

# FACT SHEET

May 2020



## Our Vision

Our vision is to relocate Diamond Valley Kennels and establish an additional breeding and boarding kennel facility.

Create a home-away-from home for all the gorgeous puppies we have bred and sold to loving families.

Provide a boarding facility for small dogs whose owners seek the best of the best in loving care and exceptional facilities.

Continue our breeding program to meet the demand of clients who want a puppy bred with passion and heart.



*Pic caption: Owner and operator of Diamond Valley Kennels, Lisa Howlett (left), with her beloved puppies and some of her amazing and professional team members.*

# FACT SHEET

May 2020



## Summary of what we are planning:

- Provide a state-of-the-art doggy boarding facility for up to 200 small dogs
- Offer bedroom-style accommodation with private large runs
- Spoil your beloved pets with heating and cooling, TVs and music
- Create large grassed areas for single or mixed play with other dogs
- Wait for this – build a pool and water park for the dogs
- Construct a separate nursery area for breeding – all with the highest level of care, accommodation and play areas.

## What makes our breeding program so special:

In addition to operating under the strict guidelines of the Pet Industry Association of Australia (PIAA) and the RSPCA, we:

- Allow our dogs to run free
- Supervise our dogs and puppies 24/7. Staff are on-site 7am – 7pm daily
- Provide an open-door policy for the public to visit on weekends
- Employ a vet who visits weekly
- Spare no expense when it comes to a dog's health
- Invite pending owners to visit with their children to decide if they are ready to welcome a puppy into their family
- Ensure all our breeding dogs only have four litters in their lifetime.

## Questions and Answers

### What does Diamond Valley Kennels do?

- Diamond Valley Kennels breeds first and second-generation toy and miniature Cavoodles, Spoodles, Dachshunds and selected cross breeds.
- We are the premier boutique breeder on the Sunshine Coast.
- Our philosophy is to shower our dogs with the love and the high-level care they deserve.
- Diamond Valley Kennels is a highly successful and professional business; we employ multiple staff members from our local community.
- We are a registered breeder currently licensed for 32 breeding dogs.
- We provide puppies to people who genuinely want one and demonstrate they will care for them with love.
- Owner and operator, Lisa Howlett, has been in the breeding and dog boarding industry for more than 20 years and she absolutely loves what she does. Lisa considers all the dogs and puppies in the facility as members of her family.

# FACT SHEET

May 2020



## What is the facility like?

- Our dogs get to play in green space all day long. In the evening, we put them to bed in their pens where they have all the comforts of bedroom style accommodation for pets including food, water, comfy beds and treats.
- Our dogs and puppies enjoy big shaded grassed yards which are bigger than most people's back yards. They are socialized with other dogs and people every single day.
- Our dogs have staff overseeing them every day from 7am till 7pm. It's worth noting that most households don't do that.
- We have a vet that visits the property weekly and our philosophy is that no expense is spared when it comes to a dog's health.

## How does the breeding program work?

- All of our puppies are born and raised in a safe, clean, loving and professional environment.
- We offer our customers the opportunity to bring their children in to spend time with the dogs and puppies before they purchase. That way, they can truly decide if they are ready to welcome a dog or puppy into their family. They also learn about compassion for animals, love and develop an amazing work ethic.
- We are advocates of safe and appropriate breeding. All our breeding dogs only have four litters in their lifetime and are de-sexed and re-homed at the age of five, which is compliant with the Pet Industry Association of Australia (PIAA) laws.
- We have a transparent, open-door policy. We open our facility to the public every Saturday and Sunday, with no appointments necessary. Anyone is welcome to drop in, have a look around and meet our gorgeous dogs and puppies. Appointments can be made during the week.

## What legislation is adhered to?

- We operate under the guidelines of the Pet Industry Association of Australia – PIAA.
- Through our membership of PIAA, we are also members of the Australian Companion Animal Council.

# FACT SHEET

May 2020



## What are the details of the development application that has been submitted to Council?

- Our existing facility is located at our family home and because we encourage an open-door policy, we felt it was time to separate our home from the facility and re-locate in order to future-proof the growth of our business.
- Nearly every client that purchases a puppy from us asks if we also offer a boarding facility. Why? They tell us that they love our facility so much they want to be able to leave their baby with someone who loves and cares for them as much as we do.
- And that's what we want to build right here on the Sunshine Coast on our beautiful property only a few hundred meters off the highway that will make it easily accessible for customers and staff.
- We are proposing to establish a new 'boarding' facility at Landsborough, with the capacity to take up to 200 dogs. The facility will be focused on providing our existing customers with a high-end, safe boarding option for their small dog, within an environment that they know will be provided the highest level of care. The boarding facility will not accommodate large dogs or aggressive dogs.
- The new facility will include features such as large runs for each dog, so they are not confined to small yards and only allowed to run or play when out with a staff member. The yards will be big enough, so they can play all day long, heating and cooling through every room, bedroom style accommodation for the spoiled pets so it's like they have never left home with beds, tv's and music. Large grassed play areas will be provided for single or mixed play with other dogs, as well as single or multi boarding for sleeping arrangements, a large variety of treats, a pool and water park for the dogs.
- The new facility will provide a separate breeding area onsite, for up to a maximum of 60 dogs. This new area will provide the highest-level care for our dogs and puppies and will include large outdoor play areas and comforts.



# FACT SHEET

May 2020



- Another reason for relocating the facility is that we have had concerns in relation to the safety of Ratcliffe Road for both our staff and visitors to our existing site. As part of previous dealings with Council, we commissioned a Road Safety Audit of Ratcliffe Road, for the section south of Jillian Road to the subject site. The Road Safety Audit identified that there are a number of existing road safety issues, including poor road delineation, narrowness of road pavement, lack of passing bays on single lane sections, a number of minor pavement issues, steep and numerous sharp curves with no warning signs and numerous non-frangible hazards close to the road (large trees, power poles and culvert ends). We are increasingly concerned that it is only a matter of time until a serious accident occurs along this road.

## What is a 'puppy farm'?

- A puppy farm is an intensive dog breeding facility that is operated under inadequate conditions that fail to meet the dogs' behavioural, social and/or physiological needs.
- All our puppies are born and raised in a safe, clean, loving and professional environment which meets stringent industry regulations.
- At Diamond Valley Kennels we are completely supportive of the call for puppy farms to be closed down. We love our dogs and puppies and we welcome anyone who wants to come and see our facilities.
- Puppy farms exist largely to respond to the high demand for puppies in the market. While we support the call for people to adopt, the reality is that there is a demand for puppies and these unsavoury facilities will continue to feed this demand if there is a no better alternative. At Diamond Valley Kennels we believe that by upgrading our facility we can provide a safe, comfortable home for our dogs and puppies and we can help educate the public on the importance of buying from reputable breeders who adhere to legislation and treat their dogs with love and respect.



## Looking for more information?

If you'd like to know more, we welcome visitors currently by appointment only.

Otherwise, send us an email [admin@dvkennels.com.au](mailto:admin@dvkennels.com.au)