



VOLUME 29 NO 2 WINTER 2019

# WILDLIFE TRAFFICKING

CAROLINE ZAMBRANO EXPLORES



JOHN DAWES  
REPORTS  
**SHOAL TO  
THE RESCUE**





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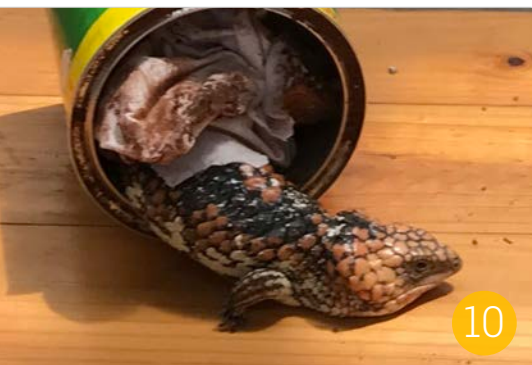
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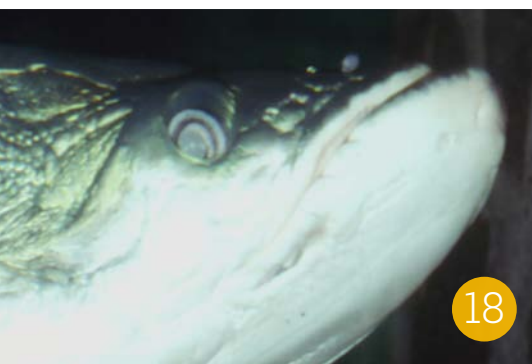
# CONTENTS

## IN THIS ISSUE...



### WILDLIFE TRAFFICKING

- Caroline Zambrano



### SHOAL TO THE RESCUE

- John Dawes

8	<b>TAFE NSW CONNECTS AMBER TO NEW SKILLS</b>
20	<b>INDONESIA – NEW ORGANISATION SET TO BYPASS CORAL BAN?</b> JOHN DAWES
22	<b>FARM INVASIONS ARE NOT PASSIVE RESISTANCE</b>
22	<b>PET INDUSTRY CALENDAR OF EVENTS</b>
24	<b>GENERIC BRANDS MAKE OTHERS GERIATRIC</b> BARRY URQUHART
26,28,35	<b>WHAT'S NEW</b>
30	<b>NEW ZEALAND PIA</b>
30	<b>NEW ZEALAND DIRECTORY ENTRIES</b>
32	<b>ANIMAL COMMUNICATION IN 3 EASY STEPS</b>
34	<b>5 REASONS WHY YOUR PET BUSINESS SHOULD DO CONTENT MARKETING</b>
37-38	<b>PIAA AUSBOARD INFORMATION OF THE CONFERENCE</b>
38	<b>PIAA MEMBER BENEFITS</b>
39	<b>PIAA FIRST AID COURSE</b>
40	<b>PIAA CONTACTS AND NEW MEMBERS</b>
41	<b>PIAA PRESIDENTS REPORT</b> BARRY CODLING
42-63	<b>DIRECTORY ENTRIES - AUSTRALIA</b>

## INDEX OF ADVERTISERS...

AquaBlue.....	29	MGA Insurance.....	7
Aquarium Industries.....	29	National Pet Supplies.....	29
Aquasonic.....	17	OzPet.....	29
Aquatic Solutions - Live Fish.....	6	Perth Pet Expo.....	13
Bio Supplies - Reptile Food.....	33	Pet Fair Asia.....	23
Brooklands.....	31	Pet Pacific - Absolute Holistic.....	19
CIPS.....	25	Pet Pacific Exo Terra.....	9
Cleanstar.....	13	Pet Pacific - Nylabone.....	3
Dog/Cat Lovers Show.....	27	Petware.....	31
Kongs NZ.....	31	Rolf C Hagen Fluval 07 series.....	5
Kongs Reef Skim.....	2	Zoomed - Heat Lamps.....	64
Loving Pet.....	17		



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# PET INDUSTRY NEWS

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



**Bob Croucher**

has been publisher of Pet Industry News since its inception in 1991. He has been in the pet industry for almost 30 years with experience in wholesale, retail and for 28 years as publisher of this magazine. Bob has been involved in many PIAA projects. Contact Bob for your advertising needs. Bob's direct email address is:  
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**Rachael Pilley**

has been involved in the Pet Industry for over 12 years, firstly at a retail level and then as marketing, customer relations and research for Pet Industry News. Rachael has also had experience in the printing/publishing industry. You will generally catch up with Rachael as the PIN representative at Pet Expos and trade shows.



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## REGULAR CONTRIBUTORS



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is a pet journalist with 13+ years' experience in the pet industry, editing and writing for a number of pet magazines, such as Dogs Life and Pets magazines, as well as the Better Pets column for Better Homes and Gardens magazine. She is former editor of Dogs Life and also does PR for pet businesses to promote their products and services.  
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**John Dawes**

is a freelance writer and international ornamental aquatic industry consultant. He is a long-time contributor to, and supporter of, PIN, has written over 4,000 articles and contributed to 50 books as author, editor and editorial consultant. In 2005 John (along with his wife and business partner, Vivian) received the OFI Award for their "valuable contribution to the ornamental aquatic industry". John is an Honours graduate in Biology and Geology, a Fellow of the Linnean Society of London, a Fellow of the Zoological Society of London, a Member of the Society of Biology and a Chartered Biologist.



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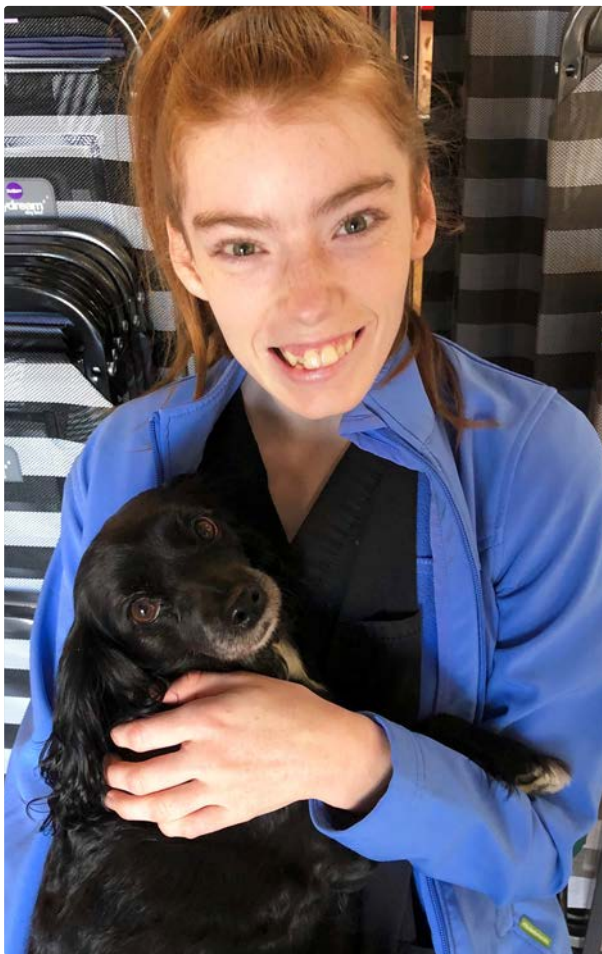
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# TAFE NSW CONNECTS AMBER TO NEW SKILLS

It was a love for animals, that encouraged Inverell local, Amber Dennis to follow her calling in life by developing new skills caring for all things great and small.

Determined not to let Cerebral Palsy get in the way of realising her dreams, Ms Dennis enrolled and is now part-way through a Certificate II in Animal Studies through TAFE Western Connect. The course allows her to study from TAFE NSW Inverell and connect with her teacher and peers at TAFE NSW Tamworth by video conference.

"I'm really enjoying learning about animals and acquiring new skills without having to travel to Tamworth for face-to-face lessons with my teacher," Ms Dennis said.

"I also attend TAFE NSW Inverell every week for extra online lessons and undertake research for my assignments.

"The course is helping me to not only learn about animals, but to develop my computer and customer service skills."

"I'm really grateful for the assistance I receive from the teachers and support staff at TAFE NSW and love being able to use them in the workplace."

Inverell Barnyard, Business Owner, Danielle Leard, said the staff at Inverell Barnyard have really enjoyed having Amber as part of the team for the past six months.

"Amber's role is to make sure the animals have food and water, clean the cages as well as wash and help groom the dogs, which you can tell she really enjoys.

"She works at the Barnyard for two hours, two days per week with the assistance of her carer and it's wonderful to see how much joy working with animals gives her," Ms Leard said.

TAFE NSW Animal Studies Teacher, Amanda Lord, was full of praise for Amber's commitment to her studies despite the challenges she has to overcome.

"Amber's love and passion for animals shines through in her studies and work placement that she is currently completing at Inverell Barnyard. It's also perfect timing for Amber to be learning job-ready skills in the animal care industry with the Australian Government Jobs Outlook report revealing the likelihood of more than 12,000 job opening over the next five years Australia-wide."

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# WILDLIFE **TRAFFICKING**

Wildlife trafficking is a lucrative global crime and a major threat to Australian native wildlife, which is being cruelly smuggled out at an alarming rate.

**Caroline Zambrano investigates** what the Australian Government is doing to protect our wildlife from abuse and extinction.



## For syndicates that smuggle animals it's a numbers game. Many animals won't survive the journey

Poaching of wildlife species is big business. Every year millions of Australian native wildlife are sold around the world to feed the insatiable greed of cashed-up collectors.

Earlier this year, news reports revealed a kookaburra on sale for US\$1200 in a pet shop in America. In Australia it's illegal to keep a kookaburra as a pet, but such laws don't exist in the U.S. state of Virginia, where the bird was found.

Whilst some wildlife trade in Australia is legal, many animals are captured from the wild illegally to supply an illicit global wildlife trade worth billions of dollars. Some of these smuggled species are listed as endangered.

Sadly, illegal wildlife trade has made some species, like African Grey parrots, critically endangered or even locally extinct, according to World Animal Protection. In fact, Australia is the leader of the highest mammal extinction rate of species anywhere in the world<sup>1</sup>.

What's more horrifying is the suffering they go through. Many of these animals don't survive the journey across the border, slowly suffocating their way to cashed-up collectors across the ocean. It's clear wildlife smugglers will do anything to avoid getting caught, even if it means putting an animal's life at risk.

Wildlife trafficking is the fourth most lucrative global crime, according to the World Wildlife Fund (WWF). The illegal trade in wildlife is a global problem, estimated to be worth up to US\$ 20 billion per year and getting worse, according to the International Criminal Police Organization (INTERPOL)<sup>2</sup>.

"Wildlife trafficking has surged in recent years, generating billions in illicit profits. Simply put, criminals are helping themselves to the environment's precious resources without a care for the cost to our planet," said INTERPOL Secretary General Jürgen Stock in a press release.

INTERPOL's transcontinental operation (codenamed Thunderstorm) against the illegal trade in wildlife (and timber), and involving 92 countries including Australia,

has seen hundreds of seizures worth millions of dollars worldwide, as well as suspects arrested. It also revealed how wildlife trafficking groups use the same routes as criminals involved in other crime areas – often hand-in-hand with tax evasion, corruption, money laundering and violent crime.

It's difficult to know exactly how much of Australia's wildlife is smuggled out of the land Down Under. According to an ABC news report from a year ago, convicted animal smuggler Niall Cooke said Australians would be horrified if they knew how many animals are dying in black market trade while being smuggled to cashed-up collectors in Europe and Asia.<sup>3</sup> More disturbingly, organised crime is increasingly getting involved, he added.

How serious is the Australian Government about protecting its unique wildlife? Pet Industry News explores how various departments are working to crack down on illegal wildlife trade.

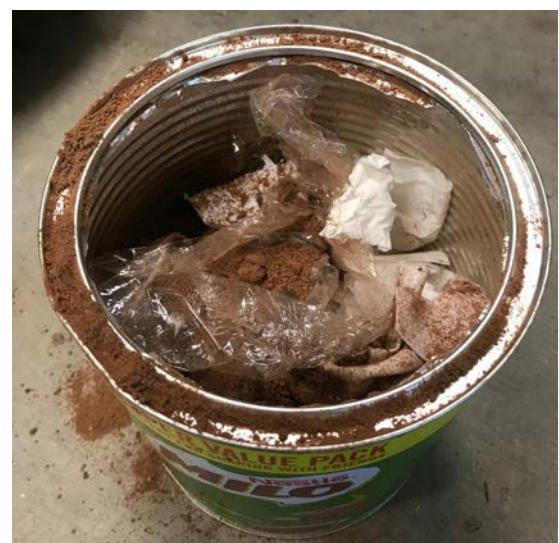
The Australian Government is a signatory of CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) and having a national environmental law, the Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act). The EPBC Act enables the Government to join with the states and territories in providing a national scheme of environment and heritage protection and biodiversity conservation.

A number of Australian Government departments have a role to play in the detection and enforcement of laws designed to protect our environment including wildlife. These include the Australian Federal Police, Department of the Environment, Australian Border Force, Australian Fisheries Management Authority, Australian Maritime Safety Authority, Australian Quarantine and Inspection Service and state government agencies.

Wildlife trafficking has severe penalties including fines of up to \$210,000 and imprisonment for up to 10 years, as listed on the Department of Environment and Energy website.

Australia's state and territory governments also have laws on keeping wildlife within their borders and regulate the export (and import) of wildlife across their borders with permits. In serious cases, breaches to permits can lead to the suspension or cancellation of permits, and prosecution.

Leading wildlife trade organisation TRAFFIC states, "the conservation community has never been so well equipped to combat the motivations, rewards and enablers of wildlife crime. Yet, advances in technology and rising globalisation mean that wildlife traffickers and highly organised criminal syndicates are increasingly able to capitalise on regulatory loopholes and weak enforcement."



### ALARMING REPORT ON AUSTRALIA'S WILDLIFE PROTECTION POLICIES

In November 2015, the Australian Auditor General's Department completed an alarming report on legal and illegal wildlife trade, revealing the effectiveness of the Department of Environment and Department of Immigration and Border Protection (two main government departments armed with the responsibility of wildlife trade provisions) have been undermined by the absence of appropriate and tailored policies and procedures<sup>4</sup>.

The report made recommendations for improvement, including better





➤ monitoring and reporting of wildlife trade regulation. In February 2017 the Australian Auditor General's Department conducted a performance audit in the Department of the Environment and Energy to determine if progress had been made towards implementing the recommendations. The report findings showed progress in addressing the recommendations.

The Australian Government remains resolute in its efforts to tackle illegal wildlife trade, said a spokesperson from the Department of Environment and Energy.

"The Department takes attempts to illegally smuggle wildlife into and out of Australia very seriously and will continue to work with Australian law enforcement agencies, including Australian Border Force and the Department of Agriculture and Water Resources," said the spokesperson. "Australia is working internationally to combat illegal wildlife trade to ensure that the penalties match the seriousness of the crime, and to make sure international organised crime groups can't keep the profits from illegal wildlife trade."

#### AUSTRALIAN BORDER FORCE ON THE JOB

The trafficking of native Australian wildlife is a serious issue for the Australian Border Force as it works with other federal and state agencies, which tie in with their network overseas, explained ABF Acting Superintendent John Fleming.

"Over time, there has been a gradual increase in cross border wildlife smuggling of Australian native wildlife as it has become a more valuable commodity," he said.

"Wildlife smuggling is a lucrative trade and criminal syndicates and individuals can make significant profits by exporting and selling Australia's unique native fauna overseas. Many animals smuggled out can fetch large sums of money. Recent lizards exported can fetch up to \$10k per animal!"

Traffickers mainly use international mail and target lizards because they can be easily hidden in luggage, packed in socks, boxes of cereal or bag of chips and legs taped together, said Superintendent Fleming.

"The way traffickers are putting wildlife into packages are quite cruel, it's quite upsetting," he said. "For syndicates that smuggle animals it's a numbers game. Many animals won't survive the journey."

Police also generally find that these criminal syndicates are involved with other activities, like narcotics and importation of illegal tobacco, he added.

According to recent ABF detection data, the native species being smuggled out of Australia included shingleback lizards, eastern spiny tailed skinks, geckos, blue tongue lizards and gidgee skins. The animals were aimed mostly for the Asian market to be sold as pets.

"The majority of the international mail

parcels were posted from Melbourne and Sydney and destined for China, Hong Kong, Indonesia and Russia. The boxes were labelled as toys, kids and baby clothing, shoes, school bags and bags of chips," said Superintendent Fleming.

In the first quarter of 2018/2019 financial year, the ABF officers stopped a total of 20 separate consignments containing more than 110 reptiles from being illegally exported overseas.

"Since these detections, we haven't seen numbers this high but are still intercepting packages containing reptiles on a regular basis, most commonly through our mail stream," he said. "We also occasionally see people attempting to bring in exotic wildlife from overseas. It's not a growing problem. We see less coming into Australia."

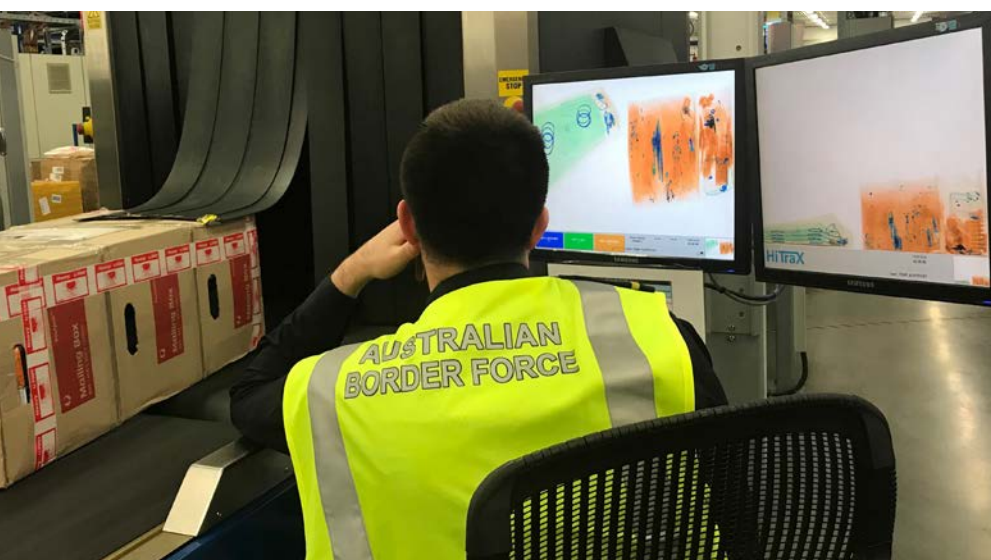
In the spirit of national collaboration and coordination to combat illicit trafficking of Australian wildlife, the Victorian Department of Environment, Land, Water and Planning (DELWP) works closely with the ABF, the Department of Environment and Energy (DOEE), Australia Post, RSPCA Victoria and other agencies across the states and territories.

Whilst federal agencies are looking at investigating wildlife trafficking from a national perspective, DELWP is taking a similar approach - in our current investigation, said DELWP's Manager of Intelligence and Investigations, Iain Bruce.

"In our investigation, Operation SHEFFIELD, we wanted to fully understand the level of sophistication and number of people involved in this detailed, long term investigation targeting wildlife crime," said Mr Bruce.

What authorities do know is that smugglers are targeting reptiles because they are easier to transport and conceal. Specifically of interest are lizards - Blue tongue, Shingleback, Skink, Gecko, Water Dragon and Lace Monitor - and snakes. Smugglers are also after native mammals like Echidnas and Sugar Gliders.

"The way these animals are concealed are extremely cruel; taped up head to tail to avoid animals making any noise," he said. "Some come out paralysed, some found dead and others very close to





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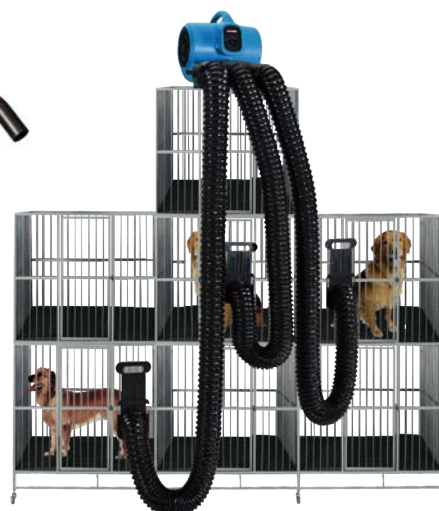
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➤ death. They are assessed, treated and sometimes euthanised."

Mr Bruce said authorities prioritise their investigations according to how rare the species are – the rarer species are involved, the higher priority to investigate.

DELWP together with Australia Post ran one of Australia's biggest investigations (Operation Sheffield) into illegal wildlife trafficking, leading to search warrants across Victoria and multiple arrests.

A press release from the Minister of Energy, Environment and Climate Change, Lily D'Ambrosio reported more than 150 lizards have been seized since the smuggling operation was discovered in June 2018 by Australia Post and the ABF – with a total estimated street value of more than \$550,000. The smuggling syndicate was attempting to send the wildlife to China and Hong Kong, concealed inside toys, chip containers, powdered chocolate tins, deep-fryers and rice cookers.

Most of the reptiles were rehoused to local sanctuaries, schools and zoos, and some sent to the Australian Museum to help develop tools to detect these animals being trafficked out of Australia in the future. Sadly, 12 of the smuggled reptiles died following their ordeal, either from suffocation or trauma.

The DELWP has a lot of tools and significant powers under the Wildlife Act 1975 and other legislation to investigate, including surveillance devices, search

warrants and dedicated resources, said Mr Bruce.

"We identified, though, that we need to do better," he said. "The government has invested \$36 million to improve our efforts in recent times. In the past three years, DELWP has doubled the number of wildlife forest officers from around 35 to 70. I'd like to think that Victoria is leading the way with significant intelligence by having a dedicated intelligence function."

DELWP also uses the AELERT forum, a contact point to share information on wildlife trafficking compliance in resource management, and attends its bi-annual conference, he added.

Despite all the combined intelligence and resources, investigators need help from the public to bring criminals to justice, he said.

"We are proud of our wildlife investigations but are not satisfied with the outcome," said Mr Bruce. "Wildlife is difficult to detect. All sorts of different methods are being used to conceal the animals, providing false names and false documentation. We have all the information we need to prosecute and are bringing some to justice but have trouble locating other key suspects even when we have CCTV footage of them delivering parcels to post offices."

Mr Bruce said investigators need the community to help identify these criminals who may have purchased some of the animals from legitimate

pet owners.

"There may be signs that are not quite right," he said. "Take a look at the CCTV images on Crime Stoppers ([www.crimestoppers.com.au](http://www.crimestoppers.com.au)). From our investigations in the past year we've found that alleged offenders usually use post offices close to where they live or work. Parcels have been sent from, East Kew, Airport West and Melbourne. Somebody may recognise them!"

#### WHAT CONTRIBUTES TO WILDLIFE TRAFFICKING?

Wildlife based tourism and social media have done wonders to promote Australian wildlife and help expand dialogue on conservation and wildlife issues, but also contribute to the growth of wildlife trafficking.

Tour and travel operators are in an excellent position to not just educate tourists about wildlife, but also inform them about wildlife trafficking and to be alert for suspicious activities. A great example is Taronga Conservation Society Australia's 'Wildlife Witness' app that enables users to directly report illegal wildlife trade!

Developed in partnership with TRAFFIC, this world-first app enables users to report suspicious illegal wildlife activity by taking a photo, pinning the exact location of an incident and sending these important details to TRAFFIC. These reports are then analysed by a Wildlife Crime Data Analyst and credible incidents will be referred to

enforcement agencies for action.

Social media also offers good conditions for wildlife trafficking to thrive, making it the “new epicentre” for wildlife trade, according to TRAFFIC. Not only are the social platforms easily accessible and have a high number of users, but it’s also good for sellers who can put up photographers and detailed information about the animals.

According to the International Fund for Animal Welfare (IFAW) Oceania, five years ago IFAW investigated the sale of endangered wildlife on online marketplaces accessible in Australia and New Zealand and found a wide variety of species available, most of them offered on two of Australia’s most popular trading websites, despite those sites having policies that prohibit trade in endangered and protected species. The report revealed a 266% increase in the number of advertisements for endangered wildlife since comparable research in 2008!

#### WHAT’S PUTTING WILDLIFE AT RISK?

Besides social media, poachers are also trawling scientific papers for information on the location and habits of new, rare species! David Lindenmayer, Australian National University professor and award-winning scientist in conservation and biodiversity, co-published an essay in *Science* that scientists may have to rethink how much information they publicly publish.

The principles of open access and transparency have led to the creation of detailed online databases that pose a very real threat to endangered species, he said. For example, in the case of the endangered pink-tailed worm lizard, biologists working in NSW are required to provide location data on all species they discover during scientific surveys to an online wildlife atlas. After data was published, the landowners began to find trespassers on their properties. The interlopers had scoured online wildlife atlases.

“There is thinking around a risk strategy for reducing data accessibility to try and thwart poachers. Although this is naïve

in some ways because criminals are very savvy when it comes to new technology and accessing key information,” said Prof Lindenmayer. “The extent of poaching is increasing and wildlife is under enormous pressure. Far better regulation of data streams needs to occur to prevent data access to the wrong people.”

Prof Lindenmayer said the pet industry has also contributed to the illegal wildlife trade. “The pet industry is a major contributor to the trade of wildlife. That was formally called out in the Ecological Society of America in 1996,” he said.

Demands for rare and threatened animals, like Chinese Cave Geckos, means massive poaching is happening, he continued.

“But these problems cover not just the illegal trade in reptiles, but also birds and even spiders -wild caught tarantulas! The pet trade in frogs was the basis for the disease being spread that has decimated frogs around the world,” he said. “The pet industry needs to better regulate what is suitable and not suitable as a pet, and there needs to be far greater fines and jail sentences for breaches.”

#### DETECTOR DOGS SAVING WILDLIFE

Conservation detection dogs play a vital role in helping to protect Australia’s threatened species for recovery programs and conservation research. They also work to protect Australia from exotic pests and diseases. The Department of Agriculture and Water Resources’ detector dog teams are deployed at international passenger terminals, mail facilities and courier depots throughout the country to find items that could bring pets or disease into Australia, such as certain food, plant material and animal products.

Well-trained detection dogs are clearly a powerful resource in the protection of endangered species. So why are they not being used particularly at mail facilities to detect wildlife being smuggled out of Australia?

An Australia Post spokesperson would not comment on the screening processes in mail centres, saying “screening of postal



articles for contraband is the responsibility of Australian Border Force, the Department of Agriculture and Water Resources, and state and territory police forces. Australia Post works closely with law enforcement agencies where appropriate.”

ABF Superintendent Fleming said the agency does not have detector dogs that work in wildlife trafficking because they have a range of effective border security processes in place that include working with other agencies.

“The technology and resources that we have to detect wildlife smuggling are pretty strong. We have good x-ray facilities and physical inspection,” he said. “Or the use of intelligence - where we work around the information we get from offshore and information we share in amongst all of our state and federal colleagues - helps us to do good profiling in syndicates that we think are involved. That is something we are working on very strongly now in developing those profiles so that we can better detect attempted smuggling at the border.”

Detector dog trainer Steve Austin, Australia’s most experienced dog trainer for detection work including conservation and narcotics, believes wildlife trafficking investigations would be greatly enhanced by the use of canine scent detection.

Having worked with and trained canines in wildlife conservation detection for many years, Mr Austin said a dog will track the species by the scent of their feathers, fur, urine and scat. Sometimes a dog also utilises the sound of the species

“ The way these animals are concealed are extremely cruel; taped up head to tail to avoid animals making any noise



- to aid detection. "It's like having a GPS on four legs!" he added.

Mr Austin encouraged the commencement of a trial program to undertake detection monitoring in key locations utilising professionally trained detection dogs.

"Also, a trial of a dedicated Wildlife Canine Detection Unit for wildlife trafficking in key areas in Australia would provide alarming statistics of this callous treatment of our wildlife," he said.

As police investigations have shown wildlife trafficking often has the same route as narcotic trafficking, if a canine carried out routine wildlife detection, it has the potential to also sniff for narcotics.

Take a look at Kenya's innovative technique – a "potential game-changing technology" – known as RASCO (Remote Air Sampling for Canine Olfaction), which can help dogs to detect illegal wildlife products more easily, according to the World Wildlife Fund.

The way it works is initially, air is suctioned out from a targeted shipping container before being passed through filters. The trained dogs are then presented with the filters and are able to sniff out even the tiniest amounts of ivory, rhino horn and other illegal wildlife products. They have been trained to sit if a specific illegal wildlife part is detected, meaning that a container holding illicit items can be easily identified.

According to WWF, so far expert sniffer dogs have been successfully detecting

illegal wildlife products (including ivory) from various containers in Mombasa port and in transit, by going from container to container. Not only could this new technology address some logistical challenges found in previous methods (ie high volume of containers and hot working conditions for the dogs) but is also quicker and easier for both officers and dogs and can be carried out in climate-controlled rooms. This means that a higher volume of containers can be 'sniffed out' in more comfortable conditions for the dogs.

RASCO is championed by WWF, TRAFFIC and Kenya Wildlife Service (KWS), which has been using sniffer dogs since 2015 with ongoing technical and management support from the African Wildlife Foundation who sourced and trained the dogs and trained KWS handlers.

#### CAPTIVE BRED OR CAUGHT FROM THE WILD?

Another revolutionary 'wildlife protection' tool is being developed by the University of New South Wales in collaboration with Taronga Conservation Society, University of Technology Sydney and the Australian Nuclear Science Technology Organisation (ANTSO).

Dr Kate Brandis, research fellow at the Centre for Ecosystem Science of UNSW, said: "Laundering of wild animals as being bred in captivity is a big issue. Identifying where these animals come from helps with wildlife law enforcement. We have developed a revolutionary way to

determine if a confiscated animal is being illegally trafficked."

The new technique identifies chemical markers in keratin (such as quills, feathers and hair) that establishes with more than 96% accuracy whether the animal has been eating a natural, wild diet or a captive diet. Trade of animals is restricted to no trade or in some cases, if bred in captivity, legally allowed to be traded. What researchers have found is happening is animals are being taken from the wild and the paperwork being forged to show they've been bred in captivity and are passed off as captive bred.

"For wildlife conservationists, it's been immensely frustrating knowing that animals are being caught in the wild and passed off as captive-bred with forged paperwork, but with no way to prove it," she said.

Dr Brandis said previous techniques haven't been able to show whether an animal has been captive bred or wild caught.

"Unless you have a long history of parental information, you can't tell using DNA if a reptile came from the wild or raised by a breeder. That's what our tool can do - tell you the difference," she said. "With this information, authorities can go down the path of enforcement. Our tool will also give validity that the animal has been captive bred."

Dr Brandis said more funding is needed to continue with their research.

"We are also talking to collaborators in south east Asia where laundering is happening, and with partners in Malaysia," she said.

Looking into the future, the challenge of protecting native Australian wildlife is immense. To help combat wildlife trafficking, Australian government departments and agencies investigating wildlife trafficking are encouraging the public to report suspected breaches of international wildlife trade laws. If you see something suspicious, you can flag it here:

- [www.australia.gov.au/borderwatch](http://www.australia.gov.au/borderwatch)
- [www.crimestoppers.com.au](http://www.crimestoppers.com.au)
- Wildlife Witness APP ■

#### MORE INFORMATION

Which species is native to Australia?  
[www.ala.org.au](http://www.ala.org.au)

Which wildlife is protected under Australian environmental law?

[www.environment.gov.au/epbc](http://www.environment.gov.au/epbc)

Do you need a permit?

[www.environment.gov.au](http://www.environment.gov.au)

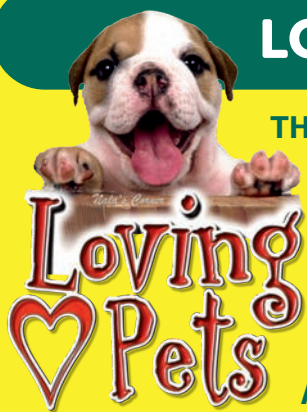


<sup>1</sup> <https://phys.org/news/2018-04-australia-mammal-extinction-worsen-scientists.html>

<sup>2</sup> UNEP-INTERPOL Report: The Rise of Environmental Crime

<sup>3</sup> [www.abc.net.au/news/2018-05-15/black-market-demand-fuelling-native-animal-smuggling/9724140](http://www.abc.net.au/news/2018-05-15/black-market-demand-fuelling-native-animal-smuggling/9724140)

<sup>4</sup> [www.anao.gov.au/work/performance-audit/managing-compliance-wildlife-trade-provisions-environment-protection-and](http://www.anao.gov.au/work/performance-audit/managing-compliance-wildlife-trade-provisions-environment-protection-and)  
[www.anao.gov.au/work/performance-audit/monitoring-compliance-epbc-act-follow](http://www.anao.gov.au/work/performance-audit/monitoring-compliance-epbc-act-follow)  
<https://science.sciencemag.org/content/356/6340/800>



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RECOVERY OF PIRARUCU (ARAPAIMA GIGAS) POPULATIONS COULD FEATURE AMONG SHOAL'S PROJECTS.  
PHOTO: JOHN DAWES

# SHOAL TO THE RESCUE

Ornamental Fish International (OFI) and the Ornamental Aquatic Trade Association (OATA) are just two of the growing number of official organisations pledging support to Shoal, a new partnership set up on 1 March, 2019, with the aim of conserving freshwater fish species.

Although Shoal is not specifically an aquarium trade-related initiative, the fact that the ornamental aquatic industry actively supports the sustainable use of natural resources, ethical harvesting and conservation (hence the *Project Piaba* slogan: 'Buy a Fish, Save a Tree'), makes the decision to join a very sensible and logical one. Both these major trade organisations have joined as Strategic Partners and line up alongside a diverse group of like-minded bodies. These include the all-encompassing World Wildlife Fund, Global Wildlife Conservation and the Zoological Society of London, as well as more aquatically specific agencies like the Freshwater Fish Specialist Group, and more species-focussed associations like the *Parosphromenus* Project (which specialises in licorice gouramis of the genus *Parosphromenus*) and the Mahseer Trust (which has the mahseers – the giant cyprinids of the genera, *Tor*, *Hypselobarbus*, et al – as its flagship species).

Strategic Partners "comprise a group of institutions that contribute, in a coordinated way, towards the implementation of Shoal's principal objectives." These include the development of "sustainable solutions which ensure a future for freshwater fish, their habitats, and the people who depend upon them", all of which fall fairly and squarely within the philosophy and practice of today's aquarium industry.

Having said this, since over 90% of freshwater species found in trade are captive-bred, why should our sector wish to become involved with an organisation that, at least, in its initial stages, is prioritising non-trade projects, such as saving the endangered cyprinid, *Telestes croaticus*, in Croatia... or the equally endangered hump-backed mahseer (*Hypselobarbus mussulah* – formerly known as *Tor mussulah*) of Southern India... or helping to create a conservation plan for Sulawesi's Ancient Lakes?

The answer is quite simple and, since OATA and several of its member businesses have been involved in the actual creation of Shoal, it would seem most appropriate to allow Dominic Witmee, OATA's Chief Executive, to explain: "The conservation of freshwater aquatic species globally is very important... for biodiversity, for the livelihoods of those that depend on freshwater fisheries around the world, and even for our own health and wellbeing. Our industry relies on a sustainable source of live fish for the aquarium trade. While many of the tropical freshwater fish within the home aquarium industry are captive reared it is important to be able to access sustainably caught wild fish to refresh genetic stock... I believe as an industry we can make a positive contribution to the long-term conservation of freshwater fish by supporting sustainable practices and projects to conserve local populations. It therefore seems natural to support this new fundraising platform."

Of course, it is still far too early to assess how effective or otherwise Shoal will prove to be in achieving its targets, or to see how many other trade organisations besides OATA and OFI will join the initiative. Nonetheless, the mere fact that both these important trade bodies are backing the project gives us cause for optimism. ■

#### FURTHER READING:

For full details regarding Shoal, visit: [www.shoalconservation.org](http://www.shoalconservation.org)  
For further information regarding OATA's posting on Shoal, visit: [www.ornamentalfish.org](http://www.ornamentalfish.org) and click on the Latest News section.



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JOHN DAWES

# INDONESIA: **NEW ORGANISATION SET TO BYPASS CORAL BAN?**

The Hawaiian saga continues to rumble on from one decision to an amended decision, to another, and to yet another....

WILL WILD-CAUGHT HAWAIIAN YELLOW TANGS BE GIVEN THE GREEN LIGHT IN JUNE 2021?  
PHOTO CREDIT: BERNARD DUPONT - REPRODUCED IN ACCORDANCE WITH CREATIVE  
COMMONS ATTRIBUTION-SHARE ALIKE 2.0 GENERIC LICENSE



The latest developments concern Senate Bill 931, which is aimed at prohibiting "harvesting aquatic life for commercial aquarium purposes by any means..." Clearly, approval of such a Bill would, or could, have sounded the 'death knell' for Hawaii's ornamental marine sector. However, after going through various committee discussions, a recommendation was made that the Bill be passed, but with certain amendments.

At first sight, the amendments don't appear to make things much better for the industry, but there may just be some glimmer of hope, if not for today, for two years' time. The gloom arises from the fact that a moratorium will be imposed and that all harvesting of aquatic life for commercial aquarium purposes using fine-mesh nets or fine-mesh traps will be prohibited. Should anyone be caught in possession of such nets or traps, they will be subjected to a US\$5,000 fine.

In his address referring to the amendments, Senator Kai Kahele, chair of the Water and Land Committee, made it clear that, in the face of the contrasting opinions of the Department of Land and Natural Resources (DLNR) - which has regularly collaborated with fishers and the industry (e.g. via PIJAC) and maintains that the fishing is sustainable, and that of the environmental groups which maintain that it isn't, there is a need for an independent Environmental Impact Statement (EIS).

Responsibility for carrying out this EIS will fall on the Research Corporation of the University of Hawaii (RCUH), which will be required "to submit a progress report to the Legislature no later than twenty days prior to the Regular Session of 2020." Further, the Governor will be required "to be the accepting authority and to accept the environmental impact statement no later than twenty days prior to the Regular Session of 2021."

The DLNR will be intimately involved in the process as it has been directed to establish a marine aquarium fishing advisory group "to guide the RCUH and Office of Hawaiian Affairs toward completion of the environmental impact statement and cultural impact statement." The advisory group will consist of the Administrator of the Division of Aquatic Resources, a representative of the commercial aquatic industry, a representative of a conservation organisation, and a representative of a fishing or fishermen's association or group.

It is envisaged that, following the submission and acceptance of the EIS, the moratorium will be repealed on 30 June, 2021. This is the glimmer of hope that I referred to above, in the sense that we are not talking about a definite and permanent closure of the sector, but one over which a decision will be taken at the end of June 2021.

At the time of writing, there is, obviously, no way of predicting the outcome, but if the DLNR's findings and conclusions arrived at over the past few years turn out to be sound, and if due and fair consideration is given to the findings of the EIS, we could be looking at a re-opening of the fishery in two years' time. Or am I being too optimistic? ■

# MALCOLM HALL

## FROM LOVING PETS ANSWERS A FEW QUESTIONS ABOUT HIS COMPANY AND PRODUCTS.

### **MALCOLM WHAT BROUGHT LOVING PETS TO AUSTRALIA?**

Loving Pets was Founded in 2006 by Eric Abbey (3rd generation in the pet industry, Eric's grandfather was the founding member of the American Pet Product Association). I was introduced to Loving pets through a very good friend of mine in the UK. Jonathon Moyce. John opened Loving Pets UK/Europe back in 2014 and said that they were looking for a partner in the Australian/New Zealand region.

### **WHAT MAKES LOVING PETS DIFFERENT?**

We manufacture our own products and we pride ourselves on quality. We also believe in putting our customers and people first. The success of Loving Pets is based on investing in innovative products, our people and our relationships. Loving Pets' growing team welcomes any opportunity to personally connect with its customers. Our recent investment in new technology offers greater efficiencies and enhanced quality control. With the newly opened Australian distribution facility we are constantly expanding its range of products to meet the demands of the ever-growing Global market.

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Each and every day, we are committed to continue our legacy of safety, quality, health and affordability. We believe that our success is due to listening to what our customers want and answering with high quality, affordable products with a difference. From our wide selection of feeding bowls, to our all natural, healthy treats, we pride ourselves on customer satisfaction. ■

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# FARM INVASIONS ARE NOT PASSIVE RESISTANCE

Comparing farm invasions to the passive resistance championed by Martin Luther King Jr is ridiculous and dangerous, Minister for Agriculture David Littleproud said today.

A manifesto published in the West Australian today shows the vegan activist group Direct Action Everywhere claims it is heavily influenced by the American icon.

"Invading family farms where children live should not be compared to passive resistance," Minister Littleproud said.

"It's dangerous and I think if it continues, someone will be hurt or far worse. "Passive resistance doesn't include breaking into people's properties.

"If the people invading family farms really think they're engaging in passive resistance then they're deluded.

"Vegans are important to the farm sector and consume lots of farm product. "Many vegans have contacted my office saying they don't support the actions of those invading farms.

"Australia is a great democracy which allows open debate, and that's the forum to express opinions - not by trespassing and scaring the living daylights out of farmers and their families.

"The states still need to do more to beef up trespass laws and needs to take this issue seriously."

Minister Littleproud was a driving force behind moves by the Federal Government to have organisations misusing farmers' personal information, such as their personal addresses, exposed to fines of more than \$4 million.

When Parliament resumes, the Coalition Government will make it a priority to bring in penalties of up to 12 months jail for individuals who use a carriage service, such as the internet, to disclose personal information with the intention that another person would use that information to trespass on agricultural land. ■

# PET INDUSTRY CALENDAR OF EVENTS

## 2019

### 26th Korea Pet Show – Korea

9th to 11th August 2019

Yangjae aT Center Seoul

[www.kopet.com/register/2019\\_spring/eng/main.html](http://www.kopet.com/register/2019_spring/eng/main.html)

### AusBoard 2019 – Australia

19th to 21st August 2019

Pullman Reef Casino Hotel, Cairns

[www.piaa.net.au/wp-content/uploads/2019/01/Exhibitor-Prospectus-low-res.pdf](http://www.piaa.net.au/wp-content/uploads/2019/01/Exhibitor-Prospectus-low-res.pdf)

### Petfair Asia 2019 - China

21st to 25th August 2019

Shanghai New International Expo Centre (SNIEC)

[www.petfairasia.com/en/](http://www.petfairasia.com/en/)

### Superzoo Las Vegas – USA

20th to 22nd August 2019

Mandalay Bay Las Vegas

[www.superzoo.org/](http://www.superzoo.org/)

### Pet Industry National Trade Show – Canada

15th to 16th September 2019

International Centre, Hall 5, Mississauga, Ontario

[www.pijaccanada.com/events/canadian/national-trade-show/](http://www.pijaccanada.com/events/canadian/national-trade-show/)

### ParkZoo – Moscow, Russia

18th to 20th September 2019

Sokolniki Exhibition and Convention Centre

[www.zoomark.it/en/media-room/news/news/zoomark-at-parkzoo-moscow-1921-september-2018/8819.html](http://www.zoomark.it/en/media-room/news/news/zoomark-at-parkzoo-moscow-1921-september-2018/8819.html)

### PATS – UK

22nd to 23rd September 2019

Telford International Centre, St Quentin Gate, Telford, Shropshire

[www.patshow.co.uk/](http://www.patshow.co.uk/)

### London Vet Show, UK

14th to 15th November 2019

ExCel London

[www.london.vetshow.com/](http://www.london.vetshow.com/)

### Perth Pet Expo – Australia

16th to 17th November 2019

Claremont Showground – Robinson Pavillion

[www.perthpetexpo.com.au/](http://www.perthpetexpo.com.au/)

### 23rd China International Pet Show (CIPS 2019) - China

20th to 23rd November 2019

National Exhibition and Convention Center shanghai

[www.en.cipscom.com/CIPS.htm](http://www.en.cipscom.com/CIPS.htm)

## 2020

### Global Pet Expo – USA

26th to 28th February 2020

Orange County Convention Centre, Orlando, Florida

[www.globalpetexpo.org/index.html](http://www.globalpetexpo.org/index.html)

### Interzoo 2020 - Germany

19th to 22nd May 2020

Nürnberg Messe, Nürnberg, Germany

[www.interzoo.com](http://www.interzoo.com)

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

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# GENERIC BRANDS

## MAKE OTHERS GERIATRIC

**Converging forces.** Increasing acceptance, indeed preference for house-brands and generic products, services and apps are symptoms and consequences of tectonic shifts in marketplace dynamics. It's a phenomenon which transcends categories, sectors and regions.

Projecting, protecting and deflecting brand names are becoming increasingly important, and difficult to both achieve and sustain.

Repeated exposure to non-branded or house-brand alternatives, with lower prices, satisfying quality and reassuring value is desensitising consumers and clients to the implied and perceived innate advantages, benefits and reassurances of recognised, respected and traditionally preferred brand names.

The progressive devaluation of long-established brand names is being accelerated and compounded by the increasing use of online channels and forums, like Amazon Marketplace and eBay.

Consumers are inclined to go online and nominate product/service types and categories. Requests for information about, and the sources of, say, coffee are received by, collated, analysed and segmented by algorithms. This form of artificial intelligence may be unfamiliar with the number "43" or not recognise and associate "George Clooney" with the product, category or implied brands.

Put simply, algorithms do not recognise, respond to or understand many verbal nuances. Therefore, brand selection is determined by factors and influences well beyond the control and input of the individual and brand name owners, and numerical weightings can, and do, determine, and therefore nominate channel-owner, (read: Amazon, eBay, Facebook, Twitter, etc) generic and house-brands.

Branding's visual, verbal and special cues, which impact on and influence

consumer perceptions, preferences and selection are typically neutered in social media. So anti-social!

Advocates for artificial intelligence will rightly argue that the arithmetic formula applied by algorithms produce rational and statistically validated decisions and outcomes. That belies the reality that most buying decisions are heavily accented to emotions, perceptions and subjective determinants.

For the algorithms, it's a black or white issue. Consumers may recognise that their lifestyles, preferences and consumption take place in a world of "grey". Brand owners and managers will quickly find themselves in purgatory. The need to be, and the lure of being present online is understandable. Attendant costs and loss of control are often difficult to quantify.

### EVIDENCE-BASED REALITY

A recent significant Australia-wide study by a global finance entity concluded that house-brand products in supermarkets were growing in both volume (up to 4 times that of established independent brands) and market-share.

Cost-of-living expenses, increasing utility costs and stagnant incomes were identified to be key influencing variables in this situation. On balance, that represented only part of the story. The migration of window-shopping to online channels and the presence of its virtual assistants, Siri, Alexa, Nina and Bixby were not considered.

At Easter time, in Christian-based communities, Cadbury's purple Easter eggs have an inextricable integrated

presence in the minds of children, parents and chocoholics at large.

"The Battle for the Mind", a concept so strikingly and articulately expressed by marketing leaders, Jack Trout and Al Ries back in 1969, has been largely marginalised by mindless artificial intelligence, algorithms and the like.

### WHERE'S THE VALUE?

These patterns transcend categories, nations and regions. Economic headwinds are suppressing the sale of new motor vehicles around the world. Preferences for specific brands and models remain.

However, a seismic shift is being witnessed in the servicing and maintenance of vehicles. Generic and house-brands, or non-original equipment manufacturer parts are being accepted by increasing numbers and percentages of consumers.

Similar circumstances are evident in sectors, like earth-moving equipment. Brand names Caterpillar, Komatsu and Hyundai dominate. Notwithstanding that dominance, acceptance of "un-branded" parts is increasing at a rate.

### BRANDED ANSWER

In an emerging and surgent sea of house-brand products, the value and integrity of recognised, trusted, respected and preferred brands stand apart and proud in a cluttered, commoditised marketplace.

Several recent case studies highlight the point. The desires, and directions of manufacturers, distributors and wholesalers of certain high-profile pet



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foods, and breakfast cereals to increase both wholesale and retail prices were rejected by two major Australian national supermarket chains. Supplies ceased, and stock soon sold out. Consumers were confronted with empty shelves.

The key lesson learnt was that consumer behaviour reflected the attitude that the customers, typically the female head-of-the-household, could do without shopping for those selected items from Coles and Woolworths. To sate the appetites and the preferences of pets and children, there were no acceptable alternatives to the nominated brands.

Confused? Don't be. The presence and importance of house-brand products will continue to grow. The best and most sustainable defence is ongoing and integrated investments in brand names. The optimum is to establish, and have the brand name accepted as the generic reference of the product, service, application and company.

Those brand names that readily come to mind include:

- Hoover • Nugget • Vegemite
  - Google • Windows • iPhone
  - Amazon
  - and ... (complete the list – hopefully with your brand or brands)
- nor respected. The consequences

are typically immediate, sustainable and profound.

"Buts" and "Maybes" need to be considered in context. They are seldom barriers or impediments. Rather, they demand justification, and that is reasonable and ultimately reassuring. There are lessons aplenty awaiting those in the broader retail sector.

Imagine the scope possible for the Brexit negotiations between Britain and the European Union, and within Westminster. Accountability and justification apply to all. Funding, construction and the administration of a wall on the border between the United States of America and Mexico may well be another issue.

In that instance key questions relate to the aim itself. Some things are not negotiable, as evidenced in the attitudes of the US President and the Democrats in Congress. What is the aim? Raw political power. The proposed wall is simply a means to that aim.

#### GOOD TIMES AHEAD

With the effluxion of time, good times will return. In those periods, as now, it is important to not look or present "too good". Talking too much will have little or no audience. Don't stop dreaming.

However, dreams and their content must never become the aim.

And yes, think. Share those thoughts. Develop, refine, reinforce and extend them. But avoid the temptation to make them the final objective. Innovate, create and simplify. Each is an essential attribute of disruption. Don't leave it to others to ask, "IF?"

#### RECALIBRATE

Volatility, toxicity and dysfunction are each components of the prevailing marketplace and, seemingly, the cultures of many entities throughout the world, across Australia, within communities and among peers, clients and associates.

At a time when all around you are losing their heads, a measure of stability, consistency and integrity is greatly valued. A measure of balance will enable the "ship" to be steadied, a new course to be set and broad horizons challenged and conquered. IF (only). Thank you Rudyard Kipling.

#### THE AUTHOR

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*Marketing Focus*

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# WHAT'S NEW

## ECOPETCARE, AND ECOCERT ORGANIC ECOPETCARE

The Pet Esthé Bio range expands the highly regarded Pet Esthé range of salon-use shampoos, conditioners, aromatherapy, coat restoration, colours, and home use products, with Organic shampoos, conditioners and eau de toilet.

The guiding principles of ECOCERT ECOPETCARE include the protection of our planet and its resources, providing information to the customer, and the reduction of polluting discharge and waste. ECOCERT is a certification body which certifies around the world, more than 80% of organic care products, including products for babies and other lines. The certification is aligned to represent the international standards for organic cosmetics.

The Pet Esthé Bio range includes shampoo and other preparations for cats and dogs, with at least 95% ingredients from natural origin, gently washing the coat while pampering the skin and enhancing the coats natural beauty. The no-rinse skin care shampoo, with 98% of the ingredients from a natural origin, is very effective in removing dirt and body odour while pampering the skin. Then there is the range of eau de toilet, with 99% of the ingredients of natural origin.

The Pet Esthé Bio series is available for salon use and also in retail packaging.



## PET ESTHÉ AUSTRALIA

For more information contact Pet Esthé Australia on (08) 8398 5560 or [www.petesthe.com.au](http://www.petesthe.com.au)

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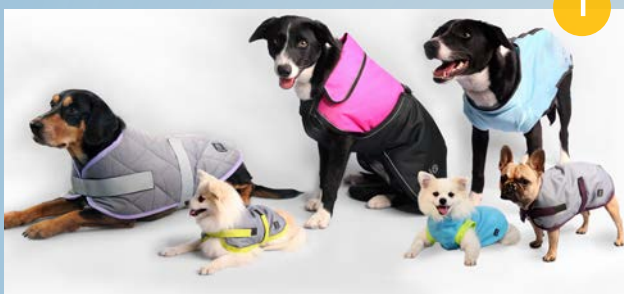
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## 1. PET ONE DOG COATS

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## 2. AQUA ONE FOCUS AQUARIUM

The Aqua One Focus Aquariums allow you to create a beautiful underwater landscape for your fish. The Aqua One Focus Aquariums include energy efficient LED lighting and a fully submersible filter to help maintain water quality, keeping your fish healthy and happy.

Available in four sizes with the option of black or white, the modern stylish design would suit any environment, whether this is in the home or the office.



## KONG'S

For more information contact Kong's on 1300 883 188, email: [info@kongs.com.au](mailto:info@kongs.com.au) or [www.kongs.com.au](http://www.kongs.com.au)

## THE DOSETRONIC BY FOCUSTRONIC

The Dosetronic is a stand-alone 5 way dosing station. The 5 independent stepper motor based dosing pumps are highly accurate - 0.05ml! - with a 0.1ml resolution. The user friendly Android or iOS app connects to the Dosetronic via Bluetooth or Wi-Fi. Never run out of dosing liquids with the remaining volume alerts. What sets the Dosetronic apart from other dosing pumps is the ability to connect it to the Alkatronic KH monitoring and dosing system.

The Alkatronic is an all-in-one product for serious reefers or breeders to automatically monitor and stabilize alkalinity for your reef system. The standalone product works straight out of the box without the need of any additional dosing pump, computers or other equipment to use.



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- Push Notifications
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- High Precision and easy to calibrate Stepper and DC Motors
- pH Based Titration Method
- dKH Measuring Range: 4.48 - 15.40 dKH
- Direct Control 3rd Party Calcium Dosing Systems (Calcium Reactor or Balling)
- Compatible with 3rd Party Aquarium Controller (i.e.: Aquatronica, Apex, GHL) via BNC Connector
- Low Maintenance

## ABS TECHNOLOGIES

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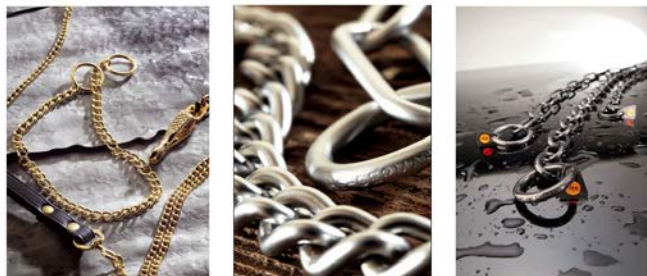
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# THE PET INDUSTRY ASSOCIATION NEW ZEALAND AND RETAIL NZ

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! ■



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# ANIMAL COMMUNICATION IN 3 EASY STEPS

How many times have you secretly wished you could talk to your pet? Wished they understood everything you've ever said and to let them know how much they mean to you?

I'm going to let you in on a secret... Your pet already knows so much about you, how you wake up in the morning, when you need quiet time and they know when life has gotten a little too stressful for you too! Just because you don't speak the same language, doesn't mean that you both don't understand what's going on in each other's world.

You can always tell your pet isn't feeling well, right! It might be a feeling or just a thought, but you begin to look for signs to confirm your suspicion. You know when you're in their bad books, you might've come home later than normal, or you're preoccupied with your phone. And the most precious communication that doesn't need words, is when they are telling us 'I love you'. This is how most people communicate with the animals in their family and it works!

Now let's imagine a world where you're able to check in with your pet and tell them that you're going to be home late, that tomorrow is a Sunday and you want a 'sleep in' or that you you'll take them to the park in thirty minutes. This is where we step into the world of Animal Communication, being able to connect and talk with your pet anytime, anyplace.

Many people use the skills of Animal Communicator to get a deeper understanding of their pet, to know what they think about their family and if there is anything more that they would like. Other times, it's helping them understand the changes in the home that effect their lives for example:

- **MOVING HOME** – this is a stressful time for any humans involved let alone the animals in the household
- **GOING ON HOLIDAYS** – letting them know if they're going on their own 'special' holiday or if they have a visitor coming to stay with them
- **AN ADDITION OR CHANGE TO THE FAMILY** – preparing them for a change in family dynamics or pack order can alleviate so much stress for everyone involved by giving them the heads up

Being able to tell your pet of any upcoming changes with their routine can alleviate a lot of unnecessary stress, I have two boys

“ I’m going to let you in on a secret... Your pet already knows so much about you

Nero a black cat and Pi, a spotted python. Anytime we have a guest staying over, both are prepped and ready for a meet and greet and it's so beneficial when I know one of them isn't feeling well too. I'm able to feel 'how' they're feeling and if there's any pain, the location and level of it – then off we go to the vets.

Learning the basics in Animal Communication is so much easier than you think, and ANYONE has the ability to learn this skill and be able to check in with their pets. Here's a 3-step guide that I share with all my clients that want to dip their paw into Animal Communication.

1. Calm and relax your body by taking a couple of slow deep breaths to bring all your energy back into the body.
2. Have a photo of your pet with both eyes showing and look deeply into their face.
3. Now send
  - a. A feeling of love
  - b. Say in your mind 'I love you'
  - c. Imagine a picture in your mind of you giving them a big hug

It's as simple and easy as that to send them a message. Remember, the key is to keep your messages really simple till you get the hang of it. The more you practice this 3 step guide, the easier it gets for you and your pet to exchange simple messages. I encourage students to practice this through a photograph at first, it's easier and you won't be distracted when your pets are being just so damn cute!

Make a deeper connection with the animals in your life and practice this easy 3 step method OR if you're wanting to find out more and meet like-minded animal lovers, join us for a

1 Day Animal Communication Workshop and let's chat with your pets! You'll be surprised by the answers you get from your pet and other pets from your very first workshop Level 1.

For those that really want to develop your skills in Animal Communication, *The Simonne Lee Method of Animal Communication and Healing* teaches you the 6-step foundation and attunements into Reiki I to support yours and your pet's health.

And if you're more serious about Animal Communication and thinking about it as a Profession, we have the training programs to support your journey as you can step into the world of being an Animal Communicator Practitioner.

*The Simonne Lee Method programs* are Globally Accredited and recognized by the IEHA giving you the guidelines and support as you enter your new profession or just want a deeper connection with your pet. ■

#### FOR MORE INFORMATION ON THE SIMONNE LEE METHOD'S LATEST WORKSHOPS AND ONLINE COURSES:

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#animalcommunication #pets #animals #dogs #cats  
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# 5 REASONS WHY YOUR PET BUSINESS SHOULD DO CONTENT MARKETING



Don't do content marketing?  
That's a shame – because I can  
guarantee your rivals do.

Content marketing – or using writing to publicise your business – is a form of marketing that every pet business owner should do, even sole traders.

The mistake a lot of pet business owners make is to think of content marketing as an expense. It's not – it's an investment in your future profits. That's why your rivals do it.

A strategic, well-planned content marketing program will help your pet business do five things:

- Generate more enquiries
- Establish yourself as an expert
- Bait and hook referral partners
- Convert more enquiries
- Boost your Google ranking

## 1. GENERATE MORE ENQUIRIES

Imagine you've got a leaking toilet. So you do a Google search for "[Your suburb] plumber". Three names pop up. The first one doesn't have a website. The second one does, but it's got minimal content and it hasn't been updated for a long time. The third one has a website, it's packed with relevant content and it gets updated regularly.

Which would you choose? If you're like most people, you'd instinctively choose the third plumber. Funnily enough, the third plumber might be the worst of the bunch. But our unconscious brain assumes that if he's got the most interesting content, he must be the most professional plumber.

## 2. CONVERT MORE ENQUIRIES

Content marketing doesn't just generate more enquiries; it also converts more of them into sales.

Most people would agree that the third plumber would receive more calls than the other two. But imagine you decide to be thorough and get quotes from all three. Before you pick up the phone, your unconscious brain has already concluded that the third plumber is professional, the first plumber is sloppy and the second is somewhere in the middle.

Given those preconceptions, which plumber is likely to sound most credible? And whose prices are you least likely to question?

Thanks to his high-quality content marketing, plumber three is going to find it easier to win your business and justify his prices.

## 3. ESTABLISH YOURSELF AS AN EXPERT

Now imagine you meet the three plumbers at a dinner party. The first spends the night hiding in a corner, so you barely see him. The second one is visible, but doesn't say much. The third one stands in the centre of the room and talks constantly about toilets, pipes and drainage systems.

Which plumber would seem most knowledgeable and passionate about his craft? Businesses that pump out relevant, high-quality content are perceived as experts. Businesses that stay silent are easily overlooked.

## 4. BOOST YOUR GOOGLE RANKING

As a general rule, the more relevant, quality content you publish on your website, the higher it will rank in Google search results.

The two important words here are 'relevant' and 'quality'. If you're a plumber, it makes no sense to fill your website with articles about Donald Trump or Lady Gaga. You need to write about matters related to plumbing. You also need to ensure the content is well-written, otherwise Google will conclude your website is less important and deserves a lower ranking.

## 5. BAIT AND HOOK REFERRAL PARTNERS

A lot of small business owners know some or all of the first four points – but few realise that you can also use content marketing to build referral relationships.

Here's what you do. First, identify a potential referrer that could help your business – for example, our plumber might want to target a property manager. Second, think of a way to quote the referrer in one of your articles – 'The 5 biggest maintenance problems to look out for when renting a property', for instance. Third, pitch the idea to the referrer.

Now that you've broken the ice and done them a favour (by giving them free publicity), you've given yourself a chance of turning them into a long-term referral partner. ■

## ABOUT THE WRITER

*Nick Bendel is head of content at Hunter & Scribe, a content marketing agency that specialises in producing high-quality blogs, social media posts and media releases for small businesses.*

# WHAT'S NEW



## 1. BLAGDON 5 IN 1 MULTI POND FILTER RANGE

Featuring superior filtration, U.V.C. Algaecide sterilization, fountain heads and pond lighting these units come in 4 sizes from 2000 lph to 9000 lph. Designed by the famous Blagdon Water Gardens in the U.K. they are the ultimate multi-purpose pond filtration units.

## 2. XP INNER HEALTH – 200 GM. SIZES

Now the popular XP Inner Health Charcoal treat rings come in a smaller 200gm. pack in two flavours – Chicken and Smokey Bacon. Still with the tasty Chicken/Fish base these are the perfect answer of a tasty treat ensuring good inner health for dogs having issues with bad breath, bloating and indigestion. Chicken is still available in the larger 800 gm. size as well.

## 3. MIGHTY REX – WORLD'S TOUGHEST DOG TOYS

Arriving soon – the world's toughest dog toys. Mighty Rex Dog Toys come in Monkey, Unicorn, Rhino and Bull. Guaranteed to outlast even the most destructive dogs – these are a must item for those owners whose choices in toys have never lasted for their dog.

## 4. DOGIT PET SAFETY GATES

Safe and economical the Dogit range by Hagen comes in two sizes -60 cm High x 66-106cm wide with a timber frame and plastic mesh, ideal for smaller breeds and 81cm High x 75-127cm wide with a timber frame and metal mesh for larger dogs.

## 5. NYLABONE – THE STICK

The Stick from Nylabone USA simulates a dogs favourite chew choice – a piece of tree branch. Designed with a hard inner core and a serrated outside bark, The Stick comes in two sizes – Wolf and Souper and both in a tasty Maple/Bacon flavour.



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# AUSBOARD 2019 PROGRAM



Sunday 18 August	1830	Optional networking dinner (delegates own cost) Marina Paradiso 1/1 Marlin Pde, Cairns (2mins walk from hotel)
<b>DAY 1</b>		
Monday 19 August	0830 – 0845	Registration
	0845 – 0900	Welcome
	0900 – 1030	Social Media – Don't tell them what you do, show them what you do! <i>Renee Dembowski – Social Butterfly Marketing</i>
	1030 – 1100	Morning Tea
	1100 – 1200	Being Happy <i>Andrew Matthews</i>
	1200 – 1230	Exhibitor Information Session
	1230 – 1330	Lunch
	1330 – 1500	7 Things Every Business Owner needs to Monitor to Succeed in Business <i>Bree James</i>
	1500 – 1530	Afternoon Tea
	1530 – 1700	Panel Discussion/Industry Workshop Part 1 <ul style="list-style-type: none"> <li>Managing Abandoned Animals</li> <li>Taking Epileptic or Diabetic Animals</li> <li>Staff Education</li> <li>Standards &amp; Guidelines</li> <li>Not Accepting F2 Vaccinations in Cats</li> </ul> Panellists <i>Cory Andrews</i> <i>Blake DeBruin</i> <i>Jules Dos Santos</i> <i>Beckie Newcombe</i> <i>Glenn Cooke (Mediator)</i>
	1830 – 2030	Welcome Cocktail Party
<b>DAY 2</b>		
Tuesday 20 August	0900	Depart hotel
	1000 – 1130	Tour K9 River Retreat (incl morning tea)
	1230 – 1415	Lunch at Pullman Palm Cove Sea Temple
	1500 – 1630	Tour YAPS (incl. afternoon tea)
	1700	Arrive back at hotel
	1830	Optional networking dinner (delegates own cost) Salthouse – Marina Point 6/2 Pierpoint Rd, Cairns (8 mins walk from hotel)
<b>DAY 3</b>		
Wednesday 21 August	0900 – 1030	Innovation in the Kennel/Cattery Environment <i>Cory Andrews</i>
	1030 – 1100	Morning Tea
	1100 – 1230	Safe Handling of Dogs in the Boarding Kennel Environment <i>Glenn Cooke</i>
	1230 – 1330	Lunch
	1330 – 1400	Exhibitor Information Session
	1400 – 1500	Nutrition Presentation <i>Dr Ben Porter</i>
	1500 – 1530	Afternoon Tea
	1530 – 1700	Panel Discussion/Industry Workshop Part 2 <ul style="list-style-type: none"> <li>Industry Update/Concerns Discussed</li> <li>Weighing Pets Before Boarding</li> <li>Best Ways to Integrate Dogs</li> <li>Growing Popularity of Natural Therapies and the Impact on the Boarding Sector</li> </ul> Panellists <i>Cory Andrews</i> <i>Blake DeBruin</i> <i>Jules Dos Santos</i> <i>Beckie Newcombe</i> <i>Glenn Cooke (Mediator)</i>

## Three Day Conference

Includes

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Includes

1 full day conference including morning & afternoon tea & lunch

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Additional Kennel & Cattery Tour plus Lunch

**Members Incl GST \$90**  
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# Pet Industry Association's Pet First Aid Workshops 2019



PIAA members receive  
3 PIAA Ed points for  
attendance



**PIAA members \$99.00**  
**Non-members \$119.00**

## Upcoming Workshops

**Thursday 20 June 5.30pm - 8.30pm**

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**73a Sharp Street**

**Cooma NSW 2630**

**Thursday 25 July 6.00pm - 9.00pm**

**Dogue Bulimba**

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- Control of bleeding
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- Performing CPR
- Recognising vital signs
- Signs of shock
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- Accidental ingestion of drugs/alcohol etc.
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- Various chemical poisonings
- Tick poisonings
- Snake bites
- Trauma/Hit by car
- Hypothermia



**For more information email [info@piaa.net.au](mailto:info@piaa.net.au)  
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**David Young**

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**Barry Codling (President)**

E: barry@westernpet.com.au

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E: mojos.grooming@live.com.au

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## PET INDUSTRY ASSOCIATION OFFICE

### ENQUIRIES

**Kathy Horner**

T: (02) 9659 5811

E: info@piaa.net.au

### MEMBERSHIP

**Kathy Horner**

E: membership@piaa.net.au

### EVENTS

**Linda Chamarette**

E: events@piaa.net.au

## STATE CO-ORDINATOR OF PET INDUSTRY ASSOCIATION

**Norene Lahrng (NT)**

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E: helga1@iinet.net.au

**Anita Marchesani (WA)**

E: anita@getupandgallop.com.au

**Jeremy Maitland (NSW)**

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E: bowralpet@internode.on.net

**Dr Robert Jones (VIC)**

M: 0416 256 605

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E: jlnoack@hotmail.com

**Andrew Baker (QLD)**

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## 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.

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Contact/s: ..... Title: .....

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Brief description of your business: .....

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



# PRESIDENTS REPORT

## BARRY CODLING

As the FY19 financial year comes to an end, I reflect on some of the many challenges we faced together, with some leaving significant ongoing effects on the pet industry.

I recall the decision of the Victoria Government in legislating the banning of "the sale of puppies in pet shops" whilst most associations such as the RSPCA support this decision the flow on effect to the industry remains costly. By April 2020 Victorian breeders with more than 10 female dogs but capped at 50 dogs will have to seek ministerial approval and will be subject to stricter regulations. Further to this, the Victorian Government is proposing to make changes to the Domestic Animals Regulations 2015. These changes are necessary to successfully implement the Pet Exchange register, and to clarify and improve requirements. The proposed changes include a fee and new requirements for the Pet Exchange register, new changes to the micro chipping program and updated changes to pet shop record keeping.

The Western Australian Government are seeking consultation on Standards and Guidelines for the Health and Welfare of Dogs in WA as part of the Stop Puppy Farming initiative. The Draft Standards and Guidelines for the Health and Welfare of Dogs in WA are being developed by the DPI and Regional Development in consultation with the RSPCA and other experts in dog care and welfare.

The NSW Government passed a bill in Parliament to amend the Companion Animals Act 1998 and Prevention of Cruelty to Animals Act 1979. The Companion Animals and other Legislation Bill 2018 allows the NSW Government to implement recommendations made by the Joint Selection Committee Inquiry into Companion Animal Breeding Practices, and other changes in response to community feedback received in 2017 through the statutory review of the Companion Animals Regulation 2008. The changes include new requirements for people advertising dogs and cats for sale or to give away to include an identifying number – either the microchip number, a breeder identification number or rehoming organisation number.

In October 2018 the Senate published their report following a 5-month inquiry into the safety of pet food in Australia following recent animal deaths and strong consumer out complaints. The report largely centred around the fact that the Pet Industry is "self-regulated" thus requiring government intervention. The seven recommendations detailed in this report whilst supported by the PIAA will impose significant changes on how we operate as an industry and no doubt add cost through compliance and registration to all our members.

Already the PIAA has been notified by members and the concerned public in Queensland & Victoria because of the

legislation changes requiring anyone selling dogs to be a registered breeder. The impacts of these changes have already resulted in an increase in online sales, many that have been sold the wrong dog online or told it was a pure bred when it wasn't. There has also been an increase in unregistered breeders stealing breeder ID's and passing them off as their own online. Facebook sales continue to rise despite Facebook banning the sale of animals and livestock online.

The PIAA are committed to advancing the Pet Industry in Australia and the welfare of the pets and their owners, thus committing our resources to work with the Government in all aspects. As you may be aware we have made some structural changes within the PIAA to best position ourselves to tackle these challenges for our members, with the most recent being the new position of Membership Manager. Mr John Parkinson has fulfilled this part time position. His role is dedicated to directly working with the current and potential PIAA members to deliver against the core objectives of the organisation. John comes with a career of experience in leadership roles with 15 years within the pet industry in Australia, Johns commences in this role on 11th June.

We are about to issue our membership renewal invoices for the 2019-2020 financial year. We recognise that business is facing many challenges in the current climate and as a result have made the decision that our fees will remain the same as 2018-2019. For those renewing before June 30, you will have the opportunity to go into the draw to win a \$200 cash-back reward. If you're not a member of the PIAA we urge you to join the Association, if you'd like to discuss the benefits of membership, please contact John or Kathy.

Our annual event for the pet boarding, training, walking & pet sitting sector, AusBoard will return to Cairns in 2019. This event is always very well attended with delegates coming away with tips to help their business, invaluable networking discussions and of course a good time. Our speaker selection this year covers everything from social media to measuring business success and innovation. The industry panel will return by popular demand for two sessions in 2019. There are plenty of opportunities to socialise at our welcome cocktail party, dinners each evening and our popular kennel & cattery tours and networking lunch. If you'd like to have a look at the program and or reserve your place, please visit <https://piaa.net.au> and select the events tab.

Lastly, the PIAA board and staff are here to serve you - our members, associate members & public, welcoming feedback or enquiries as to today's challenges of the industry.

Change is inevitable, better managed than imposed.



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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. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.*





### LOVING PETS AUSTRALIA PTY LTD

265 King Street Newcastle. NSW 2300

Ph: 1300 475 090

Contact: Malcolm Hall

Email: mh@lovingpetsproducts.com.au

Web: www.lovingpetsproducts.com.au

Supplying to all States

Loving Pets Products are manufacturers of high quality treats and feeding accessories. Loving Pets started in the US in 2006, expanded into the UK & Europe in 2014 & have now expanded into Australia & Asia in 2018. In-house manufacturing of our 100% all natural USA made treats for dogs and cats. The NUMBER 1 supplier of feeding bowls WORLDWIDE!!! Currently own 38% of the global market on dog bowls.



### 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 and Joy.



### MGA-PET INDUSTRY BUSINESS INSURANCE

176 Fullarton Road, DULWICH. SA 5065

Contact: Ken Barker 0418 993 535

Ph: 1800 066 900 Fax: (08) 8113 2274

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). \$5million Public Liability from \$350 per year.

## Nijimi

139-141 Bonds Road, Riverwood 2210

Contact: TK Hoh or Li Chan

Ph: (02) 9533 9388 Fax: (02) 9533 8422

Email: enquiries@nijimi.com.au

Web: www.nijimi.com.au

Specialities: Pet & bird cages, dry and frozen fish food, aquarium and pond accessories. Birdsmate, KC Cages, Orca, Pro's Choice, Aqua Magic, Hailea, Sedra, Artica.



### OEM PET CARE AUSTRALIA PTY LTD

29/7 Salisbury Road, Castle Hill. NSW 2154

Contact: Gerard Jouault

Ph: 02 8606 2787 & 02 8677 8881

Email: gerard@connex.com.au

Web: www.alacarte4k9.com.au

OEM PET CARE PTY is a consortium of Australian manufacturers making dry and wet pet food under Private Labels from economic to Super Premium formulas such as A LA CARTE Platinum and else.... OPCA PTY also exports its Pet Food, Pet Milk, Pet Treats and Dog biscuits all over Asia. A La Carte Super Premium Pet Food.



### OZ GROOMING WORLD

1/16 Bernera Road, Prestons. NSW 2170

Contact: Tony

Ph: (02) 9608 6172 Mobile: 0431 410 143

Email: ozgroomingworld@gmail.com

Web: www.ozgroomingworld.com.au

OZ Grooming World is a specialist importer, we stock products for grooming salons, veterinary clinics, breeders and boarding kennels. We are sole Australia distributors of Aeolus, Laube, XPower, Roseline, Kelco, Lawrence, Miracle Care, Shernbao, South Bark's, Bengo, Utsumi and Groomix. Products cover clippers & blades, dryers, lifting tables, cage modular systems, shampoo, combs and brushes, bath tub, scissors, K9 schutzhund training gear. We also supply boarding kennel and veterinary clinics with customized walk-in kennel, cat cando, operation tables etc. Preferred supplier for major franchise companies. Like us on Facebook: facebook.com/OZGROOMING for regular promotion & special update. Retailers welcome.



Suite 11001 Australia Fair Office Towers, 36 Marine Pde, Southport QLD, 4215

Contact: Jamie Hildebrand

Ph: 1800 786 608

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

New South Wales

46 David Rd, Emu Plains 2750

Contact: Troy Smith 0418 282 240

Ph: (02) 4728 6000 Fax: (02) 4728 6060 Toll Free Fax: 1800 353 736

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.



### PET PROFESSIONAL INSURANCE

PO Box 887, Crows Nest NSW 1585

Ph: +61 411 556 700 Fax: +61 411 556 700 Mobile: 0411 556 700

Email: liz@waldenwood.com.au

Web: www.petprofessional.com.au

Pet Professional Insurance provides a wide range of business insurances for professionals in the pet industry, no matter how large or small the business. We provide tailored packages for all businesses in the pet industry, including dog walkers, pet sitters, boarders, trainers, vets, groomers and breeders. Our tailored packages are designed to work with your needs and cashflow, with monthly payment option. You can compare quotes, and get cover online in minutes with no complicated forms and paperwork! This is your one-stop-shop to make sure the business you have worked hard to build and create, is financially protected. Pet Professional provides you with the peace of mind of our Best Price Promise - if you secure equivalent cover for a cheaper price we will either match it, or provide you with a refund.





## STERITECH

Vic. – H/O – 160 South Gippsland Highway, Dandenong, Vic. 3175

Ph: 03 8726 5566 – Fax: 03 9701 3158

NSW – 5 Widemere Road, Wetherill Park, NSW 2164

Ph: 02 8785 4400 – Fax: 02 9604 4396

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

Therian specialises in the Animal Care Industry and will architecturally design your new facility, or refurbish your existing premises. Having a 100% success rate with DA approvals means we will successfully guide you through the maze of red tape. Our animal housing products can be found in more than 30 countries around the globe, we have the most trusted products in the industry. At Therian our designs encompass the latest research and trends in both design and animal behaviour, enabling you to address the needs of even the fussiest pet owners. We improve workflow efficiency and the health of the animals in your care – providing you with maximum return on your investment. Our Dog and Cat housing options are designed to reduce the spread of disease, be low maintenance and high durable to withstand the rigours of life with animals. Custom designed, you can colour and style to your needs. View our products and services online at www.therian.com.au Throughout Australia and New Zealand we are the Exclusive Distributors of: • Mason Animal Enclosures • Therian Cat Condos • Kuranda Dog and Cat Beds



## VCA WORLD

Locked Bag 4365 Blacktown, NSW 2148

Contact: Zia Ahmed

Ph: 61 2 8882 7400 Fax: 61 2 9679 5766

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.



## VETNEX PET CARE

**Supply to all Australian states**

Unit 17,7 Sefton Road, Thornleigh, NSW 2120

Ph: 02 8406 0966

Email: info@vetnex.com.au

Web: www.vetnex.com.au

Vetnex is an Australian brand of natural animal care products. Vetnex Pet Care develops, manufactures and supplies high-quality, natural and innovative products for dogs and cats, which include nutrition/health supplements, treats & grooming products.



## VETAFARM

3 Bye Street, Wagga Wagga, NSW, 2650

**Supply to all states**

Ph: 02 6933 0400 Fax: 02 6925 6333

Email: sales@vetafarm.com.au

Web: www.vetafarm.com.au

Specialties: Developers and manufacturers of Australia's most advanced bird, reptile and small mammal products. In addition to a specialised aquarium and zoological range. Vetafarm is world renowned for innovation and quality, your all Australian producer of extruded complete diets, parasite controls, supplements and medications for exotic pets.



## 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.

## VICTORIA



## ABS TECHNOLOGIES

4 Crompton Rd, PO Box 770, Littlehampton SA 5250

Ph: (08) 8398 5560 Fax: (08) 8398 5561

Email: enquiries@abs-technologies.com.au

Web: www.abs-technologies.com.au

Specialties: Your partner for all high quality, well-priced aquarium technology, consumables and publications from the industry leaders – Aquarium Systems and Cabinets, Computer control, Lighting, Water filtration & treatment, Analysis, Foods, Accessories etc. all backed by in-house expertise. Brands Include: Alkatronic, AquaBee, Aquatronica, Back to Nature, Daytime Lighting, Deltec, Elos, 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.



## 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**

Specialties: Hills Science Diet, Eukanuba, Iams, Eagle Pack, Holistic, Wahl, Oster, Blackmores, Troy, Fido's, Aussie Dog, Tuff Dog, Doy, EnviroPet, DOGLite, Petway, Foobler, Furminator and Nature's Miracle. Fashionable bedding, quality cat scratchers, cages and other pet & equestrian goods.



#### 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.



#### AQUARIUM INDUSTRIES PTY LTD

26 Shirley Way, Epping 3076

Supply to all states

Contact: Customer Support

Ph: (03) 9409 9300 Fax: (03) 9401 3455

Email: ai@aquariumindustries.com.au

Web: aquariumindustries.com.au

Specialities: Aquarium Fish and related products (Wholesale only)

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, a range of live plants, frozen rats, mice and more. All backed by Aquarium Industries' service, including the industry's only complete training and support program. To find out more, contact us today.



#### AQUADEPOT 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.



#### BEAU PETS AUSTRALIA—GENTLE LEADER AUSTRALIA

63 Roberts Avenue, Mulgrave VIC 3170

Supplying all Australian States

Ph: (03) 9540 3533 Fax: (03) 9540 3544

Email: info@beaupets.com.au

Web: www.beaupets.com.au

Proudly manufacturing since 1960, Quality Collars, Leads & Harnesses

IMPORTER, EXPORTER, DISTRIBUTOR. Comprehensive range of Cat and Dog Collars, Leads & Harnesses BEAU PETS is the home of the GENTLE LEADER range of products. AUSTRALIAN MADE & OWNED.



#### 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.



#### CLUB PET

Chelsea Heights Victoria 3196

Ph: (03) 9773 0600 Fax: (03) 9773 0611

Email: sales@clubpet.com.au

Web: www.clubpet.com.au www.clubpetworld.com

Supply to all States.

Specialities: Pet products and services Brands include: Club Pet, Pet Club, Pet's Choice, Pet Time. Australian made and owned.

#### 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

Ph: 1800 051 100

Email: sales@dcotech.com.au

Web: www.dcotech.com.au

Supplying to all States.

Specialities: Australian distributor of Glasbord FRP liner panels, excellent for boarding kennels systems, walls and dividers. Exhibits up to ten times the cleanability, six times the stain resistance compared to ordinary FRP.





### DOG BLESS YOU

Supply to all States and New Zealand

PO Box 78, Mount Martha. VIC 3934 Australia

Contact: Michaela Crump

Ph: 1800 040 740 Mobile: 0410 484 476 International Ph: +61 3 9696 9513

Email: sales@dogblessyou.com.au

Web: www.dogblessyou.com.au

Follow: www.facebook.com/dogblessyou.com.au

Dog Bless You is the exclusive Australian and New Zealand whole-sale distributors for **PAMPET Dog Clothes, Dog Coats and Pet Accessories**.

Dog Bless You sources lifestyle pet products from around globe that are high quality, stylish and fun, including Australian Oilskin dog coats, pet socks and neck ties. Dog Bless You is **100% Australian owned and operated**.



### Dupla

#### 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, CO<sub>2</sub> 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 web site.**



#### EASTERN DISTRIBUTORS

27 Commercial Drive Dandenong South. Vic 3175

Contact: Joe Addamo

Mobile: 0418 581 699 Ph: (03) 9793 3226 Fax: (03) 9792 3328

Email: joe@eastdist.com

Web: www.eastdist.com.au

Specialities: Stock & Pet Food Wholesalers



#### EVOLUTION PET PRODUCTS PTY LTD

235 Abbotts Road, Dandenong South 3175 Victoria. Australia

Ph: 03 8774 3941 Fax: 03 8774 3941

Email: sales@evopet.com.au

Web: www.evopet.com.au

**Supplying All Australian States**

Importers and Wholesale Distributors of quality Pet Accessories. With one of the largest ranges to choose from. We cater for Dog, Cat, Small Animals, Birds and Fish.



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. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.



#### 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 and Joy.



#### MGA-PET INDUSTRY BUSINESS INSURANCE

176 Fullarton Road, DULWICH. SA 5065

Contact: Ken Barker 0418 993 535

Ph: 1800 066 900 Fax: (08) 8113 2274

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). \$5 million Public Liability from \$350 per year.



#### NATIONAL PET SUPPLIES PTY LTD

PO Box 6094 Caulfield South. Vic 3162

Supply to all states

Ph: 03 8640-0972 Fax: 03 8677-2512

Email: sales@nationalpetsupplies.com.au

Web: www.nationalpetsupplies.com.au

National distributors to the pet and veterinarian industry. Specialising in supplying treats, food, toys, collars, leads, chains and general pet care products to pet stores, dog clubs, trainers and kennels. Official Australian distributor for Herm Sprenger Collars, Chains and accessories.

## Nature's Pet® Naturally

Ph: (03) 9773 0600—Fax: (03) 9773 0611

Email: info@naturespet.com.au

Web: www.naturespet.com.au

Supply to all States

Specialities: Pet products and natural remedies

Brands include: Snaps, Liver Snaps, Flaxseed Oil, Joint Formula, Dirty Dog, Sausage Snaps-Stix, Emu-Stix Snaps, Shark-Stix Snaps, Roo-Stix Snaps, Snap n Share, Omega-Stix Snaps, Arthri-Stix Snaps, Geri-Stix Snaps & SIT



### OEM PET CARE AUSTRALIA PTY LTD

29/7 Salisbury Road, Castle Hill, NSW 2154

Contact: Gerard Jouault

Ph: 02 8606 2787 & 02 8677 8881

Email: gerard@connex.com.au

Web: www.alacarte4k9.com.au

OEM PET CARE PTY is a consortium of Australian manufacturers making dry and wet pet food under Private Labels from economic to Super Premium formulas such as A LA CARTE Platinum and else.... OPCA PTY also exports its Pet Food, Pet Milk, Pet Treats and Dog biscuits all over Asia. A La Carte Super Premium Pet Food.



### PET IMPORTS

G6, 421 Grieve Parade, Altona North, Vic. 3025

Ph: 03 8306 1530

Email: Sales@petimports.com.au Web: www.petimports.com.au

Supply Australia

Pet Imports are a distributor and supplier of major brands such as Spotty, Fresh Kitty, Bone Designs, Dog Mate & Cat Mate Pet Doors, Chuckit, Chill Out, Jackson Galaxy, JW, Savic, Planet Dog, All for Paws.



### 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.



### PET PROFESSIONAL INSURANCE

PO Box 887, Crows Nest NSW 1585

Ph: +61 411 556 700 Fax: +61 411 556 700 Mobile: 0411 556 700

Email: liz@waldenwood.com.au

Web: www.petprofessional.com.au

Pet Professional Insurance provides a wide range of business insurances for professionals in the pet industry, no matter how large or small the business. We provide tailored packages for all businesses in the pet industry, including dog walkers, pet sitters, boarders, trainers, vets, groomers and breeders. Our tailored packages are designed to work with your needs and cashflow, with monthly payment option. You can compare quotes, and get cover online in minutes with no complicated forms and paperwork! This is your one-stop-shop to make sure the business you have worked hard to build and create, is financially protected. Pet Professional provides you with the peace of mind of our Best Price Promise - if you secure equivalent cover for a cheaper price we will either match it, or provide you with a refund.



Suite 11001 Australia Fair Office Towers,

36 Marine Parade, Southport QLD, 4215

Contact: Jamie Hildebrand

Ph: 1800 786 608

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



### PETWORX

15-17 Roosevelt St, Coburg North 3058

Ph: (03) 9350 2311

Email: sales@masimports.com.au

Web: www.petworx.com.au

Specialities: Live Fish, Pet Worx Tanks, LED's and Aquarium Products, Pet Worx Cages and Pet Products, Pet Worx Reptile & Spark Zoo Products, Prodac Fish Food & Marine Salt, Dogsmile Pet Beds, Harnesses & Leads.



### PUPKUS AUSTRALIA

Supply to all States

Unit 1/9 Chapel Street, Lynbrook, Vic, 3975

Contact: Kristy Townsend

Ph: 03 9015 4994 Mobile: 0422 672747

Email: sales@pupkus.com.au

Web: www.pupkus.com.au

Specialities: Blade & Scissor Sharpening, Clipper & Dryer Services, Grooming Products, Odour Neutralizing Product, Vet Products, Breeding & Show Dog Products, Custom Labelled Shampoo, Pet Food, Cage Banks Brands: Pupkus, Gone!, Wahl, Oster, Andis, Heiniger, Secret Weapon, All Major Pet Food Brands, Grip Soft.



### SMILEY DOG GROOMING PRODUCTS (WHOLESALE)

2/32 Jarrah Drive Braeside VIC 3195

Contact: Sarah or Eva

Ph: (03) 9580 3005 Mobile: 0422 670 452

10am to 4pm weekdays (visitors welcome, call or text beforehand)

Email: msales@smileydog.com.au

Web: www.smileydog.com.au

Smiley Dog® Grooming products are formulated with natural/organic extracts and are Australia made certified.





## STERITECH

Vic. – H/O–160 South Gippsland Highway, Dandenong, Vic. 3175  
**Ph:** 03 8726 5566 **Fax:** 03 9701 3158  
 NSW–5 Widemere Road, Wetherill Park, NSW 2164  
**Ph:** 02 8785 4400 **Fax:** 02 9604 4396  
 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*



## SHOWMASTER PET SUPPLIES

National Distribution to all states and territories.

3 Curie Court, Seaford, Victoria 3198

Contact our team: **Ph:** 03 9775 1255 **Fax:** 03 9775 1895

**Email:** orders@showmaster.net.au

*Importer & Manufacturer of Bird, Dog, Cat, Fish, Reptile and Small Animal products. Distributors for ProBird, Nerf, Kong, Beau Pet, Fido's, Avitrol, Breeders Choice, Royale, Heaven Scent, Banquet, Hartz, Peckish, PerrFect, Little Buddies, Boyu, Blue Planet & Aristopet. Also now Passwell and Wombaroo.*



## 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

*Therian specialises in the Animal Care Industry and will architecturally design your new facility, or refurbish your existing premises. Having a 100% success rate with DA approvals means we will successfully guide you through the maze of red tape. Our animal housing products can be found in more than 30 countries around the globe, we have the most trusted products in the industry. At Therian our designs encompass the latest research and trends in both design and animal behaviour, enabling you to address the needs of even the fussiest pet owners. We improve workflow efficiency and the health of the animals in your care – providing you with maximum return on your investment. Our Dog and Cat housing options are designed to reduce the spread of disease, be low maintenance and high durable to withstand the rigours of life with animals. Custom designed, you can colour and style to your needs. View our products and services online at www.therian.com.au Throughout Australia and New Zealand we are the Exclusive Distributors of: • Mason Animal Enclosures • Therian Cat Condos • Kuranda Dog and Cat Beds*



## TOWER SYSTEMS

3a Lynch Street Hawthorn, Vic 3122

**Contact:** Nathan Morrison 0417 568 148

**Ph:** 03 9524 8000 **Fax:** 03 9524 8099

**Email:** sales@towersystems.com.au

**Web:** www.towersystems.com.au

### Supplying all States

*Through working with pet shops like yours our software has been perfected to save you the most time and achieve your business goals sooner. We can show you how you can achieve this, and just how easy our retailer software is to use and how we're here for you.*



## urineFREE®

Unit 4, 32 Westside Dr, North Laverton 3026

**Ph:** (03) 9318 0996 **Fax:** (03) 9318 0702

**Email:** sales@urinefree.com.au

**Web:** www.urinefree.com.au

*Specialities: urineFREE® odour and stain remover 500mls, 1 litre, 2 litre, 5 litre, 10 litre—Backyard Fresh, Litterbox Discs, Urine Detector kits. Urine detector for locating, treating and eliminating urine.*



## UNIVEX RETAIL SOFTWARE

Supply to all states

**Contact:** Paul Filmer

**Ph:** 1800-UNIVEX (1800 864 839) **Fax:** 1300-UNIVEX (1300 864 839)

**Email:** info@univex.com

**Web:** www.univex.com

*Univex has been supporting businesses for nearly 40 years. We write and support POS and e-Commerce software in Melbourne with customers across Australia and New Zealand. Univex is your one-stop-shop for retail solutions and you will benefit from us being able to supply software, hardware, e-commerce web sites, printing solutions, consumables and more. You will experience top-notch customer service delivered by people who are passionate about helping others. Our customers love how they can access support and resolve issues quickly with 7-day phone support.*



## VCA World

Locked Bag 4365 Blacktown, NSW 2148

**Contact:** Zia Ahmed

**Ph:** 61 2 8882 7400 **Fax:** 61 2 9679 5766

**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.*

## QUEENSLAND



### ABS TECHNOLOGIES

4 Crompton Rd, PO Box 770, Littlehampton SA 5250

Ph: (08) 8398 5560 Fax: (08) 8398 5561

Email: enquiries@abs-technologies.com.au

Web: www.abs-technologies.com.au

*Specialties: Your partner for all high quality, well-priced aquarium technology, consumables and publications from the industry leaders – Aquarium Systems and Cabinets, Computer control, Lighting, Water filtration & treatment, Analysis, Foods, Accessories etc. all backed by in-house expertise. Brands Include: Alkatronic, AquaBee, Aquatronica, Back to Nature, Daytime Lighting, Deltec, Elos, 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.*



### AQUA BLUE DISTRIBUTION PTY LTD

22 Union Circuit, Yatala Qld 4207

Contact: Tim Jacobson

Ph: 07 3804 6407 Fax: 07 3807 9086

Supplies to all States and New Zealand

Email: trade@aquabluedistribution.com.au

Web: www.aquabluedistribution.com.au

*Specialties: Australia's premium quality aquarium, reptile, bird, small animal, dog & cat supplies wholesaler. Proudly representing: EcoTech Marine (Vortechs, Radions, Vectra), Ocean Nutrition (Fish Foods and Frozen Foods), Carib Sea (Substrates), Aqua Illumination (LED Light-ing), Continuum Aquatics (Additives & Supplements), PolyLab (Reef Roids), Nyos (Skimmers, pumps, test kits), Two Little Fishies range, Hydor (Filters, Pumps, Heaters), Tropic Marin (Salts & Treatments), Serenity (Sands & Gravels, Feeders & Blocks, Liquids, Pumps & Filters), Boyds (ChemiClean), Seneeye (Water Monitors), Precision Solutions USA, Koi Foods from JPD & Kusuri, Tanks, Lights, Food, Gravels (live & dry), Heaters, LED's, Nano Lights, Rowa. Whole Life Dog & Cat Treats, Aussie Bites Dog & Cat Treats, Furry Face Veterinary Flea & Tick, Furry Face Naturals range. Reptile Substrates, Anarchy Reptile (treatments, lighting, heating), & Ocean Nutrition Turtle Food, plus dry foods, blocks, lighting, heating, and more ... Small Animal Furry Face Treats, Porridge, Menu and sprays. Bird – Feathered Friends range of treats, premium mixes, bells, toys & sprays.*



### AQUADEPOT IMPORTS

308 Holmes Rd, Forrestdale 6058

Supply all states

Contact: Philip Wu/Graeme Faulkner

Ph: (08) 9359 4660

Email: info@aquadepot.com.au

Web: www.aquadepot.com.au

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



### AQUA HUB PTY LTD

Contact: Mark or Gem Swan

Ph: 07 3265 5511 Mobile: 0488 900 158

Email: sales@aquahub.com.au Distributing Australia Wide

DYMAX Exclusive Australian Distributor

Seachem Distributor - JurassiPet, AviPet, Water Garden Oasis and FurPets.

*Aqua Hub distributors to the Australian Aquarium and Pet Industry to independent retail stores, major retail chains and Public Aquariums Brands*

Awards: Winner of PIAA Manufacture/Supplier of Excellence Award 2018



### 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.*







## PET TECH PRO

**Contact:** Blake De Bruin  
**Ph:** 07 3289 6555 **Mobile:** 0417 995 010  
**Email:** info@codaassociates.com.au  
**Web:** www.pettechpro.com.au

### Supplying to all States

*Pet Tech Pro – state of the art Kennel Management software designed by Coda Associates with one of Australia's leading boarding kennel operators, Pet Tech Pro offers your pet care business a complete suite of online tools for customer, pet and bookings management, as well as administration, reporting, customer relationship management, and much more. Also Offering, web design, IT solutions, App development, custom programing & web hosting.*

## 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

**Telephone:** 1800 051 100  
**Email:** sales@dcotech.com.au  
**Web:** www.dcotech.com.au

**Supplying to all States.** *Specialities:* Australian distributor of Glasbord FRP liner panels, excellent for boarding kennels systems, walls and dividers. Exhibits up to ten times the cleanability, six times the stain resistance compared to ordinary FRP.



### DUPLA AUSTRALIA

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, CO<sub>2</sub> 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 web site.**



### Supplying all Australian States

Yatala, Qld 4207  
**Ph:** 0418 415 870 **Fax:** 07 3807 9211  
**Email:** avicoqld@gmail.com  
**Web:** www.fishtukka.com  
*Specialities:* Frozen foods for fish, reptile and birds. "The Tukka they love"



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  
**Phone:** 1300 883 188 **Fax:** 1800 888 433  
**Int'l Phone:** +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. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.



### 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 and Joy.



### MGA-PET INDUSTRY BUSINESS INSURANCE

176 Fullarton Road, DULWICH, SA 5065  
**Contact:** Ken Barker 0418 993 535  
**Ph:** 1800 066 900 **Fax:** (08) 8113 2274

### 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). \$5million Public Liability from \$350 per year.*



#### OEM PET CARE AUSTRALIA PTY LTD

29/7 Salisbury Road, Castle Hill, NSW 2154

Contact: Gerard Jouault

Ph: 02 8606 2787 & 02 8677 8881

Email: gerard@connex.com.au

Web: www.alacarte4k9.com.au

*OEM PET CARE PTY is a consortium of Australian manufacturers making dry and wet pet food under Private Labels from economic to Super Premium formulas such as A LA CARTE Platinum and else.... OPCA PTY also exports its Pet Food, Pet Milk, Pet Treats and Dog biscuits all over Asia. A La Carte Super Premium Pet Food.*



#### 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, Juwel, Mars Fishcare Inc, Penn Plax, Pet Mate, Red Sea, Sergeants, Teco, Wanpy, ZooMed.*



#### PET PROFESSIONAL INSURANCE

PO Box 887, Crows Nest NSW 1585

Ph: +61 411 556 700 Fax: +61 411 556 700 Mobile: 0411 556 700

Email: liz@waldenwood.com.au

Web: www.petprofessional.com.au

*Pet Professional Insurance provides a wide range of business insurances for professionals in the pet industry, no matter how large or small the business. We provide tailored packages for all businesses in the pet industry, including dog walkers, pet sitters, boarders, trainers, vets, groomers and breeders. Our tailored packages are designed to work with your needs and cashflow, with monthly payment option. You can compare quotes, and get cover online in minutes with no complicated forms and paperwork! This is your one-stop-shop to make sure the business you have worked hard to build and create, is financially protected. Pet Professional provides you with the peace of mind of our Best Price Promise - if you secure equivalent cover for a cheaper price we will either match it, or provide you with a refund.*



protect. teach. love.

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

Contact name: Jamie Hildebrand

Ph: 1800 786 608

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



#### PETWAY ACCESS DOORS

PO Box 127, Labrador QLD 4215

Contact: Mal & Vicki Christie

Ph: (07) 5574 5444 Fax: (07) 5594 9177

Email: sales@petway.com.au

Web: www.petway.com.au

*Specialities: Australian Made Petway Pet Doors designed for Insect & Security Screen Doors, Timber Doors & Glass in a variety of sizes & colours for all your pet care needs.*



#### Prestige Pet Products

6 Cessna Drive Caboolture, Qld 4510

Contact our sales department

Ph: 07 5432 0200 Fax: 07 5432 0201

Email: info@prestigepetproducts.com.au

Web: www.prestigepetproducts.com.au

*Prestige Pet Products – Importers and Distributors of Quality Products that Pets Love. Brands include – Scream, ZeeZ, Prestige, Petkin, Simple Solution, Zen Dog, Charming Pet, Multipet, Tuffy's, Huds & Toke, Chuckit. Plus many more exciting new lines to the pet industry.*



#### Specialised Animal Nutrition Pty Ltd

15 Jay Gee Court, Nerang, Qld, 4211

Distributes to all Australian states

Contact: Jennifer O'Hara

Ph: 07 5596 4293

Email: enquiries@oxbowaustralia.com

Web: www.oxbowaustralia.com

*Specialised Animal Nutrition (SAN) is the exclusive distributor of Ox-bow Animal Health products in Australia and New Zealand. We focus heavily on pet owner education as a powerful marketing tool and an effective method of improving animal welfare. The Oxbow product line is built around a range of premium quality grass hays, 25% fibre life-staged pelleted diets, and Critical Care for Herbivores® - the grass hay based, syringe feeding formula for convalescent herbivores. Ox-bow's premium life-staged feeds and supportive care products for small animals are used and recommended by top exotic animal veterinarians worldwide.*



#### STERITECH

Vic. – H/O – 160 South Gippsland Highway, Dandenong, Vic. 3175

Ph: 03 8726 5566 – Fax: 03 9701 3158

NSW – 5 Widemere Road, Wetherill Park, NSW 2164

Ph: 02 8785 4400 – Fax: 02 9604 4396

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

*Therian specialises in the Animal Care Industry and will architecturally design your new facility, or refurbish your existing premises. Having a 100% success rate with DA approvals means we will successfully guide you through the maze of red tape. Our animal housing products can be found in more than 30 countries around the globe, we have the most trusted products in the industry. At Therian our designs encompass the latest research and trends in both design and animal behaviour, enabling you to address the needs of even the fussiest pet owners. We improve workflow efficiency and the health of the animals in your care – providing you with maximum return on your investment. Our Dog and Cat housing options are designed to reduce the spread of disease, be low maintenance and high durable to withstand the rigours of life with animals. Custom designed, you can colour and style to your needs. View our products and services online at www.therian.com.au Throughout Australia and New Zealand we are the Exclusive Distributors of: • Mason Animal Enclosures • Therian Cat Condos • Kuranda Dog and Cat Beds*





#### 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. **Best Value in Australia with All Products Still Selling at 2013 Prices.**



#### VCA WORLD

Locked Bag 4365 Blacktown. NSW 2148

Contact: Zia Ahmed

Ph: 61 2 8882 7400 Fax: 61 2 9679 5766

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

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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

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.



#### AGLINE

110 Levels Road, Cavan SA 5094

Contact: Tony Wright

Ph: (08) 8262 5311 Fax: (08) 8262 5499

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, Balanced Life, Beau Pets, Best-care, Billy+Margot, Blackhawk, Blackmores, Breeders Choice, Coprice, DogLite, Equinade, Fido's, Fish Fuel, Gripsoft, Healthy Eve-ryday Pets, Ivory Coat, Kong, Laucke, Mans Best, Meals for Mutts, Natural Animal Solutions, Nerf, Nutro, Optimum, Passwell, Peckish, Pethead, Petsafe/Staywell, Petstages, Playmate, Pro Plan, Scruffs, Snooza, Sprenger, Stance, Stockman & Paddock, Supercoat, Superior Pet Goods, Torwood Farm, 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

Specialities: Hills Science Diet, Eukanuba, Iams, Eagle Pack, Holistic, Wahl, Oster, Blackmores, Troy, Fido's, Aussie Dog, Tuff Dog, Doy, EnviroPet, DOGLite, Petway, Foobler, Furminator and Nature's Miracle. Fashionable bedding, quality cat scratchers, cages and other pet & equestrian goods.



#### 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.



#### AQUADEPOT IMPORTS

308 Holmes Rd, Forrestdale 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, 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, Purife, 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

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, CO<sub>2</sub> 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.



#### HRW DOGSPORT

102 Calton Road, Gawler. SA 5118

Supply to all States

Ph: 08 8522 1966 Fax: 08 8523 1033

Email: trudi@hrwdogsport.com.au

Web: www.hrwdogsport.com.au

Specialities: Importer of Hunter Pet Products Herm Sprenger Hundesport Sole Australian Importers for Herm Sprenger Collars, Chains and accessories



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. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.*



### 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 and Joy.*



### MGA-PET INDUSTRY BUSINESS INSURANCE

176 Fullarton Road, DULWICH. SA 5065  
**Contact:** Ken Barker 0418 993 535  
**Ph:** 1800 066 900 **Fax:** (08) 8113 2274

*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). \$5million Public Liability from \$350 per year.*



### NOVA CONCEPTS AUSTRALIA PTY LTD

307 Hanson Road, Wingfield. SA 5013  
*Supplying all Australian States*

**Contact:** Kathryn Cobby  
**Ph:** 08 8244 5550 **Fax:** 08 8244 5505  
**Email:** kathryn@novaconcepts.com.au  
**Web:** www.bowwowtreats.com.au

*Australia's leading producer of premium quality gourmet dog treats supplied to retailers and distributors Australia wide. Products include dried treats, pig ears, trotters, pork bones, roo rolls, health sticks and super snack sticks.*



### PET PACIFIC PTY LTD

*South Australia and Alice Springs*

**Contact:** Lee Luxton  
**Mobile:** 0427 311 600  
**Email:** petpacific@petpacific.com.au  
**Web:** www.petpacific.com.au

*Specialities: Australia's premier distributor to the pet industry - full range of pet supplies. Main Agencies: Rolf C Hagen Inc., Fauna International, Juwel, Mars Fishcare Inc, Penn Plax, Pet Mate, Red Sea, Sergeants, Teco, Wanpy, Zoo Med.*



### PET PROFESSIONAL INSURANCE

PO Box 887, Crows Nest NSW 1585  
**Ph:** +61 411 556 700 **Fax:** +61 411 556 700 **Mobile:** 0411 556 700  
**Email:** liz@waldenwood.com.au  
**Web:** www.petprofessional.com.au

Pet Professional Insurance provides a wide range of business insurances for professionals in the pet industry, no matter how large or small the business. We provide tailored packages for all businesses in the pet industry, including dog walkers, pet sitters, boarders, trainers, vets, groomers and breeders. Our tailored packages are designed to work with your needs and cashflow, with monthly payment option. You can compare quotes, and get cover online in minutes with no complicated forms and paperwork! This is your one-stop-shop to make sure the business you have worked hard to build and create, is financially protected. Pet Professional provides you with the peace of mind of our Best Price Promise - if you secure equivalent cover for a cheaper price we will either match it, or provide you with a refund.



Suite 11001 Australia Fair Office Towers, 36 Marine Pde, Southport QLD, 4215  
**Contact name:** Jamie Hildebrand  
**Ph:** 1800 786 608

**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



### THE NATURAL PAW COMPANY

307 Hanson Road, Wingfield. SA 5013  
**Contact:** Kathryn Cobby  
**Ph:** 08 8244 5550 **Fax:** 08 8244 5505  
**Email:** kathryn@novaconcepts.com.au  
**Web:** www.thenaturalpawcompany.com.au

*The Natural Paw Company supplies environmentally friendly tofu cat litter produced from natural bean curd, sustainably sourced 100% plant based product. Supplying to retailers and distributors Australia wide.*



### 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

*Therian specialises in the Animal Care Industry and will architecturally design your new facility, or refurbish your existing premises. Having a 100% success rate with DA approvals means we will successfully guide you through the maze of red tape. Our animal housing products can be found in more than 30 countries around the globe, we have the most trusted products in the industry. At Therian our designs encompass the latest research and trends in both design and animal behaviour, enabling you to address the needs of even the fussiest pet owners. We improve workflow efficiency and the health of the animals in your care - providing you with maximum return on your investment. Our Dog and Cat housing options are designed to reduce the spread of disease, be low maintenance and high durable to withstand the rigours of life with animals. Custom designed, you can colour and style to your needs. View our products and services online at www.therian.com.au Throughout Australia and New Zealand we are the Exclusive Distributors of:*

- Mason Animal Enclosures
- Therian Cat Condos
- Kuranda Dog and Cat Beds



## WESTERN PET SUPPLIES

68 Jemma Road Prestons, NSW 2170

Ph: 02 9607 9033

Email: [info@westernpet.com.au](mailto:info@westernpet.com.au)

Web: [www.westernpet.com.au](http://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.*

## WESTERN AUSTRALIA



## ABS TECHNOLOGIES

4 Crompton Rd, PO Box 770, Littlehampton SA 5250

Ph: (08) 8398 5560 Fax: (08) 8398 5561

Email: [enquiries@abs-technologies.com.au](mailto:enquiries@abs-technologies.com.au)

Web: [www.abs-technologies.com.au](http://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](mailto: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](mailto: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, Foobler, Furminator and Nature's Miracle. Fashionable bedding, quality cat scratchers, cages and other pet & equestrian goods.*



## 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](mailto:sales@apetitefoods.com)

Web: [www.blackdogpetfoods.com.au](http://www.blackdogpetfoods.com.au) - [www.apetitefoods.com](http://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.*



## AQUADEPOT IMPORTS

308 Holmes Rd, Forrestfield 6058

Supply all states

Contact: Philip Wu/Graeme Faulkner

Ph: (08) 9359 4660

Email: [info@aquadepot.com.au](mailto:info@aquadepot.com.au)

Web: [www.aquadepot.com.au](http://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](mailto:info@beyondtheseareef.com.au)

Web: [www.beyondtheseareef.com.au](http://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](mailto:sales@centralpet.com.au)

Web: [www.centralpet.com.au](http://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](mailto:allison@digipets.com.au)

Web: [www.digipets.com.au](http://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

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, CO<sub>2</sub>, 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, Killytus, 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

Distributed by Symonds Pty Ltd

5 Hutton St, Osborne Park 6017

Ph: (08) 9443 7100 Fax: (08) 9443 7101

Email: sales@symonds.net.au

Web: www.kongs.com.au; www.aquaone.com.au;

www.reptileone.com.au; www.petone.com.au, www.avione.com.au;

www.pondone.com.au

Web: www.symonds.net.au;

Specialities: Comprehensive range of Aquarium, Reptile, Bird, Pet & Pond products. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.



#### 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 and Joy.



#### MGA-PET INDUSTRY BUSINESS INSURANCE

176 Fullarton Road, DULWICH. SA 5065

Contact: Ken Barker 0418 993 535

Ph: 1800 066 900 Fax: (08) 8113 2274

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). \$5million Public Liability from \$350 per year.



#### PET PACIFIC PTY LTD

Western Australia

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.



#### PET PROFESSIONAL INSURANCE

PO Box 887, Crows Nest NSW 1585

Ph: +61 411 556 700 Fax: +61 411 556 700 Mobile: 0411 556 700

Email: liz@waldenwood.com.au

Web: www.petprofessional.com.au

Pet Professional Insurance provides a wide range of business insurances for professionals in the pet industry, no matter how large or small the business. We provide tailored packages for all businesses in the pet industry, including dog walkers, pet sitters, boarders, trainers, vets, groomers and breeders. Our tailored packages are designed to work with your needs and cashflow, with monthly payment option. You can compare quotes, and get cover online in minutes with no complicated forms and paperwork! This is your one-stop-shop to make sure the business you have worked hard to build and create, is financially protected. Pet Professional provides you with the peace of mind of our Best Price Promise - if you secure equivalent cover for a cheaper price we will either match it, or provide you with a refund.



protect. teach. love.

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

Contact: Jamie Hildebrand

Ph: 1800 786 608

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



## 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

Therian specialises in the Animal Care Industry and will architecturally design your new facility, or refurbish your existing premises. Having a 100% success rate with DA approvals means we will successfully guide you through the maze of red tape. Our animal housing products can be found in more than 30 countries around the globe, we have the most trusted products in the industry. At Therian our designs encompass the latest research and trends in both design and animal behaviour, enabling you to address the needs of even the fussiest pet owners. We improve workflow efficiency and the health of the animals in your care – providing you with maximum return on your investment. Our Dog and Cat housing options are designed to reduce the spread of disease, be low maintenance and high durable to withstand the rigours of life with animals. Custom designed, you can colour and style to your needs. View our products and services online at [www.therian.com.au](http://www.therian.com.au)  
 Throughout Australia and New Zealand we are the Exclusive Distributors of:  
 • Mason Animal Enclosures • Therian Cat Condos • Kuranda Dog and Cat Beds



## VCA WORLD

Locked Bag 4365 Blacktown, NSW 2148  
 Contact: Zia Ahmed  
 Ph: 61 2 8882 7400 Fax: 61 2 9679 5766  
 Email: info@vcaworld.com

VCA provides multi-channel distribution in the Australian and New Zealand Animal Health market. Throughout the portfolio, VCA adds value to brands through decentralised market knowledge and understanding. With a passion for brand development, in-depth business expertise, strong logistical partnerships and a renowned industry reputation, VCA builds heart-share and nurtures brands towards success.



## WEST COAST PET SUPPLIES PTY LTD

12 Lewis Road (Cnr Welshpool Road) Wattle Grove, WA 6107  
 Contact: Stuart Chamberlain  
 Ph: (08) 9453 2933 Fax: (08) 9453 2267  
 Email: wcpets@iinet.net.au

Australian and New Zealand distributor for Armitage Pet Care UK

Specialties: Dog, Cat, Bird, Fish and Reptile products.

Brands: Armitage Pet Care Products Including "Good Boy", "Good Girl" and Rotastak Treats. WA Distributor for Vetafarm, Avione, Wombaroo, Passwell, Lentra, Hikari, The Water Cleanser, Hidom, Reptapets, Cadicka Bird Toys and Pet Accessories. We also sell live and frozen bird, fish and reptile food, aquatic plants, goldfish, Koi and tropical fish.



## 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.

## TASMANIA



## ABS Technologies

4 Crompton Rd, PO Box 770, Littlehampton SA 5250  
 Ph: (08) 8398 5560 Fax: (08) 8398 5561  
 Email: enquiries@abs-technologies.com.au  
 Web: www.abs-technologies.com.au

Specialties: Your partner for all high quality, well-priced aquarium technology, consumables and publications from the industry leaders – Aquarium Systems and Cabinets, Computer control, Lighting, Water filtration & treatment, Analysis, Foods, Accessories etc. all backed by in-house expertise. Brands Include: Alkatronic, AquaBee, Aquatronica, Back to Nature, Daytime Lighting, Deltec, Elos, 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  
 Contact Paul Vesnaver—0418 771 969. Vic, SA, WA, Tas.  
 Marc Ward—0401 295 333. NSW, Qld, NT.  
 Ph: 03 9310 7800 Fax: 03 9310 7866  
 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.



## AQUADEPOT IMPORTS

308 Holmes Rd, Forrestdale 6058

Supply all states

Contact: Philip Wu/Graeme Faulkner

Ph: (08) 9359 4660

Email: info@aquadepot.com.au

Web: www.aquadepot.com.au

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



## 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.

BARK NATURALS

KaNoodles

MidWest

Home for Pets

PETLOGIX

purifie

Spunky Pup

West Paw

## 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

**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, CO<sub>2</sub>, 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. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibar, WashBar.



#### 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 and Joy.



#### MGA-PET INDUSTRY BUSINESS INSURANCE

176 Fullarton Road, DULWICH. SA 5065

**Contact:** Ken Barker 0418 993 535

**Ph:** 1800 066 900 **Fax:** (08) 8113 2274

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). \$5million Public Liability from \$350 per year.



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**Contact name:** Jamie Hildebrand

**Ph:** 1800 786 608

**Web:** <https://intl.petsafe.net/en-au>

**Email:** [aus-sales@petsafe.net](mailto: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](mailto:petpacific@petpacific.com.au)

**Web:** [www.petpacific.com.au](http://www.petpacific.com.au)

**Specialties:** Australia's premier distributor to the pet industry - full range of pet supplies  
**Main Agencies:** Rolf C Hagen Inc., Fauna International, Juwel, Mars Fishcare Inc, Penn Plax, Pet Mate, Red Sea, Sergeants, Teco, Wanpy, Zoo Med.



## PET PROFESSIONAL INSURANCE

PO Box 887, Crows Nest NSW 1585

**Ph:** +61 411 556 700 **Fax:** +61 411 556 700 **Mobile:** 0411 556 700

**Email:** [liz@waldenwood.com.au](mailto:liz@waldenwood.com.au)

**Web:** [www.petprofessional.com.au](http://www.petprofessional.com.au)

*Pet Professional Insurance provides a wide range of business insurances for professionals in the pet industry, no matter how large or small the business. We provide tailored packages for all businesses in the pet industry, including dog walkers, pet sitters, boarders, trainers, vets, groomers and breeders. Our tailored packages are designed to work with your needs and cashflow, with monthly payment option. You can compare quotes, and get cover online in minutes with no complicated forms and paperwork! This is your one-stop-shop to make sure the business you have worked hard to build and create, is financially protected. Pet Professional provides you with the peace of mind of our Best Price Promise - if you secure equivalent cover for a cheaper price we will either match it, or provide you with a refund.*



## 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](mailto:info@therian.com.au)

**Web:** [www.therian.com.au](http://www.therian.com.au)

*Therian specialises in the Animal Care Industry and will architecturally design your new facility, or re-fur-bish your exiting premises. Having a 100% success rate with DA approvals means we will successfully guide you through the maze of red tape. Our animal housing products can be found in more than 30 countries around the globe, we have the most trusted products in the industry. At Therian our designs encompass the latest research and trends in both design and animal behaviour, enabling you to address the needs of even the fussiest pet owners. We improve workflow efficiency and the health of the animals in your care - providing you with maximum return on your investment. Our Dog and Cat housing options are designed to reduce the spread of disease, be low maintenance and high durable to withstand the rigours of life with animals. Custom designed, you can colour and style to your needs. View our products and services online at [www.therian.com.au](http://www.therian.com.au)*  
*Throughout Australia and New Zealand we are the Exclusive Distributors of:*

- Mason Animal Enclosures
- Therian Cat Condos
- Kuranda Dog and Cat Beds



## VCA WORLD

Locked Bag 4365 Blacktown, NSW 2148

**Ph:** 61 2 8882 7400 **Fax:** 61 2 9679 5766

**Contact:** Zia Ahmed

**Email:** [info@vcaworld.com](mailto: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](mailto:info@westernpet.com.au)

**Web:** [www.westernpet.com.au](http://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.*

## 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](mailto:enquiries@abs-technologies.com.au)

**Web:** [www.abs-technologies.com.au](http://www.abs-technologies.com.au)

*Specialties:* Your partner for all high quality, well-priced aquarium technology, consumables and publications from the industry leaders - Aquarium Systems and Cabinets, Computer control, Lighting, Water filtration & treatment, Analysis, Foods, Accessories etc. all backed by in-house expertise. *Brands Include:* Alkatronic, AquaBee, Aquatronica, Back to Nature, Daytime Lighting, Deltec, Elos, 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](mailto: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

**Contact** Paul Vesnaver—0418 771 969, Vic, SA, WA, Tas.

Marc Ward—0401 295 333, NSW, Qld, NT.

**Ph:** 03 9310 7800 **Fax:** 03 9310 7866

**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.*



#### AQUADEPOT IMPORTS

308 Holmes Rd, Forrestdale 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, 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

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- Market leading order fulfilment rate
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#### 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

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#### DYNAMIC COMPOSITE TECHNOLOGIES

Unit 8, 171-175 Newton Road Wetherill Park NSW 2164

**Ph:** 1800 051 100

**Email:** sales@dcotech.com.au

**Web:** www.dcotech.com.au

**Supplying to all States.**

*Specialities: Australian distributor of Glasbord FRP liner panels, excellent for boarding kennels systems, walls and dividers. Exhibits up to ten times the cleanability, six times the stain resistance compared to ordinary FRP.*



#### DUPLA AUSTRALIA

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, CO<sub>2</sub>, 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 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, Chipi 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. Aqua One, Avi One, Pet One, Pond One, Reptile One, Fish Fuel, Kritters Crumble, Scalibor, WashBar.



# MGA-PET INDUSTRY BUSINESS INSURANCE

176 Fullarton Road, DULWICH. SA 5065

Contact: Ken Barker 0418 993 535

Ph: 1800 066 900 Fax: (08) 8113 2274

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). \$5million Public Liability from \$350 per year.



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

Contact: Jamie Hildebrand

Ph: 1800 786 608

Web: https://intl.petsafe.net/en-au

Email: aus-sales@petsafe.net

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- Pet Doors
- Health & Wellness
- Play & Challenge
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- Travel & Access



# 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, Wanpy, Zoo Med.



# 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

Therian specialises in the Animal Care Industry and will architecturally design your new facility, or refurbish your existing premises. Having a 100% success rate with DA approvals means we will successfully guide you through the maze of red tape. Our animal housing products can be found in more than 30 countries around the globe, we have the most trusted products in the industry. At Therian our designs encompass the latest research and trends in both design and animal behaviour, enabling you to address the needs of even the fussiest pet owners. We improve workflow efficiency and the health of the animals in your care – providing you with maximum return on your investment. Our Dog and Cat housing options are designed to reduce the spread of disease, be low maintenance and high durable to withstand the rigours of life with animals. Custom designed, you can colour and style to your needs. View our products and services online at www.therian.com.au

Throughout Australia and New Zealand we are the Exclusive Distributors of:

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Locked Bag 4365 Blacktown. NSW 2148

Ph: 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.

NEW ZEALAND ON PAGE 30



# PET PROFESSIONAL INSURANCE

PO Box 887, Crows Nest NSW 1585

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Email: liz@waldenwood.com.au

Web: www.petprofessional.com.au

Pet Professional Insurance provides a wide range of business insurances for professionals in the pet industry, no matter how large or small the business. We provide tailored packages for all businesses in the pet industry, including dog walkers, pet sitters, boarders, trainers, vets, groomers and breeders. Our tailored packages are designed to work with your needs and cashflow, with monthly payment option. You can compare quotes, and get cover online in minutes with no complicated forms and paperwork! This is your one-stop-shop to make sure the business you have worked hard to build and create, is financially protected. Pet Professional provides you with the peace of mind of our Best Price Promise - if you secure equivalent cover for a cheaper price we will either match it, or provide you with a refund.



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3650 Sacramento Dr. - San Luis Obispo, CA 93401  
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