



Pet Care Professionals

DATE: 26 NOVEMBER 2007

# MEDIA RELEASE & INVITATION TO ATTEND PRESENTATION

## MEADOW MIST BOARDING KENNELS & CATTERY FIRST NSW ACCREDITED PET BOARDING BUSINESS

**FOR RELEASE ALIGNED WITH THE FORMAL PRESENTATION OF THE PIAA ACCREDITATION PLAQUE AT ST GEORGES LEAGUES CLUB BY PIAA PRESIDENT MR STEVE AUSTIN 8PM 4<sup>TH</sup> DECEMBER**

Meadow Mist at Marden Park is the first New South Wales pet boarding business accredited under the new Pet Industry Association of Australia (PIAA) national accreditation scheme. PIAA is the peak industry body for Australia's thriving pet industry. The industry driven scheme is part of PIAA's charter to encourage high industry and pet care standards. The scheme includes a detailed assessment of business and animal care practices. The boarding business must also pass a site audit by an independent auditor before it can be passed as accredited.

The CEO of PIAA Mr Colin Bransgrove said *Meadow Mist* is to be congratulated for passing the accreditation process. "They are the first boarding business in NSW to put up their hands to undergo this rigorous process. It is a credit to proprietors George and Patricia Hall that they saw the importance leading the industry to raise the bar with standards. PIAA represents 660 pet care professionals across the country and *Meadow Mist* has demonstrated its commitment to assist in development of the Australian pet industry".

Mr Bransgrove said that pet boarding businesses play a key role in maintaining pet owner's capacity to enjoy the benefits of pets. "While the vast majority of pet owners are dedicated to their pets there are times such as holidays when owners cannot look after their pet. This is where pet boarding businesses meet the needs of pet owners. Good boarding businesses are essential to enable those that enjoy pets to remain as pet owners" he said.

Mr Bransgrove said the quality of the *Meadow Mist Boarding Kennels and Cattery* is reflected in its level of loyal and repeat cliental. "*Meadow Mist* runs at 85% repeat business. This indicates clients (and their pets) are very happy with the service and the facilities. Mr Bransgrove also said that the independent auditor Crampton Consulting was very impressed by the businesses management systems and its commitment to animal health and hygiene. "This business provides a benchmark for others in the industry to aspire to" he said

Patricia said she was proud to be the first NSW boarding business accredited under the new industry scheme. "We pride ourselves in our understanding of the needs of pets and their owners within a short term housing situation. Our industry association markets itself as representing 'pet care professionals' and it is important members can deliver on the promise" she said.

Mr Bransgrove said that according to a recent BIS Shrapnel study the Australian pet industry is valued at over \$4.62b per annum. The report also highlighted the social benefits of pets. 58% of pet owners for example say they got to know people and made friends through having pets. 91% of pet owners reported they felt 'very close' to their pet and that their pet was an integral member of the family. Mr Bransgrove said businesses such as such as *Meadow Mist* play an important role in our community where pets are increasingly valued by their owners.

Further enquiries please contact: Colin Bransgrove, PIAA Chief Executive Officer –on 02 9659 5811 or 0413 772155. For Further information about the Pet Industry Association of Australia please go to our web site at [www.piaa.net.au](http://www.piaa.net.au)

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