



Project:

ANIMAL CARE AUSTRALIA 2022

The resource guide and growth driver for the veterinary and pet care sector

Media Kit



Animal Care Australia

Issue 01 2022

THE RESOURCE GUIDE AND GROWTH DRIVER FOR THE VETERINARY AND PET CARE SECTOR



Welcome

We appreciate your interest in *Animal Care Australia*, the most comprehensive cross-discipline resource guide and growth driver for the Australian veterinary healthcare and pet care industry.

Animal Care Australia connects businesses and professionals with the latest information, products and services in animal health, veterinary and pet care from the sector’s associations and peak bodies, animal technologists and technicians, veterinary specialists, farmers, breeders, researchers, wildlife organisations, pet suppliers and solution providers and innovators.

Animal Care Australia is published in both print and digital formats to maximise networking and dissemination of businesses and services in the industry. It is an essential platform for showcasing and growing your business with its uniquely targeted audience and the infinite possibilities of social media.

Animal Care Australia is direct mailed in hardcopy to over 6,000 veterinary practices and pet supply outlets. As well as digitally distributed to animal technicians, commercial farmers, wildlife parks, associations and peak bodies, suppliers and Government Departments. The digital edition flipbook and mobile responsive micro-site provides an unlimited audience across social media platforms and contains a hyperlink directly to your website that rapidly drives more traffic to your business.

As sponsors of the VET Expo, 2,500 hardcopies of *Animal Care Australia* will be distributed at the event on 26-27 October at the International Convention Centre, Sydney. Every facet of the veterinary and animal health network will be represented at this event providing an ideal point to further share information about your business. *Animal Care Australia* will be distributed from our exhibition stand to every exhibitor and attendee at the event.

Whether you are eager to optimise your networking or introduce new products or services to the industry, *Animal Care Australia* provides you with a highly effective channel will connect you to a highly targeted market of businesses and professionals in the animal health and pet care sector.

Publisher
ARK Media

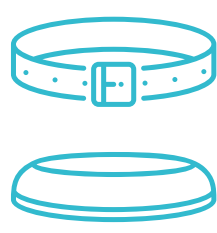
Snapshots of the sector



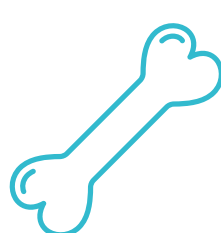
Since the COVID-19 pandemic there has been a surge in pet ownership in Australia; 63 per cent of households own pets, which is one of the highest pet ownership rates in the world.



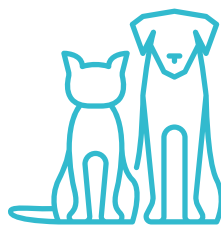
The veterinary healthcare market in Australia is worth \$4.3 billion and growing. Pet and pet supply retailers market size is worth \$3.3 billion.



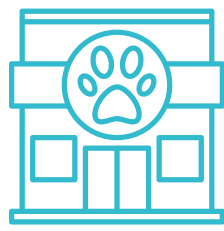
Australians spend over \$13 billion per year on food, health care and accessories for their pets, with pet food being the biggest expenditure followed by health-related products.



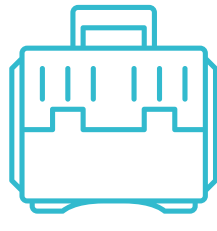
The pet food industry revenue is forecast to increase at 2.6 per cent per annum over the five years to \$3.7 billion.



Australians own 6.3 million dogs, 4.9 million cats and over 29 million pets in total.



The veterinary industry employs over 26,800 people and there are over 3,900 business in the veterinary sector.



The pet industry employs over 7,400 people and there are over 1,900 businesses.



There are 140 public and privately funded zoos and aquaria operating in Australia.

Rates + Sizes

Animal Care Australia works for veterinary healthcare and pet care businesses in many ways. Its biannual schedule allows companies to build brand awareness with economical rates. The production quality and format present companies with the best opportunities to showcase their product or expertise through special features and key placements.

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VET ETHICS

Why your veterinarian may refuse to euthanise your pet

Vets often grapple with the moral dilemma of when a client wants to kill an inconvenient pet.

Clients might, for instance, hint that caring for the pet has become too much trouble, or that it interferes with their lifestyle or living situation. This is called "convenience euthanasia".

Most vets have no qualms about euthanasia and believe it's necessary for animals suffering severely or threatening public safety because of uncontrollable aggression.

But vets may also feel strongly that killing animals for insufficient reasons is, though legal, contrary to their professional role.

A recent North American study found nearly 27 per cent of vets across different practice types "sometimes or often" received what they considered inappropriate requests for ending animal lives. Most vets had received such requests at least once, only about seven per cent had never received them.

Just over 75 per cent said they never or only rarely carried out "inappropriate" euthanasia.

Another 2018 study focusing on small animal practice found 83 per cent of vets did not agree that euthanasia was always ethical.

I argue in a recent journal article vets should be strong advocates for their patients. A veterinary professional who is a strong patient advocate works diligently on behalf of animal patients to promote their interests.

As health care professionals, vets are powerfully guided by a duty to protect their patients from harm, including premature death.

Veterinary boards and associations say euthanasia is sometimes morally necessary and should occur when suffering cannot be relieved. Vets often have to persuade clients it's time to "let go".

It's true some medical and behavioural conditions cannot be adequately treated. But sadly, some owners cannot afford veterinary treatment for treatable problems. This can lead to agonising moral decisions for both pet owners and veterinarians.

Veterinarians can decline carrying out euthanasia

Euthanising healthy or treatable animals

What if the animal presented for euthanasia is healthy, or has a problem that is treatable and affordable? What if the client has overestimated the severity of the condition, refuses to explore other options, or is mistaken about the animal's quality of life?

Even when requests for euthanasia go beyond mere "convenience", they can still be deeply morally troubling for vets. This can cause moral distress to veterinarians.

Moral distress is thought to be one reason why veterinarians suffer professional burnout and compassion fatigue. In fact, vets have a higher suicide rate than the general population.

Of course, vets should not ignore clients' genuine interests and should foster the bond between humans and animals. Vets should be prepared to sympathetically explore with clients why they are struggling to care for their pets, and to suggest other options where appropriate.

The problem with refusing euthanasia

Some vets worry that euthanasia refusals risk owners illegally mistreating or killing the animal themselves. This assumption may sometimes be true, but it often lacks evidence.

Owners absolutely intent on killing their healthy or treatable pets can still attend a willing vet clinic or animal shelter. But it is possible that in light of the vet's clear moral stance, some owners will reconsider their decision to end their pets' lives – now and in the future. And at least some owners will be persuaded to surrender their pet to another home.

Another concern is that conscientious objection unfairly shifts responsibility from one vet to another. But declining to kill animals for inadequate reasons should be prioritised over any notion of being "unfair" to other vets.

What's more, many clients who love their pets may be reassured that their vet is a strong patient advocate who does not kill animals for frivolous or inadequate reasons.

So, when your pet is suffering irremediably, your veterinarian is very likely to recommend euthanasia. But when a companion animal is not ready to die, you may or may not find that your vet will, for ethical and professional reasons, decline a request to end the animal's life. And often it will be their moral imperative to do so.

Can't stand the heat

The hotter the temperature, the harder these dogs have to work to cool down by panting. As a result, the tissues of the upper airway swell, further reducing airflow and eventually causing airway obstruction, which causes them to get hotter. It's a life-threatening vicious cycle.

This reduced capacity to cope with heat explains why Qantas no longer permits the transport of affected breeds on flights longer than five hours, or those with more than two sectors per journey.

Affected dogs also change the way they sleep to avoid airway obstruction, sometimes by adopting a sitting position. They also raise their flaps or sleep with a toy between their teeth to keep their airways open. Indeed, 10 per cent can sleep only with an open mouth.

Extremely short skulls are associated with excess carbon dioxide concentrations (that shift the acid-base balance of the blood), neurological deficits, skin disease, eye disease and certain behavioural disorders.

Brachycephalic dogs also have an increased anaesthetic risk – and yet increasingly need surgery to treat these problems.

This is not new information. For example, in 2008, the documentary Pedigree Dogs Exposed revealed the impact of extreme brachycephaly on dogs.

But they're popular dogs

Despite accumulating evidence about the health and welfare impacts of brachycephaly, affected breeds are becoming more popular.

In the last decade, registrations of French bulldogs have increased by around 3,000%. This prompted kennel clubs to warn prospective owners about the real possibility of bad breeders trying to cash in on the trend.

Brachycephalic breeds are booming in popularity in Australia where, since the mid-1980s, puppy purchasers have increasingly favoured shorter, smaller, brachycephalic breeds.

A costly health problem

Extreme brachycephalic dogs aren't the only ones bearing the costs of inherited health and welfare problems.

Figures from overseas and Australian pet insurance providers confirm that the financial costs of owning extreme brachycephalic dogs are high. This is due to the many conditions they suffer from including, but not limited to, BOAS.

Claims of more than 1.27 million Australian pet insurance claims over a nine-year period (2007-2015) confirms this.

As you can see (above), brachycephalic dogs were more likely to suffer from a number of health conditions when compared with non-brachycephalic dogs. They also suffer from fungal skin disease, skin cancer, brain disorders, back problems and difficulties giving birth.

There is also the emotional cost of owning dogs that may require extensive treatment, and live, on average, shorter lives than their longer-nosed canine counterparts.

What more can vets do?

The brachycephalic dog patient may place veterinarians in ethically challenging situations when they are approached to help in treatment and breeding of affected animals.

In discussing breed-associated disorders, veterinarians may appear to be critical of the very features that clients find most endearing about their companion animals and some have preferred to speak up only anonymously. Or veterinarians may have a conflict of interest if they draw an income from treating the typical disorders.

But unless veterinarians and breed organisations speak up, the demand for extreme brachycephalic breeds will continue. The enormity of the welfare problem is increasing with the increased demand for affected dogs.

The Australian Veterinary Association (AVA) and the RSPCA Australia joined forces back in 2016 to promote awareness of these health and welfare problems in their Love Is Blind campaign [youtu.be/orqUdLs--8].

Breeder organisations are exploring ways to moderate extreme shapes in the showing. For example, a survey published last year of 15 national kennel clubs, identified exaggerated morphological features and inherited disorders as their chief concerns.

Companies can also play a role. Last year New Zealand's online marketplace Trade Me banned the sale of pugs, French bulldogs and British bulldogs on animal welfare grounds.

In recognition of the media's role in generating this demand, the British Veterinary Association no longer uses adverts depicting brachycephalic breeds. The Australian Veterinary Association also avoids use of images of other breeds with exaggerated

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VET ETHICS

can do more to reduce the suffering of faced dog breeds

ve a professional and moral uce or prevent any negative f disorders in animals. But what id with known disorders? And iders are a big part of what f?

ved earlier this year in Animals, we afirms must do more to discourage animals with conditions known to ise their welfare.

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al practice, the veterinary profession erting to these dogs and bringing d, with more than 80 per cent of ish bulldogs and French bulldogs iean section.

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and teen are crammed into a relatively small space, reducing the size of the airway.

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Dysphagia (problems swallowing), vomiting, regurgitation and flatulence are other common clinical signs in brachycephalic breeds.

Chart: The Conversation Source: Peltfuss/Fawcett et al 2019

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VET ETHICS

Premium Positions*		Standard Positions		Key Dates		Trim Sizes <small>w x h</small>	
Outside Back Cover	\$5950 + gst	Full Page	\$3750 + gst	Issue 01 distribution: September 2022		DPS: 470 x 275mm + 3mm bleed <small>minimum</small>	
Inside Back Cover	\$5500 + gst	Half Page	\$1950 + gst	*Multiple bookings attract a 5% Discount per edition		FP: 235 x 275mm + 3mm bleed <small>minimum</small>	
Inside Front Cover	\$5750 + gst	Special Positions	+15%			HP: 215 x 122mm QTR: 102 x 122mm	
Facing Contents ²	\$5250 + gst			<u>DISTRIBUTION</u> <ul style="list-style-type: none">• Print mailout: 12,000+• Print Expo handout: 2,500+• eBook and mobile responsive micro-site: Unlimited		<u>Type Area</u> <small>w x h</small> DPS: 450 x 255mm FP: 215 x 255mm	
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