



CEO REPORT

MARK FRASER

As another year races forward, raising its own unique challenges, PIAA is busy working on a new strategic plan, to not only ensure we successfully adapt to societal and industry needs, but more importantly, focus on the issues at hand and remain relevant to our stakeholders and the general public.

Simultaneously, our other main focus is remaining sustainable as an Association, an industry advocate, educator and support source. In 2018, PIAA remains the only Association that represents the entire pet industry. Our membership sectors include breeders, boarding kennels, doggy day care, pet sitters, dog trainers, retailers, manufacturers, suppliers, wholesalers, importers, groomers, dog walkers, students and associate members (non business owners with an interest in the industry).

To remain relevant to all these sectors and to be able to deliver value to the diverse needs of each and every one of these areas is an ongoing challenge for the Association, its Board and the dedicated staff. As a small entity, we have a big task! Our ability to financially function comes from our membership fees, our event offerings and sponsorship. Each of these elements are crucial to our very survival and our ability to act as the voice of the industry. To this end, we are about to issue your annual membership renewal invoices for the 2018-2019 financial year. Fees will remain the same as 2017-2018, and for those renewing their membership before June 30, there is the opportunity to go in the draw to win a \$200 cash-back reward, along with a free fitness tracker courtesy of Furry Legs.

I urge you to get your renewals in promptly and continue to support the association that supports you and your business. Our major event for the past twenty years has been the annual PIAA Pet Expo. Last year the PIAA Pet Expo was re-branded as Auspet and held in Sydney. In October 19-21, 2018, Auspet heads to the Gold Coast, and as well as the one day trade show event, we have added two public days, opening the event to the general public and allowing visitors to

bring along their pets. We are expecting around 10 000 visitors over the three days and with the support of BlackHawk, Nine Network, Destination Gold Coast, Hot Tomato FM, Gold Coast Bulletin, EcoRept, Kong Company, Oster and our Auspet ambassador Shelley Craft (from The Block), we are excited about the possibilities of this new direction.

Working with M10 Collective, AWL, Currumbin Wildlife Sanctuary, RSPCA QLD, Gold Coast Council and local businesses, Auspet 2018 has already gained unprecedented support from all realms.

The event will be a mix of entertainment, education, product showcases and more. Our PIAA grooming competitions will run over the trade and public days, with the public days showcasing Welcome to Country and Aboriginal cultural dance, reptile show, dog breeder groups, agility displays, aqua-scaping and aquatic displays, insect education, petting zoo, pony rides, face painting, jumping castle, meet and greet with Shelley Craft our ambassador, Danny the Dog (AWL mascot), mini goats, police dogs, Gold Coast cat club, QLD guinea pig refuge, Friends of the Hound (greyhound adoption) and much more. Auspet 2018...where pets rule!

The event is family friendly and will offer food, picnic areas, and over 140 booths and market stalls to visit. Visitors may bring their pet along for a \$2 coin donation, with all funds going to The Sanctuary Womens and Childrens' refuge....the Coast's only refuge also accepting family pets. For more info and tickets, head to auspet.net.au

For all Auspet sponsorship and exhibitor details, contact Linda at events@piaa.net.au or check out auspet.net.au Don't miss this opportunity to be part of the largest pet industry event on the calendar. Discounted rates for all PIAA members!

Not a PIAA member? We would love to have you on board. Contact Kathy at membership@piaa.net.au for details or head to piaa.net.au



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