

THE PIAA **PET EXPO &** **NexGard® BUSINESS CONFERENCE** 2016 **+ GROOMEX 2016**

AUSTRALIA'S ONLY PET TRADE EVENT FOR PET
& AQUARIA PRODUCTS & ACCESSORIES



MELBOURNE CONFERENCE & EXHIBITION CENTRE
20TH & 21ST OCTOBER

BURSTING WITH BUSINESS OPPORTUNITIES

THE PIAA **PET EXPO TRADE SHOW**

Thursday 20th 11am to 8pm | Friday 21st 9am to 5pm

The pet trade
all under
one roof

Thousands of
products from
over 80 exhibitors

New
product
showcase

Free
entry to
all trade

Register online at <http://secure.tradeevent.com.au/petexpo2016>

THE PIAA & NEXGARD **BUSINESS** **CONFERENCE**

Building Better Business

See enclosed schedule



17 expert
presenters

topics for
management
& staff

PIAA PetEd
points for
attendees

GROOMEX 2016

The Pet Expo Trade Show is open to all groomers 20th & 21st October and is where the competitions are held.

20th/21st Trade Show & grooming competitions

22nd/23rd Workshops / seminars / demos /
business help / education

Competition Judge: Mrs. Kathy Rose NCMG, IPGCMG,
ISCCCMS (USA)

Seminar speakers: Mrs. Kathy Rose NCMG, IPGCMG,
ISCCCMS (USA) & Dr. Cliff Faver (USA)

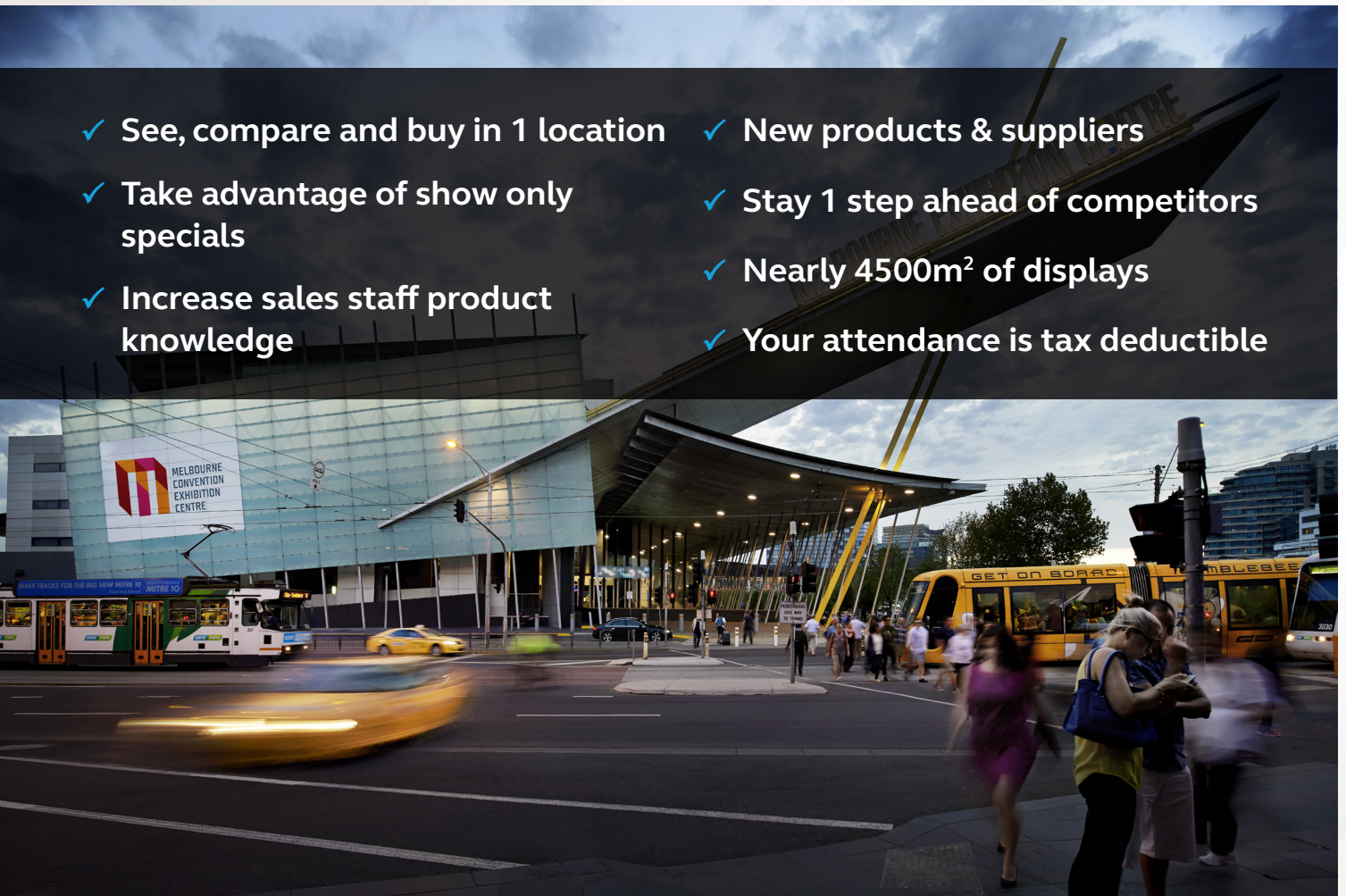
TRADE VISITOR INFORMATION

Pet Expo is open to anybody working within the Australian pet trade:

- Management & staff of retail stores
- Boarding establishments
- Manufacturers*
- Groomers
- Pet sitters & daycare
- Suppliers*
- Veterinary industry
- Students

**Hawking for business as a non-exhibitor is strictly prohibited*

- ✓ See, compare and buy in 1 location
- ✓ New products & suppliers
- ✓ Take advantage of show only specials
- ✓ Stay 1 step ahead of competitors
- ✓ Increase sales staff product knowledge
- ✓ Nearly 4500m² of displays
- ✓ Your attendance is tax deductible



NexGard[®]




Need accommodation?

We have pre-negotiated rates at some nearby hotels via our partner, Ozaccom:

<https://ep.ozaccom.com.au/public/PET16/accommodation.aspx>

N.B. Registrations to attend the business conference are per day only. Registration is not available per individual session.

TIME	DAY ONE THURSDAY, OCT 20TH
9am – 9.30am	PIAA Annual General Meeting
9.30am – 11am	Industry forum/presentation
11am – 8pm	Trade Show open

PIAA & NEXGARD'S BUSINESS CONFERENCE PROGRAM		
	Hospitality Suite 4 – MANAGEMENT STREAM	Room 209 – STAFF STREAM
Noon – 1.30pm Combined session	Pet First Aid with Dr. Michael Kidd This hands-on, practical session will help you deal with any emergency situation relating to dogs and cats. This session is highly recommended for anyone involved in the industry or who cares for pets. Michael will be focusing on what is normal or not normal? Vital signs to look for Performing CPR Bleeding control Shock – recognition and immediate treatment Other urgent medical issues and appropriate treatment. An excellent conference opener.	
2pm – 3pm	Time Management Magic with Anita Marchesani “I would do that thing I need to do in my business, but I can never find the time...” Everyone gets the same amount of hours in the day, so why is it that some people seem to get more things done and others are always running around like a chook without a head? 5 simple and easy to implement time management tools and tactics are shared in this presentation to give you back HOURS each day to work on growing your business, or servicing more clients.	Upselling: Knowing Your Client with Jeremy Maitland When Jeremy looks for staff it doesn't matter if they have limited or no experience in the pet industry, or have never worked in retail before. He believes that like any skill, selling simply requires practice. In this session Jeremy will show you how he breaks down the sales process into easy steps that any staff member can learn. At the end of the session he will leave you with a sales line that will create at least one extra sale for you every day.
3.30pm – 4.30pm	Your Ideal Client: The Key to Smashing It With Your Marketing with Anita Marchesani A step-by-step workshop explaining the basic foundation of any good marketing for your business or service – knowing just who your ideal client is. At the end of this workshop, attendees will have an outline for their ideal client documented, as well as a basic marketing message to target that specific niche for their business that they can use in their advertising. This session is hands on, with a worksheet, and will provide clarity around why some marketing absolutely smashes it, and other marketing completely flops.	Dealing with Difficult Clients with Jeremy Maitland Do you have difficult clients in your business? The chances are that your approach to business is probably encouraging them to complain and be difficult. Reducing and dealing with problem clients starts well before the final complaint is made at the counter. Using real examples from his own business Jeremy will break down the strategies that he uses to limit the damage that can occur when faced with difficult clients.
5pm – 6pm Combined session	Corporate Growth Factor – The PetBarn Story with Scott Charters – COO Better business strategies. With over 30 years' experience in the retail space, including 20 years at Woolworths, Scott brings a wealth of astute insights and tips to the session. Scott will deliver a behind-the-scenes overview of Petbarn's phenomenal growth throughout Australia and New Zealand, from early stages up to present day. With a focus on initiatives that drove Petbarn's growth, along with specific retail tips and visions, this is a session that will inspire all retailers in the industry.	
6pm – 7.30pm	★★★★ Join us for happy hour on the trade floor, when we announce the winners of the 2016 Annual Industry Awards ★★★★★	

TIME	DAY TWO FRIDAY, OCT 21ST
9am – 5pm	Trade Show open

PIAA & NEXGARD'S BUSINESS CONFERENCE PROGRAM		
	Hospitality Suite 4 – MANAGEMENT STREAM	Room 209 – STAFF STREAM
9am – 10.30am Combined session	Social Media & Your Online Presence with Dr. James Ramsden How to be found, generate new business and long term loyal customers. With increasing competition in the pet space and more pet owners searching online, you need to be found first or you won't get the business. Building long term relations with customers includes an online component – and social media is the key to this.	
11am – noon	Creating Real Loyalty with Your Customer with Jeremy Maitland If you were told that cats are more loyal than dogs, most people would say that's simply not true. But loyal customers behave more like cats than dogs and Jeremy will explain to you why. A key reason large retailers succeed, is that they use data to ensure that the needs of their customers are being met. In this session he will explain to you some of the basic data he looks at in his business and will provide you with examples that you can use without treating your customers as if they are a number.	Basic Care of Dogs & Cats with Rosalie Horton It must be fun playing with puppies and kittens all day for a job right? Find out if there's more than cleaning and feeding to providing adequate care for dogs and cats. Get tips on contemporary, welfare and science-based techniques for housing dogs and cats along with the benefits of low stress handling techniques.
12.30pm – 1.30pm	A Business Health Check with Jeremy Maitland If a small business was a human then its sex would be male, because it would only worry about seeking guidance from a doctor when its problems persist. Business health is more than just numbers on a page and in this session, Jeremy will help you identify 5 key points to look out for to keep a check on your business' health. And you won't even need to be a whiz with figures to interpret them.	Working Effectively in the Companion Animal Industry with Rosalie Horton What makes someone work effectively in the companion animal industry? Is it possible to spend years in an animal career and not go crazy? Can social media be your best friend or greatest enemy? What courses are out there that can help you get ahead in your animal career... better yet, which ones are FREE?
2pm – 3pm Combined session	The Indepet Story for Independent Retailers with Blair Collins – National Business Manager Indepet came together to form a trans-Tasman group due to the rising independent movement sweeping the globe. A prosperous new era is now dawning for independent retailers of the trans-Tasman pet care industry. Indepet was launched in 2010 by nine of Australia's more visionary independent retailers who came together to harness their own collective power – this is the Indepet story.	
3.30pm – 4.30pm	HR – Performance Management, Awards, Restructure, Redundancy and Employer Obligations with Andrew Jones This presentation will address several matters of critical importance to all members employing staff. The focus will be on providing an overview of the primary obligations an employer has in respect to its employees, including, in respect to Awards, National Employment Standards and related obligations. Additionally we will provide some tips regarding one of the most difficult areas of employee relations; performance management.	Canine and Feline Behaviour with Rosalie Horton If cats are solitary, why do they make good pets? If dogs aren't dominated by their owners will they take over the world? Find out the latest information about canine and feline behaviour and how it applies to you, your pets and your workplace.
7.15pm – 11.15pm	Gala Dinner at River's Edge opposite the Pet Expo venue. Go to piaa.net.au/events for more info	



THE PIAA & NEXGARD BUSINESS CONFERENCE

Building Better Business

SPEAKERS



DR. MICHAEL KIDD

Michael is a fully qualified veterinarian and proud owner of Hurlstone Park Veterinary Hospital in Sydney. On days off he is usually involved in the teaching and workplace assessment of student veterinary nurses in the Sydney metropolitan area. Michael has years of presentation experience,

speaking at many conferences and roadshows for the Australian Veterinary Association.



ANITA MARCHESANI

Anita Marchesani is a geek, an obsessive Star Wars fanatic, a horse rider, proud beagle owner and business coach. She has worked with horses both here and in the UK, and created, developed and nurtured the internationally renowned online equestrian goods store, Bit Bank Australia, which

she sold in late 2014.

Now she takes her education in communications, her experience in the media and her knowledge of just what it takes to go from a failing business to a raging, award winning, success and guides other business owners to help them do the same. Her passion is for the "little guys" - the one man band or micro businesses, particularly in the pet and equine industry.

For her, there is no "easy" way in business. It's all about the work. But that doesn't mean you can't have a damn good time while you are doing it!



JEREMY MAITLAND

25 years in the one profession puts you in the veteran category. Jeremy has been a casual staff member, full-time Manager, Sales Rep and for the last 14 years a business owner in the Australian Pet Industry. Plenty of mistakes mixed with plenty of success have come during this time.

In his sessions Jeremy will share with you real stories from his business. He will dissect these and show you how the business philosophies that underpin them has produced low staff turnover, high average sales and continual double digit growth over 14 years.



SCOTT CHARTERS

Scott Charters is a seasoned executive with over 30 years of retail experience. He is currently the Group Chief Operating Officer at Greencross Limited. Scott has responsibility for the operations of the retail brands of Petbarn and City Farmers in Australia, Animates in New Zealand and the

Greencross Vet brand in Australia. When Scott joined Petbarn eight years ago the business had 36 stores across the east coast of Australia. Today Scott's responsibility spans over 350+ stores and clinics across every state and territory in Australia and New Zealand.

Greencross Limited is an ASX200 listed business, Greencross is the largest specialty pet retailer and vet operator in Australia and New Zealand. Scott is also a board member of Animates New Zealand and a director of the Pet Foundation.

Prior to joining Greencross/Petbarn, Scott spent over 20 years at Woolworths Limited in various operational roles at a store, regional, state and national level. Scott's last role as an executive at Woolworths was leading the advertising department across the supermarket group. Following Woolworths, he spent two years at Barbeques Galore where he initially held the role of General Manager for Retail, and then served as the Chief Operating Officer and Board Director.



DR JAMES RAMSDEN

Dr James Ramsden graduated from the University of Melbourne in 1991. He's worked in small animal, mixed and equine practice around the world from Melbourne to Lexington, Kentucky.

In 2001 he founded Pet Pack - providing online marketing products to vet clinics - a business with

4 guiding principles:

- Teach people about how to look after their animals better
- Reinforce the role of the vet as the leader in animal health care
- Highlight the impact of animals on human happiness
- Make a useful connection between pets and a healthier planet

The interest in marketing stemmed from an interest in talking to people. As a young vet, it quickly became clear that the conversation was stopping when the client left the clinic - leading to poor outcomes that could be prevented.

Dr James Ramsden brings extensive media experience to the business allowing Pet Pack to deliver effective communications. James' experience includes 10 years with The Australian Women's Weekly, 6 years with Good Morning Australia and regular appearances on Today, Weekend Sunrise and 3AW.



ROSALIE HORTON

Rosalie ('Rose') Horton is a highly qualified and experienced animal advocate with a focus on animal behaviour. She has worked in many areas of the animal industry; as a qualified animal scientist, zoo keeper, behaviourist, veterinary nurse, and animal trainer. She teaches animal

behaviour at TAFE NSW as well as being the Senior Behaviourist for the Animal Welfare League NSW. Rose has run her own animal behaviour consultancy as well as trained animals for film and television work. She is widely known in the animal industry and is a popular and sought after educator. She has regular media appearances and is the media spoke person for the Animal Welfare League. She has been instrumental in changing many practices in shelter animal management and welfare and has been a driving force in lowering euthanasia rates using effective behaviour assessment and welfare-orientated rehabilitation practices. Rose's presentations are always effective as she uses her extremely engaging educating style while making it entertaining and interesting for any audience.



BLAIR COLLINS

Blair Collins is National Business Manager for unlisted public company Indepet Limited, a professional buying and marketing group set up to help pet care independents compete against the larger corporate retailers.

Under Blair's management, Indepet has grown from 9 founding shareholders in 2010 to a trans-Tasman network of 45 premium retailers.

With a bachelor of business from Swinburne University, Blair has more than 18 years of commercial experience, developing his business management and leadership skills with market leading companies Merial Australia (7yrs), Landmark Operations (2yrs) and Combined Rural Traders (2yrs). This broad experience has given him deep knowledge and understanding of all aspects of wholesaling, retailing and supply chain management.

Blair is intelligent and innovative with a keen analytical aptitude, an eye for detail and a genuine enthusiasm for business and personal improvement. He works well independently or in a team and thrives in a dynamic, challenging environment where res



ANDREW JONES

Andrew is Managing Director of IR Assist and Senior IR consultant for the organization.

He commenced professional employment with an Employee Relations Law Firm in Melbourne in 1996, before embarking on a career as an IR Consultant and subsequently Director and

Managing Director of several boutique IR consultancies. Andrew has lectured in the Employment Relations Program of the Faculty of Business at the University of Southern Queensland and holds a Bachelor of Laws and Bachelor of Politics degree. Andrew writes industrial relations articles and commentary for various industry journals and is a respected Industrial Relations trainer, speaker and commentator, recently presenting an Unfair Dismissal seminar at the Annual Queensland Law Society Symposium. Andrew has extensive experience in all aspects of employment relations matters and combines this experience with a practical approach to the application of industrial relations and human resources - and has provided advice and assistance to members for over 5 years.