



## **DOGS AUSTRALIA: NEW TRICKS FOR OLD BREEDS**

### **-- Educating and Creating Communities Enriched by Dogs --**

Today's launch of the not-for-profit organisation, **Dogs Australia** coincides with a spike in dog ownership<sup>1</sup> and an eagerness to find the most suitable breeds from ethical breeders.

Dogs Australia is the new consumer face of the internationally recognised Australian National Kennel Council (ANKC) and unites the expertise of an estimated 60,000 members<sup>2</sup>, including 11,000 registered breeders, 350 breed clubs and almost 500 sports for dogs clubs across all states and territories.

“The launch of Dogs Australia draws on the strength and experience of all the state and territory-based member bodies to advocate for dog welfare and responsible dog ownership,” said Dogs Australia President, Hugh Gent, OAM.

With a surge in dog ownership during lockdown and an alarming rise in online puppy scams, Dogs Australia is promoting the benefits of buying through its network of registered breeders.

“Our registered breeders follow a strict code of ethics, conduct health and DNA tests, provide a certificate of pedigree and give the owner on-going support,” said Mr Gent. “Our breeders are passionate about finding the right homes for their dogs.”

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<sup>1</sup> Animal Medicines Australia

<sup>2</sup> Members including those of affiliated bodies



The rebranding of the 63-year-old ANKC includes the launch of a national education campaign in February to help potential dog owners find the most suitable breed to fit their family and lifestyle.

The campaign includes a video series showcasing more than 180 breeds categorised into seven distinct groups:

- 1) Toys
- 2) Terriers
- 3) Gundogs
- 4) Hounds
- 5) Working Dogs
- 6) Utility
- 7) Non-Sporting

“A dog is a big commitment. It should never be an impulse buy,” said Dogs Australia ambassador and veterinarian, Dr Rob Zammit. “We recommend people thoroughly research their dog choice and they can start with our online questionnaire to determine whether it’s the right time to buy a pup, which breed and breeder to choose.”

Dogs Australia aims to safeguard the future of pedigree dogs through ethical breeding and canine health research while promoting conformation shows and sports for dogs that fulfil a breed’s natural instincts.

For media enquiries:

eckfactor, Julia Reynolds +61 (0)412 089 778 [julia\\_reynolds@bigpond.com](mailto:julia_reynolds@bigpond.com)