



MELBOURNE DOG LOVERS FESTIVAL

PR REPORT | AUG-OCT



Tide

THE RESULTS

579 x HITS

THE REACH

32,475,494

BREAKDOWN

15,439,032

46 x ONLINE + EDM

Campaign coverage was featured across a broad range of titles. The brand was featured in leading lifestyle and what's on publications such as Concrete Playground, Time Out, Urban List and Secret Melbourne. Additional coverage was achieved in City of Melbourne, Vision China Times, Busy City Kids and 3 x photo galleries with Herald Sun.

3,558,611

12 x PRINT

Print coverage was secured in lifestyle titles, as well as major and local news outlets, such as 2 x pic opps in the Herald Sun, 2 x features in The Age, North Central Review, Whittlesea Review MiNDFOOD, Sunday Age and Geelong Advertiser.

9,172,500

34 x SOCIAL

Coverage was secured across a number of social media platforms and involved a mix of editorial article shares as well as dedicated event posts. Some of the channels included Secret Melbourne, Concrete Playground, Beat Magazine, Urban List and suite of content from City of Melbourne .

4,305,351

479 x BROADCAST

Broadcast coverage was achieved over event weekend, this included national weather with Australia's largest morning program, Sunrise – presented by Sam Mac. Other TV opportunities included, Studio 10, 10 News, SBS News, 7News and 9News. The Festival's coverage also created its very own earned media, with Sam Mac eating Lyka's dog food appearing on Cheap Seats.

*Audience figures and coverage hits were calculated and tracked using a combination of media monitors and manual calculations via publicly available records. Print reach = average number of potential readers per issue. Online reach = average monthly unique browsers. Social reach = total number of account followers at the time of posting.

A photograph of two dogs, likely Australian Shepherds, on a grey track. The dog on the left is brown and white, wearing a pink beaded collar. The dog on the right is also brown and white, wearing a yellow and grey safety vest. In the background, several people are sitting behind a white picket fence, watching the dogs. The text "EDITORIAL HIGHLIGHTS" is overlaid in the center.

EDITORIAL HIGHLIGHTS

TV



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 33)
Date: 12 October 2023
Medium: TV
Total reach: 330,902



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 32)
Date: 13 October 2023
Medium: TV
Total reach: 82,973



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 26)
Date: 13 October 2023
Medium: TV
Total reach: 67,300



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 30)
Date: 13 October 2023
Medium: TV
Total reach: 179,937



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 32)
Date: 13 October 2023
Medium: TV
Total reach: 222,703



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 32)
Date: 13 October 2023
Medium: TV
Total reach: 349,723



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 33)
Date: 13 October 2023
Medium: TV
Total reach: 354,263



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 33)
Date: 13 October 2023
Medium: TV
Total reach: 422,362



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 31)
Date: 13 October 2023
Medium: TV
Total reach: 407,524



EDITORIAL HIGHLIGHTS



Sunrise (syndicated x 33)
Date: 13 October 2023
Medium: TV
Total reach: 354,263



EDITORIAL HIGHLIGHTS



7 News Melbourne (syndicated x 9)

Date: 14 October 2023

Medium: TV

Total reach: 378,587



EDITORIAL HIGHLIGHTS



SBS Australia
Date: 13 October 2023
Medium: TV
Reach: 56,000



EDITORIAL HIGHLIGHTS



Channel 10 (syndicated x 9)
Date: 13 October 2023
Medium: TV
Total reach: 60,865



EDITORIAL HIGHLIGHTS



Studio 10 – Weekend Edition (syndicated x 33)

Date: 15 October 2023

Medium: TV

Total reach: 42,275



EDITORIAL HIGHLIGHTS



Studio 10 – Weekend Edition (syndicated x 32)

Date: 13 October 2023

Medium: TV

Total reach: 25,467



EDITORIAL HIGHLIGHTS



Channel 10 – The Cheap Seats (syndicated x 33)

Date: 17 October 2023

Medium: TV

Total reach: 470,079



EDITORIAL HIGHLIGHTS



Channel 10 – The Cheap Seats (syndicated x 32)
Date: 19 October 2023 (+ Ten Alice Springs aired on 21st)
Medium: TV
Total reach: 171,778



PRINT



Herald Sun

Date: 14 October 2023

Medium: Print

Reach: 652,000

You can collar my world

Ravisha Rajapaksha

Calling all dog devotees: Melbourne's Dog Lovers Festival is making its return with a shiny new coat.

Visitors can expect to see more than 100 breeds at the event jam-packed with live performances – and even get the opportunity to adopt a furry friend.

Melbourne Dog Lovers Festival founder and CEO, Jason Humphris, said the idea of the festival, which is on until Sunday at the Melbourne Convention and Exhibition Centre, came to him after spending quality time with his own dogs one evening.

"We wanted to create an event that encapsulated the unique bond we share with our best friends. A place where people could leave planet Earth for a few hours to see the world through their dog's eyes. And to leave with a greater respect and understanding for their dog, so they can make their lives better in the short time we have with them," Mr Humphris said.

It's a colour match made in heaven for Sarah Lowe and her dog Cassidy, who won't be missing this weekend's Dog Lovers Festival. Picture: Wayne Taylor



EDITORIAL HIGHLIGHTS

Herald Sun

Herald Sun (syndicated x1)

Date: 7 October 2023

Medium: Print

Total reach: 942,000



Grrr-geous, bring on the pup-arazzi

Paddy McPhee

Shake a leg (or four), some of Australia's most incredible dogs are about to roll into town.

The Melbourne Dog Lovers Event is set to return bigger than ever this year, as the Melbourne Dog Lovers Festival.

More than 1000 dogs from 100-plus

breeds will take part in the festivities, including demonstrations from dog agility, long jump and frisbees champions.

Among the human stars of the festival will be broadcaster Dr Karl Kruszelnicki.

The festival will mark its 10th year with a weekend jam-packed with food trucks, kids' activities and tips from top trainers and breeders.

Some of the state's most prestigious kennel clubs will also be exhibiting award-winning purebreds.

One attendee will take home a \$2500 lucky door prize for their four-legged friend.

The festival runs from October 13-15 at the Melbourne Convention Centre. Only dogs taking part in the festival can attend.

Whittlesea Review

Date: 26 September 2023

Medium: Online

Reach: 7,611



New-look festival for dog lovers

THE Melbourne Dog Lovers Festival returns next month with an all-new festival look, continuing the tradition of entertaining, educating and inspiring dog owners.

At Melbourne Convention and Exhibition Centre from October 13 to 15, the three-day festival will attract more than 30,000 visitors and about 1000 dogs of 100 breeds.

The festival will feature live performances from talented canines, engaging talks by dog and animal experts, dozens of breed clubs and adoption groups, dedicated petting zones, pool diving pups, and all the latest and greatest products and services to spoil pooches.

"The event was an idea sparked from the joy of playing with our three beautiful dogs in the backyard one night," festival founder and chief executive Jason Humphris said.

"We wanted to create an event that encapsulated the unique bond we share with our best friends.

"A place where people could leave planet Earth for a few hours to see the world through their dog's eyes.

"And to leave with a greater respect and understanding for their dog so they can make their lives better in the short time we have with them."

A combination of education and entertainment from some of Australia's top trainers and vets on the ADVANCE Stage will help visitors to raise healthier, happier dogs.

In a festival first, Bluey and Bingo from the beloved Australian animated series 'Bluey' will headline the program with daily performances featuring singing, dancing and plenty of surprises for the whole family to enjoy.

Returning for another year is the esteemed Doctor Karl Kruzevicki, who will present the next instalment of his Science of Dogs talk, as well renowned film and TV animal trainer Luke Hura, who worked on the sets of Red Dog, Oddball, and The Saddle Club.

Recurring on the jam-packed program is crowd-favorites Kelly Gill and Dr Katrina Warren who will share essential tips for surviving puppyhood with live demonstrations from the talented Wunderdogs.

Visitors will also have the opportunity to get in the Splash Zone as the Antimal Dock-Dogs team launch themselves into a 100,000 litre pool in the Big Air, Extreme Vertical and Speed Retrieve competitions.

There will also be a range of dog shows with former Dave Graham and his Extreme High Jumping Dogs, as well as Lucy Karbowiak, Emily Lyons and The High Flying team presenting a showcase of agility and disc through the sport of Frizgility, which combines tunnels, jumps and a frisbee.

And it wouldn't be a dog lovers festival without soaking up as many pats as possible - with attendees having the opportunity to



Plenty of entertainment, education and pooch pats will be on offer at Melbourne Dog Lovers Festival, at Melbourne Convention and Exhibition Centre from October 13 to 15.

get up close and personal with litters of dogs from a myriad of unique and loving breeds in the new Lyka Pat-A-Pooch zone.

For those looking to welcome a new dog into their home, there will be plenty of information on selecting the right breed by asking questions to presenters from leading DOGS VIC Breed Clubs, as well as visiting the Pedigree Adoption Zone for access to dozens of adoption groups and rescue shelters.

Tickets are available at dogloversfestival.com.au.

North Central Review
Date: 26 September 2023
Medium: Online
Reach: 14,000

Fishing fun at Macedon Ranges

MORE successful fishing trips can be expected during the school holidays, with more than 35,000 rainbow trout stocked into lakes across Victoria provided by the State Government.

Funded by the government's school holiday stocking program to improve fishing, boating, picnics and aquaculture – supported by recreational fishing licence fees – Hanging Rock Lake in Woodend and Walter J Smith Reserve in Riddells Creek were both stocked with 100 rainbow trout.

Member for Macedon Mary-Anne Thomas said fish stocked into local lakes would encourage families to create memories in the great outdoors.

"It's a matter of time before you get kids making memories in the great outdoors, with lakes across the region stocked with catchable fish," she said.

The Victorian Fisheries Authority, VFA, has stocked more than 26 million fish in the past three years to ensure fishing is provided all year round.

Rodding anglers can begin their fishing journey at family-friendly waters, many of which boast access for fishers of all abilities including platform or postboxes, walking tracks, playgrounds and other facilities such as barbecues.

For the full list of waterways stocked ahead of the holidays, visit www.vfa.vic.gov.au/gocatch/holidaymap.

More information about bag and size limits, and permitted equipment can be found in the Victorian Recreational Fishing Guide, available free from most bait and tackle shops, online at www.vfa.vic.gov.au/fishingguide or via the Vic Fishing app.

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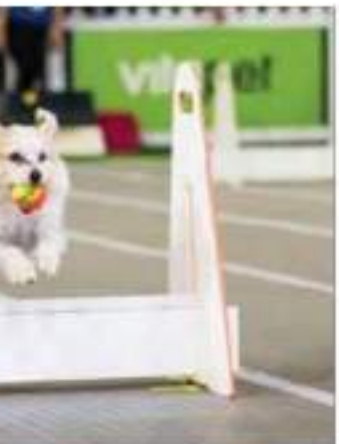
Returning for another year is the esteemed Doctor Karl Krausnicki, who will present the most installment of his Science of Dogs talk, as well renowned film and TV animal trainer Luke Hura, who worked on the sets of Red Dog, Coddie, and The Saddle Club.

Rounding out the jam-packed program is crowd-favorites Kelly Gill and Dr Katrina Warren who will share essential tips for surviving puppyhood with live demonstrations from the talented Woodendogs.

Visitors will also have the opportunity to get in the Splash Zone as the Astrol Dogs team launch themselves into a 100,000 litre pool in the Big Air, Extreme Vertical and Speedobrine competitions.

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And it wouldn't be a dog lovers festival without making up as many puns as possible – with attendees having the opportunity to



Plenty of entertainment, education and pooch puns will be on offer at Melbourne Dog Lovers Festival, at Melbourne Convention and Exhibition Centre from October 13 to 15.

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Tickets are available at dogloversfestival.com.au.

Herald Sun - VWeekend
Date: 7 October 2023
Medium: Print
Reach: 652,000

shortcuts



theatre

Mamma Mia! The Musical has opened in Melbourne, featuring 22 of ABBA's greatest hits, including Dancing Queen, Voulez-Vous and Take a Chance On Me. It's a heartwarming family-friendly show about a young bride-to-be's quest to discover the identity of her father on the eve of her wedding.

Where: Princess Theatre
When: 10-12 December
Info: mammamiamusical.com.au

♦ sport



Enjoy all the excitement and fun of the spring racing carnival at Neds Caulfield Guineas, including the new Wickerland precinct where revelers can enjoy entertainment, food and playful fashion. Adults \$65, concession \$50, under-16 free.

Where: Caulfield Racecourse
When: Saturday, October 14
Info: neds.racing.com

♦ festival



More than 30,000 visitors are expected at the Melbourne Dog Lovers Festival, where they'll see live performances from pooches jumping into the 100,000-litre indoor pool, ziplining, tripping, freestyle and more. Buy tickets online.

Where: Melbourne Convention and Exhibition Centre
When: Next Friday-Sunday, 9-11am-5pm
Info: dogloversfestival.com.au

♦ art



Arts Centre Melbourne has launched guided tours of its Australian Performing Arts Collection, where you can see treasures including Kylie Minogue's gold lamé hotpants and a set model designed for the stage musical *Prozac*, Queen of the Desert. Tickets \$30.

Where: Hamer Hall
When: Sundays at 10.45am and 12.45pm
Info: artscentremelbourne.com.au



TO READ



Grace Kelly: The Illustrated World of a Fashion Icon
Singer-Hen Hardie Grant Books, \$42
A biography of Grace Kelly illustrated in her instantly recognisable style.

TO LISTEN



Picture Discuss
Podcast
Host Merrick Watts and two comedians dissect and deliberate on a bizarre picture found on the internet.

TO WATCH



Bang
SBS On Demand
Family upheaval involving a police officer and her brother against a backdrop of an inquiry into a businessman's shooting.

TO READ



Berserk!
Adrian Edmondson: Allen Lane, \$31
A memoir of bringing anarchy to the '80s British comedy scene, his strict upbringing and star-studded after-dinner.

The Age – M Magazine
Date: 1 October 2023
Medium: Print
Reach: 403,000

GIVEAWAY



THE MELOURNE DOG LOVERS FESTIVAL

Billed as Australia's largest dog-dedicated event, the Dog Lovers Festival is on at Jeff's Shed (MCEC) from October 13 to 15 and will include some 800 canines representing 100-plus breeds, pool diving pups, animal trainer to the stars Luke Hura sharing his showbiz secrets plus the talented Wonderdogs who will be there to zip themselves up and skateboard through the festival. There are also free talks, demonstrations, doggy face painting and a massive canine supermarket. Five Family Passes (worth \$125 each) are up for grabs. Entries received on tidepr.co@gmail.com before midnight tonight will enter the draw.

The Age
Date: 9 October 2023
Medium: Print
Reach: 330,000

Take 5

Lauren Ironmonger

WATCH

Starring Kiernan Shipka, *Totally Killer* is a tongue-in-cheek take on the slasher genre. A young girl travels back in time to the 1980s and teams up with her teenage mum to take down a serial killer on the loose. (Prime)

READ

David Marr's *Killing for Country* is a gripping account of Australia's frontier wars and the role Marr's forebears played as members of the

Native Police. It's a rich, personal take on Australia's bloody history.

TRY

High fashion meets the high street in a collaboration between Mariam Seddiq and Sheike. The collection features affordable event outfits in bright, vibrant colours. Available in-store and online at sheike.com.au.

LISTEN

In *Spirit Levels*, former bodybuilder Jenny Valentish

and actor Frank Magree put popular wellness trends under the microscope, road-testing everything from fasting to MDMA couples therapy.

GO

The Melbourne Dog Lovers Festival returns with a talk from Dr Karl, dog performances and, of course, lots of opportunities to play with adorable puppies. Friday to Sunday, dogloversfestival.com.au



The Age

Date: 13 October 2023

Medium: Print

Reach: 285,000

Take 5

WATCH

Adapted from Bonnie Garmus' bestseller and led by Brie Larson, *Lessons In Chemistry* follows a scientist



who accepts a job as a cooking show host to display her skills and comment on gender inequality. (Disney+)

READ

Alain de Botton's *A Therapeutic Journey* follows mental illness from crisis and collapse to recovery. Through expert research and acquired wisdom, the guide explores resilience, companionship and connection.

LISTEN

If *Rush* is anything to go by, Troye Sivan's new album will be the soundtrack of summer. In *Something to Give Each Other*, the singer-songwriter celebrates the joy of human connection, community, sex, love and friendship.

TRY

In the works for almost two years, Maison de Sabre's latest collection, Resilon,

features bags and accessories made from 100 per cent recycled nylon regenerated from ocean fishing nets. From \$169, maisondesabre.com

GO

The Melbourne Exhibition Centre hosts the Dog Lovers Festival educational program on the next three days. More than 1000 dogs will be there, with performances, expert talks, petting zones and more. [Dogloversfestival.com.au](https://dogloversfestival.com.au)

MiNDFOOD

Date: October 2023

Medium: Print

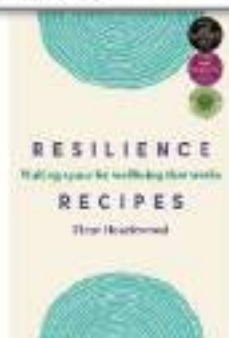
Reach: 225,000



The Crook Shiraz is a limited edition McLaren Vale Shiraz by The Group, aged in French oak. Two-Fold Whisky barrels, resulting in a fully satiated wine. Win 1 of 2 bottles. RRP \$30.



Dog Lovers Festival returns to Melbourne 13-15 October for another year of pool diving, petting zones, engaging displays and so much more. Win 1 of 2 family passes. RRP \$125.



Resilience Recipes - Making space for wellbeing that works is an award-winning book featuring a curated selection of resilience and wellbeing strategies. To purchase claim, worth \$36.99.

PLAY & WIN

Visit mindfood.com this month to enter our daily competitions and you'll be in with a chance to win these great prizes.

FOR FULL TERMS & CONDITIONS, GO TO MINDFOOD.COM



Beloved and in demand, Anika van Cleet has no intention of moving her family to remote Mystery Bay, Tasmania, a town that doesn't really exist to hide. To claim Bay of Fires win, RRP \$34.99.



Preserve your favourite wines without plugging the cork with the Cava System Timeless Six Preservation System. The Six System lets you preserve wines for months or years. One down, RRP \$6.99.



Hush Puppies in the new Go as Fit collection integrates the anatomical benefits of metatarsal dome, arch support and heel contour. Three pairs Hush Puppies Split shoe to win, worth \$169.95.



Win 1 of 10 double passes (RRP \$40) to the Sydney Free From + Allergy Show on 10 & 11 October at the International Convention & Exhibition Centre.

Geelong Advertiser
Date: 13 October 2023
Medium: Print
Reach: 32,000

Orphans get new 'leash' on life

A Geelong animal foster care group has given nine orphan kelpie pups a new lease of life.

Waggin Tails Animal Rescue took in the pups at just a week old after their owner was not able to look after them.

Founder Beck Kastelein (left) said the pups had to be bottle-fed due to their age.

After a rocky start to life and a few trips to the emergency vet, the kelpies, now four weeks, are thriving.

Ms Kastelein and Waggin Tails Animal Rescue will be at this weekend's Melbourne Dog Lovers Festival, to run at the Melbourne Convention and Exhibition Centre from Friday to Sunday, 9.30am-5pm.

Details at dogloversfestival.com.au/melbourne

Picture: David Smith

ONLINE

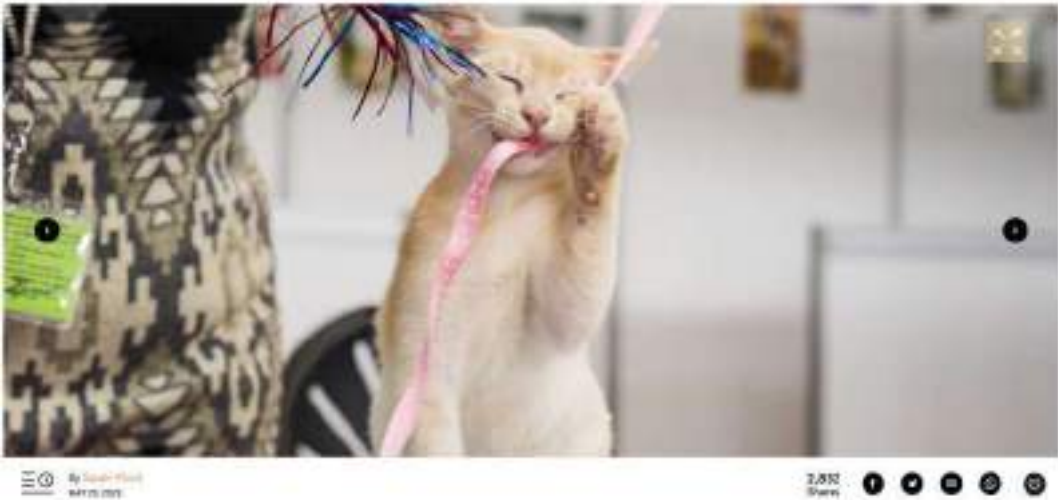


Concrete Playground Melbourne
Date: 29 May 2023
Medium: Online
Reach: 600,000

EVENTS PLACES & EXPERIENCES ARTISTS

Melbourne Cat Lovers Festival 2024

This dedicated cat show is returning to Melbourne for two feline-filled days.



BUY TICKETS

Purrfect news, feline fans: everything a dapper doggo can do, a cute cat can as well. While that's an accurate statement in general, as anyone who has ever shared their life with both a pooch and a kitty will know, it's also the thinking behind Melbourne's returning animal event. From the folks behind the Dog Lovers Festival comes the mouser equivalent; the [Cat Lovers Festival](#).

If you wear the 'crazy cat person' label as a badge of honour, stop to pat every moggie you meet while you're walking down the street or spend your all of your spare time watching cat videos (or all of the above), then you'll want to block out Saturday, May 11–Sunday, May 12, 2024 in your calendar. Expect the Melbourne Convention and Exhibition Centre to come alive with the sounds of meows, and expect pussy lovers to come out in force.



On the agenda: feline-focused education and celebration. Before you go thinking about adorable kitties wearing glasses and sitting at desks, or popping streamers and wearing party hats (zwwwwwwwww), humans will be doing the learning and rejoicing. Really, what's more informative and exuberant than entering the Pat-A-Cat zone and getting cosy with cats of all shapes and sizes — and possibly taking one home with you?

Concrete Playground Melbourne
Date: 29 May 2023
Medium: Online
Reach: 600,000

EVENTS TRAVEL GUIDE

Melbourne Dog Lovers Festival 2023

Melbourne's three-day dog expo is back — and so is its dedicated puppy potting zone.



By Concrete Playground
AAR 26/5/23

512
Shares



BUY TICKETS

Birds chirp, rainbows form and the sun shines a little brighter when the Melbourne Dog Lovers Festival comes around. And in 2023, it's returning for another year of puns, pils and parades on the weekend of Friday, October 13-Sunday, October 15. Once again, it'll take place at the Melbourne Convention and Exhibition Centre — and yes, the dedicated puppy cuddle zone is returning.

The Melbourne Dog Lovers Festival will see thousands of dedicated pooch fans celebrating the noble four-legged monarch of human companionship. There'll be dozens of furry friends available for adoption from dozens rescue groups across Victoria in the adoption zone, where you can learn up on what's actually involved with the process. Plus, Dock Dogs will be back, featuring a competitive long jump and high jump for talented dogs who want to flop into a pool of water. Dogs, am I right?



But hold up — you came here to cuddle pooches. We're getting there. Punters can make their way to the Pet-a-Pooch zone to cuddle up to a wide range of Australia's most lovable and popular breeds from puppy to adult dogs — we're talking upitty dachshunds to fluffball samoyeds. This has undeniably been the main attraction of previous year's events, and gives kitten cafes a run for their money.

Time Out

Date: 19 September 2023

Medium: Online

Reach: 1,345,620

Dog Lovers Festival

Things to do

Melbourne Convention and Exhibition Centre, South Wharf

13 Oct-15 Oct 2023



Recommended



Photograph: Supplied

Buy ticket

Time Out says

Grab your four-legged pals because the Dog Lovers Festival lands in Melbourne this October

From October 13 to 15 at the [Melbourne Exhibition Centre](#), take in three full days of fun and educational dog-related activities to celebrate our four-legged friends.

As one of the world's largest dog-dedicated festivals, you can look forward to seeing around 1,000 adorable dogs representing more than 100 breeds. With live performances from talented canines, engaging talks by dog experts, dedicated petting zones, pool diving pups and so much more. It's essentially heaven for dog lovers.

Whether you own a pup of your own or you're simply a lover of dogs, this event will be filled to the brim with joyful dogs and fun dog-related activities. The event will run from 9.30am until 5pm daily, and tickets are on sale now through the [Dog Lovers Festival website](#).

Looking for more fun? [Here's our guide to what's on in Melbourne this weekend.](#)



Written by [Adena Maier](#) Tuesday 19 September 2023

Time Out
Date: 18 September 2023
Medium: Online
Reach: 1,345,620



Photograph: Supper/Watsons Mega Festival

Things to do in Melbourne in October

October's best events all in one place – Check out all these fun things to do, eat, drink, see and experience



Written by [Ariana Miller](#) Contributor [Liv Condous](#) Monday 18 September 2023

7. Dog Lovers Festival

Things to do South Wharf 13 Oct-15 Oct 2023

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Photograph: Supplied

[Read more](#)

[Buy ticket](#)

Time Out Melbourne
Date: 9 October 2023
Medium: Online
Reach: 1,360,758



Photograph: Supplied/Damian Roberts

44 things to do in Melbourne this weekend

We've got you covered for the best things to do in Melbourne this Friday to Sunday



Written by [Liv Condous](#) Friday 13 October 2023

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Photograph: Supplied

[Read more](#)

[Buy ticket](#)

Urban List

Date: 27 September 2023

Medium: Online

Reach: 1,920,000

What's On In Melbourne This Week, This Month And Beyond

By Urban List Writers

27th Sep 2023



A Massive Three-Day Festival Dedicated To All Things Dog Is Coming To Melbourne Next Month

It's almost that time of year where over 1,000 canines descend upon the MCEC at the Melbourne Dog Lovers Show. Over three days, pooch enthusiasts can check out top dogs at the top of their game in the extreme high jump and doggie long jump—featuring a 100,000 litre pool.

Australia's biggest doggy supermarket will also be open for perusing, meanwhile, experts will weigh in on all the important questions, with talks from Dr Karl Kruszelnicki, star animal trainer Lulu Hura, and crowd favourites Kelly Gill, Dr Katrina and the Wanderdogs doing what good boys and girls do best around the festival. Those who want to continue the magic after the Melbourne Dog Lovers Show ends can drop into the Pedigree Adoption Zone and maybe even adopt a rescue pup looking for their forever home.

Melbourne Dog Lovers Show runs from Friday 13 October through to Sunday 15 October. Book online and check out the full program [here](#).



Secret Melbourne

Date: 13 September 2023

Medium: Online

Reach: 50,000

Have A Pawfectly Fun Time At The Melbourne Dog Lovers Festival This October

Take a walkie to Melbourne Convention and Exhibition Centre and have a furbulous day out at this event for dog lovers.



If you're having a ruff week, this news should cheer you up. The **Melbourne Dog Lovers Festival**, formerly known as the Melbourne Dog Lovers Show, is coming back to town for its 10th year. This massive, dog-dedicated event will run for three days, with live performances from talented pups, educational talks, adoption groups, petting zones and much, much more. This year, over 30,000 visitors will interact with around 1,000 dogs from over 100 breeds. This puppy paradise is taking over **Melbourne Convention and Exhibition Centre** from Friday October 13 to Sunday October 15.



Melbourne Dog Lovers Festival

Whether you're a dog owner, or a future paw-rent, there's something for everyone at the Melbourne Dog Lovers Festival. Find all sorts of ways to spoil your furbaby with products like accessories and treats, or learn more about adopting with the help of rescue shelters and adoption groups. This year, there's heaps of new entertainment and beloved activities to discover at the festival.

Secret Melbourne

Date: 12 October 2023

Medium: Online

Reach: 50,000

33 Awesome Things To Do This Weekend In Melbourne

Welcome to the weekend.

 NICOLE DE SOUZA - STAFF WRITER • OCTOBER 12, 2023



Photo by: [James Jericho](#) on Unsplash

1. Have a pup-tacular time at the [Melbourne Dog Lovers Festival](#)



Source: Supplied

If you're a dog lover, this might just be your idea of heaven. Meet and interact with heaps of dogs, listen to educational talks, check out the adoption zone, shop for pet goodies and more. The **Melbourne Dog Lovers Festival** will take place at Melbourne Convention and Exhibition Centre from Friday October 13 to Sunday October 15.

Beat Magazine
Date: 13 September 2023
Medium: Online
Reach: 270,000

Melbourne Dog Lovers Show is bringing pool diving pups to the city next month



WORDS BY STAFF WRITER

Ten years since the Melbourne Dog Lovers Show first wowed K9 lovers in 2013, the new look festival returns this October to continue the tradition of entertaining, educating and inspiring paw-rents everywhere.

Across the three-day festival, more than 30,000 visitors will interact with around 1,000 beautiful dogs represented by over 100 breeds, uniting to make the Melbourne Convention and Exhibition Centre one of the happiest places on Earth.

Melbourne Dog Lovers Show

- Melbourne Convention and Exhibition Centre (MCEC)
- Friday 13, Saturday 14 & Sunday 15 October 2023, 9:30am till 5pm daily
- dogloversfestival.com.au (pre-bookings online are essential)

Stay up to date with what's happening in and around Melbourne [here](#).

EDITORIAL HIGHLIGHTS

beat

Beat Magazine

Date: 13 September 2023

Medium: eDM

Reach: N/A

beat



'A motherlovin racket': You Am I are touring Australia this November



Previously unseen Beatles photos from 1964 Melbourne visit to hit the auction block



Melbourne Dog Lovers Show is bringing pool diving pups to the city next month



Andrew Huberman of the Huberman Lab Podcast is coming to Melbourne

EDITORIAL HIGHLIGHTS



What's On City of Melbourne
Date: October 2023
Medium: Online
Reach: N/A



What's on this weekend in Melbourne

Entertainment Events

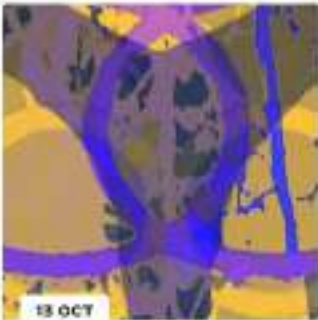
Discover things to do in Melbourne this weekend, from free events to exhibitions, attractions and places to visit.



Sky Symphony

The skies above Birrarung come alive with this extraordinary sound and light installation.

Exhibition



Burranba-y

Fashion and art combined in a showcase of work from First Nations, and disabled, female creatives.

Exhibition



The Finders Keepers

Visit Australia's leading design marketplace as they celebrate 15 years of making market magic.

Market



Melbourne Dog Lovers Festival

Australia's largest dog-dedicated festival returns with over 1,000 canines.

Exhibition

EDITORIAL HIGHLIGHTS



What's On City of Melbourne
Date: October 2023
Medium: Online
Reach: N/A



What's on in October

Entertainment **Event**

Discover things to do in Melbourne in October, from free events to exhibitions, attractions and places to visit.

Dates
1 Oct - 31 Oct



Melbourne Dog Lovers Festival
Australia's largest dog-dedicated festival returns with over 1,000 canines.

Exhibition



Arriba Melbourne Mexican Festival
A vibrant Mexican extravaganza of food and music in the heart of the city.

Entertainment



Nocturnal Museum After Dark
Step into a world of wonder at an after-hours Melbourne Museum experience just for adults.

Exhibition



BBC Earth Experience
Travel the natural world in one epic audio-visual experience narrated by Sir David Attenborough.

Exhibition

Secret Melbourne
Date: 15 September 2023
Medium: eDM
Reach: N/A

* SECRET MELBOURNE



Lucky for you, we're terrible at keeping secrets

Story of the week



Have A Pawfectly Fun Time At The Melbourne Dog Lovers Festival This October

Meet adorable dogs, see fun demonstrations, go shopping for products and more at the Melbourne Dog Lovers Festival.

Melbourne Dog Lovers Show



Friday 13 - Sunday 15 October, Melbourne Convention & Exhibition Centre (MCEC)

For years ahead the Midwestern Dog Lovers Show first showed K-9 lovers in 2003, the show look festival returns this October to continue the tradition of entertaining, educating and inspiring pure hearts everywhere.

Across the three-day festival, more than 30,000 visitors will interact with around 1,000 beautiful dogs represented by over 300 breeds, seeking to make the Melbourne Convention and Exhibition Centre one of the most pet-friendly on Earth. With live performances, their talented canine acts, engaging talks by dog and animal experts, dozens of breed clubs and adoption groups, delicious petting corners, petting shrubs, and all of the latest and greatest products and services to spoil your pooch, the festival is heaven for dog lovers that come from Australia-wide and overseas.

"The event was an inspiration from the joy of playing with our three beautiful dogs in the backyard one night. We wanted to create an event that encapsulated the unique bond we share with our dogs' friends. A place where people could leave planet Earth for a few hours to see the world through their dog's eyes. And to learn with a greater respect and understanding for their dog so they can make their dogs better in the short time we have with them," said Festival Founder and CEO, Jason Hummel.

The ADVANCE™ Bag

With a festival line-up like no other, the ADVANCE™ Stage delivers the perfect combination of education and entertainment from some of Australia's top trainers and vets with the goal of helping visitors to live healthier, happier dogs.

In a festival first, *Sleazy and Sister Slings* from the beloved Australian animated series "Sleazy" will headline the program with daily performances featuring singing, dancing and plenty of surprises for the whole family to enjoy.

Returning for another year to the main with all the answers to life's burning questions, the highly entertaining and renowned Dr. Karl Krastelkoff! Dr. Karl will be presenting the next exciting installment of his Science of Dog talk followed by an interactive Q&A.

Reunited film and TV acting trainer **Luke Wertz**, who worked on the sets of *Bad Dog*, *CM&K*, and *The Saddle Club* will return with Lauren Silverwood to act outers in an *Allyson* scene behind training dogs for the season.

Bandwidth out the jammer, but you can't crowd them out. Kelly Gil and Dr. Kathryn Warren who will share essential tips for thriving and surviving puppyhood with the demands of life from the vet to the family member. [Wanderlog](#).

Antinofit Desk & Draw

Whiters will have getting in the Splash Zone (PVS) subcutaneous, electrical Shock Program is tested of impressive stage of all types and also branch themselves into a 500,000 fire post in the Big 24, Extreme Vertical and Speed (Best-ness) (see).

VitalPet Area

Former Dave Graham and his Extreme High Jumping Dogs and AP Superdogg demonstrate all will electrify the WAFA Armistice year with these lively outdoor events. Kelly Oll, Dr Katrina Warren and the Wonderdogs will open the doors to their very own Academy where potential Wonderdogs are trained by the expert team of professional Border Collies.

Lucy Karbowiak, Emily Lyons and The High Flying team will present a showcase of agile animals through the sport of Frigility while the condors, raptors, jays and owls (Mickie O), as well as launching the hunt for Australia's quickest dog in the Flying Fast Flyball.

Like Pat-A-Pooh, Errol Showcases & Ask-the-Director Stage

It wouldn't be a Dog Lovers Festival without all the pups. Get up-close-and-personal with liters of dogs from a myriad of unique and loving breeds in the new *Lyda Pet A-*

Pool table, offering a calm and comfortable space to meet lots of people and maybe your next best friend.

Visitors can meet with leading breeders and learn about dozens of popular and lesser-known breeds in the **Breed Show**. Breeds include: British Bulldog, Cattle, Cocker Spaniel, Beagle, Finnish Lapphund, Great Dane, Highland Cattle of Victoria, Irish Wolfhound, Italian Sphynx, Labrador Retriever, Newfoundland, Old English Sheepdog, Rottweiler, German Shepherd, Shetland Sheepdog, Siberian Husky, Swiss, Swiss Cattle, Weimaraner, Yorkshire Terrier, and many more.

If you're looking to sell or own your next dog, and need trusted, reliable information on selecting the right breed, then don't miss daily talks and Q&As on the **Ask the Breeder Stage** presented by leading **DOGS VET Breed Clubs**.

Shop for your Pouch till you drop!

Make sure you keep your cream and singing power! In the year and stock up at Australia's biggest supermarket for canines with all the fittest and greatest products and services to spoil your pooch, with exclusive festival specials and new product releases. Everything from dog accessories, food, treats and toys, to the latest doggy art bags, bedding, pet insurance, dog friendly accommodation and pet photographers will be available.

[illegible][illegible]

FEDERAL Adoption Zone

The book also continues to encourage a pragmatic development in always-Chinese Windows – one of its top priorities. One of the book's goals is to focus, after all, on the **PIERCEDES ALGORITHM**. Zhai continues the book's commitment to taking businesses to a solution, and helping to end pain for millions more.

Decisions of adoption groups and rescue shelters will be provided a free platform to connect with future pet parents. And for some, it's even the dogs in need that educate visitors on responsible dog ownership.

Leading wine producers will be available on-site to guide visitors through the selection process so they can make an informed decision as to whether it is a natural fit. Carle stands out three days, looking for their fair share of the festival goers who can give the wine producers a thumbs up.

Free Fall in Fluids: From Aristotle to the Lab

With our new 100-ton crane, we will have the capacity to build and install larger structures, such as the new Dog House, Festival Nook, and the Wall.

Hungry husbands can go on and refuel with some of Milwaukee's most popular Food Trucks. Five coffee and dairy shops. Some about dark as from smelly.

For details on the upcoming Milwaukee, Turkey or Christmas Eve Livestock Festival, visit doghouseoftheducks.com





A black dog is captured mid-jump, entering a swimming pool. The pool is surrounded by a large crowd of spectators seated in bleachers. The scene is set indoors, likely in a large arena or gymnasium.

Secret Melbourne

Date: 28 September 2023

Medium: Online

Reach: 50,000

60 Spectacular Things For You To Do In Melbourne This October

As if Halloween wasn't enough, Melbourne is coming alive this month with a stack of exciting festivals and events to keep you busy.

 NICOLE OK SOUDA - STAFF WRITER - SEPTEMBER 28, 2023



It's spooky season! And while we can't wait for [Halloween](#), there's plenty of wonderful (non-scary) [things to see, do and eat in Melbourne this October](#). Have fun at some blockbuster events, check out some festivals and stay busy during the month of October with this list of recommendations.

27. Have a pup-tacular time at the [Melbourne Dog Lovers Festival](#)



If you're a dog lover, this might just be your idea of heaven. Meet and interact with heaps of dogs, listen to educational talks, check out the adoption zone, shop for pet goodies and more. The [Melbourne Dog Lovers Festival](#) will take place at Melbourne Convention and Exhibition Centre from Friday October 13 to Sunday October 15.

EDITORIAL HIGHLIGHTS

MiNDFOOD
MAGAZINE

MiNDFOOD

Date: 19 September 2023

Medium: eDM

Reach: 32,379

MiNDFOOD



Chicken & Mushroom Pie Recipe



Ginger Kisses



Win tickets to the
Melbourne **Dog Lovers**
Festival



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DOG LOVERS FESTIVAL


Tide

EDITORIAL HIGHLIGHTS

City of Melbourne
Date: 25 September 2023
Medium: Online
Reach: N/A



Melbourne Dog Lovers Festival

[Family and kids](#) [Expo](#) 

Australia's largest dog-dedicated event, Melbourne Dog Lovers Festival, returns with an all-new look, spreading pure puppy joy to paw-rents everywhere with around 1,000 canines from over 100 breeds pawing along.

Over three paw-some days, pet lovers can get up close and paw-sonal with a festival line up like no other. Featuring everyone's favourite scientist, Dr Karl Kruszelnicki answering life's furry questions, animal trainer to the stars Luke Hise sharing his show biz secrets, plus crowd-favourites, Kelly Gill and Dr Katrina, and the extraordinarily talented Wonderdogs, ready to zip themselves up and skateboard through the festival.

From Farmer Dave Graham and his Extreme High Jumping Dogs and K9 Superwall performances to talented canines jumping into a 100,000 litre pool in the biggest doggie long jump, there is something for everyone.

Hours

Fri 13 Oct	9.30am - 5pm
Sat 14 Oct	9.30am - 5pm
Sun 15 Oct	9.30am - 5pm

Location

Melbourne Convention and Exhibition Centre (MCEC)
1 Convention Centre Pl
South Wharf 3006

[Open in maps](#)

Price and bookings

Adult / general \$59.50
Senior \$29.50
Children \$19.50
Free for children under 4
Booking not required

[Book online](#)

Contact details

1300 889 655
info@eventm.com.au

[Visit website](#)



EDITORIAL HIGHLIGHTS

**CONCRETE
PLAYGROUND®**

Concrete Playground
Date: 25 September 2023
Medium: Online
Reach: 600,000



The Best Things to Do In Melbourne This October

Want to know what's on in Melbourne this month? Well, a lot happens in this big, bustling city of ours. Think movie marathons, exhibitions, and everything from booze-fuelled shindigs to outdoor adventures in between. And, of course, there's always more around the corner, with next month no different. That means that there's plenty to look forward to, and plenty of activities to fill your diary to the brim.

To help you plot things out, make plans with the gang and make the most of every moment, we've rounded up the best things to do in Melbourne in October. Don't say you don't have anything to do this month.

Top image: Dinos Alive

Recommended reads:

[The Best Things to Do in Melbourne This Week](#)

[What's On in Melbourne This Weekend](#)

[The Best Restaurants in Melbourne](#)

[The Best TV Shows and Films to Stream This Month](#)



Photo: iStock

Tesselaar Tulip Festival 2023

Ever seen a million tulips in bloom? This spring, you can.



Photo: iStock

Pink Palooza 2023

Red wine fest, rejoice: this wine festival is showcasing 50+ plus wineries over two spring days at The Tindale Shed.

[BUY TICKETS](#)



Art: iStockphoto

Pierre Bonnard: Designed by India Mahdavi

This stunning Pierre Bonnard exhibition in collaboration with the Musée d'Orsay — and with scenography by architect India Mahdavi — is enjoying its world premiere at the MOA.

[BUY TICKETS](#)



Photo: iStock

Melbourne Dog Lovers Festival 2023

Melbourne's three-day dog-expert bark — and so is its dedicated puppy pitting zone.

[BUY TICKETS](#)

North Central Review
Date: 26 September 2023
Medium: Online
Reach: 30,000

New-look Melbourne festival for dog lovers

September 26, 2023



The Melbourne Dog Lovers Festival returns next month with an all-new festival look, continuing the tradition of entertaining, educating and inspiring dog owners.

At Melbourne Convention and Exhibition Centre from October 13 to 15, the three-day festival will attract more than 30,000 visitors and about 1000 dogs of 150 breeds.

The festival will feature live performances from talented canines, engaging talks by dog and animal experts, dozens of breed clubs and adoption groups, dedicated petting zones, pool diving pups, and all the latest and greatest products and services to spoil pooches.

"The event was an idea sparked from the joy of playing with our three beautiful dogs in the backyard one night," festival founder and chief executive Jason Humphris said.

"We wanted to create an event that encapsulated the unique bond we share with our best friends.

"A place where people could leave planet Earth for a few hours to see the world through their dog's eyes.

"And to leave with a greater respect and understanding for their dog as they can make their lives better in the short time we have with them."



Plenty of entertainment, education and pouch pets will be on offer at Melbourne Dog Lovers Festival, at Melbourne Convention and Exhibition Centre from October 13 to 15.

A combination of education and entertainment from some of Australia's top trainers and vets on the ADVANCE Stage will help visitors to raise healthier, happier dogs.

In a festival first, Bluey and Bingo from the beloved Australian animated series 'Bluey' will headline the program with daily performances featuring singing, dancing and plenty of surprises for the whole family to enjoy.

Returning for another year is the esteemed Doctor Karl Kruszelnicki, who will present the next instalment of his Science of Dogs talk, as well renowned film and TV animal trainer Luke Hura, who worked on the sets of Red Dog, Oddball, and The Saddle Club.

Rounding out the jam-packed program is crowd-favourites Kelly Gill and Dr Katrina Warren who will share essential tips for surviving puppyhood with live demonstrations from the talented Wonderdogs.

Visitors will also have the opportunity to get in the Splash Zone as the Antinol DockDogs team launch themselves into a 100,000 litre pool in the Big Air, Extreme Vertical and Speed Retrieve competitions.

There will also be a range of dog shows with farmer Dave Graham and his Extreme High Jumping Dogs, as well as Lucy Karbowski, Emily Lyons and The High Flying team presenting a showcase of agility and disc through the sport of Frizgility, which combines tunnels, jumps and a frisbee.

And it wouldn't be a dog lovers festival without soaking up as many pats as possible - with attendees having the opportunity to get up close and personal with litters of dogs from a myriad of unique and loving breeds in the new Lyka Pat-A-Pooch zone.

AU Living
Date: 27 September 2023
Medium: Online
Reach: 300,000

[Tickets Free] Melbourne Dog Festival returns in October with 1,000 dogs to meet you

This year, more than 30,000 visitors will interact with nearly 1,000 dogs from more than 100 breeds. Let's take a look at the highlights of this year's "Dog Love Day" that you can't miss!

Holiday 21 hours ago

Traditional Chinese



The Melbourne Dog Lovers Festival, formerly known as the Melbourne Dog Lovers Expo, is returning to the city for its tenth year. This massive, dog-focused event will last three days and feature talented puppy shows, inspiring talks, adoption groups, petting areas and more. This year, more than 30,000 visitors will interact with nearly 1,000 dogs from more than 100 breeds. Let's take a look at the highlights of this year's "Dog Love Day" that you can't miss!

Dog lovers paradise

Whether you're a dog owner or looking to adopt a pup, the Melbourne Dog Lovers Festival has something for everyone. You'll find a variety of ways to pamper your furry child here, including accessories and delicious treats, or learn more about adoption with help from rescue agencies and adoption teams. This year, the festival will also feature lots of new entertainment, as well as much-loved activities to satisfy all your canine curiosity.



8 dogloversfestival23

Meet celebrity dogs

Get up close and personal with cute puppies in the "Lyka Pet Touching Zone". Interact with puppies of all shapes and sizes and maybe you'll meet your future best friend.

For those interested in various dog breeds, head to the Dog Breeds Display Area. Here, leading dog breeders introduce you to popular and lesser-known dog breeds. There will also be daily lectures and Q&A sessions on the Ask the Keeper stage. Don't forget to visit the "Pedigree Adoption Area". Here you can explore dozens of adoption groups and rescues and learn about responsible dog raising and adoption processes. Some booths will even have dogs looking for future owners, so you can even start the adoption process during the festival.



8 dogloversfestival23

ADVANCE™ Stage: Education and Entertainment

The ADVANCE™ stage will host educational and entertaining events hosted by Australia's top trainers and veterinarians. This year's show will see the debut of beloved animated series stars Bluey and Bingo, who will entertain the whole family with daily performances. The ADVANCE™ stage will not only make everyone excited and cheer, but also full of useful information – Dr. Karl Kruszelnicki will give everyone an exciting lecture on the theme of "Dog Science" and will also conduct interactive Q&A with the audience.



8 dogloversfestival23

In addition, are you also interested in the secrets of dog training? Another good news is that famous animal trainer Luke Hura will make his "Dog Day" debut with Lauren Selfwood to introduce the secrets behind screen dog training to the audience. Luke Hura is best known for his roles in the films "Red Dog," "Oodball" and "The Saddle Club."

Get ready to watch the dazzling pooches that are trending on social media as they catwalk and strike poses on stage, and listen as host Brodie Young interviews these perfect fur babies and learn the secrets to their fame.



8 dogloversfestival23

Impressive dog show

In the 'Splash Zone' you'll feel the excitement as a team of dogs take to the water in a 100,000-litre swimming pool to compete in thrilling competitions such as the Big Dip, Extreme Vertical Jump and Speedy Fetch. Farmer Dave Graham and the dogs who are good at extreme high jumps will return to the Vita Pet Arena, bringing an epic new high jump and K9 Superwall performance for you to feast your eyes on!

Kelly Gil, Dr. Katrina Warren and the Wonderdogs will open their "Academy Doors" to you. Watch as these talented border collies demonstrate their skills and make you laugh out loud. Lucy Karbowiak, Emily Lyons and The High Flying Team will present a display of agility and frisbee. This fun sport "Friszility" combines tunnels, jumps and frisbees. The dogs also compete in a Flying Fast Frisbee game to see who can be the fastest.

The Mirage
Date: 13 September 2023
Medium: Online
Reach: 30,000

National 13 SEP 2023 9:05 AM AEST

Share

Australia's Biggest Dog Event Returns, Sports New Festival Look



Melbourne Dog Lovers Festival

Friday 13 – Sunday 15 October, Melbourne Convention & Exhibition Centre (MCEC)

Ten years since the Melbourne Dog Lovers Show first wowed K9 lovers in 2013, the new look festival returns this October to continue the tradition of entertaining, educating and inspiring paw-rents everywhere.

Across the three-day festival, more than 30,000 visitors will interact with around 1,000 beautiful dogs represented by over 100 breeds, uniting to make the Melbourne



Convention and Exhibition Centre one of the happiest places on Earth. With live performances from talented canines, engaging talks by dog and animal experts, dozens of breed clubs and adoption groups, dedicated petting zones, pool diving pups, and all the latest and greatest products and services to spoil your pooch, the festival is heaven for dog lovers that come from Australia-wide and overseas.

"The event was an idea sparked from the joy of playing with our three beautiful dogs in the backyard one night. We wanted to create an event that encapsulated the unique bond we share with our best friends. A place where people could leave planet Earth for a few hours to see the world through their dog's eyes. And to leave with a greater respect and understanding for their dog so they can make their lives better in the short time we have with them," said Festival Founder and CEO, Jason Humphris.

The National Tribune
Date: 13 September 2023
Medium: Online
Reach: 30,000

Australia's largest dog-dedicated event returns with a new festival look

Health | 13 Sep 2023 9:05 am AEST

Share:   

Melbourne Dog Lovers Festival

Friday 13 – Sunday 15 October, Melbourne Convention & Exhibition Centre (MCEC)

Ten years since the Melbourne Dog Lovers Show first wowed K9 lovers in 2013, the new look festival returns this October to continue the tradition of entertaining, educating and inspiring paw-rents everywhere.

Across the three-day festival, more than 30,000 visitors will interact with around 1,000 beautiful dogs represented by over 100 breeds, uniting to make the Melbourne Convention and Exhibition Centre one of the happiest places on Earth. With live performances from talented canines, engaging talks by dog and animal experts, dozens of breed clubs and adoption groups, dedicated petting zones, pool diving pups, and all the latest and greatest products and services to spoil your pooch, the festival is heaven for dog lovers that come from Australia-wide and overseas.

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With a festival line-up like no other, the ADVANCE™ Stage delivers the perfect combination of education and entertainment from some of Australia's top trainers and vets with the goal of helping visitors to raise healthier, happier dogs.

In a festival first, Bluey and sister Bingo from the beloved Australian animated series "Bluey", will headline the program with daily performances featuring singing, dancing and plenty of surprises for the whole family to enjoy.

Returning for another year is the man with all the answers to life's furry questions, the highly entertaining and esteemed Dr. Karl Kruszelnicki! Dr Karl will be presenting the next exciting instalment of his Science of Dogs talk followed by an interactive Q&A.

Renowned film and TV animal trainer Luke Hura, who worked on the sets of Red Dog, Oddball, and The Saddle Club, will return with Lauren Sellwood to let visitors in on hidden secrets behind training dogs for the screen.

Rounding out the jam-packed program is crowd-favourites Kelly Gill and Dr Katrina Warren who will share essential tips for thriving and surviving puppyhood with live demonstrations from the extraordinarily talented Wonderdogs.

Man Of Many

Date: 29 September 2023


Medium: Online

Reach: 3,800,000

Feel-Good Friday: 29 September 2023 – Duck Yeah

By Sam Mangioni – News

Revised: 28 Sep 2023

 COPY LINK

 SHARE

Oh, baby, it's a long weekend – how good! To make it even sweeter, we've got an absolute smorgasbord of sports to enjoy while we sink into the couch. There's the [AFL](#) and [NRL](#) grand finals happening, and for all the [golf](#) enthusiasts out there, the Ryder Cup tees off tonight. For when you're not watching the games, we've also compiled the ultimate list of events to get stuck into over the break in our latest edition of [Feel-Good Friday](#). So let's welcome in the sunshine kick off daylight savings with a bang. Sorry, WA and Queensland...



Image: Supplied

Australia's Largest Dog Festival Returns With a New Look

Wowing K9 lovers since 2013, the Melbourne Dog Lovers Festival is back with an all-new festival look this October to continue the tradition of entertaining, educating and inspiring paw-parents everywhere. Across the three-day festival, more than 30,000 visitors will interact with around 1,000 beautiful dogs represented by over 100 breeds, uniting to make the Melbourne Convention and Exhibition Centre one of the happiest places on Earth.

With live performances from talented canines, engaging talks by dog and animal experts, dozens of breed clubs and adoption groups, dedicated petting zones, pool diving pups, and all the latest and greatest products and services to spoil your pooch, the festival is heaven for dog lovers that come from Australia-wide and overseas.

EDITORIAL HIGHLIGHTS

Tot Hot Or Not
Date: October 2023
Medium: Online
Reach: N/A



What's on in Melbourne for October 2023

The evenings are getting longer, the weather is warming up and the flowers are in full bloom, which can only mean one thing – October is here!

Melbourne always comes alive in Spring, with a whole host of family-friendly events and activities taking place across the city. From spooky [Halloween events](#) to family-friendly festivals, there's something for everyone.

Check out this post to find out what's on in Melbourne this October!

This post is updated regularly, so check back in to see what's on in Melbourne today and this weekend, as well as what's happening for the whole month.

- [Dog Lovers Show](#) (Fri 13 Oct – Sun 15 Oct) – one of the largest festivals in the world dedicated to educating, entertaining and inspiring dog lovers.

EDITORIAL HIGHLIGHTS

Busy City Kids
Date: October
Medium: Online
Reach: N/A



Dog Lovers Festival at Melbourne Convention and Exhibition Centre

Friday, October 13, 2023, 1:30 PM –
Sunday, October 15, 2023, 2:30 PM

Melbourne Convention and Exhibition
Centre
([map](#))

[Google Calendar](#) - [ICS](#)

Discover the pure joy of dogs at the 2023 Melbourne Dog Lovers Festival!

Melbourne will be filled with puppy love this October, as dog lovers from everywhere head to one of the greatest dog-dedicated festivals in the world!

A visit to the **Melbourne Dog Lovers Festival** promises to be the most joyful, thrilling, educational, inspiring and fun day out this year! The Festival dedicated to dog lovers runs over three days, from 9:30am to 5pm on **Friday 13, Saturday 14 & Sunday 15 October 2023**, at Jeff's Shed – the Melbourne Convention and Exhibition Centre (MCEC), 2 Clarendon Street, South Bank (South Wharf).

And did we mention everything on the program – even the face painting – is FREE?! So, grab your [tickets](#), read the vital [visitors' info](#) and [FAQs](#), sign up to our [e-newsletter](#) for updates and most importantly, check out what awaits you...

- More than 800 amazing **DOGS** of 100+ breeds to meet over two days at Lyka Pat-A-Pooch, the **PEDIGREE® Adoption Zone**, InstaPooch on the **ADVANCE™ Stage**, the **DOGS Victoria Breed Showcase**. BTW, please don't BYO dogs!
- Unmissable **SHOWS** in the VitaPet Arena including Dr Katrina and Kelly Gill's Wonderdogs; Dave Graham's Extreme High Jumping Dogs; Lucy Karbowski, Emily Lyons & The High Flying Team; the high-flying Antinol DockDogs in a massive, 100,000-litre indoor pool; plus Australia's most-agile dogs. See all the festival attractions [here](#).



Weekend Notes

Date: 2 October 2023

Medium: Online

Reach: 50,000

Dog Lovers Festival at Melbourne Convention and Exhibition Centre

Experience More - Subscribe to Our Weekly Events Newsletter

Posted 2023-10-02 by [Jon](#) ⇒ [follow](#)

Fri 13 Oct 2023 - Sun 15 Oct 2023

A visit to the Melbourne Dog Lovers Festival promises to be the most joyful, thrilling, educational, inspiring, and fun day out this year! The Festival dedicated to dog lovers runs over three days, from 9:30 am to 5 pm on Friday 13, Saturday 14 & Sunday 15 October 2023, at Jeff's Shed – the Melbourne Convention and Exhibition Centre (MCEC), 2 Clarendon Street, South Bank (South Wharf).

And did we mention everything on the program – even the face painting – is FREE?! So, grab your tickets, read the vital visitors' info and FAQs, sign up for our e-newsletter for updates, and most importantly, check out what awaits you...

More information at busycitykids.com.au/melbourne-calendar-events/2023/10/13/dog-lovers-festival-at-melbourne-convention-and-exhibition-centre



EDITORIAL HIGHLIGHTS

Australian Dog Lover
Date: 9 October 2023
Medium: Print
Reach: N/A

MELBOURNE DOG LOVERS FESTIVAL 2023 - OCTOBER 13-15

Written by Australian Dog Lover 23 days ago · 0 Comments



A Melbourne dog lover's dream: a festival for your favourite K9 friends!

The Melbourne Convention and Exhibition Centre will host the ultimate dog lovers' weekend, the **Melbourne Dog Lovers Festival**, from **Friday 13 – Sunday 15 October 2023**.

The country's biggest dog-dedicated event is back, but this time with a new festival look! The festival will arrive in Melbourne to throw a three day-long celebration of our tail-wagging best buddies. This paw-filled extravaganza promises to be a puppy paradise for dog enthusiasts with around 1,000 beautiful dogs representing over 100 breeds, celebrating the special bond between humans and their canine companions.

Melbourne Dog Lovers Festival Highlights:

- In a festival first, Bluey & Bingo from the Aussie made animated series 'Bluey', will headline the program with daily singing and dancing performances.



Dog Lovers Festival at Melbourne Convention and Exhibition Centre

Experience More - Subscribe to Our Weekly Events Newsletter

Posted 2023-10-02 by [Jon](#) ⇒ [follow](#)

Fri 13 Oct 2023 - Sun 15 Oct 2023

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More information at busycitykids.com.au/melbourne-calendar-events/2023/10/13/dog-lovers-festival-at-melbourne-convention-and-exhibition-centre



EDITORIAL HIGHLIGHTS

What's On - City of Melbourne

Date: 11 October 2023

Medium: eDM

Reach: 180,000

 CITY OF MELBOURNE

WHAT'S ON



Melb's best old-school pubs

Where: Various locations

Zip your way back in time at Melb's oldest pub. Seek out dimly lit vintage bars. And sink beers in a cottage-style pub down a heritage laneway.



Dog Lovers Festival

Where: Melbourne Convention and Exhibition Centre

When: 13 to 15 October

Give the city's cutest pooches a belly rub. See the famous skateboarding dogs in action. Then ask Dr Karl to solve your pet dilemma.

[Book now](#)

Herald Sun (syndicated x 6)

Date: 13 October 2023

Medium: Online

Total reach: 162,000



Melbourne Dog Lovers Festival 2023: Day 1

Families and their pooches came out for Day 1 of the Melbourne Dog Lovers Festival. Everyone enjoyed the sights, sounds and smells of the latest products for their furry friends. SEE ALL THE PICTURES.



10/10

Jill, Rose, George and Poppy



8/10

Sam and Luke



8/10

James, Cooper and Viki

Herald Sun (syndicated x 11)
Date: 13 October 2023
Medium: Online
Total reach: 677,000



Melbourne Dog Lovers Festival 2023: Day 1 Picture Gallery

Pet owners gathered for some funny fun at the Melbourne Exhibition Centre on Friday for day one of the Dog Lovers Festival. SEE ALL THE PICTURES



1/14

Kyle and Link



3/14

Kevin and Lina



5/14

Harloe

EDITORIAL HIGHLIGHTS

The Daily Telegraph
We're for you

Herald Sun (syndicated x 7)
Date: 13 October 2023
Medium: Online
Total reach: 795,000



Dog Lovers Festival 2023: Day 2 Photo Gallery

Dog Lovers gather together at the Melbourne Convention and Exhibition Centre to celebrate all things canine.



1/85
Kiki and Albert



4/75
Sam, Jack and Daisy

Herald Sun

Date: 15 October 2023

Medium: Online

Reach: 353,000



Dog Lovers Festival 2023: Day 3 Photo Gallery

Traders sell their canine goodies to customers and pets on the last day of the Dog Lovers Festival at the Melbourne Convention and Exhibition Centre. SEE ALL PICTURES



1/24

Antinol Australia



25/24

Witab Australia

9Honey
Date: 24 August 2023
Medium: Online
Reach: 2,900,000

Trainer Luke Hura reveals the star qualities he looks for when finding dogs for film and TV

By [Rachael Gavin](#) | 2 months ago

When Australian movie *Red Dog* hit cinemas in 2011 it quickly became one of the most successful local films of all time and in the process made a star out of Koko, the canine actor who played the titular character.

However the movie's animal trainer Luke Hura reveals to 9Honey Pets that the dog you see in the film's most popular scenes wasn't actually Koko.

"[Koko] was a dog that was a show dog that didn't really want to do a great deal. So it turned out that I ended up finding another dog called Charlie that I got from a shelter. Koko got all the glory, but it was actually Charlie who did all the action, the swimming in the water with a steak in his mouth... all the funny bits that the dog did," he says.

"So I was very lucky I had Charlie with me because he pretty much made that film what it is."



Koko isn't actually in all the scenes in the film. (Roadshow Entertainment)

Hura, who started animal talent agency [Paws on Film](#) with producer Lauren Sellwood, has had 35 years experience training dogs for film, TV and stage. He'll be sharing insights about training animals at the [Sydney Dog and Cat Lovers Festival](#) this weekend.



Luke Hura looks for star quality and confidence when searching for a dog for stage and screen roles. (Supplied)

"So yes, I found a little terrier. It happened to be exactly the dog that they were after I did my first television commercial. That same day I said 'This is what I wanna do for the rest of my life!'"

Since then Hura has worked on productions including *Oddball*, *Blue Heelers*, *McLeod's Daughters* and *Neighbours*, as well as stage shows like *The Wizard of Oz* and *Annie*.

He says a dog doesn't have to have training to be a successful stage or screen dog as the work is very different to training a dog to be an obedient pet.

At the Sydney Dog Lovers Festival, Hura will be showing some of the main exercises he uses with dogs on film and TV sets, and if your dog can master those they would be able to do 70 to 80 per cent of screen work.

SOCIAL



EDITORIAL HIGHLIGHTS

What's On Melb

Date: 13 October 2023

Medium: IG Story x 6

Reach: 462,000



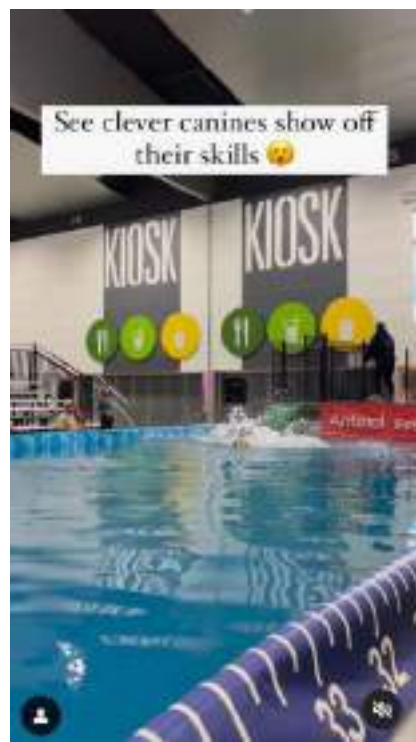
EDITORIAL HIGHLIGHTS

What's On Melb

Date: 13 October 2023

Medium: Instagram Reel

Reach: 462,000



EDITORIAL HIGHLIGHTS

**CONCRETE
PLAYGROUND®**

Concrete Playground Melbourne

Date: 14 July 2023

Medium: Facebook

Reach: 154,000



Concrete Playground Melbourne

4d · 🌐

Birds chirp, rainbows form and the sun shines a little brighter when the Melbourne Dog Lovers Festival comes around. And this year, it's returning for another round of pats, licks and parades in spring at the Melbourne Convention and Exhibition Centre.

Yes, the dedicated puppy cuddle zone is back. Get ready to make a heap of new four-legged friends.

Get the "awwww!"-inspiring details: <https://playgroundne.ws/44m081U>



EDITORIAL HIGHLIGHTS

**CONCRETE
PLAYGROUND®**

Concrete Playground Melbourne

Date: 15 July 2023

Medium: Instagram

Reach: 29,100



This Dog Festival Is Filling the
Melbourne Convention Centre
with Adorable Pooches and
Super-Excited Pups



concreteplaygroundmelbourne Birds chirp, rainbows form and the sun shines a little brighter when the Melbourne [@thedogloversfestival](#) comes around. And this year, it's returning for another round of pats, licks and parades in spring at the Melbourne Convention and Exhibition Centre.

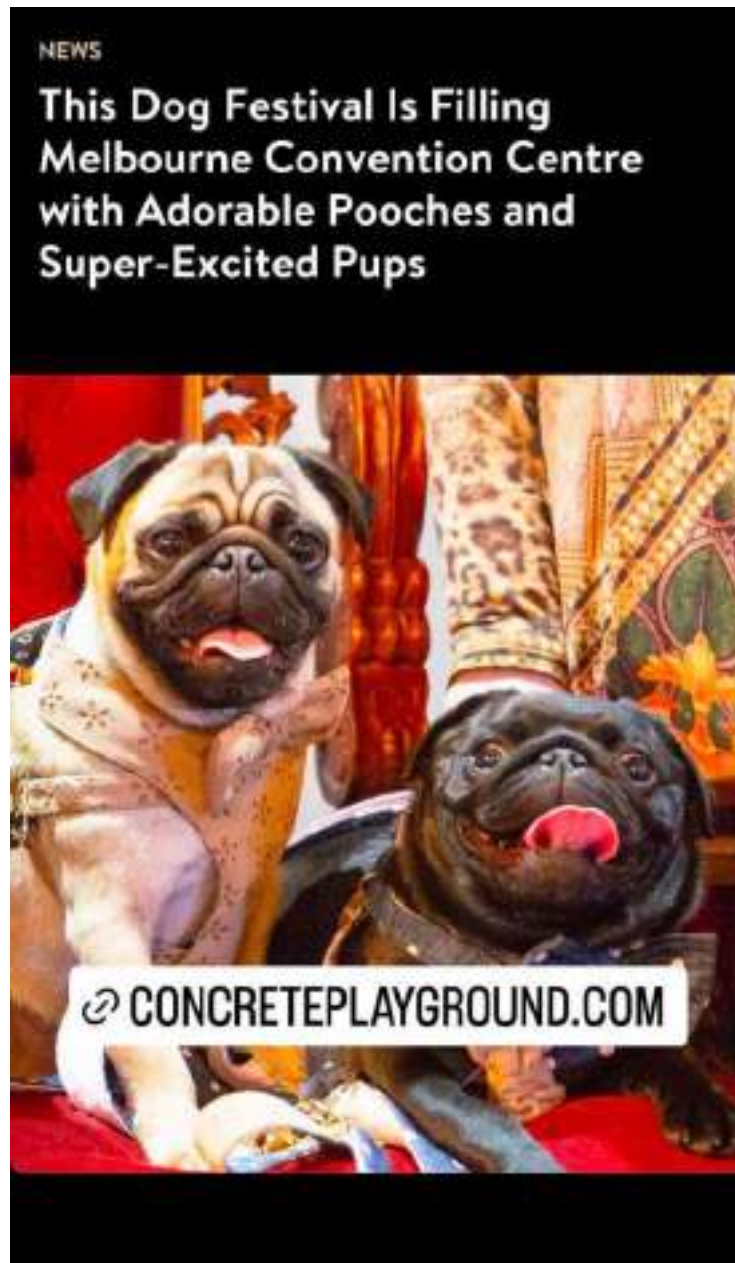
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EDITORIAL HIGHLIGHTS

**CONCRETE
PLAYGROUND®**

Concrete Playground
Date: 11 October 2023
Medium: IG Story
Reach: 30,900



Concrete Playground
Date: 13 October 2023
Medium: eDM
Reach: 110,000

CONCRETE
PLAYGROUND.

Food & DrinkArts & EntertainmentDesign & StyleTravel & Leisure

Weekend GuideFri 13 Oct



Melbourne Dog Lovers Festival

 Fri 13 Oct - Sun 15 Oct

Varies

Melbourne's three-day dog expo is back – and so is its dedicated puppy petting zone.

[Read More](#) 

Melbourne Convention and Exhibition Centre
1 Convention Centre Place
South Wharf

EDITORIAL HIGHLIGHTS

**CONCRETE
PLAYGROUND®**

Concrete Playground
Date: 13 October 2023
Medium: IG Story
Reach: 31,000



EDITORIAL HIGHLIGHTS

URBAN
:LIST

Urban List Melbourne
Date: 13 September 2023
Medium: Facebook
Reach: 369,000



Urban List Melbourne

13 September at 15:30 · 🌐

A massive three-day festival dedicated to dogs is coming this October. This way for all the details on Melbourne Dog Lovers Show
👉 <http://theurbanlist.com/.../best-things-to-do-melbourne>



EDITORIAL HIGHLIGHTS

URBAN
:LIST

Urban List
Date: 18 September 2023
Medium: Instagram
Reach: 263,000



WHAT'S ON

Australia's Largest
Festival Dedicated To
Dogs Is Returning To
Melbourne Next Month



urbanlistmelb • Follow

...



urbanlistmelb The three-day festival dedicated to dogs, @thedogloversfestival is coming to Melbourne this October. See plenty of good boys and girls at peak performance, competing in the extreme high jump, take a stroll through Australia's largest canine supermarket, or catch one of the many talks and panels feature the likes of Dr Karl, leading dog trainers and more.

[Image description: A woman lovingly petting a pug in a booth with a sign that reads "pug kisses". A headline reads "Australia's largest festival dedicated to dogs is returning to Melbourne next month"]

15 h



383 likes
15 HOURS AGO

Log in to like or comment.

EDITORIAL HIGHLIGHTS

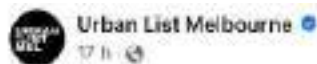
URBAN
:LIST

Urban List

Date: 18 September 2023

Medium: Facebook

Reach: 369,000



A massive three-day festival dedicated to dogs is coming this October. This way for all the details on Melbourne Dog Lovers Show 🐾 <http://theurbanlist.com/.../best-things-to-do-melbourne>



EDITORIAL HIGHLIGHTS

URBAN
:LIST

Urban List

Date: 18 September 2023

Medium: Facebook

Reach: 369,000



Urban List Melbourne

18 September · 🌐

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EDITORIAL HIGHLIGHTS

URBAN
:LIST

Urban List
Date: 18 September 2023
Medium: Facebook
Reach: 263,000



WHAT'S ON

Australia's Largest
Festival Dedicated To
Dogs Is Returning To
Melbourne Next Month

urbanlistmelb • Follow



urbanlistmelb • 5 w

The three-day festival dedicated to dogs, @thedogloversfestival is coming to Melbourne this October. See plenty of good boys and girls at peak performance, competing in the extreme high jump, take a stroll through Australia's largest canine supermarket, or catch one of the many talks and panels feature the likes of Dr Karl, leading dog trainers and more.

[Image description: A woman lovingly patting a pug in a booth with a sign that reads "pug kisses". A headline reads "Australia's largest festival dedicated to dogs is returning to Melbourne next month"]



22 likes



553 likes

18 SEPTEMBER

EDITORIAL HIGHLIGHTS

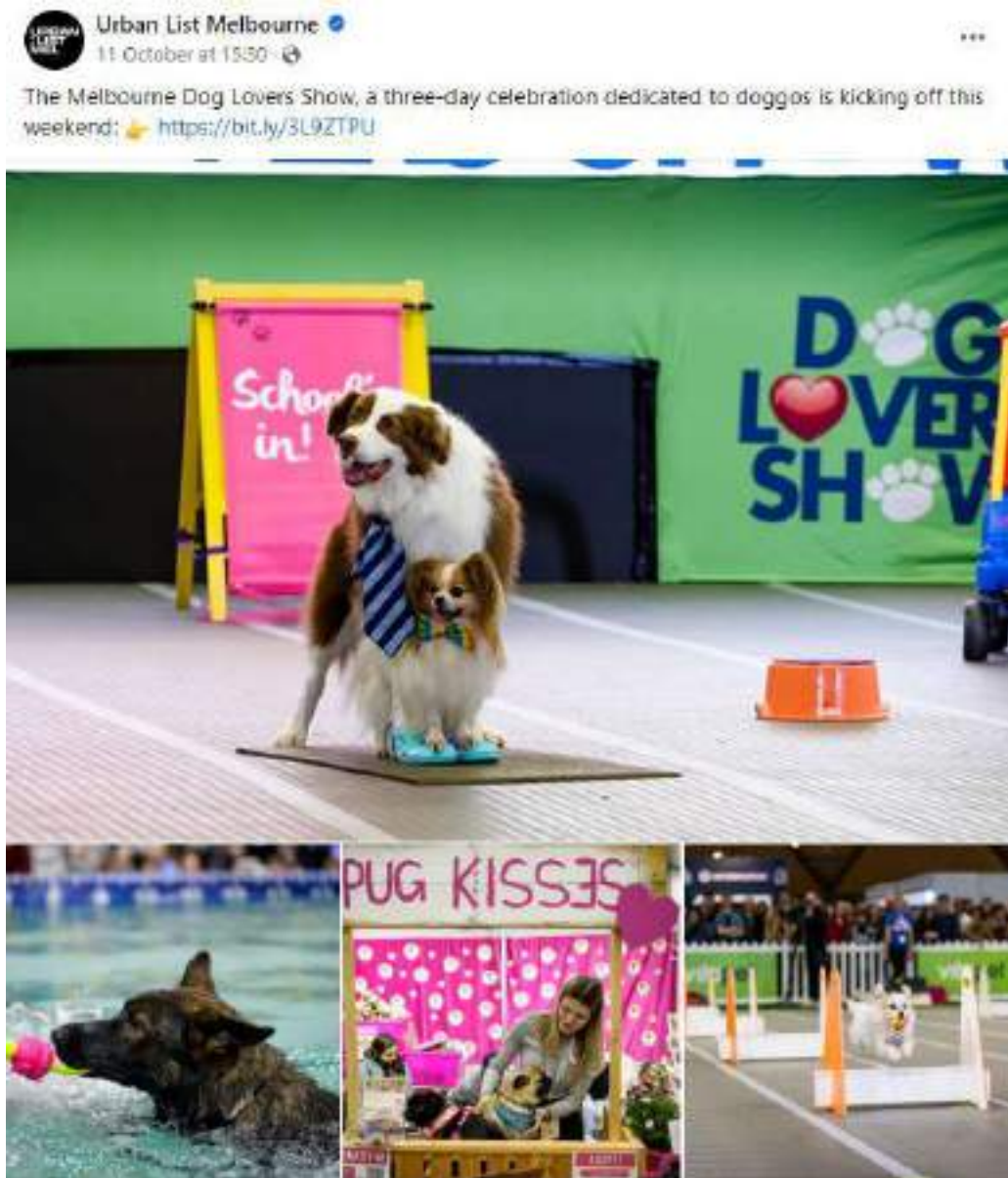
URBAN
:LIST

Urban List

Date: 11 October 2023

Medium: Facebook

Reach: 369,000



EDITORIAL HIGHLIGHTS

beat

Beat Magazine

Date: 13 September 2023

Medium: IG Story

Reach: 29,200



MELBOURNE DOG LOVERS SHOW

is bringing pool diving pups
to the city next month

[BEAT.COM.AU](https://beat.com.au)

EDITORIAL HIGHLIGHTS

* SECRET MELBOURNE

Secret Melbourne
Date: 17 September 2023
Medium: Instagram
Reach: 84,600



secretmelbourne • Follow
Melbourne Convention and Exhibition Centre (MCEC)

secretmelbourne · 5 w
[LINK IN BIO] @thedogloversfestival is coming back to Melbourne for its 10th year 🐾
Meet adorable dogs in the Pat-A-Pooch zone, see incredible dog demonstrations, learn about adopting, find plenty of products to spoil your pooch and much, much more. This puppy paradise is taking over @mcecc from Friday October 13 to Sunday October 15 🐾
👉 Fetch more details via the link in bio 👉

572 likes

17 SEPTEMBER

Add a comment...

EDITORIAL HIGHLIGHTS

* SECRET MELBOURNE

Secret Melbourne
Date: 18 September 2023
Medium: IG Story
Reach: 86,600



EDITORIAL HIGHLIGHTS

* SECRET MELBOURNE

Secret Melbourne
Date: 2 October 2023
Medium: IG Story
Reach: 86,600



EDITORIAL HIGHLIGHTS

* SECRET MELBOURNE

Secret Melbourne

Date: 1 October 2023

Medium: IG Reel

Reach: 86,600



EDITORIAL HIGHLIGHTS



Where To Melbourne
Date: 7 October 2023
Medium: Facebook Post
Reach: 149,000



Where To Melbourne

2 d · 🌐

Dog lovers! There's a festival dedicated to you! 🐕🐾

Dog Lovers Festival is dubbed the greatest dog festival in the world. It has 800 amazing dogs of 100+ breeds to entertain visitors, including talented dog shows, live interactive experiences, expert tips, shopping, food trucks, and face painting! But sadly, you can't bring your own dogs. That's a strict policy.

It'll be a three-day show beginning on Oct. 13th, until 15th at the Melbourne Convention & Exhibition Centre.

Keen to attend? Tag a dog lover to accompany you on this memorable furry event.

Hit the link to secure your spot 🖱️ avaclick.link/anud

 Dog Lover Festival

[#wheretomelb](#) [#doglover](#) [#dogfestival](#) [#melbevents](#) [#melbourneshows](#)



EDITORIAL HIGHLIGHTS

What's On Melbourne
Date: 8 October 2023
Medium: Facebook Post
Reach: 543,000

 **What's On Melbourne** 

8 October at 23:27 · 

Breathtaking new exhibitions, a weekly Euro night market, the Dog Lovers Festival and more 🐾



[WHATSON.MELBOURNE.VIC.GOV.AU](https://www.whatson.melbourne.vic.gov.au) 

Everything you need to do in October in Melbourne

Discover things to do in Melbourne in October, from free events to...

EDITORIAL HIGHLIGHTS

Time Out Melbourne
Date: 9 October 2023
Medium: Facebook
Reach: 264,000



Time Out Melbourne

9 October at 20:19 · 🌐

...

Here are our top picks of the best things to do in Melbourne this week, including exhibitions, foodie events and more.



TIMEOUT.COM

The 46 best things to do in Melbourne this week

EDITORIAL HIGHLIGHTS

Time Out Melbourne
Date: 11 October 2023
Medium: Facebook
Reach: 264,000



Time Out Melbourne

11 October at 21:26



A massive celebration of all things canine is on this weekend 🐾



TIMEOUT.COM

Meet and play with more than 1,000 dogs at the Melbourne Dog Lovers Festival

EDITORIAL HIGHLIGHTS



Time Out Melbourne
Date: 12 October 2023
Medium: Facebook
Reach: 264,000



Time Out Melbourne

5 October at 08:30 · 🌐

...

Looking to get out and about this weekend? We've got you covered.



TIMEOUT.COM

42 things to do in Melbourne this weekend

We've got you covered for the best things to do in Melbourne this ...

EDITORIAL HIGHLIGHTS

* SECRET MELBOURNE

Secret Melbourne

Date: 12 October 2023

Medium: IG story

Reach: 87,400

33 awesome things to
do **this weekend**
in Melbourne

[SEE MORE HERE](#)



EDITORIAL HIGHLIGHTS

Geelong
Advertiser

Geelong Advertiser
Date: 12 October 2023
Medium: Instagram
Reach: 16,900



GA geelongaddy 1h
A Geelong animal foster care group has given nine Kelpies orphan puppies a new lease on life. 🐶
Waggin Tails Animal Rescue took in the pups when they were just one week old and founder Beck Kastelein said the pups needed to be bottle fed to due their young age.
After a rocky start to life and a few trips to the emergency vet, including when two of the pups having difficulty breathing, the Kelpies, now four weeks old, are thriving.
Ms Kastelein and Waggin Tails Animal Rescue will be at the Melbourne Dog Lovers Festival this weekend.
The festival will be held at the Melbourne Convention and Exhibition Centre from Friday to Sunday, 9.30am to 5pm.

EDITORIAL HIGHLIGHTS

Time Out Melbourne
Date: 13 October 2023
Medium: Online
Reach: 264,000



Time Out Melbourne

13 October at 18:16

...

We've got you covered for the best things to do in Melbourne this weekend.



TIMEOUT.COM

44 things to do in Melbourne this weekend

EDITORIAL HIGHLIGHTS

7 News Melbourne
Date: 13 October 2023
Medium: Twitter
Reach: 199,000



7NEWS Melbourne 
@7NewsMelbourne

...

Thousands of pet pooches have descended on the Exhibition Centre for the annual Dog Lovers Festival. [7NEWS.com.au](https://www.7news.com.au) [#7NEWS](https://twitter.com/7NEWS)



EDITORIAL HIGHLIGHTS



9 News Melbourne
Date: 15 October 2023
Medium: Instagram
Reach: 380,000



9newsmelbourne 🟦 So many good boys! 🐶

Hundreds of four-legged friends have visited Melbourne's Dog Lovers Festival this weekend - some giving pool diving performances, others showing off their rarity and many there for pats from the 30,000 dog enthusiasts who attended.

#9News | WATCH LIVE 6pm

EDITORIAL HIGHLIGHTS

9 News Melbourne
Date: 15 October 2023
Medium: Facebook
Reach: 1,200,000



RADIO



EDITORIAL HIGHLIGHTS



Triple M Melbourne

Date: 14 September 2023

Medium: Radio

Reach: 64,000



EDITORIAL HIGHLIGHTS



ABC Melbourne
Date: 14 October 2023
Medium: Radio
Reach: 37,000

A portrait of Alice Zaslavsky, a woman with dark hair and glasses, wearing an orange shirt, smiling against a textured, light-colored background.

ABC MELBOURNE

Melbourne Saturday Breakfast

[📻 All Episodes](#)[✉ Contact Us](#)

Brought to you by



ABC MELBOURNE

Presented by



Alice Zaslavsky

EDITORIAL HIGHLIGHTS



ABC Melbourne (syndicated x 9)
Date: 13 October 2023
Medium: Radio
Total Reach: 96,540



ABC MELBOURNE

Victorian Saturday Mornings

[All Episodes](#)[Contact Us](#)

Brought to you by



ABC MELBOURNE

Presented by



Matt Preston

SUMMARY



COVERAGE TRACKER HERE

OVERVIEW OF ACTIVITY

PUBLIC RELATIONS

- Created a comprehensive media list spanning news, pet, lifestyle, home, CALD and family interest.
- Developed monthly PR calendars reflecting key focuses and seasonal dates for Festival.
- Drafted a press release on Melbourne Dog Festival return, with a paired media alert, and refreshed with changes and updates.
- Drafted a highlights release with new headlining talent and exhibitors and refreshed with changes and updates.
- Uploaded listing with City of Melbourne and facilitated roll out of on-site content.
- Created a dedicated media matrix with exclusive opportunities for all key talent, with a focus on exhibitors, rescue groups and breeders.
- Created a media asset drives containing select high-res event imagery and video content.
- Individually pitched to and followed up mid and short lead media across print, online and broadcast.
- Reviewed an extensive exhibitor list to source and pitch individual stories and opportunities
- Managed the accreditation process for media pre-event and on-site.
- Worked with event, venue and logistics teams to coordinate media parking and access on-site.
- Created an on-site PR briefing document for live TV opportunities and conducted briefing session with wider client team.
- Facilitated multiple pre-event and on-site photo and broadcast media opportunities including 2 x photoshoots with the Herald Sun, national weather with Sunrise (included 7 x live crosses), a news package for Channel 7 News, 9News, Channel 10 News and SBS. As well as facilitating an onsite shoot for Studio 10 featuring Dr Katrina Warren.
- Collaborated closely with news desks and news producers to produce broadcast stories utilising VNR, resulting in a news story across almost all major networks.
- Developed an on-site media schedule detailing all event weekend opportunities.
- Secured and managed multiple giveaways.
- Created and updated a WIP document to support fortnightly meetings, including drafting minutes and actions.
- Hosted fortnightly WIP meetings.
- Provided comprehensive ongoing coverage updates.
- Monitored and clipped coverage manually and in conjunction with a media monitoring service.
- Created comprehensive end of campaign PR report and coverage tracker.

LEARNINGS & RECOMENDATIONS

PUBLIC RELATIONS

- The event took place in a busy news cycle – and a complicated social/political climate – including the conflict in the Middle East and the vote to enshrine an Indigenous Voice in the Australian constitution. Despite these factors, the Festival remained a staple news item for almost all major broadcast networks, where coverage was secured with Channel 7, Channel 9, Channel 10 and the SBS over event weekend. This also included morning breakfast shows Sunrise and Studio 10.
- ABC also came on-site and filmed for a news package, highlighting the potential royal flush of broadcast media across the weekend. However, due to the news cycle and ABC's bulletin, the event package did not run. Tide still achieved 2 x radio interviews with the ABC for some light and refreshing content during the heavy news cycle, resulting in great reach.
- Tide continued to work closely with the PPI videographer to create the VNR on-site. This resulted in world features on SBS World News and Channel 10 news, showing the power of the VNR, especially within such a heavy news cycle. This is recommended for all festival weekends ongoing.
- Tide received some media feedback surrounding the proximity of dates to the Sydney weekend. Media were less likely to feature if they had already, especially for bigger features such as 9Honey when they had featured the Sydney event only weeks prior.
- It is so great to have such a strong relationship ongoing with festival exhibitors, talent and breeders. Tide is becoming well known to all involved, creating strong and seamless ways of working. This also helps Tide continue to build out new stories for media year on year, as Tide gets to know the stories of those involved.



Thank you!

Stacey McArdle
Managing Director

Jasmine Burford
Account Director

Zoe Morley
Account Manager

Lucy Roff
Junior Account Manager