

Pooch News



Your pooch clean, flea free and smelling great... or it's FREE!

IN THIS EDITION

How to raise a friendly dog
Why rescue a puppy?
Things our dogs need from us the most!
Snake safety
Competitions

PLUS MUCH MORE...

ASSISTANCE DOGS

The Aussie Pooch Mobile Dog Wash & Grooming philosophy of 'We Care' not only relates to cleaning and caring for dogs, it is also strongly tied to caring and helping the community.

THE AUSSIE POOCH MOBILE CONTRIBUTION

Aussie Pooch Mobile has been continuously fundraising through the Variety Children's Charity for Assistance Dogs and incredible children since 2007. Over this time we have helped connect a number of very special dogs with special kids. We are overjoyed to be a part of such a wonderful cause.

ABOUT EMPOWER ASSISTANCE DOGS

The team at Empower train very special dogs to enhance the quality of life of physically or mentally challenged persons while still maintaining as much independence for the handler as possible. As a result the dog will be a permanent working companion for the disabled handler. They will assist with a myriad of task work but whilst still having the handler work and interact as much as physically or mentally possible. The assistant dogs support not only the child, but their family as well. A new litter of specifically bred assistance dog puppies were born in July 2017. They are all undergoing specific training and are getting them out and about to experience different situations. These puppies and the other dogs currently in training are progressing really well.

EVERY LITTLE BIT HELPS

Your generosity means the Empower Team, Variety and socially responsible, caring businesses like Aussie Pooch Mobile Dog Wash can raise, train and locate more assistance dogs to empower these special children. Your donation is tax deductible (over \$2) and every dollar helps.

To donate to this worthy cause visit:

<https://varietyfundraisers.everydayhero.com/au/aussie-pooch-mobile>



AussiePoochMobile.com.au
1300 369 369
THE MOBILE DOG WASH THAT COMES TO YOU



AUSSIE POOCH MOBILE ADDITIONAL SERVICES

At Aussie Pooch Mobile we understand that every pooch is an individual and that is why we offer a range of additional services like Dog Massage, Doggy Facials, Aromacare, our Easy Shed Service plus much, much more. You can add these services onto your classic hydrobath service to further benefit your best friend.

POOCH MASSAGE

Performed with a specific routine and technique to relax and soothe the tired sore muscles of your pooch. This includes the use of hydrotherapy that is performed with our hydrobath. **From \$8**

DOGGY FACIAL

Cleans, exfoliates and nourishes your dog's skin using our Aromacare Doggy Facial Cleanser. This helps with tear stain removal and doggy slobber. **From \$6**

AROMACARE

Aromas that are more than just a beautiful scent. Made with pure essential oils designed specifically for your pooch, both our Lavender and Rosemary Aromacare's create a longer lasting scent. **From \$4.**

THE EASY SHED SERVICE

Designed to remove excess hair from your dog's coat by following a specific routine while using our Easy Shed Shampoo and Static Stopper Detangler. As a result less hair fall will be left around your yard and home. **From \$10**

There are more additional services available. Ask your local Aussie Pooch Mobile groomer today for prices and what additional services they can perform on your pooch. Call 1300 369 369



SHOW US YOUR POOCH AND YOU COULD WIN!!

Photography Competition

For your chance to win monthly fabulous prizes, simply post a photo to our Facebook page and tell us what you and your pooch love about Aussie Pooch Mobile.

Your photo could earn you a Pooch Hamper filled with goodies for your dog worth over \$50!

You can enter every month if you like! We love seeing photos of your furry friends!

Winners drawn at random. Photos uploaded may be used as APM advertising material.

[Facebook.com/aussiepoochmobile](https://www.facebook.com/aussiepoochmobile)



PET PRODUCTS

Direct from your Aussie Pooch Mobile operator.



LOOKING GOOD

Brushes
Combs
Fly Control
Deodorants
Aroma Care



FEELING GREAT

Worming
Odour Elimination
Dental Chew (for teeth)
Breath Control
Health Supplements
Flea and Tick Treatments



PLAY AND TREATS

Leads and Collars
Pooch Cookies
Liver Treats
Doggy Toys
Healthy Treats



EXTRA SERVICES

Participating Area
Grooming
Clipping
Medicated wash
Other



POOCH GIFTS

Birthdays
Christmas
Celebrations
Purchase a special gift for your dog's special occasion.



GIFT VOUCHERS

Give your pooch-loving friends an Aussie Pooch Mobile Gift Voucher.



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1300 369 369
THE MOBILE DOG WASH THAT COMES TO YOU

HOW TO RAISE A FRIENDLY DOG

Ever since early history dogs have developed a special bond with humans. As pack animals dogs have a need for companionship, love, security and friendship. As humans, we share many of these same needs. Over the years this had led to dogs being right by our side as man's best friend. All dogs are loyal and friendly when they are treated right and trained correctly. For all training the key is having the right timing to reward your pooch. It's best to use a short sharp word like 'yes' when he has done the right thing. And remember the key to having a well behaved pooch is reward not punishment. Here are a few tips to help you raise the friendliest pooch you can.



SCHEDULE PLAYDATES

Puppy play sessions are always beneficial to ensure a friendly, well-rounded pet. During play, dogs determine their role in the social hierarchy and learn how to properly approach and interact with their own species. New dogs and puppies should have practice interactions with other dogs inside the home, outside while on a leash, and in an off-leash fenced setting.



PROVIDE IN-HOME AND IN-PUBLIC SOCIALISATION SESSIONS

Just as important as learning to act appropriately around other dogs, new pups must also learn how to behave around humans. Socialisation

with people is important to ensure that your dog does not suffer undue stress and anxiety at the vet, groomer, or boarding kennel. It also reduces the risk of liability from a fear-induced dog bite. Encourage frequent visitors to your home as training exercises and provide lots of fun public visits to pet-friendly establishments so your pup can learn that strangers are not always threatening.



TEACH BASIC COMMANDS

You may think it is cute when your dog jumps up as a greeting, but your 2-year-old niece or 90-year-old neighbour may disagree. To prevent accidents and misunderstandings, dogs should learn to master basic commands like "sit," "stay," and "down." When training your dog keep the sessions short & sweet. It is better to train for 10 minutes a day then to do a 1 hour session once a week. Your dog will lose concentration and most likely get frustrated. It is also important to remember that practice makes perfect.



LEARN TO REINFORCE GOOD BEHAVIOUR AND DISCOURAGE BAD BEHAVIOR

This can be a difficult one! You may actually be encouraging your dog's behavioural issues without even realising it. For example, yelling at a barking dog may reinforce that loud noise is the way to deal with exciting stimuli. Also, picking up and cuddling a fearful or aggressive dog rewards negative behavior.

Ask your local Aussie Pooch Mobile operator for any extra training tips!

FAMILY BUSINESS – FAMILY VALUES – FAMILY MATTERS

When you join Aussie Pooch Mobile, it truly is like becoming part of a big family. With the full support of her own family, the then 21 year old Christine Taylor, commenced Aussie Pooch Mobile in Queensland in 1991. Today Aussie Pooch Mobile Dog Wash and our operators are extended members of our customers family providing a service that cares for your pooches.

Our franchise family are provided with the support and guidance to help ensure they enjoy what they do and have the good fortune of earning a great income.

Not only do we have successful franchisees that have been with us for over 20 years, we also have sons and daughters operating businesses as well.

Read about some of those stories below...



Karen Lechner has been with Aussie Pooch Mobile since 1996. She had originally owned franchises on the Southside of Brisbane and then sold these to take the opportunity of moving herself and her young family to Melbourne to help the company expand further. Karen now operates a number of franchises in Melbourne with the help of her daughter Courtney.

Karen says, “There are plenty of family members operating this business together, but now we may just be seeing the start of our 3rd generation of family as Courtney has just announced she is expecting a little one in May 2018!”

Troy Nicholls bought a franchise on the Gold Coast in QLD then decided to sell her thriving business, when she started her family as she truly wanted to embrace the mum experience. Now that Troy’s son is at school she has come back to us.

Troy says, “I find the flexibility of being able to work around school pick up times and my son’s hobbies great.”



Mark Welham commenced his career with Aussie Pooch Mobile as a franchisee over 23 years ago. Mark and his family have played a big part in the success that Aussie Pooch Mobile is today. Mark is the team leader of our support and training team and takes pride in making sure all operators receive the support they deserve while being apart of our Aussie Pooch Mobile family. Mark will be happy to speak with you about the opportunities available and organise for you to go out on a discovery day with one of our franchisees in your area, so you can see first hand what this family business entails.



JOIN OUR FAMILY

If you love dogs and would like to join in the success of Aussie Pooch Mobile where family values and family matters, then contact Mark Welham on 0411 553 796 or opportunities@aussiepm.com.au or visit www.aussiepoochmobile.com.au

We also offer a no obligation Discover Day with one of our franchisees to trial this Pawsome opportunity and see what it's all about! We look forward to hearing from you!



ITCHY BUMS

Dogs 'scooting', or dragging their bottoms along the floor, can sometimes be dismissed by owners as funny dog behaviour or mistaken as a sign of worms. However, in most cases, it's a sign that they're suffering from anal gland irritation - a common problem which, if untreated, can lead to some fairly unpleasant procedures at the vet clinic.

Anal glands are small glands that are located under the skin on either side of the anus. The glands are designed to secrete an oily semi-liquid substance when the dog passes faeces. Just a bit gross but it's true! Generally anal glands take care of themselves but you can prevent them from being a problem by feeding your dog uncooked bones, whole oats and making sure they have a good quality balanced diet.

Speak to your local vet for further information and help with anal glands.



LOVE YOUR AUSSIE POOCH MOBILE EXPERIENCE?

Please tell EVERYONE! We love referrals and online reviews! Simply visit us on either Yellow Pages or [Facebook.com/aussiepoochmobile](https://www.facebook.com/aussiepoochmobile) and place a review.

Short and sweet is all we ask, thank us from your pooch for their bath and tell us what you love.

If you are not satisfied please give us a call and we will fix it!

Thank you so much for your continued support and business.



WHY RESCUE A PUPPY?

If you are looking at buying a friendly, loving addition to your family why not head over to your local shelter or rescue group and see if there is a pooch suitable for you. The main reason dogs are surrendered are for a change in family situation not because they have any issues. In fact many shelter dogs have already had some training. Just some of the benefits of rescuing a dog are listed below.

- You will be saving two lives: the life of the dog you adopt and the space that opens up for another dog
- Most dogs will already have their vetting completed
- Most of the time they will be able to tell you all about the dog's behaviour and personality
- Many adult dogs are already potty trained
- Most rescue groups will take the dog back if it's not a good fit for you
- The cost of adopting from a shelter is much lower than from a breeder
- The love and gratitude you will receive from a shelter dog is unlike any other

There are many larger shelters Australia wide including the RSPCA and Animal Welfare League that you can adopt from. There may also be some smaller local shelters in your area too. Why not adopt a puppy instead of buying from a breeder and save two lives!



THINGS OUR DOGS NEED FROM US THE MOST!

Our dogs are our family, and we always want to make sure that they have everything they need. Fundamental things like food, water, and shelter are a given, but what else is necessary to make our dogs' lives the best they can be?

UNDIVIDED ATTENTION (at least some of the time)

It's important to dedicate some time every day where our dogs have our undivided attention.

BOUNDARIES

We love to spoil our dogs, but they still need some boundaries and consistent rules put in place. It helps build a positive relationship and helps to avoid problem behaviours.

EXERCISE

While lots of dogs love lounging, they also need their fair share of exercise.

MENTAL STIMULATION

A destructive dog is often a bored dog, so make sure to keep that doggy mind busy with puzzles, toys, training and playing games.

GROOMING

This includes nail clipping, brushing, dental care and baths. The frequencies of these differ for each dog. If in doubt, ask your local Aussie Pooch Mobile groomer.

QUALITY FOOD AND WATER

The wrong food can cause all sorts of troubles for your pooch. Ask your vet what's best to feed your dog and make sure he always has access to clean water.



SNAKE BITES AND YOUR PET

Armed with curiosity and natural hunting instincts it is not uncommon for our favourite four legged friends to cross paths with a snake. At this time of year, even city dogs and cats can have these encounters in local parks, particularly those near bodies of water such as lakes and beaches.



FIRST AID

If you suspect your pet has been bitten by a snake you should immobilise your pet and try to keep them as quiet as possible. It is vital that you take your pet to a veterinarian as quickly as possible.

PRECAUTIONS

- **Use a leash-** When exercising them in bushland or near beach dunes.
- **Keep your backyard clean-** clear any long grass and remove any piles of rubbish.
- **Be aware-** when out and about be aware that there may be snakes in the area.

Some of the common symptoms of a snake bite:

- Weakness or lethargy
- Shaking or twitching
- Dilated pupils or difficulty blinking
- Vomiting
- Loss of bladder or bowel control
- Loss of function of body movements
- Rapid and shallow breathing
- Excessive drooling
- Paralysis, collapse, coma

IF BITTEN, GET YOUR DOG TO A VET IMMEDIATELY.

CARROTS, CARROTS, CARROTS

We all know that carrots are good for us, that they help our eyesight and keep us healthy and strong, but did you know that they are also very good for dogs too? Carrots are low in calories and make a really healthy treat option.

FLAVOUR...

Most dogs find carrots surprisingly delicious because of their sweetness. They also really enjoy the crunchy texture of raw carrots.

TEETH AND GUMS...

Raw carrots keep gums and teeth healthy by gently scraping the teeth and preventing plaque buildup.

NUTRIENTS...

Carrots are a natural source of Beta-Carotene which helps your dog produce Vitamin A and serves as an antioxidant to help prevent disease and infection.

BAKED OR STEAMED AS WELL...

Dogs cannot metabolise the nutrients of raw carrots. So if you want your dog to benefit from the overall goodness you would be best to serve them baked or steamed as well.

KEEP YOUR DOG REGULAR...

They are also high in soluble fibre and a great way to keep your dog regular. Just be aware that moderation is key for the digestive system so always start slowly.



KNOW YOUR BREED

POINTER



Bred for several hundred years to “point” birds and small game such as rabbits, the Pointer, also known as the English Pointer, is a versatile field dog and an exceptional family dog breed. They excel in many arenas, from the field to the show ring, agility to obedience. Energetic and fun-loving, they are well suited to active homes where they’ll be a member of the family.

The Pointer generally has a lifespan of 13-14 years and is instantly recognisable. From their long head to finely pointed tail, their entire body suggests their purpose: to point game for the hunter. The smooth coat of the Pointer is very easy to groom.

**“THEIR ALERT NATURE
MAKES THEM EXCELLENT
WATCHDOGS”**

When a Pointer scents game birds they stand tall and still, one foot raised off the ground, pointing the hunter in the right direction. Before the development of guns, this was an essential skill, as birds were netted rather than shot. When shooting birds became popular, the Pointer was still needed to point and then retrieve them.

Although they’re focused in the field — full of energy and

“hunt” — they are fun-loving and mischievous at home. For the Pointer who’s not a regular hunting dog, training and plenty of daily exercise will help channel their active body and mind into constructive pursuits rather than the destruction that can be wrought by a bored Pointer.

WIN A HOLIDAY!

Do you or anyone you know love dogs, would like to be their own boss and earn a great income? We have positions available for immediate start.

Simply by referring yourself or your friends, you can win a trip to the Sunshine Coast valued at over \$2000! **Speak with us today. For further information phone 1300 369 369.**



**YOUR LOCAL AUSSIE POOCH
MOBILE OPERATOR IS...**



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