



LEAD THE WAY

CAMPAIGN SUMMARY

Lead the Way is the public campaign in support of Sydney Lord Mayor Clover Moore's Animals (Regulation of Sale) Bill. Our aim is to reach a mass audience through social networking and public relations to:

- Gain support for the Bill amongst the general public
- Leverage this support (through public relations) to reach the key influencers in Parliament
- Educate Australians about the facts surrounding the issue

The key campaign message is *"We are a nation of Animal lovers, but we need to do more to ensure their well-being and eliminate animal cruelty. Regulating the sale of animals means a better beginning in life, and helps reduce the 60,000+ unnecessary deaths in NSW alone every year."*

[BILL SUMMARY]

The Animals (Regulation of Sale) Bill regulates the sale of pets to reduce impulse buying and cruel mass breeding practices. It would ban the sale of dogs and cats in shops and markets, ban the display of other mammals in windows, and limit advertising mammal sales to recognised breeders, and shelters, rescuers, vets and pounds re-homing abandoned pets. The Bill would allow shelters to use pet shops to re-home cats and dogs. Consumers would need to be given specific written information about a pet's costs and responsibilities before purchase and sales to persons under 16 years of age would be banned.

You can find out more about the Bill, and the campaign, at www.leadtheway.org.au

We're also on MySpace, at myspace.com/leadthewaycampaign



[WHO'S BEHIND THE CAMPAIGN]

Lead The Way is a campaign handled independently by a group of concerned, animal-loving individuals and was created by a consultancy business (creativepartners.com.au). Whilst many animal welfare groups campaign tirelessly on the issue, we felt it wasn't reaching a wider audience. Given Australia is the largest pet owning nation in the world, something simply has to be done about the way in which they are treated! The campaign is entirely donation-based and managed in full cooperation with the rescue and animal welfare community.

[SUMMARY]

The campaign will be officially launched by Clover Moore outside Parliament House in Sydney on June 4. And we are inviting businesses, individuals, and organisations to support the campaign. For starters, we'll include your logo on our support page as a reciprocal link for free. What are you waiting for? Lead the way...



Kristofer Rogers
Campaign Manager
Creative Partners

"The principle here is about our responsibility as humans to the animal world"
Lord Mayor Clover Moore MP

