



# CEO REPORT

## MARK FRASER

This will be my last PIN report as CEO for PIAA. My position has recently been made redundant and the association for the time being is now in the capable hands of my dedicated team.

I have enjoyed my past three years and twenty months working in an industry that is constantly evolving, often facing adversity and forever jumping new hurdles.

The Association is in a much stronger position now than it was three or four years ago. PIAA has robust standards and guidelines in place for most industry sectors. We hold seats on all relevant advisory panels, and the PIAA brand is now recognised by government, industry and the public.

The journey is not over though. As societal needs change so must the industry. PIAA needs to remain at the forefront of change and work closely with other entities to ensure that animal welfare is first and foremost in all practice.

If you are a PIAA member, continue to support the only voice. That represents the entire pet industry. If you are not a member, consider coming on board and making your and our voice heard. There is strength in numbers and at the advocacy table, this is where our numbers count.

I wish my amazing team Linda and Kathy all the very best for the future. I thank those directors that have shown me their support over the past years. I thank the members that I have

grown to know and work with, and finally, I thank Bob Croucher who is a true gentleman and a passionate believer in this ever-changing industry landscape.

For those who may wish to get in touch, my personal email is [fraser\\_mark@ymail.com](mailto:fraser_mark@ymail.com) My mobile remains the same 0415 921 434.

Onwards!



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