



FOR THE LOVE  
OF DOGS  
ACADEMY

# Who are we?



**Anna Dengate**

BMedSc BVSc FANZCVS  
Founder of the "For the love of dogs  
Academy".

**Ms Jessica Timmins**

Co-founder at  
Barry street consulting



**Mr Scott Williams**

A seasoned strategy, operations and  
transformation leader.

**Mr Ralph Stonell**

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



**Dr Alicia Kennedy**

Social-hearted vet at Cherished Pets

**Dr Jennifer Wingham**

Veterinary practice owner at  
Mona Vale Vet



# Why "for the love of dogs"?

Social Benefits  
*(McNicholas & Collis, 2000).*

Mental Health Benefits  
*(Crossman et al., 2018)*



TIME WITH DOGS LEADS TO

Physical Health  
Benefits  
*(Vormbrock & Grossberg, 1988)*

Wellbeing Benefits In  
People Living With  
Disability  
*(Crowe et al., 2014).*

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...

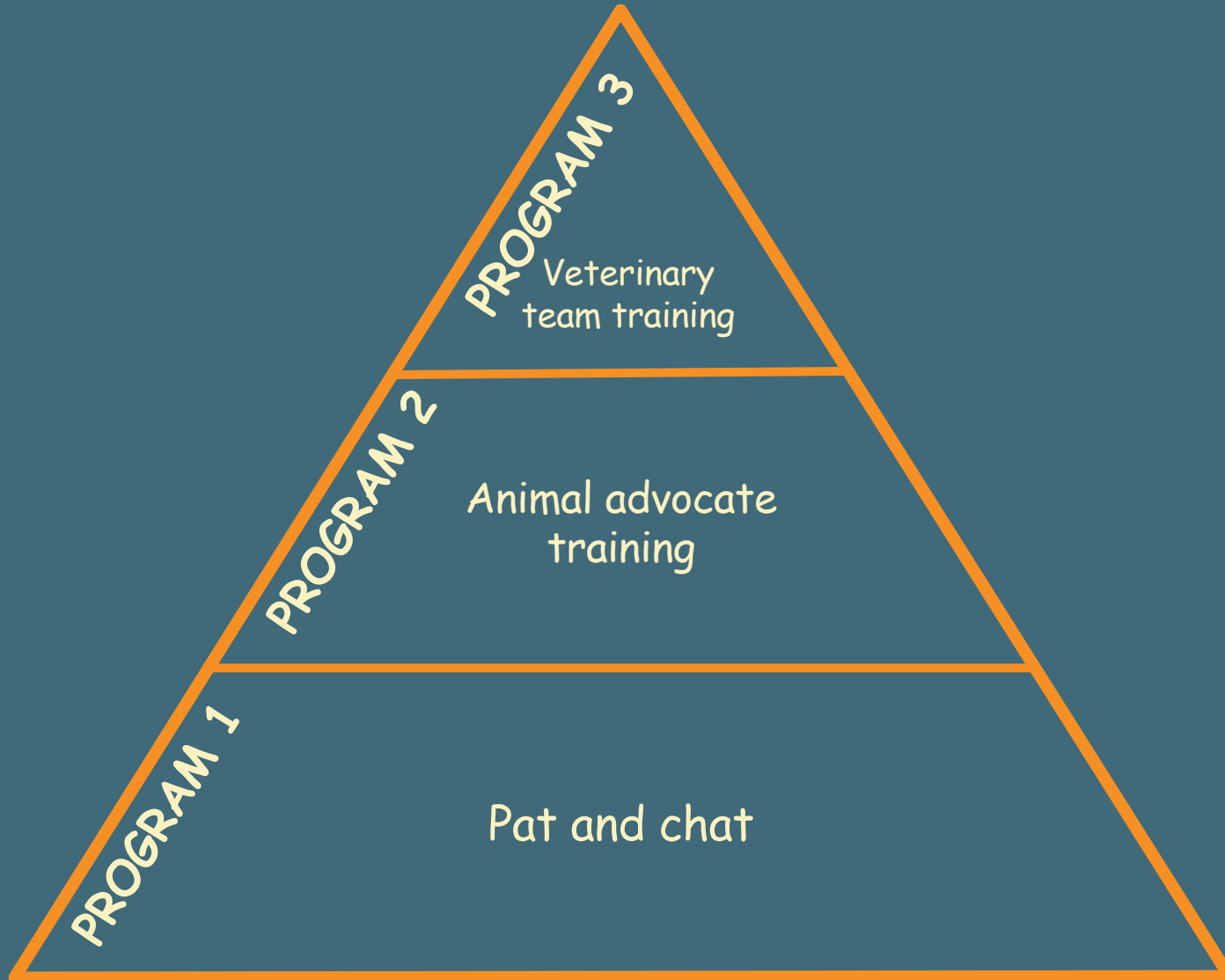


The “For The Love Of Dogs’ Academy” is a doggy daycare centre, servicing the growing need for pet care services for local pet owners.

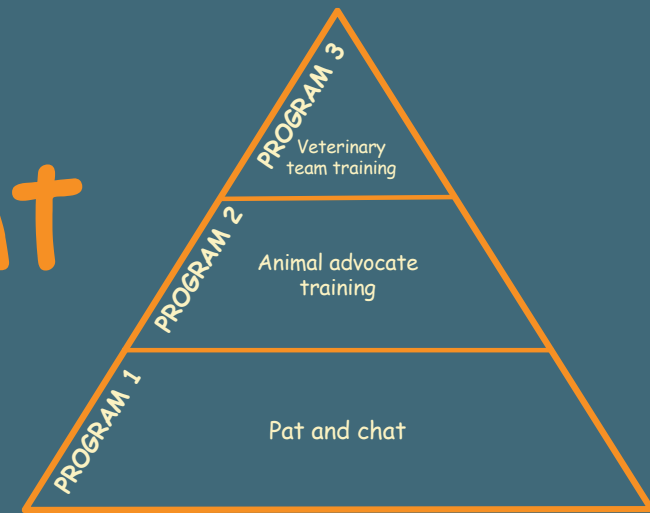
Within the doggy daycare setting, we run 3 programs for people living with disabilities to get daily benefits from their interactions with dogs, and learn about safe animal ownership and care.



# The Academy programs



# PROGRAM 1: PAT & CHAT



## 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

## Funding

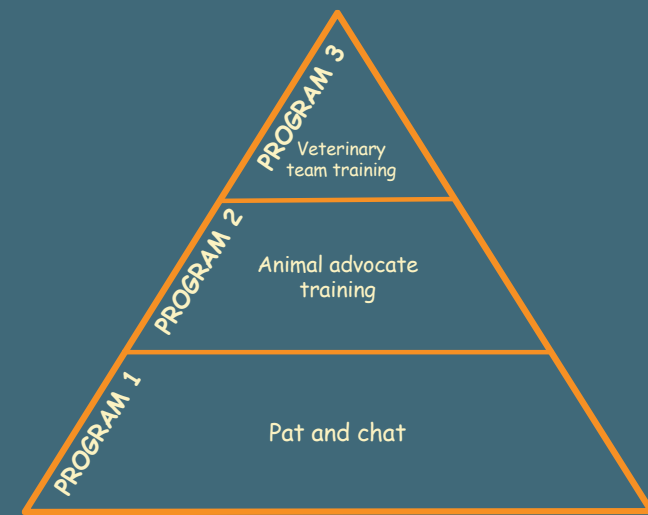
Revenue generated by the doggy day care fees and NDIS funding

## Desired outcomes

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



# PROGRAM 2: 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 handling 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

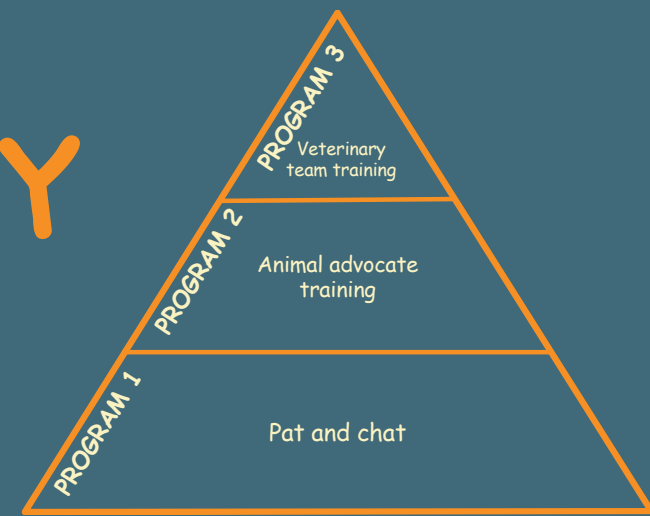
## Desired outcomes

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).





# PROGRAM 3: VETERINARY 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

Impacts of Graduates from program 2 participating in casual or supported employment help support pet ownership in other marginalised community members.



## Our Impact

Graduates of program 3 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

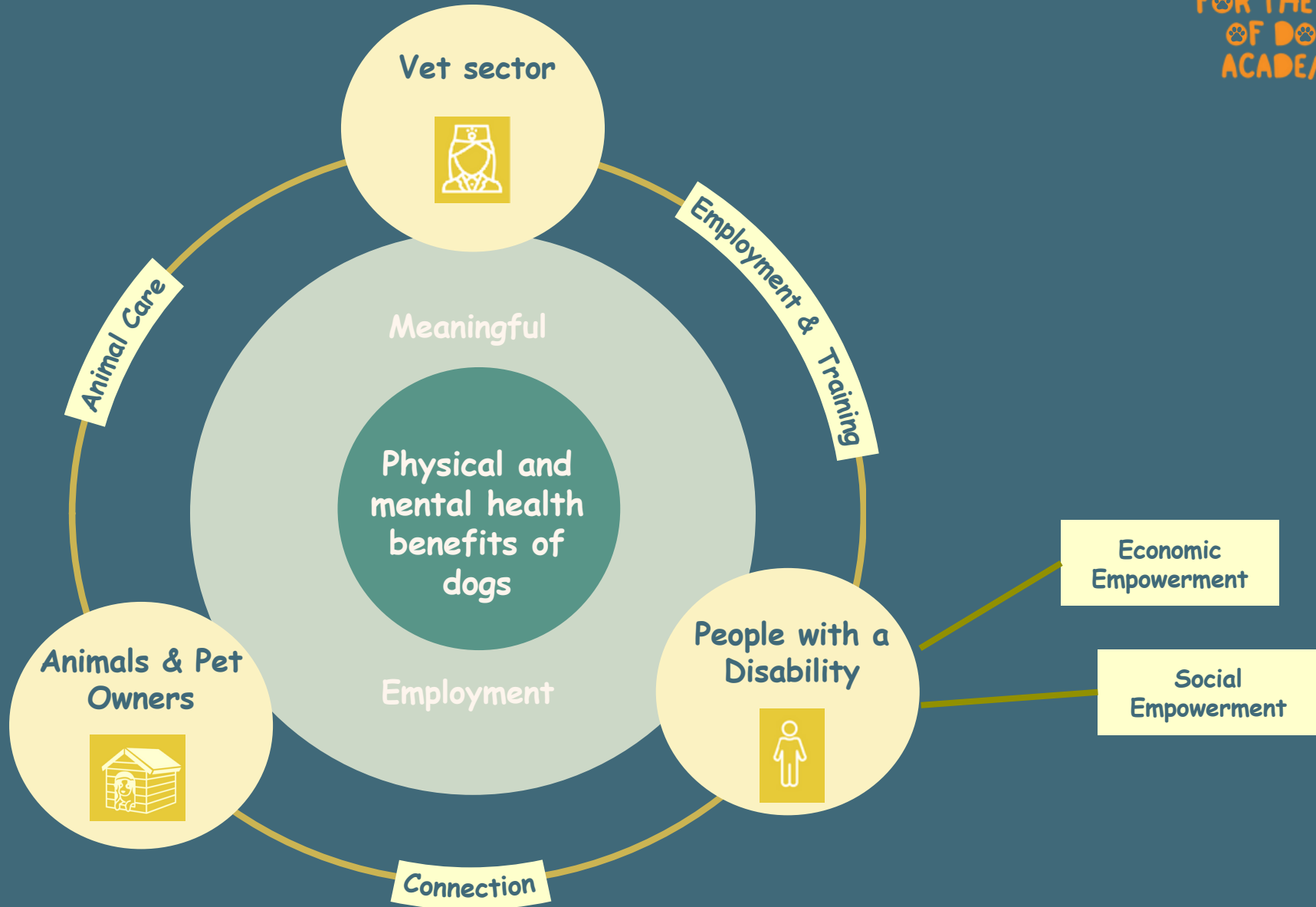
- Track number of human/animal interactions
- Survey customers on quality and impact of experience

### Number of Meaningful Jobs Created

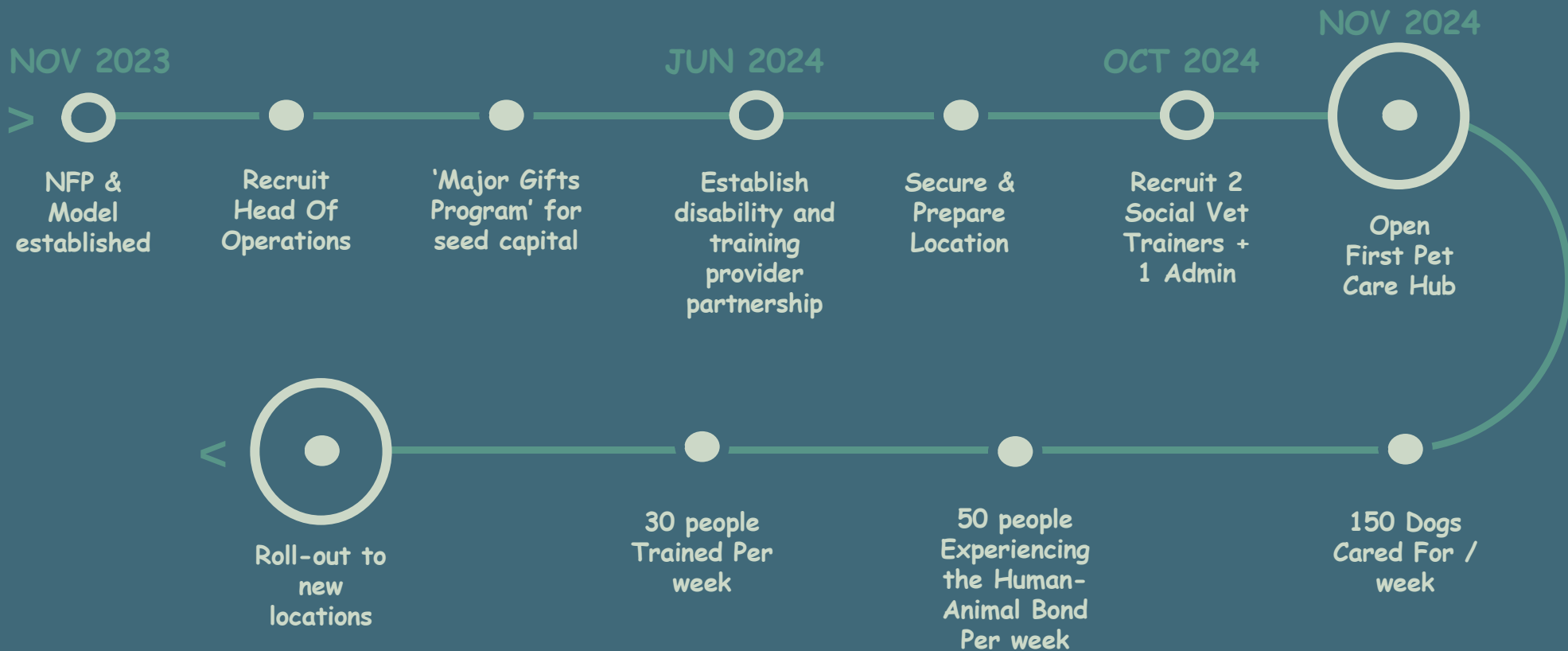
For people with a disability

- 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



# THE ACADEMY FUNDING MODEL

## Prior To Launch

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

## Post Launch (program 1 & 2)

Program is self funded through revenue in the doggy daycare service.

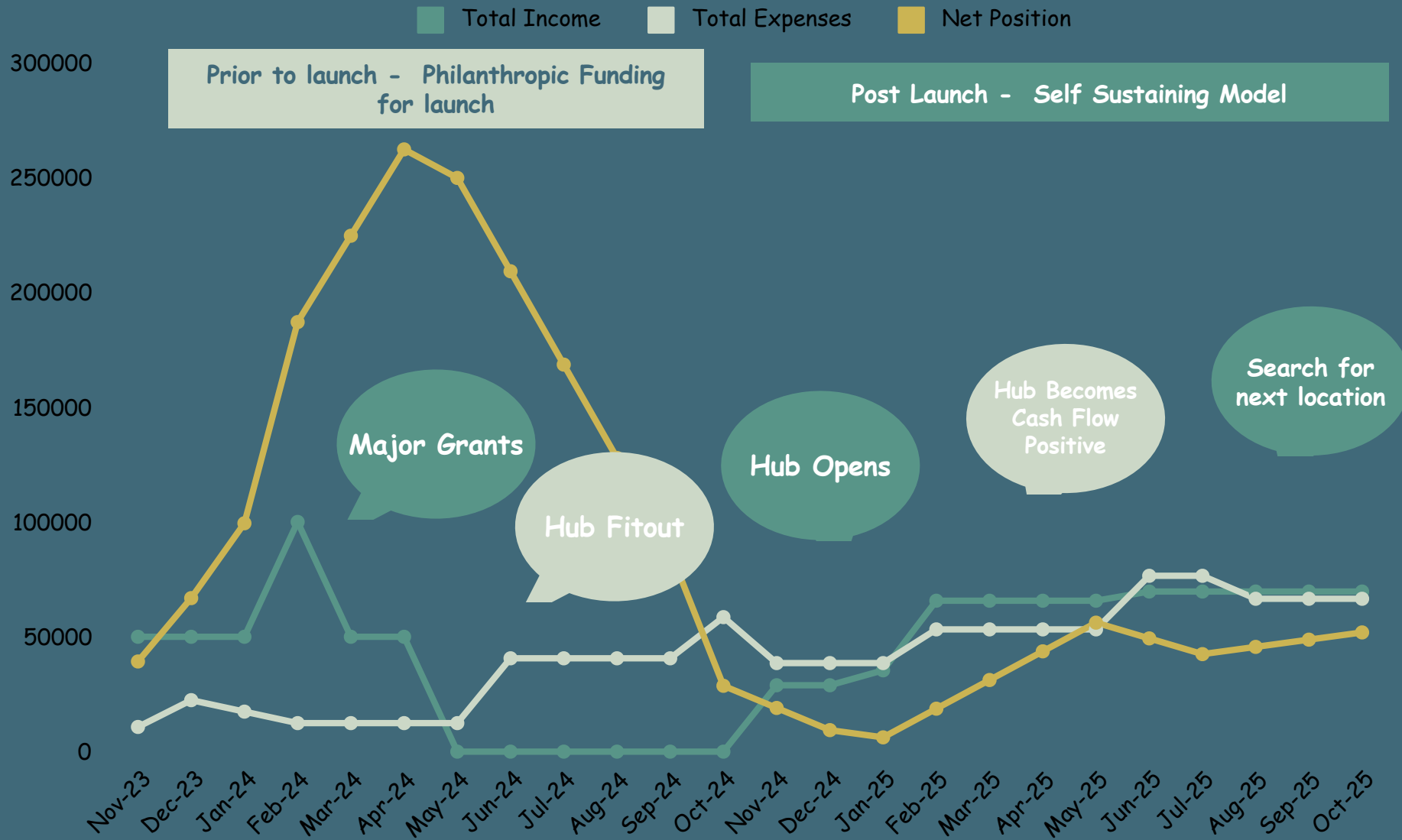
## New Location

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 \$350,000  
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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Contact us: [hello@vetsnorth.com.au](mailto:hello@vetsnorth.com.au)