about making your life, and the life of your pet, that much more comfortable.

LIVEFISH PTY LTD**Stand Number 79 - Friday, Saturday, Sunday**

Address: 773 Sims Rd., Childers QLD 4660

Contact: Alan Sambell

Mobile: 0402480523 Phone: 0753154728

Email: alan@livefish.com.au Web: www.livefish.com.au

LiveFish.com.au are the experts at delivering live aquarium fish to Australian homes. Drawing on over 30 years experience in shipping live fish, and backed up with our comprehensive 100% guarantee, you can be sure that our aquarium fish will delight you!

LOVING PETS AUSTRALIA**Stand Number 115 - Friday**

Address: 265 King St Newcastle 2300

Contact: Malcolm Hall

Email: mh@lovingpetsproducts.com.au

Web: www.lovingpetsproducts.com.au

Mobile: 0414 789 134 Phone: 1300 475 090

Loving Pets are Manufacturers & suppliers of dog bowls, cat bowls, treats and accessories to the Australian & worldwide market. Loving Pets has gained contracts with some of the largest distributors and pet chains across US, Europe & Australasia. The NUMBER 1 supplier of feeding bowls WORLDWIDE!!! In-house manufacturing of our 100% all natural USA made treats for dogs and cats.

MAN'S BEST**Stand Number 111 - Friday, Saturday, Sunday**

Address: Level 1, 87 River Rd., Shoalhaven Heads NSW 2535

Contact: Rodger Muller

Email: rodger@mansbest.com.au

Web: www.mansbest.com.au

Phone: 0434 555 577

Man's Best is a range of premium grain free recipes for dogs. Australian Made. Australian Owned. Created by a small team of dog lovers who know the benefits of a balanced and nutritious premium grain free diet, we've worked with leading dog nutritionists and veterinarians to create a range of premium recipes all dogs will love.

MARK'S FEATHER ART**Stand Number 127 - Saturday, Sunday**

Contact: Mark Culleton

Email: mculleton68@gmail.com

Phone: 0428 316 896

MARS PETCARE**Stand Number 85 - Friday, Saturday, Sunday**

Address: 1 Petcare Place Wodonga NSW 3960

Contact: Matt Pilkington

Mobile: 0466 529 353 Phone: 02 6055 520

Email: matthew.pilkington@effem.com

Web: www.mars.com/australia

Mars Petcare has been proudly making nutritious pet food in Australia since 1967. Our factories in Wodonga, Victoria and Bathurst, New South Wales, manufacture Australian favourites such as PEDIGREE®, WHISKAS®, NUTRO™, GREENIES™, DINE®, and MY DOG®, backed by the best science from the WALTHAM Centre for Pet Nutrition – the leading authority on pet nutrition in the world.

MELANIE NEWMAN SALON ESSENTIALS**Stand Number 12 - Friday, Saturday, Sunday**

Address: GPO Box 2565 Melbourne 3001

Contact: Cory Coyd Phone: 0407 687 754

Email: cory@melanienewman.com.au

Web: www.melanienewman.com.au

Melanie Newman Salon Essential are manufacturers of premium canine grooming products using plant derived ingredients. No synthetic fragrance - No SLS's - No Parabens - Designed by one of Australia's leading professional groomers.

OEM PET CARE AUSTRALIA PTY LTD**Stand Number 126 - Friday, Saturday, Sunday**

Address: 29/7 Salisbury Rd., Castle Hill NSW 2154

Contact: Gerard Jouault Phone: 02 8606 2787

Email: exports@connex.com.au Web: www.alacarte4k9.com.au

OEM Pet Care Australia Pty Ltd is a long-established producer of pet care products focusing on dog and cat food distributed in Australia. Our A La Carte range of premium pet food formulas are also exported to numerous countries including Japan, South Korea and Hong-Kong... OEM Pet Care Australia Pty Ltd is 100% Australian owned, made and still very affordable.

NESTLE PURINA PETCARE**Stand Number 116 - Friday, Saturday, Sunday**

Address: 1 Homebush Bay Drive Rhodes NSW 2138

Contact: Mark Harris Phone: 0478 475 143

Email: mark.harris@au.nestle.com

Web: www.purina.com.au

OZ AQUARIUM DISTRIBUTORS**Stand Number 28 - Friday, Saturday, Sunday**

Address: 7A/37 Chambers Rd., Altona North. VIC 3025

Contact: Kasun Fernando

Email: sales@ozaquariumdistributors.com

Web: www.ozaquariumdistributors.com

Phone: 03 8589 1276 Mobile: 0426 744 774

We at Oz Aquarium Distributors are a wholesale supplier of Aquatic products, distributing nationally. Hosting a range of quality brands like Aquaforest®, Waterbox®, Tropical®, Pacific Sun®, Biopod®, And Oz Aquarium's line of Natural Products. OAD's success is built upon solid customer relationships and we are committed to nurturing these roots to grow and sustain healthy partnerships and build on the wonderful hobbies these products are used in.

OZ-PET**Stand Number 72 - Friday, Saturday, Sunday**

Address: 9610 Pacific Hwy., Woodburn NSW 2472

Contact: Lyn Scott

Email: lyn.scott@pha-ozpet.com.au Web: www.oz-pet.net.au

Mobile: 0416 281 958 Phone: 02 6682 2012

Oz-Pet Litter was first introduced to Australia in 2004 by our Australian owned company based in Woodburn NSW, our company is committed to promoting the use of environmentally friendly products, using waste sawdust materials from local mills in the Northern Rivers regions, converting the sawdust from natural plantation timbers into wood pellets for quality pet litter and bedding. Oz-Pet is free of any additives and can be composted and placed on your flower garden, at the end of its cycle, reducing landfill.

PET ANGEL FUNERALS**Stand Number 36 - Friday, Saturday, Sunday**

Address: 3/21 Expansion St., Molendinar. QLD 4124

Contact: Nicole Watt

Email: info@petangel.com.au Web: www.petangel.com.au

Phone: 1800 738 264

At Pet Angel Funerals, we understand the joy cherished pets bring into our lives and the loss we feel when they pass away. Pet Angel offer affordable pet cremations, pet funerals and pet commemorative products, ensuring your pet is remembered in the way they deserve. Servicing Gold Coast and Brisbane, seven days a week.



The Poochette

Wag and Me have created an environmentally friendly and versatile solution towards encouraging more dog walkers to pick up after their dog. The Poochette is a 5 in 1 versatile dog walking bag and lead, primarily designed to temporarily store used dog waste bags until disposal.

Points of difference to other products on the market:

- **Versatility:** It can be used as a walking bag, a treat bag, and/or a dog waste bag
- **Convenient:** Easy access bag dispenser
- **Functional:** Inbuilt lead that converts to shoulder strap. And with a fully insulated and enclosed compartment to hold dog waste and/or treats
- **Stylish:** Lightweight neoprene design that is fully machine washable
- **Convenient:** Multiple compartments to store keys, ball, treats, etc.

wag & me

hello@wagandme.com.au www.wagandme.com.au
PH: 0424 241 197



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Our 100% recycled Eco-Friendly wood pellet litter is the ideal solution for pet owners seeking quality pet litter that is easy to use and super absorbent. Catmate contains natural oils that inhibit the growth of bacteria that cause the ammonia smell.



PREMIUM CAT LITTER

WWW.CATMATE.COM.AU

PET INDUSTRY ASSOCIATION OF AUSTRALIA**Stand Number 86 - Friday, Saturday, Sunday**

Address: Suite 45, 11-13 Brookhollow Ave, Baulkham Hills NSW 2153
 Telephone: 02 9659 5811 Fax: 02 9659 5822
 Email: info@piaa.net.au
 Web: www.piaa.net.au

The Pet Industry Association is the only industry association in Australia created to represent all businesses in the pet industry. Formed in 1979 as the PIJAC, we have evolved into a peak organisation which aims to create an environment of best practice principles and ongoing learning for improved technology and systems in the pet industry. The Pet Industry Association is run by members for its members and offers a voice for all who join by liaising with governments, animal welfare agencies, as well as pet and animal groups nationally and internationally. We are represented on government steering committees, consultation and advisory groups on pet ownership and industry issues around Australia.

PET INDUSTRY NEWS MAGAZINE AND TRADE DIRECTORY**Stand Number 86 - Friday**

Address: 21 Dorothy Ave, Basin View, NSW 2540
 Telephone: 02 4443 5200
 Contact: Bob Croucher Mobile: 0418 215 722
 Email: bob@petnews.com.au
 Web: www.petnews.com.au

Pet Industry News is Australia & New Zealand's only pet trade magazine. Published four times a year, around 4000 copies of PIN are sent free of charge to every pet shop, aquarium, kennel/cattery, grooming business, wholesaler, major vets, etc. in our region and throughout New Zealand. The Success of the magazine in getting the message about our advertisers products has been proven over the past 26 years with many companies advertising since day one. Advertising in Australia's only trade magazine has now been made affordable with a variety of sizes enabling even the smallest business to promote their products through our magazine. We have a number of products available for advertisers ranging from double page spreads to email newsletters. We also offer advertising in the Directory of Suppliers. Quick & easy reference for your customer to find you. Located at the back of the magazine and online, list your companies' detail for all states of Australia, New Zealand or International.

PET PACIFIC PTY LTD**Stand Number 70 - Friday, Saturday, Sunday**

Address: 46 David Road, Emu Plains NSW 2750
 Contact: Geoff Volter
 Mobile: 0407 284 778 Phone: 02 4728 6000
 Email: gvolter@petpacific.com.au
 Web: www.petpacific.com.au

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PETS BUDDY PET FOOD**Stand Number 19 - Friday, Saturday, Sunday**

Address: PO Box 756 Parramatta, NSW 2124
 Contact: James
 Email: customerservice@australiapetindustry.com
 Web: www.australiapetindustry.com
 Phone: 02 9683 1434 Mobile: 0433 930 701

PETSTOCK**Stand Number 118 - Saturday, Sunday**

Address: 121 Lydiard St N Ballarat VIC 3350
 Contact: Jessica Guilfoyle
 Email: info@petstock.com.au
 Web: www.petstock.com.au
 Phone: (03) 5335 5499

We're a 100% Australian, family owned and operated business, built on humble beginnings in regional Victoria. PETstock people are industry experts. We know, because we've found them specifically and continue to train them to be their best. We understand that you're not shopping for your dog, cat, bird, fish or lizard...you're shopping for your best buddy, your family member. When you visit PETstock, you know you're not just going to get the best quality pet care products, services and advice; you're going to be treated as part of the family, and that's our PETstock promise.

PETWAY PETCARE**Stand Number 67 - Friday, Saturday, Sunday**

Address: 3/10 Telford Place, Arundel, QLD 4214
 Contact: Tania Taylor
 Mobile: 0409 114 662 Phone: 07 5537 8350
 Email: taniataylor@petwaypetcare.com.au
 Web: www.petwaypetcare.com.au

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PISCES ENTERPRISES**Stand Number 62 - Friday, Saturday, Sunday**

Address: PO Box 200 Kenmore QLD 4069
 Contact: Pisces Sales Team
 Mobile: (07) 3374 1839 or Free call: 1800 351 839 Phone: 07 3374 1839
 Email: sales@piscesenterprises.com
 Web: www.piscesenterprises.com

Founded in 1971, Pisces Enterprises are the leaders of innovation in the production of live aquarium plants, live foods, rodents and tissue culture. Our facilities consist of state of the art greenhouses, aquatic plant growing facilities, tissue culture laboratories and an in-house quarantine room, all climate controlled for all year-round supply. Today, Pisces supply to retail, Zoo's, Sanctuaries and Wildlife Carers.

PLATINUM RANCH**Stand Number 31 - Friday, Saturday, Sunday**

Address: 197 Harrison Dr., Te Awamutu, New Zealand
 Contact: Shaun Stevenson
 Email: shaun@cknz.co.nz
 Web: www.platinumranch.com
 Phone: +64 7 871 3351 Mobile: +64 27 333 2019

POS SOLUTIONS**Stand Number 128 - Friday**

Address: Fiveways Business Centre No 2 Keysborough Close
Keysborough VIC 3173
Contact: Bernard Zimmermann
Mobile: 0402 487 455 Phone: 03 9597 7222
Email: bernardz@possolutions.com.au
Web: www.possolutions.com.au
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Address: P O Box 1393 Burpengary DC QLD 4505
Contact: Jared Patrick
Email: tammief@premierpet.com.au
Web: www.premierpet.com.au
Phone: 07 3385 8500

PRESTIGE PET PRODUCTS**Stand Number 103 - Friday, Saturday, Sunday**

Address: 6 Cessna Drive, Caboolture QLD 4510
Contact: Natasha Arens
Mobile: 0437 024 565 Phone: 07 5432 0200
Email: info@prestigepetproducts.com.au
Web: www.prestigepetproducts.com.au
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Address: #2239, No. 1159, Aolan Road, Jimo, Qingdao, China.
Contact: Yang Xiling Mobile: +86 185 6142 6657 Phone: 86+ 185 6142 6657
Email: Karen.yang@oceankingprinting.com
Web: www.oceankingpackaging.com
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RSPCA QLD**Stand Number 108 - Saturday, Sunday****SAFE FOR ALL (AUST) PTY LTD****Stand Number 65 - Friday only**

Address: U9 - 227A Brisbane Rd., Biggera Waters QLD 4216
Contact: Julie Carter Mobile: 0411 841 948 Phone: 07 5529 3588
Email: info@safe4-aust.com.au Web: www.safe4-aust.com.au
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Contact: Ms.Chen Phone: +86 139 16739170
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SNOOZA PET PRODUCTS**Stand Number 99 - Friday, Saturday, Sunday**

Address: 18 Century Drv., Braeside VIC 3195
Contact: Elaine Salt Phone: 03 9587 3455
Email: info@snooza.com.au Web: www.snooza.com.au
Snooza Pet Products has been manufacturing pet bedding & accessories for over 25 years in Australia. Our products are all about practicality with style & are built to last. Call us silly but it does not make us happy if our customers need to replace their beds on a regular basis, but that's the way we do things. If anything we'd rather it only need the occasional upgrade or part or repair, but essentially a Snooza bed should last many years (of course, everyone is welcome to have more than one bed in the house!). For that reason we make available to purchase separately just about every individual component of a Snooza bed, from the cover to the filling. Our range also incorporates separate zippered inners & removable covers to ensure easy washing, even with the largest size bed and for those pets that show their beds a little to much love; our Free Repair Service is just a phone call away!

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Address: 11 Chifley Drive Mentone VIC 3194
Contact: Vinushi Wickramaratne
Email: vwickramaratne@spectrumbrands.com.au
Web: www.spectrumbrands.com.au
Phone: 03 8551 5087
Spectrum Brands Holdings Inc. is a global, diversified consumer products company and a leading supplier of hardware and home improvement products, personal care products, home appliances, pet supplies, lawn and garden and auto care products. Spectrum markets and sells Furminator, Nature's Miracle, Tetra, Jungle Talk and Dingo brands in Australia & New Zealand.

STERITECH PTY LTD**Stand Number 38 - Friday, Saturday, Sunday**

Address: 160 South Gippsland Hwy, Dandenong VIC 3175
 5 Widemere Rd, Wetherill Park. NSW 2164
 180-186 Potassium St, Narangba, QLD 4504
 AusPet Contact: Raymond Bryden
 Email: info@steritech.com.au
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Address: Suite 11, 203 Spring St., Chatswood NSW 2067
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 Email: megan@therabisaustralia.com
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Address: 3a Lynch St., Hawthorn VIC 3122
 Contact: Justin Randall
 Mobile: 0434 365 789 Phone: 03 9524 8000
 Email: sales@towersystems.com.au
 Web: www.towersystems.com.au

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VETSENSE**Stand Number 108 - Friday**

Contact: Patrick Weiss
 Mobile: 0488 481 999 Phone: 02 4577 9911
 Email: vetsense@cmlab.com.au
 Web: www.vetsense.com.au

VETSENSE is a brand of animal health products manufactured and marketed by C M Laboratories Pty. Ltd., an Australian owned family business founded in 2002 and which also provides contract manufacturing services to the animal health industry.

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Address: 1/70 Dulacca St., Acacia Ridge. Qld 4110
 Contact Derek Lowe
 Email: contactus@wahl.com.au
 Web: www.wahl.com.au
 Phone: 07 3272 4289

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Address: 1 Jarman Cres., Blayney NSW 2799
 Contact: Customer Care Team
 Email: customercare@wholeearthfarms.com.au
 Web: www.wholeearthfarms.com.au
 Phone: 1800 323 335

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 Contact: Maria Evers
 Mobile: 0410 945 712 Phone: 02 9636 4643
 Email: maria@yummipet.com.au
 Web: www.yummipet.com.au

ZHAOYUAN TENGLONG IMPORT & EXPORT CO LTD**Stand Number 32 - Friday, Saturday, Sunday**

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 Contact: Jiwen Lu
 Email: ste1986@live.cn
 Web: www.bondhot.com.cn

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Web: www.facebook.com/helpingpawsadoption/
Contact: Donna Carter
Email: adoptionhelpingpaws@gmail.com

THE SANCTUARY WOMEN'S & CHILDREN'S REFUGE

Stall Number 2 - Sat & Sun

Phone: 0422 031 199
PO Box 9 Elanora QLD 4221
Web: www.sanctuaryrefuge.com.au
Contact: Simone Patterson
Email: simone@sanctuaryrefuge.com.au

POLISH DREAM BURNESE MOUNTAIN DOGS

Stall Number 3 - Sat & Sun

Phone: 0411 258 786
Web: www.polishdream.com.au
Contact: Andrea
Email: andrea@polishdream.com.au

SMALL PAWS ANIMAL RESCUE QLD

Stall Number 4 - Sat & Sun

Phone: 0487 794 261
Web: www.sparqld.com
Contact: Amanda Sykes
Email: info@sparqld.com

STORYBOOK FARM SACRED ANIMAL GARDEN

Stall Number 5 - Sat & Sun

Phone: 0487 896 217
Web: www.facebook.com/Storybook-Farm-Sacred-Animal-Garden-283575955137958/
Contact: Lisa Jayne Cameron
Email: lisa-jayne6@live.com

ANIMAL WELFARE LEAGUE QLD

Stall Number 6 - Sat & Sun

Phone: 07 5509 9000
Shelter Rd Coombabah QLD 4216
Web: www.awlqld.com.au
Contact: Charles Gilroy
Email: events@awlqld.com.au

SPARKLY FAIRY FACE PAINTING

Stall Number 7 - Sat & Sun

Phone: 0403 789 499
Web: www.sparklyfairyfacepainting.com
Contact: Symone Male
Email: symonemale@gmail.com

SHOP4PETS.COM.AU

Stall Number 8 - Sat & Sun

Phone: 07 5432 0211
6-16 Cessna Drive Caboolture QLD 4510
Web: www.shop4pets.com.au
Contact: Crystal Sparkes
Email: info@shop4pets.com.au
Mobile: 0438 486941

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Stall Number 9-10 - Sat & Sun

Phone: 0419 144 165
963 Smiths Creek Rd Stokers Siding NSW 2484
Contact: Shirley Parker
Email: elitemacrame@yahoo.com.au

QLD GUINEA PIG REFUGE

Stall Number 11 - Sat & Sun

Web: www.qldguineapigrefuge.com.au
Contact: Tabitha Bennett
Email: events.qldgpr@outlook.com

CURRUMBIN WILDLIFE SANCTUARY

Stall Number 12 - Sat & Sun

Phone: 07 5534 0877
28 Tomewin St Currumbin QLD 4223
Web: www.currumbinsanctuary.com.au
Contact: Jayme Cuttriss
Email: jcuttriss@nationaltrustqld.org
Mobile: 0499 993 788

MINATURE GOAT BREEDERS ASSOCIATION AUSTRALIA

Stall Number 13 - Sat & Sun

Phone: 0447 142 159
Web: www.miniaturegoatbreedersassociation.com.au
Contact: Jade Holberton
Email: bcpropertygroup@outlook.com

FRANKIE & EMMETT

Stall Number 14 - Sat & Sun

Web: www.frankieandemmett.com.au
Contact: Samantha Morrison
Email: frankieandemmett@gmail.com

NOAH'S ARK PET RESORT

Stall Number 23 - Sat & Sun

Phone: 07 5549 1792
22 Healy Court Ormeau QLD 4208
Web: www.napr.com.au
Contact: Alana & Liam Drake
Email: admin@napr.com.au
Mobile: 0404 691 022

QLD STAFFY & AMSTAFF RESCUE

Stall Number 24 - Sat & Sun

Phone: 0433 222 970
Web: www.facebook.com/qldstaffyrescue/
Contact: Denise Devon
Email: ozzydee10@gmail.com

DOGTAINERS PET TRANSPORT

Stall Number 25 - Sat & Sun

Phone: 07 3859 8200
36 Harvey St North Eagle Farm QLD 4009
Web: www.dogtainers.com.au
Contact: Jody Grey
Email: jody@dogtainers.com.au
Mobile: 0438158880

LIVING URNS AUSTRALIA

Stall Number 26 - Sat & Sun

Phone: 0401 251 595
PO Box 71 Springwood QLD 4127
Web: www.livingurns.com.au
Contact: Rebecca Murphy
Email: rebecca@livingurns.com.au

CITY OF GOLD COAST ANIMAL MANAGEMENT

Stall Number 27 - Sat & Sun

Phone: 07 5667 5990
PO Box 5042 Gold Coast Mail QLD 9729
Web: www.cityofgoldcoast.com.au
Contact: Kylie Brookes
Email: KBROOKES@goldcoast.qld.gov.au
Mobile: 0414 180 300

THE GOLDEN BONE BAKERY

Stall Number 29 - Sat & Sun

Phone: 0450 756 712
Web: www.thegoldenbonebakery.com.au
Contact: Katharina von Heusinger
Email: katharina@thegoldenbonebakery.com
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PARROTS AT THE PARK

Stall Number 30 - Sat & Sun

Phone: 0479 154 371
Mount Warren Park QLD 4207
Web: www.parrotsatthepark.com.au
Contact: Jessie Symons
Email: jessiesymons@hotmail.com

ADOPTADANE RESCUE QLD INC

Stall Number 31 - Sat & Sun

Phone: 0409 104 239
31 Barnes Court Mt Crosby QLD 4306
Web: www.adoptadane.com.au
Contact: Shelly Dudgeon
Email: shellydudgeon@gmail.com

SEQ K9 RESCUE INC

Stall Number 32

PO Box 5226 Daisy Hill QLD 4127
Web: seqk9rescue.org.au
Contact: Lisa
Email: seqk9rescue@gmail.com

WILKO PET CARE

Stall Number 33 - Sat & Sun

Phone: 0433 329 747
6 Barriek Reef Drive Mermaid Waters QLD 4218
Contact: Belynda Bennetts
Email: wilkopetcare@gmail.com

PORTRAIT HOUSE

Stall Number 34 - Sat & Sun

Phone: 07 5520 3028
11 Mustique Court Burleigh QLD 4220
Web: www.portraithouse.com.au
Contact: Gael Bamford
Email: info@portraithouse.com.au
Mobile: 0433 241 187

BAD WOLF BOUTIQUE

Stall Number 35 - Sat & Sun

Phone: 07 3143 5785
Shop 226 Orion 1 Main St
Springfield Central QLD 4300
Web: www.badwolfboutique.com.au
Contact: Camilla-Jane Fowler-Lock
Email: admin@badwolfboutique.com.au
Mobile: 0431 146 219

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Stall Number 36 - Sat & Sun

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27 Prospect St Wynnum QLD 4178
Web: www.essentialoils.com.au
Contact: Liza Hiddleston
Email: info@essentialoils.com.au

REPTILE RELOCATIONS & AWARENESS

Stall Number 038-039 - Sat & Sun

Phone: 0401 263 296
Web: www.goldcoastsnakecatcher.com.au
Contact: Tony Harrison
Email: goldcoastsnakeman@bigpond.com

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SUPPLIERS/MANUFACTURERS

Therian Pty Ltd

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T: (03) 5146 8348
E: matt@banksiaparkpuppies.com.au

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E: josiahp@aquariumindustries.com.au

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E: daniel@monsoonaquatics.com.au

PET INDUSTRY ASSOCIATION OFFICE

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E: info@piaa.net.au

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E: gardencity@petsuperstore.com.au

THE PET INDUSTRY ASSOCIATION OF AUSTRALIA - MEMBERSHIP ENQUIRY

To: Member Liaison
The Pet Industry Association of Australia (PIAA), PO Box 7108 Baulkham Hills Business Centre NSW 2153
Phone: 02 9659 5811 Fax: 02 9659 5822 Email: info@piaa.net.au Web: www.piaa.net.au



Please send me a Membership Kit.

My Business is in Pet - Retail Grooming Boarding Suppliers Pet Services Student
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Company Name: Business Name:.....

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Brief description of your business:

Please fax or post this form back to receive a membership kit.



CEO REPORT

MARK FRASER

I was fortunate enough to attend PIAA's AusBoard 2018 at the beautiful Hunter Valley recently. With delegates from all over the country and also from New Zealand, it was two days of excellent educational sessions and a day exploring the local vineyards and visiting local members' boarding kennels.

AusBoard is unique in that it brings together boarding kennel owners, managers and staff to discuss common issues and take away tips for making their businesses even better. The kennel sector is a passionate one and all the delegates were open, friendly and happy to share their stories over the three days..

A huge thank you to Linda Chamarette for putting together such a successful event. Thanks to our Boarding director Glenn Cooke for MCing the event and Royal Canin for their ongoing sponsorship of AusBoard. Thanks also go to our exhibitors Furry Legs, Pet Tech Pro, Safe 4 All, Digital Rez, Horse & Hound Specialists, Pet Manager & Ceva Animal Health.

The issue of pet minding came up at the AusBoard forum and as an association, we are looking into ways we can work to ensure that pet minders follow the same strict standards that our PIAA Kennel members do. This is a sector that is not going to go away, so we need to ensure that there is a level playing field and that all pet minding operators are registered with local council, hold an ABN, are trained in pet first aid, have relevant insurance, have suitable facilities, are open to inspection and are able to provide an annual vet audit of their premises.

This issue will be up for discussion at the upcoming PIAA Board meeting. I look forward to keeping you updated. In regards to the PIAA Board, I would like to welcome our newest National Directors Richard Bowker (Petbarn) and Matt Pilkington (Mars). We look forward to working with you both.

PIAA has been quite busy in the advocacy stakes of late. We sit on AWAC NSW, where the current focus is the new Animal Welfare Action Plan. The NSW Government is committed to safeguarding animal welfare and providing strongest possible regulatory framework to promote responsible pet ownership by:

- > Modernising the policy and legislative framework
- > Implementing companion animal breeding practices reforms
- > Improving the effectiveness of compliance and enforcement efforts
- > Ensuring sound research and scientific practices are used to develop policy and legislation
- > Engaging with key stakeholders and ensure all views are respected and considered in developing policy and legislation
- > Investing in systems and processes

In the ACT, AWAC is focusing on pound welfare and local biosecurity

issues. They are also reviewing cat, dog, wildlife and reptile codes.

In WA, we sit on the Stop Puppy Farms Implementation Working group (SPFIWG).

Following stakeholder and public survey in relation to breeder registration and pet shops selling puppies, there is still no clear decision in relation to the latter. PIAA supports the move to ensure all breeders are registered and held accountable. PIAA does not support the push to remove the sale of puppies from pet stores. We will keep you updated on the progress of this initiative.

PIAA Pet First Aid: There are five courses in our latest series, with the next series to roll out in November. If you are interested in hosting a pet first aid course at your premises, please get in touch with Kathy-membership@piaa.net.au

PIAA has recently completed a draft Strategic Plan for the years ahead. This will be discussed and ratified at our next board meeting.

And finally, a reminder that time is running out to get your tickets to or book a booth at Auspet 2018. All details at auspet.net.au

And if you are not currently a member of PIAA, we would love to have you on board. Membership benefits can be found elsewhere in this magazine.

PIAA...Education, advocacy, support. ■



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200 George Street, Sydney, NSW 2000

Contact: Adam Oliver

Ph: +612 8277 4221

Email: adam@amgprofessional.com.au

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Contact: Paul Vesnar - 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

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Web: www.aquadept.com.au

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Ph: (02) 9604 1208 Fax: (02) 9725 5161

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 Qld. – 180-186 Potassium Street, Narangba, Qld 4504
 Ph: 07 3385 8400 – Fax: 07 3293 1544
Servicing all States
Email: jcrighton@steritech.com.au **Web:** www.steritech.com.au
 Steritech's Gamma Services provides gamma irradiation treatment to eliminate quarantine risks in pet products. Alternative treatment methods are not as effective as gamma irradiation in eliminating risks such as E-Coli and Salmonella. The gamma process can assist in opening pathways to countries where import conditions require a specific set of treatments. Globally, the process is well recognised. Product is treated quickly, as opposed to longer periods for other treatments, meaning your product can get to its final destination much quicker. Learn more – www.steritech.com.au



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.



Tropi Australia Pty Ltd
 191 Patricks Road, Ferny Hills 4055
Contact: June & John Keelaghan
Ph: (07) 3351 2206 Fax: (07) 3351 0913 **Mobile:** 0439 979 011
Email: tropiaus@gmail.com **Supplying All Australian States**
Specialities: Unique Natural Products for Pets – Buffalo Rawhide, Munchie Treats, Handwoven Nests, Bamboo Bird Toys, & Small Animal Homes – all biodegradable. Tropi Rawhide is safe & healthy manufactured in a EU veterinary inspected & approved facility-free of all toxic chemicals, preservatives and artificial coloring's. Its made entirely from free range Buffalo & Cattle Hide.



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.



Western Pet Supplies
 68 Jemma Road Prestons, NSW 2170 Ph: 02 9607 9033
Email: info@westernpet.com.au **Web:** www.westernpet.com.au
Queensland Warehouse
 Unit 4, 125 Kerry Road Archerfield, Qld 4108
 Ph: 07 3274 4300 Fax: 07 3274 5255
Western Pet Supplies is a family-owned and operated pet supplies wholesaler. As a national distributor with warehouses in both New South Wales and Queensland, we stock an extensive product range across categories such as premium food, grooming, equine and pet toys. Our core values stem from our family ties, outstanding serviceability, and trustworthiness. We also pride ourselves on delivering our valued customers an individually tailored customer service experience, allowing us to form and nourish close business relationships.



White Magic
 22 Raynham Street, Salisbury, Qld 4107
Contact: Craig Jones 0424 425 094
 Ph: 1300 306 380 Fax: 07 3112 6199
Email: info@whitemagic.biz **Supplying to all States**
 White Magic is Australia's largest seller of Eco Cleaning products and have now launched a range specifically for pets. Using the latest technologies and eco material we have a cleaning and drying product for Cats, Dogs and Aquariums. We donate a % of sales from our Dog and Cat products to the Animal Welfare League of Queensland.

SOUTH 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
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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, Focustronic, Giesemann, Hobby, Joes Juice, Rowa and Pet Esthe.



Agline
 110 Levels Road, Cavan SA 5094
 Ph: (08) 8262 5311 Fax: (08) 8262 5499 **Contact:** Tony Wright
Email: tony.wright@agline.com **Web:** www.agline.com
 Wholesale Distributor of premium pet foods, pet accessories and animal health care products. Key brands: Advance, Aussie Dog, Beau Pets, Bestcare, Billy+Margot, Blackhawk, Blackmores, Coprice, DogLite, Equinade, Fido's, Fish 4 Dogs/Cats, Fish Fuel, Ivory Coat, Kong, Laucke, Meals for Mutts, National Animal Solutions, Natures Best, Nerf, Nutro, Optimum, Passwell, Peckish, Petstages, Pro Plan, Scruffs, Snooza, Sprenger, Stockman & Paddock, Superior Pet Goods, Vet's All Natural, Whole Earth Farms.



AMG Professional Services Group
 200 George Street, Sydney, NSW 2000
Contact: Adam Oliver Ph: +612 8277 4221
Email: adam@amgprofessional.com.au
AMG Professional Services Group provides a range of Brand Management, Marketing and Supply Chain Solutions dedicated to the Pet Industry in Australia and New Zealand. We are an agile and innovative business that acts as a trusted advisor to all our clients, with a focus on supporting SME business. We own your problems, and most importantly deliver solutions. Whether you are an entrepreneur in the concept phase of development, or an established organisation looking to improve your business performance, AMG provides tailored solutions for all stages of your business journey.



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
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 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
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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, Kamoer Dosing System, Waterbox Aquarium, FireAqua, Aquarium Gallery Franchising.



Beyond the Sea Reef Supplies
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Supplying all Australian States
Email: info@beyondtheseareef.com.au
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 Importer and distributor for marine aquarium equipment for domestic and commercial use. Distributor for AutoAqua, Bashsea Aquatics, Euroquatics, MarcoRock, ME Corals, Sunpole, and Warner Marine.



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 with warehouses in various states offering efficient service and fast delivery
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 Central Pet is the exclusive wholesaler of Alfalfa King, Applaws, Bark Naturals, Fruitables, KaNoodles, MidWest, MfM, PetLogix, Purifie, Spunky Pup, Torus, West Paw plus many more.



DIGIPETS

Digipets
 Suite 301, 46 Kippax Street, Surry Hills, NSW 2010
Contact: Allison Ross **Ph:** 0404 047 728
Email: allison@digipets.com.au
Web: www.digipets.com.au
 It's not every day that you get to do the things you love for work. At Digipets, you guessed it, we love digital and we love pets, so creating a digital marketing agency that combined the two was a no-brainer! Founded and backed by the integrated marketing agency Now Comms Group, we created Digipets to fill the gap in quality digital support offered to the Australian pet industry. Leveraging our 10 years expertise and know-how of this industry, we exist to deliver tech-enabled, strategic digital solutions for pet brands, retailers and distributors to solve real-life business problems. After working with players big and small for the past 10 years, we know what we're talking about. So come have a chat with us to create something great. We'd love to work with you.



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 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
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Email: mail@elitepet.com.au
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Email: trudi@hrwdogsport.com.au
Web: www.hrwdogsport.com.au
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Web: www.ipetz.com.au
 iPetz ranges and distributes some well-known quality brands including: URS Reptile accessories, Cat's Best Premium cat litter, Chipsi small animal substrate, Microclimate Thermostats and Carefresh Pet Bedding. Additionally iPetz stocks high quality galvanised bird & poultry feeders & drinkers, Flat-packed Kennels & hutches, dog & cat toys, aquarium & terrarium ornaments plus all your specialist reptile needs.



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Email: info@kong.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
 Specialities: Comprehensive range of Aquarium, Reptile, Bird, Dog, Cat, Small Animal & Pond products.



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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, Pet Mate. Australia's oldest and largest pet supply distributor (1923)



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Supply to 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 311 500
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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Web: https://int.petSAFE.net/en-au **Email:** aus-sales@petsafe.net
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 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.



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Email: info@westernpet.com.au **Web:** www.westernpet.com.au
Queensland Warehouse
 Unit 4, 125 Kerry Road Archerfield, Qld 4108
Ph: 07 3274 4300 **Fax:** 07 3274 5255
Western Pet Supplies is a family-owned and operated pet supplies wholesaler. As a national distributor with warehouses in both New South Wales and Queensland, we stock an extensive product range across categories such as premium food, grooming, equine and pet toys. Our core values stem from our family ties, outstanding serviceability, and trustworthiness. We also pride ourselves on delivering our valued customers an individually tailored customer service experience, allowing us to form and nourish close business relationships.

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 200 George Street, Sydney, NSW 2000
Contact: Adam Oliver **Ph:** +61 2 8277 4221
Email: adam@amgprofessional.com.au
AMG Professional Services Group provides a range of Brand Management, Marketing and Supply Chain Solutions dedicated to the Pet Industry in Australia and New Zealand. We are an agile and innovative business that acts as a trusted advisor to all our clients, with a focus on supporting SME business. We own your problems, and most importantly deliver solutions. Whether you are an entrepreneur in the concept phase of development, or an established organisation looking to improve your business performance, AMG provides tailored solutions for all stages of your business journey.



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 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, Fobler, Furminator and Nature's Miracle. Fashionable bedding, quality cat scratchers, cages and other pet & equestrian goods.



Apetite Foods Group Pty Ltd
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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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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, Kamoer Dosing System, Waterbox Aquarium, FireAqua, Aquarium Gallery Franchising.



Beyond the Sea Reef Supplies
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 Importer and distributor for marine aquarium equipment for domestic and commercial use. Distributor for AutoAqua, Bashsea Aquatics, Euroquatics, MarcoRock, ME Corals, Sunpole, and Warner Marine.



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 with warehouses in various states offering efficient service and fast delivery
 • Market leading order fulfilment rate
 • Extensive range of quality and unique exclusive products
 • A support team of Customer Care heroes and Field Sales experts
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 Central Pet is the exclusive wholesaler of Alfalfa King, Applaws, Bark Naturals, Fruitables, KaNoodles, MidWest, MfM, PetLogix, Purifie, Spunky Pup, Torus, West Paw plus many more.



DIGIPETS

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 Suite 301, 46 Kippax Street, Surry Hills, NSW 2010
Contact: Allison Ross Ph: 0404 047 728
Email: allison@digipets.com.au **Web:** www.digipets.com.au
 It's not every day that you get to do the things you love for work. At Digipets, you guessed it, we love digital and we love pets, so creating a digital marketing agency that combined the two was a no-brainer! Founded and backed by the integrated marketing agency Now Comms Group, we created Digipets to fill the gap in quality digital support offered to the Australian pet industry. Leveraging our 10 years expertise and know-how of this industry, we exist to deliver tech-enabled, strategic digital solutions for pet brands, retailers and distributors to solve real-life business problems. After working with players big and small for the past 10 years, we know what we're talking about. So come have a chat with us to create something great. We'd love to work with you.



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.



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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.



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 9 Precision Place, Vineyard NSW 2765
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Web: www.elitepet.com.au
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 Unit 9, 16 Yampi Way, Willetton 6155
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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 Categories include:
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Spectrum Brands Australia Pty Ltd
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 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@inet.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 Vetfarm, 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.



Western Pet Supplies
 68 Jeddah Road Prestons, NSW 2170 **Ph:** 02 9607 9033
Email: info@westernpet.com.au **Web:** www.westernpet.com.au
Queensland Warehouse
 Unit 4, 125 Kerry Road Archerfield, Qld 4108
Ph: 07 3274 4300 **Fax:** 07 3274 5255

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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, Focustronic, Giesemann, Hobby, Joes Juice, Rowa and Pet Esthe.



AMG Professional Services Group
 200 George Street, Sydney, NSW 2000
Contact: Adam Oliver
Ph: +612 8277 4221
Email: adam@amgprofessional.com.au
AMG Professional Services Group provides a range of Brand Management, Marketing and Supply Chain Solutions dedicated to the Pet Industry in Australia and New Zealand. We are an agile and innovative business that acts as a trusted advisor to all our clients, with a focus on supporting SME business. We own your problems, and most importantly deliver solutions. Whether you are an entrepreneur in the concept phase of development, or an established organisation looking to improve your business performance, AMG provides tailored solutions for all stages of your business journey.



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: Phillip 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, Kamoer Dosing System, Waterbox Aquarium, FireAqua, Aquarium Gallery Franchising.



Beyond the Sea Reef Supplies
 PO Box 242 Lonsdale. SA 5160 **Ph:** Mobile 0417 804 198
Supplying all Australian States
Email: info@beyondtheseareef.com.au
Web: www.beyondtheseareef.com.au
 Importer and distributor for marine aquarium equipment for domestic and commercial use. Distributor for AutoAqua, Bashsea Aquatics, Euroquatics, MarcoRock, ME Corals, Sunpole, and Warner Marine.



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 with warehouses in various states offering efficient service and fast delivery
 • Market leading order fulfilment rate
 • Extensive range of 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
 Central Pet is the exclusive wholesaler of Alfalfa King, Applaws, Bark Naturals, Fruitables, KaNoodles, MidWest, MFM, PetLogix, Purifie, Spunky Pup, Torus, West Paw plus many more.



Digipets
 Suite 301, 46 Kippax Street, Surry Hills, NSW 2010
Contact: Allison Ross **Ph:** 0404 047 728
Email: allison@digipets.com.au **Web:** www.digipets.com.au
 It's not every day that you get to do the things you love for work. At Digipets, you guessed it, we love digital and we love pets, so creating a digital marketing agency that combined the two was a no-brainer! Founded and backed by the integrated marketing agency Now Comms Group, we created Digipets to fill the gap in quality digital support offered to the Australian pet industry. Leveraging our 10 years expertise and know-how of this industry, we exist to deliver tech-enabled, strategic digital solutions for pet brands, retailers and distributors to solve real-life business problems. After working with players big and small for the past 10 years, we know what we're talking about. So come have a chat with us to create something great. We'd love to work with you.



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
 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.**



PO Box 6127 Burton, SA 5110
Ph: 1300 363 765 **Fax:** 1300 365 953
Email: sales@ipetz.com.au **Web:** www.ipetz.com.au
 iPetz ranges and distributes some well-known quality brands including: URS Reptile accessories, Cat's Best Premium cat litter, Chipsi small animal substrate, Microclimate Thermostats and Carefresh Pet Bedding. Additionally iPetz stocks high quality galvanised bird & poultry feeders & drinkers, Flat-packed Kennels & hutches, 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
 Specialities: Comprehensive range of Aquarium, Reptile, Bird, Dog, Cat, Small Animal & Pond 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, Pet Mate. 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 to 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).



protect. teach. love.
 Suite 11001 Australia Fair Office Towers, 36 Marine Parade, Southport QLD, 4215
Ph: 1800 786 608 **Contact name:** Jamie Hildebrand
Web: https://intl.petsafe.net/en-au **Email:** aus-sales@petsafe.net
 Categories include:
 • Containment Systems • Training Systems
 • Bark Control • Pet Doors
 • Health & Wellness • Play & Challenge
 • Waste Management • SportDOG® Brand
 • Travel & Access



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, 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
 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.



Western Pet Supplies
 68 Jemma Road Prestons, NSW 2170
Ph: 02 9607 9033
Email: info@westernpet.com.au **Web:** www.westernpet.com.au
Queensland Warehouse
 Unit 4, 125 Kerry Road Archerfield, QLD 4108
Ph: 07 3274 4300 **Fax:** 07 3274 5245
Western Pet Supplies is a family-owned and operated pet supplies wholesaler. As a national distributor with warehouses in both New South Wales and Queensland, we stock an extensive product range across categories such as premium food, grooming, equine and pet toys. Our core values stem from our family ties, outstanding serviceability, and trustworthiness. We also pride ourselves on delivering our valued customers an individually tailored customer service experience, allowing us to form and nourish close business relationships.

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
 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, Foucstronic, Giesemann, Hobby, Joes Juice, Rowa and Pet Esthe.



AMG Professional Services Group

200 George Street, Sydney, NSW 2000
Contact: Adam Oliver
Ph: +612 8277 4221

Email: adam@amgprofessional.com.au

AMG Professional Services Group provides a range of Brand Management, Marketing and Supply Chain Solutions dedicated to the Pet Industry in Australia and New Zealand. We are an agile and innovative business that acts as a trusted advisor to all our clients, with a focus on supporting SME business. We own your problems, and most importantly deliver solutions. Whether you are an entrepreneur in the concept phase of development, or an established organisation looking to improve your business performance, AMG provides tailored solutions for all stages of your business journey.



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@aquadepot.com.au Web: www.aquadepot.com.au

Specialities: Aquatic plant farm, Distributor for Aquarium plants, ADA, TUNZE, Neptune Systems, iDip, Korallen-Zucht, Salifert, Kamoer Dosing System, Waterbox Aquarium, FireAqua, Aquarium Gallery Franchising.



Beyond the Sea Reef Supplies

PO Box 242 Lonsdale. SA 5160 Ph: Mobile 0417 804 198

Supplying all Australian States

Email: info@beyondtheseareef.com.au Web: www.beyondtheseareef.com.au

Importer and distributor for marine aquarium equipment for domestic and commercial use. Distributor for AutoAqua, Bashsea Aquatics, Euroaquatics, MarcoRock, ME Corals, Sunpole, and Warner Marine.



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 with warehouses in various states offering efficient service and fast delivery
 - Market leading order fulfilment rate
 - Extensive range of 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
- Central Pet is the exclusive wholesaler of Alfalfa King, Applaws, Bark Naturals, Fruitables, KaNoodles, MidWest, MFM, PetLogix, Purifie, Spunky Pup, Torus, West Paw plus many more.



DIGIPETS

Digipets

Suite 301, 46 Kippax Street, Surry Hills, NSW 2010

Contact: Allison Ross Ph: 0404 047 728

Email: allison@digipets.com.au Web: www.digipets.com.au

It's not every day that you get to do the things you love for work. At Digipets, you guessed it, we love digital and we love pets, so creating a digital marketing agency that combined the two was a no-brainer! Founded and backed by the integrated marketing agency Now Comms Group, we created Digipets to fill the gap in quality digital support offered to the Australian pet industry. Leveraging our 10 years expertise and know-how of this industry, we exist to deliver tech-enabled, strategic digital solutions for pet brands, retailers and distributors to solve real-life business problems. After working with players big and small for the past 10 years, we know what we're talking about. So come have a chat with us to create something great. We'd love to work with you.



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, Killipynt, Dog Rocks, Ware products, Ezi-Out Animal Cleaning and Dogness Premium Products.

Online Prices and Ordering available. Register on web site.



PO Box 6127 Burton. SA 5110

Ph: 1300 363 765 Fax: 1300 365 953

Email: sales@ipetz.com.au

Web: www.ipetz.com.au

iPetz ranges and distributes some well-known quality brands including: URS Reptile accessories, Cat's Best Premium cat litter, Chipsi small animal substrate, Microclimate Thermostats and Carefresh Pet Bedding. Additionally iPetz stocks high quality galvanised bird & poultry feeders & drinkers, Flat-packed Kennels & hutches, dog & cat toys, aquarium & terrarium ornaments plus all your specialist reptile needs.



Kong's (Aust.) Pty Limited

Distributed by Animal Health Solutions Pty Ltd

22 Garnet Way, Maddington WA 6109

Ph: (08) 9452 3944 Fax: (08) 9452 3955

Email: info@animalhealth.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

www.animalhealth.net.au. Specialities: Comprehensive range of Aquarium, Reptile, Bird, Dog, Cat, Small Animal & Pond products.



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 to 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).



protect. teach. love.

Suite 11001 Australia Fire Office Towers, 36 Marine Parade, Southport QLD, 4215

Ph: 1800 786 608 Contact name: Jamie Hildebrand

Web: https://intl.petsafe.net/en-au Email: aus-sales@petsafe.net

Categories include:

- Containment Systems
- Bark Control
- Health & Wellness
- Waste Management
- Travel & Access
- Training Systems
- Pet Doors
- Play & Challenge
- SportDOG® Brand



Pet Pacific Pty Ltd

Queensland & Northern Territory

Contact: Geoff Volter Mobile: 0407 284 778

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, Jewel, Mars Fishcare Inc, Penn Plax, Pet Mate, Red Sea, Sergeants, Teco, Wanyu, Zoo Med.



Spectrum Brands Australia Pty Ltd

11 Chifley Drive | Mentone VIC 3194

Ph: 1300 669 566

Email: custserved@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.



discover more at vcaworld.com

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.



Western Pet Supplies

68 Jemma Road Prestons, NSW 2170

Ph: 02 9607 9033

Email: info@westempet.com.au

Web: www.westempet.com.au

Queensland Warehouse

Unit 4, 125 Kerry Road Archerfield, Qld 4108

Ph: 07 3274 4300 Fax: 07 3274 5255

Western Pet Supplies is a family-owned and operated pet supplies wholesaler. As a national distributor with warehouses in both New South Wales and Queensland, we stock an extensive product range across categories such as premium food, grooming, equine and pet toys. Our core values stem from our family ties, outstanding serviceability, and trustworthiness. We also pride ourselves on delivering our valued customers an individually tailored customer service experience, allowing us to form and nourish close business relationships.

NEW ZEALAND ON PAGE 30

“ One of Australia’s most respected animal trainers , Steve Austin, uses and highly recommends XP3020 to all pet owners. Steve feels XP3020 can help his canine companions lead a much healthier and longer life “



ALL LIFE STAGES XP3020

XTRA PREMIUM DOG FOOD

7+
BENEFITS



SINGLE SOURCE PROTEIN.

High quality, locally sourced Australian chicken meal is the #1 ingredient. Lesser quality by-products are never used to increase protein levels.



NO SPLIT INGREDIENTS.

We believe in honest nutrition. No multiple/split sources of proteins or carbohydrates.



ALL NATURAL.

No Nasties. No corn, wheat, soy, artificial colours or preservatives.



GLOSSY COAT & HEALTHY SKIN.

Omega 3 & 6 fatty acids, high quality chicken meal & chicken fat ensure XP3020 is amino acid rich to keep your dog’s skin & coat in prime condition.



SUPPORTS HIP & JOINTS.

We guarantee the optimal ratios of Glucosamine & Chondroitin to support healthy hips & joints.



A TRUE ALL LIFESTAGES FOOD.

XP3020 can be fed to dogs of all ages, from lactating mums, whelping puppies, adult dogs & seniors. Simply vary the amount of food provided to suit.



RESILIENCE & IMMUNE SUPPORT.

Superfoods such as Blueberries, Cranberries, Carrot & Broccoli provide an abundant source of antioxidants to keep your pet healthy.

CONNECT WITH US



VISIT US AT XP3020.COM.AU

Distributed by **PET PACIFIC Pty Ltd**

For more information contact us at:

E: petpacific@petpacific.com.au | Ph: (02) 4728 6000



Available in 2.5kg, 8kg, 13kg & 20kg

