



MEMBERSHIP PROSPECTUS

UNITED AS ONE



Ready to join?

Visit piaa.org.au/apply-renew-now or simply scan the QR code to join

For more information email us: info@piaa.org.au



Table of Contents

MESSAGE FROM CEO

4-8

A personal message from our CEO sharing insights, vision and the importance of working together to create a stronger future for pets and businesses.

INDUSTRY OVERVIEW

7

An overview of who we are, what we stand for, and our role in uniting and representing Australia's pet sector.

WHY BECOME A MEMBER

8-14

Discover the benefits of being a PIAA member.

OUR VISION

15-18

Our guiding pillars, strategic goals and values for a sustainable, ethical and thriving pet industry.

OUR PEOPLE

19

Meet the dedicated team and industry leaders driving PIAA's mission and making a real impact for our members.

STRATEGIC ALLIANCES

20

Discover how united voices are shaping policy, guiding debate and securing a stronger future for Australia's pets.

JOURNEY SO FAR

22-25

A look back at PIAA's milestones and achievements, showcasing how we've grown and championed the pet industry over the years.

JOIN PIAA

26

Be part of Australia's leading pet industry network and help shape the future of the sector while growing your business.



Hundreds of
pet businesses
across Australia



choose PIAA
to represent their
voice and protect
their interests.



A message from our CEO, Mr Anthony Ramsey

On behalf of the Board and staff, I extend a warm welcome to our members and a sincere invitation to prospective members considering joining the Pet Industry Association of Australia (PIAA). Together we form a respected and growing sector, united by our commitment to the wellbeing of pets and the communities we serve.



Australia has one of the highest rates of pet ownership in the world, with our industry contributing billions to the economy and enriching millions of households. As consumer expectations evolve, our members continue to lead with professionalism, innovation and responsibility.

PIAA is the only national trade-only association dedicated to protecting and advancing Australia's pet industry. Advocacy is central to our mission. We work tirelessly to ensure regulations are balanced, practical and science-based. At a time when excessive rules and campaigns by groups opposed to pet keeping threaten businesses and pet ownership itself, PIAA is your shield and your voice. We engage all levels of government, challenge misinformation with evidence, and defend against proposals that would damage the future of the sector.

Our credibility is reinforced through our National Code of Practice and Code of Ethics, which underpin our leadership in ethical conduct and animal welfare. This strength enables us to influence decisions that matter to members.

By joining PIAA, members gain proactive advocacy, industry intelligence, access to training and compliance tools, and opportunities to connect with a strong professional network. With exclusive resources, discounted education programs and timely updates, we help members stay prepared, compliant and informed.

Looking ahead, we are expanding training, strengthening our focus on biosecurity and welfare, and delivering new tools to support members. Recent advocacy successes show the impact we achieve by working together, and reinforce the value of speaking with one united voice.

PIAA membership is more than a business decision; it is an investment in influence, protection and growth. I invite you to join or renew your membership and help us continue shaping a vibrant, ethical and prosperous future for our industry.

We look forward to welcoming you.

CHIEF EXECUTIVE OFFICER OF PIAA



“

Being part of PIAA gives us a voice where it matters most. Their advocacy has protected our right to operate, and their resources have helped us lift our standards and grow. Knowing there is a national association standing up for the pet industry and for my business gives me confidence for the future.

Fred, Macarthur Pets NSW

”



THE OPPORTUNITY IN FRONT OF YOU

Australia's pet industry is one of the fastest-growing sectors in the country. Over 73% of Australian households now include a pet, making us one of the highest pet-owning nations in the world. The industry contributes more than \$33 billion annually to the economy and continues to grow year on year.

But growth brings complexity. Pet businesses today face rising costs, shifting regulations across multiple states, staffing shortages, and customers who expect more transparency and professionalism than ever before. Staying profitable, compliant, and competitive is harder when you're doing it alone.

That's where PIAA comes in.

The Pet Industry Association of Australia is the only national trade body representing the full spectrum of companion animal businesses. Retailers, groomers, breeders, boarding and daycare operators, trainers, transport providers, product manufacturers, wholesalers, pet service providers, and education organisations. If your business involves pets, PIAA represents your interests.

Our belief is simple.

Commercial success and animal welfare must go hand in hand.



WHAT YOUR MEMBERSHIP DELIVERS

PIAA membership is structured around six areas of tangible value. Every one of them is designed to save you money, protect your business, or help you grow.



**National Advocacy
that Protects
Your Business**



**Real Cost Savings
That Pay for
Your Membership**



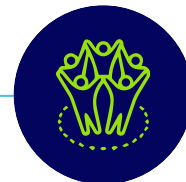
**Credibility That
Wins Customers**



**Industry Intelligence
That Keeps
You Ahead**



**Events, Training, and
Professional
Community**



**A Seat at
the Table**



NATIONAL ADVOCACY THAT PROTECTS YOUR BUSINESS



PIAA represents your interests at federal, state, and local government levels. We fight for balanced, evidence-based regulation and push back against proposals that threaten your ability to operate. When governments make decisions about pet businesses, PIAA ensures your voice is in the room.



COVID-19 Essential Service

Secured “essential service” status for pet businesses in five states during COVID-19, keeping members operational while competitors closed.



Policy Threats to Pet Shops Defused

Prevented pet shop bans in NSW and SA by guiding members through breeding law reforms and presenting evidence-based submissions to government.



Marine Fish Trade Protected

Blocked a proposed CITES ban on marine fish that would have shut down the reef fish trade in Australia.



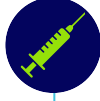
Overnight Import Ban Reversed

Lifted import bans on shrimp-based pet foods after biosecurity restrictions were imposed overnight.



New Revenue Stream Opened for Pet Retailers

Successfully lobbied for regulated reptile sales in NSW, opening a new revenue stream for pet retailers.



Boarding Revenue Protected During National Vaccine Shortage

Secured boarding exemptions during the 2024 national cat vaccine shortage, protecting revenue across NSW, VIC and ACT.



For a Level 1 member at \$350 per year, that works out to less than \$1 per day for advocacy, savings, training access, and industry intelligence combined.



REAL COST SAVINGS THAT PAY FOR YOUR MEMBERSHIP



PIAA has negotiated exclusive member discounts through trusted partners. For most businesses, the savings alone exceed the cost of membership within the first few months.

Savings	What Members Get
Energy Costs	Discounted business energy rates through PIAA partner programs
Merchant Fees	Reduced EFTPOS and payment processing fees
Insurance	Access to industry-specific insurance at member rates
Finance	Preferred lending and finance options for business growth
Education & training	Access to Complimentary and Subsidised Pet Industry Training
HR & IR advice	Direct access to expert industrial relations and human resources support
Marketing tools	Member-exclusive pet industry marketing support at preferential rates
Legal	Access to a leading online legal platform offering legal templates, contracts, compliance tools and on-demand support for your business
Music Streams	Access to a licensed music streaming platform for commercial use at exclusive member rates
Travel	Access member rates on business accommodation through our exclusive partnerships

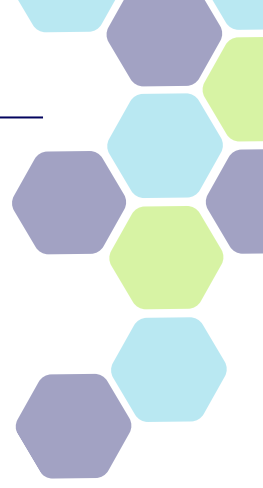


Smart operators look for leverage.

With exclusive discounts, expert advice, training, and industry representation, PIAA membership works harder than it costs.



CREDIBILITY THAT WINS CUSTOMERS



Pet owners are more discerning than ever. They research businesses before booking, read reviews, and look for signals that a business can be trusted with their animals.

The PIAA logo is one of those signals.

It tells customers, regulators, and industry partners that your business meets national standards for animal welfare and responsible operation.

What this means in practice:

- PIAA's National Code of Practice and Code of Ethics are referenced by state regulators in their own inquiries and reviews, giving members a credibility advantage that non-members cannot replicate.
- When NSW and SA reviewed breeding legislation, PIAA-accredited businesses were positioned as the benchmark for ethical practice, while unaffiliated operators faced increased scrutiny.
- Members receive a digital PIAA certificate, member sticker decal, and digital logo to display in-store, on your website, and across all marketing materials.



In a market where trust drives customer decisions, PIAA membership is a competitive differentiator you can display on day one.



EARLY WARNINGS THAT PROTECT YOUR BUSINESS



Regulations change fast. When new threats emerge, PIAA members get advance intelligence and specific guidance so they can act before problems arrive.

- When NSW and SA breeding law reforms were announced, PIAA members had advance guidance on compliance requirements while non-members scrambled to understand the implications.
- During the 2019 shrimp product import ban, PIAA alerted affected members within hours and provided specific guidance on which products were impacted, preventing unnecessary stock write-offs of over \$2.2M across Australia.

Ongoing regulatory monitoring

Animal welfare and companion animal legislation is under active review across multiple states. Members receive ongoing updates on reviews underway in NSW, VIC, SA, WA, and QLD, with practical advice on how proposed changes could affect their operations. No surprises. No scrambling.

Industry research that drives smarter decisions

PIAA invests over \$20,000 annually in the Pets in Australia Report, giving members access to authoritative market data and pet ownership trends to guide smarter business planning and investment decisions.



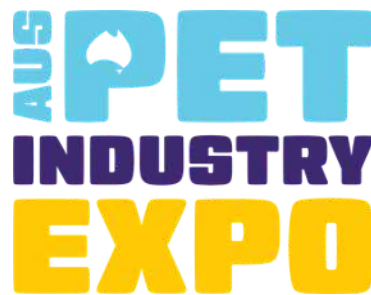
When a new regulation is proposed in your state, you will know about it before your competitors do, and you will have guidance on how to respond.



EVENTS, TRAINING, AND PROFESSIONAL COMMUNITY



PIAA runs Australia's the largest Business-to-Business pet industry events. These aren't just networking opportunities. They are where suppliers find new retail partners, where groomers learn techniques that let them charge premium rates, and where boarding operators discover products that reduce costs and improve care.



Training that builds your team and your bottom line:

- Access to nationally recognised qualifications in animal care across retail, grooming and boarding.
- Member-rate professional development programs to help your team upskill and stay competitive.
- Sector-specific forums, workshops and education sessions delivered throughout the year, both in-person and online.



One new supplier relationship, one new technique, or one compliance insight gained at PIAA events and training programs deliver returns that far exceed the cost of membership for the entire year.



A SEAT AT THE TABLE



PIAA members don't just receive information. They shape it. Members contribute through committees, policy discussions, and working groups that set industry priorities and influence government decisions.

How members have shaped outcomes

- Member input directly informed PIAA's submissions to companion animal and animal welfare act reviews in five states, ensuring that on-the-ground business realities were reflected in policy recommendations
- Sector directors from aquatics, grooming, boarding, retail, breeding, and supply represent their sector at every board meeting, ensuring your specific challenges are heard at the leadership level
- Members who participate in working groups have directly contributed to the development of sector-specific codes of practice for boarding, breeding, grooming, retail, and aquatics

What Membership Delivers

- Direct access to sector directors and working groups
- Early access to regulatory updates before they hit mainstream
- Member-only templates, compliance guides and industry briefings
- Discounted event access and priority exhibitor opportunities
- Credibility through industry-recognised membership status



If you want the issues that matter to your business heard at the highest level, this is how you make it happen.

**Members set the agenda.
Non-members have no voice.**



OUR INDUSTRY VISION

OUR 2030 VISION

To continually build a thriving, ethical, and united pet industry that champions animal welfare, supports responsible businesses, and shapes a sustainable future for the Australian pet community.

OUR MISSION

We advocate for a stronger, more connected pet industry by uniting businesses of all sizes, promoting best practices, and driving forward initiatives that protect animal welfare, uplift members and grow consumer trust across Australia.

OUR IMPACT

Our Annual Report showcases how we've delivered value, advocacy, and change for our members over the past year.

Read the 2025 end of FY Report [[here](#)].





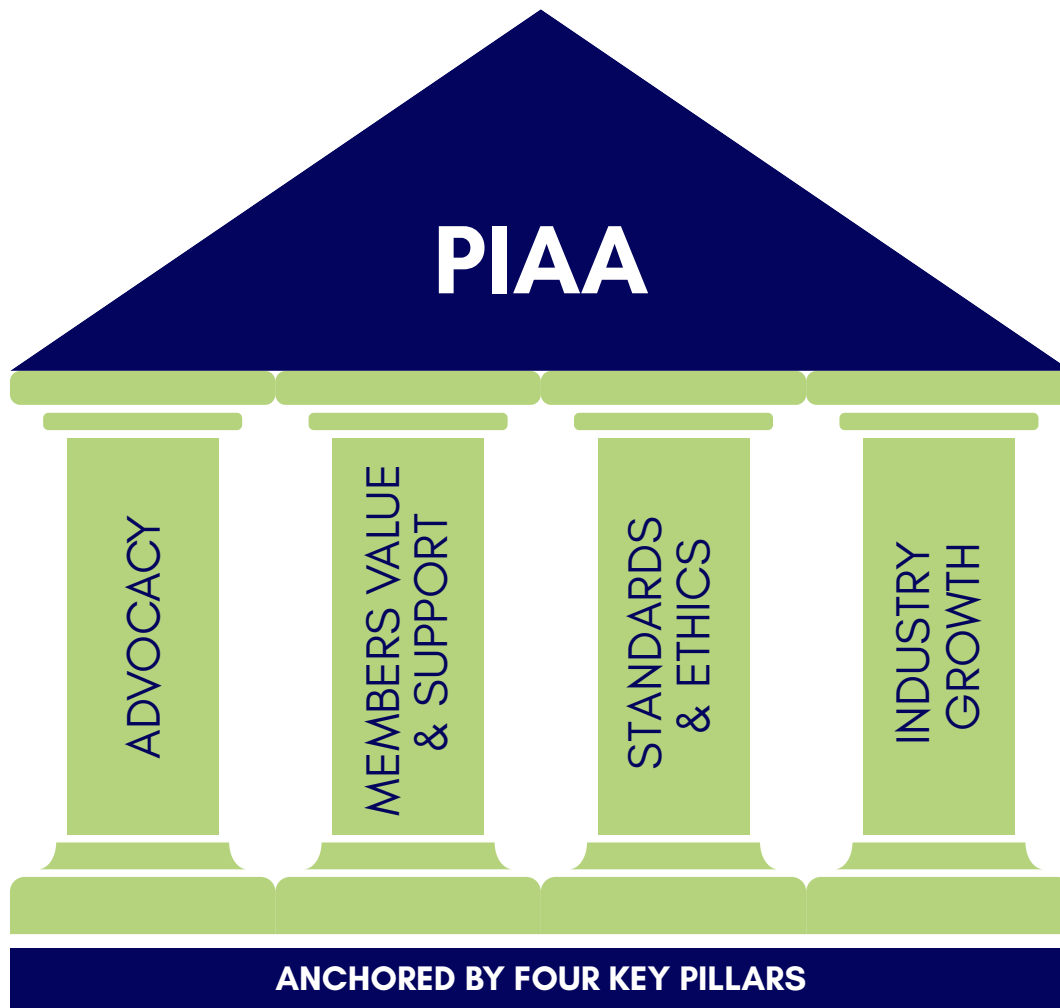
HOW WE'RE DELIVERING

FOR A STRONGER INDUSTRY TOMORROW

Our strategy is built on four key pillars: Advocacy, Member Value, Standards & Ethics, and Industry Growth. These are brought to life through targeted programs, sector-specific support and national representation.

From elevating the professional standards of groomers, boarding and breeders, to securing national policy reforms and helping retailers adapt in a changing landscape, we are focused on delivering outcomes that matter.

Together, we're building a stronger pet industry.



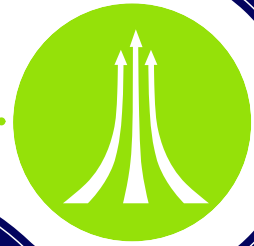


OUR STRATEGIC GOALS

CLEAR PRIORITIES FOR THE ROAD AHEAD

Influence Policy That Supports Growth

Represent the industry at all levels of government to drive consistent, practical regulation and reduce red tape for pet businesses across all sectors.



Strengthen Member Value and Support

Deliver a more rewarding member experience by improving benefits, launching new digital tools, and creating opportunities for collaboration, networking and knowledge-sharing across the sector.



Lead the Industry with Clear Ethical Standards

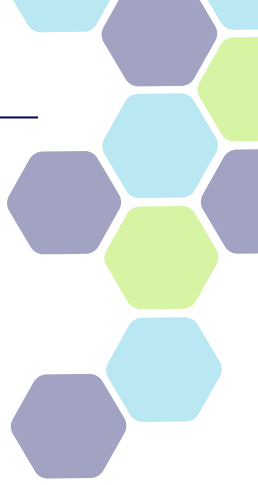
Review and expand our national Code of Practice, deliver targeted training, and promote ethical conduct that builds consumer and regulatory trust.



Secure PIAA's Future and Industry Impact

Diversify revenue, improve operational efficiency, and invest in digital systems, people and partnerships to sustain long-term growth for PIAA and its members.





OUR CORE VALUES

VALUES THAT GUIDE EVERYTHING WE DO



INTEGRITY



RESPONSIBILITY



COLLABORATION



COMMITMENT



INCLUSION



**We Believe
In Making
A Difference**



YOUR INDUSTRY, OUR PEOPLE

AT THE FRONTLINE, BUILDING A STRONGER PET INDUSTRY, TOGETHER



ANTHONY RAMSEY
Chief Executive Officer



ESTHER GOH
Memberships &
Marketing Manager



ANTHONY JONES
Financial Controller

NATIONAL DIRECTORS, ENSURING UNITY ACROSS ALL SECTORS



TIM SCOTCHER
President & National Director



SANDRA KING
National Director

SECTOR DIRECTORS, EVERY CORNER OF THE PET INDUSTRY REPRESENTED



PAUL TALBOT
Aquatics



SHASTA MENDEZ
Boarding & Pet
Services



BARRY TONISSEN
Supplier &
Manufacturer



JO MARSDEN
Grooming



JANINE YEATES
Retail



PAUL FRITH
Breeders



BRINGING AUSTRALIA'S LEADING ORGANISATIONS TO THE TABLE

STRATEGIC ALLIANCES DRIVING INDUSTRY IMPACT

In 2025, the Pet Industry Association of Australia (PIAA) joined forces with four of Australia's most respected organisations:



Leading the link between pets, human health, and community wellbeing



Representing veterinary professionals at the forefront of animal health



A peak voice for pet nutrition, product safety, and industry food standards

WORKING TOGETHER ON WELFARE

PIAA maintains a cooperative relationship with the RSPCA and Animal Welfare League, recognising their role in improving animal welfare.

By engaging openly, we ensure our members' perspectives are heard while supporting outcomes that balance welfare and industry sustainability.



WHY COLLABORATION MATTERS

This unique partnership brought together diverse expertise – veterinary, welfare, nutrition, medicine, and industry. By combining forces, we ensured the data and insights carry unmatched credibility when shaping government policy, guiding public debate, and informing media coverage. When the AMA, AVA, RSPCA, PFIAA and PIAA speak together, governments, regulators, and community leaders pay attention.

This partnership produces the Pets in Australia Report, the industry's authoritative source on pet ownership trends and economic data nationwide.



LOOKING AHEAD

Through strategic alliances with the AVA, RSPCA, PFIAA and AMA, PIAA has positioned the pet industry as a united and respected voice. As a member, you share in this strength. Together, we shape the future of pet ownership, influence policy and help the industry thrive.

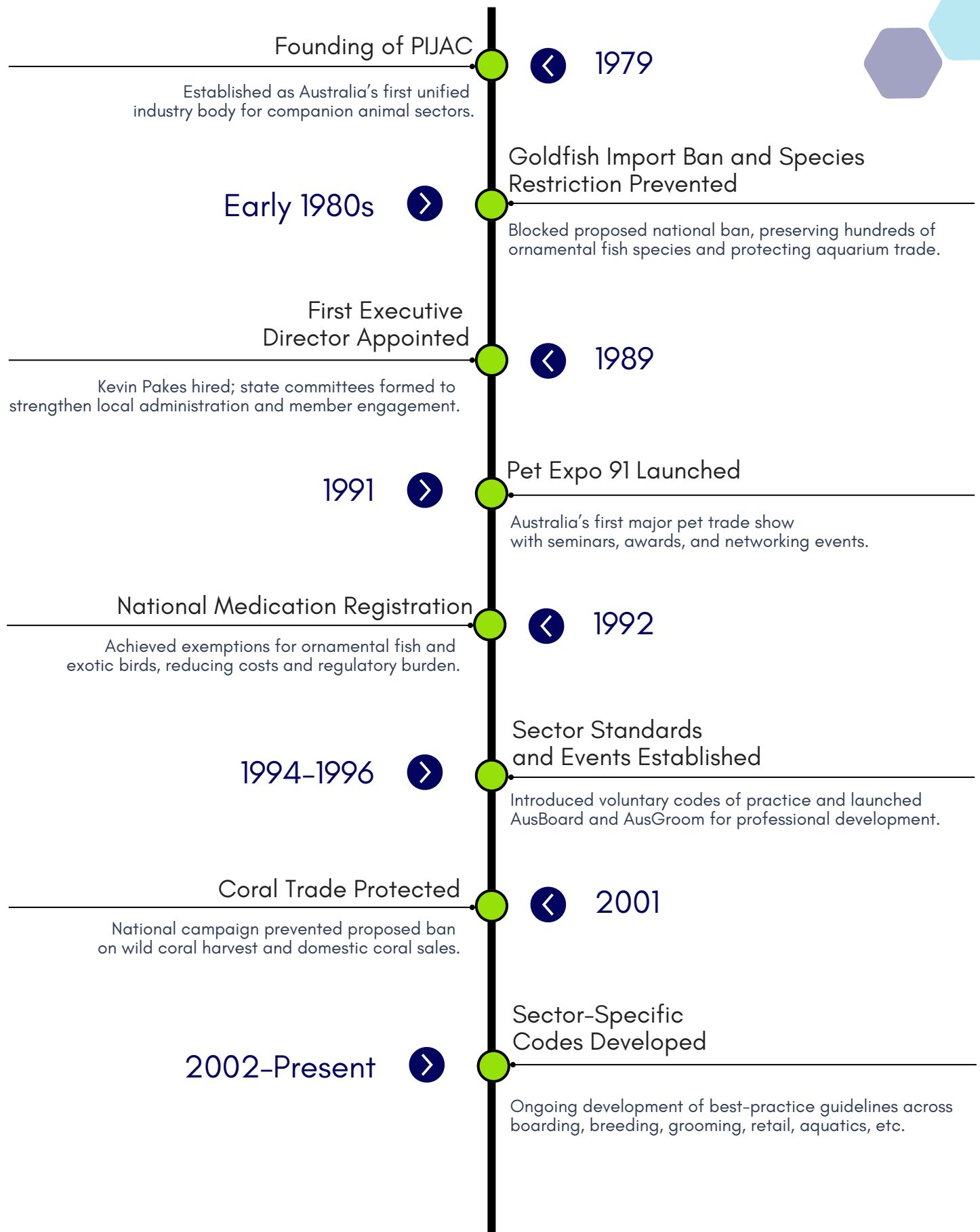
**Your membership is not just for your business.
It is an investment in the future of Australia's pet community.**

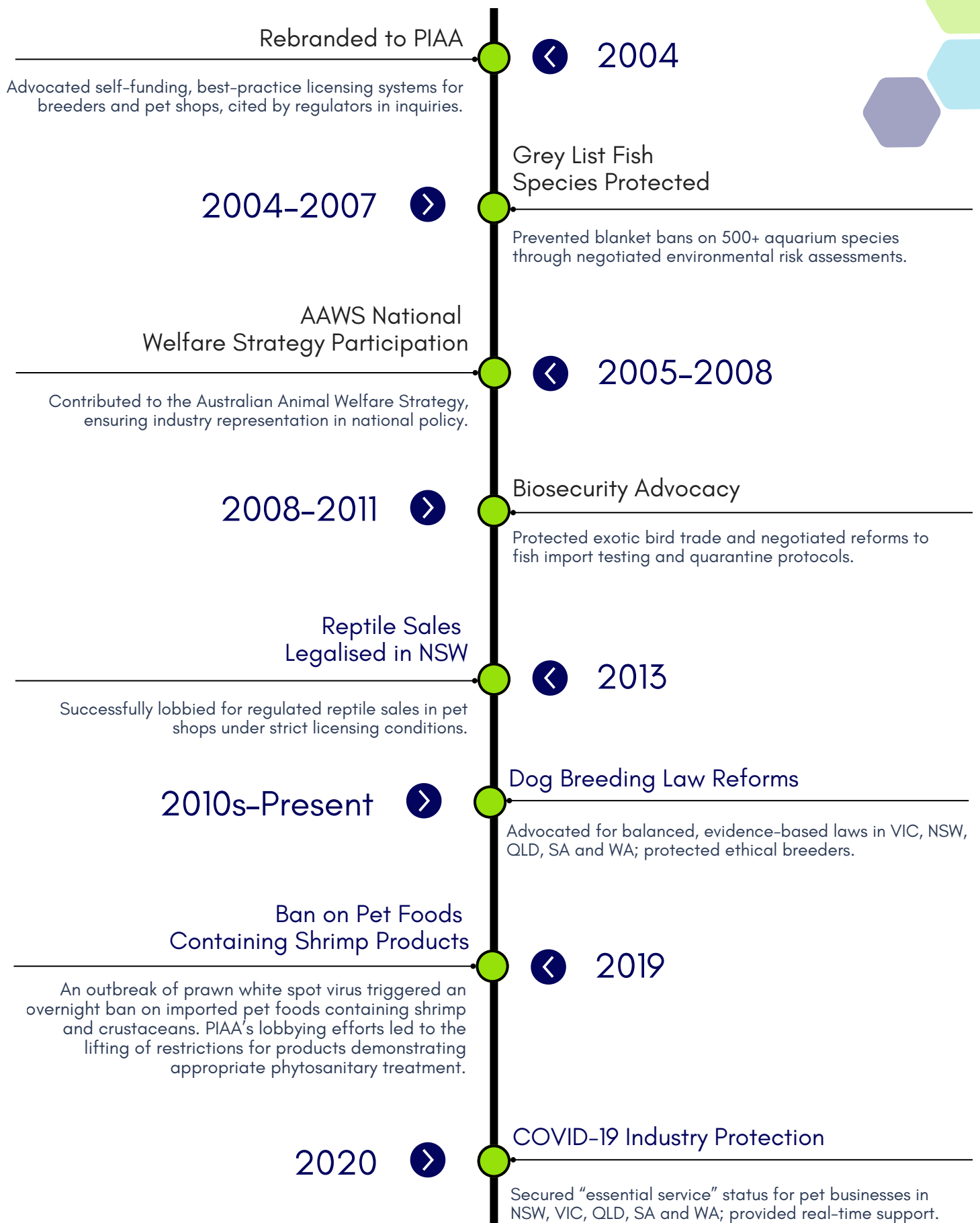
Hundreds of
pet businesses
across Australia

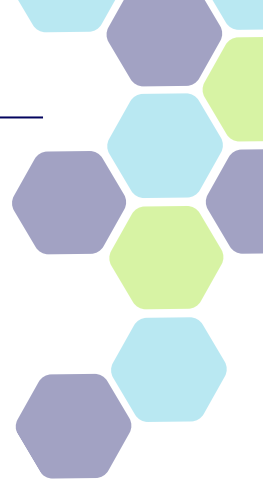


choose PIAA
to represent their
voice and protect
their interests.

JOURNEY SO FAR









RTO Alliance: Pet Industry College

Partnered with RTO to deliver Cert II & III in animal care for retail, grooming, and boarding sectors.

2024

2024-2025

Legislative Review Submissions

Provided input into companion animal and animal welfare act reviews in NSW, VIC, SA, WA and QLD.

Digital Transformation

Launched new website, CRM, and refreshed brand identity to modernise member experience across all sectors.

2024-2025

2026

15 Aquatic Species for Expansion Program

Latest 15 Species Under Assessment in PIAA's Responsible Import Expansion Program



A Stronger Future Starts With You.

JOIN PIAA.



JOIN THE NETWORK SHAPING THE FUTURE OF AUSTRALIA'S PET INDUSTRY

PIAA membership opens the door to exclusive opportunities, giving your business access to industry programs, resources and valuable connections across the pet sector. Your membership also supports our ongoing work to promote, protect and grow the pet industry nationwide.

The PIAA membership year runs from 1 July to 30 June. As a member, you will receive a digital PIAA certificate, member sticker decal and digital member logo to proudly display, showcasing your commitment to the highest standards in Australia's pet industry and your role as a valued member of the national association representing pet businesses.

At every turnover tier, there is representation from each sector of the pet industry – Aquatics, Grooming, Boarding & Pet Services, Retail, Breeding and Suppliers and Manufacturers. This structure guarantees that all sectors are heard and advocated for at every level.

MEMBERSHIP TIER	PRICE (INCLUDING GST)
Level 1 - Annual Turnover less than \$500,000	\$350.00
Level 2 - Annual Turnover From \$500,000 to \$5 Million	\$660.00
Level 3 - Annual Turnover From \$5 Million to \$10 Million	\$1,350.00
Level 4 - Annual Turnover From \$10 Million to \$25 Million	\$2,950.00
Level 5 - Annual Turnover From \$25 Million to \$100 Million	\$3,950.00
Level 6 - Annual Turnover From \$100 Million to \$300 Million	\$6,000.00
Level 7 - Annual Turnover Greater than \$300 Million	\$12,000.00

READY TO JOIN?


Visit piaa.org.au/apply-renew-now or simply scan the QR code to join


For more information email us: info@piaa.org.au






Contact us for further inquiries

 PO Box 7108 Norwest NSW 2153

 +61 2 9659 5811

 info@paaa.org.au

 paaa.org.au

The information contained in this prospectus is provided by the Pet Industry Association of Australia (PIAA) for general guidance only. While every effort has been made to ensure the accuracy and currency of the information at the time of publication, PIAA makes no representation or warranty as to its completeness, reliability, or suitability for any particular purpose. Membership benefits, services, and fees described in this document are subject to change without notice. Nothing in this prospectus should be taken as legal, financial, or professional advice. To the fullest extent permitted by law, PIAA, its board, staff, and agents disclaim all liability for any loss, damage, or expense arising from reliance on the information contained herein. Prospective members should make their own enquiries to determine the suitability of membership for their needs.