

SMALL ANIMAL & EQUINE NATUROPATHIC ASSOCIATION

MEMBERS NEWSLETTER QUARTER 1 - 2021



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The Presidents Word

A NEW YEAR, EXCITING OPPORTUNITIES & SAENA PROJECT UPDATES

Happy New Year everyone and welcome to the Quarter 1 edition of the SAENA newsletter. I hope you all had a nice break despite travel restrictions and lockdowns and are ready for a successful new year in 2021.

My personal takeaway from last year: don't take anything for granted, be grateful for what you have and don't shy away from reflecting on your life in order to make informed and wise changes. It has been a challenging year for all of us - I am sure - and I would therefore like to start this new year with optimism, hope, and some achievable goals.

One key goal of the committee this year is to build a strong SAENA community and provide you – our members – with valuable content and insight from industry experts. As many of you know, we are currently in the last stages of rebuilding our website so hopefully we can launch a more functional site in the next couple of weeks. We will send out a separate announcement once it's all up and running.

Once the site is operational we will start with our webinar series which I am particularly excited about. Leslie Williamson and Michele Broadhurst have already agreed to give a webinar presentation, and we are currently in discussion with practitioners such as Barbara Houlding and Nicola Kinnard-Comedie among others. If you would like your favourite expert to give a talk for SAENA, shoot us an email with their name and we will contact and invite them to give a presentation.

We are also currently working with an insurance broker to provide us with more insurance options other than AJ Gallagher and AON for public liability and professional indemnity. We will provide more details shortly.

There are a few more exciting things happening in the background so watch this space!

Warm regards,
Sandra Bader | SAENA President



SAENA Committee News

THE EXECUTIVE & GENERAL COMMITTEE

The SAENA committee is based on volunteers to keep the association not only running smoothly, but continually improving for our members and our industry. Due to the hard work that committee members are continually offering for to the up-keep of the association, **committee members annual membership fee's are now being waived. This includes both the Executive and General Committee members.** Committee members will be obliged to fulfil specific requirements (for example, attendance of a specific number of committee meetings) outlined in the governing policy.

If you think that you would like to join the committee and offer both your valuable thoughts and time to keep SAENA the best it can be, please email the Executive at info@saena.com.au.

There are currently some positions open in the Executive. If you enjoy Event Planning or Website Management and would like to join the team, please email info@saena.com.au to enquire.

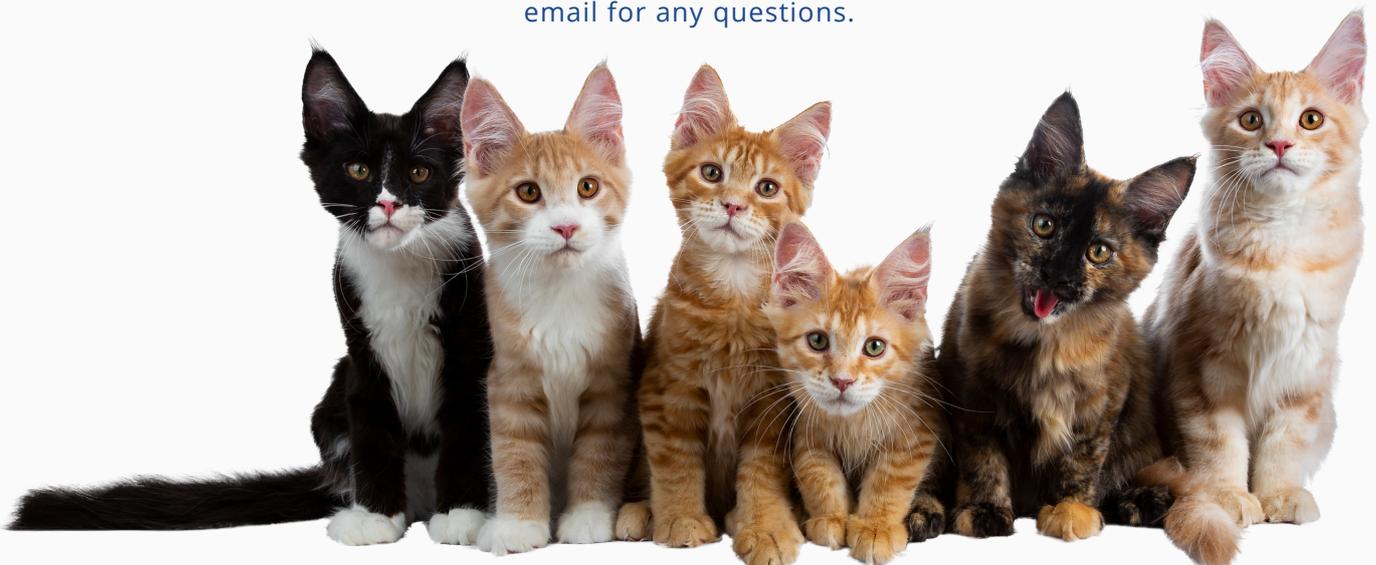
New General Committee members are always welcome. If you would like to join the team and gain some valuable professional experience and personal development, please email info@saena.com.au to enquire.

Connecting with SAENA

ARE YOU ACROSS ALL OF SAENA'S SOCIALS?



Don't forget to check out the SAENA website and social media pages. As always, contact us through our email for any questions.



A moment with a SAENA member

MEET TRACEY, A SMALL ANIMAL HEALTH AND WELLNESS PRACTITIONER

Name:

Tracey Morrison

Business name:

Proactive Pets Pty Ltd & Emu Plains Natural Therapies

Pets:

Hazel (18-month-old Nova Scotia Duck Tolling Retriever) and Rosie (Elderly cockatiel)

Modalities you practice:

Homeopathy, Remedial Massage, Nutrition for Small Animals

Do you offer anything else in your business?

Essential Oils for people and pets, doggy day care, pet minding, home-made pet food and I run a "Good Manners" training program for dogs.

What is one thing you wish you knew when you started your business?

That there are great networking groups that will support you on your journey and that you don't have to do it all alone.

What is one thing you have found easy with your business?

It's easy to do what comes naturally and what you are passionate about, so working with the animals (though sometimes challenging haha) is easy because I love them all.

What is one thing you have found difficult with your business?

The administration side of things. I'm better at just working in the business and with the animals directly, not so good at keeping up with all paperwork haha.

Have you had any really interesting client case studies?

I have had many amazing homeopathic consults with both people and pets but lately I have a lot of dog owners come to me asking for a natural approach to calm their pet.

When you can give a homeopathic remedy to an anxious dog and it helps to calm and comfort them, there lies the real action of natural, complimentary medicines. Pets have no preconceived ideas so when you can see that the remedy has truly worked, it is very satisfying and magical!

What online presence do you have (including social media) and which one have you found the most influential in growing your business?

I have face book accounts for both businesses and an Instagram account (linked to Proactive Pets). I find the face book pages good, but I think I get most responses though my website. It was designed by a lady who is passionate about animals and it generates a lot of interest.

Lastly, are there any resources you use to help you with your business that other SAENA members would benefit from knowing about?

There are a lot of resources on face book. Whatever modality you are practising, you can generally find a like minded group that will answer questions, offer advice and, as like-minded business owners, are generally incredibly supportive.



Proactive Pets



PROACTIVEPETS.COM.AU



@PROACTIVEPETS

The Business Builder

WHAT KIND OF CONTENT WILL HELP YOUR BUSINESS GROW?

There are so many strategies when it comes to content creation and social media. We all want to put quality information out there but it all seems time consuming and confusing. Having a sound social media strategy can help grow your business and create a level of professionalism and trust with potential clients.

So what is the best type of content to use on social media to build your brand and client base? Many small businesses opt for little and often but without any real substance, including the sole focus of sales posts. What we, as small business owners need to do, is approach the content as if you are the client. What information is sharable? How will your page help solve problems for others?

Below are 5 different types of content that will help get potential clients noticing your business:

1

Seeing is Believing.

Whether you are selling goods or a service, what better way to promote them than by doing a video either using the product or explaining the service. It doesn't have to be an expensive production, add some personality into it!

2

Interviewing an Expert in your Field.

It can be a little scary reaching out to experts in your chosen field, more often than not, these experts are more than happy to answer a few questions and share their knowledge. Interviews don't have to be from the top in the field, local business may have just as much advice or life experiences to share.

3

Education 'HOW TO' Content

This strategy has multiple benefits. Show potential clients that you know your stuff AND you are willing to share valuable information in which they seek. Value adding is so important.

4

Case Studies!!!

Writing case studies is a great way to link success stories with your product or service. It creates trust and showcases your expertise. It also shows how you were able to help your client solve their problem.

5

Testimonials and Reviews

According to statistics, 77% of people take their time to read reviews before engaging a service or buying a product. Potential clients are more likely to believe other clients opinions on your business than your own testimonials.



A Sneak Peek from an Animal Herbalist

OHH WHAT A HERB! 'ASTRAGALUS'

Herb Name:

Astragalus or Milkvetch/Loco weed/Goat's thorn

Origin:

Native to temperate regions in the Northern Hemisphere. Astragalus has been a staple in Chinese medicine for centuries. It is considered one of the 50 fundamental herbs and is an important tonic herb for maintaining vitality (qi) and strengthening resistance (immunity).



Classification:

Large genus with over 3000 species. Belonging to the legume family Fabaceae.

Actions:

Immunomodulator, antiviral, cardioprotective, hypotensive/diuretic, hepatoprotective, adaptogen. Astragalus is useful with a wide range of conditions, both preventively and as a treatment. We often think of it as an immune system modulator, it can also be useful with many forms of cancer. Astragalus is considered to be cardioprotective and is used with both mild and advanced congestive heart failure. Astragalus is an adaptogen, which means very loosely that it helps the body to cope with stress. Astragalus is hepatoprotective, meaning that it protects liver against toxic substances and viruses to prevent liver damage. Astragalus can be useful with a range of chronic liver disease, resulting in improved liver function, protection from liver damage, and stimulation of liver cell regeneration. Astragalus is a powerful immune supporter.

DISCLAIMER: Before administering any herb or medication to your pet, ensure you seek the advice of a qualified herbalist or veterinarian.

Source: <https://thepossiblecanine.com/astragalus>



Events near you

Well, 2020 was a hard year for events with COVID-19 restrictions. We are hoping that this year will allow for more events to go ahead. Unfortunately during these times, there is still a chance that any given event may be postponed or cancelled.

If you know of any events that the SAENA members would love to know about, please let us know and we will share it on Facebook/email or the newsletter.

2020-21 Events

- Dog Lovers Show (Sydney: Saturday 7 to Sunday 8 August 2021) & (Melbourne: Friday 22 to Sunday 24 October 2021)
- Cat Lovers Show Melbourne 1-2 May 2021
- Dogs in the Park (St Ives: Sunday 21 March 2021)
- Adelaide Animal Expo (1-2 May 2021)
- Perth Pet Expo (Claremont: 20-21 November 2021)
- Dogs on the Green Dog Market (Benowa, Gold Coast: 28 March 2021)
- Brisbane Paws-Fest (2021 Date TBA)
- A Pooch Affair (Canberra: 2021 July 10)
- Equitana Melbourne 8-10 July 2021

NEW ZEALAND

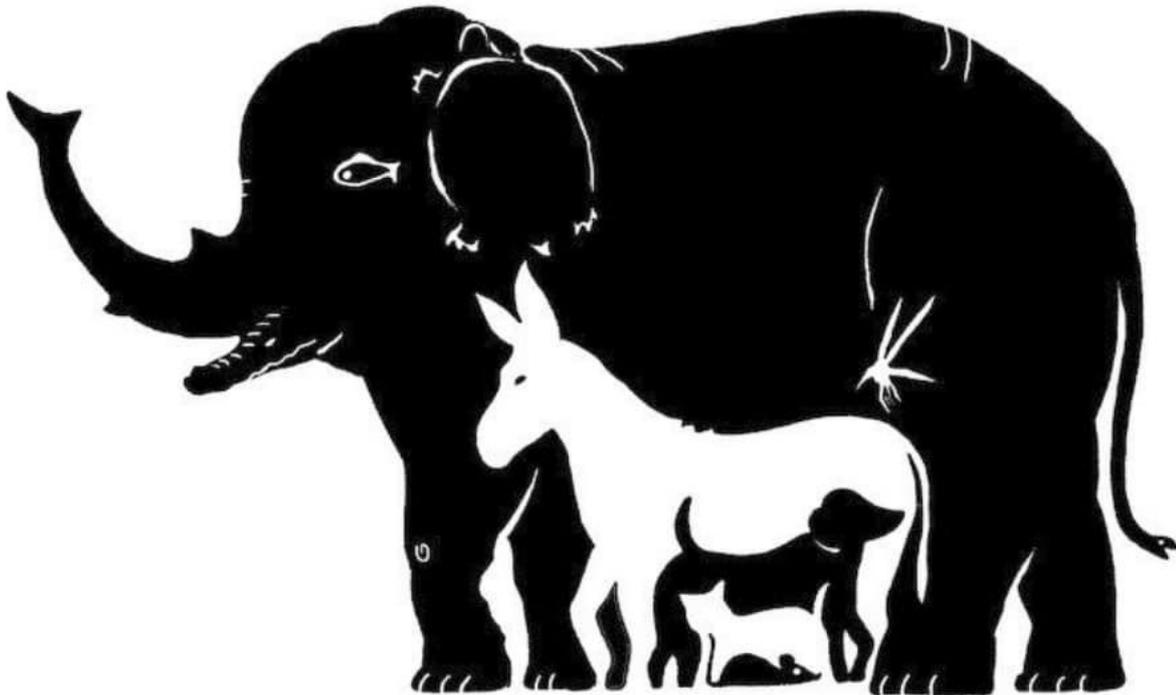
Pet Animal Expo:

- Christchurch 8-9 May 2021
- Bay of Plenty, Bay Park MT Maunganui 3-4 October 2021
- Auckland 24-25 September 2021
- Wellington 14-15 November 2021

SAENA Brain Teaser

CAN YOU FIND THEM ALL?

How many animals can you see?



CAN YOU FIND THE:

Bird head, Beaver, Turtle, Fish, Elephant, Mosquito, Donkey, Dog, Snake, Sword fish, Cat, Mouse, Prawn, Hen, Crocodile, Dolphin?

I still can't find the bird head, beaver or sword fish...

Closing Words

We hope you all had a nice, relaxing Christmas and New Years break. Here's hoping that 2021 brings a year full of opportunity, learning and lots of happy, healthy animals. There are lots of exciting things on the horizon for SAENA members and the SAENA committee is so excited to help support you all through 2021. Remember, if you are at all interested in joining the committee and would like to help shape SAENA with your great ideas, we would love to have you on board.

SAENA EXECUTIVE