



Paws & Claws are happy to announce the 3rd Annual Paws & Claws Awards in recognition of the outstanding continued efforts of individuals, businesses and organisations towards their commitment to animal welfare.

Due to the current economic climate, we have decided to withhold the traditional red carpet awards dinner from this year's event. We have chosen to support local businesses by saving them the extra expense whilst still maximising all of the benefits already associated with the awards.

With the savings from this year's awards, we would like to encourage you to re-invest into your business or donate the extra cash to a charity of your choice.

What are the benefits?

- Offers increased credibility in the eyes of prospective clients and members. Previous award winners have cited instances where this has been crucial to their success in breaking into new markets.
- Enhances your reputation within the Pet and Animal industry.
- Promote your business/organisation with national exposure to new customer and potential partners.
- Raises your profile in the local and international marketplace through the media generated by the Awards.
- Boosts the image of your business through the use of the instantly recognisable Paws & Claws Awards logo on marketing and promotional material.
- Opportunity to receive direct feedback and referrals from your customers and members.
- Opportunity to benchmark your business against other businesses within the industry.
- Celebrate your achievements and reward your staff increasing staff morale and therefore increasing productivity.

Past winners and nominees say their entry in the Awards marked a positive change in their business for the better, as it assisted them in maximising their exposure in the marketplace as well as generating positive feedback from their current customers.

THE PAWS & CLAWS

Awards 2009

"Winning the Paws & Claws Awards 2008 for the Finest Feast category is something we are truly proud to have been part of, and we can't wait for the 2009 Awards. The Award has given us recognition in an extremely competitive market place and something that has helped us stand out."

*Nicole Hammond, PolaPaws Pet Treats
Winner of the Finest Feast Award 2008*

"Winning the Best Vet Award not only gave us a great sense of personal satisfaction as vets and business owners, it was also great for the morale of our nursing staff. While it's one thing to know that you are doing your best to provide outstanding customer service, it's great when that is confirmed by others. Being voted Best Vet has reinforced our client's confidence in us, and many have taken pride in the fact that their vet is award winning! It has also raised our profile and enhanced the way others within our industry view us. Overall, the impact on our business has been tremendous and by using the award as an independent "stamp of approval" on all our marketing, we are continually inspired to strive even harder to live up to the standards of excellence that we have been recognised for."

*Drs Kevin and Fiona Cruickshank, Gold Coast Vet Surgery
Winners of the Best Vet Award 2007*

"The staff and management at Urban Dog Training were absolutely thrilled to receive the Paws and Claws 'Top Trainer' 2008/09 award as recognition of their commitment and passion to improve the lives of pet dogs. Receiving this award has improved staff morale as their enthusiasm and hard work were recognised. It has also impacted positively upon our business, with clients excited about working alongside award winning trainers. This award reminds us that vision, dedication and honesty do indeed make a huge difference. We will continue to strive to live up to the honour that this winning this award bestowed upon us."

*Danielle Dickinson, Urban Dog Training
Winners of the Top Trainer Award 2008*

"What a wonderful experience it was for Glamour Puss Pet Photography to win the Best Pet Photographer award. We had a wonderful time leading up to the awards night and winning the award has opened many doors already for our business. In the time since we won the award, the demand for our Pet Photography service has been much greater, so much in fact that we have opened another division of Glamour Puss Pet Photography in the United Kingdom. We can now say we are award winning pet photographers! We are looking forward to being a part of the Paws & Claws awards again this year and would encourage others to be a part of the fun!"

*Erica and Garry McShane, Glamourpuss Pet Photography/Gem Photographics
Winners of the First Class Pet Photographer Award 2007*



Winners of the Paws & Claws Awards receive an eloquent trophy, a winner's seal and certificate of participation.

The top 5 and top 10 finalists will receive a finalist's seal and certificate of participation.

All winners and finalists will also receive an electronic promotional package for publicity purposes.

How do I get involved?

Organisations and businesses are welcome to register online. Online registrations are now opened. Simply go to www.pawsandclaws.com.au, click on the Paws & Claws Awards tab and follow the prompts under "Register Here". Limited to two categories per entry.

All registrations will be considered and verified via email or telephone.

How do I nominate?

Nominations are now opened. Simply go to www.pawsandclaws.com.au, click on the Paws & Claws Awards tab and follow the prompts under "Nominate Here". Limited to two categories per nominee.

All nominations will be considered and verified via email or telephone.

How long do I have to register/nominate?

Registration and nomination for the awards will run till 31st of May 2009.

Voting

Voting for the Paws & Claws Awards will commence 1st of June.

The online voting form will be made available at the Paws & Claws Awards homepage at www.pawsandclaws.com.au.

All voting for this year's awards will only be available online.

If you wish to have voting forms in your store/club, you may print the forms made available online. To register these votes, they will have to be manually entered via the online voting form to be officially counted.

THE PAWS & CLAWS

Awards 2009

What are the award categories?

Ace Aquarium

For a local aquarium that has the best service, quality product and expert advice.

Best Mate Award

Pets are our best mates, yet there are times when we must leave them in the care of another. This award is for those people who we trust our pets with and know that they will receive the best care and attention a best mate can give. Open to pet minding, walking & sitting businesses; catteries & kennels.

Best Vet Nurse

For the best veterinary nurse who pays extra care and attention to your pets and your needs.

Champion Mobile Dog Wash

To a champion mobile groomer who brings the best of the business to you, providing excellence and superior service.

First Class Pet Photographer

A fantastic and creative pet photographer that has a combination of artistic flair and modern creativity capturing the emotion of the moment.

Outstanding Pet Shop [Pets]

For a pet shop that gives you expert advice, looks after your pets' needs and practices ethical buying and selling of animals.

Snazziest Stylist

For a pet groomer who has impressed you with their new and innovative styles and consistent excellence.

Best Animal-Related Club or Association

To a popular, local animal related club or association that offer their members a diverse and interactive range of services and activities while promoting responsible ownership and conservation for our wildlife.

Best Vet

For an outstanding veterinary practice or private vet in our community that goes the extra mile to improve our pets' quality of life.

Biggest Heart

For people who go out of their way to help animals in our community, through volunteering or other activity; and inspire us towards the welfare of animals and conservation.

Finest Feast

The Yummiest of Awards!

For a local pet food manufacturer who continue to strive to give you the healthiest, most nutritious food, for your pet.

Greatest Pet Product

To any innovative, high quality pet or animal product that has brought excitement, ease and happiness to you and your pet.

Outstanding Pet Shop [No Pets]

For a pet shop that gives expert advice, looks after your pets' needs and offers high quality products and services.

Top Trainer

For an animal trainer that offers proven training methods to build a more lasting, healthier relationship between humans and animal.

Open to all animal categories.



How can I receive maximum exposure?

There are two levels of sponsorship available, Gold and Silver.

Gold Sponsorship - AUD\$500.00

- Company logo displayed on:
 - all promotional material (i.e. posters, flyers, etc)
 - all informational material sent to all industry nominees
 - Paws & Claws Winter and Spring Issues (out June 1st and Sep 1st) - alongside exclusive awards coverage
 - Paws & Claws web site's Awards Homepage for a period of 12 months - this will be viewed by every single visitor, voter and nominee of the awards.

Silver Sponsorship - AUD\$300.00

- Company logo displayed on:
 - all informational material sent to all industry nominees
 - Paws & Claws web site's Awards Homepage for a period of 12 months - this will be viewed by every single visitor, voter and nominee of the awards.

**To take advantage of these great sponsorship opportunities,
request your Sponsorship Pack today!**

Email awards@pawsandclaws.com.au or

Call (07) 5594 7998.

Award Fee & Rules

All organisations, businesses and individuals that have been nominated and/or have registered to participate in the 2009 Paws & Claws Awards will be contacted prior to the release of the final nominees list.

An Application Form will be sent to all prospective nominees outlining the rules and regulations of the Awards. This form must be signed and returned with the registration fee of \$10 - per category.



How do I get people to vote for me?

- Create support groups

For those of you with a shop front or clinic, your 'support group' would be your admin staff/receptionist/sales reps, what you need to do is get them excited so that their excitement follows through onto your clients.

"I believe that education is all about being excited about something. Seeing passion and enthusiasm helps push an educational message"

Steve Irwin

If your staff are passionate and excited about the cause and believe in what you and your organisation/business stands for, than they are the best promotion you could have.

For those of you that do not have a shop front, your support group would be your family, clients, friends and supporters, and the same goes for them. Get them excited!

Stamps with your address already on the forms are also a great idea.

Other ways are via bulk emails or newsletters as well - you can provide a link directly to the voting form. (http://www.pawsandclawsonline.com.au/paws_claws_awards.cfm), and for the computer savvy try networks such as Facebook, Bebo and MySpace to let your supporters know you have been nominated!

Contact Details:

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