

For the  
**LOVE**  
of **DOGS**



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# Who are we?



**Anna Dengate**

BMedSc BVSc FANZCVS  
Founder of the "For the love of dogs  
Academy", Director The Vet's North.



**Mr Scott Williams**

A seasoned strategy, operations and  
transformation leader.



**Dr Alicia Kennedy**

Social-hearted vet and  
director at Cherished  
Pets



**Ms Jessica Timmins**

Co-founder at  
Barry street consulting



**Mr Ralph Stonell**

BEcon,FCPA, GAICD,  
Director of Northside  
Emergency Veterinary  
Service and Finance  
Executive



**Dr Jennifer Wingham**

Veterinary practice owner  
at Mona Vale Vet, Director  
at Northside Emergency  
Veterinary Service



# WHY "FOR THE LOVE OF DOGS"?

## Social Benefits

*(McNicholas & Collis, 2000).*

## Wellbeing Benefits In People

*Living With Disability*

*(Crowe et al., 2014).*

TIME WITH DOGS LEADS TO

## Physical Health Benefits

*(Vormbrock & Grossberg,  
1988)*

## Mental Health Benefits

*(Crossman et al., 2018)*

## Academic Performance Benefits

*(Banks et al., 2018), (Hall et  
al., 2016).*



# SO, DOGS ARE GREAT, WHAT IS THE PROBLEM?

## Poor Inclusion in Animal Care Sector

7.4% of people employed in the vet sector report a disability, relative to 13.5% of people employed on other sectors

## Barriers To Pet Ownership in Disabled Community

People living with a disability often can't own pets for financial, housing, or logistical reasons

## Barriers To Formal Training Pathways

There are barriers to completing TAFE certificates, as they require work experience in clinics with poor inclusion



# INTRODUCING...



The "For The Love Of Dogs' Academy" is a doggy daycare centre, servicing the growing need for pet care services for local pet owners.

Within the doggy daycare setting, we run programs for people living with disabilities to get daily benefits from their interactions with dogs, and learn about safe animal ownership and care.

# The 4 Academy programs

Programs with social outcomes

Pat & Chat

Wag & Walk



Animal Advocate  
training

Vet team  
training

Programs with employment  
outcomes



# Social programs:

## Pat & Chat and Wag & Walk



### Who?

Any animal lovers living with disability who would prefer to go about their daily activities surrounded by dogs.

### Program

Movies, Art workshops, sports training and fitness groups to name a few! Any activity that is safe for dogs to be involved with. Pat & chat is based in the doggy day care, Wag & walk is community based.

### Funding

Revenue generated by the doggy day care fees and NDIS funding

### Desired outcomes

The physical and mental health benefits of interacting with dogs  
Improved social connectedness and sense of belonging.



# Animal Advocate Training



## Who?

Any animal lovers living with disability who are interested in employment in the animal industries (doggy daycare, grooming, training, dog walking etc).

## Program

This is a formal training program, combining a TAFE certificate II in animal care with employment skills training program. Advocates will be allocated a dog within the daycare each day, and supported to walk, bathe, medicate and do basic training, whilst participating in structured learning.

## Funding

Revenue generated by the doggy day care fees and NDIS funding

## Desired outcomes

Casual or permanent employment (either voluntary, supported, or meaningful paid) in animal industries. Graduates of this program will be supported to work with the pet-owning community in roles to support pet ownership (eg walking, pet sitting, medicating etc).





# Vet team training



## Who?

Graduates of program 2 who are interested in advancing their training to veterinary medical roles.

## Program

This program sees the animal advocates move into a controlled veterinary clinical environment and support to complete Certificate IV in veterinary nursing, or a doctorate of veterinary medicine.

## Funding

NDIS funding and ongoing financial support from our veterinary partner, The Vet's North.

## Desired outcomes

Access to meaningful employment in a rewarding industry, and all the benefits of spending your days with dogs.



# WHO ELSE BENEFITS?

## Pet Owners

With increasing anxiety amongst pets, as owners need to return to the office, there is a need for more community and support for pet owners.

## Animal Care Sector

The Veterinary industry is in crisis, with poor mental health, a loss of sense of purpose, and a staffing crisis.

## Our Impact

Graduates from Animal advocate program participating in casual or supported employment help support pet ownership in other marginalised community members.



## Our Impact

Graduates of our employment training will be employed within the veterinary sector resulting in the following outcomes for the vet industry:

- Relief from being short staffed.
- Return of a sense of purpose in veterinary team
- Relieving anxiety in hospitalised patients (and therefore the veterinary team)
- Improving diversity and inclusion in animal care industries

# THE ACADEMY IMPACT METRICS

## Demonstrating Our Impact

### Increased Mental & Physical Well-being

Participants in all programs, pet owners, and animal care sector stakeholders

- Survey all participants on wellbeing measures and self or carer reported wellbeing
- Survey customers on quality and impact of experience



### Number of New Community Connections

Participants in all programs, pet owners, and animal care sector stakeholders

- Track number of new customers to the academy
- Survey participants and customers for numbers of new interactions

### Number of Animal Advocates Trained

For people with a disability

- Track number of trainees in each program
- Survey trainees on quality and impact of training

### Number of People Experiencing Human-Animal Bond

For people with a disability

- Track number of human/animal interactions
- Survey customers on quality and impact of experience

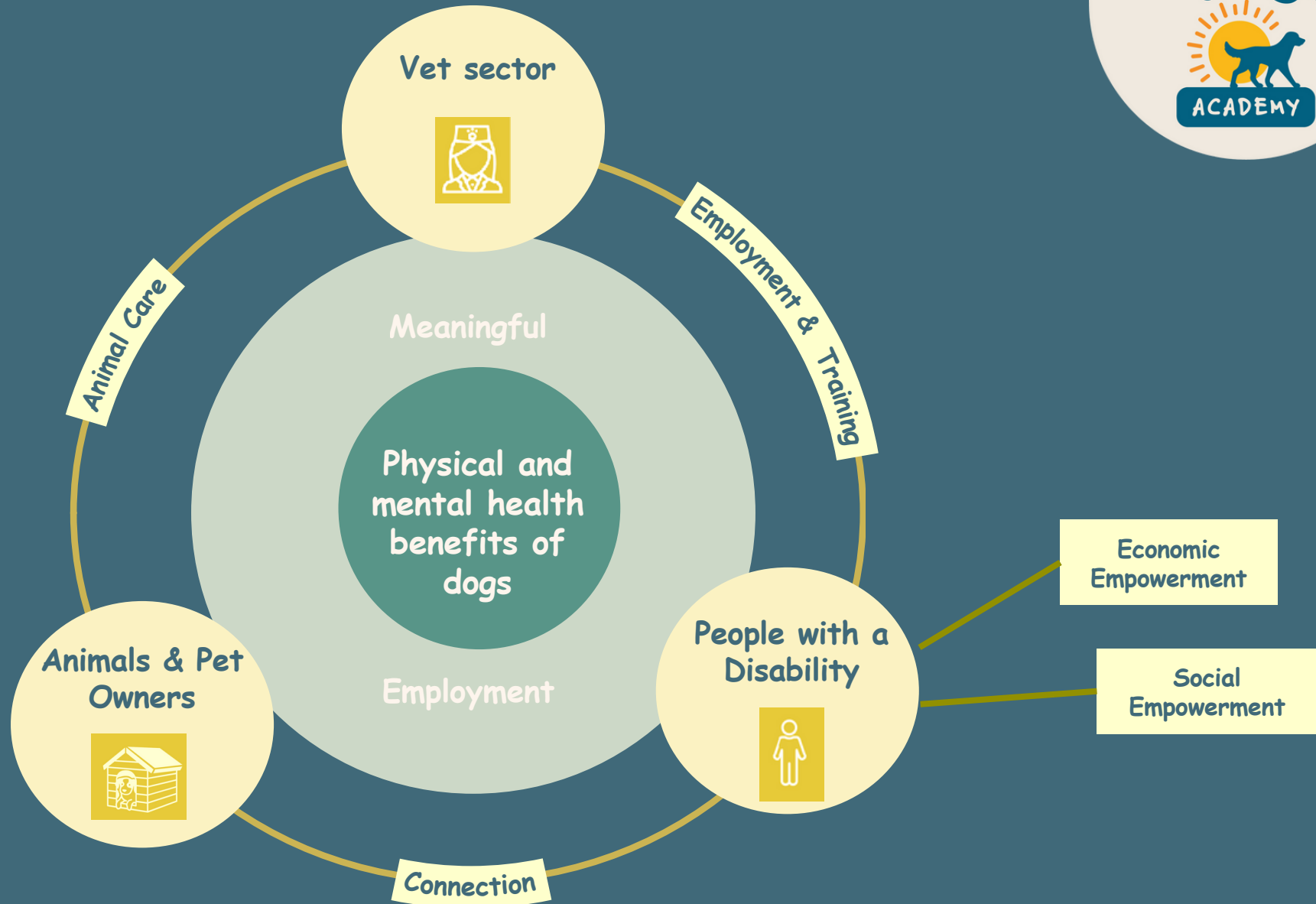
### Number of Meaningful Jobs Created

For people with a disability

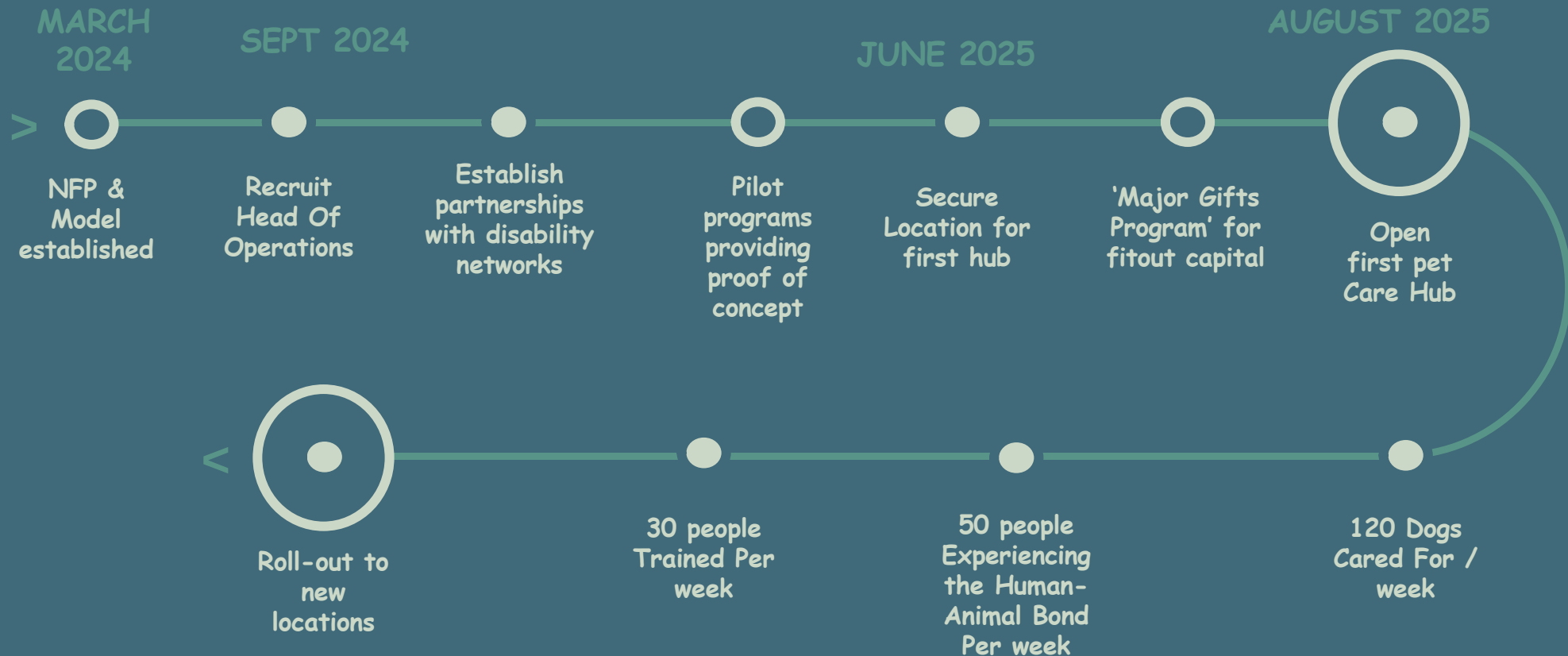
- Track number of new jobs created
- Track number of jobs sustained for > 6 months
- Survey employees for quality and impact of job



# OUR IMPACT MODEL



# THE ACADEMY TIMELINE



# WHAT IS THE PET CARE HUB?

A small facility with simple fit-out to accommodate up to 30 dogs and 10 participants in program 1 and 2 per day.



AUGUST 2025



Open  
First Pet  
Care Hub

50 people  
Experiencing  
the Human-  
Animal Bond  
Per week

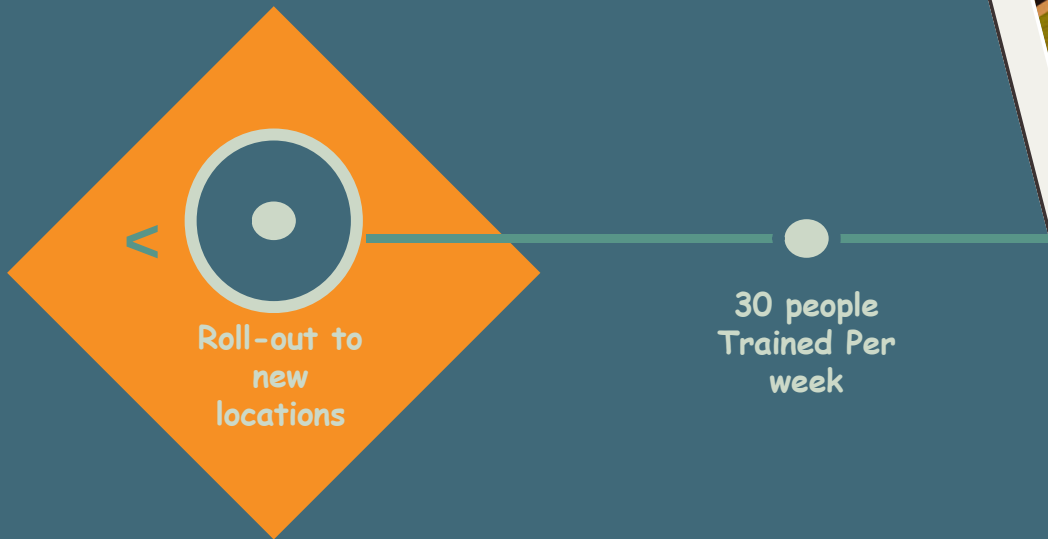
120 Dogs  
Cared For /  
week





# WHAT'S THE ACADEMY THEN?

The academy is a semi-rural facility on a minimum of 4 acres of cleared land. The first building established is a pet hub, with programs 1 and 2 running through here. Second, a veterinary clinical training facility will be built onsite for program 3 participants. Additional pet hubs can also be added as required to streamline scaling.



# THE ACADEMY FUNDING MODEL

## Prior To Launch

Philanthropic seed or grant funding is required to fund fitout and operational costs in the lead up to launch

## Program operations

Programs are self funded through revenue in the doggy daycare service.

## New Location

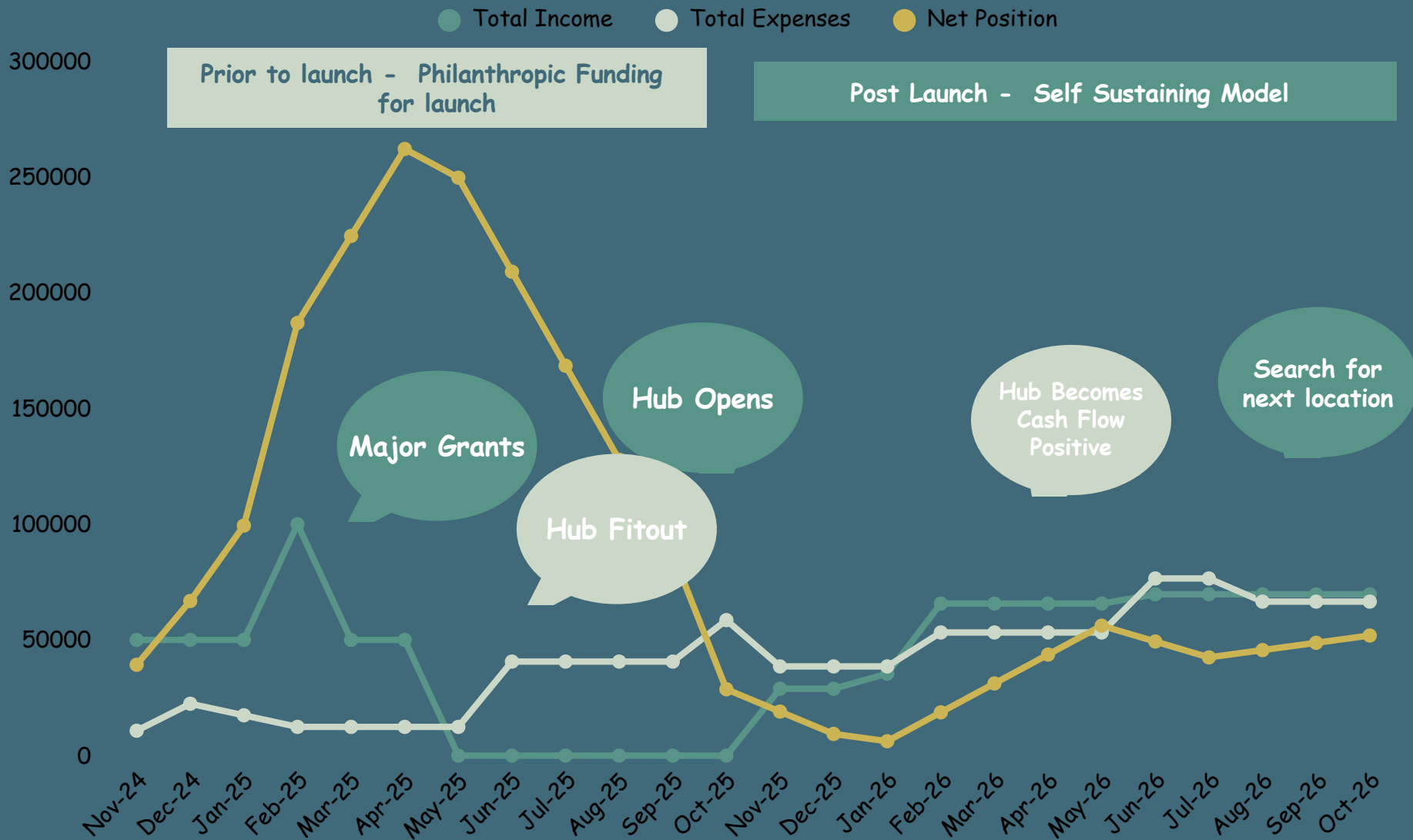
Philanthropic or grant funding will be required to scale our impact







For The Love Of Dog will build a financial sustainable model which is will initially be funded by a \$350,000 'major grants' program



# THE ACADEMY'S ASK

Help us raise \$150,000  
for launch



Register your interest in using our  
day care, training programs, or  
working with our graduates

Connect us to a collaborator who can  
help support our mission of  
amplifying the benefits of dogs in our  
communities.

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