



Pack News

Shop 1/135-137 Parramatta Rd Homebush
0406 910 381

SUMMER 2024



UPCOMING PUBLIC HOLIDAYS

We will be closed
EASTER LONG WEEKEND

18.4.25 - 21.4.25

ANZAC DAY

25.4.25



Upcoming Event

EASTER GARDEN
PARTY

WEDNESDAY
16 APRIL



Aroooooo!!

Autumn is finally here! I know I will certainly be grateful for the milder Autumn days ahead of us, and the opportunities that brings to have my own little wolf pack out exploring more of our wonderful country landscapes. Cooler weather means more adventures for my little wolf pack.

You may have noticed some new faces around the Centre. We have recently welcomed Chanelle and Cale to the team. Chanelle is our new junior, fresh out of school and full of enthusiasm. Cale has joined us from a kennel background, she also has zoo experience and childcare experience. We're excited to welcome both amazing women into the Auntie ranks. Our little wolves are already forming great bonds and enjoying having new people to interact with.

We do have one change coming in the next month. Our booking App, Pet Exec, will be transitioned to a new booking system, GINGR. GINGR is owned by the same company as Pet Exec. so we're anticipating a smooth transition with a go live date of April 18. Full details on this can be found on page 3.

That's it from me for now. Have a furbulous day!

Ashka

We're thrilled to bring you a truly stunning opportunity.



Saturday 29 March

We will be hosting the talented
Magda, from Capturing Light
Photography.

The session theme is Light and
Shadow, a technique that creates
truly striking portraits, that are a
true work of art.

Don't miss this wonderful
opportunity to create a striking
memory of your little wolf.

All files will be edited and presented
as high resolution files, perfect for
creating large scale prints to display
in your home.



Limited spaces available, click to book!



CAPTURINGLIGHT
photography



NEW BOOKING SYSTEM

What's Happening?

In November last year our current booking system was sold to a larger parent company. As a part of their process to ensure all Pet Exec clients are using the best software package to meet their business and client needs, we are being migrated to their premium software package, Gingr.

What do I need to do?

For now, you don't need to do anything, you will continue using Pet Exec until you receive your new system notification from Gingr. This is anticipated to be 18 April at this stage. We will keep you updated to any additional changes in timeline.

Is my data safe?

Yes absolutely! Any credit card details we have on file for clients will be unable to be transferred, due to data encryption. All other information will remain Little Urban Wolves intellectual property and kept in our business portfolio.

What will be new?

The Gingr booking App will be more intuitive for scheduling Daycare and Health and Hygiene services.

We will have more flexibility for sending quotes for membership and health and hygiene services.

You'll still receive your regular vaccination and package expiry reminders, we're working with Gingr to continue making life as simple as possible when it comes to caring for your Little Wolf.

When will the App be live?

At this point we're working with Gingr to have a GO LIVE date of 18 April 2025. Ashka will email from the Gingr system the day prior.

We will keep you updated and be available to support you through this transition period. We understand new systems can take some adjusting to, this is a journey we are excited to share with you.





AUTUMN 2025

LITTLE WOLF BEHAVIOUR

Arousal in Dogs

Arousal is a state of stimulation, which can be drawn from various external stimuli. As arousal increases, a dog's ability to process thoughts and regulate emotions, and behaviour can become challenged. By understanding the impact that arousal can have on our dogs, we're better able to meet their needs and support them through various situations, minimising stress and possible injury.

Arousal is a response to stimuli, which can be negative or positive. If your dog is obsessed with balls, they may likely become aroused when playing with a ball. This may even be to the point they stop responding to your direction. If another dog tries to play, they may respond with a heightened reaction to the other dog.

Conversely, you may have a dog that is fearful of visiting the vet. You may notice that your attempts to calm your dog are at a loss as your dog grows in arousal. Should the vet move to fast, or touch in a perceived threatening way, your dog reacts and may even motion to snap at the vet.

You may perceive these are two unrelated examples. However, both dogs are experiencing the same arousal response. In

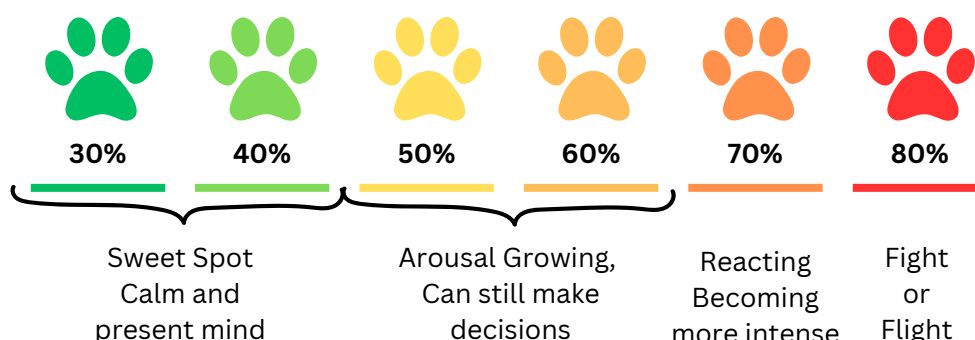
each scenario the arousal begins at 55%, a moderate response in both cases. This arousal develops to 70%. At 70% our dogs struggle to respond to us, and reactions begin intensifying. When the final stimuli of another dog or the vet touching occurs, the dogs hit 80% arousal. At this point, both dogs are in fight or flight, they are driven by instinct. This is when owners quite often report they don't recognise their own dog. And it can be scary.

When a dog builds to 65% arousal, it becomes harder to break through the mental wall which is created. To manage arousal effectively, knowing how to read your dog's signals is essential. By establishing calm, trusting relationships with our dogs. We're able to support them in regulating their arousal, avoiding stressful outbursts and possible injury.

Dogs need to be capable of self regulating arousal. Our connection should also be strong enough that they trust our judgement when it's required to shift focus and return to calm.

With proper guidance, practice and consistency, you can help your dog properly control their arousal.

AROUSAL SCALE





DAYCARE MEMBERSHIPS

15% off
workshops

10% off
store
purchases

20% off
private
training

Heavily
discounted
event
tickets

MEMBERS GET MORE!

Select weekly visits | Charged monthly

Under 15kg

1 Day

1 dog	\$261.02
2 dogs	\$484.35

2 Days

1 dog	\$516.46
2 dogs	\$963.13

3 Days

1 dog	\$766.31
2 dogs	\$1436.31

Unlimited

1 dog	\$1021.75
2 dogs	\$1915.08

Over 15kg

1 dog	\$280.50
2 dogs	\$520.50

1 dog	\$555.00
2 dogs	\$1035.00

1 dog	\$823.50
2 dogs	\$1543.50

1 dog	\$1098.00
2 dogs	\$2058.00

MEMBERSHIP ADD ON SERVICES

Teeth Clean

from
\$42.50 a month

Nail Clipping

from
\$5.65 a month

Weekly Walks

from
\$41.67 a month

Membership add ons are calculated to a monthly payment. Teeth cleaning is scheduled monthly, nail clipping 6 weekly and daycare walks are available up to 3 time a week.





AUTUMN 2025

BIRTHDAY EVENTS

LET US MAKE THEIR BIG DAY SPECIAL!

This year we've grown our birthday events to be a full experience available to all Little Wolves.

How to book? We'll reach out prior to their birthday to offer you event options.

Birthdays begin at \$120, including a Woof Gateaux Cake OR we can create a NORM celebration, that is as individual and unique as your little wolf.



Snack packs are also available to gift to your little wolf's friends, starting at \$4.00 a pack. Packs have a range of healthy snacks to choose from, with a bespoke label thanking each pup friend.



Little Urban Wolves



EASTER Garden Party

Wednesday 16 April

Games Treats
Surprises

Tickets \$74
On Sale 9am Sunday 30 March

